

# GAPA Virtual Event 12-14 October

## Sessions B: Europe, Eastern Mediterranean and African region

Program outline (Europe, Eastern Mediterranean and African region)

### Tuesday 12 October – three hours

**Brazzaville**  
**10:00-13:00**

Corresponding time in other cities:

Accra 09:00-12:00

London 10:00-13:00

Cape Town 11:00-14:00

Geneva 11:00-14:00

Moscow 12:00-15:00

Dubai 13:00-16:00

Islamabad 14:00-17:00

See more cities:

[09:00-12:00 \(UTC\)](#)

#### KEYNOTE SESSION 1B:

**Protection of alcohol policy from industry interests**

**Chair: Prof Isidore Obot**

- **Welcome** – GAPA board members
- **Alcohol industry Public Relations (CSR) and its implication for ‘engagement’**  
Ms Gianna Gayle Amul
- **Alcohol industry: The elephant in the room?**  
Dr Nason Hessari Maani
- **The role of the alcohol industry in national alcohol policy**  
Ms Paula Johns

#### REGIONAL MODERATED PANEL DISCUSSION:

**Regional experience of industry public relations activities (CSR and PPPs) and how to accelerate civil society and governmental responses**

- Four panellists with 10-minute comments each.
- Questions, comments and discussion online and in chat

#### Panelists

1. **Nijolė Goštautaitė Midttun** MD, Director, Mental Health initiative, Lithuania
2. **Issah Ali**, West African Alcohol Policy Alliance, Ghana
3. **Jeff Collin**, Professor of Global Health Policy, University of Edinburgh, Scotland
4. **Myriam Savy**, Director Advocacy and Communication, Association Addictions France, Vice-President Eurocare

### Wednesday 13 October – Three hours

**Brazzaville**  
**10:00-13:00**

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#### KEYNOTE SESSION 2B:

**The three best buys**

**Chair: Prof Charles Parry**

- **Alcohol: No Ordinary Commodity: update on effective Interventions – preview of 3<sup>rd</sup> revised edition**  
Overview – Professor Thomas Babor  
Pricing policies – Professor Bundit Sornpaisarn  
Availability – Professor Michael Livingston  
Marketing – Professor Sally Casswell

#### REGIONAL MODERATED PANEL DISCUSSION BASED ON KEY NOTES 2B:

**How can global and regional networks promote uptake of the ‘best buys’ at national, regional and global levels?**

- Four panellists with 10-minute comments each.
- Questions, comments and discussion online and in chat

#### Panelists

1. **Aadielah Maker Diedericks**, Director, Southern Africa Alcohol Policy Alliance (SAAPA), South Africa
2. **Maik Dünnbier**, Director of strategy and advocacy, Movendi International, Germany/Sweden
3. **Eric Carlin**, Public Health Expert, Alcohol Policies, WHO European Office for Prevention and Control of Noncommunicable Diseases
4. **Toyyib Abdulkareem**, Consultant, Policy and Campaigns, NCD Alliance, Nigeria

## Thursday 14 October – Three hours

**Brazzaville**  
**10:00-13:00**

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London 10:00-13:00

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Geneva 11:00-14:00

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### KEYNOTE SESSION 3B:

#### The way forward

**Chair: Dr Perihan Torun**

- **GAPA's priorities going forward**  
Prof Sally Casswell
- **Learning from Baby milk: the importance of independent monitoring and reporting**  
Patti Rundall
- **The way forward – Building broader coalitions and keeping options open**  
Dr Thaksaphon Thamarangsi (Mek)

### REGIONAL PANEL DISCUSSION BASED ON KEY NOTES 3B:

1. **Member States response at WHO Executive Board and WHA to draft Global alcohol action plan**
2. **Broadening our coalition: ideas for sectors and issues/framings on which to increase focus**

- Four panellists with 10-minute comments each.
- Questions, comments and discussion online and in chat

#### Panelists

1. **Dudley Tarlton**, Programme Specialist, Health and Development, UNDP Istanbul Regional Hub, Turkey
2. **Florence Berteletti**, Executive director European Alcohol Policy Alliance (Eurocare), Belgium
3. **Dr Abel Basutu**, Senior Drug Control Officer, African Union, Ethiopia
4. **Shehnaz Cassim Moosa**, **City Council of Cape Town**, South Africa

#### Closing and welcome to GAPC 2023 in Cape Town

GAPC 2023 team