



AER Final Technical Report
WP 8 – Supporting regional alcohol policy development
Building Capacity project
OG, v. 30 August 2010

2.1.1 Description of the activities conducted

WP8 has achieved its objectives, in terms of creating a network of regions to support the formulation and implementation of prevention policies at regional level by allowing regions to share experience and learn from each other.

WP8 organised a series of AER Alcohol Peer Reviews, which were conducted within the framework of the AER Social Policy and Public Health Committee (2).

Two members of the AER Committee Secretariat coordinated the peer reviews and project work. The region of Jönköping (S) coordinated the contents of the peer reviews and liaised with the AER Secretariat to prepare the meetings and disseminate the conclusions (details of manpower in section 2.1.2 below).

During the project, AER has organised 6 meetings: 4 Alcohol Peer Reviews, a series of workshops addressed to regions and other stakeholders during the 2008 Building Capacity conference, plus 1 meeting to prepare the project conclusions/outcomes. These meetings have brought together 18 regions from 10 countries (details under section 2.1.4 below). As is often the case in AER, not all regions could participate to all activities, due to their internal circumstances, political change of priorities following elections, changes in staff.

Within WP8, AER organised the following events:

1st AER Alcohol Peer Review - Alcohol and Traffic – Azores (P) - 24/10/2007

2nd AER Alcohol Peer Review – Availability – Umeå (S) – 4/06/2008

3rd AER Alcohol Peer Review – Young People & Children – Valencia (E) – 17/9/2008

4th AER Alcohol Peer Review – Pregnancy & Nursing/ Brief Interventions in Primary Healthcare – Slaskie (PL) – 18/3/2009

The outcomes of these peer reviews were then communicated to all AER member regions via presentations during the AER Committee 2 meetings, information in the Committee 2 newsletters and information on the project's progress during the meetings of the AER Governing Bodies (biannual Bureau and annual General Assembly).

A 5th meeting was organised among the regions participating to the AER Alcohol Peer Reviews in 's Hertogenbosch on 7/10/2009 to bring together the project outcomes.

Further information on the AER Alcohol Peer Reviews, including agendas, presentations and outcomes, is available on the AER website:

<http://www.aer.eu/main-issues/health/alcohol-prevention/aer-alcohol-peer-reviews.html>

As already explained in the 2008 interim project report, following discussions with the participating regions, AER decided not to go forward with the annual award for the most innovating regional alcohol policy because:

- Members felt it was not in keeping with the spirit of a peer review concept to award a prize to a specific region for the most innovative policy. In this network, the best policy is a result of regional cooperation and exchange of ideas and experience.
- The AER already awards a number of annual prizes. It was felt by both the members and the AER Secretariat that there was little added value in communication terms to award another prize.
- The project work is sufficiently disseminated across AER membership, as is explained above.

AER's WP8 developed a cooperation with WP9 (local and municipal alcohol policy), in recognition of the fact that successful alcohol policy implementation requires the cooperation of local and regional authorities. During the 2008 Barcelona conference, we jointly organised a series of 3 workshops on why and how regions and local authorities should work together (4-5/4/2008).

Further information on these workshops is available at:

<http://www.ias.org.uk/buildingcapacity/conference/index.html>

AER's WP8 placed an emphasis on cooperation with young people. To this end, a representative of the AER Youth Team (now known as AER Youth Regional Network) has contributed to all the AER Alcohol Peer Reviews. Information about the AER Alcohol Peer Reviews has been disseminated to members of the AER Youth Team regularly via mailings, Committee 2 newsletters and participation to meetings of the AER Youth Regional Network and AER Youth Summer School.

AER has completed deliverable 11: AER has also published a series of 15 educational fact sheets containing facts and figures about alcohol-related harm and presenting successful regional policies for preventing this harm. 4 of these fact sheets specifically address youth issues, and all fact sheets contain information that can be useful for young people and youth associations.

These fact sheets are available to download at:

<http://www.aer.eu/main-issues/health/alcohol-prevention/aer-alcohol-fact-sheets.html>

Deliverable 10 has also been completed: AER has published a report outlining the key outcomes of the AER Alcohol Peer Reviews (WP8), in terms of what regional policies work and what steps regions can take to address alcohol-related harm in their territories.

This report is available for download at:

<http://www.aer.eu/main-issues/health/alcohol-prevention/aer-alcohol-peer-reviews.html>

2.1.2 Manpower for the execution of activities

Two members of AER staff were involved in the implementation of the project work:

Ms Ourania Georgoutsakou, Senior Policy Coordinator, AER Social Policy and Public Health Committee (full-time)

Ms Claudia Meschede, Policy Coordinator, AER Social Policy & Public Health Committee (part-time, 80%)



Ms Georgoutsakou was on maternity leave and then paid leave from mid-February 2009 to early August 2009. During this period, Ms Meschede acted as Senior Policy Coordinator.

In the original project budget, AER did not have at its disposal a sufficient number of working days to implement the activities foreseen under the original project contract. AER signalled this to the project leader and requested from the lead partner that the AER staff budget be revised, to the effect of a transfer of 20% of the budget line 'other' to the staff budget. This request was accepted by the lead partner in December 2009, in accordance with the project contract provisions that allow for such a transfer without prior authorisation by the grant authority.

Despite this budget transfer, AER still did not have a sufficient number of man days available to it to complete the project, in particular as regards the publication of educational fact sheets for European youth organisations (D11) and the report on best practice on alcohol policy for regions (D10).

AER has therefore overspent under the budget heading for staff costs not pertaining to national officials, as can be seen in the final financial report. However, AER has remained within the total budget originally allocated to WP8, and in fact has not spent the entire budget allocated to WP8.

2.1.4 Countries involved

The AER Alcohol Peer Reviews have attracted and engaged directly with the following AER member regions, totalling 18 regions from 10 countries during the project's duration: Arges (RO); Azores (P); Calarasi (RO); Catalunya (E); Covasna (RO); Dolj (RO); Fejer (H); Jämtland (S); Jönköping (S); Østfold (N); Slaskie (PL); Timis (RO); Valencia (E); Västra-Götaland (S); Veneto (I); West Sussex (UK); Wielkopolska (PL); Wien (A).

