



THE FUTURE OF ALCOHOL POLICY

Maximizing the full potential of alcohol policy and accelerating action in Sweden, Europe, and the world

People want to lead healthy lives, protected from alcohol harm. People want to enjoy thriving communities that promote health and well-being. That's why support for alcohol policy is strong. In countries that have implemented evidence-based alcohol policy solutions - overcoming opposition of alcohol companies - people experience the benefits and support the policies. Country successes, people's support for ambitious alcohol policy, and growing recognition of the real harm caused by alcohol are all signs for the need to accelerate alcohol policy action as a public health priority:

- The World Health Assembly adopted a new **Global Alcohol Action Plan** in May 2022, the WHO European region followed up immediately by agreeing a groundbreaking new **Framework for Action on Alcohol** in September 2022,
- The European Commission included ambitious action on alcohol in the **EU's Beating Cancer Plan** in 2021, and
- Countries such as Lithuania, Estonia, Scotland, Ireland, and Norway are showing that **alcohol policy improvements are possible and that they bring substantial benefits to people**, communities, and societies overall.

With this background, IOGT-NTO and Movendi International, in collaboration with WHO Europe, and civil society partners NTAKK Lithuania, IOGT Poland, and Juvente Estonia are inviting to a 2-day mini conference to discuss the future of alcohol policy and chart an ambitious way forward to maximize the potential of alcohol policy for health, development, and economy. This event is supported by the Swedish Institute.

DAY 1

WHY DO WE NEED AMBITIOUS ALCOHOL POLICY?

Date: May 3, 2023

Time: 12.00 – 15.30

Place: Riksdagen (Swedish Parliament), Stockholm

Topic: Maximizing the full potential of alcohol policy

Alcohol harm affects 14 of the 17 Sustainable Development Goals negatively. That means alcohol harm is an obstacle for progress in the social, environmental, and economic dimensions of sustainable development. But it also means that proven alcohol policy solutions hold the potential to boost progress across the SDGs benefiting multiple sectors of society.

This seminar aims to answer the questions:

- How can we understand alcohol's impact on society?
- What do we know about alcohol industry interference and conflicts of interest?
- What do we know about the potential of alcohol policy for promoting health and development? What are the country experiences and best practices?
- How can we use the full potential of alcohol policy solutions?

Hosts of the day:

Ms. Eva Lindh and Mr. Larry Söder (Members of Swedish Parliament)

DAY 2

HOW DO WE IMPLEMENT AMBITIOUS ALCOHOL POLICY?

Date: May 4, 2023

Time: 10.00 – 14.00

Place: Europahuset (House of Europe), Stockholm

Topic: What are opportunities and obstacles for implementing ambitious alcohol policy on all levels

Alcohol harm remains a major public health, social, and economic problem. WHO data show that almost 1 million people die due to alcohol-related diseases every year in Europe. The products and practices of the alcohol industry remain a key obstacle for reaching better health and development in Europe and the world.

That's why people and communities request that alcohol policy is improved and prioritized. This seminar aims to answer questions such as:

- What is the future of alcohol policy?
- What are current obstacles?
- What opportunities do exist to advance alcohol policy action?

Organizers:

MOVENDI
INTERNATIONAL



In collaboration with:





WHY DO WE NEED AMBITIOUS ALCOHOL POLICY?

Date: May 3, 2023

Time: 12.00 – 15.30

Place: Riksdagen (Swedish Parliament), Stockholm

12.00 – 13.30 Workshop – Parliamentarians and alcohol policy

(By invitation only)

- **Presentation** World Health Organisation:
State of the art in alcohol policy knowledge
- **Interactive workshop**
Parliaments as driving force for alcohol policy improvements
- Country experiences, challenges, and opportunities
- The way forward

Fika break

14.00 – 15.30 Seminar: Maximizing the full potential of alcohol policy

(Open for public)

- Opening speech by the hosts **Eva Lindh** and **Larry Söder**
- Presentations:
 - **Eric Carlin**, WHO Europe – What do we know about alcohol harm and alcohol policy solutions
 - **Sven Andreasson**, researcher – Harm to others
 - **Maik Duennbier**, Movendi International – Alcohol as obstacle to development
 - **Lisa Klefbom**, Cancerfonden – Alcohol och cancer
 - **Emil Juslin**, IOGT-NTO – Big Alcohol's unethical practices
 - **Vesna-Kerstin Petrič** (TBC) – Experience from Slovenia
- Panel discussion: needs, challenges, and possibilities to accelerate action

Please, indicate your interest to attend the Future of Alcohol Policy by [clicking on this link](#) by April 25, 2023

HOW DO WE IMPLEMENT AMBITIOUS ALCOHOL POLICY?

Datum: Maj 4, 2023

Time: 10.00 – 14.00

Place: House of Europe, Stockholm

10.00 - 11.15 Panel 1 (ENG) - An International Perspective

What is needed to fully implement the Global Alcohol Action Plan?

- **Jeff Collin** – Global Health Researcher
- **Kristina Sperkova** – Movendi International
- **Eric Carlin** – WHO Europe
- **Vesna-Kerstin Petrič** – Former Director General of the Public Health Directorate, Slovenia (TBC)

11.15 - 12.10 Panel 2 - A European Perspective

How can the EU be a voice for public health?

- **Eric Carlin** – WHO Europe
- **Jytte Guteland** – Member of the Swedish Parliament and former member of the EU Parliament
- **Emil Juslin** - IOGT-NTO

12.10 - 12.45 Lunch (Deltagare på plats bjuds på lunch)

12.45 - 13.45 Panel 3 - A Swedish Perspective (in Swedish)

How can Sweden, once again, become a leading country in alcohol policy? (in Swedish)

- **Lena Hallengren** – Member of the Swedish Parliament and former Minister of Social Affairs
- **Irma Kilim** – IOGT-NTO
- **Systembolaget** (TBC)

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