



▲ The European Research Alliance brings together AMPHORA partners, other researchers and policy makers and representatives of government and non-governmental organisations.

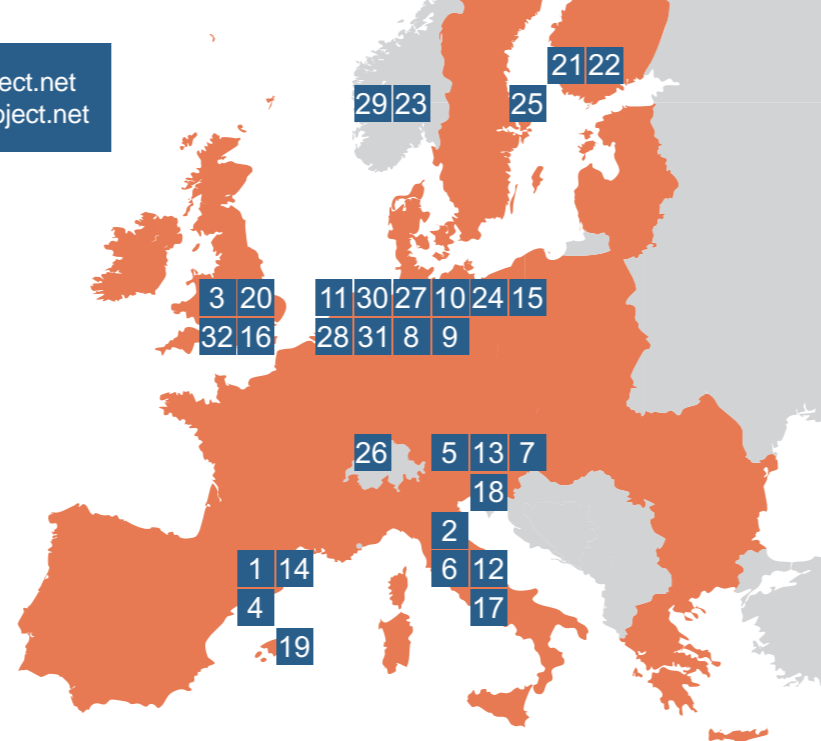


European Alcohol Policy Research Alliance

AMPHORA has created a European Alcohol Policy Research Alliance of internationally renowned alcohol policy researchers from a wide range of disciplines.

The Alliance will undertake new empirical research to strengthen European research knowledge of the impact of public health measures and interventions to reduce alcohol related harm and to contribute to integrated policy making.

www.amphoraproject.net
info@amphoraproject.net



- | | |
|--|--|
| 1 Coordination: Hospital Clínic de Barcelona (HCB), Spain | 16 Institute of Psychiatry, King's College London (KCL), UK |
| 2 Agenzia Regionale di Sanità della Toscana (ARS), Italy | 17 Istituto Superiore di Sanità (ISS), Rome, Italy |
| 3 Alcohol & Health Research Unit, University of the West of England, UK | 18 Inštitut za raziskave in razvoj (UTRIP), Slovenia |
| 4 Anderson, Consultant in Public Health, Spain | 19 IREFREA, Spain |
| 5 Anton Proksch Institut (API), Austria | 20 Liverpool John Moores University (LJMU), UK |
| 6 Azienda Sanitaria Locale della Città di Milano (ASL MILANO), Italy | 21 National Institute for Health and Welfare (THL), Finland |
| 7 Budapesti Corvinus Egyetem (BCE), Hungary | 22 Nordiskt välfärdscenter (NVC), Finland |
| 8 Central Institute of Mental Health (CIMH), Germany | 23 Norwegian Institute for Alcohol and Drug Research (SIRUS), Norway |
| 9 Centre for Applied Psychology, Social and Environmental Research (ZEUS), Germany | 24 State Agency for Prevention of Alcohol-Related Problems (PARPA), Poland |
| 10 Chemisches und Veterinäruntersuchungsamt Karlsruhe Technische Universität (CVUAKA), Germany | 25 Stockholms Universitet (SU), Sweden |
| 11 Dutch Institute for Alcohol Policy (STAP), Netherlands | 26 Swiss Institute for the Prevention of Alcohol and Drug Problems (SIPA), Switzerland |
| 12 Eclectica snc di Amici Silvia Ines, Beccaria Franca & C. (ECLECTICA), Italy | 27 Technische Universität Dresden (TUD), Germany |
| 13 European Centre for Social Welfare Policy and Research (ECV), Austria | 28 Trimbos-instituut (TRIMBOS), Netherlands |
| 14 Generalitat de Catalunya (Gencat), Spain | 29 University of Bergen (UiB), Norway |
| 15 Institute of Psychiatry and Neurology (IPIN), Poland | 30 Universiteit Twente (UT), Netherlands |
| | 31 University Maastricht (UM), Netherlands |
| | 32 University of York (UoY), UK |



AMPHORA

Alcohol Measures for Public Health Research Alliance

AMPHORA is a Collaborative Research Project funded by the European Commission Seventh Framework Programme



Amphora is lead by:
CLÍNIC BARCELONA
Hospital Universitari



AMPHORA

Alcohol Measures for Public Health Research Alliance

A four year Europe wide project involving more than 50 researchers and over 30 research institutions from all EU member states and project partners from 13 European countries.

AMPHORA will:

- Advance the state of the art in alcohol policy research and enhance cooperation among researchers in Europe.
- Provide new scientific evidence for the most effective public health measures to reduce the harm done by alcohol.
- Promote the translation of science into policy and disseminate new knowledge to policy makers.

Coordinated by Hospital Clínic de Barcelona (HCB), Catalonia, Spain
AMPHORA is a collaborative project funded under the European Commission Seventh Framework Program (FP7).

www.amphoraproject.net - info@amphoraproject.net

AMPHORA

Alcohol Measures for Public Health Research Alliance

Evaluating the Cost Effectiveness of Policy Measures

A common framework for evaluating the effectiveness and cost-effectiveness of policy measures will be developed. Evidence-based measures will be collected in a database of cost-effective public health measures to reduce alcohol-related harm.

Socio-cultural, economic & demographic determinants of the effectiveness of alcohol policy

Alcohol laws and policies respond to a complex interplay between individual alcohol consumption and surrounding social and cultural context. Accordingly, AMPHORA will document and analyze policies within this context and examine the relative impact of sociodemographic, cultural and economic factors that strengthen or weaken policies aimed at affecting alcohol consumption and alcohol-related harm across Europe.

Infrastructures for alcohol policy

All European countries have laws and policies relating to the trade, sale and consumption of alcohol that exist within differing social and cultural contexts. AMPHORA will document and analyze current alcohol policy related infrastructures and their potential for impact in reducing the harm done by alcohol.



Young People and Alcohol Marketing

Using well designed longitudinal studies controlling for potential confounders, AMPHORA will measure young people's exposure to commercial communications and examine how this relates to drinking behaviour two years later. Adolescents' media literacy as regards commercial messages on alcohol will be investigated in different countries using new methodological tools. AMPHORA will strengthen the European evidence-base for policy makers to reduce alcohol-related harm among European young people.

Pricing and Availability

The impact of recent and current changes in the price and availability of alcohol on consumption and alcohol-related harm in Europe will be analyzed using a range of methodologies. AMPHORA will look not only at raw changes in price but compare changes in disposable income with the relative cost of alcohol.

Brief Interventions and Treatment for Alcohol Use Disorders

AMPHORA will map need and service provision for early identification and management of alcohol use disorders in Europe. The public health impact and policy implications of early identification and management in Europe will be evaluated.

Reducing the Harm from Surrogate and Illegally Produced Alcohol

AMPHORA will collect samples of illegal and surrogate alcohol from all EU countries to analyze them for alcohol content and potentially health threatening contaminants including volatile substances and heavy metals. This is the first time such a study will have been undertaken at the European level with the aim of leading to practical recommendations to reduce the potential harm from the consumption of illegal and surrogate alcohol.

Public Perceptions of Alcohol Related Harm

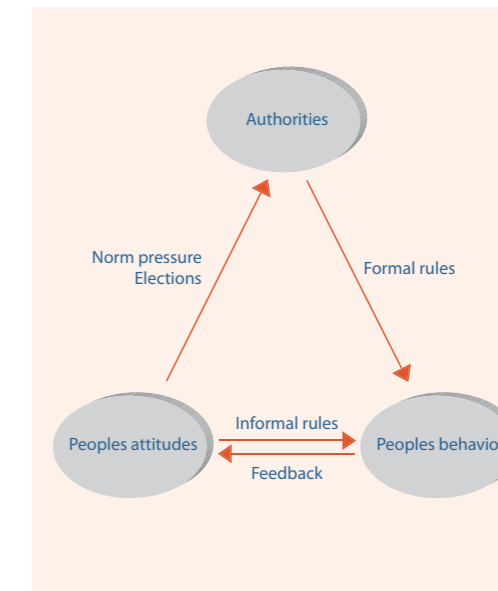
AMPHORA will analyze public perceptions of alcohol and alcohol-related harm and how this impacts on policy development, implementation and outcomes. A random population sample from seven countries will be asked to respond to statements describing frequency, degree of intoxication and social context. These responses will be analyzed to determine perceptions of what constitutes acceptable alcohol use and alcohol-related harm and how this in turn affects policy making and effectiveness.

Drinking Environments and Alcohol-Related Harm

By identifying and analyzing the factors associated with alcohol-related harm in drinking environments across Europe AMPHORA will make recommendations to make these safer for Europeans and visitors.

The environments in which people drink influence the likelihood of alcohol-related harm including violence and accidents. Access to nearby public transport, availability of seating, and, attitudes of door staff and patrons towards drinking and violence are examples of factors which may contribute to the safety of citizens and visitors enjoying European nightlife.

The effectiveness of policy measures is impacted by prevailing attitudes and behaviours around alcohol use and related harm. These three interrelated factors influence one another within the social and cultural context of the country/region in which policies are implemented.



Comprehensive and Integrated Alcohol Policy

Collecting and collating data on alcohol policy measures in European countries and over time will allow AMPHORA to develop a matrix of alcohol policy options across Europe. AMPHORA will develop a scale to measure the comprehensiveness and integration of public health measures to reduce the harm done by alcohol in all European countries.



Translating Science into Policy

Science and policy will be brought together in two expert and counterpart meetings in 2010 and 2011, and through a European Alcohol Policy conference in 2012. Project outcomes will be disseminated through publications in peer reviewed journals, a database of cost-effective measures, the project web site and participation in relevant workshops, conferences and networks.

Changes in the affordability of alcohol between 1996 and 2004, selected European Union countries.

Source: Eurostat.

**Affordability of alcohol is a composite measure which considers both price and income.*

