

AMMIE Project

Alcohol Marketing Monitoring in Europe

Working protocol

Deliverable D1.

Partners:

STAP – Dutch institute for alcohol policy (project coordinator)

Eurocare

Institute for Social Marketing – United Kingdom

Landsraadet - Denmark

DHS - Deutsche Hauptstelle für Suchtfragen e.v., Germany

Eurocare Italia - Italia

Horizonti 21 Foundation - Bulgaria

European Youth Forum



Co-financed by the European Commission



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1. Planning and working protocol AMMIE project

1.1 The AMMIE project

AMMIE – Alcohol Marketing Monitoring in Europe

Currently, the monitoring of alcohol marketing is only performed by a limited number of NGOs. Reviewing existing alcohol advertising regulations is mainly conducted at the discretion of the EASA (European Advertising Standards Alliance) which represent the advertising sector. EASA's yearly monitoring exercise is mainly focused on monitoring the content of traditional media and putting them against self-regulatory regulations (EASA, 2008). The AMMIE project aims to monitor various alcohol marketing communications systematically to improve and test the effectiveness of existing regulations in order to protect young people against the harmful effects of exposure to large volumes and attractive alcohol advertising. The project is unique, because the monitoring is not only directed on content, but also on the volume of marketing communications, because the project wants to monitor self-regulation as well as statutory regulations, and because the project involves young people in the project to ask their opinion on marketing expressions.

Background:

A systematic review of 13 longitudinal studies say concludes that exposure to alcohol marketing has a positive influence on the likelihood that young people will start drinking and that it increases the frequency and amount of drinking among those who already drink (Anderson, de Bruijn, Angus, Gordon, & Hastings, 2009). To reduce these harmful effects, effective alcohol marketing regulations are necessary. To see if existing regulations protect young people against the harmful effects of exposure to large volumes and against attractive alcohol marketing practices, monitoring is crucial.

Although alcohol commercial marketing is an important topic in the EU Alcohol Strategy (2006) alcohol marketing is not yet monitored systematically by NGOs in most of the Member States of the European Union (STAP, 2007), which became clear in discussions in the Task Force Alcohol Marketing of the Alcohol and Health Forum organized by DG Sanco. The lack of systematic monitoring of alcohol marketing regulations by non-economic operators together with its importance, emphasizes the relevance of the AMMIE project.

Objectives:

Results of comprehensive monitoring of alcohol marketing will give insight in the working and effectiveness of the existing alcohol marketing regulations and will thus allow the AMMIE partners to formulate recommendations in order to improve the regulations on Member State and EU level. The objective of the AMMIE project is to improve these regulations by monitoring alcohol marketing in terms of content and process, given different national circumstances.

Expected results:

The AMMIE project will clarify how existing regulations, regarding alcohol marketing, are functioning in different Member States given different alcohol regulation systems. By monitoring and comparing the results of the participating stakeholders on the topic of (successful) complaining and trends in alcohol marketing, AMMIE identifies possible major differences in the functioning of the marketing regulations between Member States.

The AMMIE project will monitor alcohol marketing in different countries in Europe. This will give various insights regarding procedures concerning alcohol marketing and regulations of this marketing. It will provide us an overview of possible differences in opinions between the judgement of young people towards alcohol advertisements on the one hand and national Alcohol Advertising Committees on the other, with regards to the attractiveness of these advertising practices for young people. Also, the proposed project will present figures about the percentages of young people (below 18) in the participating countries that are exposed to alcohol marketing practices in order to

test the existing correspondent regulations regarding alcohol exposure in the national regulatory codes and to recommend about regulations how to protect young people better. The project will develop a best practice model for monitoring and delivers recommendations regarding self regulation and statutory alcohol marketing regulation on national and on EU level in order to protect young people against the impact of alcohol marketing. Independent systematic monitoring is seen as a vital practice, in order for alcohol marketing regulation to be seen as credible and as effective as possible.

1.2 General planning and activities

On the Alcohol and Health Conference of the Swedish Ministry in Stockholm on September 21th there will be a kick off meeting for the AMMIE project. On this meeting the working protocol will be presented by STAP to all the partners.

In November 2009, STAP will provide the other project partners the training program for monitoring. Shortly after this there will be a meeting, where STAP will provide a training program about monitoring and alcohol marketing in general. After that the partners can start their monitoring work for at least one year.

In December 2009, the web-based rating system will be online and the youth panels and their coordinators can be instructed in February and March 2010. They can start rating the alcohol advertisement shortly afterwards till the end of the monitoring period. In chapter 3, more is explained about the youth rating panels.

In March 2011 the monitoring reports for each country are planned to be ready. In May of the same year there will be a meeting to discuss the findings of the AMMIE project and to formulate recommendations. These will be published and online available one month later.

General planning on activities of AMMIE		
Date	Month	Action
September 2009	M3*	Kick off meeting, STAP provides a working protocol with planning, activities and deadlines.
October 2009		
November 2009	M5*	- STAP provides a training manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November. - European Youth Forum recruits and organizes the youth panels for each country in cooperation with the country coordinators and STAP
December 2009	M6*	- Start of monitoring alcohol marketing activities of the partners for one year - Rating system alcohol advertisement online
January 2010		
February 2010	M8	- Instruction of the youth panel coordinators by STAP (will take place in concerning countries) - Instruction of the youth panels by the five country coordinators
March 2010		Start youth rating panels
April 2010		
May 2010	M11	Evaluation method report by Institute for Social Marketing
June 2010		
July 2010		
August 2010	M14	Dissemination plan, interim technical and financial report
September 2010		
October 2010		

November 2010		
December 2010		
January 2011		
February 2011	M20	Completion of the country monitoring reports
March 2011	M21	Providing county monitoring reports to STAP
April 2011		
May 2011	M23	Final meeting to discuss findings and recommendations in Brussels
June 2011	M24	<ul style="list-style-type: none"> - Final AMMIE report on conclusions and recommendations - Final technical and financial report by STAP - Evaluation report by Institute for Social Marketing - Disseminations of outcomes

* AMMIE has started one month later, due to a postponed signing of the contract. So till M8 every action is one month behind the schedule compared to the proposed time table mentioned in Annex 1 of the contract (M5 in the schedule above is M4 in the schedule of Annex 1 etc.). From M8 on everything is scheduled conform Annex 1.

1.3 Meetings and training programs

During the progress of the AMMIE project there will be 4 moments on which meetings or training programs will be held:

Kick off meeting on 21th of September 2009 in Stockholm

The first meeting will be held during the Alcohol and Health Conference of the Swedish Ministry in Stockholm on the 21th of September. At this meeting the working protocol will be presented and discussed. All the partners of the AMMIE project are invited to this meeting.

Monitoring training workshop on 23rd and 24th of November 2009 in Brussels

The second meeting is a two day monitoring training program hosted by Eurocare. This meeting is planned to educate the national monitoring coordinators on monitoring regulatory systems. The topics on this meeting will be: scientific knowledge about the impact of alcohol marketing, young people and the use of media, differentiation in types of marketing methods and monitoring methods, formulation of arguments related to questionable advertisements, filing complaints and the use of web-based youth panel rating systems.

The first day of this meeting will be open to all EUCAM contact, who are interested in 'reactions of the alcohol industry towards political and societal pressure'. The second day will be held exclusively for AMMIE partners and its focus is specifically directed to the AMMIE project. The monitoring training manual and the organization of the youth rating panels will be discussed.

The meetings are planned right after each other to, among other advantages, invite and stimulate possible partners to participate in the AMMIE project. The more countries are willing to monitor, the more information we can gather from the project. Although we cannot reimburse other countries than the five selected, others are welcome to participate and to benefit from project findings.

Youth panel coordinator training in February 2010 to be organized in the participating countries

STAP will meet with all participating county coordinators for an instruction on how to train and coach the youth panels. In annex 1 is stated, that this instruction will take place during a central meeting in Utrecht. STAP decided, due to logistic and practical reasons, to change this plan. Denmark and Germany will be invited together to visit STAP for the instruction and Italy and Bulgaria will be visited by the coordinator of the AMMIE project in respectively Italy and Bulgaria.

After the coordinator training, the national monitoring coordinators are expected to organize the training of the national youth panels, in order to enable the panels to start the rating of alcohol advertisements in March 2010. The training of youth panels will concern how to rate alcohol marketing practices. Additionally, a media literacy training will be given to the participants. The

youth panels will be trained on how to use the web-based rating system and also they will receive more information on the effects of exposure to alcohol marketing.

Final monitoring meeting in May 2011 in Brussels

After one year of monitoring and reporting on this actions, monitor coordinators, representatives of Public Health NGOs, EUCAM contact persons and representatives of the advertising sector, will be invited for a meeting in Brussels to discuss the outcomes of the project and to formulate recommendations. We would like all stakeholders to be involved in order to disseminate the knowledge we learned from this project. A final goal of this project is that the conclusions of the project will be imbedded in the existing national alcohol marketing regulatory systems.

2. Monitoring training manual

2.1. Monitoring & complaining

The main goal of monitoring is to provide insight in the effective functioning of non statutory (self-regulation) and statutory (legislation) regulations. The main focus here is on monitoring both the volume and content of alcohol marketing. Also the possible friction between the perspective of youngsters on alcohol marketing communications and the adjudication of Alcohol Advertising Committees, is examined in the project.

Every partner of the AMMIE project will monitor the alcohol advertisements in his/her country for at least one year. Each partner monitors several media - like TV, radio, magazines, billboards, internet, events, promotional items, etc. - in order to gather examples of alcohol marketing practices systematically. The method of monitoring is based on STAP's experience in systematical monitoring the content and volume of alcohol marketing in the Netherlands. The method used by STAP will be adapted to be generalized to other European countries. Prof. David Jernigan who is experienced in monitoring the volume and placement of alcohol marketing in the US (Jernigan and Ross 2007) will advise STAP and the national monitoring coordinators in this exercise.

In the monitoring manual, which will be presented in November, the monitoring process and practises will be explained more comprehensive.

Nielsen Media Research will deliver figures about youth exposure to alcohol advertisements on television. This will be done by providing data about the 20 most popular television programs for 14-18 year old adolescents, and the alcohol commercials which come along with these programs.

Nielsen Media Research (program is Creative Dynamix) can also deliver every media occurrence of (alcohol) advertisements, including the market (in this case: alcohol marketing) in which the ad appeared, the network and medium, date and time, and the brand names. To monitor in a structural way, this program is ideal, because new ads, products and trends can be noticed easily. Unfortunately Creative Dynamix is probably not available for all participating countries. For the countries where these data aren't available another database/method should be found. Acquiring comparable data is desirable for the integration of the findings of each country. For those countries, where additional information is not available, it means that efforts need to be taken to gather this type of information in a different way. At the moment STAP is still waiting for an answer of Nielsen Media Research on this topic. In the monitoring training manual, which will be presented to the partners in November, this point will be discussed more extensively.

Besides the data provided by Nielsen Media Research, the project coordinators will also gather additional information by visiting websites (of alcohol producers), monitoring considerable newsletters and reading professional journal of the alcohol and catering industry. The participating monitoring coordinators will file complaints about questionable ads towards their national advertising committees and make concrete reports of the results of the complaint procedures, the decisions of the committees and the used arguments to upheld or not upheld the complaints. These results will be used to compare with the opinions of the youth panels, who will rate the same ads that are sent to the national advertising committees (see chapter 3).

2.2 Monitoring report

In the monitoring report there will be attention for the marketing exposure of youngsters in content and volume. Also there must be paid attention to trends in alcohol marketing (strategies or content), new products etc, and there will be a section on the judgements of the youth panels on alcohol marketing in comparison to the judgements of the advertising committees. In deliberation with STAP partners can propose monitoring topics as well, based on topical events and anticipation on politics. This all will be reported in the monitoring country reports together with national recommendations on (self) regulation.

3. Youth panel ratings

3.1 Action

The youth panels in the participating countries will be asked to rate alcohol advertisements. The ads will be selected by the monitoring coordinator of each country by means of the rules of regulation. If the ads are possibly in breach with the regulations codes the coordinator should first make use of the complaining system (as described above) and then deliver the questionable ad to the project coordinator STAP. From December 2009 an online questionnaire with rating system will become available online. On this website STAP will upload the questionable ads, country specific, so participants of the rating systems can log in and rate the ads.

Elements of country specific self- and statutory regulation codes will be included in the national rating system, whereas young people rate the questionable alcohol advertisement against the existing national alcohol marketing regulations. The effectiveness of alcohol marketing regulations will be considered by comparing an overview of findings of the youth panel ratings and the judgments of the national advertising councils.

3.2 Selection

In total we need in total a total response of 30 young people per country, aged 14-18 divided in 5 age groups of 6 youngsters each. In order to achieve at the end of the experimental year a number of 30 participants we start with a number of 50 youngsters in the beginning, 10 participant per age group. Participants of the panels will be selected in deliberation with the European Youth Forum. They have associates in many youth organisations throughout Europe and will establish contact between the youth organisations and the monitoring coordinators in each country.

3.3 Training

Participants of these youth panels will receive, before they start rating alcohol advertisements, a short training by the national monitoring coordinators. The training will be about how they should use the web-based rating system and how they can rate the ads. The participants will also receive, for ethical reasons, a media literacy training and more information on the impact of exposure to alcohol marketing.

4. Specific planning per project partner

4.1 STAP- Dutch institute for alcohol policy

Task within the project

STAP is the coordinator of the AMMIE project, STAP is responsible for instructing the participating countries on monitoring and working with youth panels. STAP provide also one of the five monitoring coordinators to monitor alcohol marketing in the Netherlands.

Description of the work

STAP will provide coordination and management of the project. This includes the development of the monitoring training manual for all participating countries, liaise with all the partners of the project and coordinates the monitoring activities of the participating NGOs in the five project countries. STAP will also have contact with the European Commission and other relevant European and international organizations, and invite and stimulate other possible partners to participate in the project.

The coordinator of AMMIE is responsible for ensuring that the deliverables are delivered on time and that the project is executed within the available budget. STAP also will keep in (formal as well as informal) contact with all the project partners to ensure accurate cooperation and deliverance of all products. STAP is responsible for the financial execution of the project and delivering of all the deliverables on time, only when there is dealt with all this correctly the EC will transfer the agreed budget to STAP, so STAP can transfer it to the partners.

Being coordinator also includes being responsible for the recruitment of youngsters for the youth panels (with assistance of the European Youth Forum) , developing the web-based questionnaire, writing the working protocol for the project, a training manual on monitoring and the interim and final technical, administrative and financial reports.

To develop the web-based questionnaire for the rating of communications of alcohol marketing, STAP will be assisted by two experts from the United States, Prof. Thomas Babor and Prof. David Jernigan. They will also review all the different project reports.

Besides the coordination activities, STAP is also one of the monitoring countries and will, like the others, write a national monitoring report.

Deliverables

1. Working protocol - with a planning list of all the activities, dates and content of meetings, deadliness for products and instructions for monitoring and complaining, instruction for how to recruit, select and train youth panels.
2. Monitoring manual - A manual how to implement the monitoring of self regulation of alcohol marketing on the national level.
3. Develop web-based questionnaire in corporation with the European Youth Forum.
4. Interim/final technical and financial reports.
5. National monitoring report - an overview of the outcomes of monitoring alcohol marketing.
6. Adherence report - that describes the lessons of the common experiences of monitoring alcohol marketing in the participating countries. The report will analyse the differences related to the outcomes of the monitoring work, the functioning of the complaint procedures in the partner countries and the personal, organizational and financial conditions for effective an sustained monitoring by NGOs on a national level.
7. Conclusions and recommendations report - with recommendations for the government of the EU and MS in order to install monitoring by NGO on a structural basis.
8. Publication of all the relevant deliverables, meeting minutes, presentations and reports on the STAP and EUCAM website.

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Youth panel coordinator training in February 2010 in the participating monitoring countries
- Final meeting in May 2011 in Brussels

Individual agenda for STAP

Date	Month	Action	Time *
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	2 x 5 hours**
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November.	15 days 3 days
December 2009	M6	- Start of monitoring alcohol marketing for one year - Rating system alcohol advertisement online	186 days 15 days
January	M7	Recruitment youth panels	2 days
February 2010	M8	- Instruction of the coordinators of the youth panels and youth panels in the participating countries. - Instruction of youth panels by STAP	5 days 2 day
March 2010		Start youth rating panels	
August 2010	M14	Dissemination plan, Interim technical and financial Report	20 days
February 2011	M20	Completion country monitoring report	10 days
March 2011	M21	Providing County monitoring reports to STAP	
May 2011	M23	Final meeting to discuss findings and recommendations in Brussels	2 x 2 days
June 2011	M24	- Final AMMIE report on conclusions and recommendations - Final technical and financial report	20 days 10 days

* Time for general coordination of the project (e.g. preparation of meetings, contact with partners etc.) is not mentioned in this schedule.

** Time scheduled for the coordinator of the project, as well as the monitoring coordinator.

4.2 Eurocare

Task within the project

Eurocare will take care of the dissemination of the results of the project and the organization of the meetings.

Description of the work

To promote the monitoring of alcohol marketing in Europe by NGOs in order to improve the existing alcohol marketing regulations, Eurocare will write, in agreement with STAP, Eurocare will write a dissemination and publication plan. Formulating a dissemination plan includes identification of relevant stakeholders and partner organizations working in governmental, non-governmental organizations and the private sector. Stakeholders will include: Partners of the AMMIE project, the existing alcohol policy networks, alcohol policy advisers and experts from governmental and non-governmental organizations, multi-professional and inter-sectoral coalitions from countries, regions and municipalities, member organizations of the Assembly of European Regions, Self-Regulatory

Organizations in the advertising and alcohol industry sector.

Additionally, a communication plan will be written to disseminate the project results to a larger public. Stakeholders lists at the European and national level will be created and relevant websites of partner and other organizations identified.

250 (hard-)copies of main conclusions and recommendations (written by STAP and Eurocare) will be published to disseminate to the target group: policy makers, Public Health NGOs, SROs, relevant members of the European Alcohol and Health Forum (the Task Force Alcohol Marketing, the Task Force Youth, the Science Group). Eurocare will publish all the relevant deliverables, meeting minutes, presentations and reports on the Eurocare website.

Deliverables

- Dissemination plan
- Final report with conclusions and recommendations

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Final meeting in May 2011 in Brussels

Individual agenda for Eurocare

Date	Month	Action	Time
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	5 hours
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November hosted by Eurocare.	2 days
March 2011	M 21	Completion Dissemination and Publication Plan	15 days
May 2011	M 23	Final meeting to discuss findings and recommendations in Brussels and writing the final report with conclusions (in corporations with STAP)	2 days 16 days
June 2011		Dissemination of the project results	10 days

4.3 Institute for Social Marketing

Task within the project

The Institute for Social Marketing (ISM) will do the evaluation of the project.

Description of the work

To guarantee independence and objectivity, ISM is not directly involved in the project. ISM will visit meetings, and have access to all minutes and reports of the project. Professor Gerard Hastings will write a special evaluation method supplement with a description of the methods he will use to implement the evaluation.

Deliverables

1. Evaluation report
2. Evaluation method report

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Final meeting in May 2011 in Brussels

Individual agenda for the Institute for Social Marketing

Date	Month	Action	Time
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	5 hours
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November hosted by Eurocare.	2 days
May 2010	M11	Completion of evaluation method report	6 days
May 2011	M23	Presentation of evaluation report on final meeting to discuss findings and recommendations in Brussels	7 days 2 days

4.4 Landsraadet

Task within the project

Landsraadet is the monitoring coordinator in Denmark.

Description of the work

The task of monitoring coordinator is plural:

Monitoring

- Monitoring of the content and volume of alcohol marketing practices in Denmark for the period of a year. Information about the monitoring is written now in chapter 2, and will be explained in detail in the monitoring training manual, which will be provided in November 2009.
- Making use of the complaining system
- Putting the advertisements against the national alcohol marketing regulations
- Feeding questionable ads to the national complaint system

Recruiting, training and coaching of the national youth panel

- Rating of questionable alcohol advertisements by national youth panels

Reporting

- Reporting on the effectiveness of the system, the adjudications, comparing and analysing

STAP will, together with the associating partners, write a training manual on how to monitor alcohol marketing. The monitoring coordinator will examine youth's exposure to alcohol advertisement on TV, magazines, radio and outdoor for the period of one year and collect this in a report.

The coordinator will file complaints against alcohol advertisements which are possible in breach with the self-regulation codes on alcohol marketing. Adjudications by the National Complaint System and judgements of the youth panels. This all will be integrated in the conclusions and recommendations report together with the data on content and volume monitoring.

The monitoring coordinator is also responsible for his/her part of the project administration and deliver the financial report to STAP.

Deliverables

National monitoring report, an overview of the outcomes of monitoring alcohol marketing.

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Youth panel coordinator training in February 2010 in Utrecht
- Final meeting in May 2011 in Brussels

Individual agenda for Landsraadet

Date	Month	Action	Time
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	5 hours
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November.	2 days
December 2009	M6	- Start of monitoring alcohol marketing for one year - Rating system alcohol advertisement made available online by STAP	185 days
February 2010	M8	- Instruction of youth panel coordinators by STAP - Instruction of youth panels by Landsraadet	1 day 2 day
March 2010		Start youth rating panels	
February 2011	M20	Completion national monitoring report	10 days
March 2011	M21	Presentation of national monitoring report to STAP	
May 2011	M23	Final meeting to discuss findings and recommendations in Brussels	2 day

4.5 DHS - Deutsche Hauptstelle für Suchtfragen e.v.

Task within the project

DHS is the monitoring coordinator in Germany.

Description of the work

The task of monitoring coordinator is plural:

Monitoring

- Monitoring of the content and volume of alcohol marketing practices in Denmark for the period of a year. Information about the monitoring is written now in chapter 2, and will be explained in detail in the monitoring training manual, which will be provided in November 2009.
- Making use of the complaining system
- Putting the advertisements against the national alcohol marketing regulations
- Feeding questionable ads to the national complaint system

Recruiting, training and coaching of the national youth panel

- Rating of questionable alcohol advertisements by national youth panels

Reporting

- Reporting on the effectiveness of the system, the adjudications, comparing and analysing STAP will, together with the associating partners, write a training manual on how to monitor alcohol marketing. The monitoring coordinator will examine youth's exposure to alcohol advertisement on TV, magazines, radio and outdoor for the period of one year and collect this in a report.

The coordinator will file complaints against alcohol advertisements which are possible in breach with the self-regulation codes on alcohol marketing. Adjudications by the National Complaint

System and judgements of the youth panels. This all will be integrated in the conclusions and recommendations report together with the data on content and volume monitoring. The monitoring coordinator is also responsible for his/her part of the project administration and deliver the financial report to STAP.

Deliverables

National monitoring report, an overview of the outcomes of monitoring alcohol marketing.

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Youth panel coordinator training in February 2010 in Utrecht
- Final meeting in May 2011 in Brussels

Individual agenda for DHS

Date	Month	Action	Time
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	5 hours
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November.	2 days
December 2009	M6	- Start of monitoring alcohol marketing for one year - Rating system alcohol advertisement made available online by STAP	185 days
February 2010	M8	- Instruction of youth panel coordinators by STAP - Instruction of youth panels by DHS	1 day 2 day
March 2010		Start youth rating panels	
February 2011	M20	Completion national monitoring report	10 days
March 2011	M21	Presentation of national monitoring report to STAP	
May 2011	M23	Final meeting to discuss findings and recommendations in Brussels	2 day

4.6 Eurocare Italia

Task within the project

Eurocare Italia the is monitoring coordinator in Italy.

Description of the work

The task of monitoring coordinator is plural:

Monitoring

- Monitoring of the content and volume of alcohol marketing practices in Denmark for the period of a year. Information about the monitoring is written now in chapter 2, and will be explained in detail in the monitoring training manual, which will be provided in November 2009.
- Making use of the complaining system
- Putting the advertisements against the national alcohol marketing regulations
- Feeding questionable ads to the national complaint system

Recruiting, training and coaching of the national youth panel

- Rating of questionable alcohol advertisements by national youth panels

Reporting

- Reporting on the effectiveness of the system, the adjudications, comparing and analysing STAP will, together with the associating partners, write a training manual on how to monitor alcohol marketing. The monitoring coordinator will examine youth's exposure to alcohol advertisement on TV, magazines, radio and outdoor for the period of one year and collect this in a report.

The coordinator will file complaints against alcohol advertisements which are possible in breach with the self-regulation codes on alcohol marketing. Adjudications by the National Complaint System and judgements of the youth panels Alcohol Marketing Monitoring in Europe . This all will be integrated in the conclusions and recommendations report together with the data on content and volume monitoring.

The monitoring coordinator is also responsible for his/her part of the project administration and deliver the financial report to STAP.

Deliverables

National monitoring report, an overview of the outcomes of monitoring alcohol marketing.

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Youth panel coordinator training in February 2010 in Italy
- Final meeting in May 2011 in Brussels

Individual agenda for Eurocare Italia

Date	Month	Action	Time
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	5 hours
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November.	2 days
December 2009	M6	- Start of monitoring alcohol marketing for one year - Rating system alcohol advertisement made available online by STAP	185 days
February 2010	M8	- Instruction of youth panel coordinators by STAP - Instruction of youth panels by Eurocare Italia	1 day 2 day
March 2010		Start youth rating panels	
February 2011	M20	Completion national monitoring report	10 days
March 2011	M21	Presentation of national monitoring report to STAP	
May 2011	M23	Final meeting to discuss findings and recommendations in Brussels	2 day

4.7 Horizonti 21 Foundation

Task within the project

Horizonti 21 Foundation is the monitoring coordinator in Bulgaria.

Description of the work

The task of monitoring coordinator is plural:

Monitoring

- Monitoring of the content and volume of alcohol marketing practices in Denmark for the period of a year. Information about the monitoring is written now in chapter 2, and will be explained in detail in the monitoring training manual, which will be provided in November 2009.

- Making use of the complaining system
- Putting the advertisements against the national alcohol marketing regulations
- Feeding questionable ads to the national complaint system

Recruiting, training and coaching of the national youth panel

- Rating of questionable alcohol advertisements by national youth panels

Reporting

- Reporting on the effectiveness of the system, the adjudications, comparing and analysing STAP will, together with the associating partners, write a training manual on how to monitor alcohol marketing. The monitoring coordinator will examine youth's exposure to alcohol advertisement on TV, magazines, radio and outdoor for the period of one year and collect this in a report.

The coordinator will file complaints against alcohol advertisements which are possible in breach with the self-regulation codes on alcohol marketing. Adjudications by the National Complaint System and judgements of the youth panels. This all will be integrated in the conclusions and recommendations report together with the data on content and volume monitoring.

The monitoring coordinator is also responsible for his/her part of the project administration and deliver the financial report to STAP.

Deliverables

National monitoring report, an overview of the outcomes of monitoring alcohol marketing.

Meeting(s)

- Kick off meeting on 21th of September 2009 in Stockholm
- Monitoring training workshop on 23rd and 24th of November 2009 in Brussels
- Youth panel coordinator training in February 2010 in Bulgaria
- Final meeting in May 2011 in Brussels

Individual agenda for Horizonti 21 Foundation

Date	Month	Action	Time
September 2009	M3	Kick off meeting , STAP provides a protocol with the planning, activities and deadlines.	5 hours
November 2009	M5	STAP provides a Training Manual on the monitoring process and organize a training program for the partners in Brussels on the 23 rd and 24 th of November.	2 days
December 2009	M6	- Start of monitoring alcohol marketing for one year - Rating system alcohol advertisement made available online by STAP	185 days
February 2010	M8	- Instruction of youth panel coordinators by STAP - Instruction of youth panels by Horizonti 21 Foundation	1 day 2 day
March 2010		Start youth rating panels	
February 2011	M20	Completion national monitoring report	10 days
March 2011	M21	Presentation of national monitoring report to STAP	
May 2011	M23	Final meeting to discuss findings and recommendations in Brussels	2 day

4.8 European Youth Forum

Task within the project

Contacting, recruiting and training young people (age 14 – 18) for the youth panels.

Description of the work

The European Youth Forum uses its network of youth communities to deliver information for recruiting the youth panels in each of the selected Member States.

The European Youth Forum is, together with STAP and the monitoring coordinators, responsible for the selection and coaching of the youth panels. The Forum can assist the monitoring coordinators in how to recruit the youngsters and how to instruct them.

For the web-based questionnaires, the European Youth Forum will assist STAP with the set up and completion.

Deliverables

Assist with recruiting and training youth panels

Meeting(s)

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Individual agenda European Youth Forum

Date	Month	Action	Time
November 2009	M5	Co-creation of the web-base questionnaire	15 days
January/ February	M7 M8	Co -organizing and training youth panels in each county	15 days

5. Reference list

Anderson, P., de Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol Alcohol*, 44(3), 229-243.

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EASA (2008). *Alcohol advertising monitoring: compliance report*. Brussels: European Advertising Standards Alliance (EASA).

Jernigan, D. & Ross, C. (2007). Measurement issues in underage youth exposure to advertising on television. <http://www.camy.org/action/pdf/TelevisionMonograph.pdf> (September 2009, date last accessed).

STAP (2007). *Alcohol Marketing in Europe: Strengthening Regulation to Protect Young People* (Vol. 6). Utrecht: Dutch Institute for Alcohol Policy (STAP).