

ACTIVE

SOBRIETY
FRIENDSHIP
PEACE

Newsletter April 09

ACTIVE consists of 33 member organisations from all over Europe gathered in sobriety, friendship and peace. The newsletter is issued at least 8 times a year. If you have any contributions, feel free to send them to: office@activeeurope.org

Content

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1. State of the art

"Content matters", Active's new campaign has started and now also has its face. You will meet the logo regularly not only on Active's webpage but also followed by calls for stories, slogans, pictures and the like. Thanx to a Council of Europe grant we'll be able to prepare a book about (and written by) you(th), expressing views, thoughts and feelings about topics that matter to us. Soon we start rolling and rocking!

2. Newsflash

+++ A recent Dutch study shows that people those who watched films accompanied by alcohol commercials were more likely to drink beer or wine during the movies than those who watched the film without the alcohol ads.

The study involved 40 young Dutch men in the ages of 18 to 29 who were invited to watch either the movie 'American Pie' (which contained extensive drinking scenes) or '40 Days and 40 Nights' (which only had a few scenes with alcohol) in a home cinema equipped with a fridge stocked with alcohol drinks. Those who watched the films interrupted by two alcohol ads drank more than the control group, and those who

watched American Pie drank more than those who viewed 40 Days and 40 Nights.

The conclusion is clear. Alcohol ads have impact on alcohol consumption as well as alcohol product placement increases the consumption of alcoholic beverages. If the states care about the health of the citizens, they should act upon it and ban alcohol commercials during breaks and alcohol product placement during the movies.

<http://www.jointogether.org/news/research/summaries/2009/study-alcohol-commercials.html>

+++ A survey from the Dartmouth College shows that owning alcohol-related t-shirts, hats and other marketing items is an accurate risk predictor for underage alcohol use and binge drinking.

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A survey of about 6,500 youths in the age of 10 to 14 found that up to one in five said they wore or owned alcohol-branded merchandise (such as clothing, hats, jewellery, shot glasses, and posters). Three-quarters of the minors said that friends or family had bought the merchandise. The alcohol industry claims that it directs its marketing at adults only. But how come that a huge amount of them end up in the hands of minors? Adults have to stop creating a lifestyle where alcohol is the norm. Alcohol is a global problem. The substance kills 9 Million people worldwide every year. It is not cool to promote alcohol minors.

<http://www.jointogether.org/news/research/summaries/2009/kids-who-wear-beer-gear-drink.html>

+++ The Science Group of the European Alcohol & Health Forum presented a report on the impact of alcohol marketing on the volume and drinking patterns of alcohol consumption by young people. The studies found consistent evidence to demonstrate an impact of alcohol advertising on the uptake of drinking among non drinking young people, and increased consumption among their drinking peers. These findings are particularly worrying given that the studies focused solely on the impact of advertising, which represents only a small part of the industry's wider marketing strategy (i.e. sponsorship, merchandising, viral marketing and product placement).

The European Alcohol and

Health Forum was set up by the Health Directorate of European Commission in 2007 and brings together some fifty NGOs and economic operators, including alcohol producers, retailers, advertisers, and publishers, pledging to take actions to reduce alcohol related harm.

http://www.eurocare.org/library/latest_news/alcohol_advertising_influences_adolescents_alcohol_consumption_concludes_science_group_of_alcohol_and_health_forum

+++ The "Association for Drug Prevention" in Slovakia is continuing its efforts to run the project "The town of prevention". Each year a different Slovak city is chosen to prepare its own activities within this project - raising awareness about the problems connected to drugs and to involve the broader public as well as different actors of society

to engage in prevention work. For this year it is Nitra - a larger city in south west Slovakia with ca 125 000 inhabitants. Its project consists of a subproject where the inhabitants will be encouraged not to smoke on the first day of every month - "New month, new beginning". This campaign is promoted by youngster since the organizers of the campaign think this is a more efficient way to attract public attention. The organizers are concerned about the teenage smoking: "Unfortunately it is not an exception to hear an eleven - year - old boy telling that he has not been smoking for already 2 years."

Other topics within this project are - mobbing, alcoholism, human trafficking, drug addic-

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tion, gambling, home violence and a healthy lifestyle.

Active's Slovak member organization NOM will cooperate with the city of Nitra to enhance this project.

<http://www.aktuality.sk/regiony/zapad/nitra-prveho-v-mesiaci-sa-v-nitre-nefajci>

+++ Minimum prices for alcoholic drinks should be introduced to tackle Britain's binge-drinking culture, the government's chief medical officer is expected to recommend in the next days. A can of beer could cost at least £1 and bottles of wine a minimum of £4, depending on strength, if the proposal was adopted. Alcohol-related illnesses cost the NHS £3bn a year and the total expense to the taxpayer of alcohol misuse is believed to be £25bn a

year.

Plans to introduce minimum prices for alcohol - which could be double as much as some current prices - were announced by the Scottish government earlier this month and could come into force by the end of the year. It would make Scotland the first country in Europe to introduce minimum pricing, which would be accompanied by a ban on certain drinks promotions. We hope more countries will join!

<http://www.guardian.co.uk/society/2009/mar/15/alcohol-double-prices-recommendation>

+++ The Swedish Government intends to give priority to the alcohol issue during its EU presidency in the 2nd half of 2009. The development is complex, but the EU slowly but surely appears

to be more serious about alcohol. Age limits for purchase of alcohol has risen across the Union; minimum prices are discussed and lowered BAC limits in traffic have been implemented in several countries. Active appreciates the Swedish decision to focus on this topic and hopes for great results in the end of the Swedish presidency.

<http://www.drugnews.nu/article.asp?id=5005>

+++ The risk of harm rises with the first glass of alcohol.

Harm caused by alcohol costs a lot. So far, studies have been undertaken and statistics have been put together on the relation between violence, traffic accidents and abuse of alcohol. Moderate drinking, however, has been presented in the

media and in public discourse as a safe way of alcohol consumption which is a fundamental part of our social lives. Postgraduate student Hervé Kuendig has now looked into the connection between moderate drinking and harms caused by it. He interviewed patients at an emergency in Switzerland. Every fourth damage emerged after consumption of alcohol and 80% of the harm from Friday and Saturday evenings is related to intake of alcohol. The majority of the injuries were the consequence of moderate drinking.

Drinking of alcohol is a social norm. The term "excessive drinking" has been in the focus of the actors in the field of prevention of alcohol related harm. This

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study has shown that even moderate drinking that is promoted by the alcohol industry as a part of social status, as an expected social behaviour, as a way to belong, is harmful. Therefore preventive measures need to be seriously reconsidered.

3. Member organisation of the month: Free Youth Albania

Active's annual summer camp – where international youth can meet and spend a wonderful week full of crazy activities in a safe and sober environment together will this year be held in Vlora, Albania. Further info (and the registration form) can be found on our webpage:

<http://www.activeeurope.org/>

4. Job offer @ Eurocare

Eurocare is currently looking to recruit a policy officer
The role will provide the successful applicant with an opportunity to participate in a culturally diverse and expanding European network with exposure to many organisations - EU institutions as well as other NGO's- working on alcohol policy.

More detailed information about profile and job description is possible to find at:

http://www.activeeurope.org/News_.html/lid/74157

To apply, please send your CV and covering letter by **15 April 2009** to:

Mariann.Skar@eurocare.org

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