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Expert Conference on Alcohol and Health

21–22 September 2009 in Stockholm, Sweden

SUNDAY 20 SEPTEMBER

19.00–22.00 WELCOME BUFFET

At Hotel Sergel Plaza

■ **Official Programme**

MONDAY 21 SEPTEMBER

09.00–09.45 PLENARY

OPENING CEREMONY

Adolf Fredrik's Girls Choir

Welcome by Maria Larsson, Minister for Elderly Care and Public Health, Sweden

Ivan Eržen, State Secretary, Ministry of Health, Republic of Slovenia

Jillian Van Turnhout, Rapporteur, European Economic and Social Committee

Marc Danzon, Regional Director, WHO Europe

THEME:

Target area number one of the EU Alcohol Strategy is to protect children, young people and the unborn child from alcohol-related harm. How can we reach this target?

09.45–11.00 PLENARY

Chair: Adam Fronczak, Undersecretary of State, Poland

Rapporteur: Pi Högberg, National Institute of Public Health, Sweden

09.45–10.00 SETTING THE SCENE

Where do we stand – based on the DG Health and Consumers progress report on the EU Alcohol Strategy

Michael Hübel, DG Health and Consumers, European Commission

■ **WAYS TO PROTECT THE UNBORN CHILD**

10.00–10.30 Making of the brain

– critical windows during brain development

The fetal and newborn brain is more like a jungle than a computer. About one hundred billions nerve cells are formed and migrate to the cortex. They are connected by trillions of synapses and a number of redundant pathways are formed. The brain is then organised by pruning and wiring. Exposure to alcohol during fetal life may disturb the fine tuning that the wiring of the brain goes through at different levels.

Professor Hugo Lagercrantz, Karolinska Institutet, Sweden

10.30–10.45 The French experience: a health warning to raise awareness

In France, a health warning was introduced on alcoholic drinks packaging in 2006 in order to promote abstinence during pregnancy. A press campaign and a wide media coverage surrounded the implementation of this measure. A study has been carried out to assess the knowledge evolution of the population on this issue.

Juliette Guillemont, National Institute for Prevention and Health Education, France

10.45–11.00 Alcohol Free Pregnancies – Catalan prevention plan

The “Alcohol Free Pregnancies” programme aims to develop interventions on prevention and cessation of alcohol and drug consumption during the entire pregnancy, to create reference centres for monitoring and research and to design dissemination strategies for professionals as well as the target population.

Lidia Segura/Dr Joan Colom, Department of Health, Government of Catalonia, Spain

11.00–11.30 Coffee and exhibitions

■ **WAYS TO PROTECT CHILDREN AND YOUNG PEOPLE**

Chair: Bjarne Håkon Hanssen, Minister of Health, Norway
Rapporteur: Pi Högberg, National Institute of Public Health, Sweden

11.30–12.00 Children in families with alcohol problems

Presentation of a Danish national prevention programme to secure earlier detection of and support to children in families with alcohol problems. The programme includes both direct support to the children and family-focused alcohol treatment to the parents.

Kit Broholm, National Board of Health, Denmark

12.00–12.30 Health and School programme in Catalonia From prevention to open consultation

The objective of the “Health and School Programme” is to increase the accessibility of young people and teenagers to health services providing health promotion and early detection of risk situations by trained nurses from primary health care units, working in schools and with the support of specialized services and the participation of teachers.

Dr. Joan Colom/Margarita Coll, Department of Health, Government of Catalonia, Spain

12.30–14.00 Lunch and exhibitions

14.00–14.30 SETTING THE SCENE

– FROM WORDS TO ACTION!

Robert Madelin, Director General, DG Health and Consumers, European Commission

■ **WAYS OF PROTECTING CHILDREN AND YOUNG PEOPLE FROM DIFFERENT FORMS OF ALCOHOL COMMERCIAL COMMUNICATION**

*Chair: Professor Ian Gilmore, Royal College of Physicians, UK
Rapporteur: Dr Ceri Thompson, DG Health and Consumers, European Commission*

14.30–14.50 Advertising's impact on young people

Evidence shows that alcohol marketing increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already drinking.

Dr Peter Anderson, Public Health Consultant

14.50–15.10 Meaning-making process of alcohol use and alcohol commercials

Producing meaning, shaping knowledge and opinion are primary tasks of political stakeholders. What and who influences the consumer's ability to make sense of drinking alcohol, and how can we investigate these relations?

Matilda Hellman, Nordic Centre for Welfare and Social Issues, Finland

15.10–15.30 Protection of young people against irresponsible commercial communication

How self-regulatory mechanisms play their part in preventing and stopping irresponsible alcohol commercial and the role of advertising self-regulatory organisations.

Ildiko Fazekas, ORT, Hungarian Self-regulatory organisation, Hungary

15.30–16.00 Coffee and exhibitions

■ **ARE THERE ANY EFFECTIVE AWARENESS RAISING ACTIVITIES IN PLACE?**

16.00–16.20 Alcohol Marketing and Young People

A discussion on forms of alcohol marketing communications other than traditional advertising, such as new media and sponsorship, which may appeal to young people. A review of the research in this area and findings from research conducted by the Institute for Social Marketing will also be presented.

Ross Gordon, Institute for Social Marketing, the Open University and the University of Stirling, UK

16.20–16.40 Social Marketing – A Critical Tool in a Critical Field

If social marketing is to make a useful contribution to the alcohol field it must be multi-faceted and encompass a critical analysis of commercial marketing.

Professor Gerard Hastings, Institute for Social Marketing, the Open University and the University of Stirling, UK

16.40–17.00 Can media take the role of health advocates?

The free press in print and online is an indispensable element in raising awareness in society about alcohol-related harm. Magazines and newspapers inform their readers every day about alcohol, the risks of harmful alcohol consumption and the health, social and economic consequences of its abuse. The presentation will give a snapshot of press across Europe.

Andy Cook, Periodical Press Association, UK

17.00–18.00 ROUND TABLE:

Are we doing enough to protect children and young people?

Chair: Robert Madelin, Director General, DG Health and Consumers, European Commission

The round table will explore whether enough is being done to protect children and young people in the EU and consider progress made since the adoption of the EU Alcohol Strategy in 2006.

The Chair and panel will provide perspectives from

government at both European and national level, from academia, and from relevant industry sectors.

Participants: Maria Larsson, Minister for Elderly Care and Public Health, Sweden

Stefan Lundin, Swedish Hotel and Restaurant Association, Sweden

Natalie Rodriguez McCulloch, Alcohol Policy Youth Network, Spain

Esra Erkal-Paler, Advertising Standards Authority, UK

Matilda Hellman, Nordic Centre for Welfare and Social Issues, Finland

Thomas Schneider, DFL Deutsche Fußball Liga, Germany

Andy Cook, Periodical Publishers Association, UK

19.00–23.00 Dinner at Solliden, Skansen

Host: Maria Larsson, Minister for Elderly Care and Public Health, Sweden

(Only for delegates in the Official Programme)

■ **Seminars in the open programme**

10.00–11.00 1. Self-regulation vs statutory regulation

– does this affect people's alcohol consumption?

The European Centre for Monitoring Alcohol Marketing and IOGT-NTO will hold an in-depth seminar about different regulations on alcohol marketing and its effect on young people. Recommendations on measures that need to be taken on a political level will also be presented.

Speakers: Sven-Olov Carlsson, IOGT-NTO, Wim van Dalen, MSc, and Avalon de Bruijn, MSc, European Centre for Monitoring Alcohol Marketing.

11.00–11.30 Coffee

11.30–12.30 2. Drugsmart.com and Local Hero

Drugsmart.com is a website that offers prevention activities as well as support for young people affected by their parents' substance abuse. The cornerstones are interactivity and immediacy. Online forums and a live chat is available. Those who want to carry out a project against drugs in real life can become 'local heroes'. In the near future there will also be online counselling groups and web-based, self-help intervention programmes.

Speakers: Heléna Simsek, Webmaster, Caroline Thulin, Project Coordinator, Local Hero, and Nicklas Kartengren, Project Coordinator, CAN, Sweden.

3. Alcoholic Beverage Control in the City of Stockholm

The City of Stockholm is involved in a joint effort to reduce alcohol-related problems connected with restaurants. The partnership also includes local police, health administrations and representatives for restaurant owners. The major initiatives include increasing the number of inspections, dialogue with restaurants and the training of personnel in responsible beverage services. Evaluations have shown that this initiative has helped to curb underage drinking at restaurants and the serving of excess amounts of alcohol. A certain impact on street violence has also become apparent.

Anders Häregård, head of Alcoholic Beverage Control Unit, City of Stockholm, Sweden, and Håkan Leifman, head of Stockholm Prevents Alcohol and Drug Problems, a section within the Centre for Dependency Disorders, Stockholm County Council, Sweden.

4. Alcohol and liver disease: an evidence-based approach to EU alcohol policy

This seminar will address the relationship between alcohol consumption and liver disease (e.g. what are the risks to the liver with a moderate/excessive alcohol intake?).

It will also present the latest evidence on the burden of liver disease in Europe caused directly/indirectly by alcohol consumption – including high-risk groups, country-specific data and other recent trends.

Finally, it will explore the differences between the social and medical perceptions of alcohol intake and the potential challenges for policymakers (e.g. does the concept of responsible drinking apply to the general population or are there risk groups that require a different approach?).

We will also discuss the likely long-term consequences of binge-drinking for the liver.

Speakers: Professor Dominique Valla, the European Association for the Study of the Liver, France, Professor Philippe Mathurin and Dr Nick Sheron, Royal College of Physicians, UK.

5. 'Content matters'

Accidents, violence, passivity – this is what very often lies beneath the positive image presented in alcohol commercials. There are many stories about the negative impact of alcohol that remain in the shadow of shiny commercials promoting a drinking society. 'Content matters' is here to highlight the stories behind the positive façade. 'Content matters' is a campaign arranged by Active – sobriety, friendship and peace, financially supported by Council of Europe.

Speaker: Kristina Sperkova, Active, Slovakia, Maik Duennbier, UNF, Sweden.

6. New trends in alcohol marketing aimed at young people

In this workshop, two speakers will present results from the monitoring of trends in alcohol marketing. The first speaker – Avalon de Bruijn, MSc. – from EUCAM will provide a broad overview of recent, international trends in alcohol marketing (partly described in EUCAM Trend reports). The second speaker – Esther van den Wildenberg, PhD – from STAP, the Dutch Institute for Alcohol Policy, will

describe monitoring in the Netherlands as an example. Special attention will be given to a recent trend of Corporate Social Responsibility campaigns by alcohol producers and the effectiveness of existing alcohol marketing policy in Europe.

Speakers: Avalon de Bruijn, MSc., European Center for Monitoring alcohol Marketing, Esther van den Wildenberg, PhD, Dutch Institute for Alcohol Policy, STAP.

7. Curbing alcohol-related deaths on European roads

Driving under the influence of alcohol contributes to almost 10 000 deaths on EU roads every year. According to national data, about 20% of road deaths are due to alcohol impairment of an active driver involved in a collision, while in the EU as a whole, only 1–2% of journeys are associated with an illegal blood alcohol content (BAC). In 2008, some 6 000 lives could have been saved if the number of alcohol-impaired drivers had been zero. Progress in curbing alcohol-related deaths has slowed despite the availability of new efficient measures such as alcolocks. To date, all attempts to harmonise rules regarding driving under the influence of alcohol have failed and no common legal BAC limit or enforcement practices have been applied at EU level. The experience of individual Member States, however, provides ample evidence of the effectiveness of various policy measures.

Speaker: Vojtech Eksler, Policy Analyst, European Transport Safety Council, Belgium.

12.30–14.00 Lunch

14.30–15.30 8. Age checks – how to succeed

Systembolaget, the Swedish Alcohol Retail Monopoly, exists for one reason only: to minimise alcohol-related problems by selling alcohol in a responsible way and without a profit motive. Systembolaget's primary role is to carry out Swedish alcohol policy and as such it has a long and successful history of public opinion support. One

of our most important tasks is to prevent people under 20 years of age from buying alcohol. For this reason, we keep a constant focus on education, information and awareness in this area. And the results are encouraging!

Speaker: Magdalena Gerger, CEO, Systembolaget, Sweden.

9. Prevention Intervention System for children

This approach, a combination of pediatric as well as neuropsychological activities, uncovers underlying pathology and was introduced to prevent repetition of admission. At the end of the stay in hospital, prevention starts by means of participation of the child, with help of pedagogical assistants, using a Dutch interactive web site. Questionnaires are used by the pediatric psychologists and handed out to the child, the parents and the child's mentor at school to detect internalizing problems such as depression and externalizing problems such as aggression or attention and/or hyperactivity syndromes. If any of these were detected, the child was referred for specialized treatment. Intellectual damage of the alcohol abuse is detected by means of neuro-psychological investigations on an 'examination day'. Pediatric screening is performed three weeks after admission as well as 4–8 months after admission at a special outpatients clinic called 'Outpatients Clinic for Youth and Alcohol' (www.polikliniekjeugdentalcohol.nl). Throughout the period of investigation, all hospitalized children are discussed in several multi disciplinary meetings.
Speaker: Dr Nicolaas van der Lely, Reinier de Graaf Hospital, the Netherlands.

10. Alcohol and violence – how to prevent harm in bars and clubs

The evidence-based method for Responsible Beverage Service prevents violence and harm. The method includes training, formal cooperation between community alcohol supervision personnel, bar owners, police and other actors, and also the

supervision of licensed premises. The seminar will present a description of the method, how it can be implemented and how the police authority's supervision of licensed premises is of great importance for success.

Speakers: Patrick Widell, Area Station Commander, County Police of Stockholm, Sweden, Linda Brännström, National Institute of Public Health, Sweden.

11. Children in families with alcohol problems

Children in families with alcohol problems are the innocent and invisible victims of our alcohol culture. They make up a very large proportion of all abused and neglected children, which means that they are at risk of developing psychological problems and alcohol problems themselves as they grow up. In Denmark we have established a national prevention programme to ensure earlier detection of these children and earlier support to them. Support is given in the form of alcohol treatment for the parents and direct support to the children in relation to the alcohol treatment programmes and in kindergartens and schools. Evaluations of this prevention programme show good results. If alcohol problems in families are not treated they will place a heavy economic burden on the municipalities. Family-focused alcohol treatment is cheap and has a documented effect on the person with the alcohol problem. We know from experience that family-focused alcohol treatment is also a good source of help for the partners and children those with alcohol problems.

Speaker: Kit Broholm, Senior Adviser, National Board of Health, Denmark.

12. Early intervention – a tool to prevent alcohol problems in the workplace

Studies and practical experience show that it is possible to identify risky drinking behaviour by using simple alcohol screening and brief alcohol related advice. Evidence implicates that the model is cost-effective, and few employees find the issue

delicate if it is being handled by the occupational health services (OHS). Several public and private workplaces in Sweden have implemented alcohol screening and provide brief counselling.

Speakers: Louise Dolck Strömberg, Health and Safety, E.ON, Sweden, Ragnhild Ivarsson Walther, M.D., The Swedish risk drinking project, National Institute of Public Health, Sweden.

13. Framtidens alkoholpolitik stavas Samarbete, Kultur- och Valfärdspolitik

(In Swedish)

Om behovet att komplettera traditionell alkoholpolitik med aktiv förstärkning av människors livssituation och gränsöverskridande samarbete. Samt erfarenheter från Verdandis missbruksförebyggande och rehabiliterande arbete.

Talare: Gunvi Haggren, förbundsekreterare Verdandi.

15.30–16.00 Coffee

16.00–17.00 14. Förebyggande arbete från vaggan till graven

(In Swedish)

KSAN/Kvinnoorganisationernas Samarbetsråd I Alkohol- och Narkotikafrågor arbetar främst med förebyggande verksamhet. Våra målgrupper utgörs av flickor och kvinnor i alla åldrar. Att nå dessa olika grupper på 2010-talet är en utmaning – det som behövs för blivande mammor gäller inte för tonårsflickor, unga vuxna eller äldre kvinnor.

Talare: Leena Haraké, kanslichef, KSAN.

15. ÖPP – Örebro Prevention Programme

A universal prevention programme that reduces underage drunkenness and delinquency through brief and continuous parental information. This programme is aimed at changing parents' attitudes towards underage drinking. A brief introduction on the basic idea of the programme and its outcome.

Speaker: Nikolaus Koutakis, psychology researcher at Örebro University, Sweden.

**16. School as a preventive factor
– an opportunity not to be missed**

'School as a preventive factor' analyses the main determinants of the effectiveness of prevention programmes in the school setting with special attention to risk and protective factors, the importance of the role of teachers and parents and sustainable investment in health promotion and addiction prevention. A Spanish/Swedish study. *Speakers: Dr Joan Colom Eulàlia Sot, Program on Substance Abuse, Department of Health Government of Catalonia, Spain and Gabriel Romanus, Nordic Alcohol and Drug Policy Network.*

17. Idrott som förebyggare

(In Swedish)

Svensk idrott vill medverka till att minska alkoholförbrukningen och höja debutåldern. Riksidrottsförbundet har nationellt drivit och medverkat i olika preventiva projekt under många år. Flera av de stora specialidrottsförbunden har medverkat i detta eller drivit egna projekt. Hur kan det konkret se ut i verksamheten? Presentation av ett konkret exempel.

Talare: Rolf Jönsson, alkoholpolitiskt ansvarig, Riksidrottsförbundet.

**18. Alcohol consumption and cancer risk:
what's new?**

Alcoholic beverages and ethanol in alcoholic beverages have been classified as carcinogenic to human beings. A causal link has been established between alcohol consumption and cancer of the upper aerodigestive tract (i.e., of the oral cavity, pharynx, larynx, and oesophagus), liver, colon-rectum and breast. Worldwide in 2002, 389 100 cases of cancer were attributable to alcohol drinking, which is the second avoidable risk factor after smoking. There is no level of consumption of alcoholic drink below which there is no increase of the cancers it causes. All alcoholic drinks have the same effect. The important factor is the amount of alcohol consumed.

Speaker: Dr Paule Latino-Martel, Director of research at the National Institute for Agricultural Research (INRA), France, Coordinator of the French network on Nutrition and Cancer Research (NACRe network).

**19. Preventing alcohol related harm
– a shared responsibility**

If Europe is going to succeed in preventing and reducing alcohol-related harm, initiatives from a number of stakeholders are needed.

The workshop will be organized as an OPEN DISCUSSION with invited participants from the European level, national governments, health professionals, public health experts, economic operators and NGOs.

The workshop's intention is to discuss both examples of good practice and also how to make sure that they stimulate action and create synergies in alcohol policy at the Global, European, National, Regional and Municipal levels. One important question is what is the responsibility of the different stakeholders and how can they work towards the same goal? If so, how can this be achieved? After the workshop Eurocare and the WHO Europe will prepare a background document on working with different stakeholders with examples of ongoing initiatives and recommendations for the way forward.

Chair: Michel Craplet, Eurocare, and Lars Møller, WHO.

Moderator: Mariann Skar, Eurocare.

18.30–20.30 EU-mingel

Värd: NGO-gruppen i samverkan med Socialdepartementet

Lokal: A Non Smoking Generation, Kungsbron 21, Stockholm

(För utställare, workshopare och föreläsare)

Programme "Open Stage"

(In Swedish)

**11.00–11.20 Inledning av öppna programmet
Samtal med Maria Larsson**

11.20–11.50 Panelsamtal

Maria Larsson, Bernt Nilsson, Hjärt- o Lung, Sven Andreasson, FHI

14.00–14.30 Länsstyrelsen i Blekinge län

Musik/intervju

15.00–15.30 KSAN

Teater/intervju

16.00–16.30 Panelsamtal

Ungdomsorganisationer: Svenska Scoutrådet, Junis, UNF, Smart ungdom

Official Programme

TUESDAY 22 SEPTEMBER

THEME:

Target area number three of the EU Alcohol Strategy is to prevent harm among adults. The elderly are often a neglected group for policy focus – how can we increase awareness of their situation?

ALCOHOL PROBLEMS AMONG THE ELDERLY IN HEALTH CARE AND THE AGE SPECIFIC IMPACT OF ALCOHOL

Chair: Irene Nilsson Carlsson, Ministry of Health and Social Affairs, Sweden

Rapporteur: Maria Renström, Ministry of Health and Social Affairs, Sweden

09.00–09.05 Introduction

Maria Larsson, Minister for Elderly Care and Public Health, Sweden

09.05–09.35 Alcohol-related problems among older people: Clinical features, presentations and vulnerability

The presentation highlights the difficulties in detection and barriers to treatment of older people and describe the harmful effects of alcohol on the different organ systems of the body and why older people are especially vulnerable.

Dr Kieran Moriarty, Royal Bolton Hospital, UK

09.35–09.55 Trends in alcohol consumption and harm among elderly Europeans

The 'ageing' of Europe presents many public health challenges, including a rise in the absolute number of older people who consume alcohol and are harmed by it. This presentation will discuss recent developments in ten EU Member States.

Mats Hallgren, Department of Public Health Science, Karolinska Institutet, Sweden

09.55–10.15 Good Health into older age

The VINTAGE project is aimed at building knowledge and capacity to prevent alcohol-related harm in the elderly population at European, country and local levels by providing the evidence base and collecting best practices to prevent the harmful use of alcohol among older people and to invest in older people's health and well-being.

Dr Emanuele Scafato, Istituto Superiore di Sanità, Italy

10.15–11.00 Coffee and exhibitions

11.00–12.30 WORKSHOPS

A. The Alcohol and Health Forum's Taskforce on Marketing Communication

Chair: Robert Madelin, Director-General of DG Health and Consumers, European Commission

The aim of this workshop session is to present some aspects of the work of the Alcohol and Health Forum's Taskforce on marketing communication to a wider audience for advice and feedback. Specifically, this session will review progress in the task to develop self regulation structures for marketing communication within the EU and to present different perspectives for a roadmap ahead to strengthen this approach.

Panel:

Wim van Dalen, Dutch Institute for Alcohol Policy, STAP, Netherlands

Natalie Rodriguez McCulloch, Alcohol Policy Youth Network, Spain

Oliver Gray, European Advertising Standards Alliance, Belgium

Jamie Fortescue, European Spirits Organisation, CEPS, Belgium

Xavier Durieu, Eurocommerce, Belgium

B. Economics of Alcohol

Chair: Dr George Burgess, Deputy Director of Criminal Law Licensing, Government of Scotland
Rapporteur: Professor Christine Godfrey, University of York, UK

This workshop will discuss economic aspects of alcohol policy. After considering the health and economic burden caused by alcohol, the cost-effectiveness of differing alcohol policies will be presented for a number of EU countries, and the impact of price increases and setting a minimum price will be presented for the UK. After an overview of the costs and benefits of alcohol policy, the effect this has on drafting alcohol policy will be outlined.

Effectiveness and cost-effectiveness of alcohol policies, *Dr Petra Meier, University of Sheffield, UK*
Choosing alcohol policies, *Dr Dan Chisholm, WHO*
Avoidable burden, *Professor Jürgen Rehm, University of Toronto, Canada*

Economic impact of alcohol policies, *Ben Baumberg, London School of Economics and Political Science, UK*

Putting it all together, cost benefit analyses, *Dr Peter Anderson, Public Health Consultant*
What does it bring for policy, *Crispin Acton, Department of Health, UK*

C. Initiatives to raise awareness in the workplace

Chair: Thomas Cohn, Alna, Sweden
Rapporteur: Ragnhild Ivarsson Walther, National Institute of Public Health, Sweden

There are good incentives for both employers and employees to use methods for the early detection and prevention of alcohol problems in the working place. Alcohol is not compatible with a safe and sound working environment. It is therefore important to raise awareness of the negative consequences of risky and harmful alcohol consumption, both on an organizational and an individual level. The seminar will present two approaches that use as their starting point these two levels.

Ullrika Öhman, DHL, Sweden, Martin Miljeteig, Swedish Transport Workers Union, Sweden, Louise Dolck Strömberg, Health & Safety, E.ON Sweden

D. Alcohol – a threat to the unborn child

Chair: Tiziana Codenotti, Eurocare Italia

Rapporteur: Lidia Segura, Government of Catalonia, Spain

Drinking alcohol during pregnancy is the leading known cause of birth defects and developmental disorders in the EU. Even at low levels of exposure alcohol can interfere with the normal development and seriously damage the unborn child. This workshop will describe alcohol prevention work in the ante natal care, present new research on the impact of alcohol on the fetus and the additional problem of diagnosing and discuss the future research needs.

Methods to measure the fetal exposure to alcohol

A presentation on the most recent findings on screening biomarkers of childrens alcohol exposure and their utility in clinical setting.

Dr. Oriol Vall, Hospital del Mar, Spain

Alcohol prevention work in Swedish Midwifery clinics

Screening and brief intervention on alcohol in maternity care, as part of the Swedish National Risk Drinking project.

Eva-Karin Envall, National Institute of Public Health, Sweden

Low dose alcohol exposure during pregnancy – is it harmful?

Presentation of a systematic literature review, conducted by the Swedish National Institute of Public Health.

Sven Bremberg, National Institute of Public Health, Sweden

12.30–13.30 Lunch

■ PRICE POLICY – A TOOL TO PREVENT

ALCOHOL-RELATED HARM

Chair: Dr George Burgess, Deputy Director of Criminal Law Licensing, Government of Scotland

Rapporteur: Ben Baumberg, London School of Economics and Political Science, UK

13.30–13.50 Effectiveness of general price increases, minimum retail prices and discount restrictions in reducing alcohol-related harm

This presentation will discuss how different levels of general price increases, minimum retail prices and discount restrictions would impact on alcohol-related ill health and mortality, crime rates, unemployment and workplace absence. It will also discuss which policy options target policy priority groups most effectively and what cost savings might be expected if these policy options were implemented.

Dr Petra Meier, University of Sheffield, UK

13.50–14.10 The affordability of alcohol in Europe

This presentation examines the link between the affordability of alcoholic beverages, alcohol consumption and alcohol-related harms in the EU, and discusses whether affordability can be a useful policy lever to reduce harmful and hazardous alcohol consumption in Europe.

Lila Rabinovich, public policy think tank RAND Europe

14.10–14.30 Cross border trade with alcohol in the European Union

Cross border trade with alcohol is not only a Nordic phenomenon. In this presentation its existence in other Member States and its effects on public health and social policy-oriented alcohol policy, will be discussed.

Dr Esa Österberg, National Research and Development Centre for Welfare and Health, Finland

14.30–15.00 Coffee and exhibitions

15.00–16.00 WORKSHOPS

E. Trade with alcohol over the EU borders

Chair: Dr Dan Crisholm, WHO

Rapporteur: Kerstin Ödman, Ministry of Health and Social Affairs, Sweden

This workshop will present a new report on Alcohol Affordability and Cross Border Trade with alcoholic beverages in the EU, commissioned by the Swedish Ministry of Health and Social Affairs and conducted by the Finnish National Institute for Health and Welfare (THL).

The presentation of the report will be followed by a discussion between the authors of the report Thomas Karlsson and Esa Österberg from THL and Lila Rabinovich, analyst at public policy think tank RANDEurope, on the following topics:

What do we know about the health consequences and costs of cross-border trade in the EU?

Is it a European or Nordic problem?

What could be the most appropriate policies to deal with cross-border alcohol consumption?

Would these be EU-wide policies, or national ones?

What data is needed to present a better understanding of the extent, nature and costs of cross-border alcohol trade for personal use?

How could these data issues be addressed?

F. From science to policy – what the Amphora project tells us

Chair: Antoni Gual, Hospital Clinic de Barcelona, Spain

Rapporteur: Rebecca Gordon

The AMPHORA project, co-financed by the European Commission's 7th Framework Programme of Research, aims to add European knowledge to alcohol policy and to disseminate this knowledge to those engaged in making policy. This workshop describe three important new research areas:

The impact of advertising in Europe

Avalon De Bruijn, National Foundation for Alcohol Prevention, Netherlands

Contamination of alcohol in Europe

Dirk Lachenmeier, Chemical and Veterinary Investigation Agency, CVUA, Germany

Meeting the needs of harmful drinkers in Europe,

Colin Drummond, King's College London, UK

G. Engaging with stakeholders

Chair: Maria Renström, Ministry of Health and Social Affairs, Sweden

Rapporteur: Dr Ceri Thompson, DG Health and Consumers, European Commission

This workshop will look at the various approaches to engaging with wider stakeholders at EU, national and local levels. It will explore different kinds of public-private initiatives in the field of alcohol at the various levels. Panelists will have the opportunity to describe their experiences of working with different sectors (whether academic, economic operators, NGOs, government, health professionals), and will have the opportunity to present their perspectives in terms of lessons learnt.

Håkan Leifman, STAD, Stockholm Prevents Alcohol and Drug Problems, the Centre for Dependency Disorders, Stockholm County Council, Sweden

Dr Doris Kohl, Austrian Health Ministry, Austria
Anders Ulstein, Actis, Norwegian Policy Network on Alcohol and Drugs, Norway

Jamie Fortescue, European Spirits Organisation, CEPS, Belgium

H. Making Alcohol Policy happen

Chair: Nedret Emiroglu, WHO Europe

Rapporteur: Lyn Wibberley, WHO Europe

A joint project between the European Commission and the WHO that aims to support coordinated implementation of actions to reduce alcohol-related harm. This workshop reviews what works in alcohol policy, and presents the main findings of the project, cost-effectiveness of alcohol policy,

the actions suggested by the EU and WHO strategy documents, and a handbook for national action.

Speakers: Dr Petra Meier, University of Sheffield, UK, Dr Peter Anderson, Public Health Consultant

I. Alcohol use among older Europeans – it is never too late to prevent alcohol-related harm

Chair: Kieran Moriarty, Royal Bolton Hospital, UK

Rapporteur: Sara Meyer, Ministry of Health and Social Affairs, Sweden

The subject of alcohol use disorders in late life, has received relatively little attention. This is despite the fact that elderly people are particularly vulnerable to the adverse effects of alcohol abuse.

Alcohol related deaths among elderly Europeans have increased substantially over the past ten years. Evidence also suggests that harmful alcohol use among the elderly is misdiagnosed or not detected.

Alcohol problems among the elderly in the community and in long-term care

Professor Siegfried Weyerer, Central Institute of Mental Health, Mannheim Germany

Trends in alcohol consumption and harm among elderly Europeans

Recent developments in ten EU Member States.

Mats Hallgren, Department of Public Health Science, Karolinska Institutet, Sweden

16.00–16.45 Conference Conclusions and Closing

Chair: Maria Larsson, Minister for Elderly Care and Public Health, Sweden

Seminars in the open programme

09.30–10.30 20. Synen på alkohol

(In Swedish)

Information om vad AA är och inte är samt vår syn på alkoholism. Även en "life-story" av en ung person om dennes alkoholmissbruk. Därefter frågestund.

Talare: Ronny Lithander, Sara Linderoth och Hans Forsbäck, AA-Anonyma Alkoholister

21. Drinking habits among Swedish parents – and how to change them

We will talk about the preventive work carried out at antenatal clinics – how we discuss early prevention with parents-to-be and provide them with the support they need. We will also present consumer patterns among pregnant women in two different regions of Sweden, as shown in scientific studies.
Speakers: Mona Göransson, RNM (registered nurse-midwife), Med Dr, Catharina Carlén, RNM and Karin Lundberg, RNM, Sweden.

22. The right to be a child

IÖGT-NTO junior organisation (Junis) works to promote greater support in society for children growing up with parents who abuse alcohol. Since 2004, Junis has carried out an annual survey of the municipalities throughout the country about the support given to these children. About 2000–2600 children every year attend a support group.
Speakers: Catharina Sandberg, Carina Dagbro, Jenny Friberg, IÖGT-NTO junior organisation (Junis), Sweden.

23. Örebro län för en drogfri trafik – erbjudande till personer som omhändertags för misstänkt ratt- och/eller drogfylleri

(In Swedish)

I Örebro län har polismyndigheten, Beroendecentrum i Örebro läns landsting, länsstyrelsen, länets kommuner, Vägverket och kriminalvården ett unikt samarbete. Samarbetet bygger på att ge ett omedelbart vårderbjudande till personer som grips för ratt- och/eller drograttfylleri samt ringa narkotikabrott. Det handlar om att ge snabb och god vård till personer med missbruks- och beroendeproblem samt att undvika återfall. Genom samarbetet minskar vi rattfylleriet och trafiken blir säkrare för alla.
Speakers: Tommy Strandberg, verksamhetschef på Beroendecentrum i Örebro läns landsting and Britt Lisra, Vägverket.

24. Föräldrar med missbruk – att arbeta med anknytning mellan förälder och barn

(In Swedish)

Vid EWA-mottagningen inom Beroendecentrum Stockholm finns sedan 2006 ett familjeprogram som riktar sig till nyblivna föräldrar med beroendeproblematik. I samarbete med specialismödravården vid Karolinska Universitetssjukhuset i Huddinge erbjuds nyblivna föräldrar behandlingsinsatser som syftar till att ge ett terapeutiskt och pedagogiskt hållande av hela familjen under en sårbar och betydelsefull period i livet. I ett nära samarbete med terapeuterna får föräldrarna stöd i anknytning och samspel med hjälp Marte Meo-metoden, familjeterapeutiska samtal samt individuell stödkontakt och beroendebehandling till modern.

Talare: Anna-Carin Hultgren, familjeterapeut/ behandlare, Eva Sjölander, leg. psykoterapeut/ behandlare, Inger Kvissberg, leg. psykoterapeut/ dipl. Marte Meoterapeut och Sölvie Eriksson, leg. psykoterapeut.

25. How to help children in families with alcohol problems

(obs tiden 09.30–11.30 inkl kaffe)

All over the world, children in families with alcohol problems are a large part of the collateral damage of alcohol. These children are the most innocent and often invisible victims of adults' passive drinking in the largely accepted alcohol culture of most countries. This seminar presents ways to cover these children's needs for specific help to handle their situation, both during childhood and later in life by means of targeted, specialised and coordinated interventions. The seminar emphasises the fact that, in order to prevent children falling victim to their parents' alcohol abuse, the overall challenge for any society is to reduce harmful alcohol-related behaviour on the part of parents by reducing overall alcohol consumption levels in the adult population as a whole.

Speakers: Hasse Schneidermann, General Secretary, Nordic Alcohol and Drug Policy Network, Øystein Bakke, General Secretary, Global Alcohol Policy Alliance, Mariann Skar, General Secretary, Eurocare.

11.00–12.30 OFFICIAL WORKSHOPS

12.30–13.30 Lunch

13.30–14.30 26. Pricing issues and the link to alcohol-related harm

The seminar, organised by the European Public Health Alliance, will welcome expert speakers Dr Nick Sheron and Jack Law for a discussion of the role that pricing policy for alcoholic beverages can play in helping to reduce alcohol-related harm in the European Union and beyond. Representative of the Royal College of Physicians at the European Alcohol and Health Forum and Consultant Hepatologist at the University of Southampton, Dr Nick Sheron will present the strong health case for action on alcohol pricing. He will highlight some of trends in alcohol-related harm in the EU, with an emphasis on how harm from regular drinking could be effectively reduced by pricing policies. Jack Law, Chief Executive of Alcohol Focus Scotland, will illustrate how the evidence has influenced the Scottish Government to take a lead in seeking to implement some of these policies at a national level.

Speakers: Dr Nick Sheron, Royal College of Physicians, UK, Jack Law, Chief Executive of Alcohol Focus, Scotland.

Organiser: European Public Health Alliance.

27. ESPAD 2007 – Substance use among students in 35 European countries

Report of the results of the 4th data collection in the European School Survey Project. More than 100 000 students at 15–16 years of age participated in this study.

Speaker: Björn Hibell, Managing Director, CAN, Sweden

28. The panorama of injuries in children exposed to alcohol during pregnancy

Alcohol during pregnancy is toxic for the unborn child and the impact on exposed children, their families and society can hardly be overestimated. Affected children need careful assessment and appropriate support. International adoptions highlight the long-term effects despite the radically improved environment for the adopted child. How common are Fetal Alcohol Spectrum Disorders in Europe today? Are mental retardation, ADHD, depression, eye problems and sleep disorders examples of diseases that can be associated to prenatal alcohol exposure? How can affected children be given better help, and how do we prevent these preventable injuries? These questions will be addressed and discussed.

Speaker: Magnus Landgren, MD, PhD.

29. Evaluation of support groups for children and young people from dysfunctional families

Support groups for children and young people from families where parents have problems such as alcohol or drug addictions, mental illnesses, mental retardation, or where violence or divorce have occurred, have become common and popular in Sweden during recent decades. Although these groups aim to take preventive action and target children and young people from well-known risk groups, there has been little evaluation of the impact of such groups. A web-based model for evaluation, with validated questionnaires, which was developed in Uppsala County and has now been introduced in all support groups in Stockholm, will be presented at the seminar.

Speaker: Annemi Skerfving, Master of Social Work and Social Science, Viveca Axelsson, konsulent, Ersta Vändpunkten.

30. Small children – aware adults

The Swedish Blue Ribbon carries out preventive work that is focused on reaching out to all adults around small children (0–6 years old).

At parent meetings and at special training sessions for midwives, children, nurses, preschool teachers and other professions who meet the parents of small children, information is given about alcohol from a child's point of view.

What are children and teenagers doing on the Internet?

Come and find out about the project 'Adult awareness', a contract method between children and their parents about Internet use.

Speakers: Lotta Johansson and Lars Lindblad, The Swedish Blue Ribbon, Sweden.

14.30–15.00 Coffee

15.00–16.00 Official workshops

■ Programme “Open Stage”

(In Swedish)

10.20–10.40 Samtal med statssekreterare Ragnwi Marcelind
Beskrivning av ”öppna programmet” för delegater (delvis på engelska)

11.00–11.30 Panelsamtal
Annika Bergman, förbundsordförande, Blå Bandet och Anna Carlstedt, förbundsordförande, IOGT/NTO

12.00–12.30 Samtal/intervju ALNA
Kerstin Redig

14.00–14.30 Filmvisning/intervju IQ-initiativet
Ann-Therese Enarsson

■ Study visits

During the EU Expert Conference you will have the opportunity to visit one of these organisations and learn about their work. The visits are scheduled to take place on the second day of the conference, i.e. **22 September at 15.00**. You can register for one study visit at the desk for registration and accreditation.

Visit to KRIS

KRIS is an association of former criminals and addicts, and is based on the principles of honesty, freedom from drugs, comradeship and solidarity. They welcome you to their office and during a 45-minute visit will tell you about their work to support criminals integrating back into society.

KRIS

KRIS (Kriminellas revansch i samhället) är en kamratförening bestående av före detta kriminella eller missbrukare som står för Hederlighet, Drogfrihet, Kamratskap och Solidaritet. KRIS tar emot i sina lokaler i centrala Stockholm och berättar under ca 45 minuter om sin verksamhet att stödja kriminellas väg tillbaka till samhället.

Language: Swedish and English

Visit to Maria Youth Centre

MYC's target group is young people under 20 years of age (in some treatment programmes up to 23 years of age) with drug misuse or suspected drug misuse problems. Collaboration between social services and the county council means that all expertise (social workers, doctors, nurses and psychologists) is gathered under one roof. Treatment at MYC is based on the needs of patients and their families.

Maria Ungdom

Målgruppen är ungdomar under 20 års ålder (i en del behandlingsprogram upp till 23 års ålder) som missbrukar droger och har drogrelaterade problem. I Maria Ungdoms verksamhet finns socialtjänst och landsting under samma tak, dvs socialarbetare, läkare, sjuksköterskor och psykologer som samarbetar för hjälp och stöd till de ungdomar som fastnat i drogmissbruk.

Language: Swedish and English

Älvsjö MVC barnmorskemottagning (antenatal clinic)**Visit to a Swedish antenatal clinic at a community health centre**

In Sweden, midwives are responsible for the care of pregnant women, their partners and newborn children. Midwives are responsible for detecting complications during pregnancy and childbirth and informing the doctor. Care during pregnancy is provided at antenatal clinics, most of them at community health centres. More than 98% of pregnant women see a midwife for check-ups. The standard programme for maternity health care is produced by the Swedish Association of Midwives (SBF) and the Swedish Society of Obstetrics and Gynaecology (SFOG).

Midwives also have the right to prescribe contraceptive pills and insert intrauterine contraceptive devices. In primary health care they are responsible for Pap smear screening and STI prevention. They also have a specific role in abortion care and menopausal counselling.

You are welcome to visit Älvsjö antenatal clinic, 10 minutes by train from central Stockholm, to see how the clinic is organised and how midwives handle care during pregnancy, including advice on alcohol and drug issues.

MVC Älvsjö barnmorskemottagning (antenatal clinic)**Besök en svensk barnmorskemottagning!**

Den svenska barnmorskan ansvarar för vården av den gravida kvinnan, hennes partner och det nyfödda barnet. Vård under graviditet ges vid barnmorskemottagningar, ofta placerade inom vårdcentralen. Mer än 98 % av de gravida besöker barnmorskan för kontroller. Barnmorskan ansvarar för att upptäcka eventuella komplikationer och bokar läkarbesök för dessa.

Basprogrammet för mödravård är framtaget av Svenska Barnmorskeförbundet och Svensk Förening för Obstetrik och Gynekologi. I barnmorskans ansvar ingår att upptäcka komplikationer och att i dessa fall se till att kvinnan kommer till läkare.

Barnmorskan har rätt att förskriva preventivmedel och sätta in intrauterina spiraler. Inom primärvården ansvarar hon för PAPsmearprovtagning och STI-förebyggande arbete. Hon har en given roll i arbetet med aborter och klimakterierådgivning.

Du är välkommen att besöka Älvsjö barnmorskemottagning, belägen 10 min med tåg från Stockholm City. Du får se hur mottagningen är organiserad och hur barnmorskor sköter vård under graviditet, inkluderande rådgivning i alkohol- och drogfrågor.

Language: Swedish and English

Visit to Sachs Children's Hospital/Stockholm South General Hospital (Södersjukhuset)

Delegates are invited to the integrated services for antenatal care, obstetrics and maternity care to gain an insight into how family care, which involves both parents remaining together, is accommodated. The visit also includes the neonatal ward, where care is based on the same principle and both parents stay with the sick newborn child. Delegates will also be given the opportunity to talk with parents on the ward.

In conjunction with the tour a midwife from the antenatal clinic will present how alcohol and pregnancy is generally discussed, and the use of AUDIT (Alcohol Use Disorders Identification Test). A specialist midwife will describe how work with at-risk pregnant women is approached, involving social services amongst others, and paediatricians will highlight issues surrounding alcohol, pregnancy and foetal damage.

Sachsska Barnsjukhuset/Södersjukhuset

Deltagarna hälsas välkomna till ett besök vid den integrerade verksamheten för Mödravård, Förlossning och BB för att få inblick i hur man arbetar med Familjevård vilket innebär att föräldrarna alltid är tillsammans. Besöket innefattar även Neonatalavdelning där vården bygger på samma princip och båda föräldrarna finns hos det sjuka nyfödda barnet. Deltagarna får även möjlighet att samtala med ineliggande föräldrar.

I anslutning till rundvandringen kommer Barnmorska från Mödravården att presentera hur man generellt diskuterar kring alkohol i samband med graviditet och hur man använder AUDIT (Alcohol Use Disorders Identification Test). Specialistbarnmorska beskriver hur man arbetar med gravida i riskzonen, då man bland annat samarbetar med socialtjänsten, och Barnläkare belyser frågor kring alkohol, graviditeten och fosterskador.

Language: Swedish and English

