



Filtered

FROM SILOS TO SYNERGIES
TO PREVENT NCDs



Challenging Big Industry Narratives

Alcohol, Tobacco, Unhealthy Food and Drinks: Population Measures and Policies

Ljubljana, Slovenia
27th - 28th of June 2024



WITH THE SUPPORT OF:



and



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Aim

The aim of the conference is to provide a platform for policymakers, advocates, researchers, patients, youth, and health practitioners to collectively address the challenges of reducing non-communicable diseases (NCDs) by effectively managing their main risk factors.

- Better understanding of successes in population measures over the past 10-20 years
- Exchanging best practices in advocacy and strategy (alcohol, tobacco, unhealthy food and drinks)
- Addressing concerns regarding corporate lobbying (Commercial Determinants of Health) and influence at both EU and national levels

Through fostering mutual learning and respect, the conference aims to tackle the complex problems associated with an integrated approach to addressing the main risk factors of NCDs, including alcohol, tobacco, and unhealthy foods and drinks.

When?

27-28 June 2024

Where?

InterContinental Hotel, Ljubljana (Slovenska cesta 59, 1000 Ljubljana, Slovenia)

This conference incorporates the 10th European Alcohol Policy Conference, building on the series of very successful previous European Alcohol Policy Conferences (Warsaw 2004, Helsinki 2006, Barcelona 2008, Brussels 2010, Stockholm 2012, Brussels 2014, Ljubljana 2016, Edinburgh 2018, and Oslo 2022).

This conference comes at a particularly critical time which is relevant for all attendees:

- **New EU mandate & the relevant prevention measures in the Beating Cancer Plan**
- **Belgian Presidency January – June 2024**
- **The fourth high-level meeting on NCDs in 2025 (New York)**

Format

This conference will be a space in which speakers and participants with diverse experiences (researchers, policy makers, civil society organisations and academia) will be able to network, debate, question and place critical issues related to alcohol, tobacco and unhealthy food and drinks policies. **By bringing together innovators, policymakers, academics, people with lived experience, storytellers and health advocates the conference will explore:**

- What is the added value of working together across NCDs risk factors?
- What are the major barriers to policy progress?
- Is raising awareness a precondition for the adoption and/or implementation of population policy measures? How can awareness raising contribute to policy adoption?

The above central topics will be discussed with conference partners and could be translated into the following programme format:

Side events:

25th June - SFP Coalition Meeting

26th June – SFP Workshop on Communications

26th June – Eurocare Annual General meeting

*Please note that for all Plenary Sessions, no slides will be used **unless absolutely necessary**; the conference will be a discussion and an experience-sharing event with great emphasis on audience participation including with the audience. Digital technologies such as Slido are strongly discouraged. The moderators will first ask specific guided questions to the panellists and there will be enough time for the public to make comments and ask questions **DIRECTLY FROM THE FLOOR**, leaving participants eager for more ideas, conversations and exchanges.*

Thursday 27th June 2024

Time	What & Who	Objectives of each session:
08:30-09:00	Registration	Ensuring all participants feel warmly welcomed.
09:00-09:10	Welcome & introduction <i>Ajda Stepišnik</i> , Junior Project Associate, Youth Health Organisation & Representative in the Evid-Action Youth Network, Master of Ceremony	This short session will ensure all participant are informed about the objectives and format of the conference. <ul style="list-style-type: none"> Start with a welcoming introduction to set the tone for the conference. Provide a brief overview of the objectives of the conference and what attendees can expect to experience/learn. Ensure all other sectors (tobacco and unhealthy food and drinks) care about alcohol policy!
09:10-09:45	Keynote introductions Led by YHO <ul style="list-style-type: none"> <i>Denis Kordež</i>, State Secretary, Ministry of Health of Slovenia <i>Frank Vandenbroucke</i>, Minister of Social Affairs and Public Health, Belgium - video intervention introduced by <i>Eloïse Delforge</i>, International Relations Attaché, FPS Public Health, Food Chain Safety and Environment of Belgium <i>Ihor Kuzin</i>, Deputy Minister of Health and Chief State Sanitary Doctor of Ukraine (video intervention) Ruediger Krech, Director of the Department of Health Promotion, World Health Organization Facilitated by Ajda Stepišnik , Junior Project Associate, Youth Health Organisation & Representative in the Evid-Action Youth Network	Through their interventions, the high-level speakers will be invited to answer the following questions: <ul style="list-style-type: none"> What will happen under the new EU mandate with the FIC regulation revision, FoPL and Alcohol Labelling legislative proposals? What are the major barriers to progress in regulating these harmful products: alcohol, tobacco, unhealthy food and drinks? Is lack of progress related to the lack of attention to the CDoH? Why is there a greater focus on policies targeted at and blaming individuals instead of primordial prevention policies, targeting the entire population? What should be done to create greater political will? What would be the impact of NGOs working in tobacco control, alcohol related harm, obesity issues joining forces and working together?
9:45-10:00	Tiziana Codenotti Award for the Fight Against the Commercial Determinants of Health Moderated by <i>Florence Berteletti</i> , Secretary General, European Alcohol Policy Alliance (Eurocare) and <i>Dr Peter Rice</i> , President, Eurocare	Handing out the award to exemplary leaders. <i>Tiziana Codenotti</i> , former President of Eurocare and Eurocare Italy, passed away in 2023. Tiziana was a pivotal figure in alcohol advocacy and made significant contributions to Eurocare and its mission.

<p>10:00-11:15</p>	<p>Plenary Panel Discussion 1</p> <p>Pro-health Taxes with Q&A from the audience: Setting the scene regarding prevention of NCDs, alcohol policy and the way forward</p> <p>Led by SFP</p> <ol style="list-style-type: none"> 1. Michal Stoklosa, Technical Officer, World Health Organization 2. Hughes de la Motte, Team Leader, Unit C3 Behavioural Taxation and Other Indirect Taxes, DG TAXUD, European Commission 3. Arnfinn Helleve, Leader Work Package 5 Regulation and Taxation, JA-PreventNCD <p>Moderator: Lilia Olefir, Executive Director, Smoke Free Partnership</p>	<p>This session will explore PRICING policies related to the CDoH (pro-health taxes).</p> <p>Background: Pro-health taxes have been shown to reduce the burden of non-communicable diseases and raise revenue around the world. Nevertheless, dichotomy between arguments on reducing suffering, improving health and wellbeing and reducing economic burden used by pro-tax advocates vs arguments used by pro-industry groups that focus on threat to the industries and job sector, nanny state remains a predominant source of debate among researchers, policy makers and civil society advocates.</p> <p>Objective of this session is to address the following questions:</p> <ul style="list-style-type: none"> • What are pro-health/behavioural taxes? • How has the perception of pro-health/behavioral taxes evolved among experts in the field over the last 30 years? • What are the most common misconceptions about pro-health/behavioural taxes? • How has the perception of pro-health/behavioral taxes prevented policy makers from reforming the legislative framework on pro-health taxes? • What arguments and evidence resonate better with Ministries of Finance and Governments in Europe to speed up progress on pro-health taxes in the current European context, when we are faced with the war in Europe, conflicts around the world, political uncertainty and unpredictable economy? Could you share a real life examples from the last 3 years? • What could be done at the European level to better facilitate building consensus on pro-health taxes that leads to a policy change? • From a more general public health perspective what are the benefits from addressing pro-health taxes as a whole vs working on tobacco, alcohol and SSBs taxes separately?
<p>11:15-11:45</p>	<p>Break</p> <p>Exhibition Booth on Alcohol Health Warnings by the World Health Organisation Regional Office for Europe</p>	

11:45-12:45	<p>Plenary Panel Discussion 2</p> <p>From National to European: Implementing Marketing Restrictions on Health-Harming Products with Q&A from the audience</p> <p>Led by Eurocare</p> <ol style="list-style-type: none"> 1. Ines Costa Louro, Vice-President for External Affairs, International Federation of Medical Students' Associations 2. Fiona Godfrey, Independent Consultant on EU Health Policy 3. Dr Sandra Rados Krnel, National Expert, National Institute of Public Health <p>Moderator: Sylviane Ratte, Director Vital Strategies, European Office</p>	<p>This session will explore the theme of MARKETING.</p> <p>Background: Tobacco marketing is heavily regulated in the countries who have ratified the FCTC. Marketing restrictions are a cost-effective and evidence-based policy intervention recommended by the WHO to reduce the harmful use of alcohol and its associated health, social, and economic consequences. Marketing restrictions on unhealthy food are increasingly being implemented by many countries as part of efforts to address rising rates of obesity and other health concerns associated with the consumption of unhealthy foods, particularly among children.</p> <p>Through this session we will aim to answer the following questions:</p> <ul style="list-style-type: none"> • What kind of marketing restrictions are implemented for each risk factor (alcohol, tobacco, unhealthy food and drinks)? Which ones are not implemented and why? • At what level should each restriction be enforced (national/ European)? • Who are the key actors involved? What is their role? What is the role of civil society? • How does the big industry fight regulation? • What can we learn from effective ways to introduce marketing bans/restrictions?
GROUP PHOTO		
12:45-13:45	<p>Lunch</p> <p>Exhibition Booth on Alcohol Health Warnings by the World Health Organisation Regional Office for Europe</p>	

	What and Who	Objectives	What and who	Objectives
13:45-15:00	<p>Parallel session 1</p> <p>Effective Health Warnings: From Theory to Practice</p> <p>Led by Eurocare</p> <p>Presentations</p> <p>Karine Gallopel-Morvan, Professor, EHESP - École des hautes études en santé publique</p> <p>Maria Neufeld, Technical Officer, WHO Regional Office for Europe</p> <p>Panel discussion</p> <p>Kristiane Bugge Dugstad, Adviser, The Norwegian Directorate of Health</p> <p>Dr Sheila Gilheany, CEO at Alcohol Action Ireland</p> <p>Dr Igor Pravst, Director of Institute for Nutrition</p> <p>Moderator: Stig Erik Sørheim, Head of the International Department of Actis</p>	<p>This session will explore the theme of Health warnings including terminology</p> <p>Session objectives:</p> <ul style="list-style-type: none"> Clarify the terminology: labelling versus health warnings for alcohol, tobacco and food. What is the aim of mandating health warnings? Are they implemented? What is the impact? Are they working? What are the challenges of regulating health warnings? How can we support the introduction of mandatory health warnings? 	<p>Parallel workshop 2</p> <p>Community Action</p> <p>Led by YHO</p> <p>Mojca Čeh, Project Associate at YHO</p> <p>Paula Leonard, CEO at Alcohol Forum Ireland</p>	TBC
5 minutes to switch rooms (if necessary)				

	What and Who	Objectives	What and who	Objectives
15:05-16:15	<p>Parallel session 3</p> <p>International Standards on Food and Alcohol Labelling</p> <p>Led by Eurocare</p> <p>Dr Nikhil Gokani, Lecturer in Law at University of Essex</p> <p>Patti Rundall - Policy Director, Baby Milk Action</p> <p>Moderator: Amalie Brokhattingen, Research and Policy Officer, Eurocare</p>	<p>Throughout this session we aim to answer the following questions:</p> <ul style="list-style-type: none"> • What are International Standards on labelling of food and alcohol products, and why is the Codex Alimentarius important? • What is the role of Codex in the context of labelling policy and regulation, and why is it important to make progress within Codex? • What is the role of the World Trade Organization (WTO), and how can international trade law be both a barrier and a facilitator for effective labelling? • How can we learn from previous experiences with public health discussions and negotiations at Codex? 	<p>Parallel session 4</p> <p>Awareness Raising Campaigns for Policy Change</p> <p>Led by EHN</p> <p>Myriam Savy, Communications Director, Association Addictions France & Eurocare Board Member</p> <p>Olesia Kozlova, Advocacy Center Life, Ukraine</p> <p>Sylviane Ratte, Director Vital Strategies, European Office</p> <p>Mojca Gabrijelčič, Senior advisor at National Institute of Public Health, Slovenia</p> <p>Moderator: Anamaria Suci, Advocacy and Project Coordinator, Eurocare</p>	<p>Throughout this session we aim to answer the following questions:</p> <ul style="list-style-type: none"> • What is and what is not an awareness raising campaign? • What do we try to achieve with awareness raising campaigns? • What channels/messages can be used for what audiences? • What are some of the tools to implement effective campaigns for policy change? • Do campaigns work? How do we know they are successful?
16:15-16:45	<p>Break</p> <p>Exhibition Booth on Alcohol Health Warnings by the World Health Organisation Regional Office for Europe</p>			

<p>16:45-18:00</p>	<p>Plenary Panel Discussion 3</p> <p>Facilitators and Barriers to Working Across Risk Factors with Q&A from the audience</p> <p>Led by Eurocare & SFP</p> <ol style="list-style-type: none"> 1. Nijole Gostautaitė Midttun, President of the Lithuanian Tobacco and Alcohol Control Coalition, Eurocare Board Member 2. Ailsa Rutter, Director of Fresh and Balance 3. Jan Peloza, Youth Health Organisation 4. Vesna Marinko, Director of Directorate for Public Health at the Ministry of Health of Slovenia <p>Moderator: Florence Berteletti, Secretary General, Eurocare</p>	<p>Facilitators and barriers to working across risk factors</p> <p>With this session, we aim to respond to the following questions:</p> <ul style="list-style-type: none"> • How do organisations balance working both on alcohol policy and on tobacco control? What is common and what is different (e.g. awareness raising, advocating for taxation, reducing availability)? • How easy or difficult is it to integrate other risk factors when working on food policy? What are the main drivers of integration (e.g. responding to the funding environment, policy landscape)? • What are the main advantages of working on several risk factors of NCDs? • What are the barriers or challenges to working on several risk factors?
<p>Friday 28th June 2024</p>		
<p>08:30-09:00</p>	<p>Registration for late arrivals / participants coming for morning 2 only</p>	
<p>09:00-09:15</p>	<p>Welcome and short summary of day 1</p> <p>Florence Berteletti, Secretary General, Eurocare</p> <p>GROUP PHOTO</p>	

<p>9:15-10:15</p>	<p>Plenary Panel Discussion 4</p> <p>Prevention: Navigating Diverse Definitions and Meanings with Q&A from the audience</p> <p>Led by Eurocare</p> <ol style="list-style-type: none"> 1. Mara van Dooremaal, Senior Project Manager and Policy Advisor, the Dutch Heart Foundation 2. Prof. Knut-Inge Klepp, Professor at the Norwegian Institute of Public Health and Scientific Coordinator of the JA-PreventNCD 3. Frank Murray, Policy and Public Health Committee Member, European Association for the Study of the Liver (EASL) <p>Moderator: Fiona Godfrey, Independent Consultant on EU Health Policy</p>	<p>This session will clarify the different definitions/meanings of PREVENTION</p> <p><i>Background: Within the public health arena, prevention measures are encompassing a variety of interventions combining different aims and target groups, such as: avoiding the development of risk factors among entire populations, tackling specific risk factors in selected high-risk groups and treatment of patients.</i></p> <p><i>With this session, we aim to answer to the following questions:</i></p> <ul style="list-style-type: none"> • <i>What is primordial prevention? Who does it target?</i> • <i>What about primary, secondary and tertiary prevention?</i> • <i>Why is it essential to invest in prevention?</i> • <i>Which type of prevention interventions should we prioritize? Why?</i> • <i>How can preventive measures be integrated into existing healthcare systems and policies?</i>
<p>10:15-10:45</p>	<p>Break</p> <p>Exhibition Booth on Alcohol Health Warnings by the World Health Organisation Regional Office for Europe</p>	

	What and Who	Objectives	What and who	- Objectives
10:45-12:00	<p>Parallel session 5 Regulating the Availability of Alcohol, Tobacco and Unhealthy Food and Drinks</p> <p>Led by SFP/Eurocare</p> <p>Speakers</p> <p>Sheila Gilheany, CEO of Alcohol Action Ireland</p> <p>Manca Kozlovič, Coordinator of Programmes, No Excuse Slovenia</p> <p>Dr Zaza Tsereteli, Program Director of Corus International</p> <p>Moderator:</p> <p>Hazel Cheeseman, Deputy Chief Executive, Action on Smoking and Health (UK)</p>	<p>Session objectives:</p> <ul style="list-style-type: none"> • Why is it important to regulate the availability of harmful products? • What examples of policies do we have to regulate the availability of tobacco? What is their impact? • What examples of policies do we have to regulate the availability of alcohol? What is their impact? • What examples of policies do we have to regulate the availability of tobacco? What is their impact? • How is the availability of unhealthy food regulated? What examples of policies do we have? What is their impact? What are the similarities and differences with alcohol? • How is the industry fighting back? How can we counteract its influence? 	<p>Parallel session 6</p> <p>Health Services' Response to NCDs Risk Factors</p> <p>Led by EASL</p> <p>Speakers</p> <p>Martina Blake, National Lead Health Service Tobacco Free Ireland Programme at the Irish Health Service - Health & Well-being Strategy & Research</p> <p>Frank Murray, Policy and Public Health Committee Member, EASL</p> <p>Laura Plešnar, Board Member, Youth Health Organization</p> <p>Moderator:</p> <p>Dr Francisca Pulido Valente, medical doctor, CATR Portugal</p>	<p>This session will explore the theme of health services' response related to alcohol and tobacco cessation – it will also explore the health services response related to conditions created by unhealthy food and drinks (liver disease, cancers, obesity, NCDs, cardio-vascular diseases, diabetes etc.).</p> <p>With this session, we aim to answer to the following questions:</p> <ul style="list-style-type: none"> • How can we contain the escalating costs required for health services to respond to NCDs? • How can we scale up effective early detection, SBI, and coverage for NCDs? • What are the barriers and enablers of delivering advice to change behavior regarding risk factors and performing SBI in among professionals, systems and patients? • What system enablers can help health care providers deliver interventions in NCDs? • What are the building blocks for structural support in health services to tackle NCDs? • What can be done to involve public health-oriented civil society organizations, including youth organizations, in the implementation of high-impact strategies and interventions to reduce alcohol consumption?

12:00-12:30	<p><i>Break</i></p> <p>Exhibition Booth on Alcohol Health Warnings by the World Health Organisation Regional Office for Europe</p>	
12:30-13:40	<p>Plenary Panel Discussion 5</p> <p>Forward Together: Exploring Future Partnerships and Collective Action with Q&A from the audience</p> <p>Led by Eurocare</p> <ol style="list-style-type: none"> 1. Dr Peter Rice, President, Eurocare 2. Guy Muller, President, Smoke Free Partnership 3. Urška Erklavec, Youth Health Organisation 4. Nataša Jan, Board Member, European Heart Network <p>Moderator: Samuele Tonello, Research Coordinator, EuroHealthNet</p>	<p>This session will explore the theme of partnership, looking into the future, speaking with one voice and working together.</p> <ul style="list-style-type: none"> • <i>How to make allies between the alcohol/tobacco/NCD control communities?</i> • <i>What are the drawbacks/disadvantages of working together?</i> • <i>What are the benefits of working together?</i> • <i>What are the fears?</i> • <i>What are the hopes? What are the common themes?</i> • <i>What do we share in common?</i>
13:40 -14:00	<p>Closing remarks</p> <p>Led by Eurocare</p> <p>Dr Melita Vujnovic, World Health Organization Representative to Slovenia (video intervention)</p> <p>Sara Cerdas, Member of the European Parliament in the 9th Parliamentary Term 2019-2024 (S&D, Portugal)</p>	
14:00	<p><i>LUNCH</i></p> <p>Exhibition Booth on Alcohol Health Warnings by the World Health Organisation Regional Office for Europe</p>	