

No Half Measures: Revitalising Alcohol Harm Reduction Strategies in Europe



Tuesday 18th October 2011
The Silken Berlaymont Hotel
Brussels

"An International Symposium for gathering knowledge, discussing the latest challenges and sharing best practices in alcohol harm reduction policy in Europe"

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Overview

Alcohol consumption is a growing public health and social concern in the EU. Europe has the highest proportion of drinkers in the world, the highest levels of alcohol consumption per capita and a high level of alcohol-related harm. Indeed, latest statistics show that 7.4% of all ill-health and early death in the EU is caused by harmful and hazardous alcohol consumption.

Whilst it must be acknowledged that alcohol is a significant economic commodity and also represents a cultural value in many regions, it is clear that there are many serious health issues attached. Furthermore, harmful and hazardous consumption has a broader social impact such as violence, family problems, crime, social exclusion and low productivity at work.

In order to confront these issues, it is vital to implement effective alcohol related policies at all levels. Five years have passed since the European Commission adopted a milestone for reducing alcohol related harm with a key Communication setting out a strategy to support Member States and establishing an Alcohol and Health Forum. The dissemination of good practices has helped to demonstrate the positive steps that have been made but it is clear, however, that there is still much to be done.

This timely International Symposium seeks to harness actions which have been put in place to reduce alcohol-related harm and share good practices, as well as identify gaps where further progress can be made. In order to face up to this public health 'time-bomb', as well as redoubling efforts to raise general public awareness, the European Union is seeking to work closer together with stakeholders to synergise EU policy with the national health policies implemented by Member States. The symposium will examine the latest initiatives at both EU and national level, discuss the range of alcohol-focused projects and consider recommendations for future actions to reduce the harmful effects of alcohol misuse.

Public Policy Exchange welcomes the participation of all key partners, responsible authorities and stakeholders. The Symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate.

“ My message is simple: people can take steps to improve their health and avoid certain cancers, by making healthier choices. While public authorities cannot force people to change their behaviour, I believe that we have a duty to arm our citizens with the information they need to take control of their health ... On the European level, considerable resources have been allocated to promoting healthier lifestyles and better overall health of EU citizens, by addressing key risk factors such as excessive alcohol consumption. The 2006 EU Alcohol Strategy and 2007 Strategy for Europe on Nutrition, Overweight and Obesity-related health issues aim to set out an integrated approach with Member States and different stakeholders, including NGOs and industry, to reducing ill health due to these factors.”

- John Dalli, European Commissioner Responsible for Health and Consumer Policies, May 2011

Venue and Accommodation

**The Silken Berlaymont Hotel,
11-19, Boulevard Charlemagne
1000 Brussels - Belgium**

Through our partnership with the Silken Berlaymont Hotel we are pleased to be able to offer our delegates specially negotiated accommodation rates. These discounted room rates are subject to availability and are allocated on a first-come, first-served basis.



Why Attend?

- ✓ **Delineate an integrated EU-wide approach for effective prevention and intervention**
- ✓ **Support exchange of best practices from projects implemented across Europe**
- ✓ **Provide an input and recommendations to the decision makers and industry in Europe**
- ✓ **Explore solutions for alcohol-related social harm, effective family management and health damages**

Who Should Attend?

- Alcohol Policy Alliances
- Central Government Departments and Bodies
- Food and Beverage Safety Regulatory Bodies
- National Institutes for Alcohol
- Healthcare and Health Protection Advisors
- Healthcare Organisations
- Health Promotion Practitioners
- Vulnerable Persons Coordinators
- Alcohol and Drugs Associations
- National and Local Authorities
- Alcohol-Related Disorders Officers
- Alcoholism Prevention Groups
- Alcoholism Treatment/Advisory Services
- Youths Protection Officers
- Public Health Authorities
- Mental Health Foundations
- Local, Regional & National Health Services
- Private Sectors Employers
- Public Sector Employers
- Women and Child Abuse Prevention Groups
- Centre for Preventions and Health Promotions
- Community Engagement Officers
- Community Relations Advisers
- Alcohol Beverage Industry Representatives
- Funding Councils
- Research Councils
- Campaigning Organisations
- International Organisations
- Alcohol Forums and Discussion Groups

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Programme

- 09:15** Registration and Morning Refreshments
-
- 10:00** **Chair's Welcome and Opening Remarks**
Mrs. Mariann Skar, Secretary General, Eurocare (confirmed)
-
- 10:10** **Negative Social and Health Consequences of Alcohol Consumption – Revitalising Public Awareness of Alcohol-Related Harm in Europe**
- Alcohol-Related Indicators – Input and Output Indicators in Europe
 - Existing Patterns of Drinking – Challenges and Possible Solutions
 - Social and Health Long Term Consequences – Sharing Some Best Practices
 - Recommendations
-
- 10:35** **First Round of Discussions**
-
- 11:05** Morning Coffee Break
-
- 11:25** **Alcohol Addiction – Resolving Alcohol-Related Health and Physical Consequences in Europe**
- Causing Diseases and Injuries
 - Mental and Physical Disorders
 - The Role of Prevention, Education, Environment and Local Communities
 - Recommendations
-
- 11:50** **Second Round of Discussions**
-
- 12:20** Networking Lunch
-
- 13:20** **Alcohol as a Social Harm – Improving Physical, Mental and Social Wellbeing**
- Cultural Norms and Attitudes Towards Alcohol
 - Domestic Violence, Child Abuse, Social Exclusion and Third Party Harm
 - Social Marginalisation
 - Less Advantaged Social Groups
 - Recommendations
-
- 13:45** **Third Round of Discussions**
-
- 14:15** Afternoon Coffee Break
-
- 14:30** **Effective Alcohol Interventions and Policy Dynamics in Europe – A Case Study on Alcohol Prevention and Rehabilitation**
- Best Practices and Lessons Learned from Different Projects Implemented Across the EU
 - Recommendations
-
- 14:55** **Fourth Round of Discussions**
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- 15:25** Chairman's Summary and Closing Comments
-
- 15:35** Networking Reception
-
- 16:00** Close

Please note that the programme is subject to change without notice

Event Details

- Date:** Tuesday 18th October 2011
Time: 10:00am – 4:00pm
Venue: The Silken Berlaymont Hotel, Brussels



Speakers include

- ✓ **Mr. Michael Huebel**, Head of Unit, Health Determinants, European Commission (tbc)
- ✓ **Mrs. Maria Renström**, Director, Ministry of Health and Social Affairs, Sweden (confirmed)
- ✓ **Mr. Adrian Bonner**, Director, Institute of Alcohol Studies, UK (confirmed)
- ✓ **Peter Anderson MD**, MPH, PhD, FRCP Professor, Alcohol and Health, Maastricht University, Netherlands (tbc)
- ✓ **Dr. Evelyn Gillan**, Chief Executive, Alcohol Focus, Scotland (confirmed)
- ✓ **Mr. drs. BFG Uitterhaegen**, The Trimbos Institute, Netherlands (tbc)

“**Public awareness is essential here. It is not about policing people's everyday conduct, but about reminding people of the importance of a healthy lifestyle. It may seem elementary: good and varied meals, regular physical exercise, not smoking, not drinking too much alcohol, limiting sun exposure etc. But these things are not always self-evident, so they need to be taught, starting in schools.**”

- Herman Van Rompuy, President of the European Council, May 2011

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