



2nd European Alcohol Policy Youth Conference - report

The conference took place in Bursa, Turkey between 10th and 16th December 2014. The reason why the conference took place in Turkey was because one of APYN partners received a grant from the Turkish Tobacco and Alcohol Market Regulatory Authority, which would cover all the conference costs (except travel). With this reasoning, it would make sense to invite also participants and experts from EU even though the conference did not take place on the EU ground.

Aims

The idea of the conference was bring together young people from across Europe and beyond to work together on the topic of alcohol, alcohol prevention and advocacy among youth.

The main conference aims were:

- To raise interest among young people and youth organisations about prevention of alcohol related harm and alcohol policy
- To empower the participants with the necessary skills and capacities in order to effectively work on the field of alcohol
- To empower the participants with the necessary tools to engage in advocating for more comprehensive alcohol policy on regional, national and international level
- To provide the necessary tools and training for participants to be able to conduct projects to reduce the alcohol related harm on youth
- To give participants the opportunity to exchange their expertise and good practices with their peers

Participants

The participants were selected on basis of online application. More than 330 applications were received, and in the end 137 people attended.

The numbers of participants more in detail were:

- 77 participants from 31 European countries (out of that 52 EU participants from 22 EU countries)
- 21 Participants from 18 International (non-European) countries:
- 28 Participants + 6 Organizing Committee members + 10 Young journalists from Turkey:



Co-funded by
the Health Programme
of the European Union

- 11 Speakers from 8 European countries and from USA

The EU countries represented at the conference were: Austria, Belgium, Bulgaria, Croatia, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Netherlands, Portugal, Romania, Slovenia, Spain and United Kingdom.

The map of the participants' countries can be seen below:

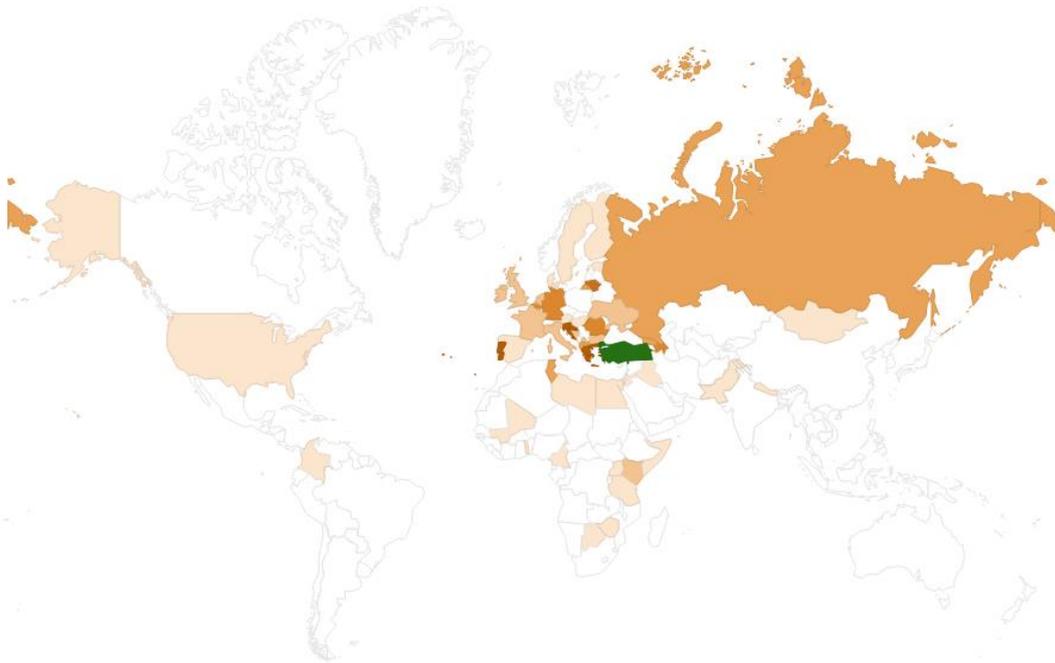


Figure 1: Map of participants' countries

Programme

The conference had a combination of workshops, plenaries, thematic sessions and social programme. The whole agenda can be found in the attached conference booklet.

a) Workshops

Aim of the workshops was to offer the participants to work on a topic of their interest with experienced youth trainers in an interactive way. The participants were able to choose to participate in one of the five workshops in the following areas:

- Development of alcohol related projects , aimed at those who would like to start working in the field of alcohol and those who would like to improve their already existing projects
 - o Due to great interest, there were two beginner groups, one advanced and one specific project development group for Turkish participants
- Youth research, aimed at those willing to work on scientific research regarding alcohol and youth



Co-funded by
the Health Programme
of the European Union

- Advocacy in alcohol policies, aimed at those willing to influence local, national and international authorities on alcohol policy and advocacy

Additionally, 5 participants were chosen to participate in special session of preparing and drafting the Bursa youth paper, which followed the lead of the Bled Youth Paper from 1st EAPYC.

More details about the workshops and the workshop leaders can be found in the conference booklet. All the trainers met beforehand in Brussels on a short two days Training 4 Trainers session in Brussels, where they received additional instructions and began with the preparation for their workshop.

b) Plenaries

Two plenaries took place, the opening plenary on 11th December 2014 and the closing plenary on 15th December. The plenaries were meant as input from experts for the young people attending the conference to get clearer picture of the problem of alcohol in general. Below a list of speakers can be found with the titles of their presentations.

Opening plenary speeches:

- Alcohol in Europe – Consumption, Harm and the Policy Response Lars Moller, WHO
- Alcohol and Cancer: What do we know, Dr Wendy Yared, European Cancer League
- Why And How Scotland Decided To Get Serious About The Price Of Alcohol? Dr Peter Rice, Scottish Health Action on Alcohol Problems
- Reducing alcohol harm: What does the science say we should do? Effective Alcohol Policy, Katherine Brown, Institute of Alcohol Studies
- CNAPA Action Plan on reducing binge drinking, Arila Pochet, European Commission
- Eurocare Recommendations for a Future EU Alcohol Strategy, Mariann Skar, Eurocare
- Alcohol and Youth – Why should only the devil get all the best tunes? Jan Peloza, APYN

Closing plenary speeches:

- Engagement of youth organisations in prevention interventions in the field of alcohol policy, Matej Košir, Institute Utrip
- Eyes on Ages: Alcohol age limits in Europe and how to enforce them effectively, Wim van Dalen, STAP
- Youth view on alcohol policies Daša Kokole, APYN
- French legislation on alcohol marketing (Loi Evin), Claude Riviere, ANPAA
- Alcohol Policy – Meeting the Challenge, Sven-Olov Carlsson, IOGT International



Co-funded by
the Health Programme
of the European Union

- The Generational Challenge of Alcohol: The View from New York, Robert Pezzolesi, NY Alcohol Policy Alliance

c) Thematic sessions

Most of the experts attending the conference held also specific thematic sessions, which took place parallel to each. The aim of the thematic sessions was to take an in-depth look into certain topic in the expert's area of expertise in smaller groups.

List of the thematic sessions:

- The Alcohol Industry: innovative in marketing but conservative in their strategies, Wim van Dalen, STAP
- Getting The Best Buys Into The Shopping Basket: Implementing An Evidenced Based Alcohol Policy. Dr Peter Rice, Scottish Health Action on Alcohol Problems
- Labeling and pregnancy - the story of a success, Claude Riviere, ANPAA France,
- Six steps towards an effective advocacy campaign: Katherine Brown, IAS
- Labeling on Alcohol Beverages, Mariann Skar (Eurocare) and Lars Moller (WHO)
- Using Social Media to Communicate Alcohol and Cancer Prevention Dr Wendy Yared, European Cancer League
- Rounding Up the Unusual Suspects: Engaging Non-Traditional Stakeholders in Alcohol Policy Efforts, Robert Pezzolesi, NY Alcohol Policy Alliance
- Harnessing the Power of Faith Communities for Alcohol Policy Change, Robert Pezzolesi, NY Alcohol Policy Alliance
- Application of the European drug prevention quality standards: a quick guide, Matej Košir, Institute Utrip

Dissemination

The conference had it's own website (www.apyn.org/conference) and Facebook page: <https://www.facebook.com/eapyc2014>, which amassed 314 followers before, during and after the conference.

Additionally, a team of 10 young journalists took care of preparing daily newsletters and being in contact with the local media.

Evaluation

Evaluation has been carried out at the end of the event by means of questionnaire and the report on the evaluation results is attached (Annex 14).



Co-funded by
the Health Programme
of the European Union

Additional value of the 2nd EAPYC to the Let it hAPYN project

The Let it hAPYN training »Empowering youth organisations working on the field of alcohol« aimed mostly at individuals who come from youth organisation and already had some background on alcohol – already when disseminating, the training was only disseminated among the collaborating partners and participants of the survey of mapping the alcohol prevention in Europe. EAPYC was completely open also to individuals, not just YO, also those with no experience and more loosely based on the topics. Since the EAPYC was mainly funded by the Turkish authorities and was (apart from the travel) free for the participants, it made sense to invite the project partners and collaborating partners from the EU to attend also this event, even though it didn't take place in the EU itself.

Since organisational and logistic matters were taken over by team of Turkish organisers, APYN in particular could focus more on preparing the content, in connection with the other project partners. All of the project partner representatives attended the event as speakers on plenaries and at the thematic sessions.

The event was quite big in terms of number of participants, and APYN was aware a big team of trainers will be needed in order to carry out good quality workshops. We count as a great success for the project, that out of the 15 trainers, there were 10 who were also attending Let it hAPYN event in Amsterdam- both APYN board and secretariat members and participants, who got more involved after the event. In this way the content from the Let it hAPYN event was further disseminated also in the EAPYC. There were also some young people who have participated in the Let it hAPYN event in Amsterdam where they became more interested in the topic of alcohol, so they decided to join this event as well, and some of them brought along also their friends. The event was also a good opportunity to promote the Boost my project initiative.

The added value of this event for EU despite the event not taking place in the EU was therefore the possibility of trainers and speakers (who mainly came from EU and were closely connected to the Let it hAPYN project) to further transfer their knowledge to other young people from EU (with the side effect of disseminating it also to people who are not from EU), with the only costs incurring being the travel costs of the participants and speakers, as most of the costs have been covered by Turkish Tobacco and Alcohol Market Regulatory Authority.



Co-funded by
the Health Programme
of the European Union