



# Global Alcohol Policy Conference - GAPC

13 – 15 February 2012 at Grand Diamond Ballroom, Impact Forum, Nonthaburi, Thailand

## Type of presentation

P1: Technical talks

P2: Panel discussion

P3: Casual /inspiration talk

C1: 1 hour presentation and 30 minutes discussion

C2: 30 minutes presentation and 1 hour discussion

C3: Interactive discussion (1.30 hour)

## Day I (Feb 13<sup>th</sup>): ALCOHOL-RELATED HARMES

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
<b>Plenary 1</b> 9.00-10.30 (1 hr. 30 min.)	<b>Plenary</b>	P3	Opening Performance & Introduction (10 min)					
			<ul style="list-style-type: none"> <li>Welcome Speeches from Co-hosts: Global Alcohol Policy Alliance (GAPA), Ministry of Public Health and Thai Health Promotion Foundation (ThaiHealth) (5 min each. total 15 min)</li> <li>Welcome Speech and Introduction to the Global Strategy to Reduce the Harmful Use of Alcohol by WHO Deputy Director-General Dr. Anarfi Asamoah-Baah (15 min)</li> </ul>					
		P1	"Global Burden of Disease, Spread of Alcohol and Aims of Alcohol Policy" by Dr. Jurgen Rehm (30 min)					
		P3	"From Harms to Hope" by 3 Victims from Harmful Use of Alcohol (20 min)					
Break 10.30-11.00 (30 min)								
<b>Concurrent 1</b> 11.00-12.30 (1 hr. 30 min.)	<b>A</b>	C 2	Alcohol and Economy	Mr. Derek Rutherford	Dr. Brian Easton "Alcohol and the Economy : No Ordinary Commodity"	Dr. Vivek Benegal "Social Cost of Alcohol Misuse in India"	Mr. Dennis Bekmuradov "What is the economic burden of prenatal exposure to alcohol"	Mr. Øystein Bakke "A global health and development issues"
	<b>B</b>	C 1	Alcohol and NCD	Dr. Siriwat Tiptaradol	Dr. Sundaram Arulraj "Alcohol and non communicable disease"	Prof. Guilherme Borges Guimarães "Alcohol and injury in the emergency department"	Mrs. Mirian Sunmee "Analysis of alcohol related injury characteristic in the Emergency Room"	Dr. Han Tieru "Alcohol control as NCD risk factor intervention"

## Day I (Feb 13<sup>th</sup>): ALCOHOL-RELATED HARMS (Continued)

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
	C	C 2	Alcohol with Crime, Violence and Assault	Mr. Dag Rekke	Ms. Aadielah Maker "The link that needs to be broken"	Mr. Howard Broad "Alcohol the aggravator - Enforcing alcohol laws in New Zealand"	Mr. Dag Endal "Engaging men in alcohol prevention"	Ms. Rahab Mwit "Addressing impact of alcohol use among police officer Nakuru Kenya"
	D	C 2	<p>"Alcohol, HIV and other communicable diseases: policy and program implications" Organizers: WHO and PEPFAR (joint session)</p> <p><b>Co-chairs:</b> Dr. Vladimir Poznyak and Dr. Nina Hasen</p> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Prof. Jurgen Rehm "Alcohol and communicable diseases: where do we stand with the evidence of relationship? (15 min)</li> <li>2. Dr. Mary Glenshaw "Alcohol—HIV prevention Initiative: translating best practices into local action in low resourced settings (10 min)</li> <li>3. Prof. Melvyn Freeman "Addressing harmful use of alcohol and communicable diseases: challenges for policy and programme development at the national level (10 min).</li> </ol> <p>"What do we know? What shall we do? Policy and programme implications" (45 minutes).</p> <p><b>Panelists:</b> Prof. Charles Parry, Ms. Maria Renstrom , Dr. Joseph Mbatia and Ms. Rene Adams.</p>					
Lunch 12.30 -13.30 (1 hr)								
Plenary 2 13.30-15.00 (1 hr. 30 min.)	Plenary	P1	"Alcohol's Harms to Others – New Directions in Measuring the Health and Social Impact of Drinking" by Prof. Robin Room (30 min.)					
			"Alcohol and HIV: Focus on Sub-Saharan Africa" by Prof. Charles Parry (30 min.)					
			"Alcohol Policy in Context of Poverty" by Prof. Diyanath Samarasinghe (30 min.)					
Break 15.00 - 15.30 (30 min)								

## Day I (Feb 13<sup>th</sup>): ALCOHOL-RELATED HARMS (Continued)

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
<b>Concurrent 2</b> 15.30-17.00 (1 hr. 30 min.)	<b>A</b>	C 1	Alcohol in the Emerging Market: Situation and Trend	Dr. David Jernigan	Dr. Maristela G. Monteiro "Alcohol Consumption and harm in Latin America and the Caribbean"	Dr. Isidore Obot "Alcohol in sub-Saharan Africa: the current situation"	Prof. Parichart Sthapitanonda "CSR activities of alcohol industry in Thailand and youth: The challenging implications for the non-alcohol activists and health educators"	Mr. Venkata Subbarow Narayanana "Thrusting Young Minds into trusting alcohol - Current Trend of Creating Alcoholic society"
	<b>B</b>	C 1	Alcohol and Family	Dr. Mushtaque Chowdhury	Dr. Douangsamone Dalavong "Alcohol Drinking and Domestic Violence in Lao PDR"	Mr. Jaded Chouwilai "Male quit drinkers : consequences and their role in stopping domestic violence"	Asst. Prof. Aires Gameiro "A new paradigm in alcohol global policy, Alcohol harm caused to others by pregnant women, parents and drivers. Some data on Portugal and its Atlantic Regions: Madeira and Azores."	
	<b>C</b>	C 2	Alcohol and well-being/ social capital, human capital	Mr. Esbjorn Hornberg	Dr. Krissada Ruengareerat "Catalyzing a national alcohol consumption prevention movement: ThaiHealth's working model"	Mr. Pubudu Sumanasekara " Why people understand alcohol use as positive and beneficial for well-being"	Mrs. Kavita Ratna "Children counter alcohol abuse- and hold their government accountable – with information, collective strength and empathy"	Asst. Prof. Tawanchai Jirapramukpitak "The impact of wealth inequity on problem drinking among rural Thai elders, a prospective population-based cohort study"

## Day I (Feb 13<sup>th</sup>): ALCOHOL-RELATED HARMS (Continued)

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
<b>Workshop</b> 15.30 – 17.00 (1 hr. 30 min.)	Plenary	C3	“Mobilize the Global Alcohol Strategy in Regional Context: <b>SEARO</b> ” <b>Chair:</b> Dr. Nopporn Cheanklin <b>Secretariat:</b> Dr. Vijay Chandra					
	D		“Mobilize the Global Alcohol Strategy in Regional Context: <b>WPRO</b> ” <b>Co-Chair:</b> Dr. Han Tieru and Dr. Sin Sovann <b>Secretariat:</b> Ms. Nina Rhen Mendoza					
	Sapphire 7-8 (1 <sup>st</sup> Flr.)		“Mobilize the Global Alcohol Strategy in Regional Context: <b>Other WHO Regions</b> ” <b>Chair:</b> Mr. Bernt Bull <b>Secretariat:</b> Dr. Vladimir Poznyak					
17.00 - 18.00 (1 hr.)	B	C3	GAPC Declaration Review <b>Chair:</b> Dr. Viroj Tangcharoensathien <b>Secretariat:</b> Dr. David Jernigan and Mr. Dag Rekve					
<b>Dinner talk</b> 18.00 - 20.00 (2 hrs.)	Plenary	P3	Welcome Speech by the Thai Prime Minister (15 min)					
			“Innovative Social Marketing as a Tool Supporting Alcohol Policy Advocacy” by Prof. Udomsil Srisangnam (20 min)					
			Cultural Performance & Welcome Reception (Cocktail)					

## Day 2 (Feb 14<sup>th</sup>): CONTEXT, CAPACITY AND COLLABORATION

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4	
<b>Plenary 3</b> 9.00 - 9.30 (30 min)	<b>Plenary</b>	P1	"Implementation of the Global Alcohol Strategy" by Dr. Shekhar Saxena (30 min)						
<b>Concurrent 3</b> 9.30 - 10.30 (1 hr.)	<b>A</b>	C 3	Networking Beyond Health including GO and NGO	Mr. Øystein Bakke	Ms. Rebecca Ramirez "Public health and law enforcement partnerships: Maximizing each other's strengths"	Dr. Andrew Hearn "The New Zealand Experience – Organising Liquor Law Enforcement Locally and Nationally"	Dr. Kong Mom "Networking for alcohol control in Cambodia"		
	<b>B</b>	C 3	Put Alcohol on Political Agenda	<b>Chair:</b> Mr. Derek Rutherford <b>Panelist:</b> Dr. Evelyn Gillan, Mr. Sven Olov Carlsson, Mrs. Luz Maria Garcia Rivas and Ms. Katherine Brown					
	<b>C</b>	C 2	Alcohol Marketing: The Vector of Alcohol Epidemic	Dr. Sungsoo Chun	Dr. David Jernigan "Alcohol Marketing in the Digital Space: Results of a Brand Scan"	Prof. Parichart Sthapitanonda "The role of social media in promoting alcohol consumption : issues and solutions"			
	<b>D</b>	C 3	Building up Global NGO Capacity	Dr. Nopporn Cheanklin	Ms. Patti Rundall "Conflicts of Interest: maintaining the strength and independence of the NGO sector"	Mr. George Hacker "Global alcohol policy: lessons learned from GAPA Geneva Advocacy"	Ms. Shoba John "Building Global NGO Capacity: What worked for Tobacco Control?"		
Break 10.30 - 11.00 (30 min)									
<b>Concurrent 4</b> 11.00-12.00 (1 hr.)	<b>A</b>	C 2	The Role of Civil Society at National and Local Level	Dr. Isidore Obot	Ms. Nicole Holt "Advancing Alcohol Policy through Civic Engagement: Passion, Capacity, Strategy"	Asst. Prof. Supreda Adulyanon "The role of civil society in social movement and alcohol policy advocacy in Thailand"	Dr. Tsevelmaa Baldan "Achievements by NGOs in Alcohol Policy in Mongolia"	Mr. Roger Mutaawe "The role of civil society in the development of an effective national alcohol policy; a case of Uganda"	

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
	<b>B</b>	C 2	Linking Research to Policy	Dr. Maureen Birmingham	Dr. Ann Hope "Making the Case: Turning science into policy"	Dr. Nguyen Van Tien "Production, using alcohol in Vietnam, the way to making Bill on Alcohol control"	Prof. Allyn Taylor "The development of a legal framework for global alcohol policy: lessons from the FCTC."	
	<b>C</b>	C 1	Research, Monitoring and Surveillance System	Dr. Sundaram Arulraj	Dr. Vladimir Poznyak "WHO global monitoring frameworks and research initiatives on alcohol and health".	Prof. Sally Casswell "International Alcohol Control (IAC) study – collecting policy relevant alcohol data cross-country"	Ms. Raimee Eck "Center on alcohol marketing and youth, public health surveillance of alcohol industry advertisement practices in traditional and emerging media"	Dr. Prasantha De Silva "Measuring alcohol in Sri Lanka"
	<b>D</b>	C 1	Health System and Alcohol	Assoc. Prof. Sawitri Assanangkornchai	Dr. Easton Reid "How does the Korean health system work on moderating Alcohol"	Dr. Wonchat Subhachaturas "Alcohol: the health burden"	Mr. Lawrence Engurat "How the hotline can assist in addressing alcohol abuse in the community and the process of policy formulation"	
Lunch 12.00 - 13.00 (1 hr.)								
12.00 – 18.00	Field trips (Gather on the 1 <sup>st</sup> floor at 12.00 hrs. The bus leaves by 12.30 hrs. *Lunch and snack boxes are served on the bus)							
13.00 – 17.00	Indoor activities from local alliances at the Activity Area (Coffee break is provided at 15.00 – 15.30 hrs.)							

### Day 3 (Feb 15<sup>th</sup>): ALCOHOL POLICY INTERVENTION

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
<b>Plenary 4</b> 9.00-10.00 (1 hr.)	<b>Plenary</b>	P2	Countering Framing Critical of Effective Alcohol Policy	<b>Chair:</b> Dr. David Jernigan <b>Panelist:</b> Dr. Vladimir Poznyak, Mr. Derek Rutherford, Prof. Sally Casswell and Dr. Thaksaphon Thamarangsi				
Break 10.00 - 10.30 (30 min)								
<b>Concurrent 5</b> 10.30-12.00 (1 hr. 30 min.)	<b>A</b>	C 2	Community Intervention & Faith-Based Intervention	Rev. Prof. Stephen Orchard	Ms. Sally Liggins "Building a nationwide alcohol community action project"	Mr. Theera Watcharapranee "Alcohol-free Buddhist lent period: 9 years of experiences"	Rev. Cynthia Abrams "Advocacy for the common good: faith community participation in public health policy"	Ms. Savera Kalideen "Community advocacy for safer social spaces"
	<b>B</b>	C 2	Regulate the Availability, MPA	Dr. Vijay Chandra	Dr. Eduardo Hernandez Alarcó "Community coalitions and local alcohol policy issues in Latin America"	Dr. Surasak Chaiyasong "Role of informal alcohol in implementation of availability controls"	Dr. Neo Morojele "Alcohol availability, use and problems in South Africa: Implications for policy"	Mr. Okokon Umoh "Perception of alcohol availability promotion and policy by Nigerian university student"
	<b>C</b>	C 2	Drink Driving Countermeasure	Dr. Sapon Iamsirithaworn	Mr. NAM Nguyen Phuong "Drink drive prevention in Viet Nam"	Dr. Sungsoo Chun "Effects of the Korean policies to combat drink driving"	Mr. Ren Tao "An Introduction on the Management of Drinking and Driving in China"	Mr. Howard Broad "New Zealand's drink/drive policing campaign"
	<b>D</b>	C 2	Alcohol Policy and Market Liberalization	Dr. Chutima Akaleephan	Dr. Donald Ziegler "Addressing challenges to alcohol policy from trade agreements"	Prof. Jane Kelsey "The implications of new generation free trade agreements for alcohol policies"	Mr. Lauri Beekman "Alcohol policy in Estonia – country in transition"	Mr. Jacek Moskalewicz "Alcohol policy and market liberalization, a case study from Poland"
Lunch 12.00 - 13.00 (1 hr.)								

### Day 3 (Feb 15<sup>th</sup>): ALCOHOL POLICY INTERVENTION (Continued)

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
<b>Concurrent 6</b> 13.00-14.30 (1 hr. 30 min.)	A	C 1	Screening and treatment , accessibility to health system	Assoc. Prof. Sawitri Assanangkornchai	Ms. Marcela Tiburcio "An overview of screening and treatment programs in the Mexican Health System"	Dr. Phunnapa Kittirattanapaiboon "Closing the alcohol treatment gap: the integrated management of alcohol intervention program"	Mr. Olcott Gunasekera "Family clubs – a cost effective methodology for rehabilitation for alcoholics"	Prof. Sandra Jones "Talk to your health professional; Do clinicians talk to pregnant women and older adults about their drinking?"
	B	C 2	Control the Marketing	Dr. Easton Reid	Mr. Jeff Chester "The digital marketing of alcoholic beverages to youth: how social media, mobile devices, personalized data collection and neuromarketing have transformed the global advertising landscape"	Prof. Gerard Hastings "The elusive power of alcohol marketing: why dream catching will never work hearts, minds and the bottom Line"	Ms. Bungon Ritthiphakdee "Control marketing: lessons learn from tobacco control movement"	
	C	C 1	Price and Taxation	Ms. Nina Rehn Mendoza	Dr. Bundit Sornpaisarn "Alternative alcohol taxation approach: a hope for low and middle-income countries"	Prof. Sally Casswell "Affordability of alcohol; a key driver of alcohol demand in New Zealand"	Dr. Evelyn Gillan "Alcohol pricing – policy development and divergence across the four countries of the United Kingdom"	Dr. Brian Easton "Alcohol taxation: an economist's view"
	D	C 1	Presentation of successful abstracts	Mr. Esbjorn Hornberg	Ms. Deepti Singh "Policy recommendation for a comprehensive national legislation on alcohol control in India"	Mr. Tom Farell & Dr. Ross Gordon "Critical Social Marketing; alcohol promotion in the developing world"	Professor Ian Lubek "Harms to Beer-Sellers in Cambodia"	



### Day 3 (Feb 15<sup>th</sup>): ALCOHOL POLICY INTERVENTION (Continued)

Session	Room	Type	Theme	Chair	Speaker 1	Speaker 2	Speaker 3	Speaker 4
	Plenary	C1	Presentation of successful abstracts	Ms. Mariann Skar	Ms. Monika Rueegg "Alcohol policy in Switzerland – a mix of awareness raising and effectively enforced structural measures"	Mrs. Vilia Velikova "The principle of systematic spiralness in alcohol control policy"	Ms. Sondra Davoren "Litigate or legislate: Alcohol marketing, alcohol consumption and using the law to reduce alcohol related cancers."	Dr. Zaza Tsereteli "National alcohol policies in the Northern dimension countries"
Break 14.30 - 15.00 (30 min)								
Plenary 5 15.00-16.30 (1 hr. 30 min.)	Plenary	P1	Now Global Strategy in hand, what next? and comments from the floor (40 min)	<b>Moderator:</b> Ms. Veenarat Laohapakakul <b>Panelist:</b> Dr. Vladimir Poznyak, Mr. Derek Rutherford, Prof. Sally Casswell and Asst. Prof. Supreda Adulyanond				
		P1	Summary of the Conference and implications for the future by Co-lead rapporteurs (20 min)					
		P3	Closing ceremony (30 min)	Presentation of the Declaration Farewell speeches by Co-hosts Looking ahead – GAPC2013 by a representative from Korean Host				