

### Session 1 – Wednesday 9th December – Regulating traditional media – TV, print & sponsorship

14:00	Start of the session, welcome and Introduction: Toni Gual (chair) / EC & Czech hosts <ul style="list-style-type: none"> <li>- Frame of EU Beating Cancer Plan (DG SANTE)</li> <li>- Audio-Visual Media Services Directive (AVMSD) (DG CNECT)</li> <li>- JRC Marketing Codes of Conduct Toolkit (DG JRC)</li> </ul>
14:30	Evidence update - <b>Key messages from science on regulation of alcohol advertising in traditional media</b> – Wim van Dalen (EUCAM) & Gerard Hastings (Stirling, UK)
14:45	Country/EU multi-stakeholder experiences – <b>France, Estonia, FYFA Project (EU)</b>
15:10	Summary by sub-topic expert + Breakout discussions – <i>How can MS be supported to ban alcohol advertising to protect young people, given that self-regulation has been found ineffective? (3 top priorities)</i>
15:50	Feedback to whole group + Wrap up by hosts and session-topic experts
16:40	Close of Session 1

### Session 2 – Monday 14th December – Warning messages and consumer information to counter harm

14:00	Start of the session, welcome back and Introduction: Toni Gual (chair) / EC & Czech hosts <ul style="list-style-type: none"> <li>- Raising awareness of cancer (EU Cancer Plan – DG SANTE)</li> <li>- Warning messages in the AVMSD (DG CNECT)</li> </ul>
14:30	Evidence update - Sub-topic 2: <b>Mandating health information and warning messages</b> – Eva Jané-Llopis (ESADE, ES) & Mariann Skar / Sandra Tricas-Sauras (Eurocare)
14:45	Country/European multi-stakeholder experiences – <b>Ireland, Czech Republic, Slovenia</b>
15:10	Summary by sub-topic expert + Breakout discussions – <i>How can we gather support for accurate and effective warning messages across different governmental sectors? How can messages be tailored to MS?</i>
15:50	Feedback to whole group + Wrap up by hosts and session-topic experts
16:40	Close of Session 2

### Session 3 – Wednesday 16th December – Tackling online media promotion of alcohol

14:00	Start of the session, welcome back and Introduction: Toni Gual (chair) / EC & Czech hosts <ul style="list-style-type: none"> <li>- Frame of EU Beating Cancer Plan (DG SANTE)</li> <li>- Online aspects of the Audio-Visual Media Services Directive (AVMSD) (DG CNECT)</li> </ul>
14:30	Evidence update - Sub-topic 2: <b>Impact and regulation of online marketing</b> – Nathan Critchlow (Stirling, UK) & Hanneke Hendriks (STAP, NL)
14:45	Country/European multi-stakeholder experiences – <b>Finland, Czech Republic, Lithuania</b>
15:10	Summary by sub-topic expert + Breakout discussions – <i>Which are the key policy tools needed to overcome challenges in regulating online alcohol marketing? How can member states support each other in this?</i>
15:50	Feedback to whole group + Wrap up by hosts and session-topic experts
16:40	Close of Session 3

### Session 4 – Mon 21st December – Regulating low-strength alcohol product marketing – closing loopholes

14:00	Start of the session, welcome back and Introduction: Toni Gual (chair) / EC & Czech hosts <ul style="list-style-type: none"> <li>- Frame of EU Beating Cancer Plan (DG SANTE)</li> <li>- Drinking levels and cancer (Jürgen Rehm)</li> </ul>
14:30	Evidence update - Sub-topic 4: <b>Science to support policy on low-strength and non-alcoholic product marketing</b> – Peter Anderson (Maastricht, NL) & Carmen Voogt (Trimbos, NL)
14:45	Country/European multi-stakeholder experiences – <b>Norway, Belgium, EPHA (EU)</b>
15:10	Summary by sub-topic expert + Breakout discussions – <i>How can we promote the switch to low- and no-alcohol alternatives, whilst strengthening regulation of alcohol marketing? – 5 Key points for coherent policy.</i>
15:50	Feedback to whole group + Wrap up by hosts and session-topic experts
16:40	Close of Session 4

## ACKNOWLEDGMENTS AND DISCLAIMER

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