



On 26 November 2008, CPME Executive Committee adopted the following document “**EU Alcohol and Health Forum - proposal for update CPME commitments**” (CPME 2008/231) (referring to CPME 2008/231 FINAL EN/Fr)

EU Alcohol and Health Forum - proposal for update CPME commitments

Recent meetings of the Forum have concentrated on the relevance of commitments made by stakeholders in relation to the ability of those making commitments to deliver them. Experience from similar work in the area of nutrition suggests that commitments made by organisations operating at a supra-national level (such as CPME) need to focus on what can be done by their member organisations at national level, rather than trying to encourage more local behavioural change. In the field of alcohol policy, therefore, we should concentrate on what measurable outputs can be produced by national medical associations at their own level, and which lie within their capacity to undertake.

On the basis that commitments should be verifiable and result in a measurable reduction in alcohol-related harm, CPME submits the following updated commitments to the Forum, all of which can be validated and measured through external assessment and through NMA feedback:

1. A specific lobbying exercise undertaken by NMAs to:
either:
campaign for controls over the advertising of alcohol products on television, radio and press media
or:
campaign for increases in taxation or price to reduce demand
2. Establishing partnerships with industry and other stakeholders to examine what joint ventures exist or can be created in their own countries

3. Build an information section on the NMA website or add appropriate links to existing websites in order to promote sensible drinking, give information about health risks, and signpost services that will support and help problem drinkers