

Consultation on the pilot European Innovation Partnership on Active and Healthy Ageing

Respondent information	
I am replying:	for my employer (other than a public authority)
Please indicate the sector:	Organisation for older people / patients' organisation / other charity or NGO
Please provide the name of the organisation you work for, the department (if any), the country where the organisation is based and its email address:	
European Alcohol Policy Alliance (Eurocare), Brussels, Belgium, info@eurocare.org	
Barriers to innovation	
What are the 3 main barriers to innovation?	Complex or unclear regulations or lack of regulations Lack of training for end-users Lack of funding
You have ticked 'Complex or unclear regulations or lack of regulations'. Please expand.	
<p>The central meaning of innovation related to renewal, for this to take place people need to change the way they make decisions, they must choose differently. If EU has the ambition to increase average life by two years within 2020 - prevention in young years is the only way forward.</p> <p>Healthy lifestyle with regulations ensuring that healthy options are the easy and cheapest available needs to be in place. The decision makers and regulators have to ensure a healthy environment by regulating marketing of alcohol (at EU level like tobacco), increase price and reduce availability - enforcing drink driving measures etc.</p> <p>Most Europeans drink alcohol, which is associated with more than sixty medical disorders and conditions (Rehm et al 2010a), and which is estimated to be responsible for some ten per cent of the total disease and injury burden in Europe (Anderson & Baumberg 2006). Alcohol use is linked to serious social problems, including violence, crime and work absenteeism. As the 2009 Council of the European Union Conclusions on Alcohol and Health, there are a number of reasons to consider reviewing the impact of alcohol on older people in the European Union (EU) and what can be done about it (Hallgren et al 2010; Scafato 2010).</p>	
You have ticked 'Lack of training for end-users'. Please specify what end user training is required.	
<p>Europeans drink on average 11 litre of pure alcohol each year (double any other region in the world). 7,4% of ill health and premature death in the EU is due to alcohol. 55 million European adults drink to dangerous levels and some 23 million Europeans are dependent on alcohol in any year. Alcohol is involved in 1 in 10 deaths in Europe. 10.000 deaths on the EU roads where alcohol is a contributing factor. It is estimated that alcohol causes nearly 195.000 deaths in the EU each year (over 25% of male deaths in the age group 15-29 years are caused by alcohol).</p> <p>These figures clearly show there is a need for action in order to prevent ill health and premature death. There is a need for information and education of the public, regulations that provide Europeans with safe environments and enforcement of regulations.</p>	
How do you think a European Innovation Partnership could help overcome the innovation barriers identified? Please explain briefly.	
Bringing together different stakeholders that hopefully would push and move policies forward in the same direction can make change possible. However, if Member States, public health experts and civil society need to be engaged and participate at a high level with commitments in order for it to succeed.	

Prevention in young age is the only way Europe will succeed in having a healthy ageing population.

Thinking about the main barrier/s you identified above, please explain how removing a barrier would benefit a specific innovation for active and healthy ageing (please provide a concrete example of a product or service and how it helps active and healthy ageing).

Enforcing drink driving measures like reducing blood alcohol level to 0,5 has saved lives (from 17.000 to 10.000 deaths pr year in the EU). Enforcing, introducing or increasing age limits for buying and selling alcohol to 18 years protect adolescents who have a greater vulnerability. Alcohol can lead to structural changes in the brain and at high levels of consumptions can permanently impair brain development in young people. Youths who begin drinking in early life are significantly more likely to become dependent on alcohol later.

Drinking by adolescents and young adults is associated with traffic accidents, injury and death, suicide and depression - by tackling this Europe will be able in increase the average life years by 2 years within 2020.

Existing initiatives

Have you been involved in programmes, initiatives or projects relating to innovation for active and healthy ageing (e.g. research, technology transfer, capacity building, training, financing, deployment, validation/testing of new solutions, standardisation) at trans-national, national, regional or local level?

Yes

Please describe *one* such programme, initiative or project and explain how you were involved.

Name of programme, initiative or project

Eurocare organized and hosted the 4th European Alcohol Policy conference in 2010

Target group (You can tick more than one target group).

Health and social care professionals
Regulators
Other

You have ticked 'other'. Please specify what other target group.

civil society working to prevent and reduce alcohol related harm

Aim of the programme, initiative and/or action

Bringing together policy and decision makers with public health experts and civil society with the aim to build capacity to improve the health of European citizens. the conference should stimulate action in alcohol policy at the Global, European, National, Regional and Municipal levels.

Partners

Alcohol Policy Network WHO Europe European Commission

Outcome

280 participants from 32 countries
1 health minister (Estonia) and 1 deputy minister (Poland)
Representatives from 4 directorate general at EU level and representatives from Health Ministries from almost all EU Member States.
Ten call for actions were produced and have been widely disseminated

Web link

www.eurocare.org

What barriers did you encounter in this process?

Financial - it costs to bring together partners from all EU Member States

Future initiatives

How do you think you could contribute to achieving the European Innovation Partnership's strategic objectives (e.g. financing, expertise and know-how, implementation, new business models)?

Eurocare's mission is to prevent and reduce alcohol related harm in Europe. to that end Eurocare seeks to: Monitor all EU policy developments that have an impact on national alcohol policies Promote the development and implementation of policies that are effective and evidence based. Engage in dialogue with decision makers Facilitate the collection, collation , analysis and dissemination of data on alcohol related harm Create and nurture alliances between organizations

Do you already have ideas for starting a project or programme in connection with the European Innovation Partnership?	no
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How do you think a European Innovation Partnership could support active and healthy ageing through innovation?

By ensuring and paving the way so choices made today are different, ensuring a healthy population. Making the healthy choices the easy and cheapest.

Do you have any other comments? Please fill in box below. You can also upload a file or send it to the following e-mail address: mailto:SANCO-AHAIP-CONSULTATION@ec.europa.eu?subject=Consultation_AHAIP

Meta Informations

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