

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, applicant countries and Norway

Programme Dublin Conference 3rd ELSA Meeting

October 18th – 20th 2006, Dublin Castle – Bedford Suite.

The third meeting of the ELSA network takes place in Dublin. It will be a two and a half day meeting with the following objectives:

- ☞ To discuss the current situation in national alcohol marketing regulation
- ☞ To be informed about impact of alcohol marketing on youth
- ☞ To discuss findings and implications of collected appealing alcohol marketing practice.
- ☞ To discuss the future of ELSA

Tuesday October 17th

Arrival in Dublin
Check in at the Jurys Inn Christchurch Hotel
Optional informal meeting for ELSA participants in pub

Wednesday October 18th 09:00 – 17:00 p.m.

Morning Theme: 'Science for policy'	
Chair of the morning: Wim van Dalen	
09:00 – 09:30	Opening by Junior Minister of Health, Mr. Sean Power Welcome and scope of the meeting by Wim van Dalen, manager of STAP and coordinator of ELSA,
09:30 – 10:30	Presentations Several speakers will give their view on new scientific developments within alcohol marketing research, international perspective, expectations regarding alcohol marketing regulations, and the impact of alcohol marketing on youth. - Prof. Thomas Babor will give a presentation on his new research project - Dr. Peter Anderson will present a presentation model about the subject of 'impact of alcohol marketing'. The presentation is put on disk after the Dublin meeting for partners to use as a resource.
10:30 – 11:00	Coffee break
11:00 – 12:30	Presentations - Mr. David Jernigan (CAMY) will give a presentation on the work and practices of the Centre of Alcohol Marketing and Youth at Georgetown University. - Mr. Øystein Bakke (FORUT) will give a presentation on the work and practices of FORUT: Campaign for development and solidarity.
12:30 – 13:30	Lunch
Afternoon Theme: 'National alcohol marketing regulation'	
Chair of the afternoon: Ann Hope	

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13:30 – 15:00	Report on Regulations - Presentation by STAP of the results and findings and what this means on a European Level. - Questions: <ul style="list-style-type: none"> - Have we captured main conclusions? - How are we going to plan the use of these conclusions on European level?
15.00 – 15:30	Coffee break
15:30 – 17:00	Report on Regulations - Questions: <ul style="list-style-type: none"> - What can people do on country level? - Country level presentations by Franca Beccaria (Italy), Sonja Hausteine (Germany) and Magdalena Pietruszka (Poland).
17:00	Closing
20:00	Evening Programme: ELSA Dinner at Fitzers Restaurant, Temple Bar Square.

Thursday October 19th 09:00 – 17:00 p.m.

Theme for the day: ‘Alcohol marketing regulation: symbolic measures or effective strategy?’	
Chair of the morning: Peter Anderson	
09:00 – 10:30	Report of Adherence 09 – 10: Presentation of the preliminary findings by STAP. 10 – 10.30: Ben Baumberg (to be confirmed) about the UK research
10:30 – 11:00	Coffee break
11:00 – 12:30	Presentation of appealing beverages and marketing practices by Claude Riviere (France). Other presenters: to be confirmed.
12:30 – 13:30	Lunch
Chair of the afternoon: Franca Beccaria	
13:30 – 15:00	Plenary: Presentation of Rating Panel activities by Ina Johansen (Denmark), Tiziana Codenotti (Italy) and Daniela Alexieva (Bulgaria) Plenary discussion on Rating Panel activities.
15.00 – 15:30	Coffee break
15:30 – 17:00	In subgroups: Presentation and discussion of main conclusions and recommendations of the ELSA project
17:00	Closing
17:30 – 19:00	Evening Programme: Walk through historical part of Dublin

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Friday October 20th

09:00 – 12:00 p.m.

Morning Theme: 'The follow up of ELSA'	
Chair of the morning: Wim van Dalen	
09:00 – 10:30	The round up of ELSA Dr. Peter Anderson will present the ELSA Main conclusions and recommendations (WP10). The main conclusions and recommendations discussed in the subgroups and the comments made during the course of the meeting are addressed.
10:30 – 11:00	Coffee break
11:00 – 12:00	The follow up of ELSA Wim van Dalen will present the follow up of the ELSA project, its evaluation and continuation.
12:00	Closing