

BUILDING CAPACITY PROJECT ALCOHOL ADVOCACY TRAIN THE TRAINERS MANUAL AND COURSE

In Summary

Session and Topic	Brief introduction	Exercise	References	Video
SESSION 1 Introduction	Introduction of the course	No	No	Yes
SESSION 2 What is advocacy?	What is advocacy? Advocacy's strengths, orientation and values People centered advocacy	Yes	Documents: - What is advocacy? - What do we advocate for? - What skills are needed?	Yes
SESSION 3 Policy analysis – what is the problem and the solution	Defining the problem Obtaining information to assess the problem Opportunities and strengths analysis Vision of change Alternatives for solving the problem	Yes	Bibliography: - J. Rehm, C. Mathers, S. Popova, M. Thavomcharoensap, Y. Teerawattanonon, J. Patra; Alcohol and Global Health 1 Global burden of disease and injury and economic cost attributable to alcohol use and alcohol-use disorders; The Lancet, Vol 373, June 27, 2009. - S. Casswell, T. Thamarangsi; Alcohol and Global Health 3 Reducing harm from alcohol: call to action; The Lancet, Vol 373, June 27, 2009. Documents: - FACTS: Which are the problems that alcohol causes?	No
SESSION 4 Developing the strategy	Choosing objectives for the strategy Alcohol and injuries	Yes. Messages for the media and politicians.	Bibliography: - J. Rehm, P. Anderson, F. Kanteres, C.D. Parry, A.V. Samokhvalov, J. Patra; ,Alcohol, social development and infectious disease, Table 1: Deaths (in 1,000s) attributable to alcohol by sex and disease category (2004) - Alcohol consumption and burden of disease, Table 1: Disease conditions which are by definition alcohol attributable; Addiction - Alcohol consumption and burden of disease, Table 4: Quantitative dose-response relationships between alcohol consumption and casually impacted disease conditions; Addiction - Statistics on alcohol: England 2008; The NHS Information Centre, Lifestyles Statistic, 2008 Documents: - Exercise's Heading: Creating messages for the media and politicians	No
SESSION 5 Analyzing our skills	Evidence on actions to reduce harm done by alcohol: - taxes and minimum price, - availability, - advertising, - drink driving, - screening and brief		Bibliography: - Handbook for action to reduce alcohol-related harm, World Health Organization, 2009 - Evidence for the effectiveness and cost-effectiveness of interventions to reduce alcohol-related harm, World Health Organization, 2009 - Alcohol: Price, policy and Public Health, Report on the findings of the expert workshop on price convened by SHAAP - P. Anderson, D. Chisholm, D. Fuhr; Alcohol and Global Health 2 Effectiveness and cost-effectiveness of policies and programmes to reduce the harm caused by alcohol; The Lancet, Vol 373, June 27, 2009.	Yes

BUILDING CAPACITY PROJECT ALCOHOL ADVOCACY TRAIN THE TRAINERS MANUAL AND COURSE

	interventions, - treatment, - drinking environment, - education awareness.		- NOT PUBLISHED YET: Alcohol policies: A consumer's guide, Table 16.1; Revised edition Documents: - Actions to reduce harm done by alcohol	
SESSION 6 Coalition building and managing coalition problems	Case Study of a minimum price "Campaign to support minimum price"	Yes	Bibliography: - Minimum Pricing for Alcohol: Frequently Asked Questions; SHAAP Scottish Health Action on Alcohol Problems - If Alcohol Prices Increase, will it reduce binge drinking?, ICAP International Center for Alcohol Policies - Minimum Pricing Illegal European court rules, The Scotch Whisky Association, News Release - Changing Scotland's Relationship with Alcohol: A framework for action; Scottish Government, February 2009 Documents: - Heading: Case Study of a minimum price "Campaign to support minimum price" - Main elements of a media campaign	No
SESSION 7 Creating the message and working with the media	Main elements of a media campaign Legal aspects Minimum price	Yes	Bibliography: - Opinion of Advocate General Kokott delivered on 22 October 2009 (Case France, Austria and Ireland; Minimum prices – Tobacco products – Directive 957597EC – Health Protection) - Model-based appraisal of alcohol minimum pricing and off-licensed trade discount bans in Scotland, University of Sheffield, September 2009 - Ludbrook A.; Minimum pricing of alcohol – An economic perspective, Report commissioned by Scottish Health Action on Alcohol Problems, November 2008	Yes
SESSION 8 Regulation	Discussion on government involvement in regulating the marketing of alcohol	No	Documents: - Regulation, Power point presentation	No
SESSION 9 The alcohol industry and alcohol policy	Critique of the alcohol industry	Yes	Bibliography: - Leverton M., Grant M.; Working together to reduce harmful drinking, Chapter 9: The producers' contribution: Implementing the WHO Global Strategy to reduce harmful use of alcohol Documents: - How do we advocate to counteract the impact of alcohol industry in alcohol policies design?/ Main tactics the industry uses	Yes
SESSION 10 Course evaluation	Evaluation of the course (questions, comments, suggestions, etc.)			No