

**EUROCARE
COMMITMENTS IN THE ALCOHOL AND HEALTH FORUM**



October 2012



The European Alcohol Policy Alliance (EUROCARE)

The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governmental and public health organisations with around 50 member organisations across 23 European countries advocating the prevention and reduction of alcohol related harm in Europe. Member organisations are involved in advocacy and research, as well as in the provision of information to the public; education and training of voluntary and professional community care workers; the provision of workplace and school based programmes; counselling services, residential support and alcohol-free clubs.

The mission of Eurocare is to promote policies to prevent and reduce alcohol related harm. The message, in regard to alcohol consumption is “less is better”.



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Foreword by President Tiziana Codenotti

The European Commission's Alcohol and Health Forum, launched in June 2007 and chaired by DG SANCO, constitutes the backbone of the Commission's "*European Union Strategy to Support Member States in Reducing Alcohol Related Harm*"¹. Released in October 2006, this strategy finalised years of effort to encourage policy and decision makers to address alcohol related harm at the EU level.

Modelled on the EU Platform for Diet, Physical Activity and Health, this multi stakeholder platform brings together actors pledging to take action to reduce alcohol related harm in Europe. Committee on National Policy and Action, a structure separate of the Forum, allows Member States to coordinate national alcohol policies, whilst the Forum remains a platform for voluntary action.

The Forum now counts 68 members- economic operators as well as NGOs, including Eurocare and several of its national members; European Institutions, the World Health Organisation, and EU Member States, participate as observers.

In this document Eurocare summarises its and its members commitments submitted to the European Alcohol and Health Forum over the period of 2007-2012.

Eurocare is dedicated to working together towards reduction of harm caused by alcohol, to the individual, others and the society. We hope that European Commission and decision makers at both national and European level will continue their efforts on tackling alcohol related harm.

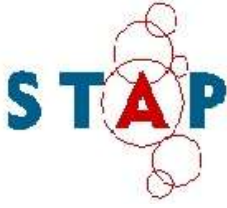
At the time when European Commission is evaluating the current "*European Union strategy to support Member States in reducing alcohol related harm*" our aim is for this brief overview to serve as a modest sample of the range of activities that are being undertaken by the NGO community across the EU.

Tiziana Codenotti
Eurocare President

¹ European Commission (2006) *Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions. An EU strategy to support Member States in reducing alcohol related harm*. Brussels, Commission of the European Communities COM(2006) 625 Retrieved from: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2006:0625:FIN:EN:PDF>

Eurocare Members participating in the Alcohol and Health Forum

 <p>alcohol action ireland the national charity for alcohol-related issues</p>	Alcohol Action Ireland	Ireland
 <p>Association Nationale de PRÉVENTION en ALCOOLOGIE et ADDICTOLOGIE A.N.P.A.A.</p>	Association Nationale de Prévention en Alcoologie et Addictologie	France
 <p>AVE EESTI KÄRSKUSLIIT</p>	AVE Estonian Temperance Union	Estonia
 <p>DHS Deutsche Hauptstelle für Suchtfragen e.V.</p>	Deutsche Hauptstelle für Suchtfragen	Germany
 <p>Eurocare Italia</p>	Eurocare Italia	Italy
 <p>Institute of Alcohol Studies</p>	Institute of Alcohol Studies	United Kingdom
 <p>IOGT-NTO</p>	IOGT NTO	Sweden
 <p>NordAN Nordic Alcohol and Drug Policy Network</p>	Nordic Alcohol and Drug Policy Network	International



Stichting Alcoholpreventie (STAP)

Netherlands



Active- sobriety, friendship and peace

International



Alcohol Policy Youth Network

International

Eurocare commitments to the EAHF

As submitted to the EAHF database: <http://ec.europa.eu/eahf/index.jsp>

Labelling

Start date	1 January 2009
End date	31 December 2010

Description: Eurocare believes all alcoholic beverages; including beer, wine and spirits should be required to state on their labels: their ingredients, any substances with allergenic effect, relevant nutrition information (e.g. energy value), and alcoholic strength, as well as include a health/ safety warning. Such information would in our opinion enable consumer to make informed choices about their alcohol consumption.

Objective: Increase action at Member State level legislating the need for ingredient listing, nutritional information like kcal, alcoholic strength and health and safety warnings. To increase the total number of alcoholic beverages carrying labels on ingredient listing, nutritional like kcal and health and safety warning messages. Eurocare committed to production of preliminary library of health warning labels

Update: In Autumn 2009 Eurocare has produced library of health warning messages to the EAHF and invited members of the Forum to comment on the draft proposals. The library has been disseminated through the website, in conferences and meetings. Approximate number of people reached at a number of conferences about 1500.

Additionally, promotional bags and other visual materials for the 4th European Alcohol Policy Conference had used the pictorial design of the library.

Eurocare is continuously promoting implementation of health warning messages and better labelling at the EU level.



**ALCOHOL MAY HARM
YOUR UNBORN CHILD**

Harm to others event

Start date	1 January 2009
End date	31 December 2010

Description: Recent research indicates that the most wide-spread problem from alcohol is the effects of drunken behaviour on other people, and the main emphasis should be put on this problem.

Objective: The objective of the workshops is to place reducing alcohol-related harm on a high political level, with conclusions of the workshops that can be feed into the political process at the EU level. Focus being placed on the innocent victims like children that represent a large share of children in desperate need of care in our society, risking to develop psychological difficulties and own problems with alcohol and drugs as they grow up. The aim of the workshop would be to increase engagement in the problems and disseminate knowledge among policy and decision makers.

Update: Event entitled: "The Cost of Alcohol: Passive drinking" was held on 2nd February 2010 in the European Parliament and kindly hosted by Swedish (S&D) Member of the European Parliament- Anna Hedh. The seminar was attended by around 120 participants; among them 30 Members of the European Parliament were present or represented. Attendees showed great interest in the subject.



Event poster



Panel discussions

Report from the event, pictures and presentations are available at:

http://www.eurocare.org/newsroom/previous_eurocare_events/the_social_cost_of_alcohol_passive_drinking_2_february_2010

4th European Alcohol Policy Conference

Start date	1 January 2010
End date	31 December 2010

Description: This conference will be the fourth in a series of alcohol policy conferences (the first was in Warsaw in June 2004, the second in Helsinki in November 2006, the third in Barcelona in April 2008).

The scope and purpose of the conference is to promote and disseminate knowledge about current thinking on alcohol and alcohol policy matters, to build capacity and promote networking and coalition building between and within the European countries, and to provide the opportunity of profiling the ECs communication on alcohol, as well as relevant EC co-financed projects.

Objective: The objective of the conference is to place reducing alcohol related harm on a higher political level, with conclusions of the conference that can feed into the political process on EU level. The aim is to increase engagement and disseminate knowledge at all levels, EU, national regional and local.

Update: The conference was organized by Eurocare (European Alcohol Policy Alliance) under the patronage of Her Royal Highness Princess Astrid of Belgium and it is co-financed by the European Commission and co-sponsored by the WHO (World Health Organization).

4th European Alcohol Policy Conference was held in Brussels on 21st and 22ns June 2010 with over 270 participants from 30 different countries.

10 Call for Actions which emerged from the conference, have been widely disseminated and are being translated into several European languages.



Top left: conference logo; bottom left: Paola Testori Coggi (DG SANCO) Michel Craplet (Eurocare President) Christiaan Decoster (Belgian Ministry of Health); right hand side: conference audience

All presentations and conference reports are available on the website:

http://www.eurocare.org/newsroom/previous_eurocare_events/4th_european_alcohol_policy_conference_21_22_june_2010_brussels

[New Eurocare website](#)

Start date	4 December 2007
End date	1 January 2009

Description: The new website will be built around a more interactive and user-friendly interface, with a strong focus on news, both from EU institutions and Member States. It will feature a wide range of cross sector policy topics relevant to Eurocare's work, such as the EU Alcohol Strategy, the Alcohol and Health Forum, Labelling, Drink Driving, Workplace, Young People, etc. Information should be relevant and useful to policy makers, NGO's, journalists, students, and public at large and reflect the multifaceted nature of the alcohol issue.

Objective: Make the web site more user-friendly and interactive; increase information impact with updated and relevant news. The new website will be an important tool for Eurocare, by disseminating relevant information and analysis on EU alcohol policy more widely and effectively, with a view to providing member organisations, policy makers and public at large with updated news regarding alcohol policy from the EU institutions, Member States etc.

Update: Originally, the website was scheduled to be launched in February 2008 but was delayed due to underestimation of the workload involved. It was launched in July 2008 and officially in September 2008.

The budget allocated was sufficient to design and deliver the website, however the staff time involved was underestimated.

www.eurocare.org

Awareness raising of Foetal Alcohol Spectrum Disorder (FASD)

Start date	4 March 2008
End date	1 January 2010

Description: Eurocare wishes, through its partnerships with member organizations, The EU Forum on Alcohol and Health, governments, health authorities and health professionals, to increase the awareness of dangers related to drinking alcohol during pregnancy.

Foetal Alcohol Spectrum Disorders (FASD) is one of the most common forms of preventable brain damage. The foetus' brain and nervous system continue to develop throughout pregnancy, and these organs can be harmed at any point by the mother's drinking. The evidence suggests that there is no safe time or safe amount to drink alcohol during pregnancy.

Objective: Awareness raising of FASD among decision-makers, member organisations and the public at large Increase information impact with updated and relevant news. Make scientifically sound and attractively presented information on FASD easily accessible to key audience. Increase awareness among health professionals and investigate possibilities for joint commitments in the future. Working with partners in the MS, within the EU Alcohol and Health forum and through the web site will increase knowledge of dangers of drinking during pregnancy.

Update: In order to raise awareness of the prevalence FASD among EU decision makers, as well as promote effective measures that can be taken to curb its incidence, Eurocare has organised several events in the European Parliament. The events were organised in collaboration with representatives from the European Parliament, European Commission, Member States and Presidency (Sweden).


 Lunch meeting on FASD in the European Parliament, 4th September 2007

Eurocare organised, together with Dutch MEPs, Mr. Jules Maaten (ALDE) and Ms Dorette Corbey (PSE), a lunch meeting at the European Parliament in Strasbourg.

The policy recommendations from the speakers included warning labels on alcohol beverage containers coupled with general population health education and awareness as well as Medical /Nursing/Social Work University education on alcohol related problems.

For more information please visit:

http://www.eurocare.org/newsroom/newsletter/2007/september_october_2007/news_from_the_secretariat/lunch_meeting_on_fasd_foetal_alcohol_spectrum_disorders_european_parliament_strasbourg_4_september_2007

 Evening Reception on 'Alcohol and Pregnancy' in the European Parliament, 9th September 2008

Event was hosted by MEPs Ms Mairead McGuinness (EPP, IE) and Ms Catherine Stihler (PSE, UK), in order to mark International FASD Awareness Day. In addition, combined statement in a form of press release was issued together with other NGOs: European Public Health Alliance, Mental Health Europe, and Confederation of Family Organisations in Europe, Standing Committee of European Doctors and the European Midwives Association.



MEP Mairead McGuinness



Reception participants

For more information please visit:

http://www.eurocare.org/newsroom/previous_eurocare_events/eurocare_holds_successful_evening_reception_on_alcohol_and_pregnancy_in_european_parliament



'Alcohol and Pregnancy' Conference in the European Parliament 9th September 2009

This full day conference was organised in the European Parliament in collaboration with the Swedish Presidency and the opening speeches were given by EU Commissioner for Health and Consumer Protection Androulla Vassiliou and Swedish Health Minister Maria Larsson. It was attended by over 100 participants from 15 countries, a number of MEPs have been present or represented. In addition, fifteen member organisations contributed to the event by providing information leaflets and reports on the topic of alcohol and pregnancy. The information, provided in seven different languages (French, English, Swedish, Dutch, German, Italian, Polish), was displayed during the event.



From the left: MEP Alf Svensson, Mariann Skar (Eurocare), EU Commissioner for Health and Consumer Protection Androulla Vassiliou, Dr Diane Black;



Presentation by PARPA – State Agency for Prevention of Alcohol-Related Problems

For more information please visit:

http://www.eurocare.org/newsroom/previous_eurocare_events/eurocare_s_alcohol_and_pregnancy_conference_9th_september_2009_european_parliament_brussels

Eurocare considers these events an important tool in trying to reach the decision makers and raise awareness and understanding of the need to take action and reduce harm caused by drinking during pregnancy.

Eurocare continuously raises the issue in meetings with the European Commission, European Parliament, World Health Organisation and Member State representatives (i.e. workshop organised jointly by Eurocare and WHO on Stakeholder involvement in the Swedish expert conference on Alcohol in September 2009).

In addition Eurocare has prepared a number of papers, brochures and reports in order to increase awareness and knowledge.

For more information please visit Alcohol and Pregnancy section of Eurocare website: http://www.eurocare.org/resources/policy_issues/alcohol_and_pregnancy

Raising awareness of drinking alcohol while pregnant II


Start date	1 June 2011
End date	31 December 2012

Description: Eurocare wishes, through its partnerships with member organizations, The EU Forum on alcohol and health, governments, health authorities and health professionals, to increase the awareness of dangers related to drinking alcohol during pregnancy.

Objective: Eurocare and its members will be raising awareness regarding dangers of drinking alcohol during pregnancy on both national and European level. This will be achieved through dissemination of information in workshops, policy debates in the European Parliament, speeches at events, Eurocare and its members websites and newsletter.

In addition Eurocare is promoting health warning labels, updating its preliminary health warning library and updating its overview over labelling initiatives. These activities aim at moving the debate around health warning labels towards concrete actions.

Update: Eurocare is including information, reports and developments regarding FASD on its website and in the newsletter on a regular basis.

 'Protecting the unborn baby from alcohol' event in the European Parliament, 7th September 2011


Eurocare in cooperation with its Polish member (PARPA) has organised under the patronage of Prof Jerzy Buzek (at the time President of the European Parliament) 'Protecting the unborn baby from alcohol' event. This event was kindly hosted by MEP Elzbieta Lukacijewska (EPP, Poland). The keynote speakers included: EU Commissioner for Health and Consumer Protection John Dalli, and Adam Fronczak, Ministry for Health, Poland and the. More than 120 participants from approximately 15 European countries participated in this policy debate which highlighted the important issues around alcohol and pregnancy.



From the left: Chair of the EU Alcohol and Health Forum, Despina Spanou; EU Commissioner for Health and Consumer Protection John Dalli; Undersecretary of State, Polish Ministry for Health, Adam Fronczak

For more information please visit:

http://www.eurocare.org/newsroom/previous_eurocare_events/protecting_the_unborn_baby_from_alcohol_7_september_2011_european_parliament_brussels

 Labelling postcards initiative



In December 2011 Eurocare has participated in an European action coordinated by European FASD Alliance (EUFASD) calling for messages on alcoholic drinks to warn women not to drink during pregnancy. Around 15 000 postcards illustrating the demand for warning labels were sent to politicians and policy makers across 20 European countries.

Eurocare has also touched on the salience of introduction of health warning labels in the updated version of its position paper on health warning labels and *'What's not on the bottle? Brief overview of state of play in alcohol labelling'*.

For more information please visit:

http://www.eurocare.org/resources/policy_issues/labelling/eurocare_papers

Awareness raising of the link between drinking alcohol and risk of developing certain types of cancer

Start date	1 September 2011
End date	31 December 2012

Description: Eurocare together with The Association of European Cancer Leagues wish to increase awareness about the link between drinking alcohol and risk of getting cancer. This information is not only little known among the general public, but also more awareness of the salience of the problem needs to be established among policy making stakeholders (Member States, European Institutions, NGOs, economic operators).

One in four EU citizens will be diagnosed with cancer, however only a few are aware of the link between drinking alcohol and cancer.

The recent Eurobarometer survey (April 2010) has indicated that 1 in 5 European citizens do not believe that there is a connection between alcohol and cancer and 1 in 10 do not know about the link.

Objective: Eurocare together with ECL will link their respective expertise in the fields of alcohol and cancer, with the aim of producing informative material (website and factsheet). Based on the evidence and scientific input provided by IARC and other sources, ECL and Eurocare will produce information material that can be easily utilised by both organisations' members and other partners to promote knowledge about risks associated with harmful alcohol drinking patterns and cancer.

This material will be distributed among ECL and Eurocare members as widely as possible and will also support the cancer prevention and health promotion work package of the European Partnership Action against Cancer (EPAAC)

Update: Website was launched at an event in the European Parliament on the 27th June 2012 entitled: 'Why does Europe need an alcohol strategy?' organised by Eurocare in cooperation, ECL, EuroHealthNet and ETSC.

For more information please visit: www.alcoholandcancer.eu

Eurocare Members commitments to the EAHF

Alcohol Action Ireland

Alcohol Action Ireland is a non-governmental organisation which seeks to inform and influence policy makers, politicians and grassroots organisations of the need to adopt evidence based policies to reduce the harms caused by alcohol.



A New Alcohol Action Ireland Website

Start date	4 December 2007		
End date	1 August 2008		
Contact person	Rackard Marion	Email	info@alcoholactionireland.ie
Website	http://alcoholireland.ie		

Alcohol Action Ireland intends to create a new website, as part of the development of a communications strategy to increase the impact and visibility of the organisation. This website will provide access to a comprehensive set of resources around alcohol and alcohol policy measures. This will extend from evidence base to policy briefings and from press releases to advocacy tools/resources. The purpose is to become a trusted source of information for those who have questions around alcohol. In order to achieve this, the organisation aims to develop a well-structured web-based presence, through which users can access information on alcohol related issues.

Development of a web-based "Media Centre" service and a new "Alcohol &You" section

Start date	1 October 2009		
End date	30 June 2010		
Contact person	Cliona Murphy	Email	cliona@alcoholactionireland.ie
Website	http://alcoholireland.ie		

Alcohol Action Ireland intends to further develop our website to provide two new services (www.alcoholireland.ie):

- Revamp our existing "Alcohol & You" section, adding new design and content
- Creation of a new "Media Centre" section

The aim of the proposed re-vamp of the existing "Alcohol & You" section is to present information about alcohol-related harms in an attractive user-friendly and consumer focused manner.

The aim is to target all likely audiences trafficking through the website, with a new and more universal "Alcohol & You" section. Instead of focussing on providing information to parents alone, it will now contain sections directed at women, men, older people etc. Over time, additions for young people and children will be added.

The aim of the News Centre is for Alcohol Action Ireland to become the go-to website for members of the media seeking information about alcohol; latest news and analysis, what's happening in Ireland and internationally, and Alcohol Action Ireland in the news.

The News Centre will serve as an electronic "news service" on alcohol-related news and will be directed at key professional audiences: journalists, news researchers, medics/treatment professionals, academics, NGOs and other stakeholders. The service will primarily feature all

Alcohol Action Ireland's own news coverage as well as encompassing news from around the world.

Service Finder and Information Leaflets

Start date	1 May 2010		
End date	30 June 2011		
Contact person	Cliona Murphy	Email	cliona@alcoholactionireland.ie
Website	http://alcoholireland.ie		

The service finder is an online service for those looking for help with alcohol problems. It is designed from a service user perspective and will allow people to seek services by area, and by 'who needs help?' Search results will appear in a list of contact details for relevant services and locations will be shown on a map. The service finder will meet a gap in current service provision as there is no such service available in Ireland for people looking for help with alcohol problems. We anticipate that the service will also be used by GPs (family doctors) and other service providers who wish to refer clients to appropriate alcohol services.

We are also in the process of developing leaflets targeting two sub-populations who suffer health inequalities in relation to alcohol use: women and older people. Both leaflets will be piloted with groups representing the needs and rights of women and older people respectively. In addition to hard copies, the leaflets will be available in PDF format so they can be downloaded from our website. We also intend to post a copy of each leaflet accompanied by a cover letter to all GPs in Ireland. These leaflets will build on the success of our leaflet *Is Alcohol Affecting Your Family?*

Publication on the case for minimum pricing and leaflet on alcohol and men

Start date	1 July 2011		
End date	29 February 2012		
Contact person	Cliona Murphy	Email	cliona@alcoholactionireland.ie
Website	http://alcoholireland.ie		

The Alcohol and Men leaflet was developed to build on the success of our other leaflets which were designed from a service user perspective. In line with our other leaflets, the alcohol and men leaflet is available as a PDF from our website as well as being available, free of charge, as a hard copy.

The second commitment is to research, write, design and print a report on The Case for Minimum Pricing. This report will be circulated to all members of the Irish parliament as well as key journalists, civil servants and key organisations who can advance the case for minimum pricing. Alcohol Action Ireland have always put a focus on advancing evidence-based policies, hence our focus on pricing policy. The aim of this commitment is to provide key information on minimum pricing, and dispel the many myths and misinformation that are currently circulating in the media.

Development of www.drinkhelp.ie

Start date	1 March 2012		
End date	16 January 2013		
Contact person	Cliona Murphy	Email	cliona@alcoholactionireland.ie
Website	http://alcoholireland.ie		

Every seven hours some-one in Ireland dies from an alcohol-related illness, while one in eleven Irish children say parental drinking has a negative effect on their lives. The development of drinkhelp.ie will provide information, advice and links to supports for those affected by alcohol-related harm, whether as a result of their own drinking or as a result of some-one else's drinking. The need for the service was identified due to the gaps in information available to people seeking help with the range of harms caused by alcohol, particularly in relation to harms caused by another's drinking.

Alcohol Action Ireland will further develop the website www.drinkhelp.ie with the aim of providing a range of consumers with clear information on alcohol and on what they can do to reduce alcohol-related harms.

Association Nationale de Prévention en Alcoologie et Addictologie, France

ANPAA is an organisation working at national, regional and local level (100 local teams) on: advocacy, prevention, education, information, training, treatment, rehabilitation, research in alcohol and other illicit drugs. It also supports medical care and risk reduction in about 100 out patient centres. Anpaa employs 1500 professionals.

**Enforcement of the LOI EVIN**

Start date	3 December 2007		
End date	15 February 2012		
Contact person	Claude Riviere	Email	clriviere@anpa.asso.fr
Website	www.anpaa.asso.fr		

An alcohol policy law (Loi Evin) was voted in France in 1991 in order to control advertisement and commercial communication for alcohol.

Since the publication of the law, ANPAA monitored the existing advertisements mainly in the press, in magazines and on billboards suing when illegal.

Since 1991, many advertisements infringing the law have been condemned by the French courts of justice. Since 1991, about 25 advertisements were brought to the courts by the French NGO ANPAA. 22 adjudications were in our favour; only 3 judgments did not uphold our complaint. As a consequence, since 1991 we can observe a real change in alcohol advertising: the law has modified the language which lost most of its seductive character. It is no longer allowed to use drinkers and drinking atmospheres: we have observed the disappearance of the drinker from the images and a highlighting of the product itself.

ANPAA will continue this work and develop it, monitoring more media in order to bring the illegal ads and commercial communication to court, as no other public or private agency is doing it in France.

During the period from December 2007 to December 2010 ANPAA raised 9 new actions

7 have been condemned (2 companies fined): Kronenbourg (2) - Heineken (2) - Bollinger (1) - Glenfiddich (1) - La Semaine du Goût (1) For procedural grounds ANPAA had to withdraw an action vs Grant's Whisky concerning an advertisement linked to games.

Estonian Temperance Union (AVE)

Estonian Temperance Union (AVE) is a successor of Estonian Temperance Union, which was recreated in 1989 and has acted since 1922. During the Soviet period AVE was banned like any other nongovernmental organisation. AVE's main areas of work are prevention among children and young people, organizing cooperation among NGO-s and influencing alcohol policy.



Alcohol free Cafe in Tallinn

Start date	1 June 2007		
End date	1 June 2009		
Contact person	Lauri Beekmann	Email	lbeekmann@hotmail.com
Website	www.ave.ee/kohvik		

Estonian Temperance Union is opening a first alcohol-free Cafe in Estonia. Goal is to create a youth-friendly environment that is 100% alcohol and smoke free.

As the WHO European Alcohol Charter states every young person and child has a right to grow up in an environment that is free from negative results of alcohol. It also encourages to create places where young people can spend their time without the pressure of alcohol.

Project is based on youth to youth principle. Most of the team-members are high school students. Everything is done and decided by or with them.

We hope that the cafe with its activities is creating an alternative youth culture where alcohol has no place.

This is a pilot project and additional teams are already developed in other Estonian towns. We hope to see at least 5 youth cafes in 2010.

FAS Seminars and website in Estonia

Start date	25 February 2010		
End date	31 March 2011		
Contact person	Lauri Beekmann	Email	lbeekmann@hotmail.com
Website	www.ave.ee		

Preventing alcohol harm to the unborn child is one of the priority themes of the European Alcohol Strategy.

Estonian Temperance Union will organize two seminars (7. and 8. of April 2010) inviting dr Diane Black from Netherlands to speak. Seminars will be in Tallinn and Tartu.

Second part of the commitment will be a special website focused to preventing alcohol related harm to the unborn children. During one year we will update and add additional information and materials to the website and organise dissemination of the info about the website to any relevant audience.

Alcohol and Pregnancy Don't mix

Start date	1 March 2010		
End date	20 January 2012		
Contact person	Lauri Beekmann	Email	lbeekmann@hotmail.com
Website	www.ave.ee		

With this project we plan to develop FASD prevention in Estonia. In 2010 we organized two seminars with dr Diane Black from Netherlands. We started a special website www.ave.ee/fas and a newsletter for the doctors, midwives, parents and students. We see it to be crucial to continue with this subject and develop these initiatives that we have already started. During the project we plan to develop the website and newsletter and draw attention to the FASD subject through a small media campaign in September 2011. We are going to publish a newsletter twice a month for the Estonians and also twice a month special newsletter for the new European network called European FASD Alliance.

Deutsche Hauptstelle für Suchtfragen (DHS), Germany

The German Centre for Addiction Issues (Deutsche Hauptstelle für Suchtfragen - DHS) was founded in 1947 as a common platform for all German charitable associations in the field of addiction counselling, treatment and self-help. Except for private organizations and the anonymous self-help project Anonymous Self-Help (Anonyme Selbsthilfe), all umbrella organizations of outpatient counselling and treatment, in-patient care and self-help are members of the DHS. The work of the DHS is supported by the Federal Ministry of Health.



Support capacity and competence building

Start date	1 January 2008		
End date	31 March 2010		
Contact person	Bartsch Gabriele	Email	bartsch@dhs.de
Website	www.dhs.de		

The commitment "Support capacity and competence building" refers to the Commissions priority theme "Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption". By publishing a Fact Sheet Series on alcohol related problems and effective interventions to solve them, DHS will contribute to building capacity and competence among professionals in the fields of addiction, youth and health promotion, and to inform the general public and the target group of young people.

Parents Pro-active!

Start date	1 January 2010		
End date	31 March 2012		
Contact person	Bartsch Gabriele	Email	bartsch@dhs.de
Website	www.dhs.de		

The commitment „Parents Pro-active!“ refers to the Commissions priority theme „Develop a strategy aimed at curbing underage drinking“. By publishing a flyer on information for parents of drug and alcohol-consuming adolescents, DHS will contribute to building capacity and competence among parents. This flyer is based on the needs of parents of drug and alcohol consuming adolescents. It will give them specific information and strategies how to

act when their children consume drugs and alcohol in a dangerous way. This flyer shall motivate parents as well as adolescents to contact an information centre for addiction, and thus make possible early intervention and curbe under-age drinking.

Eurocare Italia

Prevention and management of alcohol problems in the workplace (Eurocare-CEE Project);
Prevention projects of alcohol-related problems in schools; projects on the effectiveness of general practitioners' counseling on alcohol problems; community programmes on alcohol-related problems at local, national and international level.



Translation and Dissemination of 'Alcohol in Europe' Short Report

Start date	1 January 2008		
End date	1 January 2009		
Contact person	Tiziana Codenotti	Email	eurocare@dada.it
Website			

The edited version of the Alcohol in Europe report (short version), published by the Institute of Alcohol Studies and commissioned by DG Sanco represents an easy-to-read and comprehensive tool covering the economic, health and social impact of alcohol across Europe. To reach a wider audience, it is still crucial to make the report available in Italian and customise it into the national cultural context. The translation and dissemination aim at (i) raising awareness of the current status of alcohol related harm in Europe, reaching a wider audience; (ii) promoting existing research, raise awareness of best practice as well as policy recommendations; (iii) allowing the organisation, at national level, to disseminate information about alcohol to non specific alcohol NGO's and to governmental institutions at national, regional and local level;

Co- owner of 2 commitments with STAP and IOGT-NTO:

- **Overview of European Alcohol Marketing Regulations & Overview Research on Effects Alcohol Marketing**
- **Alcohol Marketing in Health Perspective**

Institute of Alcohol Studies, United Kingdom

The Institute of Alcohol Studies is an independent organisation and a registered charity.

Our main work is based around helping to bridge the gap between the scientific evidence on alcohol and the wider public. We want to make all of this evidence accessible to anyone with an interest in alcohol – politicians, reporters, health

professionals, students, youth workers and others – and to advocate for effective responses that will reduce the toll of alcohol in society.



European Alcohol Data Map

Start date	1 January 2008		
End date	1 January 2010		
Contact person	Bennetts Russell	Email	rbennetts@ias.org.uk
Website	www.ias.org.uk		

The 'European Data Map' is designed as an interactive web tool for researchers wishing to carry out secondary analysis of alcohol data. The aim is to encourage further alcohol research, with a view to developing a more robust evidence base at EU level. The aims of the Data Map will be to identify existing sources of EU wide quantitative data, and data sets relevant to strategies to reduce alcohol related harm. This will also help identify existing gaps in the data, and hopefully generate coordinate, cross cultural and comparative research. The project will also help to ensure that future data collection on alcohol consumption and harm complements existing data sets rather than duplicating them. It is envisaged that the project will be complementary to, and, it is hoped, a contribution towards, the ECHIM programme.

European Alcohol Data Map II

Start date	1 April 2009		
End date	1 April 2010		
Contact person	Owen Aneurin	Email	aowen@ias.org.uk
Website	www.ias.org.uk		

A compilation of English language and trans-European surveys which include questions on alcohol consumption and related matters. The Data Map is intended as a resource for researchers interested in alcohol issues at EU level. It is hoped that the Data Map will also encourage further secondary analysis of available data.

European Alcohol Data Map III

Start date	1 January 2011		
End date	31 December 2011		
Contact person	Dr Adrian Bonner	Email	abonner@ias.org.uk
Website	www.ias.org.uk		

The 'European Data Map' is designed as an interactive web tool for researchers wishing to carry out secondary analysis of alcohol data. The aim is to encourage further alcohol research, with a view to developing a more robust evidence base at EU level. The aims of the Data Map are to identify existing sources of EU wide quantitative data, and data sets relevant to strategies to reduce alcohol related harm.

This helps to identify existing gaps in the data, and hopefully generates coordinated, cross cultural and comparative research. The project also helps to ensure that future data collection on alcohol consumption and harm complements existing data sets rather than duplicating them. The project aims to be complementary to, and acts as a contribution towards, the ECHIM programme.

IOGT- NTO, Sweden

IOGT came to Sweden 125 years ago. At that time the consumption of alcohol was very high and led to big problems. The temperance movement organised many people in the fight against alcohol and the problems it caused. The work was successful and Sweden adopted a restrictive alcohol and drug policy which has decreased the use and as a result of that the problems.

The last ten years Sweden has changed into a more liberal policy. As a consequence of the Swedish membership in the European Union several of the restrictions have dissolved.



Co- owner of 2 commitments with STAP and IOGT-NTO:

- Overview of European Alcohol Marketing Regulations & Overview Research on Effects Alcohol Marketing

- Alcohol Marketing in Health Perspective

NordAN - the Nordic Alcohol and Drug Policy Network

NordAN was established in September 2000 as a network of non governmental, voluntary organizations who all worked to reduce the consumption of alcohol and other drugs and who supported a restrictive alcohol and drug policy and who did not receive contributions from the commercial alcohol industry.

Acting on these principles NordAN today have grown to have 90 non-governmental, voluntary member organisations in all the eight Nordic and Baltic countries (Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), all active in the alcohol and drug field.



Building a network supporting evidence based alcohol policies in the Baltic states

Start date	1 July 2008		
End date	31 March 2013		
Contact person	Romanus Gabriel	Email	gabriel@romanus.se
Website			

The commitment includes three steps:

1. Expanding the NordAN membership in Estonia, Latvia and Lithuania by recruiting more NGOs to become members and support evidence based alcohol policies
2. Informing decision makers at national, regional and local levels about evidence based alcohol policies
3. Trying to strengthen public opinion in the Baltic states in favour of evidence based alcohol policies

National Foundation for Alcohol Prevention (STAP), The Netherlands

STAP is a national, independent non for profit organisation. It was established in 1994 and it advocates effective alcohol control policies and greater restrictions on alcohol marketing. It works towards the dissemination of objective information about the health and social effects of alcohol consumption.



Overview European Alcohol Marketing Regulations & Overview Research on Effects Alcohol Marketing

Start date	1 January 2008		
End date	31 January 2009		
Contact person	de Bruijn Avalon	Email	AdeBruijn@stap.nl
Website	www.eucam.info		

STAP together with IOGT-NTO, Eurocare Italia, NAD, Landsraadet, AV.OG.TIL and Actis have initiated in July 2007 a pilot project named European Centre for Monitoring Alcohol Marketing (EUCAM). EUCAM is set up to collect, exchange and to promote knowledge and experience about alcohol marketing throughout Europe. EUCAM has two main objectives, namely:

1. Promote Monitoring of Alcohol Marketing: EUCAM aims to create opportunities and to promote monitoring of alcohol marketing in Europe in order to gather reliable information about the volume and content of alcohol marketing and about the functioning of the existing procedures related to the regulation of alcohol marketing.
2. Promote and disseminate impact research: EUCAM aims to be an easy accessible source of current information and knowledge about the impact of alcohol marketing in European countries.

With the above mentioned objectives as a basis, EUCAM plans to deliver the following concrete products as a commitment in the Alcohol and Health Forum:

1. Providing an overview of marketing regulations in Europe. The knowledge partly results from the ELSA project which brought together NGOs and governmental officials in order to evaluate the existing regulations regarding alcohol marketing. This knowledge will be updated and extended by including information on alcohol marketing regulations in more countries and will be presented on a web site (www.eucam.info).
2. Providing an overview of research findings related to the impact of alcohol advertisement and alcohol sponsorship. Information on findings will be presented on a web site (www.eucam.info) and will provide summaries of recent scientific articles on effects of alcohol marketing.

Alcohol Marketing in Health Perspective

Start date	1 January 2010		
End date	31 December 2011		
Contact person	de Bruijn Avalon	Email	AdeBruijn@stap.nl
Website	www.eucam.info		

STAP, IOGT-NTO, Eurocare Italia, ACTIS (Norway) and AV.OG.Til (Norway) have initiated in 2007 a project named European Centre for Monitoring Alcohol Marketing (EUCAM). Since 2009 EUCAM is a European Foundation. EUCAM initially was set up to collect, exchange and to promote knowledge and experience about alcohol marketing and alcohol marketing monitoring throughout Europe.

With the formulated objectives as a basis, EUCAM plans to deliver the commitment Alcohol Marketing in Health Perspective. The product of this commitment to the Alcohol and Health Forum are in 2010:

1. Updated overview of the alcohol marketing regulations in Europe
Providing an update of an overview of alcohol marketing regulations in Europe as resulted from the ELSA project (2007) and the FASE project (2010) two Alcohol Marketing projects co-financed by the European Commission.
2. Trend report Alcohol Marketing of 5 countries
As part of the AMMIE project EUCAM will deliver a report about alcohol marketing trends in The Netherlands, Bulgaria, Denmark, Germany and Italy. The AMMIE project is co-financed by the European Commission.
3. Information about the impact of alcohol marketing
Three fact sheets are results of the monitoring of alcohol marketing.
4. Training program for NGO's
In 2010 EUCAM will deliver a training program for NGO's about how to promote effective alcohol marketing regulations. Main goal of effective regulations is that young people and specific risk groups are protected against the harmful effects of alcohol marketing. The training program will take place in November 2010; at least 15 participants will follow the program.

Active - sobriety, friendship and peace

The main aim of Active is peace and tolerance in the world. We consider alcohol and other drugs one of the main reasons of violence and conflicts among people. Therefore, members of Active promote a drug free lifestyle by their own abstinence and prove that having fun, making friends and being free is possible without getting addicted and without any risk of hurting somebody or being hurt.



Mystery Shopping

Start date	1 January 2011		
End date	31 January 2012		
Contact person	Stefan Slooten	Email	alcoholpolicy@activeeurope.org
Website	www.activeeurope.org		

Active and its members commit to conduct mystery shopping actions. We test both shops and bars/pubs to see how they respect the age limit on selling alcohol. We aim to test in a systematic and repeated way so that our data is as valid and comparable as possible - enabling us to see trends in the enforcement of the legal age limits for purchasing alcohol. All mystery shopping activities will be conducted responsibly, meaning that all minors are free to stop whenever they feel like. All minors are accompanied by experienced members and the activities always include an evaluation and debriefing on what happened. We commit to test both on- and off-sale spots because our experience tells us that there are problems of enforcing age limits in both.

The data about the mystery shopping results will be collected by the Active office and made accessible for DG Sanco.

Spaces for Engagement

Start date	1 January 2011		
End date	31 January 2012		
Contact person	Stefan Slooten	Email	alcoholpolicy@activeeurope.org
Website	www.activeeurope.org		

We commit to "Create and offer space for engagement for young Europeans to deal with the alcohol question in many different and exciting ways for young people". The "alcohol question" refers to all the issues connected to alcohol culture, alcohol harm and alcohol as lifestyle determinant. This also includes understanding alcohol as social construct (of expectations) and the alcohol industry as global player. The best approach to these issues is to address them in the way young Europeans appreciate the most. Therefore, core of the commitment is "user generated", i.e. personal application. When young people apply their own hobbies to address society's issues, such as alcohol use, effective behavioural change can be accomplished. Thus the commitment offers "space for engagement" - not on pre-determined terms but on "user/ youth generated terms". Through various activities (including video making, picture taking, using the arts, other personal hobbies, social media and webpage, the European Voluntary Service, travels, Preparatory Teams participation, workshop leading and articles writing), young people are offered to use their abilities and interests with the frame of making a difference in society through reducing the myriad of alcohol harm. The Commitment is a new approach to reducing alcohol related harm. It goes beyond traditional education programmes that do not change behaviour among youth by building on involvement on the terms and preferences of young people. The commitment breathes the conviction that involvement creates sustainability; that involvement fosters virtues that protect from potential alcohol harm.

ALL RIGHTS Campaign

Start date	1 January 2011		
End date	31 January 2013		
Contact person	Maja Stojanovska	Email	maja@activeeurope.org
Website	http://all-rights.org		

The ALL RIGHTS campaign focuses on Human Rights threats and violations and by European alcohol culture and alcohol harm. There are 9 million children only in the EU growing up with parents who are alcohol addicted. All these children live and grow up in insecure environments. Just this fact is violating their rights. While ALL RIGHTS sheds light on the situation of these children and young people, it is also about illustrating more threats and violations young Europeans suffer due to European alcohol culture and alcohol harm.

Alcohol Free Environments

Start date	1 January 2011		
End date	31 January 2013		
Contact person	Maja Stojanovska	Email	maja@activeeurope.org
Website	http://all-rights.org		

Active works to provide young people with possibilities to meet in attractive safe alcohol- and drug-free places. In this commitment we are dedicated to create alcohol free environments on European, national and local levels.

Active is committed to organizing European events for intercultural learning and education in democracy and other issues young Europeans burn for. Like this we connect a drug free environment with fun social and intellectual engagement. Part of the commitment is that these events are open to all. Active and its member organizations will conduct activities also on grass roots level, both for members and open for all children and young people. The commitment is last but not least about creating attractive realms for young people to meet and provide meaningful leisure time activities.

Alcohol Policy Youth Network – APYN

The Alcohol Policy Youth Network is a network of youth organizations that works towards the prevention and reduction of alcohol-related harm. Its mission is to mobilize young people across Europe to raise awareness about alcohol related topics and to become advocates of better alcohol policy on a local, national and international level. APYN conducts research and develops policies on young people and alcohol. All its work is evidence-based.

APYN is non-partisan and independent from any source of tobacco and alcohol industry funding.



Youth Empowerment for a better life!

Start date	1 January 2008		
End date	31 January 2009		
Contact person	Carmo João Salviano	Email	joao.salviano@apyn.org
Website			

Create a network of youth organisations across Europe that work or are willing to work in the field of Alcohol Policy. The network will be a capacity building network aiming at empowering young people and youth organisations to become actors in the definition, promotion, implementation and evaluation of alcohol policies and programmes at the national and European levels. APYN will mainly organise training courses, advocacy schools, training for trainers, seminars and conferences, while developing materials and resources for use by young people and youth organisations during their own projects and actions.

Alcohol and Young People

Start date	6 November 2009		
End date	6 July 2011		
Contact person	Carmo João Salviano	Email	joao.salviano@apyn.org
Website			

APYN - Alcohol Policy Youth Network is a capacity building network for youth organizations and young people from across Europe and aims at empowering young people to be active and valid actors in the definition, advocacy, implementation and evaluation of alcohol policies and programmes. Through a series of 6 activities APYN will engage youth organizations and young people with the aim of producing a number of reports and tools on Alcohol and Young People.

Alcohol and Youth: Engaging European young people in the debate!

Start date	1 January 2012		
End date	31 December 2012		
Contact person	Peloza Jan	Email	jan.peloza@noexcuse.si
Website	www.apyn.org		

The European Conference on Alcohol and Youth organised by the Alcohol Policy Youth Network is to gather young people from all over Europe to work and discuss about alcohol as a problematic drug to the body and society, but at the same time to find ways to reduce its harm, especially towards young people. The project consists of a preparatory meeting, a European Conference and a follow-up meeting.