

SEMINAR

NEW ALCOHOL MARKETING CONTROL POLICY DEVELOPMENTS IN THE BALTIC COUNTRIES

13th of April, 2018 Vilnius
Venue: Maironio 6, Vilnius, Lithuania



Organised by the EUCAM and the Lithuanian Tobacco and Alcohol Control Coalition (NTAKK)

Dramatic changes in alcohol control policy, including marketing and advertising restrictions, are implemented and further planned in the Baltic countries. The most exciting development, an alcohol advertising ban, came into effect 1st of January, 2018 in Lithuania. These restrictions provide hope for public health improvement, but are also met with increasing resistance from alcohol and affiliated industries. Experience in tackling cross-border issues and enforcement challenges provide important insights into the overall mechanisms of engagement between the alcohol industry, civil society and public institutions.

Preliminary program is provided below.
Please register by email: info@ntakk.lt

Nijole Gostautaite Midttun,
President Lithuanian
Tobacco and Alcohol
Control Coalition

Therefore, EUCAM and NTAkk are pleased to invite you to a seminar in Vilnius dedicated to exploring Baltic countries experience in marketing control policy implementation. This is a great opportunity to discuss potential implications of this experience for the other European countries where leadership is increasingly dismissive towards alcohol control policies, while pressure from the industry intensifies.

There is no registration fee, but registration is needed. Travel and accommodation expenses are the responsibility of participants. We would be glad to advice on sightseeing and cultural activities on the days closest to the seminar date.

With kind regards,

Wim van Dalen, President European Centre
for Monitoring Alcohol marketing

New alcohol marketing control policy developments in the Baltic countries

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Venue: Maironio 6, Vilnius, Lithuania 13:00 - 16:00

13:00-13:10 welcome by the representative of the Lithuanian Drug, Tobacco and Alcohol Control Department

13:10-13:30 New alcohol advertising and marketing restrictions in Lithuania: challenges and lessons by Nijole Gostautaite Midttun, president of the Lithuanian Tobacco and Alcohol Control Coalition

13:30-13:50 The alcohol marketing situation in Estonia and cross-border issues Lauri Beekman, General Secretary of the Nordic Alcohol and Drug Policy Network (NordAN)

13:50-14:10 New alcohol marketing developments on EU-level and in some EU countries Kalle Dramstad (IOGT-NTO) and Wim van Dalen (Dutch Institute for Alcohol Policy STAP and the European Centre for Monitoring Alcohol Marketing, EUCAM).

14:10-14:30 Q&A with coffee

14:30- 15:30 Discussion on addressing alcohol industry interventions against alcohol control policy

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Welcome to Vilnius!