



Ms Trinidad Jiménez García-Herrera
Ministra de Sanidad y Política Social
Paseo del Prado, 18-20
28014 Madrid
Spain

Brussels, April 2010

Estimada Ministra Trinidad Jiménez García-Herrera.

Invitación a la 4ª Conferencia Europea de la Política sobre el Alcohol, el 21-22 de junio de 2010, Bruselas

En nombre de la Alianza Europea para la Política sobre el Alcohol (Eurocare), anunciamos con gran placer la 4ª Conferencia Europea de la Política sobre el Alcohol, a ser celebrada en Bruselas, 21-22 de junio de 2010 con el lema "De la Capacidad a la Acción".

Esta conferencia será la cuarta de una serie de conferencias europeas de política sobre el alcohol (Varsovia 2004, Helsinki 2006, Barcelona 2008).

La conferencia es organizada por Eurocare bajo patrocinio de su alteza la princesa real Astrid de Bélgica, y es co-financiada por la Comisión Europea y co-patrocinada por la O.M.S (Organización Mundial de la Salud).

El objetivo principal de la conferencia es estimular la acción en la política del alcohol y difundir el conocimiento sobre las ideas actuales en materia del alcohol y de política sobre el alcohol.

Además, en mayo de 2010 la Asamblea Mundial de la Salud votará sobre la adopción de la estrategia global sobre el alcohol. La conferencia tratará el resultado de este voto y el papel de Europa en su puesta en práctica.

Quisiéramos invitar a su Ministerio a que participe en la discusión de la mesa redonda de alto nivel sobre políticas acertadas y acciones para prevenir y para reducir el daño relacionado del alcohol (que se celebrará el 22 de junio). Hemos recibido hasta ahora la confirmación del ministro de Estonia, del Ministro Diputado de Salud de Polonia, así como representantes de alto nivel de los ministerios de Eslovenia, de Bélgica y de Suecia.

Además si usted tiene cualesquier tipo de materiales que usted quisiera que exhibiéramos en nuestra conferencia (tal como su estrategia sobre el alcohol, campañas de información nacionales etc.) puede enviarlas por favor a nuestras oficinas.

Confianza en que la 4ª Conferencia Europea sobre el Alcohol contará con el interés de su Ministerio, nos adelantamos a dar la bienvenida a su delegación a Bruselas.

Se adjunta el programa provisional. Información adicional se puede encontrar en el Web Site de la conferencia:

http://www.eurocare.org/press/upcoming_events/4th_european_alcohol_policy_conference_21_22_june_2010_brussels

Apreciaremos altamente la confirmación a la mayor brevedad posible de la participación de su delegación a la conferencia.

Sinceramente suyos,



Michel Craplet
Chairman of Eurocare



Marianna Skar
Secretary General



Ms Trinidad Jiménez García-Herrera
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Dear Minister Trinidad Jiménez García-Herrera,

Invitation to the 4th European Alcohol Policy Conference, 21– 22 June 2010, Brussels

On behalf of The European Alcohol Policy Alliance (Eurocare), it is with great pleasure that we announce the 4th European Alcohol Policy Conference, to be held in Brussels, 21 – 22 June 2010 with the theme “**From Capacity to Action**”.

This conference will be the fourth in a series of European alcohol policy conferences (Warsaw 2004, Helsinki 2006, Barcelona 2008).

The conference is organized by Eurocare under the patronage of Her Royal Highness Princess Astrid of Belgium and it is co-financed by the European Commission and co-sponsored by the WHO (World Health Organization).

The main aim of the conference is to stimulate action in alcohol policy and disseminate knowledge about current thinking on alcohol and alcohol policy matters.

In addition, in May 2010 the World Health Assembly will have voted on the adoption of the Global Alcohol Strategy. The conference will address the outcome of this vote and the role of Europe in its implementation.

We would like to invite your ministry to participate in the high level Round-Table discussion on successful policies and actions to prevent and reduce alcohol related harm which will take place on June 22nd). So far we have received confirmation from the Minister of Estonia, the Deputy Health Minister of Poland, as well as high level representatives from the Ministries of Slovenia, Belgium and Sweden.



Furthermore if you have any materials you would like us to display at our conference (such as your national alcohol strategy, information campaigns etc) please send them to our offices.

Trusting that the 4th European Alcohol Conference will prove of interest to your Ministry, we look forward to welcoming your delegation to Brussels.

The provisional programme is attached. Further information can be found on the conference website: http://www.eurocare.org/press/upcoming_events/4th_european_alcohol_policy_conference_21_22_june_2010_brussels

We will highly appreciate early confirmation of participation of your delegation to the Conference.

Yours sincerely,



Michel Craplet
Chairman of Eurocare



Mariann Skar
Secretary General



Draft Programme

Monday June 21	
11:00	<p><u>Opening of the 4th European Alcohol Policy Conference</u></p> <p><i>Michel Craplet</i> <i>Paola Testori Coggi</i>, European Commission, Director General, DG Health and Consumers <i>Dr Christiaan Decoster</i>, Incoming Belgian Presidency, Belgian Health Ministry, Director-General, Federal Service of Health, Food Chain Safety and Environment</p>
12:00	<p><u>Alcohol Europe and the World</u></p> <p>The Global Alcohol Strategy <i>Vladimir Poznyak</i>, WHO What should be Europe’s contribution? <i>José María Martín-Moreno</i>, Senior Strategic Adviser WHO, Europe Experience from India <i>Kshithoj Urs</i> Panel discussion</p>
13:30	Lunch
15:00	<p><u>Marketing session</u></p> <p>Can you sell health like hooch? <i>Gerald Hastings</i> Alcohol in movies <i>Reiner Hanewinkel</i> Find out if your drinking is safe – Experience from Poland <i>Magdalena Pietruszka</i> Panel discussion</p>
17:30	The cultural dimension of alcohol policy <i>Michel Craplet</i>
18:00	Close of the day
18:00	Guided Tour around the city centre
20:00	Dinner

Tuesday June 22	
9:00	<p>Health equity – social determinants and the role of alcohol <i>Witold Zatonski</i> Followed by comments by European Commission representatives</p>
10:00	Successfully advocating at different arenas <i>Rolf Huellinghorst</i>
10:30	<p>Parallel Sessions</p> <ul style="list-style-type: none"> ▪ Alcohol at the workplace Chair <i>Elisabeth Wienemann</i> and <i>Anja Wartmann</i> ▪ Social cost of alcohol Chair <i>Wim Rogman</i> ▪ Marketing Regulation (FASE project) Chair <i>Wim van Dalen</i>
12:00	Lunch
13:30	<p><u>There is an urgent need for action</u></p> <p>We have strategies on every level – do we have enough action?” <i>Peter Anderson</i></p> <p>High level Round Table discussion: Member States’ representatives, European Institutions, WHO, public health experts</p> <p>Themes:</p> <ul style="list-style-type: none"> ▪ Availability and Affordability ▪ Labeling ▪ Transport
17:30	It can be done <i>Vesna Petric</i>
17:50	Thank you and closing remarks