

AIM

Alcohol in Moderation

ALCOHOL IN MODERATION 21ST ANNIVERSARY CONFERENCE

AIM, Alcohol in Moderation, was founded in 1991 and with its Council of 20 medics and professors has worked tirelessly over the last two decades to ensure that if alcohol is consumed, it is drunk responsibly and in moderation. AIM critiques and peer reviews the evidence base of emerging papers on social, scientific and medical research daily.

This forum focuses on two globally important themes:

'Alcohol Education, what works?' and

The development of lower alcohol beverages, with a spotlight on successful markets and innovations.

Thursday, 18th October 2012

**Registration from 9.30 am,
Conference commences at 10 am prompt**

VENUE:



**The Royal Society of Medicine
1 Wimpole Street,
London W1G 0AE**



**MORNING SESSION (10 – 13.15)
Alcohol Education – what works?**

10	<p>Introduction by Co-Chairs Professor David Kerr, Professor of Citizenship at Birbeck College, University of London and Paul Tuohy, Chief Executive of Mentor and Chair of the Responsibility Deal Alcohol Education Group.</p>
10.05	<p>The Unplugged multi country pilot study - Professor Fabrizio Faggiano, Department of Clinical and Experimental Medicine, Avogadro University, Italy</p> <p>EU-Dap is an experimental study involving 9 centres in 7 European Countries funded by the European Commission (Public Health). The study evaluates 'Unplugged', the school programme covering tobacco, alcohol and drugs education, which includes components on social skills, personal skills, knowledge and normative education. Professor Fabrizio Faggiano will present findings from the evaluation on the Unplugged programme's impact on age of onset of drinking and incidence of binge drinking.</p> 
10.25	<p>The School Health Alcohol Harm Reduction Project originally from Australia and undergoing Random Controlled trial in Glasgow and Northern Ireland - Nyanda McBride PhD, Senior Research Fellow and Project Leader of the National Drug Research Institute, Curtin University, Western Australia and Michael McKay, leader of the Northern Ireland SHAHRP pilot.</p> <p>The SHAHRP project, born in Australia, has been implemented at multiple sites throughout the world. Nyanda McPbride will summarise the implementation for the years 2004, 2005 and 2010. Michael McKay, will summarise the SHAHRP research in Northern Ireland which was completed 2 years ago and was found to have a strong behavioural impact.</p> 
10.45	<p>Social Norms - Jim Turner MD, Executive Director of the National Social Norms Institute and Professor of Clinical Medicine at the University of Virginia, USA will present findings regarding the effect of a social norms approach on drinking behaviour. The Institute's mission includes research, evaluation and dissemination of information on the social norms approach to behaviour change in populations.</p>
11.05	<p align="center">Key Note Speeches</p> <p><i>The Right Honourable Oliver Letwin MP, Minister of State, Cabinet Office</i> will comment on the drivers and psychologies behind the Government's Behaviour Change and 'nudge' policy and how this fits with changing the Nation's attitude to alcohol.</p> <p><i>Despina Spanou, Principal Adviser for Stakeholders and Communication, Directorate General for Health and Consumers, European Commission and Chair of The European Alcohol and Health Forum</i> will comment on EU work on alcohol and health. Alcohol and Health Forum.</p> <p align="center">Questions</p>
11.50	<p>Finding the balance between delivery and evaluation – The Alcohol Education Trust UK</p> <p>The Alcohol Education Trust has a very simple remit - the provision of alcohol education in different ways, to pupils age 11–16 and their parents, and to provide peer reviewed, piloted and flexible resources and lesson plans for teachers.</p> <p>The charity, with eminent teachers as trustees, will report on its findings from the first year of the evaluation of its lesson plans, teacher workbook, dvd and websites www.talkaboutalcohol.com and www.alcholeducationtrust.org among 4,400 year 8 pupils in 33 schools by The National Foundation for Education Research (NFER) and Professor David Kerr.</p> 
12.10	<p>Effective partnership between social aspect organisations and government in France - Alexis Capitant, Director of Entreprise et Prévention</p> <p>The Espace programme is based on the principle that the most effective way to influence young people's behaviour is through the development of their psycho-social skills combined with the gradual introduction of alcohol education, along with the active involvement of teachers and parents throughout. The pilot, implemented by the French Ministry for Education, is led by Entreprise et Prévention.</p> 
12.30	<p>10 years of experience from Spain - Paqui Mbomio, Fundación Alcohol y Sociedad (FAS) and leader of Programa Pedagógico 'Adolescencia y Alcohol'</p> <p>FAS has experience of delivering alcohol education in secondary schools over 10 years in Spain with a budget of E700,000 a year. Seminars are delivered to 12 – 18 year olds in schools by a network of 53 trained professionals. 'Adolescencia y Alcohol' is a free and voluntary programme targeting students aged 12 to 18, their parents and teachers.</p> 
12.50	<p>Sweden – the Northern European experience - Per Hazelius project manager for Prata Om Alkohol</p> <p>The Prata om Alkohol Programme is used by 85% of secondary schools in Sweden and is composed of classroom activities and a family skills programme. The programme also involves a short-story competition about alcohol. Per Hazelius will outline the programme and evaluation findings to date.</p> 
13.10	<p>Closing remarks by Helena Conibear, Executive Director of AIM, Alcohol in Moderation</p>
13.15	<p>Lunch</p>

AFTERNOON SESSION (14.15 - 16.40)
The development of lower alcohol beverages, with a spotlight on successful markets and innovations

14.15	<p style="text-align: center;">Panel discussion as an open question and answer session The medical and physiological benefits of a lower alcohol choice. Alcohol metabolism - the science Blood alcohol concentration - What is it and what affects it?</p> <p>Chaired by <i>Dr Marsha Morgan, Co-Author of the Medical Council on Alcohol publication 'Alcohol and Health' and Consultant Physician for 25 years, specialising in hepatology (the liver) at the University College London's Medical School.</i></p> <p>Panel includes: <i>David Vauzour PhD, Senior Research Associate, Department of Nutrition, Norwich Medical School, University of East Anglia, Norwich, UK</i> <i>Giovanni de Gaetano MD, PhD, Director, Research Laboratories, "John Paul II" Center for High Technology Research and Education in Biomedical Sciences, Catholic University, Campobasso, Italy</i> <i>Lynn Gretkowski MD, Obstetrics and Gynaecology, Faculty member Stanford University, California</i> <i>Creina Stockley PhD, MBA, The Australian Wine Research Institute</i></p>
15.00	Introduction from Chair <i>Scott Wilson, Director of Public Affairs, Molson Coors and Co-Chair of the Responsibility Deal Low Alcohol Group</i> on the achievements of the Low Alcohol Group to date
15.20	Recipe for success <i>Jacobo Olalla, Director General Cerveceros de España</i> explores how the sector has become socially acceptable in Spain, who the consumers are and potential opportunities for the UK based on Spain's experience.
15.40	Innovations in the category Accolade wines showcase their work in the UK in developing lower alcohol wines such as Stowells Light and Banrock station.
16.00	Technology and Winemaking <i>Creina Stockley PhD, MBA of The Australian Wine Research Institute</i> and co-author of 'Controlling the highs and lows of alcohol in wine' will present on how technology and development in winemaking can improve the flavour and consumer appeal of lower alcohol wines.
16.20	Questions and open debate
16.40	Tea and Conference ends

Registration

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Standard registration £150, including lunch		(payable to ALCOHOL IN MODERATION)	

We have a number of free and subsidised places available for researchers, education specialists and Health Editors. Please email jane.hutchings@aim-digest.com to see if you qualify.

Please mail the registration form and any cheques to:
Alcohol in Moderation, Frampton House, Frampton, Dorchester, Dorset DT2 9NH.

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AIM – Alcohol in Moderation was founded in 1991 as an independent not for profit organisation whose role is to communicate ‘The Responsible Drinking Message’ and to summarise and log relevant research, legislation, policy and campaigns regarding alcohol, health, social and policy issues.

AIM MISSION STATEMENT

- To work internationally to disseminate accurate social, scientific and medical research concerning responsible and moderate drinking.
- To strive to ensure that alcohol is consumed responsibly and in moderation.
- To encourage informed and balanced debate on alcohol, health and social issues.
- To communicate and publicise relevant medical and scientific research in a clear and concise format, contributed to by AIM's Council of 20 professors and specialists.
- To publish information via www.alcoholinmoderation.com on moderate drinking and health, social and policy issues – comprehensively indexed and fully searchable without charge.
- To educate consumers on responsible drinking and related health issues via www.drinkingandyou.com and publications, based on national government guidelines enabling consumers to make informed choices regarding drinking.
- To inform and educate those working in the beverage alcohol industry regarding the responsible production, marketing, sale and promotion of alcohol.
- To distribute AIM Digest Online without charge to policy makers, legislators and researchers involved in alcohol issues.
- To direct enquiries towards full, peer reviewed or referenced sources of information and statistics where possible.
- To work with organisations, charities, companies and associations to create programmes, materials and policies built around the responsible consumption of alcohol.

Please contact Sherry Webster for further information about AIM's role and for details of how you can subscribe to our information services and support our work.

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AIM works with a Social, Scientific and Medical Council to bring additional scientific perspectives to current alcohol research, media and public policy debates

AIM SOCIAL, SCIENTIFIC AND MEDICAL COUNCIL

Helena Conibear	Executive and Editorial Director, AIM, Alcohol in Moderation
Professor Alan Crozier	Professor of Plant Biochemistry and Human Nutrition, University of Glasgow
Professor R Curtis Ellison	Section of Preventative Medicine and Epidemiology, Boston University School of Medicine, Boston, USA
Harvey Finkel MD	Clinical Professor of Medicine (oncology and haematology), Boston University School of Medicine
Giovanni de Gaetano MD, PhD	Professor of Biomedical sciences, Director, 'RE ARTU' Research Laboratories, John Paul II Catholic University, Camposso, Italy
Tedd Goldfinger FACC, FCCP	Cardiologist, Desert Heart Foundation, Tucson, University of Arizona
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Professor Oliver James	Senior Research Investigator, University of Newcastle Medical School and Department Director of The Institute of Aging and Health
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Dr Erik Skovenborg	Scandinavian Medical Alcohol Board
Creina S Stockley MSc, MBA	Clinical Pharmacologist, Health and Regulatory Information Manager, The Australian Wine Research Institute
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