

**Documentation of innovative Practices,
Programmes and Projects within the topic
Consumer Information**

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1. Introduction

The European region is the region with the highest consumption of pure alcohol per capita in the world. Each adult drinks 11 litres pure alcohol a year (European Commission 2006). Europe is also the most important producer of alcoholic beverages, mainly wine, in the world. So alcohol is an enormous economic factor in the European region, especially in the South of Europe. But alcohol is more than that. It is embedded in the various cultures in the European region. Instead of this situation 55 million adults (15%) are alcohol abstainers.

On the other hand the burden of the alcohol consumption in the European region causes tangible costs of € 125 billion in 2003. Alcohol is responsible for 7.4% of all disability and premature death in the EU. Binge Drinking has increased in most countries, especially among young people since the 1990s. Alcohol causes harm to others, so 10.000 traffic deaths to people other than the drivers are due to alcohol.

In the face of these facts it is necessary to emphasize that alcohol is not an ordinary commodity. It is a toxic substance which causes a lot of health and social problems. In the last 15 years in many European countries programmes, practices and projects were implemented to reduce these problems. The measures are varying from legislative initiatives, nationwide campaigns, education programmes, etc..

The efficiency of these activities on different levels varies and it is also very difficult to evaluate their impact on the alcohol consumption rate. Most of the organisations avoid detailed evaluation of the projects or programmes because this is very costly.

The following documentation gives an overview of innovative programmes, practices and projects under the topic consumer information and health warnings. Measures under this topic are very rare in Europe. Only a few measures have a minimum requirement of evaluation. Because of this situation we have to take in consideration that in the tobacco control field more results of studies are available because general warnings on each cigarette package were introduced in the EU in 2004. These studies showed more a very low impact of these warnings on the behaviour and attitude of the tobacco consumers but if this measure is embedded with other actions it is more effective. If we distinguished between the different groups of smokers, like heavy smokers or beginners of smoking a positive impact became much clearer.

Many EU Member states planned to implement a legal regulation for consumer information and health warnings. For example the Finnish parliament adopted a legal regulation for general health warnings and information for pregnant women on all containers with alcoholic beverages. In the following documentation you find all collected measures and initiatives which include information and health warnings. The whole documentation was also done with an assessment by the quality elements.

The collection of the innovative projects, programmes and practices was carried out by a questionnaire which was developed during two project meetings in Berlin and Paris 2006. This questionnaire was distributed to all members of the Alcohol Policy Network (APN), all members of EURO CARE as well as the collaborating organisations which are not directly linked to the alcohol policy field. These are CRIOC, a consumer organisation, the European Youth Forum, the Transport Safety

Council and TISPOL. All in all 9 projects from 8 European countries were collected under the topic consumer information and health warnings, these are 9% of all projects. The detailed descriptions of the projects which are listed in the following table are available on the website www.dhs.de.

2. Quality Elements

The quality elements which will be described in this chapter should make it easier to analyse the collected innovative projects. In table further down shows how many of the following criteria they fulfil. The quality elements are only used for education programmes. Legislative initiatives and legal regulations are excluded of this procedure. The addition of the quality elements are based on subjective assessment rather than a scientific method.

Necessity of quality Elements

Every intervention has an impact on the setting in which it is implemented, but the degree of effectiveness varies. It is necessary to consult different criteria to determine the quality of a project. The quality elements contribute to the improvement of the projects during their development processes, the implementation and the final analyses of the project. This is evident for a project otherwise it could be that it does not reach the targeted group and aim.

Elements of Quality

In this paragraph the main quality elements will be defined and main tasks will be described. This list of criteria was developed by Public Health experts who are created prevention programmes and projects.

Needs Assessment (NEA)

It is evident for a project or an intervention to analyse the needs of the target group as well as of the actors and organisations which are involved. The needs can be analysed for example by epidemiological statistics and professional expertise. It is also necessary to ask how the needs assessment is linked to the design of the intervention.

Low Barrier Method (LBM)

It is also very important that the intervention is accessible and takes account of the necessity of the target group. Due to this fact it is necessary to ask how the project contact the target group and how far are communication barriers (including culture and language) considered in the intervention.

Setting Approach (SETA)

The term setting refers to a social system in which people are active. Setting oriented interventions are aimed at the conditions of the setting and the group of people which are involved. With regard to the setting approach it should be taken in consideration the existing communication structures, decision processes and rules during the planning and implementation of an intervention.

Collaborative capacity building / partnership (CCB)

It is necessary that a collaboration between different persons, institutions or sectors has been built to take action on the issue. The most important questions which are

linked to this element are: Which type of collaboration has there been? Multi-sectoral collaboration, teams or multi-disciplinary collaboration? How do these partnerships contribute to the effectiveness and efficiency of the intervention?

Evaluation (EVL)

Evaluation is an important analytical process which assesses the projects structures, processes and outcomes. For the quality of projects it is very important which methods have been applied for the evaluation of the intervention. Has the evaluation an impact on structures, processes and outcomes of the intervention, is another important question for the assessment.

Sustainability (SUST)

This means that the intended effect of the intervention persists after it has finished. This is also very important for ongoing projects because the project management expected that the results will persist. The questions are clear which a linked to this quality element: Does the intervention start a mechanism that can continue a support to the outcomes of the project after it is finished? Is there routine to monitor the results after the project is finished? Is there a continuation of the project?

Transferability (TRF)

Quite a lot of intervention programmes will be implemented in other cities, regions and countries if they are well developed and they reach good results. Due to the fact that the cultural background and structure of the new setting it is often necessary to modify the concept. The questions which are linked to this element are: Would the concept of the intervention be used by another actor (municipal, regional, country)? Initiated the intervention other projects with a similar structure, contents, etc.?

Availability of results, documents, etc. (AVR)

It is elementary for the success for a project that the dissemination of the results is guaranteed by internet or other printed or electronic media.

Transparency of the funding and support (TFS)

It is essential for the transparency of a project that all funding partners are known to the public. In addition it is also essential that all kind of support (logistic, press, etc.) is transparent. The questions which are linked to this issue are unambiguous: Are funds from the (alcohol) industry used for the project? Is there any other support by the alcohol industry? Is a list of supporters and funding partners available?

3. International Diversities

As mentioned above it exist a lack of measures under then topic consumer information and health warnings. So it is not unexpected that only 8 European countries have sent projects under this topic. It should be noticed that 58% of the measures are totally or partly funded by the alcohol industry. From their point of view these activities are understandable because they want to influence what will be written on their products. From the Public Health point of view it would be more effective if governmental bodies steer the development of such measures. We know that such messages have already a low impact, but studies had also shown that messages for special target groups like pregnant women have an impact on their attitude.

The following measures show that some countries start initiatives to implement legal regulations for labelling, a few countries have already implemented such measures. The real problem is that we are missing convincing evaluations of these measures. This will be an important task for the future.

4. Innovative Projects, Practices and Programmes

The following table contain the main information of the innovative programmes, practices and projects are listed which were collected under the topic consumer information and health warnings. Besides the project management differentiated between legal regulations and initiatives as well as information campaigns.

Country	Description of the measure	Target group	Quality Elements	Results	Funding	Comments
Bulgaria	<p><u>Information Campaign:</u> 1. Consumer Surveillance of Alcoholic drinks – vodka and whisky made in Bulgaria; the purpose was to get an objective independent picture of the situation in the food and drinks market in Bulgaria; to disseminate the results among the Bulgarian consumers, giving them tools for making their purchasing decisions and to be aware of the dangers and determining their approach and attitude.; to alert the state bodies and agencies about the realities on the market and to press them to take actions; the main elements are setting a team, planning, determining sampling and test methodology, taking samples, testing analysis of the results, report, dissemination, assessment of the</p>	Bulgarian consumers, mainly the consumers of alcoholic drinks;	the following elements are fulfilled: NEA, LBM, CCB, EVL, TRF, TFS	a full picture of the contents and the labelling of the Bulgarian brands of vodka and whisky was obtained, especially the contents of methyl alcohol, as well as numerous examples of misleading, missing or incorrect information on the labels; the results were made public and were presented to various Governmental bodies; the head of the state body for control of drinks was reprimanded and an ordinance, concerning the information on the labels was approved;	the project was part of a joint project with Consumer International concerned with the food safety;	the most important factors for success were the careful planning, the financial support from Consumer International and the qualification of the people, who are carrying out the research; the good relations with the press and media in general contributed to the wide dissemination of the results; all in all this is a very good example of a successful cooperation between an international and national organisation as well as the media;

	results;					
Finland	<p><u>Legal regulation:</u> 1. the change in legislation concerning advertising of low-alcohol beverages and requirement to health warning labels on packages of alcoholic beverages; the producer, importer or distributor of an alcoholic beverage or some other practitioner, who brings an alcoholic beverage to the market and to use in Finland shall see to it that the packaging is provided with a general warning in Finnish or in Swedish concerning the product's harmfulness to health and a special warning about the hazard to an unborn child.</p>	whole population;	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;	there are no results available yet, because the law will be implemented in 2009;	no information yet;	the Finnish Government follows with this change in law the current developments in some EU countries to label alcoholic beverages with general information and warnings;
France	<p><u>Legal regulation:</u> 1. Alcohol and Pregnancy: a legal proceeding to improve consumer information; to enforce</p>	women; young people and adults;	legal regulations or legislative initiatives are	the change in law was the result of a long lobbying process which included legal proceedings; after that the developments were very fast: the	no funding; this is a lobbying process based on a case brought to	this is a good example that it needs often a dramatic fact brought to court and relieved by media which makes pressure on

	the law (consumer code) and to make aware on risk in alcohol consumption when pregnant; a new law that obliges the industry to inform of the danger of alcohol consumption specifically targeted to women and that promotes prevention;		excluded of this column, because the elements were developed for education programmes and information campaigns;	Ministry of Health undertakes to improve information towards pregnant women; a law was adopted in February 2005 on labelling and in order to promote information in schools, special training for health professionals and regular campaigns in media; since October 2006 a warning label on packaging is compulsory: a pictogram or a message saying that " <i>consumption of alcoholic beverages during pregnancy even in small amounts can seriously damage the child's health</i> "; www.cubitus.senat.fr/seint/payet_ann_e_marie01009n_2005.html and www.finances.gouv.fr/gqccrf/03_publications/bid/etiquetage.htm and http://www.legifrance.gouv.fr/WAspd/UnArticleDeCode?commun=CSANPU&art=L3322-2	Court	politics;
Germany	<u>Legal regulation:</u> 1. Labelling Duty of Alcopops in Germany §9, Protection of Young Persons Act; the extension of the law: special taxes on Alcopops which contains spirits (tax law); labelling duty of all Alcopops which contains spirits;	underaged young people (<18 years);	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information	the measures was also evaluated: the Ministry of Finance and the Ministry of Health published reports which show that the measures (tax and labelling) have an impact on the consumption of Alcopops. 17% of the 12-17 year old (n=1276) mentioned that they haven't buy any Alcopops because the bottles are labelled with the warning: Spirits under 18 years are prohibited. Finally the increase of the consumption rate of Alcopops among 12-17 year old people could be put down to the fact statutory measures (tax and labelling)	no funding by the government; the alcohol industry has to cover their cost by themselves;	the legal requirement was implemented by the government, because different research reports had shown that quite a lot of minors consumed Alcopops which contains spirits regularly, although the law of the protection of young people definitely prohibits consumption of spirits under 16 years; the public pressure on the politicians increased, so they have to react on this development; at the end of that process the German

			campaigns;	and other measures were implemented on national level; http://www.bzga.de/?uid=8ccf41800182b5861b2f5bb51c742564&id=Seite1417		government implemented a special tax on Alcopops and the labelling duty of all Alcopops; in this case the combination of statutory measures and public discussions have a very powerful impact on the problem alcohol consumption among minors; but this example shows also that politicians only reacted very fast if the public pressure is high. Otherwise economic reasons are more important for them as public health issues or like in this case protection of young people.
Greece	<u>Information campaign:</u> 1. Declaration Plan of Principles and Self-regulation concerning the advertising of alcoholic beverages and the information of consumers; the whole procedure based on a agreement between the alcohol industry and the government; the whole measure is not specific, it is more a programme of different actions and legal regulations which will be implemented, this also includes consumer information and warnings on the alcoholic products, but	the whole population;	the following elements are fulfilled: NEA, CCB, TFS	data not available yet;	the Association of Drinks Companies together with the Ministry of Health and the Standing Parliamentary Committee for the Study and Management of the Drug Issue;	this is an example of a more or less common declaration between the government and the alcohol industry; it seems to be a very common declaration and the impact of the measures are unclear;

	<p>there is no clue how this should be;</p> <p>2. “Enjoy Responsibly”; To cultivate a responsible drinking culture among young adults; harm reduction procedure based on the fact that alcohol use is a legal and socially accepted behaviour; all advertising must carry the “Enjoy responsibly” message;</p>	adults;	the following elements are fulfilled: NEA, LBM, CCB, EVL, SUST, TRF, TFS	there was no evaluation of the campaign with regard to their impact on the drinking behaviour or drinking habits of the population; the only result which was available was that 100% of the adverts were covered;	alcohol industry and government;	studies have shown that there is no impact of such measures on the drinking habits of a population; on the other hand it is good for the alcohol industry because they show the politicians that they are active and act responsible;
Poland	<p><u>Legal regulation:</u></p> <p>1. health warnings should be displayed in all off- and on-premise outlets where alcohol is sold; following this legislation all alcohol outlets display small but readable warnings saying “Alcohol is harmful for your health”;</p>	whole population;	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;	data not available;	no information available;	this is a good example of an isolated measures; it is not clear what kind of impact this really have; there were now political discussions about labels and warnings on alcoholic beverages to specify the messages for target groups young women and drivers, but there is no new law adopted yet;
Spain	<p><u>Information campaign and legal regulation:</u></p> <p>1. Analysis of beer which were labelled as</p>	whole population;	the following elements are	data not available;	Organization of Consumers and	this activity is a good example how consumer protection linked

	<p>“without alcohol”; the investigation was carried out because an incomplete or incorrect label can be confused particular groups, that should not drink any alcohol, especially rehabilitated alcoholics, pregnant women and persons who take medicines; the aim was to enforce the law to protect consumer interests;</p>		<p>fulfilled: NEA, LBM, CCB, EVL, SUST, TRF, TFS</p>		<p>Users (OCU);</p>	<p>to the alcohol field can be worked; it is a fundamental right of every consumer to be informed correct about the product they used;</p>
<p>UK</p>	<p><u>Information campaign:</u> 1. www.drinkaware.co.uk; the inclusion of the Drinkaware message (website address) on alcohol beverages alongside unit labelling, and the message ‘please enjoy responsibly’ on alcoholic beverages, is now embedded within producers and retailers corporate social responsibility; as is the inclusion of drinkaware.co.uk on advertisements as well as on posters at the</p>	<p>the target group of the website, is, perhaps by default, younger consumers (18 to 35), but is aimed at all individuals who consume alcohol;</p>	<p>the following elements are fulfilled: NEA, LBM, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>Industry support for the site has been phenomenal, showing a real commitment on the part of the industry to promote responsible drinking; the Newcastle Brown Ale and Carling lager brands were the first to carry the website address on their labels; they were shortly joined by WKD, Bacardi rum, Bacardi Breezer, Martini Vermouth and Asda own brand beer, wine and spirits; Bacardi added the website address to the rest of its product portfolio over the course of 2005. Diageo, who helped support initial development work of the site, promote the site as standard through all their above- and below-the-line advertising. Thus the massive ad spend on products</p>	<p>the website is funded by the Drinkaware Trust, which is funded by the alcohol producers and retailers;</p>	<p>in terms of the labelling of alcoholic drinks, the UK has favoured an approach of providing – albeit indirectly- ‘consumer information’ rather than ‘health warnings’/; the creation of the Drinkaware Trust, and its takeover of the drinkaware website represents an important change, which may lead to more public health oriented measures being implemented in the future; the involvement of the Department of Health in the development of the new website, and the endorsement by none industry bodies is a positive one;</p>

	point of sale;			<p>such as Smirnoff, Guinness and Gordon's is helping to promote the drinkaware site via prime time television advertising and other high profile advertising e.g. posters on London Underground; Scottish and Newcastle have also begun to include the strapline on television advertising e.g. Strongbow, and Bacardi began airing television advertisements with drinkaware references in 2005; since the end of 2005, the website has been being promoted through point of sale materials in every major supermarket chain as part of the 'Challenge 21' campaign; other major retailers are using or have pledged to promote the site; for instance, the Union Pub Company includes the logo in bar tariffs displayed in each of their 1730 outlets; it is estimated that in 2006, the drinkaware message will be carried in £150 million worth of advertising and will be on 3 billion alcohol containers. The full list of companies/trade associations/agencies are currently licensed to promote the drinkaware site are included in the Evaluation report;</p> <p><u>Non-industry promotion</u></p> <p>The Drinkaware Trust has active partnerships with a wide range of organisations whose remit includes communicating responsible drinking messages to the public. The full list of organisations from the statutory and voluntary sectors which are or have in the past actively used the website address in campaigns/consumer facing communications about responsible</p>		
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				<p>drinking are included in the Evaluation report- they include Police forces, Universities and local authorities;</p> <p><u>Web traffic</u> Web traffic to the site has grown month on month since the launch. Full web statistics are included in the evaluation report; from February 2005 to February 2007 the hits per day (average) increased more than five fold, from 11,500 to 63,300.</p> <p><u>Media and PR recognition</u> The launch of the website was covered in 9 national newspapers, including: The Sun; Financial Times; Guardian; Daily Mail and The Independent. In addition, more than 40 regional newspapers and 10 web-based news sites covered the story; Broadcast coverage was excellent reaching almost 40 TV and radio stations, including Sky News; C4 and ITV Lunchtime News. The then Minister for Health, John Reid, issued a statement welcoming the initiative on the day of launch and the site has received praise from NGOs, drinks companies, health professionals and, most importantly, consumers themselves; the site is probably the most widely cited source of information on responsible drinking across all media;</p> <p>in September 2005, the website won a prestigious Clarion award in recognition of its impact in promoting responsible drinking; the Clarions are an important new award scheme and were launched in Parliament three years ago to recognise outstanding, creative and</p>		
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				<p>effective communications which promote corporate social responsibility; the site was also a runner up in the website category of the prestigious Institute of Public Relations Awards 2006.</p> <p><u>Unit awareness</u></p> <p>Trend data from the Office for National Statistics (ONS) series <i>Drinking: Adults' Behaviour and Knowledge</i>¹ has shown some improvement in unit awareness for the period 2004-6:</p> <ul style="list-style-type: none"> - In 2006, 86% of the British public had heard of measuring alcohol consumption in units – an increase from 83% in 2004; - In 2006, 69% had heard of daily benchmarks – an increase from 61% in 2004; - Knowledge of recommended daily benchmarks remained unchanged between 2004-6; - Fifty eight per cent of those who had drunk beer in 2006 knew that a unit of beer was half a pint – an increase from 56% in 2004; - Sixty nine per cent of those who had drunk spirits in 2006 knew that a single measure of spirits contained one unit – an improvement from 64% in 2004; <p>www.drinkaware.co.uk</p>		
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