

## **EUROPEAN ALCOHOL POLICIES**

one-day conference of Horizonti 21 foundation with the support of ACTIS – Norway

Objectives of the conference: assessing local context and needs and raising public awareness through establishing a clearer and more unified concept of efficient alcohol policies at national and European level.

### **PROGRAMME:**

10.00 – press conference

10.30 – 11.00 am – registration of participants (welcome coffee)

11.00 – 13.00 – **Presentations (overview and data analysis)**

- Opening and *Horizonti 21* presentation (Dr Nikolay Tomov)
- Opening speech by the Municipality of Sofia (Mrs Yordanka Fandakova, deputy mayor of Sofia)
- Alcohol in Europe – Role of Civil Society (Gabriele Bartsch, DHS)  
Alcohol in Europe – Structures and Instruments of an effective Alcohol Policy (Walter Farke, DHS)
- ESPAD data + National survey's analysis for Bulgaria by Head of the National Focal Point (Momchil Vassilev)
- Alcohol-related incidents in Bulgaria and prevention measures – by Ministry of Interior – traffic police department's representative
- Discussion

13.00 – 14.00 – Lunch

14.00 – 16.00 – **Presentations local case studies**

- Presentation of local ELSA study on alcohol marketing practices and their influence on young people + actual examples of ads, that break the law – by Horizonti 21 team (Malen Malenov) – 15min
- Alcohol and Health forum – task force on marketing communications (Dr Daniela Alexieva) – 15 min
  - Presentations Effective Alcohol Policy
- Effective policies for reducing alcohol consumption, especially among young people (Walter Farke, DHS)
- Eurocare presentation (Ruth Ruiz, EURO CARE)
- Discussion and Closing remarks

### **Presenters:**

Dr Nikolay Tomov – moderator

Walter Farke – speaker

Gabriele Bartsch – speaker

Ruth Ruiz – speaker

Dr Daniela Alexieva – speaker

Malen Malenov – speaker

Momchil Vassilev

Ministry of Interior / Traffic Police representative – speaker