

ADVOCACY NORTH REPORT



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THE BEST WAYS TO USE NORDAN RESSOURCES 2014 ?

ADVOCACY NORTH PROJECT

NORDAN WORKING TOGETHER ON TARGETED ACTIONS:

**PUSH FOR A NORDIC COUNCIL OF MINISTERS 2:0 RESOLUTION
TO RE-IGNITE EUROPEAN ALCOHOL POLICY**

**USE THE PASSIVE DRINKING CONCEPT
TO ADVOCATE THE FULL PICTURE OF ALCOHOL RELATED HARM**

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NordAN ?

NordAN member organizations are primarily volunteer organizations, networks and foundations that represent a diversity of views, cultural attitudes, activity and competences within the alcohol and drug field in their home countries.

They are involved in research and advocacy, education and training of voluntary and professional community workers, counseling services, residential and treatments services for drinkers, users of drugs and their families, support for children at risk, workplace actions and school based programs as well as awareness information to the public in general.

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NordAN ?

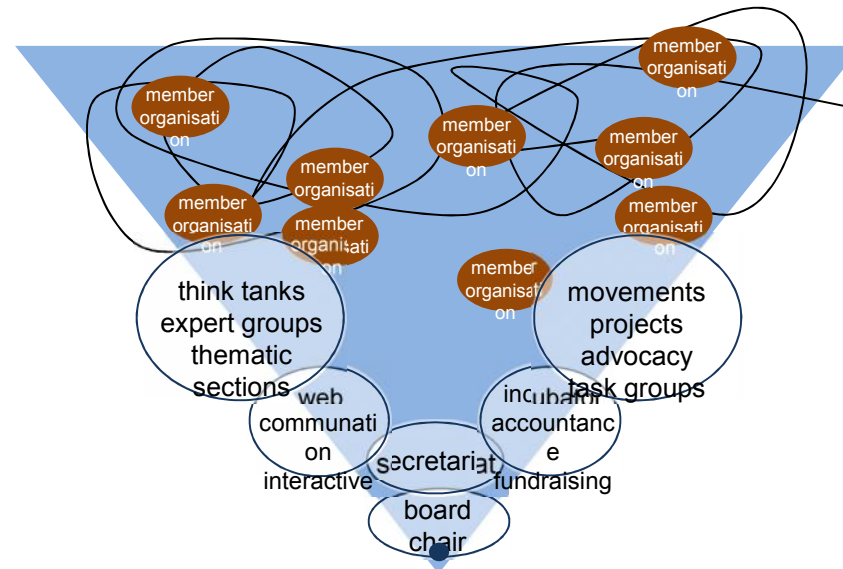
As a network NordAN advocates the prevention and reducing of alcohol- and drug related harm through effective evidence based alcohol- and drug policy in the **Nordic and Baltic countries and in the entire Northern dimension region of Europe.**

NordAN strives to be a facilitator and a resource for its members and affiliates, providing service for members, the inter government organizations and the media **concerning health and social issues in general and drug and alcohol policy in particular.**

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ALCOHOL & SOCIETY, DENMARK PROPOSAL FOR NordAN 2011 ACTION PLAN



- **SUGGESTION TO PUT ORGANISATION "UPSIDE DOWN"**
(less administration and more joint actions, projects and sections)
- **IDEA & SHORT VERSION OF ADVOCACY NORTH PROJECT**
- **IDEA & SHORT VERSION OF PASSIVE DRINKING "PROJECT"**

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2012: New Nordic Alcohol Policy Plan 2014 – 2020 Nordic Council Welfare Committee:

Current trends show that the policy is under pressure, both from the international alcohol industries and from farmers who wish to sell alcohol on their farms. All these stakeholders want to dismantle parts of the alcohol policy measures in the Nordic countries.

The question the Welfare Committee is asking is what must be done to revive interest in considering the problems of alcohol at all levels of initiative, from political decision-makers via national authorities, to local communities, NGOs and the individual.

Welfare Committee believes that the development of attitudes to alcohol policy shows that **decision-makers and the general population need to update knowledge and learn more about the effects of alcohol.**



2012: New Nordic Alcohol Policy Plan 2014 - 2020 Nordic Council Welfare Committee:

Welfare Committee feels that the time has come to **revise the alcohol policy action plan from 2004**, and proposes that the Nordic Council of Ministers initiates a project to prepare a **new Nordic alcohol policy plan 2014-2020**.

Welfare Committee therefore requests the Council of Ministers to prepare a revised alcohol policy plan before 2014.

Nordic Council recommends to the Nordic Council of Ministers to establish a **new working group** with representation from all the Nordic countries, to:

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- **Prepare a basis document** to MR-S with recommendations and initiatives for a new strategy for sustainable alcohol and tobacco policies in the Nordic Region 2014-2020
- **Look at the relevance of the initiatives which researchers recommend** are the most effective for reducing alcohol-related problems
- **Increase Nordic co-operation with the UN, WHO and EU** on Nordic, European and global measures to strengthen public health through prevention of the harmful effects of alcohol
- **Prepare a plan for Nordic measures to contribute to a global alcohol reduction by 10 per cent by 2025**, through relevant international organisations, cf. the work of the UN, WHO and the EU

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2012: New Nordic Alcohol Policy Plan 2014 - 2020 **NordAN Advocacy North Project centrepiece:**

NordAN AN project strongly support the proposal for a revised “NCM alcohol policy plan 2014 – 2020” preparing for Nordic measures to contribute to a global reduction of alcohol consumption by 10% by 2025 through relevant international organisations.

History seems to prove that joint alcohol policy initiatives by the Nordic Council Ministers on health and social affaires often have had strong impact on regional, European and even global alcohol policy.

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New Nordic Alcohol Policy Plan 2014 - 2020 **Advocacy North project achievements 2013:**

Malmö, October 2012:

Passive Drinking Section

International Passive Drinking network launched

Vilnius, May 2103:

International Marketing Seminar

(Proposal for NordAN section & Position Paper)

Copenhagen, August 2013:

Dialogue meeting on Northern Alcohol Policy 2014 /2020

(NordAN, Nordic Council Welfare Committee and SG of Nordic Council of Ministers)

Tallinn, October 2013:

Passive Drinking section:

New Perspective on alcohol related harm

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Passive Drinking Concept



NEW PERSPECTIVES ON ALCOHOL RELATED HARM ?

Paradigms:

Drunkenness 1880 - 1930

Theori of alcoholism / addiction 1930 - 1975

Public health perspective 1975 -

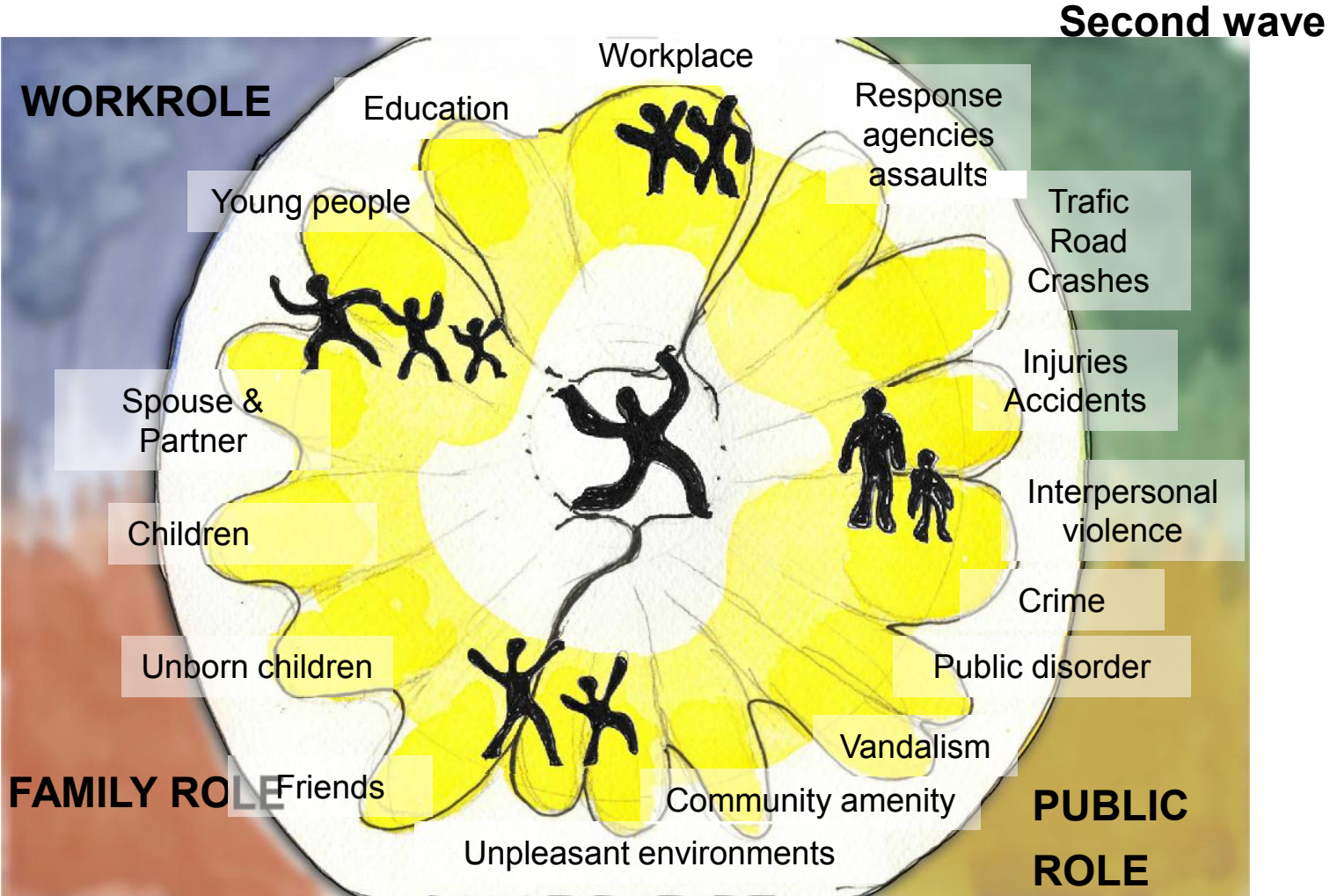
Current challenging point of views:

Brain disease ? focus on medicine for daily drinkers

Passive drinking ? focus on incidents & social relationships

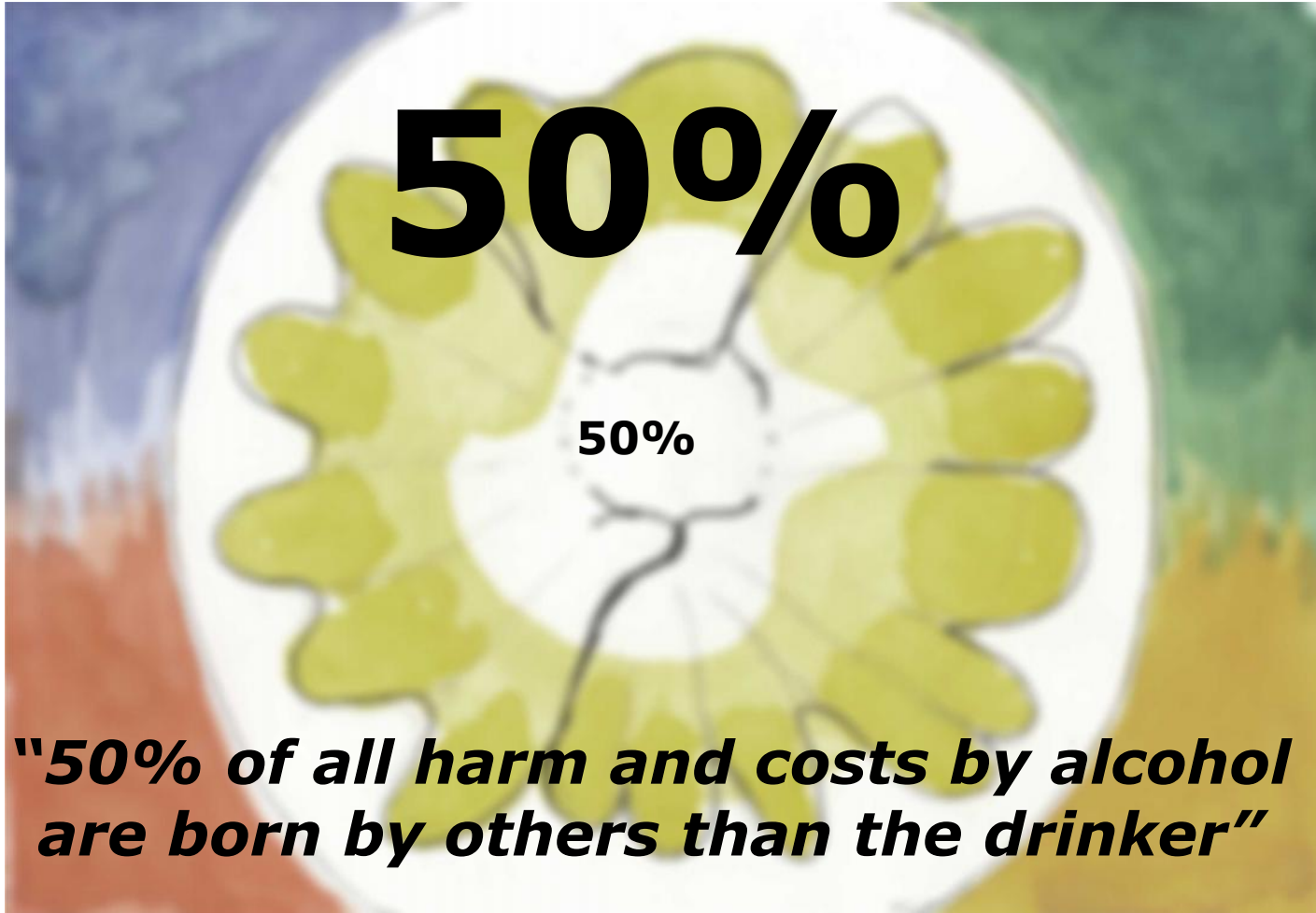


Definition Passive Drinking





Passive Drinking



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Plan 2014 - extracts from SAFF application 2014:

January – March 2014:

Joint actions towards politicians and decisive bodies in Northern Dimension

Early spring (March) 2014:

Status seminar on Nordic Councils 2014-2020 initiative. Stockholm, Sweden ?

“Nordic alcohol and tobacco policies in a public health perspective” (NCM 2:0)

Late spring (May) 2014:

Expert seminar on Passive drinking. Riga, Latvia ?

International Passive Drinking network and NordAN Passive Drinking section

October 2014:

NordAN Conference 2014 Oslo, Norway ?

Northern Dimension Expert Conference on Alcohol Related Harm (NCM 2:0)

October / November 2014:

Nordic Council 66th Session

AN project presentation workshop by Nordic Council welfare committee

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