



Annex No. 1

12.2. Restructured Policies

-Active revises the structure of all policy documents in order to ensure consistency

12.2.1. Policy on the Rights of Young People

Vision

Our vision is a democratic, diverse and peaceful world, where any individual can live up to their full potential, free from alcohol and other drugs.

Definition

Active is supporting the UN declaration on children rights. As Active is a youth organisation we are also using the word Youth for persons under the age of 18. In this programme we will use the expression Young people when we refer to both children and youth.

Policy

In 1989 the United Nations passed the Children's Rights Convention that included among others the child's right to a safe childhood, education, basic health care, adequate nutrition, a home and citizenship.

Although today nearly all states of the world have ratified the declaration, implementation is often insufficient. Active as a children and youth organisation is concerned about this lack of security and responsibility for children in our world.

Additionally Active, as a youth organisation dealing with the issue of alcohol and other drugs, is especially concerned about the lack of



protection against the danger and the negative effects of alcohol and other drugs.

Therefore Active sees a strong need to extend the UN convention of children's right to, among others, the right of young people to grow up in an environment free of alcohol and other drugs, the right of prevention and the right of medical and social treatment in connection to the abuse of alcohol and other drugs.

Active is convinced that politicians have the duty and the guiltiness to respect the rights and the wishes of children. It is their responsibility to build a world in which the rights of children are respected. We therefore strongly demand all states in the world to ratify and implement both the UN convention about children's rights and Active's policy programme on the rights of young people.

This policy programme is a programme that aims on all young people regardless of ethnical group, colour, sex, sexual orientation, religion, social origin, disability, political or other opinion, language, birth or other status. The programme is divided into four different sections: Survival rights, Development rights, Protection rights and Participation rights.

Action points

Active shall:

- spread the policy programme to all the governments of Europe
- arrange seminars or workshops to ensure young people's rights.
- always assure the rights of young people, whenever arranging events.
- create a pool for exchanging knowledge of the leaders working with young people within Active.

Active advocates for:

- All countries in the world to ratify the UN Convention on Children's rights.
- All countries in the world to realise the convention into their own political systems.
- All countries in the world to consider and implement the Active policy programme on the rights of Young persons into their work.



1. Survival rights

- All young people have an inherent right to life.
- All young people have the right to get enough food and drinkable water.
- All young people have the right of housing.
- All young people have the right to grow up in a world free from environmental pollution.
- All young people have the right to live on a planet free from destruction and exploitation.
- All young people have the right of freedom of thought, conscience and religion.
- All young people have the right of freedom of expression, including the right of information.
- All young people have the right to be registered, to get a name, to acquire a nationality and to know if possible- who its parents are.
- All young people have the right to freedom of religion or non-religion.
- All young people have the right to a free conscience.

2. Development rights

- All young people have the right to get information about the social and physical damages of alcohol and other drugs.
- All young people have the right to learn how alcohol and other drugs are working.
- All young people have the right not to use alcohol and other drugs.
- All young people have the right to participate in programmes on prevention work and if needed medical and social treatment in connection to abuse of alcohol and other drugs.
- All young people have the right to think freely and to express their opinion.
- All young people have the right to freedom of religion or non-religion.
- All young people have the right to a free conscience.
- All young people have a right to get a proper education.
- All young people have the right to choose their own way of education.
- All young people have the right to have spare time and to form it by their selves, including the right to play and to meet who they want to.

3. Protection rights



-All young people have the right to be protected against all forms of physical and mental violence, injury and abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse. Such protection includes social programmes for prevention and creation of necessary support, if needed.

-All young people have the right to grow up in an environment free from alcohol and other drugs, and free from advertisement for these substances.

-All young people have the right not to participate in war.

-All young people seeking refugee status shall be able to live a life according to their and contemporaries age. For example they shall be offered education, medical care, special support etc.

-All young people have the right to be treated with respect.

-All young people have the right to their own privacy and honour.

-All young people have the right that their families are not separated arbitrarily.

-All young people have the right to meet both their parents regularly while growing up.

4. Participation rights

-All young people have the right to gather together in associations and peaceful assemblies.

-All young people have the right to demonstrate and express their opinions peacefully in other ways.

-Young people should be allowed to take part in public elections and referendums that should be open, free and secret.

-All young people have the right to be heard in any judicial and administrative proceeding affecting themselves.

-All young people have the right to get information and ideas of all kinds, regardless of frontiers, in any media of the young person's choice.

-All young people have the right to learn how to use and participate in media.

-All young people have the right to take part in decisions affecting their life and surrounding

12.2.2. Policy on Social Inclusion



Vision
Our vision is a democratic, diverse and peaceful world, where any individual can live up to their full potential, free from alcohol and other drugs.

Statement

1. Active's View on Social Inclusion

The importance of social inclusion for individuals, especially children and youth, and for society at large is growing. Economic and political crisis in Europe means children and young people find it harder to see their legitimate needs taken care of because of spending cuts and austerity measures that burden children and young people. Especially marginalized and particularly vulnerable youth, like children of alcoholics, are affected. Also, if Europe is to come out stronger from the crisis and the young generation is to have a fair chance at living up to their full potential, the need for society to counter these trends of social disintegration is growing. Active considers and addresses both these dimensions in its work for more and better social inclusion in Europe.

Active wants to play an active role in helping young Europeans to live up to their full potential. We want to do this both by including everyone who wants to be in a safe and enabling environment where meaningful activities and relationships can be built, and by giving a voice to children and young people and to represent them in the decision-making processes on European, national and local level.

2. Finding a Role in Society

Growing-up is a process of finding one's identity and one's role in society. Every human being goes through this process to develop self-esteem, a sense of belonging and a set of values that help the individual to navigate through life. From the complexity of this process derives the importance of social inclusion; that any human being should feel she belongs and is accepted and is free from pressure to do certain activities. Social inclusion is crucial for the skills and abilities that can develop during this process and to the ability to reach the full potential as a human being.



3. Substances

Alcohol and other drugs in Europe are a threat to the development of self-esteem and the realization of the full potential of individuals. The alcohol norm in Europe creates tremendous pressure on young people, and often makes them choose behaviors that they are not truly happy with and that they do not feel themselves reflected in.

Moreover, the alcohol norm contributes to a huge lack of safe environments and meaningful activities. The impact of alcohol on social gatherings is often that it contributes to flouting norms of social decency and conduct; racist jokes, sexual harassment and the like are too often being excused when alcohol is involved. This part of the European alcohol culture contributes to social exclusion.

The pressure and expectations on individuals and the lack of common safe environments from this pressure have negative influence on the mental well-being, the development of a sense of belonging and meaning, and the self-esteem of young Europeans.

4. Children of Alcoholics

All young Europeans are exposed to the detrimental effects of weakening social inclusion, but there are especially marginalized groups who deserve extra attention and efforts. Alcohol consumption in Europe is higher than anywhere else in the world and there are at least 9 million children of alcoholics in the European Union alone.

Children and young people growing up with adults around them who are dependent on alcohol often suffer from a number of problems. Their risk of ill-health and developing dependence later in life is much higher, their childhood ends too early when they have to take over the parents' role at home and often their social life is compromised because they have to start lying and do not feel that they can bring friends home and have to prioritize caring for the parents and family members instead of other things. Also, their intellectual performance is jeopardized due to the emotional instability. Moreover, children of alcoholics often witness or experience violence and abuse or even have to endure it themselves.

5. Youth Organizations and Activities



Too few youth organizations and activities are free from alcohol and other drugs. This can lead to events that totally contradict the mission of youth organizations when the informal social moments are usurped by alcohol use.

Youth organizations play a crucial role in providing safe environments for young people, where they can develop skills, find their values, realize their potential and find out about who they are and who they want to be. Youth organizations and their activities have the first and foremost mission to make sure that young people, no matter the background, origin or conviction, can find opportunities to develop self-esteem and a sense of belonging in society.

6. Society

Society makes children of alcoholics invisible. Society allocates too few resources to support such marginalized young people, often leaving them alone to struggle with problems that society is responsible for. Moreover, there are too few opportunities and places for young Europeans to enjoy a safe, creative, meaningful leisure time during their childhood and adolescence years.

7. Alcohol Harm in Europe

Alcohol causes medical, social, economic and democratic harms.

a) Medical Harm

Mental disorders have become Europe's largest health challenge in the 21st century. Each year, 38.2% of the EU's population – or 164.8 million people – suffer from a mental disorder. As a result, disorders of the brain, as measured by disability-adjusted life years (DALYs), are the largest contributor to the EU's total morbidity burden, accounting for 26.6% of the total disease burden, covering the full spectrum of all diseases.

The four most disabling single conditions (in terms of DALYs) were depression, dementias, alcohol use and stroke. The onset-age of alcohol use in the EU is 12.5 years, which means that children and youth are putting their brains' mental capabilities and health at considerable risk.



There are lots of children born with fetal alcohol spectrum disorders (FASD), due to alcohol use during pregnancy. This disability is still not recognized enough in healthcare in Europe. Affected children have an increased need for social inclusion.

b) Social harm

The alcohol norm in Europe dictates that alcohol be part of every social gathering. It is not a question whether or not to start using alcohol, but when. This culture intoxicates the childhoods and adolescent years of too many young Europeans. It is a culture that excludes many people or forces them to do things that they do not really feel comfortable with.

The social harm is tremendous among young Europeans because of the unsafe environments that are available for their leisure time activities.

Policy

1. Policies for an Inclusive Europe

Alcohol and other drugs are a threat to the mental health of young Europeans, but to understand and see one's value and develop a self-esteem growing-up free from those substances is fundamental. Only then will young people gain the tools needed for a life of realizing their full potential. Active's role comes from two perspectives, the social inclusion and the peer support perspective. Active chooses to take an integrated and comprehensive approach towards fostering more and better social inclusion in Europe. Active recognizes its own role and importance, like the role of all other NGOs, and therefore Active in the following addresses two dimensions:

2. Internal:

How Active chooses to run its activities to promote social inclusion internally and inside its member organizations. In this dimension of our social inclusion work we fill the name of our organization with meaning: Active – sobriety, friendship and peace.

3. External:

What Active advocates in the political arena on European, national and local level for Europe to become better at social inclusion.



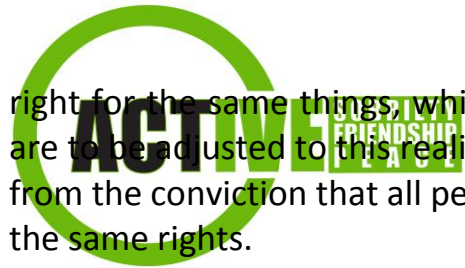
Both dimensions are strongly interconnected and rely on each other. Without being inclusive and living up to its values and vision about social inclusion, Active will not be able to be a credible voice for socially excluded and marginalized youth. Without being that voice, bringing attention to the situation of for example children of alcoholics, Active will not manage to bring about change. We cannot make Europe more inclusive and safer on our own, but we can start by making sure that we do all we can in our own events.

Social inclusion is about the character of meetings and how people feel during them. The atmosphere and climate of an organization that can be a channel for, but also, an obstacle of social inclusion. Therefore, Active elaborates external demands for NGOs, decision-makers and society at large to step up action concerning social inclusion, safe meetings and organizational culture.

a) Youth work

Active's social inclusion work takes the starting point in two different perspectives: the including perspective and the peer support perspective. To work with the including perspective in Active means to make efforts for creating social contexts where all get the same possibilities to take part according to their skills and needs. Active's efforts for peer support are about creating methods so that all young people find a safe and enabling environment, especially children of alcoholics. It is also about spreading knowledge and understanding for children of alcoholics to be able to identify and help during the activities and even in their own member organizations, but also to understand and develop a sense of compassion.

Active consists of diverse member organizations with different but equal members from all kinds of backgrounds, origins, beliefs and inclinations. The only thing we need to have in common is that we all strive for a more democratic, diverse and peaceful world, where any individual can live up to their full potential, free from alcohol and other drugs. Everything else can differ from member to member because every individual is unique. This uniqueness and difference is highly welcomed in Active and all our events and activities. All Active members have the



right for the same things, which means that Active events and activities are to be adjusted to this reality. Our organization takes its starting point from the conviction that all people have the same value and that all have the same rights.

b) Safe Meetings

Meetings occur whenever Active and its member organizations arrange events and activities. It can be, for example, international seminars, cooking evenings, summer camps or movie nights. The way people feel during meetings is crucial for how included or excluded they are in Active and our activities. This is why it is fundamental to make huge efforts for safe meetings.

The term “Safe meetings” means the absence of bullying, intolerance and hostile attitudes towards a person, a number of people, an opinion etc. It also means the presence of actively lived inclusion, understanding, compassion and people who can identify the needs of their fellows. It means that each individual takes responsibility for the well-being and development of the other people who is part of the meeting.

Action Points

Active shall

- assure gender, geographical and socio-economic balance of participants in all its activities and events.
- offer room and time in all its activities for meeting, discussing and together making sense of differences and similarities of all kinds among the different participants to address the societal importance of social inclusion, tolerance and intercultural understanding and how each individual and NGOs can contribute to the promotion of it.
- open activities and events to people from outside.
- whenever arranging events, work deliberate and intentional with social inclusion.
- Active members feel that their membership is meaningful
- Active members can participate in events and activities based on their needs
- All members feel safe and accepted in Active events and activities



- Members with different backgrounds and origins get tasks and responsibilities
- All activities are conducted with an inclusion-perspective
- Active's organization culture is open, welcoming and supportive of new ideas, approaches and thoughts, so that nobody feels excluded just because s/he thinks or acts differently from the majority
- To create a pool for exchanging knowledge of the leaders working with young people within Active.
- Active members are and feel safe and comfortable during activities
- Active activities strengthen our members' opinions and lifestyle choices and their personal development
- All leaders in Active events have good understanding for families that do not function and for individuals with special needs and have good skills in how to prevent bullying

Active demands that

- all governments in Europe work with giving all young people the same chance to live their life to their fullest potential and reducing the number of addicted families.
 - That the European Union takes a clear decision to work towards social inclusion.
 - That the European Union acknowledges all those young people growing up near or with addiction and high risk consumption.
 - To arrange seminars or workshops to highlight the challenges society have to work towards social inclusion
 - Whenever arranging events, work deliberate and intentional with social inclusion
- all youth activities are conducted with an inclusion-perspective and are open for marginalized and especially vulnerable groups
- youth leaders know how to identify, recognize and help young people with special needs, like children of alcoholics.
 - all youth activities have to be free from peer pressure to use substances, instead youth activities should facilitate methods and techniques for young people to step out of their comfort zone with the help of their power within.
 - decision-makers on all levels invest more in environments for young people that allow safe meetings free from harmful substances.



-all youth events having EU financial support should guarantee that the money does not go to purchasing alcohol and ensures that alcohol-free environments are created.

12.2.3. Policy on Peace and Development

Vision

Our vision is a democratic, diverse and peaceful world, where any individual can live up to their full potential, free from alcohol and other drugs.

Policy

1. One World - Common Responsibility

Active builds its work on the foundation laid by the IOGT International Platform, which has a long tradition in fighting for peace, human rights, equality and liberty for all people.

No matter where we live, if we are rich or poor, free or oppressed - all humans share the same earth. We have built borders between our countries, but some things do not stop at the customs. Pollution of the environment, globalisation of the economy, lack of democracy, oppression of minorities and gender discrimination - all these are global challenges rather than national. Therefore people need to co-operate across borders and find common ways to meet these challenges. We share this world and have a common responsibility towards it.

The consumption of alcohol and other drugs and its consequences is an obstacle to development in many parts of the world. Therefore Active is actively promoting an alcohol- and drug free lifestyle as a part of its peace and development work.

2. The Rights of Young People

Active, as an organisation representing children and youth, is specifically concerned with the situation of young people in the world. We can see that young people are not always treated with the respect they deserve, and often become victims of problems caused by adults.



The United Nations declaration on Human Rights (1948) is essential in Active's work for peace and development. In 1989 the United Nations passed the Children's Rights Convention, which for example states that every child has the right of life, education, basic health care, citizenship, a home and enough food to eat. Active demands that all the countries in the world ratify this convention and incorporate it into their legal system. In doing so, the convention becomes binding for every government and citizen in the world. Active believes this will ensure a better protection of children's and young people's rights.

Active believes that no youth should have to experience war, nor should they participate by fighting as soldiers. Everyone has the right to live in peace.

Active also believes that young people should have the right to influence the society they live in, and to promote their own solutions to different problems.

Young people have the right to inherit a living and prosperous earth. Every generation has to take responsibility for the environment. Agenda 21, which was the result of the Rio-conference (1992), was made to ensure that every country in the world could take a common responsibility for the environment.

Active also believes that standard of living is of big importance when it comes to young people's opportunities. Children of refugees and minorities and within addicted families should have the same living conditions as other children.

3. The Responsibility of Rich Countries

A few of us are living in some of the richest countries in the world. We have an abundance of food, money and things, but at the same time millions of people are starving. Therefore it is our responsibility to share our welfare with others.

One way of doing this, is relieving poor countries of their enormous foreign debts. Many poor countries have big debts to the rich world, which they are not able to pay back without neglecting their own development. Those sums are huge for the poor countries, but not equally large for the rich world. To support a sustainable development in poor countries, Active supports the "Drop the debt"-campaign for the cancellation of the debts of poor countries. Active also call upon Active member organisations to support national "Drop the debt"-campaigns.



War and torture is a part of people's daily life in some places of the world. Sometimes the threats may come from other states, and sometimes from their own government. Whether this happens within Europe, or in other parts of the world, the countries not affected by war and torture have a responsibility to help refugees and influence the states to stop their oppression.

4. Tolerance and Minorities

To create a peaceful world we have to start by changing our own attitudes and way of thinking. As long as people do not accept each other and respect each other, we cannot achieve peace. Active believes that all people should have the same rights regardless of sex, religion, colour and ethnic background, handicaps, political opinions or sexuality. Therefore we cannot accept oppression of any kind. We believe that a tolerant multicultural society is a condition for a good democratic society.

Racism, religious and ethnic discrimination, xenophobia and intolerance endanger the essential fabric of modern societies, and are therefore not acceptable. We believe in the world based on respect for human rights, democracy, tolerance and equal dignity of everyone.

Active encourages youth mobility in order to promote intercultural understanding. This requires the abolition of visa restrictions and the support of present programmes favouring youth mobility (e.g. the Inter-Rail Card).

Action Points

Active shall

- support the "Drop the debt"-campaign and encourage its member organisations to support national "Drop the debt"-campaigns.
- consider the environment in every activity, for example to use green transports.

Active advocates for

1. The Rights of Young People

- that all the countries in the world ratify the UN Declaration of Human Rights and the Convention of Children's Rights and incorporate them



into their legal system. In doing so, these become binding for every government and citizen in the world.

-that every country in the world signs and fulfils the Agenda 21 agreement.

-that questions concerning young people, such as education, spare-time activities etc. should not be decided by adults without consulting the youth.

-that young people can take part in democracy and that they have the right to believe and express their opinions and feelings without being punished.

-that society should help people who have alcohol- and/or other drug problems. Children within addicted families, refugees and minorities should be supported by the whole society.

-continuous disarmament. No war materials should be produced or traded and no civil facilities should be used as war facilities. Nobody should be forced to participate in war. Active supports a world-wide ban on nuclear weapons. Active does not accept toys and games that promote war or aggression towards others.

2. Tolerance and Minorities

-that oppression of people because of their sex, religion, colour, ethnic background, handicap, political opinions or sexuality is stopped.

-promotion of education in the fields of human rights and respect for cultural diversity.

-strengthening programmes aimed at eliminating prejudice by emphasising positive mutual influence between different countries.

-that national governments must implement real multi- and intercultural educational systems at all levels (primary, secondary and university). It is at school that one learns to live with others and to respect different cultures.

-reinforcement of guarantees against all forms of discrimination based on race, national or ethnic origin or religion.

-that political leaders of different countries should set up independent legal bodies to deal with racist acts, introduce a system of compensation for the victims of racist acts, guarantee the right to asylum for refugees and facilitate applications and granting of citizenship or dual citizenship where appropriate.



-that temporary refugees should be granted permission to health care, education and work, and be allowed to stay at least until it is safe for the refugee to return to the home country.

12.2.4. Policy on Alcohol Use and Trade

Vision

Our vision is a democratic, diverse and peaceful world, where any individual can live up to their full potential, free from alcohol and other drugs.

Policy

1. Statement

a) Active's view on alcohol

The attractiveness of the image of alcohol is only socially constructed and leads to the alcoholisation of all social events and activities in Europe. This causes tremendous harm all over Europe. For young people in Europe it is among other consequences a gateway into abuse of other drugs and criminality, early school dropout, long-term unemployment and apathy.

- Human Being

To start drinking is a personal choice. Why a person continues to drink depends on different environmental influences and genetic conditions.

- Substance

Drugs create experiences that the user wants to feel again and thus they lead to mental addiction. The other part of the addiction, are the complex physical effects of the drug. Alcohol is a toxin that causes addiction. When the addiction both mentally and physically has made the human being more or less powerless, alcohol will steer the life of the user.

- Society



Young people are especially prone to be influenced by the environment around them. Therefore the attitudes of parents, friends, teachers, leisure time leaders and role models towards alcohol do affect their attitudes and behaviour. We call this social heritage. Unsafe environments, where drugs are present and socially accepted, even expected, increase the risk for people to start using drugs. In these kinds of environments young people are at particular risk to start drinking and thus expose themselves to the consequences of alcohol consumption.

- Market

One of the biggest engines of alcohol consumption is the alcohol industry. As long as there are economic interests by entities that earn money from human beings' alcohol consumption, public health improvement and social development will always encounter opposition. Alcohol is no ordinary commodity and therefore the alcohol market should be regulated.

b) Alcohol harm in Europe

- Medical harm

Drugs hurt the human being both physically and mentally. Alcohol damages every single organ of a human body except for the inner ear and causes at least 60 different diseases and states of illness. The higher the consumption is, the bigger the risks are.

- Social harm

The alcohol problems are not limited to the user, like most of the medical harms, but often lead to social problems. If someone drinks alcohol other people are likely to be affected negatively. Examples for this are drinking and driving, violence and children of alcoholics. They often tend to have little or no self-confidence, feel worse and perform worse in school. Alcohol is a pacifier and leads to apathy which has enormous consequences for society. Alcohol related harm inflicted upon others is by far the most widespread problem related to alcohol use. It is important for Europe to understand the dimension of social harm and passive drinking alcohol causes. Passive drinking – harm imposed on people other than the alcohol consumer them-self – is a significant obstacle for social progress and needs to be considered both when



designing policies and when calculating the costs of alcohol consumption.

- Economic harm

It is often said that the alcohol industry plays an important economic role in many European countries. This is short sighted because the social (children to alcoholics), health and economic costs (work absence, lost income) caused by alcohol are higher than the economic benefits. Drugs pose paramount sums to society every year. Europe plays a central role in the global alcohol market since a fourth of the world's alcohol is produced here. That gives Europe special responsibilities in reducing alcohol related harm all over the world.

- Democratic harm

Alcohol consumption has the consequences that the user escapes from reality instead of solving the problem. Obviously this creates obstacles for human beings to participate in the democratic processes. This amounts to political harm because in a well-functioning society everybody is empowered and engaged and nobody is influenced by drugs.

c) Total consumption model

There is a direct connection between the consumption of alcohol and the extent of alcohol related harm. The amount of alcohol related problems in society is linked with the total alcohol consumption. Attempts to reduce alcohol related harm should therefore be aimed at reducing the total consumption of alcohol. Restrictive alcohol policies save lives and money and therefore contribute to development of the whole society.

d) Prevention paradox

It is often believed that drug problems are to be solved where they are the biggest – meaning among the group of drug abusers. The prevention paradox explains however, that the biggest prevention impact is achieved when alcohol policies aim at the entire population and not only at the group with abusive consumption. As a matter of fact, the group of average consumers stands for the most of the alcohol related harm in society.



e) Principle of disinterest

As long as there are economic interests in increased alcohol consumption, it will be difficult to control and reduce consumption. The principle of disinterest means that particular profit interests have to be kept out of the alcohol handling. This can be done, for instance, by policies regulating import, production and retail of alcohol. Companies and industry sector organisations have a profit interest that stand contrary to society's interest in improving public health.

f) Triangle approach

Active's approach to prevention is illustrated by the prevention triangle, where control policies are combined with mobilisation efforts and education methods. Applied together these three approaches form a holistic approach to tackling the alcohol problem in society, preventing alcohol related harm. Control policies mean restrictive policy measures and interventions into the alcohol market by governments and other decision makers. Education methods mean training of professionals, education of consumers, parents and youth and campaigns to raise awareness, challenge and motivate the public. Mobilisation means to strive towards making alcohol prevention a part of the agenda for social and political movements, link the alcohol issue to other key policy issues and involve leadership and members of nongovernmental organisations (NGOs) on all levels.

2. Alcohol policy measures – for reduced total consumption

a) The alcohol perspective

Alcohol has a negative impact on many areas of society. When developing new policies, local, national and international governments should consider how the use of alcohol affects the policy area, and make policies that contribute to the reduction of alcohol related harm. However different policy areas, such as youth policy, traffic safety, employment, health policy and crime prevention should be viewed in the alcohol perspective. Alcohol control policies should be developed further and not disabled when showing signs of success in reducing alcohol related harm. ACTIVE advocates a holistic alcohol policy, based



on the priority of public health and safety, and not on financial or agricultural interests.

While media campaigns and school-based prevention programs are both important and popular, they have a limited effect on overall consumption. The most effective means mentioned above don't always sell well in the public opinion. The most efficient means of reducing the alcohol consumption and alcohol related harm is through the use of market regulations such as taxation, age limits, restrictions on sales hours, laws against drunk driving, and strict marketing regulations. Market regulations should be accompanied by effective prevention programs, treatment and rehabilitation for those affected by addictions to alcohol and/or other drugs as well as their families.

b) Alcohol advertising

The global alcohol industry invests huge amounts of money into marketing in order to increase consumption in all demographics and presents alcohol as positive, glamorous and relatively risk-free. There is clear evidence that the advertising of alcohol leads to higher consumption. Mass media, advertising in sports events and street advertisements are putting pressure on people, especially young people, to drink. Sweet and colourful drinks are designed to target young people specifically. Alcohol related problems are linked to the massive advertising of alcoholic beverages in Europe. Industry self-regulation on marketing has proven to be ineffective and should be replaced by a ban on all alcohol marketing.

c) Alcohol availability

The closer and more easily accessible alcohol sales are the more will drink excessively and thus the bigger the harm will be. By restricting sales hours, setting age limits, reducing import quotas and reducing the density and number of outlets, it is possible to greatly decrease violence, teenage binge drinking, accidents, addictions and other alcohol related problems.

d) Alcohol affordability

Children and young people are especially sensitive to changes in price because of their very limited budget. Evidence shows that increased alcohol taxes and prices are causing reductions in alcohol related harm.



The taxation of alcohol should therefore be high, and there should be no subsidies for alcohol production. Retail monopolies are efficient means of eliminating the profit motive from the trade with alcoholic beverages.

e) Road and sea traffic safety measures

Driving under the influence of alcohol is an enormous threat to the driver and third parties and the problems caused by drinking and driving are among the major alcohol issues in Europe today. Campaigns against drinking and driving should be a part of the state's public health policy, and should be accompanied by random police controls of blood alcohol concentration (BAC). There is also a need for a common level of legal BAC limits all over Europe. Another effective measure is the use of graduated licensing for novice drivers, which limits the conditions of driving during the first few years of licensing.

f) Education and Prevention

The underlying assumption that health information about the harm caused by alcohol and the dangers related to alcohol consumption increase knowledge, change attitudes and thus contribute to prevent alcohol related harm is misleading. Active recognises that campaigns aimed at reducing teenage binge drinking, drinking and driving and other forms of high-risk alcohol consumption are important, but not sufficient. The alcohol industry abuses prevention programs in order to market itself as socially responsible but these industry supported programs and campaigns are ineffective. Government restrictions on the alcohol market should be accompanied by campaigns and prevention programs.

g) Treatment and rehabilitation

The biggest effect of reducing alcohol related harm is not attained by aiming at the group of alcohol addicts. Treatment, early intervention and rehabilitation are important to help the individual but in order to minimise alcohol related harm alcohol policies should aim the entire population. However governments have the responsibility of financing treatment of alcohol and other drug addictions. NGOs and governments should work together to treat those who suffer from alcohol and other drug addictions. Treatment should be followed by rehabilitation aimed at returning the patient to the labour market and back into the middle of



society, preventing social exclusion and minimising the risk of falling back into addiction.

h) Alcohol in society and politics

Alcohol is first of all a grown-up problem and young people should not have to suffer because of grown-up's alcohol consumption all over Europe, in all social classes. It is the responsibility of all actors in society and politics to ensure this.

The way the alcohol policy is made, affects the content of the policy. Strong industry lobbying and a political structure that favours agricultural and industry interests results in ineffective policies and blocks efforts to reduce alcohol related harm. To reduce the problems caused by alcohol in Europe, the decision making process must change.

Action points

Active advocates for:

1. Limitations on alcohol advertising

- Direct and indirect alcohol marketing should be prohibited all over Europe
- Sports events and all other events, especially those aimed at young people, should not be sponsored by the alcohol industry
- Self-regulatory approaches should be replaced by government policies regulating marketing
- Alcoholic beverages should be clearly marked with content labels and labels warning the consumers about the risks connected with alcohol consumption. The warning text should cover at least 40% of the label.
- Alcoholic beverages targeted towards young people should be banned
- Alcoholic beverages should not taste like candy and should not contain other substances like caffeine or other substances with the same effect. Alcohol beverages should not be designed to overcome the natural rejection of children's and youth's taste.
- Alcohol product packaging and labeling should not be allowed to create a misleading impression about the content of the beverage, about the effects of the alcoholic beverage and they must not appeal to minors
- Alcohol should neither be sold in multiple packages nor offered at quantity discounts



-The media should be cautious about the consequences of alcohol consumption and avoid glamorisation of alcohol consumption and alcohol products.

-Alcohol beverages must not be promoted as contributing to wellness, health and ecology

2. Limitations on alcohol availability

-The European Union should recognise the member states' and all other European countries' rights to maintain their retail monopolies on alcoholic beverages

-European countries should adopt the model of retail monopolies for selling alcoholic beverages

-All European countries should introduce an overall minimum age limit of at least 18 on alcoholic beverages, making it illegal to sell or give alcohol to people under the legal age. This age limit should comprise both on and off sale.

-Age limits for purchasing alcoholic beverages must be effectively enforced, and violations of the age limits should be met with sanctions such as fines or the withdrawal of sales licenses

-The import quotas of alcohol between EU countries should be radically decreased and harmonised.

-European countries should set maximum opening hours on bars and maximum sales hours of alcoholic beverages on retailers

-All forms of illegal alcohol must be fought against.

-Municipalities and local authorities should reduce the density of outlets

-Non alcoholic beverages should be always more available than alcoholic beverages

-Alcohol should not be sold in packages

-Only outlets with a license should be allowed to sell and distribute alcohol

-Producing and selling home-made alcoholic beverages should require a license

3. Limitations on alcohol affordability

-Prices on all alcoholic beverages should be high in order to lower the consumption

-Non-alcoholic beverages should be less expensive than alcoholic beverages



- All countries should increase minimum taxes on alcohol
- Minimum tax rates should be increased in line with inflation and should be proportional to the alcoholic content of all beverages that contain alcohol
- EU Member States should have the flexibility to limit individual cross-border purchases so as to secure the impact of their tax policies
- EU Member States should have the right to react flexibly by using the tax instrument to deal with specific alcoholic beverages, for example those targeting young people.
- Alcoholic products should be marked to determine their origin and follow their movement in order to tackle illegal alcohol
- All subsidies and support (financial or other) to the alcohol industry should be abolished
- Minimum prices for alcoholic beverages be introduced in all countries

4. Road and sea traffic safety measures

- Alcohol sales on gas stations should be prohibited to reduce drinking and driving
- The BAC limit in Europe should be maximum 0,2 pro mille
- The enforcement of legal BAC limits should be strengthened by the extended use of random breath tests
- Drinking and driving should be met with sanctions such as high fines and administrative suspension of the driving license. These sanctions should be harmonised all over Europe
- All traffic, on the streets and highways, in the air and on the seas should be alcohol free.
- Alcohol locks should be introduced on heavy road traffic vehicles all over Europe

5. Education and Prevention

- Prevention programs must be effectively implemented into the educational system and other areas of society
- Prevention programs should be used by policy makers only as supplements to alcohol market restrictions
- Prevention programs should not receive sponsoring from the alcohol industry



- Governments should support schools and organisations working with prevention in the field of alcohol. Efficient school education on alcohol and health should be compulsory
- Alcohol-free activities should be available for all young people
- Youth organisations and youth sports clubs should take their responsibility in informing about the harms of alcohol consumption. Thus their activities should be alcohol free
- Young people should be consulted and involved in the prevention work
- Leisure time activities are offered throughout the year especially during holidays, so that children of alcohol abusers always have alternatives of safe environments to turn to
- All activities arranged by schools should be alcohol free

6. Treatment and rehabilitation

- Governments should provide free/affordable treatment to people suffering from alcohol- and drug addictions
- Treatment programs should include special efforts to help the people reintegrate into the labour market and social life
- The children and families of people suffering from addiction should receive the necessary help and support

7. Society and politics

- A separate committee for public health and consumer protection be created in the European Parliament in order to better pursue public health interests
- The effect of alcohol consumption on all other policy areas should be analysed and taken into consideration when forming policies
- Alcohol should not be treated as an ordinary commodity
- The alcohol industry should not be included in policy making in the alcohol field
- States that want to conduct more restrictive alcohol control policies to promote public health should be free to do so
- Tax revenues or any other incomes the state has, should not be spent on alcohol
- Research financed by the alcohol industry should be discredited and ignored in the policy making processes
- Decision makers must be well-informed and possess state of the art knowledge about alcohol and the harm it causes in society



- All municipalities and local authorities should have evidence based alcohol policy programs
- Social development and public well-being should be given priority over short term economic interest
- The EU strategy to reduce alcohol related harm be re-formulated and improved without the alcohol industry's lobbying
- A common level of alcohol control policies be established with a high lowest level which all EU Member States respect
- A common definition of alcoholic beverages should be agreed upon within the EU

12.2.5. Policy on Tobacco Use and Trade

Vision

Our vision is a democratic, diverse and peaceful world, where any individual can live up to their full potential, free from alcohol and other drugs.

Policy

1. Statement

Active strongly believes that everyone has the right to live in a safe and healthy environment. Active believes that the long-term and high goal is a tobacco free world, in which people's fundamental right to a healthy environment and to a life-long healthcare endows them with their foremost right to make individual, healthy choices.

This Policy Programme aims to view the tobacco issue from a public health and social perspective. Active finds that, similarly to other drugs, also tobacco causes social exclusion and harm in the society.

2. tobacco related harm

Tobacco related harm is a multi dimensional problem, as it has social, economical, and environmental and health related impacts. Smoking tobacco is not the only tobacco product harmful for the individual and society, as a variety of tobacco products exist. Snuff, water pipes and chewing tobacco are widely spread in some cultures and should be



managed together with other tobacco products, if the aim is to reduce tobacco related harm.

To comprehensively understand and effectively design measures to tackle the tobacco related harm, society must understand where tobacco consumption roots. The tobacco tradition and the pressure of the modern lifestyle; the impact of the tobacco industry on the economy and society; the economic and social situation in the society; the lack of strict and efficiently implemented tobacco legislation are all aspects that need to be considered while dealing with the subject.

a) Social aspect

Active considers tobacco not only a public health, but also a social issue. In today's society the consumption of tobacco is too often considered a social factor bringing young people together; furthermore it is seen as a normal part of the society. In reality tobacco creates exclusion and undermines solidarity in various groups, teams and in society as a whole. Therefore a tobacco free lifestyle should become the norm and made attractive for young people.

There is a need for a holistic approach to prevent people, in particular young people, to start smoking and to reduce the number of active smokers.

Active is utmost concerned that more and more young people, in particular girls, start to smoke at an early age. It is a fact that the earlier a person starts to smoke the lower is the probability that he or she will ever quit.

Active stresses the fact that tobacco products are too easily accessible, in particular for youth. Various studies have proved that increased availability leads to an increase in consumption[2].

Active finds that the awareness of the risks of tobacco consumption, including ETS (Environmental Tobacco Smoke), is not sufficient. Too often tobacco is being promoted as a lifestyle product. Active sees the danger that especially young people fall for these images. This is also confirmed by recent studies[3].

Active underlines that parents and peers play an essential role in young people's development, therefore parents in particular have to recognize their responsibility providing a tobacco free and healthy environment for their children.



b) Economic aspect

Tobacco addiction is expensive, both for the individual and for society. The tangible costs include health-care costs, production losses to the society resulting from sickness and death, research and education etc. The intangible costs, like the pain caused by the side-effects of smoking, no one can measure. It is proven that the economic profits for the economy of a country from use of tobacco products won't exceed the costs tobacco causes to the society[5].

c) Medical aspect

Today tobacco consumption is the single largest cause of preventable death in Europe, causing 80'000 deaths per year in the European Union, an additional 19 000 deaths are caused by passive smoking [1].

Not only tobacco consumers but also non-consumers are affected by ETS, this is a problem especially on workplaces, where ventilation and separate rooms for smokers are not enough to protect non-smokers from pollution [4]. Breathing in Environmental Tobacco Smoke is rarely a free choice. Fetuses and children are particularly vulnerable, as they cannot protect themselves from tobacco related harm.

d) Legislative and political aspect

It is noteworthy that the legislation neither on national nor European level is wide enough to tackle tobacco related harm; furthermore the existing legislation is not being implemented efficiently. Active underlines that the regulation of the exposure to and the availability of tobacco products are the most effective prevention tools.

Active thinks that for decreasing the tobacco related harm, it is necessary not only to create the legislation, but also to implement it efficiently. Furthermore, continuous monitoring is needed in order to ensure the sustainable implementation of the legislation and to react on upcoming tobacco related harm threats.

3. Tobacco Industry

As every industry, also tobacco industry aims to highest possible profit. This includes targeted marketing strategies with the aim to promote and to sell its products, efficient lobbying in loosening tobacco related legislation and further lobbying for continuous national and European subsidies for tobacco producers.



High taxes, an age limit, a total ban on tobacco advertisement and a strict license system, have crucial impact on reducing the tobacco consumption. Active strongly condemns the tobacco subsidies spent from public financial resources and sees this as a direct contribution to increased tobacco consumption.

It is of great concern that young people in particular are targets of the marketing strategies of the tobacco industry, which use both hidden advertisement and commercial service in order to target different social groups effectively.

It is proven that tobacco is a gateway to alcohol and other drugs; especially what concerns the behavior of youth [6]. Therefore it is of great concern that tobacco products contain more and more addiction increasing additives, such as ammonium [7], leading more easily to further substance, e.g. alcohol, abuse.

Action points

It is important to raise awareness of the social and health impact of tobacco consumption. Active underlines that awareness raising can only be done in combination of formal and non-formal education, as these complement each other and provide the needed added value.

Having a holistic approach to the drug issue, i.e. including legal drugs such as alcohol, and providing a drug free lifestyle, allows Active to offer young people a safe environment, free from substance abuse and the substance abuse related harm.

Active provides:

- raising awareness amongst young people in regards to the negative social and health impacts of active and/or passive consumption of tobacco
- offering tobacco free leisure time activities;

Active commits itself to:

- empowering young people to take actively part in decision making processes and therefore providing spaces for debating in and becoming a part of the decision making process on local, national and European level
- supporting actively campaigns aimed at reducing tobacco related harm, tobacco consumption, as well as promoting a tobacco-free lifestyle



-participating actively in decision making processes, by providing expertise and youth perspective on the tobacco issue, in particular underlining the fact to regard tobacco both from social and public health perspective

-encouraging its member organizations to set the tobacco free lifestyle as a precondition for individual membership.

Active advocates for:

1. Safe environments

-tobacco free environment in all public places, such as public transport, working places, educational facilities, health care facilities, entertainment facilities and public buildings; furthermore an effective smoking ban in all bars, restaurants and hotels should be introduced Europe wide

-all youth events and youth targeted activities must be tobacco free

-a Europe wide smoking ban on all educational facilities is crucial in creating a tobacco free normality

2. A stronger focus on prevention

-a holistic approach tackling tobacco issue must be developed in order to prevent young people from starting using tobacco

-to introduce educational programs on substance abuse and related harm to school curriculum, especially emphasizing the individual responsibility

-to develop holistic campaigns appealing to targeted social groups, in particular youth

-to ensure a high percentage of the tax revenue from the tobacco consumption to directly fund cessation, prevention and substitution programs

-to ensure that the tobacco industry is not involved in educational and prevention programs through funding, content contribution or any other support as these are ways of hidden advertisements

3. Treatment:

-Efficient help must be provided for individuals wishing to quit smoking

4. Law enforcement



- a Europe-wide minimum age limit of 18 to purchase tobacco products
- a total ban on vending machines and internet sales of tobacco products
- high taxation of tobacco products
- A strict tobacco sale license system
- efficient enforcement and implementation of existing legislation
- functional systems of monitoring and appropriate sanctions against the violations on local, national and European level
- Close and horizontal cooperation between decision makers, including also other society actors, e.g. NGOs active in respective field, in monitoring the implementation of the legislation
- a total ban on marketing strategies aimed to increase the selling of tobacco products
- a total ban on tobacco products advertisement
- prohibition of adding any other addictive substances to the tobacco products
- not to consider tobacco an ordinary agricultural product and to stop subsidizing tobacco producing

APPENDIX:

This Policy Programme is considering the European Youth Manifesto "For a Life without Tobacco", the Green Paper on a Smoke-Free Europe of the European Commission, the WHO Framework Convention on Tobacco Control and The Universal Declaration of Human Rights.

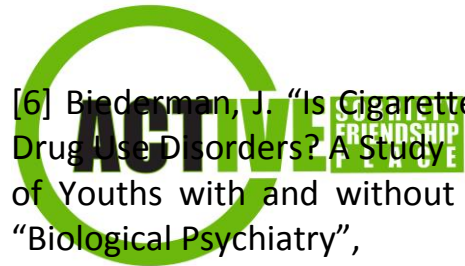
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