CONFERENCE PROGRAMME

THURSDAY, 17TH JUNE 2004 – Sofitel Victoria Hotel

09.30 -10.30 Opening Session
Grand Ballroom

  Moderator:  Michel Craplet, Chairman, Eurocare

Minister Barbara Labuda, Secretary of State at the
President's Office in Poland
Lars Møller, World Health Organization
Commissioner Pavel Telicka, Health & Consumer
Protection, European Commission

10.30 -11.00 Coffee Break

11.00 -12.30 Plenary Session 1
Grand Ballroom

  Introduction to the Conference
Peter Anderson, Policy Advisor, Eurocare
Florence Berteletti Kemp, Project Leader, Bridging the Gap

  Alcohol in Europe: Science and the enlarged Europe

  Moderator:  Alicia Rodriguez-Martos Dauer
          Public Health Agency, Socidrogalcohol, Spain

  Bringing Science to the people of Europe
Sally Casswell, Centre for Social and Health Outcomes
Research and Evaluation, New Zealand

  Poland at the European crossroads
Jerzy Mellibruda, Director, The State Agency for Prevention of
Alcohol-Related Problems, Poland

12.30 -14.00 Lunch Break
14.00-15.30  **Plenary Session 2**  
Grand Ballroom  

**Alcohol in Europe: Health, Economics and Harm**  

*Moderator:* Rolf Hüllinghorst, Director  
Deutsche Hauptstelle für Suchtfragen (DHS)  
Germany  

**The risk of alcohol in Europe**  
Peter Anderson, International Consultant in Public Health  

**The financial costs and benefits of alcohol**  
Christine Godfrey, Centre of Health Economics, University of York, England  

**Alcohol and World Health**  
Leanne Riley, World Health Organization  

15.30 -16.00  **Coffee Break**  

16.00-17.30  **CONCURRENT SESSION 1**  

**Bridging the gap between different levels of supplying help for addicted people - the German/Swiss approach**  
Room: Grand Ballroom A+B+C (with interpretation into Polish)  

**Objective of the session:** Different levels of intervention for addicted people will be presented. Discussion will highlight the different ways of organizing the helping system in the countries of the participants, discussing advantages and disadvantages and facilitating an exchange about specific national experiences.  

<table>
<thead>
<tr>
<th>Subject</th>
<th>Speaker/Organisation</th>
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<tbody>
<tr>
<td>The German system of rehabilitation of alcohol addiction:</td>
<td>Joachim Koehler</td>
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<tr>
<td>A successful way of treatment or late and expensive intervention?</td>
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<td>Bridging the gap between outpatient alcohol counselling services and the</td>
<td>Helmut Urbaniak</td>
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<td>general practitioners to establish a system for early identification and</td>
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<td>treatment of addiction problems</td>
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<tr>
<td>E-Health: How can the Internet be used for the treatment of addicted</td>
<td>Matthias Meyer</td>
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<td>people and to help people looking for information?</td>
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**Concurrent Session 2**

**The harm and cost related to ‘alcohol problems in the workplace’ - latest evidence and current trends**  
Room: Grand Ballroom D

**Moderator:** Anders Ulstein, Actis

<table>
<thead>
<tr>
<th>Subject</th>
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</table>
| Alcohol related problems in the workplace; the level of harm and cost – latest evidence and current trends | Sverre Nesvåg  
Research Director at the  
Department of Work Environment at Rogaland Research, Norway |
| Ireland’s experience from a booming economy and a pervasive drinking culture; what is the cost of alcohol in Ireland for workers and business? | Paddy Creedon  
Private consultant specialising in alcohol problems in the workplace |
| Comments from the ILO | Joannah Caborn  
SafeWork, International Labour Office |
| Comments from an economist | Christine Godfrey  
Health Economics at the University of York |

**Panel discussion and questions**

- Do we know what we need to know in this area?
- Where do we find comprehensive reviews of the research area for policy advocates?
- How does research in this area correspond with and relate to three major policy processes and paradigms in health: Public health strategy of the EU; the WHO global burden of disease and the macroeconomics of health; and the EU Lisbon strategy?
- As the nature of work changes: more individuality, larger service sector, less blue collar etc – how does this affect the nature of alcohol related problems in the “workplace”, and how is this apprehended by the research community?
**CONCURRENT SESSION 3**

**Methods of Monitoring Alcohol Marketing**
**Room: Gdańska**

**Objective:** This workshop presents the results of some experiences of monitoring practices of alcohol marketing in the Netherlands and in Norway. The nature and amount of alcohol marketing is not easy to detect and in many cases political debates about alcohol marketing are held without sufficient and actual information about the practice of alcohol marketing. In general we underestimate not only the impact but also the amount and the reach of the different marketing strategies of alcohol producers and sellers. Marketing via the internet, sponsoring, events, magazines, is as a matter of course, targeted towards specific target groups and in many cases this information does not reach policy makers or prevention workers who are lobbying for an effective alcohol policy. In this workshop we present some first concrete experiences with the practices of monitoring of alcohol marketing via discotheques, restaurants, supermarkets, Internet, TV and marketing by means of sponsorship. Experiences concerning the confrontation with Advertising Code Committees are presented. In this workshop all participants are invited to present their own experiences with monitoring alcohol marketing and with Advertising Code Committees.

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<thead>
<tr>
<th>Subject</th>
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<tr>
<td>Monitoring alcohol marketing in Norway</td>
<td>Trine Stensen Lunde</td>
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<td>AlkoKutt, Norway</td>
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<td>Monitoring in discotheques by means of mystery guests</td>
<td>Monique Kuunders</td>
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<td>National Foundation for Alcohol Prevention, STAP</td>
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<td>The Netherlands</td>
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<td>Results of different monitoring studies and complaining practices and</td>
<td>Wim van Dalen</td>
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<td>their value for the political debate. A scientific study of the effects</td>
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<td>of alcohol marketing via internet as a result of monitoring</td>
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<td>The Netherlands</td>
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CONCURRENT SESSION 4

Against the Odds: development of a national alcohol policy in England
Room: Mazurska

Objective: To set out a case history of the development of alcohol policy in one country over a 20 year period, factors that have facilitated or inhibited development of effective policy and lessons that may be of use to those seeking to influence policy in other countries

Subject
Series of brief thematic presentations, each leading to an opportunity to identify, assess and discuss similar (or different) scenarios in participants' own countries.

Speaker/Organisation
Eric Appleby
Chief Executive
Alcohol Concern

CONCURRENT SESSION 5

Feasibility and effectiveness of Eurocare recommendations on drinking and driving (I)
Room: Saski

Objective: to review the feasibility and experience of the EUROCARE recommendations on drinking and driving (session 1).

Design: Eurocare Recommendations will be circulated before the start of the workshop and presented in a schematic way. A discussion will follow each recommendation or group of recommendations with the participation of experts who have experience in the feasibility and effectiveness of them.

Francisco Cermerón Drinking and driving: simulation of a real case

Alicia Rodríguez-Martos Presentation of the recommendations

Recommendation 1/2: What does experience tell us about BAC limits? Hans Laurell

**CONCURRENT SESSION 6**

**European Union, alcohol and young people**  
Room: Królewski A

**Objective:** To give an overview of youthful drinking habits in Europe on the basis of the ESPAD study; to discuss how the EU is dealing with youthful drinking; and how the alcohol industry is targeting youngsters as potential consumers.

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<tr>
<th>Subject</th>
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<tr>
<td>Youthful drinking in Europe</td>
<td>Salme Ahlström</td>
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<td>STAKES, Finland</td>
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<td>Alcohol policy and young people in EU</td>
<td>Thomas Karlsson and Esa Österberg</td>
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<td>STAKES, Finland</td>
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<td>Youth as a target group in marketing alcoholic beverages</td>
<td>Dag Rekve</td>
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<td>Ministry of Social Affairs Norway</td>
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</tbody>
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CONFERENCE PROGRAMME

FRIDAY, 18TH JUNE 2004 – Sofitel Victoria Hotel

09.00 -10.30 Plenary Session 3
Grand Ballroom

Marketing, communication and alcohol free roads

Moderator: Tamsin Rose
European Public Health Alliance

The Loi Evin – a French Exception
Alain Rigaud, Président Association Nationale de Prévention en Alcoologie et Addictologie (ANPA) and Michel Craplet, Medical Advisor of ANPAA, chairman of Eurocare

Communicating About Alcohol: Educational and Regulatory Policies
Thomas Babor, University of Connecticut, USA

Towards alcohol free roads in Europe
Hans Laurell, Swedish National Road Administration

10.30 - 11.00 Coffee Break

11.00 - 12.30 CONCURRENT SESSION 1

Dealing with Alcohol in Primary Health Care: What the European PHEPA Project has to say
Room: Grand Ballroom A+B+C (with interpretation into Polish)

Objective: This workshop aims to present, through the developments of the Phepa Project, an integrated way to deal with the detection and management of alcohol-related problems in primary health care and to discuss the best way to encourage the uptake and utilization of health promotion interventions into physicians’ daily clinical work.

Joan Colom Introduction
Leo Pas Clinical Guidelines
Antoni Gual Training Manual
Lídia Segura Website
Kaija Seppä Translation into practice
Joan Colom Conclusions and discussion
**CONCURRENT SESSION 2**

**The role of the courts in alcohol policy**  
Room: Grand Ballroom D

**Objective:** The workshop will discuss the role of international courts in shaping national and international alcohol policy, particularly with regard to the European Union.

**Moderator:** Dag Rekve, Ministry of Social Affairs, Norway

**Subject**  
**Speaker/Organisation**

The juridification of public health - the abdication of politics?  
Angela Öst  
Ministry of Social Affairs, Sweden

Presentations of three public health related cases that recently have been before the courts

The Gambelli case on gambling  
Anders Ulstein, Actis

The EU Tobacco Directive  
Tamsin Rose  
European Public Health Alliance

The Gourmet-case on alcohol advertising  
Håkan Kjellsson (IOGT-NTO)

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**CONCURRENT SESSION 3**

**The role of public campaigns in alcohol policy**  
Room: Gdańska

**Objective:** The workshop will discuss public information campaigns in light of existing evidence on effectiveness, and explore what purpose (if any) such campaigns may serve.

**Moderator:** Dr Norman Giesbrecht

**Subject**  
**Speaker/Organisation**

Alcohol health promotion via mass media: The evidence on (in)effectiveness  
Linda Hill  
Public Health Consultant  
New Zealand

What should be the role of public information campaigns?  
Sally Casswell, Director, SHORE  
Massey University  
Auckland, New Zealand

Public information campaigns and alcohol policy in Eastern Europe  
Therese Reitan
CONCURRENT SESSION 4

World Trade Organization and alcohol policy
Room: Mazurska

Questions: What are the World Trade Organization’s (WTO) and its trade negotiations potential impact on alcohol policy and legislation? Is there a risk that alcohol advertising, distribution, hospitality sector, licensing, treatment and more, will be subject to the General Agreement on Trade in Services (GATS) either directly or indirectly?

Moderator: Robert Reynolds, Director, Center for Policy Analysis and Training, Pacific Institute for Research and Evaluation (PIRE), USA


Alcohol policy instruments are currently on the negotiating table in the GATS. What is the aim of the GATS; what alcohol policies might be affected; how do the negotiations proceed; and what are the public health safeguards?

Panel discussion and questions:

Matthias Meyer
Swiss Institute for the Prevention of Alcohol and Drug Problems

Anders Ulstein
Actis

Jim Grieshaber-Otto
PIRE (moderator)

Robert Reynolds

Derek Rutherford
Eurocare

- What is the precise nature of the challenge posed by GATS?
- To what extent are the WTO negotiations relevant for European alcohol policy?
- What appears to be the EU’s dilemmas in relation to the WTO negotiations?
- Is there a role for civil society in influencing the negotiations?
**CONCURRENT SESSION 5**

**You can choose – win or lose**  
**Room: Saski**

**Objective:** Presentation of successful prevention campaign of NGO “Z glavno na zabavo” (*You can chose – win or loose*), with the unique simultaneous combination of preventive work, leisure activities, road safety and research study – three years of experience.

Zdenka Cebasek-Travnik, Bojan Zlender and Sas Kravos  
Video film, results of surveys and discussion.

**CONCURRENT SESSION 6**

**The lessons from the European comparative alcohol study**  
**Room: Królewski A**

**Objective:** To give an overview of alcohol consumption and drinking habits as well as alcohol policies and alcohol related harms on the bases of the ECAS study conducted in the years 1998-2002 in the EU member states and Norway.

<table>
<thead>
<tr>
<th>Subject</th>
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<tbody>
<tr>
<td>Alcohol consumption and drinking habits in the EU Member States</td>
<td>Thomas Karlsson STAKES, Finland</td>
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<td>Alcohol-related mortality in the EU Member States</td>
<td>Mats Ramstedt SoRAD, Sweden</td>
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<tr>
<td>Alcohol policy in the EU Member States and at the EU level</td>
<td>Esa Österberg STAKES, Finland</td>
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**12.30 -14.00 Lunch Break**
14.00 – 15.30 Plenary Session 4
Grand Ballroom

Helping People Change

Moderator: Peter Anderson, Policy Advisor, Eurocare

Promoting “natural recovery” from addiction and social support: Towards a self-change friendly society
Harald Klingemann, Research Director, Institute for Social Planning and Social Management (ISS), University of Applied Sciences Berne - School of Social Work, Switzerland

Strategies to help people change. The role of primary health care (general practice)
Kaija Seppä, Professor of General Practice, University of Tampere, Finland

From Primary Health Care to Specialized Treatment Centres: a gap difficult to bridge
Antoni Gual, Head of the Alcohol Unit, Hospital Clinic, Barcelona. Alcohol Consultant, Program on Substance Abuse, Health Department, Catalonia

Specialist Services and helping people change
Gerhard Bühringer, Director, IFT Institute for Therapy Research, Munich, Germany

15.30 -16.00 Coffee Break

16.00-17.30 CONCURRENT SESSION 1

Implementing Brief Interventions in Primary Health Care: First Report from the WHO Phase IV Project
Room: Grand Ballroom A+B+C (with interpretation into Polish)

Objective: to make the first public presentation of findings from Phase IV of the WHO Collaborative Project on Identification and Management of Alcohol-related Problems in Primary Health Care (Development of Country-wide Strategies for Implementing Early Identification and Brief Interventions in Primary Health Care).

Nick Heather Introduction: aims and methods
Bart Garmyn Belgium
Philippe Michaud France
Marko Kolsek Slovenia
Nick Heather Summing up
Questions and general discussion
**CONCURRENT SESSION 2**

**The harm done by alcohol**  
Room: Grand Ballroom D

**Objective:** To improve the understanding of the changing patterns of drinking in Europe, the balance between benefit and harm, the physical consequences of hazardous and harmful alcohol use and the interventions that might reduce harm.

Professor Ian T Gilmore, Royal College of Physicians, London and Dr Peter Anderson

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**CONCURRENT SESSION 3**

**Alcohol marketing and problem drinking. ‘The effects of binge-drinking and the starting age of consumption’**  
Room: Gdańska

**Objective:** The workshop will focus on the effects of alcohol advertising on binge drinking and the starting age of consumption and their implications for regulation of alcohol marketing as an element of alcohol prevention policy. The limitations and possibilities regarding the regulation of alcohol marketing will be discussed in a European context.

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<tr>
<th>Subject</th>
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</table>
| Will regulation of alcohol marketing prevent young people from starting to drink? | Matthias Meyer  
Swiss Institute for the Prevention of Alcohol and other Drug Problems (SIPA), Switzerland |
| Effects of alcohol marketing on starting age and on binge drinking according to recent literature | Monique Kuunders  
STAP (National Foundation of Alcohol Prevention)  
The Netherlands |
| Regulation of alcohol marketing in a European context - closing statement and discussion | Dag Rekve, Ministry of Social Affairs, Norway |
CONCURRENT SESSION 4

Partnership between the government, NGOs and the industry: a new National Alcohol Programme in Finland
Room: Mazurska

Objectives:
- To give information about the aims of the National Alcohol programme
- To share experiences of the process of partnership mobilisation
- To invite feedback and suggestions on good practices

Subject Speaker/Organisation

The need for a fresh approach and the partnership mobilisation process
Ismo Tuominen Ministerial Adviser Finland

The structure and the aims of the National Alcohol Programme
Marjatta Montonen Co-ordinator, Finland

CONCURRENT SESSION 5

Feasibility and effectiveness of Eurocare recommendations on drinking and driving (2)
Room: Saski

Objective: to review the feasibility and experience of the EUROCARE recommendations on drinking and driving (session 2).

Design: Eurocare Recommendations will be circulated before the start of the workshop and presented in a schematic way. A discussion will follow each recommendation or group of recommendations with the participation of experts who have experience in the feasibility and effectiveness of them.

Recommendation 5: Treatment schemes (brief intervention in traffic casualties). Alicia Rodríguez-Martos

Recommendation 6: Responsible Serving of Alcoholic Beverages: how RSA can contribute to prevent Drinking & Driving: Alicia Rodríguez-Martos. Designated driver campaigns: prevention or promotion? Wim van Dalen

Recommendation 7: Is independence from industry feasible? Wim van Dalen

Recommendation 8-9: Feasibility of awareness campaigns and challenges for a monitoring system. Andrew McNeill

Proposal of conclusions Alicia Rodríguez-Martos
## CONCURRENT SESSION 6

**Alcohol taxes and public health in EU perspective**  
**Room: Królewski A**

**Objective:** The objective of this workshop is to give an insight into EU activities in harmonising travellers’ alcohol import allowances and alcohol excise duties and the attempts to construct public health programmes for alleviating the problems of alcohol use.

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<tr>
<th>Subject</th>
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<tbody>
<tr>
<td>Sweden and the negotiations concerning increasing travellers’ alcohol import allowances</td>
<td>Jenny Cisneros, SoRAD, Sweden</td>
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<tr>
<td>Harmonising alcohol excise duties in the EU</td>
<td>Esa Österberg and Thomas Karlsson, STAKES, Finland</td>
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<tr>
<td>EU’s public health programme</td>
<td>Kari Paaso, Sanco, EU</td>
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CONFERENCE PROGRAMME

SATURDAY 19TH JUNE 2004 — Sofitel Victoria Hotel

0900-10.30  Plenary Session 5
Grand Ballroom

Alcohol and families, communities and countries

Moderator: Katy Orr, European Youth Forum

Alcohol and the family in Europe

Mobilizing local communities in Europe
Vesna-Kerstin Petric, Ministry of Health, Slovenia

Alcohol Policy and young people
Ann Hope, National Alcohol Policy Advisor, Department of Health and Children, Ireland

10.30 -11.00  Coffee Break

11.00-12.30  CONCURRENT SESSION 1

Self-help groups and community programmes.
Volunteer mutual help groups in a community based setting - bridging a gap in prevention and treatment at grassroots level
Room: Grand Ballroom A+B+C (with interpretation into Polish)

Moderator: Bernt Bull, international advisor, Actis, Norwegian Policy Network on Alcohol and Drugs.

Subject  Speaker/Organisation
Volunteerism and self-help hand in hand, a simple model covering a huge demand; looking back at important achievements, looking ahead towards new challenges  Rolf Hüllinghorst
Director of DHS (German Head Office for Dependency Matters)
Clubs of Alcoholics in Treatment: Alcoholics and their families meet in friendship and solidarity, choosing “sobriety” not “abstinence”

Brief presentation of an emerging European Network on Self-Help Groups and Community Programmes

Panel discussion and questions:

Antoni Gual
Head of the Alcohol Unit, Hospital Clinic, Barcelona. Alcohol Consultant, Program on Substance Abuse, Health Department, Catalonia

Ennio Palmesino
President AICAT, Italy

Rolf Hüllinghorst
Director DHS, Germany

Stephan Broutin
General Secretary, Vie Libre, France

- Can self-help groups play a significant and larger role in treatment and prevention?
- Are self-help groups sufficiently recognised by health professionals on one hand and the health politicians on the other?
- What are the pitfalls of self-help groups and community work?
- Do we need a great variety of groups and methods? And what are currently the unchartered territories?

CONCURRENT SESSION 2

Prevention in the Workplace
Room: Grand Ballroom D

Moderators: Lucie Paus Falck, AKAN, Norway – in cooperation with Anders Ulstein, Actis

David Gold and Joanna Caborn, the International Labour Organisation

Why it is important and necessary to do prevention work in the workplace: Accidents, Absenteeism, Tardiness, Hangovers, Strains on co-workers, Replacement costs etc.
Four workplace programmes in Europe
How to be a change agent, how to motivate and help companies to make alcohol and drugs policies and programmes in their own workplace; how to work within the companies; the role of the social partners; establish a network.

Euridice, Italy  Marcella Deluca
Experiences from Poland  Ewa Osatynska
AKAN, Norway  Annette Paul
ANPA, France  Claude Riviere

Marcella Deluca represents Euridice, an Italian programme which is also in use in several EU-countries.
Ewa Osatynska has a long experience of working in Poland and with the ILO.
Annette Paul has represented AKAN, the predominant Norwegian workplace programme since 1963.
Claude Riviere, European advisor, ANPA (Association Nationale de Prévention en Alcoologie et Addictiologie).

Lucie Paus Falck is the Director of AKAN - the Norwegian Tripartite Committee for the Prevention of Alcohol and Drug Problems in the Workplace.

CONCURRENT SESSION 3

Youth and sports – A prevention project to keep youth in sports free from alcohol
Room: Gdańska

Objectives: To introduce a cooperation project between the IOGT-NTO; a temperance organisation and the Swedish Sport Confederation in Sweden. The main aim of the project is to keep youth in sports below 18 from alcohol use. There have been many engagements; the Swedish Football Association has joined the project.

Moderator: Sofia Modigh

Speaker: Erik Hellmén, Örebro County Sport Federation. Mr Hellmén is actively working with the implementation of the project at regional and local levels; his profession is information work within the sport organisations, together with the local and regional authorities; he is active in martial arts.
CONCURRENT SESSION 4

EU Surgery: Advocating for health in Brussels
Room: Mazurska

Objectives:

Alcohol policy has a significant effect on the political and social environment and NGOs have a unique and important experience and expertise to contribute to the social and political decision-making at the European level. However, many organizations are not able to fully engage in this process due to a lack of understanding of how policy is made at European level.

This presentation will provide a basic overview of how the EU institutions work and how NGOs can effectively engage with the process of policymaking and implementation. This session will seek to be as interactive as possible.

Speaker: Florence Berteletti Kemp

CONCURRENT SESSION 5

Visegrad group cooperation for road safety
Room: Saski

Objective: Introduction of Visegrad Group States cooperation (Czech Republic, Hungary, Poland, Slovakia) between Ministries of Transport in the field of road safety. Presentation of comparable statistics of road safety and alcohol. Discussion of Visegrad cooperation enhancement in other fields of alcohol policy.

Robert Šťastný, Ministry of Transport, Czech Republic
Visegrad Group States cooperation in the field of road safety
Pavel Kubů, National Institute of Public Health, Czech Republic Road safety and alcohol consumption in Visegrad Group States
CONCURRENT SESSION 6

What information is needed for alcohol policy - the role of knowledge transfer
Room: Królewski A

Objective: One base for successful actions in alcohol policy is having the right information. This workshop shall define, together with the participants’ experiences, the following aspects of knowledge transfer:

What information is needed?
- Do different actors need different information?
- Who creates the scientific information?
- How can information be given to the activators in the field of alcohol policy?

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<tr>
<td>What information does the government need for a progressive alcohol policy?</td>
<td>Irene Abderhalden Sommerfeld Ministry of Health, Berne Switzerland</td>
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<td>The experiences of SIPA in knowledge transfer: from science to action</td>
<td>Matthias Meyer, Swiss Institute for the Prevention of Alcohol and Drug Problems (SIPA), Lausanne, Switzerland</td>
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<td>Databases and sources of international information</td>
<td>Peter Anderson, Policy Advisor Eurocare</td>
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12.30 -14.00 Lunch Break
14.00-15.00  Round table discussion with the speakers  
Grand Ballroom

Moderator:  Jo Revill, Health Correspondent, Observer Newspaper

15.00-15.30  Closing remarks  
Grand Ballroom  
Derek Rutherford, Secretary, Eurocare

15.30 -16.00  Coffee Break