



Alcohol Policy Network in Europe

APN Symposium, DRAFT Provisional program

Finlandshuset, Stockholm 17 October 2012.

13:00 - 13:20 Opening and welcome (Chair, SoRAD, IOGT-NTO, GENCAT)

13:20 - 14:15 News

- ◉ **Lars Moeller** (WHO): Progress on European Alcohol Action Plan
- ◉ **Pi Hoegberg** (Sweden): Alcohol in the NCD framework
- ◉ **Sandra Rados Krnel** (Slovenia): Cost effectiveness of alcohol policy measures
- ◉ **Rolf Hüllinghorst** (Germany): A new German alcohol policy internet platform

14:15 - 15:00 A new EU alcohol strategy?

- ◉ **Michael Huebel** (EC): the EU Alcohol Strategy
- ◉ **Tiziana Codenotti** (Italy): Eurocare's Recommendations
- ◉ **Jenny Cisneros** (Sweden): A new EU alcohol strategy; a Swedish perspective
- ◉ Discussion

15:00 - 15.20 Break

15:20 - 16:00 Pricing and taxation

- ◉ **Indrek Saar** (Estonia): Is there an optimal taxation level?
- ◉ **Joe Barry** (Ireland): About the debate in Ireland on minimum prices
- ◉ Discussion

16:00 - 16:40 Advertising controls

- ◉ **Aurelijus Veryga** (Lithuania): Barriers for an alcohol advertising ban
- ◉ **Kari Paaso** (Finland): The advertising control debate in Finland
- ◉ Discussion

16:40 - 17:10 The role of social media

- ◉ **Lauri Beekman** (Estonia): Industry's and NGO's use of social media
- ◉ Discussion

17:10 - 17:30 APN business and closure