

# 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 Costong**, Director of EuroHealthNet

- **Challenges in implementing lower 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**

# INTERNATIONAL SCIENTIFIC SYMPOSIUM

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

### 12:15pm | LUNCH BREAK

### 1:15pm | 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**  
**Helen MacAvoy**, Director of Policy, Institute of Public Health (Ireland and Northern 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**, Director of Health Improvement at UK Health Security Agency, Chair of the Scientific Advisory Board of Santé publique France