

# **SCIENTIFIC MEETING ON ALCOHOL INDUSTRY AND ALCOHOL POLICY**

**April 5-7 2006, Copenhagen**

**- ORGANIZED BY THE NORDIC COUNCIL FOR ALCOHOL  
AND DRUG RESEARCH (NAD) and THE SOCIETY FOR  
THE STUDY OF ADDICTION (SSA)**

**- FINANCED BY THE NORWEGIAN GOVERNMENT AND  
THE SSA**

# **MAIN AIMS**

- **GATHER DATA AND CREATE EVIDENCE BASE ON THE ROLES AND ACTIONS OF THE ALCOHOL BEVERAGE INDUSTRY TO THE EXTENT IT HAS TO DO WITH ALCOHOL POLICY**
- **INVESTIGATE THE STRATEGIES AND WHAT DRIVES THE INDUSTRY WITH THE GOAL OF COUNTERBALANCING INDUSTRY STRATEGIES FROM A PUBLIC HEALTH POINT OF VIEW**

# **5 POINTS**

1. THE SALIENCE OF THE MARKETING STRATEGIES
2. HEALTH VS BUSINESS
3. THE IMPORTANCE OF FRAMES
4. LITIGATION
5. CODE OF PRACTICE FOR RESEARCH IN RELATIONS WITH INDUSTRY

# **FURTHER STEPS**

- **PAPERS AND INFORMATION SHOULD BE DISSEMINATED MORE BROADLY**
  - scientific articles and editorials
- **DISCUSSIONS SHOULD BE PROMOTED IN OTHER VENUES**
- **DEVELOPMENT OF AN EXPERTISE GROUP ON THE ALCOHOL INDUSTRY TO LINK WITH OTHER GLOBAL INITIATIVES (ALCOHOL POLICY ALLIANCE)**
- **FOLLOW-UP MEETING**
  - identification of research gaps
  - more case studies
  - alcohol industry case studies
  - development of code of practice
  - consider links to NGO:s, alcohol policy alliance
  - discussion of framework convention on alcohol policy