

**PUBLIC HEALTH AND THE GLOBAL GOVERNANCE OF ALCOHOL CONFERENCE
KETTIL BRUUN SOCIETY THEMATIC MEETING
MELBOURNE, AUSTRALIA
30 SEPTEMBER – 3 OCTOBER 2019**

**PROGRAM
(AS AT 28 SEPTEMBER 2019)**

Monday, 30 September 2019 – Day 1	
8:15-9:00	<i>Registration & coffee</i>
Introduction and Welcome: 9:00-9:30	
9:00-9:05	Welcome on behalf of the organising committee <i>Robin Room and Paula O'Brien</i>
9:05-9:20	Welcome to Country <i>Uncle Dave Wandin</i>
9:20-9:25	KBS Welcome <i>Anne-Marie Laslett, President of KBS</i>
9:25-9:30	Other housekeeping <i>Robin Room and Paula O'Brien</i>
Global governance of alcohol: 9:30-11:00 Chair: Deborah Gleeson	
9:30-9:50	Global intergovernmental action to minimise alcohol problems: the 'back story' <i>Robin Room</i>
9:50-10:10	Reducing the harmful use of alcohol: have the international targets been met? <i>Jürgen Rehm</i>
10:10-10:30	Global response to alcohol harm in the 21 st century: as yet, too little too late <i>Sally Casswell</i>
10:30-10:45	<i>Commentator: Maik Dünnbier</i>
10:45-11:00	Discussion
11:00-11:30	<i>Morning tea</i>
Global governance of alcohol and the alcohol industry: 11:30-12:30 Chair: Clare Slattery	
11:30-11:50	Alcohol industry consolidation and strategies: the why and how of fighting back against marketing research <i>David Jernigan</i>
11:50-12:00	The alcohol industry and the global health governance <i>Thomas Babor</i>
12:00-12:10	<i>Commentator: Kypros Kypri</i>
12:10-12:30	Discussion
12:30-14:00	<i>Lunch</i> <i>There will be a complementary lunch at the conference venue.</i>

Global governance of alcohol and the alcohol industry (continued): 14:00-15:30 Chair: Clare Slattery	
14:00-14:10	WHO's engagements with alcohol industry: an analysis in the light of FENSA provisions <i>Kappoori Madhavan Gopakumar</i>
14:10-14:20	Towards coherent global governance of alcohol: the challenge and opportunity of managing conflict of interest <i>Jeff Collin</i>
14:20-14:30	<i>Commentator: Lucinda Westerman</i>
14:30-14:45	Discussion
14:45-14:55	Regulatory capture & corruption: informing local and global public health NCD prevention initiatives <i>Tony Brown</i>
14:55-15:05	Global news media and the influence of the alcohol industry: a content analysis of news coverage of alcohol warning labels with a cancer message in Canada and Ireland, 2017-2019 <i>Kate Vallance</i>
15:05-15:15	<i>Commentator: Patricia Hepworth</i>
15:15-15:30	Discussion
15:30-16:00	<i>Afternoon tea</i>
Alcohol industry influences on policy and regulation: 16:00-16:45 Chair: Jeff Collin	
16:00-16:10	Industry actor use of research evidence: Critical analysis of Australian alcohol policy submissions <i>Julia Stafford</i>
16:10-16:20	Alcohol industry lobbying in the context of Australia's trade and investment agreements: a content and framing analysis of publicly available documents <i>Mia Miller</i>
16:20-16:30	<i>Commentator: Jenny Goodare</i>
16:30-16:45	Discussion
End of Conference Day 1	

Tuesday, 1 October 2019 – Day 2	
Alcohol and international trade and investment law: 9:00-10:30 Chair: Paula O'Brien	
9:00-9:20	Digital trade agreements pose new obstacles to regulating alcohol policy in the digital age Jane Kelsey
9:20-9:40	Alcohol labelling rules in free trade agreements: Narrowing the space for health information? Deborah Gleeson
9:40-10:00	What lessons for alcohol control measures can the World Health Organization draw from the World Trade Organization Panel Report in <i>Australia – Tobacco Plain Packaging</i> : must measures be supported by a Framework Convention on Alcohol Control to withstand challenge in the World Trade Organization or are other approaches open? Mark Jennings
10:00-10:15	Commentator: Ashley Schram
10:15-10:30	Discussion
10:30-11:00	<i>Morning tea</i>
Alcohol and international trade and investment law (continued): 11:00-12:30 Chair: Mark Jennings	
11:00-11:10	Thailand alcohol labelling regulations: lessons from a long debate about public health interventions and trade barriers Orratai Waleewong
11:10-11:20	Informal Dispute Settlement in International Trade Law: The Global Strategy to Prevent the Harmful Use of Alcohol and the Framework Convention on Tobacco Control Compared Paula O'Brien
11:20-11:30	Commentator: Suzanne Zhou
11:30-11:45	Discussion
11:45-11:55	Does international IP regime constrain effective regulation of alcohol? Shirin Syed
11:55-12:05	Harnessing Trade and Investment Agreements to Promote Public Health Sparsha Janardhan
12:05-12:15	Commentator: Jane Kelsey
12:15-12:30	Discussion
12:30-13:30	<i>Lunch</i>
Alcohol and international trade and investment law (continued): 13:30-14:15 Chair: Mark Jennings	
13:30-13:40	Toxic trade: How trade liberalisation shapes national alcohol environments Ashley Schram

13:40-13:50	Progressive and Comprehensive Trans-Pacific Partnership Agreement: should Thailand join or not? <i>Nithat Sirichotiratana</i>
13:50-14:00	<i>Commentator: Mia Miller</i>
14:00-14:15	Discussion
Governance of alcohol in the UN system: 14:15-15:00 Chair: Suzanne Zhou	
14:15-14:25	Using the Sustainable Development Agenda and Human Rights Law to Progress Alcohol Control <i>Clare Slattery</i>
14:25-14:35	Restricting the marketing of alcoholic beverages to protect child health: a human rights analysis of South Africa's Control of Marketing of Alcoholic Beverages Bill <i>Adam Bertscher</i>
14:35-14:45	<i>Commentator: Paula O'Brien</i>
14:45-15:00	Discussion
15:00-15:30	<i>Afternoon tea</i>
Governance of alcohol in the UN system (continued): 15:30-17:00 Chair: Suzanne Zhou	
15:30-15:40	Alcohol labelling in the global food system: the progress and implications of recent work in the Codex Committee on Food Labelling <i>Trish Hepworth</i>
15:40-15:50	<i>Commentator: Clare Slattery</i>
15:50-16:00	Discussion
16:00-16:10	'Alcoholic drinks are part of the FIFA World Cup, so we're going to have them': international governance of sport and alcohol <i>Jenny Goodare</i>
16:10-16:20	Involvement of the alcohol industry in global road safety <i>Connie Hoe</i>
16:20-16:30	<i>Commentator: Julia Stafford</i>
16:30-16:45	Discussion
16:45-17:00	Discussion: Other UN engagement with alcohol
End of Conference Day 2	
SOCIAL TOUR (Led by Clare Slattery) Fairy Penguins at St Kilda Pier Depart 360 Collins Street Foyer at 17:15 No entry fee, no booking required For more information visit: https://www.whentobewhere.com/travel-listing/st-kilda-little-penguins	

Wednesday, 2 October – Day 3	
Lessons for the global governance of alcohol from regional governance approaches: 9:00-10:30 Chair: Orratai Waleewong	
9:00-9:10	Transnational alcohol industry strategy in small lower-middle income countries: case study of Timor-Leste <i>Kypros Kypri</i>
9:10-9:20	A review of National Alcohol Policy in PNG – A public health perspective <i>Helen Palik</i>
9:20-9:30	<i>Commentator: Sparsha Janardhan</i>
9:30-9:45	Discussion
9:45-9:55	The alcohol industry and policies on alcohol advertising, promotion and sponsorship in Southeast Asia: a preliminary review <i>Gianna Gayle Herrera Amul</i>
9:55-10:05	Political economy analysis for alcohol control in low- and middle-income countries: a case of Thailand <i>Ratchakorn Kaewpramkusol</i>
10:05-10:15	<i>Commentator: Sally Casswell</i>
10:15-10:30	Discussion
10:30-11:00	<i>Morning tea</i>
Global governance of alcohol and non-governmental organisations: 11:00-12:40 Chair: Kappoori Madhavan Gopakumar	
11:00-11:20	Civil society, advocacy and global governance of alcohol and NCDs <i>Lucinda Westerman</i>
11:20-11:40	The Sustainable Development Goals as a new global alcohol policy infrastructure: challenges and opportunities <i>Maik Dünnbier</i>
11:40-11:55	<i>Commentator: Michael Thorn</i>
11:55-12:15	Discussion
12:15-12:30	Discussion: Reflections and actions
12:30-13:40	<i>Lunch</i>
Lessons for the global governance of alcohol from other commodities: 13:40-15:30 Chair: Thomas Babor	
13:40-14:00	The WHO Framework Convention on Tobacco Control approaching 15 – what lessons for the global governance of alcohol? <i>Jonathan Liberman</i>
14:00-14:15	The crucial role of civil society in the WHO FCTC and global advocacy for tobacco control <i>Kylie Lindorff</i>
14:15-14:25	<i>Commentator: Mark Jennings</i>
14:25-14:45	Discussion
14:45-14:55	Shortening the lag between evidence and impact by changing community perceptions: a lesson learnt from tobacco control <i>Lathika Athauda</i>

14:55-15:05	What enables or constrains attention to NCDs risk factors and health equity in trade policymaking? Lessons from a qualitative study of Australia participation in the Trans Pacific Partnership Agreement <i>Belinda Townsend</i>
15:05-15:15	<i>Commentator: Gianna Gayle Herrera Amul</i>
15:15-15:30	Discussion
15:30-15:50	<i>Afternoon tea</i>
Options for international governance of alcohol: 15:50-16:45 Chair: Mia Miller	
15:50-16:10	A global legal instrument for alcohol control: opinions, prospects and challenges <i>Gian Luca Burci</i>
16:10-16:20	An international normative instrument for alcohol control – lessons from the WHO FCTC for its structure, design and status <i>Suzanne Zhou</i>
16:20-16:30	<i>Commentator: Robin Room</i>
16:30-16:45	Discussion
End of Conference Day 3	
CONFERENCE DINNER 19:00 ARRIVAL 19:30 DINNER SERVED TRUNK RESTAURANT AND BAR 275 Exhibition St, Melbourne	

Thursday, 3 October – DAY 4	
Improving the global governance of alcohol – research agendas: 9:00-10:10 Chair: Robin Room	
9:00-9:30	Panel dialogue on <u>research needs and priorities</u> arising out of the meeting: Three short presentations and back and forth among the panel <i>Jürgen Rehm, Paula O'Brien, Jeff Collin</i>
9:30-10:10	Discussion
10:10-10:40	<i>Morning tea</i>
Improving the global governance of alcohol – policy and advocacy agendas: 10:40-11:50 Chair: Michael Thorn	
10:40-11:10	Panel dialogue on <u>policy and advocacy</u> initiatives arising out of the meeting: Three short presentations and back and forth among the panel <i>Lucinda Westerman, Kappoori Madhavan Gopakumar, Orratai Waleewong</i>
11:10-11:50	Discussion
11:50-12:00	Closing session of the main meeting
12:00-13:00	<i>Lunch</i>

Public event	
If you are not attending the conference and would like to register for the public event only, see: https://kbspublicseminar.eventbrite.com.au	
Advancing public health interests in the global governance of alcohol: 13:00-16:30 Chair: Deborah Gleeson	
13:00-13:20	Welcome <i>VicHealth CEO</i> Brief description of the purpose of the session and its relation to the main meeting <i>Deborah Gleeson</i>
13:20-13:30	Introduction to the WHO Global Alcohol Strategy and its imminent review after 10 years <i>David Jernigan</i>
13:30-14:30	Global governance issues in Australasia, and Australasian roles in global governance of alcohol Short presentations on diverse aspects by 4 speakers, followed by open discussion <i>Trish Hepworth, Kypros Kypri, Sally Casswell, Belinda Townsend, Mia Miller</i>
14:30-15:00	<i>Afternoon tea</i>
15:00-16:10	Options for future global governance of alcohol: short presentations from 5 speakers, followed by open discussion <i>Lucinda Westerman, Maik Dünnbier, Gian Luca Burci, Suzanne Zhou, Orratai Waleewong</i>
16:10-16:25	General Discussion
16:25-16:30	Closing

	<i>Michael Thorn, Chief Executive, Foundation of Alcohol Research and Education</i>
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End of Public Event

Friday, 4 October 2019

OPTIONAL SOCIAL TOUR

WALKING TOUR OF MELBOURNE CENTRAL BUSINESS DISTRICT

10.00AM

MEET AT 360 COLLINS STREET FOYER

Please register your interest by emailing: clare.slattery@mccabecentre.org before 1 October 2019