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EUROPEAN ALCOHOL AND HEALTH FORUM - COMMITMENT MONITORING REPORT

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COMMITMENT #:	1216060889036-636
TITLE OF THE COMMITMENT:	Social Norms Forum
NAME OF THE FORUM MEMBER ORGANISATION OWNING THE COMMITMENT:	Anheuser-Busch InBev
IS THIS A REPORT FOR AN ONGOING COMMITMENT OR A FINAL REPORT?:	Intermediate
WHAT IS THE TIME PERIOD COVERED BY THIS REPORT (IN THE CASE OF A FINAL REPORT, THE REPORTING PERIOD IS THE LIFE SPAN OF THE COMMITMENT)?	01-Jan-2008 - 18-March-2009

POINT OF CONTACT FOR THE COMMITMENT (THE PERSON AUTHORISED BY THE ORGANISATION OWNED WHO CAN BE CONTACTED FOR INFORMATION ABOUT THE COMMITMENT):

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COMMITMENT SUMMARY (BASED ON SUMMARY GIVEN IN ORIGINAL COMMITMENT FORM):

Anheuser-Busch will begin planning for a Social Norms Forum in 2008 with the forum itself set to occur Tuesday 31 March 2009. Social norms is an evidence-based, data-driven process, and a cost-effective method of achieving large-scale positive results in reducing high-risk drinking, as well as other risky behaviors. The forum will feature presentations by the leading experts in social norms implementation, best practice presentations by those who have implemented programs, and other relevant contributors. Participants will receive access to an online social norms handbook/toolkit that will provide them with extensive background on this proven approach, as well as information on how to successfully develop and implement this effective method of addressing high-risk drinking among populations at risk. The anticipated audience is a variety of European Union stakeholders, including local and national officials, community leaders, health care professionals, law enforcement officials and others.

LINK TO WEB SITES RELATING TO THE COMMITMENT:

Our Social Norms Forum web site contains the agenda and registration information for the 31March2009: www.socialnormsforum.eu

DESCRIPTION OF THE IMPLEMENTATION OF THE COMMITMENT (MAX. 500 WORDS):

The 31 March 2009 Social Norms Forum has been planned. The agenda includes leading social norms experts (available at www.socialnormsforum.eu), and over 100 stakeholders have registered for the Forum. A Social Norms toolkit has been developed to be distributed at the Forum.

OBJECTIVES (CF. SECTIONS 4-5 OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER AND TO WHICH EXTENT HAVE THE OBJECTIVES SET OUT IN THE ORIGINAL COMMITMENT FORM BEEN REPORTING PERIOD? (MAX. 500 WORDS):

We organised a Social Norms Forum in Brussels to take place on Tuesday 31 March 2009. We committed to reaching 500 individuals from 10 EU member states. Forum invitations reached at least 1,000 individuals in all EU member states with a particular emphasis on 13 member states as well as all Alcohol & Health Forum members and numerous additional pan-European organizations. We have taken the following actions in order to ensure a broad dissemination of the messages:

- Distributed the invitation also via supporters' networks
- Created a forum web site to allow individuals access to information from the conference and links to other social norms resources
- Distributed a media release to increase awareness of and attendance at the forum
- Created a social norms toolkit to be distributed to Forum attendees

RELEVANCE (I.E. HOW DID THE COMMITMENT DURING THE REPORTING PERIOD CONTRIBUTE TO ACHIEVING THE AIMS OF THE FORUM - CF. SECTION 3 OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER) (MAX. 250 WORDS):

'Social norms' is an effective method of helping promote responsible drinking and reduce high-risk drinking. Providing education to leaders about this proven approach to encourage implementation in EU communities contributes to one of the EU Alcohol Forum's priority aims: a common platform for all stakeholders at EU level to help reduce alcohol-related harm via "information and education programmes on the effects of harmful drinking and on responsible patterns of consumption." To this end,

1. We have invited a target audience that includes all stakeholders who are able to disseminate and apply the information in their particular sphere of responsibility
2. We will familiarise the conference audience with the approach via presentations by leading experts on 31 March 2009.
3. We will provide conference attendees a flash drive containing a social norms toolkit on how to implement effective social norms programs.
4. We will provide the conference audience access to a web site that includes conference presentations from the 31 March 2009 event and links to social norms resources.

INPUT INDICATORS (RESOURCES ALLOCATED TO THE COMMITMENT ("WHAT WAS DONE TO PUT THE OUPUT INTO PRACTICE?") - CF. SECTION 5A OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER) (MAX. 250 WORDS):

Seven people dedicated time to organising this event during all stages of planning.

OUTPUT INDICATORS (MEASURE FROM A QUANTITATIVE POINT OF VIEW THE RESULTS CREATED THROUGH THE COMMITMENT ("WHAT WAS ACHIEVED WITH THE RESOURCES ALLOCATED TO THE COMMITMENT") - CF. SECTION 5B OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER) (MAX. 250 WORDS):

We committed to reaching 500 individuals from 10 EU member states. Forum invitations were emailed to more than 1,000 individuals from different stakeholder groups in 37 countries, including all EU member states with a particular emphasis on 13 EU member states, with more than 100 people from 10 EU member states registered to attend as of mid-March.

- We created a forum web site where individuals may access information provided and download handbook/toolkit
- We are working to establish links to at least five web sites that feature social norms information/materials. They will be posted on www.socialnormsforum.eu by 31 March 2009.

OUTCOME AND IMPACT INDICATORS (HOW SUCCESSFUL HAS THE COMMITMENT BEEN DURING THE REI RELATION TO THE ORIGINAL OBJECTIVES - CF. SECTION 6 OF THE MONITORING COMMITMENT IN ANI CHARTER. THESE INDICATIONS GO BEYOND THE MINIMUM AGREED REQUIREMENTS TO MONITOR A CO EXPECTED THAT THIS TYPE OF EVALUATION WILL NOT BE CARRIED OUT FOR ALL COMMITMENTS.) (A

Short term:

Web site developed
 - Site featured conference agenda, registration, conference presenter biographies and social norms background and information.

Medium term:

EU stakeholders invited
 - We exceeded our original commitment of inviting 500 individuals from at least member states with actual invitations going to more than 1,000 individuals from different stakeholder groups in 37 countries, including all EU member states with particular emphasis on 13 EU member states as well as all Alcohol & Health Forum members and numerous additional pan-European organizations.

Long term:

Number of Forum registrants
 - More than 100 registrants from 10 member states have signed up to attend the forum as of mid-March.
 Number of web site visits
 Number of toolkits distributed
 Media monitoring

Other:

EVALUATION DETAILS (TOOLS AND METHODS USED, INTERNAL OR EXTERNAL EVALUATORS...)(MAX. 250 WORDS) (*MANDATORY ONLY FOR FINAL REPORT):

A pre-forum survey was launched, and all registrants were invited to complete the survey. 30 people have completed this survey thus far.
 A post-forum evaluation survey has been developed and will be launched in April 2009 to all Forum attendees following the event.
 Media coverage of the event will be monitored.
 Number of toolkits distributed and web site visits will be measured.

OTHER COMMENTS RELATED TO MONITORING THE COMMITMENT (THIS SECTION IS TO BE USED TO AC INFORMATION WHICH CAN BE USEFUL IN TERMS OF UNDERSTANDING ISSUES RELATING TO THE MONI COMMITMENT, SUCH AS, ANY MAJOR OBSTACLES THAT HAVE BEEN ENCOUNTERED, SOURCES OF DAT. BASIC DETAILS OF THE COMMITMENT HAVE BEEN CHANGED, THIS FIELD IS TO BE USED TO EXPLAIN

WERE CHANGED.) (MAX. 300 WORDS):

DISSEMINATION (HOW WERE THE RESULTS OF THE COMMITMENT DISSEMINATED?) (MAX. 250 WORDS) FOR FINAL REPORT):

The results will be reported following implementation of the Forum 31 March 2009, with a final report date of 29 May 2009.

REFERENCES TO FURTHER INFORMATION RELATING TO THE MONITORING OF THE COMMITMENT:

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