

EUROPEAN ALCOHOL AND HEALTH FORUM

4th Plenary Meeting

Wednesday, 11 March 2009

09h30 - 17h00

Centre Albert Borschette

Room 0A

36, rue Froissart

Brussels

AGENDA

Morning session: 09h30 – 13h00

1. Welcome by Mr. Robert Madelin, Director-General for Health and Consumers
 - Approval of the agenda
 - Setting the scene for the meeting
2. Reporting from the Task Force on Youth-specific aspects of Alcohol
3. Reporting from the Task Force on Marketing Communication
4. Future work of Task Forces
5. The affordability of alcoholic beverages in the European Union: presentation by RAND, followed by discussion
6. Reporting from the Committee on Data Collection, Indicators and Definitions

Afternoon session: 14h30 – 17h00

7. Reporting from the Science Group and presentation of the scientific opinion on the impact of marketing communication on the volume (and patterns) of consumption of alcoholic beverages, especially by young people (Ian Gilmore and Peter Anderson)
8. Exchange of information regarding the commitments
 - monitoring and evaluation, scoring exercise
 - interim and final reports
 - new commitments
9. Preparation of the 2nd Open Forum on 30 April

10. Membership requests
11. Forum timeline, next meetings
12. Any other business
13. Concluding remarks

DRAFT