

Program EUCAM Alcohol Marketing Training 2012

29 and 30 March 2012 Warsaw, Poland

In cooperation with PARPA, EUCAM organizes its fourth conference on alcohol marketing in Europe. The conference will be held on the 29th and 30th of March 2012 in Warsaw, Poland.

The EUCAM contact persons of Public Health NGOs, governmental organizations and research institutes are invited to participate.

The topics of the training will be:

-Alcohol and sport sponsoring

-Training how to monitor alcohol marketing effectively

Alcohol and sport sponsoring

In 2012 the UEFA European Football Championship will take place in Poland and Ukraine. This event will be a new opportunity for the alcohol industry to intensify their sponsorship and marketing activities. During this training, EUCAM will present new relevant information about alcohol and sport sponsoring: the impact on youth, an overview of sport sponsorship of top teams in Europe and a discussion with Polish policy makers and politicians.

Monitoring Alcohol Marketing: time for action

Between 2007 and 2012 several European projects about alcohol marketing took place: The ELSA project (an analysis of statutory and non-statutory alcohol marketing regulations all over Europe), FASE project (scientific criteria for effective marketing), the AMMIE project (results of monitoring alcohol marketing in 5 countries, testing of self-regulation and new data about the volume of alcohol marketing). During the conference, we can also share the first results of the AMPHORA project (a longitudinal study about the impact of alcohol marketing). In Africa EUCAM implemented an alcohol monitoring project (MAMPA), which made clear how effective monitoring can be brought into practice with minimal investments in time and money.

At the training we will bring all the results of these projects together and will inform and train the participants about how to monitor effectively. A conclusion of all these projects is that it's time for action to implement alcohol marketing monitoring activities in Europe on a larger scale.

EUCAM invites all the alcohol NGO's and the European Youth Organizations to discuss how to extend and fine tune the monitoring activities in Europe for the coming years. Monitoring alcohol marketing is an essential tool for policy change.

Location: Victoria Hotel; Warsaw; www.sofitel-victoria-warsaw.com

Dates: 29 and 30 March 2012

Opening 29 March: 14.00 p.m.; closure 30 March 17.00h p.m.

A fee of € 200, - (including lunch and dinner) will be asked for participants who are not a paying member of EUCAM. The deadline for signing up is on the 1st of March.

Program Thursday 29 March; time 14.00- 17.00

Alcohol and sport sponsoring

Informative meeting about the extent and impact of sponsoring of the alcohol industry of sport clubs and sport events.

- 1. Impact of alcohol branded sponsorship**
-Conclusion from recent research about alcohol and sport sponsoring
-Effects of Alcohol Marketing during European Football Championship 2008
Presenter: Avalon de Bruijn Msc, EUCAM/ Dutch Institute for Alcohol Policy
- 2. Youth exposure to alcohol sport sponsoring in Poland**
New data about sport sponsoring and youth alcohol consumption from the AMPHORA Project.
Presenter: Michal Bujalski Msc, Institute of Psychiatry and Neurology, and Luiza Slowdownnik, (PARPA) Warsaw
- 3. Alcohol sport sponsoring of the top sport teams in Europe.**
Recent results from the AMMIE project about Italy, Germany, Denmark, The Netherlands and Bulgaria.
Presenter: Ina Johansson, Alkoholpolitisk Landsråd Denmark t.b.c.
- 4. The power of the UEFA (Union of European Football Associations)**
Debate with Polish politicians about the sponsoring by the alcohol industry of the European Football Championship 2012.

Program Friday 30 March; time 9.30 - 17.00

Training how to monitor alcohol marketing effectively

Lessons from the European projects FASE (Focus on Alcohol Safe Environments, AMMIE (Alcohol Marketing Monitoring in Europe) and the WHO-project MAMPA (Monitoring Alcohol Marketing in Africa).

- 1. AMMIE: Monitoring the volume exposure of alcohol marketing;**
Presenter: Tiziana Codenotti, Eurocare Italia
- 2. AMPHORA: Monitoring traditional and modern media; diary analysis, a pre-test in Sweden**
Presenter: Ella Sjodin, IOGT, Sweden
- 3. AMMIE: Monitoring trends in alcohol marketing**
Presenter: Wim van Dalen, Dutch Institute for Alcohol/EUCAM
- 4. MAMPA: Cost effective monitoring within a limited period of time**
Presenter: Avalon de Bruijn Msc, EUCAM/Dutch Institute for Alcohol Policy
- 5. How young people can contribute to monitoring alcohol marketing?**
Presenter: Jan Peloza, Alcohol Policy Youth Network

Please send an email to eucam@eucam.info if you want to participate.
We will send you more detailed information on practical matters later.

Contact information:

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