



IOGT International invites you to discuss child rights in the context of alcohol marketing.

Workshop: From evidence to advocacy

CHILD RIGHTS BASED TOOLS FOR PROTECTING KIDS FROM ALCOHOL MARKETING

2 September, 2016

Bratislava, Slovakia



FROM EVIDENCE TO ADVOCACY

Children are the future. But children are also the present, and they have a right to special protection, here and now. The Convention on the Rights of the Child is the most widely ratified UN Convention.

However, all too often decision-makers fail to protect the best interests of children.

This one-day workshop aims to provide tools for sound and innovative advocacy to promoting children's well-being, for example through regulating alcohol marketing.

Harmful use of alcohol, especially fueled by the wide availability of alcohol, its easy affordability and omnipresent marketing, puts a burden on children and adolescents. Exposure to alcohol marketing increases the likelihood that children will start using alcohol, and that they will consume more, if they are already using alcohol. The earlier children start using alcohol, the higher is the risk for developing alcohol problems later in life.

It is clear that on all levels – from the local to the European – more can and should be done to advance the best interests of children and to protect their well-being.

Why to attend?

This workshop will be run and facilitated by a team of the prestigious University of Liverpool Law School, led by Prof. Amandine Garde.

The purpose of the workshop is to explore the potential of Human Rights instruments for effective usage in advocacy for children's well-being.

The workshop will provide concrete tools and advocacy solutions for protecting children from alcohol harm, with a focus on alcohol marketing.

To achieve this, the workshop will deliver

1. State of the art, in-depth understanding of the burden of alcohol-related harm in Europe in general and in particular with regard to children
2. Latest evidence about alcohol industry strategies, especially alcohol marketing and its effects on children and youth
3. Profound understanding of the topic of law and alcohol marketing
4. Insight into case studies for learning concrete lessons
5. Interactive sessions to explore relevant approaches using the tools discussed in the participants' specific contexts.

PROGRAM

09.00 - 09.30	Registration	
09.30 - 10.00	SETTING THE SCENE: Alcohol harm in Europe	Dr. Lars Møller, WHO Europe
10.00 - 10.45	EVIDENCE: Alcohol marketing targeting kids	Prof. Gerard Hastings (TBC), Stirling University
10.45 - 11.00	Tea/Coffee	
11.00 - 12.00	PRESENTATION: Law and Alcohol marketing	Prof. Amandine Garde, Liverpool University
12.00 - 12.30	CASE STUDY: Law and Alcohol marketing	Prof. Amandine Garde, Liverpool University
12.30 - 13.30	Lunch	
13.30 - 16.30	INTERACTIVE GROUPS: Law and Alcohol marketing	Facilitated by Prof. Amandine Garde
16.30 - 17.00	Wrap-up	Participants

FROM EVIDENCE TO ADVOCACY

Who should attend?

- Local politicians
- Directors of Children's Services
- Children's Services and Families Services Officers
- Children's Trusts and Children's Centers
- Children and Youth Services
- Children's Trusts and Children's Centers
- Children's Health Service Professionals
- Child and Adolescent Mental Health Practitioners
- Drug and Alcohol Action Teams
- Community Development Managers
- Social Exclusion and Neighborhood Renewal Teams
- Youth Workers
- Community Support Officers
- Children and Youth Services
- Social Workers and Social Services Officers
- Local Education Welfare Authorities
- Local Authority Officers and Councilors
- Central Government Departments and agencies
- Equality and Diversity Practitioners
- Civil Society Sector Practitioners
- Faith Organisations

Unique opportunity - no fee

The workshop is free of charge. We will provide lights snacks for breaks and lunch. We cannot cover travel and accommodation fees but we can assist with finding appropriate accommodation close to the venue.

Registration

We have a limited number of seats so we will follow the "first come" principle. If you are interested in attending the workshop, please sign up here:

[SIGN UP](#)

Contact

The workshop is organized by IOGT International. The premier global interlocutor for evidence-based policy measures and community-based interventions to prevent and reduce harm caused by alcohol and other drugs. If you have any questions, please do not hesitate to contact us at: info@iogt.org