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FROM SILOS TO SYNERGIES  
TO PREVENT NCDs



REPUBLIC OF SLOVENIA  
MINISTRY OF HEALTH

## Challenging Big Industry Narratives

Alcohol, Tobacco and Unhealthy Food and Drinks: Population  
Measures and Policies

27-28 June 2024, Ljubljana, Slovenia

Draft Programme

### Thursday 27th June 2024

**Time**      **Session**

08:30-  
09:00      **Registration**

09:00-  
09:20      **Welcome & introduction**

*Ajda Stepišnik, Youth Health Organisation*

09:20-  
10:00      **Keynote speeches**

*Speakers will discuss the forthcoming EU mandate revisions of the FIC regulation, the major barriers to regulating harmful products such as alcohol, tobacco, and unhealthy food, and the importance of shifting from individual-focused policies to population-wide prevention measures. It will also explore strategies to foster greater political will and the impact of NGOs collaborating across NCDs risk factors.*

***Valentina Prevolnik Rupel**, Minister Ministry of Health Slovenia*

***Frank Vandenbroucke**, Deputy Prime Minister and Minister of Social Affairs and Public Health, Belgium (video intervention), followed by intervention by **Eloïse Delforge**, International Relations Attaché, FPS Public Health, Food Chain Safety and Environment of Belgium*

***Sara Cerdas**, Member of the European Parliament (S&D, Portugal)*

***Ruediger Krech**, Director of the Department of Health Promotion, World Health Organization HQ*

*Chaired by **Urška Erklavec**, Youth Health Organisation*

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*Ukrainian Health Minister or Deputy Health Minister TBC*

*Estonian Health Minister video intervention TBC*



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10:00-  
11:15

## **Plenary Panel Discussion 1: Pricing policies**

*This panel will delve into pricing policies related to the commercial determinants of health (CDoH), focusing on pro-health taxes. These taxes have proven effective in reducing non-communicable diseases and generating revenue, yet they remain contentious. The panel will address key questions: What are pro-health/behavioural taxes? How have perceptions of these taxes evolved over 30 years? What misconceptions exist? How have these perceptions hindered legislative reforms? What arguments and evidence persuade Ministries of Finance and Governments in Europe? Additionally, the discussion will explore ways to build consensus on pro-health taxes at the European level and the benefits of addressing these taxes collectively versus individually.*

**Jeremias Paul**, Economist, Fiscal Policies for Health, World Health Organization HQ

**Hughes de la Motte**, Team Leader, Unit C3 Behavioural Taxation and Other Indirect Taxes, DG TAXUD, European Commission

**Arnfinn Helleve**, Leader Work Package 5, JA-PreventNCD

Moderator: **Lilia Olefir**, Director, Smoke Free Partnership

11:15-  
11:45

Coffee break

**Exhibition Booth on Alcohol Health Warnings** by the World Health Organisation Regional Office for Europe

11:45 –  
13:00

## **Plenary Panel Discussion 2: Marketing restrictions**

*This session will explore the theme of marketing, focusing on restrictions for tobacco, alcohol, and unhealthy food. Tobacco marketing is strictly regulated under the FCTC, and the WHO recommends similar restrictions for alcohol to mitigate its harmful effects. Many countries are also implementing marketing restrictions on unhealthy foods to combat obesity and related health issues, especially among children. The panel will address the types of marketing restrictions in place, their enforcement levels, the key actors involved, industry resistance, and lessons from successful marketing bans and restrictions.*

**Ines Costa Louro**, Vice-President for External Affairs, International Federation of Medical Students' Associations

**Mimi Tatlow-Golden**, Professor of Interdisciplinary Studies of Childhood & Youth, The Open University UK (TBC)

**Fiona Godfrey**, Independent Consultant on EU health policy

**Dr Sandra Rados Krnel**, Head of Research and Project Management Unit, Slovenian National Institute of Public Health

Moderator: **Sylviane Ratte**, Director Vital Strategies, European Office



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13:00 – Lunch

14:00

**Exhibition Booth on Alcohol Health Warnings** by the World Health Organisation Regional Office for Europe

14:00 –

15:00

## **Parallel session 1: Health Warnings**

*This parallel session will explore the theme of health warnings, focusing on alcohol, tobacco, and unhealthy food and drinks. The objectives are to clarify the terminology between labelling and health warnings, understand the purpose of mandating health warnings, and assess their implementation and impact. The session will also address the challenges of regulating health warnings and discuss strategies to support the introduction of mandatory health warnings. It aims to provide a comprehensive understanding of health warnings and their role in promoting public health.*

**Karine Gallopel-Morvan**, Professor, EHESP - École des hautes études en santé publique

**Maria Neufeld**, Technical Officer, WHO Regional Office for Europe

**Kristiane Bugge Dugstad**, Adviser, The Norwegian Directorate of Health

**Sheila Gilheany**, CEO at Alcohol Action Ireland

**Dr Igor Pravst**, Director of Institute for Nutrition, Slovenia (tbc)

Moderator: **Stig Erik Sørheim**, Head of the International Department of Actis

## **Parallel workshop 2: Community action**

**Paula Leonard**, CEO at Alcohol Forum Ireland

Led by the Youth Health Organisation

15:00–

16:00

## **Plenary Panel Discussion 3: Facilitators and barriers to working across risk factors**

*This panel will explore the facilitators and barriers of working across different risk factors related to NCDs. Participants will examine how organisations navigate the complexities of simultaneously addressing alcohol policy and tobacco control, identifying commonalities and differences in approaches such as awareness raising and advocating for taxation. Additionally, the panel will scrutinize the integration of other risk factors into food policy initiatives, highlighting the main drivers and challenges. The discussion will shed light on the advantages of addressing multiple NCD risk factors while also identifying key barriers and challenges hindering such efforts.*

**Nijole Gostautaitė Midttun**, President of the Lithuanian Tobacco and Alcohol Control Coalition, Eurocare Board Member

**Ailsa Rutter**, Director of Fresh and Balance



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*Jan Peloza, Youth Health Organisation*

*Alison Cox, Policy & Advocacy Director, NCD Alliance (tbc)*

*Ms Vesna Marinko, Director of Directorate for Public Health at Ministry of Health, Slovenia (tbc)*

*Moderator: Florence Berteletti, Eurocare Secretary General*

16:00 – Coffee Break

16:30

**Exhibition Booth on Alcohol Health Warnings** by the World Health Organisation Regional Office for Europe

16:30

17:45

### – **Parallel session 3: International Standards on Food and Alcohol Labelling**

*This parallel session aims to explore international standards on product labelling, focusing on the processes and workings of Codex and the role of the WHO. Participants will investigate the significance of Codex in shaping labelling policies for food and alcohol and why progress within its framework is crucial. The session will examine how international trade law, accommodating diverse interests of trade and public health, can serve both as a barrier and a facilitator for labelling progress and public health outcomes. Furthermore, insights from past negotiations at Codex and lessons learned from addressing public health issues will be discussed to inform future approaches.*

*Nikhil Gokani, Lecturer in Law at University of Essex*

*Patti Rundall, Policy Director, Baby Milk Action*

*Moderator: Amalie Brokhattingen, Research and Policy Officer, Eurocare*

### **Parallel session 4: Awareness raising campaigns**

*This parallel session aims to delve into various themes surrounding awareness-raising campaigns. Speakers will explore the target audience and appropriate messaging, considering the effectiveness of 'positive' campaigns promoting healthy products versus 'negative' campaigns discouraging unhealthy ones. Furthermore, discussions will cover the organizers of public health campaigns, their impact, and the role of different media platforms. Finally, the session will address the efficacy of campaigns, examining their lasting effects and providing examples of successful initiatives.*

*Myriam Savy, Communications Director, Association Addictions France & Eurocare Board Member*

*Olesia Kozlova, Advocacy Center Life, Ukraine*

*Sylviane Ratte, Director Vital Strategies, European Office*

*Mojca Gabrijelčič, Head of the Healthy Lifestyle Department at the National Institute of Public Health (NIJZ) in Slovenia (tbc)*

*Moderator: Anamaria Suciu, Advocacy and Project Coordinator, Eurocare*



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## Friday 28th June 2022

08:30-  
09:00

### **Registration**

09:00-  
09:15

### **Welcome and summary of Day 1**

*Florence Berteletti, Secretary General, Eurocare*

09:15

### **Plenary Panel Discussion 4: Defining prevention**

10:30

*This panel aims to elucidate the diverse definitions and meanings of prevention within the public health domain. Prevention measures encompass a range of interventions targeting various aims and groups, from averting the development of risk factors among entire populations to treating patients. Participants will explore concepts such as primordial, primary, secondary, and tertiary prevention, clarifying their respective targets and objectives. Discussions will emphasize the importance of investing in population-wide prevention measures and prioritizing specific intervention types. Moreover, the session will examine strategies for integrating preventive measures into existing healthcare systems and policies to enhance public health outcomes.*

***Mara van Dooremaal**, Relationship manager, Healthy Society at the Dutch Heart Foundation*

***Knut-Inge Klepp**, Scientific Coordinator, JA-PreventNCD*

***Frank Murray**, Policy and Public Health Committee Member, EASL*

*Moderator: **Monika Kosinska**, Global Cross-Cutting Lead, Economic & Commercial Determinants of Health, WHO (tbc)*

10:30-  
11:00

### **Coffee break**

***Exhibition Booth on Alcohol Health Warnings** by the World Health Organisation Regional Office for Europe*

11:00 –  
12:15

(next  
plenary in  
15 min)

### **Parallel session 5: Regulating the availability of tobacco, alcohol and unhealthy food and drinks**

*This parallel session will delve into the regulation of tobacco, alcohol and unhealthy food availability, addressing its significance and impact. Participants will examine existing policies aimed at controlling the availability of these health-harming commodities, evaluating their effectiveness and comparing similarities and differences between the three domains. The session will also explore strategies employed by the industry to resist regulation and discuss countermeasures to mitigate its influence. By analysing policy examples and industry tactics, attendees will gain insights into the challenges and opportunities of regulating the availability of harmful products for public health promotion.*



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*Sheila Gilheany, CEO of Alcohol Action Ireland*

*Manca Kozlovič, No Excuse Slovenia*

*Zaza Tsereteli, Program Director of Corus International*

*Moderator: Hazel Cheeseman, Deputy Chief Executive, Action on Smoking and Health (UK)*

## ***Parallel session 6: Health services' response to the NCDs caused by the main risk factors (tobacco, alcohol, unhealthy food and drinks)***

*This parallel session will explore the health services' response concerning alcohol and tobacco cessation, alongside addressing conditions exacerbated by unhealthy food and drinks. Participants will explore the strategies and approaches employed by health services to tackle alcohol and tobacco addiction, as well as the management of health conditions such as liver disease, cancers, obesity, non-communicable diseases (NCDs), cardiovascular diseases, and diabetes, which are exacerbated by poor dietary choices. Through discussion and analysis, the session aims to identify effective interventions and initiatives within health services to mitigate the impact of alcohol, tobacco, and unhealthy diets on public health.*

*Martina Blake, Tobacco Free Ireland Programme, Ireland's public health and social care service*

*Frank Murray, Policy and Public Health Committee Member, EASL*

*Laura Plešnar, Board Member, Youth Health Organization*

*Moderator: Francisca Pulido Valente, Medical Doctor, CATR Portugal*

12:30-  
13:45

## ***Plenary Panel Discussion 5: Partnerships***

*This session will explore the theme of partnership, looking into the future, speaking with one voice.*

*This panel will discuss the theme of partnership, emphasizing collaboration, unity, and shared goals among the alcohol, tobacco, and NCDs control communities. Speakers and participants will explore strategies for forging alliances and speaking with one voice to address common challenges. Discussions will cover the drawbacks and advantages of working together, along with fears and hopes for future collaborations. The session will highlight common themes, shared interests, and opportunities for collective action. By examining the benefits and challenges of partnership, attendees will gain insights into fostering effective alliances for advancing the NCDs prevention agenda.*

*Peter Rice, President of Eurocare*

*Guy Muller, Smoke Free Partnership, President*

*Urška Erklavec, Youth Health Organization*

*Nataša Jan, EHN*



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**Galyna Mastruk**, Executive Director, Ukrainian Coalition for Reproductive Health and Family Planning

Moderator: **Samuele Tonello**, Research Coordinator, EuroHealthNet

13:45-  
14:00

## Closing remarks

**Peter Rice**, Eurocare President

**Guy Muller**, Smoke Free Partnership, President



*This conference is part of the [FILTERED Project](#) – From Siloes to Synergies to Prevent NCDs, co-funded by the European Union (Action Grant, EU4Health Programme). Views and opinions expressed are those of the authors only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.*

*Conference organized in partnership with the Ministry of Health of Slovenia.*



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