



Nordic Alcohol and Drug Policy Network Action Plan 2014-2015

Nordic alcohol and drug policy

NordAN is based on supporting and advocating alcohol and drug policies that are evidence-based and proven to be effective in decreasing alcohol and drug related harms.

NordAN will continue with a focus on advocating public health oriented alcohol and drug policy in pan-Nordic and Baltic level as well as on national level. Through its input and cooperation with Eurocare and GAPA, NordAN will give a voice to the Nordic experience in implementing successful policy strategies.

Strengthening membership

NordAN will continue focusing its membership list by renewing contacts, raising the involvement of member organisations and raising the number of organisations who are paying the membership fee and who are actively participating in networks activities.

Cooperation with Norden and Baltic Assembly

NordAN is putting priority into having a good cooperation with different institutions like Nordic Council of Ministers, Nordic Council, Nordic Centre for Welfare and Social Issues, The Northern Dimension Partnership in Public Health and Social Well-being, Baltic Assembly but also European Commission and WHO Europe. Special focus in 2015 will be put on developing a working relationship with Baltic Assembly and its cooperation with the Nordic Council.

Alcohol advertising and monitoring

At the Riga Conference NordAN will adopt its alcohol advertising policy paper with an action plan for its member organisations and network at large. NordAN will continue to actively support its member countries efforts in reducing the level of alcohol advertising exposure with a goal of alcohol advertising ban. In September NordAN will have another seminar on alcohol advertising and monitoring.

Nordic-Baltic alcohol and drug policy annual report

We will produce and publish a Nordic-Baltic Report on alcohol policy developments in Nordic and Baltic countries, covering policy changes, consumption and enforcement issues, civil society actions etc. It will become another major regular component for NordAN besides annual conference in October.

Media advocacy

NordAN understands that to be effective in advocacy it needs support from media. We will build up our work with media as well as in social media channels (mainly Facebook).

Drug policy

In 2014 NordAN has recommitted also to drug policy and during Riga General Assembly we will consider further steps in this policy field, e.g. becoming partners in the Drug Policy Futures

initiatives and if this decision is taken, we will explore our options of being active partner. If the proposal is rejected we will explore other ways to support effective drug policies. We will include drug policy as a special topic also in the new annual report.

Alcohol and flying

NordAN committed to this subject with a resolution adopted at the Malmö conference in 2012. We will continue collecting materials and build connections and bridges with relevant experts and institutions. At the Tallinn conference (2013) we created a connection with the European Commission and in Riga (2014) with IATA.

Social marketing

NordAN will organize a social marketing workshop at the 6th European Alcohol Policy conference in November in Brussels. We will continue collecting materials and searching for ways to help organisations, institutions and countries to cooperate in the fields of social marketing.

Alcohol Awareness Week

We will explore ways to cooperate with DHS, the umbrella organisation in Germany, in organizing an Alcohol Awareness Week that the DHS has organized in Germany for several years and now they search for international partners from different countries and regions. In February we will have a seminar with DHS.

NordAN conference in Helsinki

As decided at the Tallinn General Assembly in 2013, the next NordAN conference will be in Helsinki, Finland.

Nordic Alcohol Policy model booklet

We will produce and print a special booklet about the Nordic Alcohol Policy model. To be used at NordAN events, with advocacy work on national and international level, at the European Alcohol and Health Forum etc.

Roundtables/events

We will organize 4 project seminar/events (with planned topics)

1. February/March - Alcohol Awareness Week initiative seminar. In cooperation with DHS from Germany.
2. April/May - Alcohol policy situation. Launch of the NordAN report. Stockholm, Sweden.
3. August/September - Alcohol marketing seminar. Vilnius, Lithuania.
4. October - Conference in Helsinki, Finland