

INTERNATIONAL SCIENTIFIC SYMPOSIUM

REDUCING THE BURDEN OF ALCOHOL: FOCUS ON TWO SCIENTIFIC AND PUBLIC POLICY CHALLENGES

Tuesday 3 December 2024

9:00am | INTRODUCTION

- **Tina Van Havere**, Head of Cabinet of the Minister of Health Vandenbroucke, Belgium
- **Caroline Semaille**, Executive Director of Santé publique France
- **Carina Ferreira-Borges**, Regional Advisor for Alcohol, Illicit Drugs and Prison Health at the WHO Regional Office for Europe

9:30am | PART 1

HOW TO TAKE INTO ACCOUNT THE LATEST SCIENTIFIC EVIDENCE TO DEVELOP AND PROMOTE LOW-RISK DRINKING GUIDELINES TO REDUCE ALCOHOL CONSUMPTION?

Chairwomen:

Viêt Nguyen-Thanh, Head of the Addictions Unit at Santé publique France

Caroline Costongs, Director of EuroHealthNet

- **Challenges in implementing low-risk drinking guidelines**
Pierre Arwidson, Deputy Director of the Prevention and Health Promotion Department at Santé publique France
- **The Canadian example: scientific method and choices made in the development of Canada's Guidance on Alcohol and Health, released in 2023**
Catherine Paradis, Technical Officer, Alcohol, Illicit Drugs and Prison Health Unit, Special Initiative on NCDs and Innovation, WHO Regional Office for Europe
- **The UK example: Lessons learned from an evaluation of the impact of (not) promoting revised low-risk drinking guidelines.**
John Holmes, Sheffield Addictions Research Group, School of Medicine and Population Health, University of Sheffield
- **Disseminating low-risk drinking guidelines: what does the scientific literature say about effective approaches for raising awareness of the guidelines?**
Emily Brennan, Centre for Behavioural Research in Cancer, Cancer Council Victoria, Melbourne
- **Roundtable – discussions with speakers and participants**

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12:15pm | LUNCH BREAK

1:30pm | PART 2

THE COMMERCIAL DETERMINANTS OF HEALTH: WHAT IMPACT ON ALCOHOL PREVENTION POLICIES AND WHAT LEVERS FOR PUBLIC HEALTH ACTION?

Chairwomen:

Myriam Savy, Director of Advocacy and Communication at Addictions France

Caroline Costongs, Director of EuroHealthNet

- **The strategies of the alcohol industry in influencing health policies, an overview.**

Mark Petticrew, Faculty of Public Health and Policy, London School of Hygiene & Tropical Medicine; SPECTRUM Consortium

- **A European example: current difficulties with labelling at European level and the European Beating Cancer Plan: what can we do about it?**

Florence Berteletti, Secretary General of The European Alcohol Policy Alliance (Eurocare)

- **The French example: the political activities, successes and failures of the French alcohol producers**

Daniel Benamouzig, Director of Research at the CNRS, holder of the Health Chair at Sciences Po and researcher at the Centre of Sociology of Organisations (CSO - CNRS)

- **Ireland's Public Health Alcohol Act – a story of big ambition and persistence**

Eunan McKinney, Strategic advisor, Institute of Public Health, Ireland

- **Roundtable – discussions with speakers and participants**

4:10pm | CONCLUSION

- **François Beck**, Director of the Prevention and Health Promotion Department at Santé publique France
- **John Newton**, Professor of Public Health and Epidemiology, University of Exeter, Chair of the Scientific Advisory Board of Santé publique France