

The DEEP SEAS / FAR SEAS Workshop Series on Alcohol Policy

Introduction

Europe has the highest level of alcohol consumption and alcohol-related harm in the world; and there is a growing awareness of the significant role that alcohol plays in the European burden of disease, premature mortality and costs of healthcare, not to mention human suffering.

[DEEP SEAS](#) and [FAR SEAS](#) are tendered service contract awarded by the European Commission to a coordinated group of institutions lead by the CLÍNIC Foundation for Biomedical Research (FCRB, Barcelona). DEEP SEAS is foreseen to continue and extend the work undertaken by RARHA (Joint Action – Reducing Alcohol Related Harm), and counts on the support of the international scientists, organisations and Member States representatives who were involved in the Joint Action, as well as extending the geographical scope of this group. FAR SEAS focuses attention on the prevention of fetal alcohol spectrum disorders.

The workshops

Among other tasks, **DEEP SEAS** and **FAR SEAS** aim to support European Member States in knowledge gathering, sharing best practice and capacity building for evidence-based alcohol policy and harm-reduction across multiple sectors, adopting a **health in all policies approach**. For this end, with the support of hosts in selected EU member states, and within the frame of the prevention strand of the [EU beating cancer plan](#), the projects will elaborate evidence-based briefing documents and organise a series of 5 multi-sectoral thematic workshops for knowledge exchange and capacity building, throughout 2020-2021:

<i>Workshop title</i> host country - institutions	Broad areas covered	Date (and format)
<i>WS1 – Alcohol Advertising and Sponsorship in Traditional and Digital Media – regulating to reduce harm</i> Czech Republic (CZ) - CUNI / Bureau of CZ Government	Traditional Alcohol Marketing	9 th , 14 th , 16 th , 21 st Dec 2020 (4 online sessions)
	Consumer information	
	Digital Media Marketing	
	Regulating low-strength alcohol	
<i>WS2 – Alcohol and its relation to Socioeconomic Inequalities, Nutrition & Obesity and Cancer</i> Portugal (PT) - SICAD	Socioeconomic Inequalities	Jan/Feb 2021 (date and format TBC)
	Nutrition/Obesity	
	Cancer	
<i>WS3 – Alcohol Taxation, Pricing and Cross-Border Policy</i> Lithuania (LT) - NTAKK / LT Drugs, Tobacco and Alcohol Control Department	Taxation & pricing policy	Apr/May 2021 (date and format TBC)
	Cross-border purchasing	
<i>WS4 – Alcohol Agricultural Policy to Protect Health</i> Slovenia (SI) - NIJZ	Agriculture policies and support mechanisms	Oct 2021 (date and format TBC)
	Carcinogenic products	
<i>WS5 – Assessing national prevalence of FASD</i> Poland (PL) - PARPA	Assessing national prevalence of FAS/FASD	Feb/Mar 2022 (date and format TBC)

Workshop 1 - Alcohol Advertising and Sponsorship in Traditional and Digital Media

The first event in the series comprises a series of 4 online sessions with up to 50 active participants invited (and a number of 'observers' who could learn from the discussions) to address 4 key sub-topics relating to alcohol marketing both online and offline (dates still TBC):

- *Regulating traditional media – television, print, sponsorship*
- *Warning messages and consumer information to counter harm*
- *Tackling online media promotion of alcohol*
- *Regulating low-strength alcohol product marketing – closing loopholes*

The sessions will take place over four afternoons in December 2020, with 'plenary' introductory slots and small breakout group discussion slots in which actors from different policy areas (e.g. health, education, technology, culture) with shared concerns or overlaps, will share experiences and tackle specific questions and challenges which are key to regulating alcohol marketing both online and offline.

The idea is to facilitate clear communication and exchange of perspectives and priorities and to establish sustainable connections which can endure after the events to enhance and promote health in all policy initiatives. Outputs will include peer-reviewed scientific background documents, revised through discussions in the online events; a set of short videos introducing the evidence and ongoing European initiatives and experiences; a workshop report, including recommendations for policy at the national and European levels, coming out of discussions in the sessions.