



BACKGROUND

The European Union has the highest levels of alcohol consumption per head of population in the world. Although the harm done by alcohol is a major public health concern, there remains a gap in translating the evidence of what works into effective European policy.

FOSTERING EFFECTIVE PREVENTIVE MEASURES

In 2006, the European Commission issued a Communication on alcohol, stressing the important role that research and information systems play in the development and implementation of effective actions at all levels for the prevention of the harm done by alcohol.

THE NAME

Amphorae are ceramic vases used for transporting different commodities, including wine, around the Mediterranean since the 15th century BC. AMPHORA is used as an analogy to the project's network potential to spread knowledge and evidence on alcohol.

A new AMPHORA and many carrying hands

Presenting the pan-European alcohol policy network

The Alcohol Measures for Public Health Research Alliance (AMPHORA) is a collective effort to push forward research relevant to alcohol policy in the European Union. The Alliance brings together more than 50 researchers and over 30 research institutions from all EU Member States and project partners from 13 European countries.

AMPHORA is a four-year €4 million project co-financed by the Seventh Framework Programme (FP7) of research of the European Commission and is coordinated by the Hospital Clínic of Barcelona in Spain. It aims to bring together new evidence on alcohol consumption, alcohol-related harm and alcohol policy and preventive practices in Europe.

The research areas covered by AMPHORA include updating European epidemiological data; discussing the definition of standard common indicators of alcohol consumption and harm; measuring the strength of alcohol policies; studying the contextual determinants of alcohol consumption; analyzing the impact of marketing on youth; studying the availability of advice and treatment at a European level; approaches to reducing harm in drinking venues and studying contamination of illegal or surrogate alcohols).

The knowledge produced by the AMPHORA project will be disseminated to those engaged in policy-making for development and implementation of more effective public health measures.



The European Alcohol Policy Research Alliance congregates internationally renowned researchers, policy-makers and representatives from governmental and non-governmental organizations



AMPHORA is divided into nine interdependent work packages (WP)

WP1 - Creation of a European Alcohol Policy Research Alliance, led by Dr. Antoni Gual

WP2 - Integrated policy making, led by Dr. Jürgen Rehm

WP3 - Analysis of the interaction of socio- cultural, economic and demographic determinants of the effectiveness of alcohol policy, led by Dr. Allaman Allamani

WP4 - Studying the effect of marketing on alcohol consumption, led by Avalon de Bruijn and Wim van Dalen

WP5 - Studying the impact of price and availability led by Esa Österberg

WP6 - Comparing the service provision for early identification and the management of alcohol use disorders, led by Professor Colin Drummond

WP7 -Analyzing drinking environments and alcohol-related harm led by Dr. Karen Hughes and reducing the harm from surrogate and illegally produced alcohol, led by Dr. Dirk Lachenmeier

WP8 -Analysis of infrastructures for alcohol policy, led by Lidia Segura and Dr. Joan Colom

WP9 - Translating science into policy, led by Professor Peter Anderson

The AMPHORA Expert meeting (June 2010, Madrid - Spain)

The first AMPHORA Expert meeting was combined with the WHO Meeting of the National Counterparts for Alcohol Policy in the WHO European Region held in Madrid, Spain, 14th-16th June 2010. The meeting offered the opportunity for AMPHORA partners to meet and discuss final decisions related to research protocols and instruments of their Work Packages (WP). During the meeting, WP leaders briefly presented the aims of their studies to other partners in the project, and the AMPHORA website was presented. See the link bellow!

<http://www.amphoraproject.net>

Next Meetings:

- AMPHORA Expert Meeting, Zurich, Switzerland, 3rd-5th May 2011
- AMPHORA Expert Meeting, Stockholm, Sweden, 18th-19th October 2012