

***LOCALIZE IT!***  
***Local Strategies to Reduce Underage and  
Heavy Episodic Drinking***

***EUROPEAN EXPERT CONFERENCE***

***Muenster, Germany, 13/14 March 2018***

Co-funded by the 3<sup>rd</sup> Health  
Programme 2014-2020 of the  
European Union



**Localize It!**

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

## March 13<sup>th</sup>

9.30

### Registration and Reception

10.00

Opening and welcome  
*Birgit Westers (LWL), Dirk Meusel (Chafea)*

10.40

The Localize It! project – status quo  
*Rebekka Steffens (LWL)*

11.10

### Coffee break

11.25

Rapid Assessment and Response –  
Method and overall results  
*Rebekka Steffens (LWL) and partners (tbd)*

12.10

Country case: Alcohol prevention on the local level  
– what works? *(tbd)*

12.35

### Lunch break

13.00

Introducing: The Icelandic model  
*Rafn Magnus Jonsson (Directorate of Health, Iceland)*

13.45

Effects of the local alcohol policy in Rastatt – insights of the evaluation  
*Marion Laging (Esslingen University of Applied Sciences, Germany)*

14.30

Country case: Hindering factors *(tbd)*

15.30

Closing day 1

## March 14<sup>th</sup>

9.00

### Welcome coffee

9.30

Structural prevention in EU member states  
*Gregor Burhart (EMCDDA)*

10.15

Country case: Local alcohol strategies from the perspective of a municipality  
*Paul Blokhuis, Public Health Department, The Netherlands (requested)*

11.00

### Coffee break

11.15

Alcohol prevention for young people – good practices for seven settings  
*Partners and others*

13.00

### Lunch break

14.00

Market of opportunities  
*Partners and others*

15.40

Concluding Remarks and Closing Session



# Localize It!

## Speakers

### **Birgit Westers**

Landesrätin, Landschaftsverband Westfalen-Lippe, Muenster, Germany

### **Dirk Meusel**

Consumers, Health, Agriculture and Food Executive Agency (Chafea), Luxembourg

### **Rafn Magnus Jonsson**

Directorate of Health, Reykjavík, Iceland

### **Marion Laging**

Esslingen University of Applied Sciences, Esslingen, Germany

### **Gregor Burkhart**

European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), Lisbon, Portugal

### **Paul Blokhuis**

Secretary of State, Public Health Department, The Netherlands (requested)

## Target group

European professionals in the area of prevention and alcohol policy, representatives of European municipalities, other stakeholders

## Registration

Registration until **February 23<sup>rd</sup> 2018** via the project coordination:

[Rebekka.Steffens@lwl.org](mailto:Rebekka.Steffens@lwl.org)

## Participation fee

**90,00 Euro** (Amount payable after receipt of the invoice)

## Hotel recommendations

[H4 Hotel](#)

[Tryp Hotel](#)

[Hotel Conti](#)

[Martinihof](#)

[Factory Hotel](#)

[B&B Hotel](#)

## Further information

<http://www.stadt-muenster.de/en/tourismus/hotels.html>

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