



Alcohol - No Ordinary Commodity

Friday, February 27, 2004

A research and planning meeting of the Centre for Addiction and Mental Health's Alcohol Policy & Research Group, OPHA Alcohol Work Group, Association to Reduce Alcohol Promotion in Ontario and Alcohol Policy Network
Hosted by Toronto Public Health

AGENDA

8:30	Coffee	12:30	Networking Lunch
9:00	Welcome & Introductions	1:30	Collaborative Strategic Planning: Frameworks for Action (<i>in camera session</i>)
9:30	Alcohol – Not Just Another Commodity (15 mins each)		o Norman Giesbrecht and Janet McAllister (CAMH) – CAMH Alcohol Framework & Best Advice on Privatization/Alcohol Monopolies (15 mins)
	o Juergen Rehm (Centre on Addiction and Mental Health) – Preventing Alcohol Problems: International Best Practices		o Denise DePape and Bob Mann (Alcohol Working Group) – OPHA Alcohol Policy Paper (8 mins)
	o Andy Murie (MADD Canada) – Impaired Driving Prevention in Canada – An Update		o Q & A
	o Patricia Begin (Canadian Centre on Substance Abuse) – What's Happening at the Federal Level?	2:10	Stretch Break
	o Joy Lang (Ontario Ministry of Health and Long-Term Care) – What's Happening in Ontario?	2:15	Facilitated Discussion (<i>in camera session</i>)
	o Discussion		o What are the priorities for alcohol policy in Ontario?
11:15	Refreshment Break		o What can we agree to work on together?
			o Who/What/How/When?
11:30	Web Meeting: Alcohol Marketing Trends, Implications for Alcohol and Trade Policy and Opportunities for Cross-border Collaboration	3:45	Next Steps/Evaluation
	o David Jernigan (US Center on Alcohol Marketing and Youth) – International Trends in Alcohol Marketing & Promotion (20 mins)	4:15	Adjournment
	o Jim Grieshaber-Otto (International Trade Policy Consultant) – A Canadian Perspective on Alcohol & International Trade Policy (20 mins)		
	o Q & A		

Location:

Room 314, Metro Hall
55 John Street, Toronto, Ontario

For directions please visit

www.mapquest.com.