

# Time Please... for Change

## Alcohol Action Ireland Conference 2012



Thursday, 1 November, Royal College of Physicians Ireland, D2

Attendance is free. We welcome enquiries from organisations wishing to display their work or have information available at the conference.

All enquiries directed to: [conor@alcoholactionireland.ie](mailto:conor@alcoholactionireland.ie)

Alcohol-related harm costs this country hundreds of lives and billions of Euros every year. Public attitudes support change. National and international speakers will examine key initiatives that could deliver real change.

### PROGRAMME

9.30 am - 10.00 am	<b>Registration</b> <i>Refreshments will be served</i>
10.00 am - 10.15 am	<b>Conference Opening</b>
10.15 am - 11.00 am	<b>Session 1: Alcohol: We are where we are but how did we get here and where do we go?</b> <ul style="list-style-type: none"> <li>■ Dr Jean Long of the Health Research Board on alcohol trends and public attitudes</li> <li>■ Professor Frank Murray, Consultant Gastroenterologist and chair of national alcohol policy group, RCPI</li> </ul>
11.00 am - 11.15 am	<b>Coffee Break</b>
11.15 am - 1.00 pm	<b>Session 2: The Price is Right: Minimum Pricing</b> <i>Chair: Fiona Ryan, Director Alcohol Action Ireland</i> <p>The World Health Organisation has stated that pricing is one of the most effective ways of reducing alcohol-related harm. Scotland is poised to introduce minimum pricing but is being challenged at European level.</p> <ul style="list-style-type: none"> <li>■ Dr John Holmes, Sheffield University, on the Sheffield Alcohol Policy Model and its application to Scotland</li> <li>■ Dr Evelyn Gillan, CEO Alcohol Focus Scotland – campaign for minimum pricing</li> <li>■ Monika Kosinska, Secretary General of the European Public Health Alliance on challenges and opportunities in Europe</li> </ul> <p><i>Question and Answer session</i></p> <b>Session 3: Kicked to touch or all to play for... alcohol sponsorship and marketing</b> <ul style="list-style-type: none"> <li>■ Pat Kenny, lecturer in marketing in DIT on alcohol sponsorship of sports and arts</li> <li>■ Shane Hegarty, Arts Editor of The Irish Times</li> </ul> <p><i>Question and Answer session</i></p>
1.00 pm - 2.00 pm	<b>Lunch</b>
2.00 pm - 2.45 pm	<b>Session 4: Hearts and Minds – what makes a difference?</b> <i>Chair: Dr Ann Hope, Alcohol Policy Consultant and Research Associate, Department of Public Health and Primary Care and School of Social work and Social Policy, Trinity College Dublin</i> <ul style="list-style-type: none"> <li>■ Dr Declan Bedford on how implementing evidence-based policy and legislation has reduced drink driving on our roads</li> <li>■ Kathleen O'Meara, Head of Advocacy and Communications with the Irish Cancer Society on how tobacco-related harm has been reduced</li> <li>■ Pat Harvey, Executive Chairman of Alcohol Forum (formerly the North West Alcohol Forum), on community based initiatives to reduce alcohol-related harm</li> </ul>
2.45 pm - 3.15 pm	<b>Session 5: Generation Next: Left to carry the can for alcohol-related harm?</b> <ul style="list-style-type: none"> <li>■ Speakers tbc</li> </ul>
3.15 pm - 4.00 pm	<b>Session 6: Reducing alcohol-related harm – next steps?</b> <p>Panel Discussion with questions from conference attendees</p> <p><i>Conference attendees will be asked to fill out questions they would like the panel to answer for the final session</i></p>



## Speaker Biographies

**Dr Declan Bedford** is recently retired from the HSE, having worked as a Specialist in Public Health Medicine and Acting Director of Public Health. Dr Bedford will detail how implementing evidence-based policy and legislation on drink driving has had positive impacts in reducing the harms and costs of alcohol on our roads.

**Dr Evelyn Gillan** is the Chief Executive of Alcohol Focus Scotland. Prior to joining Alcohol Focus Scotland, she was the Director of SHAAP (Scottish Health Action on Alcohol Problems), an advocacy group established by the Scottish Medical Royal Colleges and Faculties. Dr Gillan will provide an update on the Scottish Government's proposals to introduce a minimum price per unit of alcohol.

**Pat Harvey**, Management Consultant, Harwyn Ltd, is Executive Chairman of Alcohol Forum (formerly the North West Alcohol Forum). He is a former CEO of the North Western Health Board. Pat is also Independent Chair of the Health Sector Implementation Body for the Public Service (Croke Park) Agreement. He will speak on the Alcohol Forum's work on mobilising communities to reduce harmful alcohol drinking levels.

**Shane Hegarty** is the Arts Editor with The Irish Times newspaper. Shane is also a weekly columnist and comments on a wide range of social and cultural topics. He co-authored with fellow journalist Fintan O'Toole *The Irish Times Book of the 1916 Rising* and is also author of *The Irish (And Other Foreigners)*.

**Dr John Holmes** is a research fellow at Sheffield University. Dr Holmes' background is in social policy research. While at York University he studied trends in child poverty in the UK and developing countries before working for the Institute for Social Change at the University of Manchester. John is working on further developing the Sheffield Alcohol Policy Model which was used by the Scottish Government in its consideration of minimum pricing.

**Dr Ann Hope**, Alcohol Policy Consultant and Research Associate, Department of Public Health and Primary Care and School of Social work and Social Policy, Trinity College Dublin. She is a former national alcohol policy consultant to the Irish Government.

**Pat Kenny** is a lecturer in the School of Marketing, Dublin Institute of Technology.

**Monika Kosinska** is Secretary General of the European Public Health Alliance which advocates for improved public policy that prioritises better health outcomes. Monika has extensive knowledge of public health issues at EU and national level.

**Dr Jean Long** is the Head of Alcohol and Drug Research Unit at the Health Research Board. Dr Long will speak on trends in alcohol use and public attitudes to alcohol and alcohol policies.

**Professor Frank Murray** is Consultant Gastroenterologist at Beaumont Hospital, and chair of the recently established national policy group at the Royal College of Physicians of Ireland which was brought together to address the unacceptably high levels of harm caused by alcohol to health and society.

**Kathleen O'Meara** is Head of Advocacy and Communications at the Irish Cancer Society. She is a former member of Seanad Éireann, as well as having worked as an RTÉ journalist and Ministerial Advisor.

**Fiona Ryan** is Director of Alcohol Action Ireland. She spent eight years working as a journalist in Dublin and Belfast before moving into strategic communications. Prior to Alcohol Action Ireland, she worked for children's charity Barnardos on advocacy initiatives. She has also worked for The Irish Labour Party, Tourism Ireland and TASC – The Think Tank for Action on Social Change.