



Newsletter

July 2011

Editorial

About APYN

The Alcohol Policy Youth Network is a direct outcome of a series of political processes that continuously asked for higher youth participation in the definition, implementation and evaluation of policies and programmes tackling the harmful consumption of alcohol.

During our first Constitutive meeting that was held in March 2008 in Budapest we gave birth to the first ever all embracing youth network on Alcohol harm reduction and identified the working areas the future network would tackle, the needs that youth organisations must satisfy to be more involved in alcohol policy-making and its implementation, as well as developing the first action plan that has been revised and updated in October 2010.

During the series of 2010-2011 meetings, APYN got its mission that will still be elaborated on the next meetings with members, but for now we are proud to announce it for the first time officially:

APYN is a network of youth organizations and youth clubs that works towards the reduction of harmful effects of youth drinking. Its mission is to mobilize young people across Europe to raise awareness about alcohol related topics and to become advocates of better alcohol policy on a local, national and international level. APYN conducts research into young people and alcohol and all its policies are based on scientific evidence.

APYN is apolitical and independent from any source of private funding.



July 2011 Newsletter Coordinator

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#001/011

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Introduction

Dear members, partners, supporters,

Dear friends,

We are happy to present you the #001/011 edition of the APYN Newsletter that comes just on time to announces the new era of the Alcohol Policy Youth Network (:

When the last APYN newsletter was published back in 2010, the network went through several changes, enhancements and especially challenges. As many of you might recall, the new APYN Secretariat stepped in office on 1st December 2010 with a long list of to-dos to be carried out by the end of Spring 2011. As we could not affect the type of the activities at all, the three international events, three preparatory meetings for the actual international events, two meetings to prepare and evaluate the European-wide survey and several calls for action, were taken as pilot tasks for the APYN team. This team now comes out of the process even stronger and more united.

Hereby I would like to thank Ingunn, Egle, Alexander and Sofia who performed miracles and made this “headache” task accomplished in six months! Moreover, without the great help of the Institute of Alcohol Studies, namely Adrian, Katherine, Paul and Derek, Eurocare and IOGT-NTO, this thing would not be possible at all. Special thanks to Adrian (Juvente) and Bruno (Portuguese National Youth Council) to help us with the facilitation of two of our international events. Your support means a lot to us!

Now, when the first part is over, we can honestly say that we were not sure that all of these activities were going to be implemented on time. All APYN forces were invested in the preparation, implementation and evaluation of these events, and therefore, other tasks like further develop communication channels to members and partners, formal establishment of the international NGO and spreading the network to other European countries, was put on hold. No matter to that, we are proud to say that we managed to establish the Alcohol Policy Youth Network as an international NGO in Slovenia, publish a webpage (that is still in its testing phase;) and carried out some little consultation about the future of APYN with the participants at the events.

Although it might look a little, APYN went through a very busy period in the last half a year, but still in between, we managed to carry out a Strategic-planning weekend in Lithuania. The result of this meeting was a brand new APYN mission and a series of activities’ suggestions, both to be confirmed by the members. In the attachment to this newsletter you should have got another file with the suggested activities 2012-2014 and a draft APYN mission.

The next phases of APYN’s consolidation work will start from this autumn on. Being now a registered international NGO, we will forward an online consultation about the future of the organization, covering the new constitution and future activities. As at the end of May, APYN has applied for a DG SANCO’s Conference grant that would allow our work to happen in 2012, an APYN Annual Meeting (February) and a “Kick-off event” (summer) are most likely to happen in 2012.

It sounds like a big fun, great activities and therefore possibilities to meet, share experience and work towards our common goals. Now more than ever, we launch an open call for interested individuals and organizations to join us onboard in 2012, when big plans will need to be implemented. And already this year we invite you to join the consultation with members to make sure Alcohol Policy Youth Network becomes an organization that fits your expectations and potentials (:

APYN secretariat

Jan is 25 years old and the General Coordinator of APYN. He is from Slovenia where he lives, studies and works. He's currently doing two studies: finishing his Bachelor in Computer Engineering and Informatics, and starting his Master Studies in Strategic marketing and communications. Jan started doing youth work in 2002 and has since 2006 been the President of No Excuse Slovenia. He began working with Alcohol Policy in 2008, but has also been active in Tobacco Policy since 2006. In his spare time (when he has any) he likes to play basketball, go to the movies and hang out with his friends.

Egle is 22 years old and she was born in Kaunas, Lithuania. She is a 5th year medical student and since the very beginning of her studies, Egle was an active member of the Lithuanian Medical Students' Association (LiMSA). She has served the Association as the National Exchange Officer, among others. One of the biggest Egle's dreams is that people learn from their mistakes, and she is the first one to give a very good example at that. This year Egle has taken over the position of the Policy Director of the Alcohol Policy Youth Network, in a trial to create strong policy papers with clear evidence that are going to help the Network make young people's voices heard. During her free time Egle likes singing and she is a member of the students' choir, which proves her talent in singing! She combines a purely logical mind with a purely artistic soul.



Ingunn is 22 years old and the Training and Membership Director of APYN. She's from Norway, where she usually lives and studies, but for one year she's a EVS volunteer in Slovenia. In this year, she will try to save the world, before starting her Master studies in strategy and management from September on. Ingunn started doing youth work in 2003 and has since then been working with Alcohol Policy and alcohol related issues. In her free time she enjoys hanging out with friends, talking, swimming and swing dancing.



Sofia is 23 years old and has just finished the 6th year of Medical studies. She comes from Lisbon, Portugal, and works for EMSA (European Medical Students' Association) international board as European Integration Director. Absolutely passionate about Europe, she did Erasmus twice (in Paris and in Rome) and loves to learn new languages. After attending four APYN events, Sofia decided to join the board as Press and Communications Assistant.



Training Course

(prepared by Sofia Ribeiro)

Between the 4th and the 8th March 2011 the Training Course on “Alcohol and the Youth” was held in Cambridge, in Westminster College, and welcomed twelve participants from eleven different countries.

The training focused on three main challenges: the youth organizations don't see alcohol as a problem, there is a lack of interest in developing alcohol related projects and there is a lack of knowledge and skills to develop them.



The participants were given lectures by Adrien F. Rogne (Juvente Norway), APYN Secretariat members and dr Adrian Bonner from the Institute for Alcohol Studies. These lectures covered topics like alcohol related harm to human body and society, effective measures in alcohol policy, how the alcohol industry works, media and lobbying and prevention projects.

Practical work also played an important role on this training course: participants were divided into three groups and given an assignment. From that work, several proposals resulted, all of them being very interesting. A role play game was played to develop the participants' skills in advocacy and lobbying.

Time was given also to present the participants' organizations and share their best practices, as well as to present the country and taste the typical food.

To sum up, another great APYN event!!! (:

Did you know...

(prepared by Katherine Brown, Institute for Alcohol Studies)

Not many people realize how serious the problem of Alcohol harm is around the world. Whilst there is much publicity around global health issues relating to Tobacco or HIV/AIDS, many European citizens do not associate alcohol consumption with disease and/or high costs to society. Here are some statistics that highlight how problematic alcohol misuse is both at a European and global level. For those that have never been involved in alcohol policy, they may prove to be quite eye opening...

- Alcohol misuse is the third leading cause of ill health and premature death globally
- The WHO European region is the heaviest drinking region in the world – the highest rates of morbidity and mortality associated with alcohol occur in Europe
- In Europe, alcohol is believed to be associated with 10% of all cancers in men and 3% of all cancers in women
- The total tangible cost (both health and social) of alcohol to the EU in 2003 was estimated at €125 billion, 1.3% of GDP
- Drinking high quantities of alcohol during adolescence can cause structural changes in the brain which can lead to brain damage
- Young people who binge drink are at a greater risk of developing alcohol dependence later on in life

What is the solution? The WHO has identified seven policy areas to tackle in order to reduce levels of alcohol harm:

Policy	Why will it work?
Price	Increasing the economic cost of alcohol relative to alternative commodities will reduce demand.
Availability	Reducing supply by restricting physical availability will increase effort to obtain alcohol, and thereby reduce total volume consumed as well as alcohol-related problems.
Alter the drinking context	Creating environmental and social constraints will limit alcohol consumption and reduce alcohol –related violence.
Drink-driving countermeasures	Deterrence, punishment, and social pressure will reduce drink driving.
Education and persuasion	Health information that increases knowledge and changes attitudes will prevent drinking problems.
Regulate alcohol advertising and other marketing	Reducing exposure to marketing, which normalizes drinking and links it with social aspirations, will slow recruitment of drinkers and reduce heavier drinking by young persons.
Conduct screening and brief intervention in health care settings; increase availability of treatment programmes	Motivating heavy drinkers to drink moderately will prevent alcohol dependence; various therapeutic interventions will increase abstinence among persons who have developed a dependence on alcohol.

These policies, when implemented together, have been proven effective in countries around the world. However, on their own, each of the policies is less effective – there is no ‘silver bullet’ to cure the world of alcohol harm. Successful alcohol policy must cover a variety of areas, from health services to criminal justice systems. Alcohol harm is a problem that spans many aspects of society; therefore the solution needs to be just as wide reaching.

Youth Researchers

(prepared by Dasa, Simona and Egle)

APYN Youth Researchers Team is an APYN initiative for skilled young people wanting to participate in APYN activities. The Youth Researchers team consists of young people from across Europe who are interested in applying their research knowledge in research related to alcohol.

Currently, they are working on a research project about current alcohol marketing practices to young people in Europe, which also aims to mobilize APYN member organizations and young people's networks across Europe to produce a report on this topic.

The research itself consists of two parts. The first part aims to document youth perceptions of alcohol marketing in Europe. The data are gathered via an online survey, looking at young people's perception of alcohol marketing and their attitudes towards it, as well as the factors influencing their decisions when purchasing alcohol. This was distributed by sending the survey link to more than 1000 participants via mailing lists of national, international youth NGOs, youth centers, social networks, etc.

The second part of research aims to document and describe the volume and types of

alcohol marketing that young people in Europe are exposed to in their daily lives. Compared to survey, this is a smaller scale project, involving 14 participants from different countries who spent two days monitoring and recording the alcohol marketing practices they were exposed to when going about their usual daily routines.

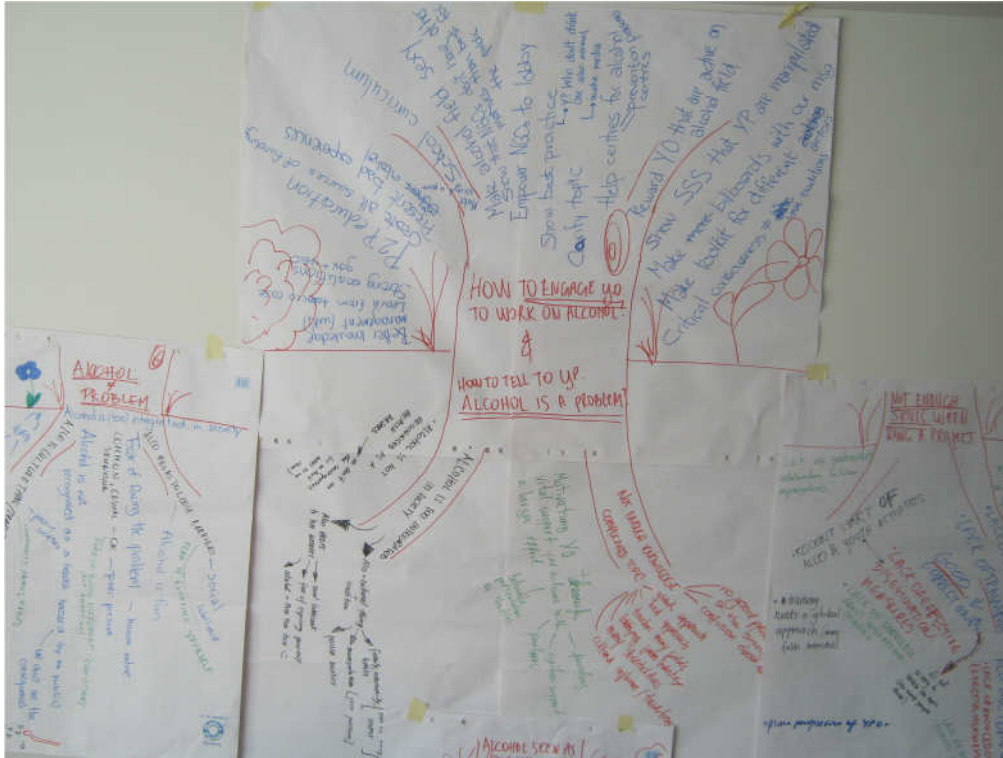
As the researchers are coming from different countries, most of the work is done online. Nevertheless, some meetings took place in order to keep the project going. The first meeting this year was in Cambridge, UK in February, where the team decided on the outlines of the research and divided tasks. Second meeting happened in Kaunas, Lithuania in April to assess the progress and ensure the research would keep flowing.

In the future, the YR Team hopes to attract more interested people, work on various different projects and use the findings to help APYN promote better alcohol policy.

If you want to be a part of YR team, write us an email to apyn.research@gmail.com.

Training for Trainers (T4T)

(prepared by Ingunn Aanes)



From 15-19 April this year, a group of engaged APYNers gathered in Kaunas, Lithuania to participate on "Training for trainers" in alcohol related youth projects. The training course was an initiative carried out to start the process of the establishment of the "APYN pool of trainers" to gather more engaged young people across Europe to start working on alcohol related issues. The participants had already some experience with the field and as trainers.

During the training course the trainers-to-be got more information on how the alcohol industry works, and shared tactics on how to motivate young people to see alcohol as a problem and to make projects to reduce those problems.

The nine future trainers and three staff members were working hard all days, and enjoying each others' company in the evenings. After a long day of working, they all got the chance to see Kaunas, as the Lithuanian hosts were keen to show off their hometown.

After four days of working, getting and giving input, sharing, exchanging ideas and methods, the participants agreed on how to start APYN pool of trainers. In the future this pool of trainers will be able to help out in APYN training and also help APYN's member organizations when needed.

And with all these great new trainers, we can only say: can't wait for it! :-)

To stay up to date ... check us on www.apyn.org (still in testing phase)

... like us on www.facebook.com/apyn.org

... follow us on www.twitter.com/apynetwork