

## on Alcohol, Health and Policy



### Alcohol related harm: Sufficient knowledge is available, policy should be better

Alcohol is in the European list of top three preventable causes of health damage. In Europe, we drink more than twice the average in the world. Every year 120,000 people (15-64 years) from the Member States of the European Union die due to alcohol consumption. These mortality rates could decrease dramatically if we translate the knowledge of the damage that alcohol causes, into policy at European-, national- and local level. So far, it has proven very difficult to implement effective policies. During the last 10 years, the consumption of alcohol in Europe - including the Netherlands - has not significantly decreased.

### Goal of the conference

The first objective of the conference on Alcohol, Health and Policy is to inform you about the most important available and new knowledge on health risks of alcohol. The second objective is to provide information on how this knowledge can be put into practice. Naturally, all participants are invited to contribute ideas on this subject.

### For whom is this conference?

The program is meant for everyone in the Netherlands and throughout Europe working as a researcher, policy advisor, policy maker, politician and health promoter, especially those involved in tackling alcohol-related problems. It is taken

into account that in many Member States of the European Union alcohol policy is now developed and implemented mainly at regional and local level.

### International character

Alcohol policy is developed not only at national and local levels, but to a large extent on European and even global level. This also applies to the major economic players in this field. The international nature of the problem is fully reflected in the program of the conference both in the plenary morning session and afternoon sessions. We have managed to attract key European scientists to come to Amsterdam as speakers at the conference.

### Collaboration

Besides various academics and practitioners, also important organizations participate in the conference. These organizations include Eurocare, the Trimbos-institute, VeiligheidNL, World Cancer Research Fund (WCRF), the European Association for the Study of the Liver (EASL), the Dutch Brain Foundation and the Dutch Cancer Society (KWF). Also the Dutch Ministry of Health, Welfare and Sport is represented as well as several universities.

I hope to welcome you

*Ir. Wim van Dalen,  
Director Dutch Institute for Alcohol Policy  
STAP*

# Conference Alcohol, Health and Policy

## The effects of alcohol consumption on our health



### Plenary morning program: 9.00 - 12.30

- 8.30 Register
- 
- 9.15 Opening of the conference by the chairman Prof. Rutger Engels, Director Trimbos-institute (The Netherlands).
- 
- 9.30 **Morbidity and mortality due to alcohol consumption in Europe and in the Netherlands**  
Prof. Dr. Jürgen Rehm, director, Centre for Addiction and Mental Health (CAMH) Toronto (Canada) and Technical University (TU) Dresden (Germany), Clinical Psychology & Psychotherapy.  
*Presentation in English.*
- 
- 10:00 **Nature and extent of alcohol-related accidents and intoxications in the Netherlands**  
Dr. Ir. Marco Brugmans, director VeiligheidNL, Amsterdam
- 
- 10.30 **The various alcohol-related diseases in a general hospital**  
Dr. Nick Sheron, hepatologist, Academic Hospital Southampton (UK).  
*Presentation in English*
- 
- 11.00 Coffee break
- 
- 11.30 **Alcohol and cancer: what is the current evidence?**  
Dr. Panagiota Mitrou, Head research department of the World Cancer Research Fund International in London.  
*Presentation in English.*
- 
- 12.00 **Lessons from 20 years of European and Dutch alcohol policy**  
Prof. Dr. Peter Anderson, professor of Alcohol and Health at Maastricht University and Newcastle University (UK).  
*Presentation in English.*

Lunch break and information market: 12.30 - 13.30

# Conference Alcohol, Health and Policy

Policy to practice : 4 sessions



Afternoon program: 13.30 – 15.00

## Session 1: **Effective mechanism of behavior change of harmful drinkers**

**Laurent Castera**, European Association for the Study of the Liver (EASL):  
Effective treatment of alcohol related liver diseases in the clinical setting.  
*Presentation in English.*

**Reinout Wiers**, professor at the University of Amsterdam:  
New vision on addiction: removing the myths around addiction resulting in guidelines for low-risk drinking.

**Gerard Schippers**, em. professor at the University of Amsterdam:  
How to motivate people in changing drinking habits: the principles of motivational interviewing.

## Session 2: **Effective interventions in local alcohol policy**

**Ninette van Hasselt**, Trimbos-institute:

What interventions are effective for parents of adolescents?

**Dénis Wiering**, program-manager Municipality of Rotterdam:  
What elements make a municipal alcohol policy effective?

**Mark Worthington**, Team Leader enforcement, police Northamptonshire (UK):  
Effective enforcement of age limits based on the use of underage mystery shoppers and enforcement of over serving.  
*Presentation in English.*

## Session 3: **Effective interventions for national and European alcohol policy**

**Jonathan Gornall**, UK-based freelance journalist:

The principle of the Minimal Unit Pricing and the struggle in the UK with the government and the alcohol industry.

*Presentation in English.*

**Avalon de Bruijn**, Dutch Institute for Alcohol Policy STAP:

The impact of alcohol marketing on young drinkers and the political lobby for marketing restrictions.

*Presentation in English.*

**Aleksandra Kaczmarek**, Eurocare, Brussels:

Alcohol labelling - a missing link in consumer information.

*Presentation in English.*

## Session 4: **How to obtain support for public alcohol policy**

**Peter Leeflang**, Ministry of Health, Welfare and Sport:

Strategy and results of the nationwide NIX18 campaign.

**Riekje van Nies**, Dutch Brain Foundation & **Jurriaan Witteman**, Dutch Institute for Alcohol Policy STAP:

How to communicate the newest knowledge about the impact of binge drinking on the young brain?

**Lieke van Mourik**, KWF Dutch Cancer Society:

How to communicate sensitive information about the relationship between eating too much, smoking, drinking and cancer?

Coffee break and information market: 15.00 - 15.30



# Conference Alcohol, Health and Policy

## Debate on alcohol policy in the Netherlands



### Concluding program: 15.30 - 16.15

To conclude the conference, a debate in response to a manifesto on the desired European, national and local alcohol policy will follow.

Members of the panel:

**Peter Anderson**, professor at Maastricht University  
**Wim van Dalen**, director of the Dutch Institute for Alcohol Policy STAP  
**Victor Everhardt**, alderman Municipality of Utrecht  
**Wanda de Kanter**, pulmonologist Antoni van Leeuwenhoek hospital, Amsterdam  
**Marith Rebel**, Member of Parliament Labour Party (PvdA)  
**Joël Voordewind**, Member of Parliament Christian Union (CU)

Panel chairman of the debate is **Job Cohen**, former mayor of the municipality of Amsterdam former Member of Parliament and former Secretary of State

*The debate takes place mainly in Dutch.*

Closure of the conference by chairman Rutger Engels

Non-alcoholic drinks

### Practical Information

- Date and time: Friday, October 3, 2014, 9.00-16.15h Amsterdam
- Location: Conference Centre 'Pakhuis De Zwijger' ([www.dezwijger.nl](http://www.dezwijger.nl)), Piet Heinkade 179, 1019 HC te Amsterdam
- Subscribe: via the website <http://www.stap.nl/en/news/inschrijven2.html>
- Costs: € 200,-
- Organization: Dutch Institute for Alcohol Policy STAP
- Language: English and Dutch (see program)
- Contact: Anke van Beurden, STAP Communications Department (Mon / Tue / Thu) or STAP secretariat: +3130-6565041; e-mail: [congres@stap.nl](mailto:congres@stap.nl)



Dutch Institute for Alcohol Policy STAP  
P.O. Box 9769 | 3506 GT | Utrecht  
The Netherlands  
T: 0031 30 6565 041  
[www.stap.nl](http://www.stap.nl)