

Innovative or good practices, projects or programmes on consumer warnings and labelling of alcoholic beverages

The **purpose** of this task is to build up a database of examples of practices, projects or programmes (PPP) on consumer warnings and labelling of alcoholic beverages, so that people in one country can learn about what is going on in other countries. The database will be placed on the Pathways for Health project website. Practices, projects and programmes (PPP) can include a **wide range of activities**, including for example laws and policies that deal with existing labelling and packaging of alcoholic beverages, or that require health or other warnings to be placed on the packaging and containers of alcoholic beverages. It can also include activities that relate to consumer information that must be given on alcohol advertisements. For this project, it does not include general educational messages or campaigns in the broadcast and non-broadcast media that are not connected with an alcoholic beverage container. But, it could include a general educational messages or campaign that is directly tied to a new policy or activity on consumer warnings and labelling of alcoholic beverages. (For example, if new warning labels are introduced, then this could be supported by a public education campaign). Practices, projects and programmes (PPP) can include those funded by the public and private sectors, and can include alcohol industry funded projects, provided you believe that they have contributed to improved public health, and that they fit the criteria listed in the instructions on the following page.

What we mean by **innovative** is where a project, practice or programme (PPP) has been changed into something new, or has been altered or renewed, or has been brought in or introduced for the first time. It is up to you to use your own expertise, experience and professional judgement to describe what you think is innovative. We are also looking for things that might be a bit creative or unusual.

The Bridging the Gap Principles said this about packaging and labelling:

- Alcohol product packaging and labelling should not promote an alcoholic product by any means that are false, misleading, deceptive or likely to create an erroneous impression about its characteristics or health effects, including any term, descriptor, trademark, figurative or any other sign that directly or indirectly creates the impression that a particular alcoholic product is more attractive or healthier than another alcoholic product;
- Alcohol product packaging and labelling should not promote an alcoholic product by any means, including any term, descriptor, trademark, figurative or any other sign that directly or indirectly appeals to minors;
- Each unit package of alcoholic products should carry warnings determined by ministries of health, describing the harmful effects of alcohol when driving or operating machinery, and during pregnancy or other appropriate messages, such as the risk of dependence, determined by ministries of health; and
- Each unit packet and package of alcoholic products and any outside packaging and labelling of such products should, in addition to health warnings, contain information on its alcohol concentration (% by volume), alcohol content (grams of alcohol), calorific value and ingredients that might lead to allergies.

For further recommendations, please see Chapter 10 of the report Alcohol in Europe: http://ec.europa.eu/health-eu/news_alcoholineurope_en.htm.)

Instructions:

On the following pages, please describe what you think have been some of the most innovative or good practices, or projects or programmes (PPP) related to consumer warnings and labelling of alcoholic beverages in your country in up to the last 10 years. If there is a very good PPP that was introduced more than 10 years ago, it is fine to include it.

To be included, the PPP must have lead to a change or made a difference. Preferably, there should be an outcome measure; this can be an objective outcome measure, or a process outcome measure leading, for example, to a change in practice.

Please try to list a minimum of 3 practices, or projects or programmes (PPP) and a maximum of 5. But, if you wish to add more PPP that is fine (just copy and paste extra PPP description pages). It is quite possible that there have been no innovative or good practices, or projects or programmes (PPP) related to consumer warnings and labelling of alcoholic beverages in your country in the last 10 years. If this is the case, please write NO in the box below and return the form.

The PPP can be implemented at country, regional or municipal level.

Please use up to 1-2 pages for each PPP.

Please state your name

Please give your e-mail address

Please state your country

If there have been NO innovative or good practices, or projects or programmes (PPP) related to consumer warnings and labelling of alcoholic beverages in your country in the last 10 years, please write NO in the box and return the form

Please complete the forms and return them to Walter Farke by e-mail (farke@dhs.de) by 10th April 2007.

If there are any questions or queries, please contact Walter Farke: farke@dhs.de.

Good practice or programme one

What is the name of the programme/project/practice (PPP?)

What is the level of the PPP (country, regional, municipal)?

Why have you chosen to describe this PPP?

Who funded the PPP?

Who implemented the PPP?

What year did the PPP start?

What are the main aims and objectives of the PPP?

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

Who is the target group of the PPP? (age group, gender group etc)

What are the main elements or components of the PPP (change in law, education campaign etc)

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

Please give full reference details of any published papers and reports on the PPP

Good practice or programme two

What is the name of the programme/project/practice (PPP?)

What is the level of the PPP (country, regional, municipal)?

Why have you chosen to describe this PPP?

Who funded the PPP?

Who implemented the PPP?

What year did the PPP start?

What are the main aims and objectives of the PPP?

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

Who is the target group of the PPP? (age group, gender group etc)

What are the main elements or components of the PPP (change in law, education campaign etc)

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

Please give full reference details of any published papers and reports on the PPP

Good practice or programme three

What is the name of the programme/project/practice (PPP?)

What is the level of the PPP (country, regional, municipal)?

Why have you chosen to describe this PPP?

Who funded the PPP?

Who implemented the PPP?

What year did the PPP start?

What are the main aims and objectives of the PPP?

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

Who is the target group of the PPP? (age group, gender group etc)

What are the main elements or components of the PPP (change in law, education campaign etc)

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

Please give full reference details of any published papers and reports on the PPP

Good practice or programme four

What is the name of the programme/project/practice (PPP?)

What is the level of the PPP (country, regional, municipal)?

Why have you chosen to describe this PPP?

Who funded the PPP?

Who implemented the PPP?

What year did the PPP start?

What are the main aims and objectives of the PPP?

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

Who is the target group of the PPP? (age group, gender group etc)

What are the main elements or components of the PPP (change in law, education campaign etc)

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

Please give full reference details of any published papers and reports on the PPP

Good practice or programme five

What is the name of the programme/project/practice (PPP?)

What is the level of the PPP (country, regional, municipal)?

Why have you chosen to describe this PPP?

Who funded the PPP?

Who implemented the PPP?

What year did the PPP start?

What are the main aims and objectives of the PPP?

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

Who is the target group of the PPP? (age group, gender group etc)

What are the main elements or components of the PPP (change in law, education campaign etc)

Has the PPP been evaluated?

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Please list a website or contact organization or person to find out more information about the PPP

Please give full reference details of any published papers and reports on the PPP