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September /October 2006

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EUROCARE News

[EUROCARE response to the WHO consultation on health problems related to alcohol consumption](#)

In September Eurocare sent its' submission to the consultation launched by the WHO Secretariat, seeking the views and opinions of stakeholders on health problems related to alcohol consumption and effective interventions needed at national, regional and global levels to reduce such problems.

For more information:

- Full version of the Eurocare Response to the Consultation document:
<http://www.eurocare.org/publications/papers.html>
- Background information:
http://www.who.int/substance_abuse/activities/alcohol_submission_announcement/en/index.html

EUROCARE position on the proposed revision of the Television Without Frontiers Directive

This is Eurocare's reaction to the European Commission proposal on the revision of the Television Without Frontiers Directive that is currently being debated and voted on within the European Parliament.

With the aim of protecting minors in the face of heavy marketing machinery that the alcohol industry deploys to target them, Eurocare calls for the inclusion of measures that restrict the volume of audiovisual commercial communications for alcoholic beverages such as a 9 p.m. watershed ban on alcohol advertising.

Eurocare also believes that audiovisual media services should not be sponsored by undertakings whose principal activity is the manufacture or sale of alcoholic beverages and that they must not contain placement of alcoholic beverages or product placement from undertakings in furtherance of the manufacture or sale of alcoholic beverages.

The full version of the position paper can be found on: http://www.eurocare.org/pdf/papers/twf0606_4.pdf

Eurocare Annual General Meeting (Cambridge 15th – 17th September Cambridge): The future of Eurocare

At the AGM Derek Rutherford announced his retirement as Eurocare Secretary. Andrew McNeill (Director of the Institute of Alcohol Studies – UK) was elected to replace him as Eurocare Secretary.

Michel Craplet from ANPAA (Association Nationale de - Prévention de l'Alcoolisme) will continue as Chairman of Eurocare.

A new Board of Directors and a Policy group were also elected.

Members of the new Board of Directors:

Chairman Michel Craplet (ANPAA (Association Nationale de Prévention en Alcoologie et Addictologie))
Vice Chairman: Tiziana Codenotti (Eurocare Italia) and Rolf Huellinghorst (DHS)
Honorary Secretary: Andrew McNeill (Institute of Alcohol Studies)
Vice Secretary: Ritva Varamäki (Finnish Centre for Health Promotion)
Treasurer: Sven-Olov Carlsson (IOGT-NTO)

Members of the New Policy Group:

Wim van Dalen (STAP (Stichting Alcoholpreventie))
Marion Rackard (Alcohol Action Ireland)
Claude Rivière (ANPAA)

Johan Damgaard Jensen (Danish Alcohol Policy Network)

For more information and contact details of the members of the new management board of Eurocare:

<http://www.eurocare.org/abu/board.html>

New offices in Rue d'Arlon

Because the Eurocare building in Rue des Confédérés 96, Brussels, is being renovated the staff has temporarily moved to alternative locations.

The new address is Rue D'Arlon 39-41, 1050 Brussels.

The staff can be reached on the following telephone numbers:

Walter Farke:	+491704227845
Håkon Riegels	+32(0)22333874
Ruth Ruiz	+32(0)22333871
Liv Anette Kristensen	+32(0)22333877

News from the European Union

The EU Alcohol Strategy

A Communication on the EU Strategy on alcohol is expected to be presented to the College of Commissioners on 11 October in response to repeated requests by Health Ministers.

The Communication will propose measures and initiatives to be carried out in the future in order to reduce the health and social harms caused by alcohol

After adoption by the college of Commissioners, the Communication will be forwarded to the European Parliament and the Council, further to which concrete steps will be taken on the basis of the comments made by the two institutions.

The evidence base that has informed the Commission includes:

- Submissions from and extensive consultations with representatives of the alcohol industry, health groups and other interested parties
- The Alcohol in Europe report http://ec.europa.eu/health-eu/news_alcoholineurope_en.htm
- The RAND report on the economic impacts of EU Alcohol policies
http://www.eurocare.org/rand2006/rand_eu2006.pdf
- A round table process chaired by the European Policy Centre think tank bringing together industry, health groups and other stakeholders http://www.dhs-intern.de/pdf/Abschlussbericht_Alkohol_Februar06.pdf#search=%22EPC%20round%20table%20alcohol%20%22
- The Commission's own report on the implementation of the Council Recommendation on the drinking of alcohol by young people
- The Commission's own impact assessment report

For more information:

- Discussion Paper on the EU Strategy on Alcohol:
http://ec.europa.eu/health/ph_determinants/life_style/alcohol/documents/ev_20050307_rd01_en.pdf

Commission proposes increases of minimum rates

Brussels, 8 September. The European Commission has announced the adoption of a proposal to raise minimum rates of excise duties on alcohol and alcoholic beverages.

The proposal aims to restore the real value of EU minimum rates as agreed in 1992 by taking into account average EU-wide inflation from 1993 to 2005 (which is in the order of 31%).

The revalorisation foreseen by the proposal is to take effect from 1 January 2008.

In fact, the majority of Member States are unaffected by this proposal as their national rates already exceed the proposed new minimum rates. Furthermore, transitional periods up to 1 January 2010 are proposed for those Member States that may have difficulties in increasing their national rates by 1 January 2008 to meet the revalorised minima. More specifically, for those Member States that are required to increase their national rates by more than 10% but less than 20%, a transitional period to 1 January 2009 is proposed; for those Member States that are required to increase their national rates by more than 20%, a transitional period to 1 January 2010 is proposed.

Although the inflation rate is 31%, the actual impact on prices in the countries affected by the decision will be minimal, for example, for beer, the biggest required increase in national excise duty would be of the order of €0.01 (one eurocent) on half a litre of beer, at the latest by 1 January 2010.

For more information:

- Commission press release:
<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/06/1165&format=HTML&aged=0&language=EN&guiLanguage=en>
- Scadplus: Alcohol and alcoholic beverages: approximation of excise rates:
<http://europa.eu/scadplus/leg/en/lvb/131024.htm>
- EU Observer: <http://euobserver.com/9/22373/?rk=1>
- EurActiv : <http://www.euractiv.com/en/food/commission-proposes-increase-alcohol-duties/article-157687>
- European Spirits Organisation (CEPS) press release:
http://www.europeanspirits.org/documents/minimum_rates_-_press_release_-_final.pdf

Expert conference on Health in all policies

The Finnish Presidency's main health event, the Health in All Policies conference, took place on 20-21 September 2006 in Kupio, Finland, where over 200 experts, officials and ministers gathered to discuss how the EU Treaty provision to protect human health in all policies can be taken forward at national, local and EU levels.

Key speakers included Finnish Health Minister Liisa Hyssala, EC Commissioner Markos Kyprianou and current nominee for WHO Director-General, Pekka Puska.

The conference was organized in the form of plenary sessions and 5 thematic working groups. One of the working groups dealt with alcohol policies and the need to balance macroeconomic impacts and the health harm of alcohol use.

The workshops made a number of concrete proposals highlighting the need to make better use of impact assessments, comparable data and information.

The next EU health ministers' meeting is set to issue conclusions on the 'Health in All Policies' on 30 November 2006.

For more information:

- Background book “Health in All Policies - Prospects and Potentials”:
<http://www.stm.fi/Resource.phx/eng/subj/inter/eu2006/hiap/index.htx.i1153.pdf>
- Presentations will be uploaded together with workshop reports to the Presidency site www.eu2006.fi in due course

European Court of Justice: Swedish retail sales monopoly case (latest developments)

Klas Rosengren and others (hereafter called Rosengren) ordered Spanish wine advertised on a Danish website, some of it by mail-order and some directly from the producer.

The wine, which was paid for through two Swedish postal giro account numbers, was imported into Sweden by a private carrier engaged by Mr Rosengren without being declared at customs. It was then confiscated in Göteborg.

Mr Rosengren challenged the confiscation in Göteborg's Tingsrätt (District Court), which upheld it, however, since the wine had in its view been illegally imported into Sweden contrary to the ban on private imports imposed by the Alcohol Law.

Following an unsuccessful appeal against that judgment to the Hövrätten för Västtra Sverige (Court of Appeal for Western Sweden), Mr Rosengren then took his case to the Hogsta Domstolen. That court had doubts as to the compatibility of the prohibition in Chapter 4, Article 2, of the Alcohol Law with Articles 28 and 31 CE and so decided to stay the proceedings and refer the questions for a preliminary ruling.

In particular, the national court wishes to know whether a prohibition of this nature falls to be scrutinised under Article 31 EC on national commercial monopolies or under Article 28 EC, which prohibits all quantitative restrictions and measures having equivalent effect, and whether it is compatible with whichever one of those provisions is deemed to apply.

The case is of interest for the reason that the ruling will contribute to the knowledge about how far the MS can use measures for the intention of public health, measures that also affects the right to free trade within the EU. If the Courts opinion goes against the Swedish government, the consequence will be that the monopoly must compete against private import and in that way the effectiveness of the monopoly will be challenged.

In March 2005 the General Advocate gave his opinion to the Court of Justice. The opinion was in favour of the arguments put forward by the Swedish government. The judges though found the questions being of such importance that the case was forwarded to the Court in plenary.

The process has consequently been restarted and the first step was an open oral hearing on the 19.september. It's expected that the General Advocate will give his opinion to the Court of Justice within 3 months and that the Court will rule within another 4 months.

For more information:

- Advocate General opinion: <http://curia.europa.eu/jurisp/cgi-bin/form.pl?lang=en&Submit=Submit&alldocs=alldocs&docj=docj&docop=docop&docor=docor&docjo=docjo&numaff=-170%2F04&datefs=&datefe=&nomusuel=&domaine=&mots=&resmax=100>

European Commission releases a report on Self-Regulation in the EU Advertising sector

On 12 July, DG SANCO released the report of the Round Table on Advertising.

Chaired by the Director General of DG SANCO, Robert Madelin, the Round Table was set up in October 2005 in response to a request by advertisers for guidance and support at the current stage of their endeavours.

Over a series of three round table meetings (October 2005, January 2006 and May 2006), representatives of the Commission, some interested NGOs and representatives of the European Advertising Standards Alliance (EASA) discussed the effectiveness and potential of advertising self-regulation and how law and self-regulation can interact in modern Europe.

This report reflects the debate and contributions from the different participants.

For more information:

- The full report can be downloaded from: http://ec.europa.eu/consumers/overview/report_advertising_en.pdf
- The background paper can be downloaded from: http://ec.europa.eu/consumers/overview/background_advertising_en.pdf

EU wine reform postponed

Brussels, Monday 18 September. EU agriculture and rural development commissioner Mariann Fischer Boel, has told the Union's 25 agriculture ministers of the Commission's intention to postpone wine market reforms set to slash 400,000 hectares of vineyards.

Spain, France, Italy and other eight countries of the EU had expressed their opposition to the commission proposal.

The Commission will carry out new studies on the situation of the sector with the aim of developing a new reform proposal.

EU Council of ministers reaches an accord on drinks containers

Brussels, 27 September 2006. The European Union Council of ministers has reached a political agreement to drop all restrictions on the size of drinks containers except for wine and spirits where the present fixed sizes will mostly remain, including the standard 70cc wine bottle.

The agreement still has to be approved by the European Parliament which has veto rights.

However Catherine Bunyan, European Commission enterprise spokesperson, said the EU member governments unanimously agreed on the matter and doubted that any MEP “would now want to come out against free trade and fewer regulations in this area.”

News from the European Union

Binge Drinking Focus of the WHO Regional Committee for the Western Pacific Meeting

18-22 September, Auckland, New Zealand. Concerned by the growing public health problems associated with the harmful consumption of alcohol and the increasing trend in hazardous drinking, the WHO Regional Committee for the Western Pacific has drawn up a strategy to reduce alcohol-related harm in that region.

The strategy focuses on reducing the harmful use of alcohol by regulating the marketing of alcoholic beverages, ensuring adequate public information is available about the damaging consequences of excessive alcohol use and implementing health promotion programmes as well as by providing support to civic and nongovernmental organizations to help them respond effectively to the problem. The strategy provides guidelines for action based on the specific needs and situations in Member States in the Region.

The Regional Committee noted that the onset of drinking at earlier ages as well as binge or problem drinking among young people are of particular concern.

For more information:

- WHO Press release http://www.wpro.who.int/media_centre/press_releases/pr_20060920.htm

News from the Members States

UK - Alcohol Deaths Double

Shocking Government figures released last July revealed that the number of deaths directly linked to alcohol has more than doubled in the UK in the last decade, from 6.9 to 13.0 deaths per 100,000 population (i.e. from 4,144 deaths in 1991, to 8,380 in 2004).

More than two-thirds of these deaths were men and by far the highest rate was in those aged 35-54, which more than doubled from 16.9 to 38.3 per 100,000. These figures suggest that binge-drinking youngsters in their 20s are lining themselves up for a slow death by chronic liver disease in later life.

Furthermore, officials from the Office for National Statistics admit that the true death toll could be far higher as these figures include only cases where alcohol is named on the death certificate as the underlying cause of death, and ignores those where alcohol is mentioned as a complicating factor.

Also excluded are many thousands of deaths from various diseases for which alcohol is thought to be a cause, such as cancers of the mouth and liver, and also those from drink-drive road crashes, suicides and homicides.

FRANCE - French target alcohol consumption by pregnant women

A French government decree on the mandatory introduction on all bottles of wines and spirits of a pictogram highlighting zero tolerance of alcohol consumption by women during pregnancy is poised for publication in the official State Gazette.

Having initially been penciled for April this year, the Prime Minister's office says the decree is now set to be published at the latest in the first few days October. An ad campaign promoting the pictogram is currently being prepared.

The initiative was launched in August 2004 by the then Health minister, Philippe Douste-Blazy, following the opening of a judicial investigation into the lack of information on the dangers of alcohol consumption during pregnancy.

Out of 750,000 births annually in France between 700 and 2,000 babies are affected by FAS.

Finland - No alcohol advertising on TV before 9 p.m.

If the Finnish government gets its way, the screening of alcohol advertisements on TV will be prohibited before 9pm.

The government is due to present a legislative proposal to Parliament on the matter in the coming weeks, according to Ismo Tuominen, the top official responsible for alcohol affairs and the Ministry of Social Affairs and Health.

Finland's television stations oppose this regulation. "The companies claim that self-regulation and internal controls constitute the most effective and quickest means to carry out the government's decision in principle to place restrictions on alcohol advertisements," NewsRoom Finland reported Aug. 15.

Answering a draft presented by the government's alcohol policy group in March, the Finnish TV stations are asking for self regulation. They have agreed upon a watershed for alcohol advertising at 9pm as of the beginning of next year. This is in line with the government's proposal.

"The Television channels are allergic to any kind of legislation. They want self-regulation. At the same time, they knew they had to do something," Mr Tuominen told Europanytt.

The Ministerial Adviser sees two serious problems with a system of self-regulation in this case:

"First of all this is an action agreed by the companies. They can therefore choose to say that this should not apply to them anymore," he said.

He doubted penalties will be imposed to those violating the agreement and said self-regulation is not an alternative to statutory regulation.

Secondly, he fears that there might be television channels in Finland that have not agreed to undertake this measure.

France and Sweden are the only two EU countries with a general ban on alcohol advertising on television.

"We have had the idea of introducing a law like the Loi Evin in France, but we felt that the time was not yet right. During the preparation, we asked for a ban, but this is what the government has come out with," Mr Tuominen said.

The Finnish government's alcohol policy working group in March announced a range of measures aimed at reducing hazards caused by rising alcohol consumption.

Press release from the Finnish government in March: <http://vnk.fi/ajankohtaista/tiedotteet/tiedote/en.jsp?oid=149634>

Scotland- a future ban for drink sponsors in sport?

Football and rugby teams face being banned from advertising alcohol on players' shirts and inside their stadiums following a review by the Scottish executive.

An expert group - whose members include doctors, health campaigners and members of the drinks industry- is expected to recommend that sponsorship deals struck between sports organisations and drinks companies be phased out.

Members of the Scottish Ministerial Advisory Committee on Alcohol Problems (SMACAP) agreed by a majority verdict that logos of drinks firms on sports strips were inappropriate when the executive is encouraging people to drink less.

The committee is expected to publish its findings in the autumn. It will recommend that current sponsorship deals be allowed to continue until the end of their contracts but should then be terminated.

Restrictions on alcohol advertising on sportswear would then be introduced over a number of years to give clubs and sporting organisations time to find alternative sponsors.

Scotland - Invisible ink to sink underage drink menace

In a bid to trace where underage drinkers buy their booze, police has given shopkeepers in West Lothian, Scotland, special pens to mark their bottles with invisible ink.

The ink shows up with the use of ultraviolet torches, revealing where the alcohol was purchased.

Police chiefs say the scheme will allow them to trap adults buying drink for teenagers. CCTV footage from a shop's cameras will be examined to identify who made the purchases. Parents will also be contacted if their children have been stealing drink from the family home.

Italy - Study identifies Italian women as high-risk drinkers

The prevalence of foetal alcohol effects (FAE) in Italian primary schools is much higher than previously thought.

Most studies that involve foetal alcohol syndrome (FAS) and foetal alcohol spectrum disorders (FASD) have often suggested their link to heavy or binge drinking, especially in minority and poor populations. Contrary to popular belief, new findings are indicating that the drinking levels in Italy – as measured by the prevalence of FAS and FASD in Italian primary school – are just as high as many drinkers across the world.

"A common perception is that daily drinking with meals is less damaging to the foetus, and that this drinking pattern is the norm in Western Europe," study corresponding author Philip A. May, professor of sociology, and family and community medicine at the University of New Mexico, has said. "While we have still not untangled or answered this relationship, our study results do show that there are individuals in Italy who drink heavily enough to produce a rate of FAS which needs our attention."

"The major message is that even in countries that people believed were free of FAS, prevalence may be three times higher than what is estimated from previous and comparable clinic-based or passive studies," May said.

The study appears in the September issue of the journal Alcoholism: Clinical & Experimental Research. The researchers examined levels of FAS and FASD among 532 children at 25 Italian primary schools in the Lazio region.

The prevalence of FAS was 3.7 to 7.4 per 1,000 children, while the prevalence of FASD was 20.3 to 40.5 per 1,000 children. The estimates exceed previously published estimates of both FAS and FASD for the western world.

Meanwhile, said May, "the average reader should continue to heed the U.S. Surgeon General's warning that there is no known safe level of drinking during pregnancy, particularly on a regular basis.

We don't want to scare women who may have had a drink or two before they found out they were pregnant that they're going to have children with FAS problems but, to be on the safe side, women should abstain if possible."

Full press release text: http://www.eurekalert.org/pub_releases/2006-08/ace-fis082106.php

Switzerland - Lower BAC laws save lives

The number of traffic deaths in Switzerland is continuing to fall. Traffic deaths were down 17 percent from a year ago. 153 people were killed on Swiss roads the first six months of 2006, according to the Swiss Council for Accident Prevention (BFU). Serious injuries fell by 15 percent to 2060.

In 2005, Switzerland lowered their legal blood-alcohol content to .05 from .08. In the first six months of 2005, the number of traffic fatalities decreased by 20 percent, reports Austrian newspaper Der Standard.

Most countries in Europe have a legal blood-alcohol content (BAC) limit of 0.5 mg/ml or lower, while UK, Ireland and Luxembourg have set the legal BAC to 0.8 mg/ml.

News from the Members

SocioDrogaAlcohol: 7th Autumn School for Training in Substance Abuse

Since 2000, Socidrogalcohol organizes each year a 3 day seminar "the Autumn School of Socidrogalcohol". This year it will take place in Benidorm (Alicante) on 9 – 11 November.

The seminar is aimed at professionals working in the field and gives them the opportunity to update their knowledge on substance abuse.

For more information on the programme, registration fee, etc:

<http://www.socidrogalcohol.org/>

http://www.gamacongresos.com/congresos/index.asp?apartado=formulario_inscripciones&id_congreso=32&idioma=es

SocioDrogaAlcohol Scientific Journal "ADICCIONES"

ADICCIONES is a quarterly newsletter on substance abuse published by Socidrogalcohol (one of the Spanish members of Eurocare). In the newsletter you will find scientific studies on alcohol, tobacco and other substances, from the preventive, clinical and therapeutic perspectives.

ADICCIONES has also published some monographic issues about each substance of abuse and a Clinical Guide on how to stop smoking.

ADICCIONES is now available on line, from the web of Socidrogalcohol: <http://www.socidrogalcohol.org/>, and also from its own web: <http://www.adicciones.es/>

Announcements

Second Eurocare Bridging the Gap Conference. Helsinki 20-22 November 2006

The Second Eurocare Bridging the Gap Conference will take place in Helsinki on the 20-22 November 2006.

The conference will be structured around the following six themes:

- Creating evidence;
- Protecting young people;
- Protecting third parties;
- Combating drink-driving;
- Preventing alcohol-related harm among adults;
- Informing and raising awareness on the impact of alcohol.

The conference is relevant to all those throughout Europe that are involved in alcohol policy and in reducing the harm done by alcohol.

For more information concerning the content and the practical information on the conference visit:
<http://btg.health.fi/?dmy=1&i=701&v=>

Interesting articles

Sportbusiness.com: The European Sponsorship Association (ESA) resists Sponsorship Ban for Alcohol

<http://www.sportbusiness.com/news/160457/esa-resists-sponsorship-ban-for-alcohol>

The Economist: The ultimate marketing machine

http://www.economist.com/business/displaystory.cfm?story_id=7138905

The Marin Institute: Booze in Cyberspace: Alcohol Marketing in Youth-Friendly Media

http://www.marininstitute.org/alcohol_industry/booze_in_cyberspace.htm

EU Observer: Drinking tells us something about Europe

http://euobserver.com/index.phtml?sid=9&search_string_top=&subscribe_email=Enter+your+email&list=td&accept_charge=Accept+charge&aid=22155&cost_shown=1

The Wall Street Journal: Finland's Alcohol Pickle: Struggle to Control Drinking Clashes With EU Integration

<http://www.eurocare.org/news/internal/finland0906.html>

EU Politix: EU media rules could kill innovation, regulator warns

<http://www.eupolitix.com/EN/News/200609/c3e67f26-fa67-491b-a8f5-1f16d5a1348d.htm>

The Times: French teenagers get the taste for binge-drinking

<http://www.timesonline.co.uk/article/0,,3-2356806,00.html>

Publications

RAND Corporation Report: An Ex Ante Assessment of the Economic Impacts of EU Alcohol Policies.

This report examines the nature and extent of the problem posed by alcohol use in Europe and develops a conceptual approach that discusses how alcohol use is linked to macroeconomic development. This approach is then used to examine the future impacts of a successful alcohol policy on a number of macroeconomic aspects. The results of this examination are then applied to a comparison of the four policy options. The report concludes with a chapter on monitoring and evaluation, and ends with conclusions and recommendations.

Report commissioned by the European Commission, DG SANCO, to contribute to the Commission's impact assessment of a proposed Communication on alcohol policy.

The report can be downloaded from: http://www.rand.org/pubs/technical_reports/TR412/

Development of Country-wide Strategies for Implementing Early Identification and Brief Intervention in Primary Health Care - WHO Collaborative Project -

WHO have posted a Report on its website that represents the culmination of 25 years of research in the WHO Collaborative Project on Identification and Management of Alcohol-related Problems in Primary Health Care. The Report describes Phase IV in this series of studies and is entitled: Development of Country-wide Strategies for Implementing Early Identification and Brief Intervention in Primary Health Care. The primary aim of the Phase IV study was to develop and apply country-wide strategies for the widespread, routine and enduring implementation of early identification and brief intervention in the primary health care systems of participating countries. The Report contains summaries of action research with this aim carried out in 11 European countries plus Australia, together with introductory and concluding chapters.

The report can be downloaded from:

http://www.who.int/substance_abuse/publications/identification_management_alcoholproblems_phaseiv.pdf

The Blue Book of Advertising: Advertising self-regulation in Europe

Written by the European Advertising Standards Alliance (EASA) the Blue Book of advertising provides an overview of all the self-regulatory and legislative rules governing advertising in Europe.

The guide includes detailed country analyses outlining statutory and self-regulatory structures as well as an overview of the SRO's composition and main activities; comprehensive tables offering a useful comparison of SRO functions and code rules; In-depth analysis of the key issues in advertising standards today, including advertising of food and

alcoholic beverages, and advertising to children

More information about the European Advertising Standards Alliance (EASA), its structure and activities:
<http://www.easa-alliance.org/>

To order a copy: http://www.easa-alliance.org/publications/en/order_form.html

Study Concludes That Alcohol Industry Has Compelling Financial Interest in Underage Drinking August 23, 2006

"Early initiation of alcohol use provides substantial financial value to the alcohol industry," according to an analysis of the quantity and cash value of drinking in the United States.

Of the estimated \$128.6 billion spent on alcohol in 2001, \$22.5 billion (17.5%) was attributable to underage drinking. In addition, because underage drinkers are more likely to become adult drinkers with alcohol abuse and dependence (almost all -- 96.8% -- of the adult drinkers with alcohol abuse and dependence began drinking prior to the age of 21 years), early initiation also results in a long-term cash value to the alcohol industry.

Slightly more than \$25 billion was linked to alcohol consumed by adult drinkers with alcohol abuse or dependence. The authors conclude that "with at least 37.5% of sales linked to underage drinking and adult abusive and dependent drinking, the alcohol industry has a compelling financial motive to attempt to maintain or increase rates of underage drinking."

For details, including data charts, source information and caveats, download the PDF file at www.cesar.umd.edu/cesar/cesarfax/vol15/15-33R.pdf.

Co-Regulation Measures in the Media Sector

Study commissioned by the European Commission, DG Information Society and Media

Authors: the [Hans Bredow Institute for Media Research](#), Hamburg, Germany and the [Institute of European Media Law](#), Saarbrücken, Germany

The study aims at providing a complete picture of co-regulatory measures taken to date in the media sector in all 25 Member States and in three non-EU-countries, as well as of the research already done. The study especially indicates the areas in which these measures mainly apply, their effects and their consistency with public interest objectives.

Executive summary: <http://ec.europa.eu/comm/avpolicy/docs/library/studies/coregul-final-execsum-en.pdf>

Final report: <http://ec.europa.eu/comm/avpolicy/docs/library/studies/coregul-final-report.pdf>

Questionnaires: <http://ec.europa.eu/comm/avpolicy/docs/library/studies/coregul-annex3.pdf>

Media Systems (Country reports): <http://ec.europa.eu/comm/avpolicy/docs/library/studies/coregul-annex4.pdf>

Reports on possible co-operative regulatory systems:
<http://ec.europa.eu/comm/avpolicy/docs/library/studies/coregul-annex5.pdf>

[Comparative study on the impact of control measures on the televisual advertising markets in European Union Member States and certain other countries](#)

Final report: <http://ec.europa.eu/comm/avpolicy/docs/library/studies/2003/44-03-finalreport-fr.pdf>

Executive Summary: <http://ec.europa.eu/comm/avpolicy/docs/library/studies/2003/44-03-finalreport-fr.pdf>

[Study on the development of new advertising techniques](#)

Final report: http://ec.europa.eu/comm/avpolicy/docs/library/studies/finalised/bird_bird/pub_rapportfinal_en.pdf

Links

[The EU health portal](#)

The official health portal of the European Union. An initiative of the Community Public Health Programme that aims to be a source of reliable information on a wide-range of health topics (including alcohol and drugs) and the related EU policies and activities. The website also contains information on the latest developments in research.

The website's contents will be available in the EU's 20 official languages and can be found at <http://health.europa.eu>

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