

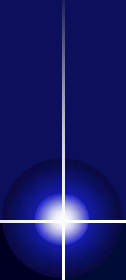
# **EUROCARE**

## **European Alcohol Policy Alliance**

### Alcohol and Health Forum: An Overview of Commitments

**Building Capacity Conference**  
**Barcelona, April 2008**

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- Forum for Action:
  - Background Information
  - Overview of commitments
  - Conclusions

# A Forum for Action

- Curbing under age drinking
- Information and education programs
- Provide adequate consumer information
- Enforcing age limits for selling and serving of alcohol
- Interventions promoting effective behavioural change
- Cooperation to promote irresponsible commercial communications and sales

# A Forum for Action: Composition

NGO's: 19

Eurocare, EPHA, ECL, EMA, EMNA, ETSC, CPME, FEANTSA, EYF, ReLEAF

Economic operators: 30

- Alcohol Producers: Brewers of Europe, Spirits Organization
- Retailers: EuroCommerce
- Advertisers and Publishers: WFA, EGTA, FAEP
- Organizations: COPA- COGECA, CEEV, EPC, ESA
- Social Aspects Organizations: EFRD
- Industry research: IREB, ICAP

Observers: The European Parliament, EU Member States, WHO, The Economic and Social committee, The Committee of the regions, International Organisation of Vine and Wine

# A Forum for Action: Rationale

- Multi-stakeholder framework - Seeks close cooperation with actors in the field
- VOLUNTARY ACTION
- Primarily a forum for Industry Action- NGO's continue work in their field
- Commitments are to be monitored in an open, transparent and participative way

# Monitoring of Commitments

- Relevance: relevant to the aims
- Objectives: could include concrete and specific actions
- Inputs: example: staff time, training, expenses..
- Outputs: results

# Overview Commitments

## **78 Commitments** (March 2008)

- Curbing under age drinking - 6
- Information and education programs:  
Harmful drinking – 28  
Responsible patterns of consumption -  
19

# Commitments

- Provide consumer information – 10
- Enforcing age limits for selling and serving of alcohol – 7
- Interventions promoting effective behavioral change – 6
- Cooperation to promote irresponsible commercial communications and sales - 26

# Conclusions

- Monitoring of Commitments are important, with special focus on relevance and effectiveness
- The role of the science group
- Industry willingness to contribute with proportionate resources
- Follow Member State participation in Forum and follow-up of good practice

For more information,

[http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/Forum/alcohol\\_forum\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/alcohol_forum_en.htm)

# **EUROCARE**

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