

# ALCOHOL AND THE CITY

## *European Cities and Alcohol Harm Reduction Project*

### Project Update

An "expert meeting" was held in the Copenhagen Business School on Tuesday 10<sup>th</sup> October & Wednesday 11<sup>th</sup> October 2006.

#### **Attendees:**

Anett Wiingaard	GODA
Anna Bendtsen	Frederiksberg Kommune
Anna Sjoberg	Danish Road Safety Council
Caspar Schlieve	Youth Politician from Radikal Ungdom
Christophe Kirkegaard	Diageo
Ernst Buning	Quest for Quality
Flemming Moestrup	Ungdomsringen Youth Organisation
Gerry Stimson	International Harm Reduction Association
Jack Law	Alcohol Focus Scotland
Jamie Bridge	International Harm Reduction Association
Jean-Marc Monnier	Danish Crime Prevention Council
Julie Paulli Budtz	Danish Road Safety Council
Kamila Lenarczyk	Quest for Quality
Mette Hoxbro	GODA
Michael Jourdan	Centre for Rusmiddelforskning
Morten Hulvej Jorgensen	National Institute of Public Health
Naomi Zybler	Diageo
Rasmus Baagland	Kobenhavns Kommune
Sebastian Tugenges	Centre for Rusmiddelforskning
Stine Reesen	Kobenhavns Kommune
Vibeke Marie Asmussen	Centre for Rusmiddelforskning

#### **Tuesday 10<sup>th</sup> October 2006:**

- 09.20- Welcome:** Gerry Stimson welcomed everyone, introduced the aims of this meeting and spoke briefly about IHRA and why the organisation has developed an interest in alcohol harm reduction and city-level interventions.
- 09.30- Introductions:** Each participant then took it in turns to describe their role, organisation and interests in this project and the alcohol harm reduction field in general.
- 09.40- Presentation:** Ernst Buning spoke about the Alcohol and the City project and alcohol harm reduction in general (see attached slides).
- 10.00- Response:** It was argued that population-level data and interventions are still as crucial as harm reduction. It was also pointed out that, while young people may understand harm reduction messages when they are sober, the challenge is getting them to apply these messages when they are drunk.
- 10.10- Keynote Address:** Jack Law spoke about the experiences, interventions and situation in Scotland (see attached slides).

- 11:15- Presentation:** Vibeke Asmussen spoke about the rapid assessment research that was undertaken in the summer. This research used a wide range of information sources and expertise and focussed on 11-24 year olds. For a copy of the research (or the Executive Summary), please email [bridgejamie@hotmail.com](mailto:bridgejamie@hotmail.com).
- 12:00- Response:** Ernst Buning asked how the existing interventions and practice in Copenhagen fitted together. Current alcohol interventions are not well coordinated and harm reduction materials and campaigns may not be relaying consistent messages.
- 14:00- Discussion:** In two groups, participants talked through the rapid assessment findings and listed key issues and problems in Copenhagen.
- 16:00- Feed-back:** The first group mentioned that the situation is better now than it was 10 years ago, and also mentioned the issue of how to measure harm? Overall, they agreed that there was a real need to put alcohol on the political agenda and that parents must talk to their children. The biggest issue for the second group was the lack of widespread, compulsory server training, especially regarding selling alcohol to heavily intoxicated people (rather than underage serving). This group also discussed alcohol marketing and self-regulation, with key issues being small-scale distributors, ready-to-drink beverages, and marketing in public spaces.

#### **Wednesday 11<sup>th</sup> October 2006:**

- 09:15- Presentation:** Jamie Bridge described city-level interventions and projects that had been carried out elsewhere in the past (see attached slides).
- 09:30- Discussion:** In two groups again, participants formulated concrete "wish lists" of possible interventions or projects. Each participant was asked to think about what their organisation could contribute.
- 11.30- Feed-back:** The first group's wish list contained on-going education programmes for bar license owners (covering bars and clubs and linked to free AMU courses), an ID card campaign to minimise underage sales in supermarkets, a professional network and knowledge base for continued discussions within Copenhagen, and an independent council to monitor and regulate alcohol advertising in Copenhagen. The second group's wish list contained compulsory server training, education for "generalists" about alcohol problems, a local policy group to get alcohol on the political agenda, and study visits to other cities in Europe.
- 12:30- Summary:** Gerry Stimson summarised and combined these wish lists and it was agreed that the key themes were server training, generalist training, ID cards and enforcement, advertising monitoring, network building and policy work. The next steps were then agreed. A focus group will meet on December 14<sup>th</sup> at GODA to discuss server training interventions and IHRA will meet experts in Copenhagen and Scotland over the next few months and will arrange a study visit to view the interventions there.