

EUROPEAN ALCOHOL AND HEALTH FORUM

11th Plenary Meeting

Chair: Despina Spanou, DG Health & Consumers

22 November 2012

10h00 - 17h00

Centre Albert Borschette, 36 rue Froissart, Brussels

Room AB-1D

DRAFT AGENDA

Morning session: 10:00 – 13:00

1. Opening by *Despina Spanou*, Principal Adviser, DG Health & Consumers, Chair of the European Alcohol and Health Forum
 - Approval of the agenda
2. Procedural issues
 - Membership requests:

Towards future work on alcohol and health

3. Address by *Paola Testori Coggi*, Director General for Health and Consumers: The challenges ahead
 - Questions & Answers
4. Evaluation of the EU alcohol strategy and its implementation. *Martin Rune JENSEN*, COWI Consortium – Questions and answers
5. Round table: Prospects for future work and commitments by EAHF members
 - Beverage alcohol manufacturers
 - ✓ *The Brewers of Europe (BOE)*
 - ✓ *Comité Européen des Entreprises Vin (CEEV)*
 - ✓ *European Spirits Organisation (CEPS)*
 - Hospitality sector
 - ✓ *HOTREC*

- Media and advertising industries
 - ✓ *European Association of Communication Agencies (EACA)*
- Medical community
 - ✓ *Standing Committee of European Doctors (CPME)*
- Public health organisations
 - ✓ *EUROCARE*
 - ✓ *European Public Health Alliance (EPHA)*
- Youth organisations
 - ✓ *European Medical Students (EMSA)*
- Conclusions by the Chair

Lunch break 13:00 – 14:00

Afternoon session: 14:00 – 17:00

Issue in focus: Progress in responsible marketing and pointers for the future

6. Measuring exposure of young people to alcohol advertising in audiovisual and online media. Ellen Nolte, RAND Europe
7. Round table: How to ensure the codes are in pace with the changing media landscape and public expectations
 - Manufacturers
 - ✓ *European Forum for Responsible Drinking (EFRD) and European Spirits Organisation (CEPS)*
 - ✓ *Brewers of Europe (BOE)/Carlsberg (WFA Responsible Marketing Pact signatory)*
 - ✓ *Diageo (WFA Responsible Marketing Pact signatory)*
 - Public health organisations
 - ✓ *EUROCARE*
 - ✓ *Royal College of Physicians (RCP)*
 - Youth organisations
 - ✓ *Alcohol Policy Youth Network (APYN)*

European Alcohol and Health Forum: ways forward

8. Working methods of the EAHF – suggestions emerging from the evaluation
 - Discussion
9. Developing and monitoring commitments – suggestions emerging from the evaluation
 - Discussion
10. EAHF work plan and timeline
 - Commitments: state of play and next yearly report date
 - Next plenary meeting of the Alcohol and Health Forum
11. Any other business
12. Conclusions by the Chair