



SHARING THE RESULTS

LOOKING HOW TO REDUCE ALCOHOL RELATED HARM

RARHA - FINAL CONFERENCE



Co-funded by
the Health Programme
of the European Union



RARHA DISSEMINATION – “BRINGING COLOURS TO ALCOHOL RELATED HARM”

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Lisbon . 13th/14th October . 2016

Explain..., Inform..., Disseminate!



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Dissemination of the Project

Description

“Actions undertaken to ensure that the results and deliverables of the project will be made available to the target groups.”

Deliverables

- ✓ “Promotional package and communication about the launch of RAHRA.
- ✓ Main website and common content for national webpages.
- ✓ Bi-annual electronic newsletter.
- ✓ Detailed evaluation plan for internal and external evaluation.”



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Milestones:

- ✓ Promotional package and main web site (March 2014);
- ✓ Common content for dedicated JA webpages;
- ✓ Launch newsletter (June 2014). – Bi-annual;
- ✓ Satellite event for public launch of the JA (June 2014);
- ✓ Policy dialogue focused on results of WP5;
- ✓ Final conference;
- ✓ Publication of short version of final report.



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Target Groups

✓ **European Policy Makers**

✓ **Health Professionals -
Primary Health Care**

✓ **Sub Target Groups**

Governmental and non-governmental public health professionals and researchers whose work would benefit from additional knowledge. Also specialized media responsible for dissemination.

✓ **Citizens**



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The Identity - Logotype

Meaning:



- ✓ **Modernity** - Modern Aspect, creative and innovative, which generates greater involvement, participation and loyalty to the project;
- ✓
- ✓ **Motion** - The idea of motion carry us to the Joint Action of all countries involved in RARHA, united on reducing alcohol related harm;
- ✓ **Construction and future** – The visible part of the half bow (symbol), translate commitment and construction to the project. The invisible part is the space for action and future. The cut of the bow represents the harmful use of alcohol.
- ✓ **Blue** - The blue colour reminds us the European Union, that most countries are members of.



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Dissemination Documents

Key Messages

1. Europe has the highest shares of drinkers and the highest levels of alcohol consumption and alcohol related harm;
2. Reducing alcohol related harm requires action across all government sectors and society
3. All European countries are affected by alcohol consumption and related harm, although with different levels and patterns of consumption;
4. Wide participation in RARHA reflects the importance accorded by European countries to a solid knowledge base for public health policies to reduce alcohol related harm;
5. Member States contribute with 54% of RARHA budget which exceeds the minimum required by the EU health Programme;
6. Many RARHA Partners – and even non-EU countries participate in RARHA with mainly at their own cost;
7. RARHA is financed by the European Commission (46%), under the EU Health Programme;
8. The information and tools developed in RARHA will serve the planning of public health policies on alcohol in the future;
9. Joint Action RARHA builds a bridge from the EU alcohol strategy of 2006 hopefully – the launch of a renewed strategy by the new Commission;
10. EU has a crucial need for comparative data and research to develop effective actions to reduce harmful use of alcohol;
11. People have the right to obtain relevant, understandable and reliable information on the risks and consequences related to alcohol consumption and to be empowered to avoid and reduce risks;
12. Information and education activities to reduce harm from alcohol are used as components in the framework of broader public health policies on measures with the best track record of effectiveness;
13. RARHA is a Member States' initiative;

RARHA
Joint Action |
Reducing Alcohol Related Harm

Guidance Document on Stakeholders Mapping and Dissemination

RARHA Identity Manual

Joint Action | Reducing Alcohol Related Harm



QR Code



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WP Chat

The WP Chat interface includes a chat window with a list of participants and a calendar diary showing events for September 2014. The calendar is color-coded by event type: WP Events (blue), National Events (green), and General Events (yellow).

Diary

The RARHA website home page features a header with navigation links, a main content area with sections for 'ABOUT RARHA', 'NEWS', 'EVENTS', and 'PARTNERS', and a footer with contact information and a QR code.

Webpage Refresh



The updated RARHA website features a modern design with a large hero image, a 'WELCOME TO RARHA WEBSITE' message, and sections for 'ABOUT', 'NEWS', 'EVENTS', 'PARTNERS', and 'RESOURCES'. A map of Europe is displayed in the 'PARTNERS' section, with a red arrow pointing to it.

Translator/Talk to Us/...



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Press



Regional
Press

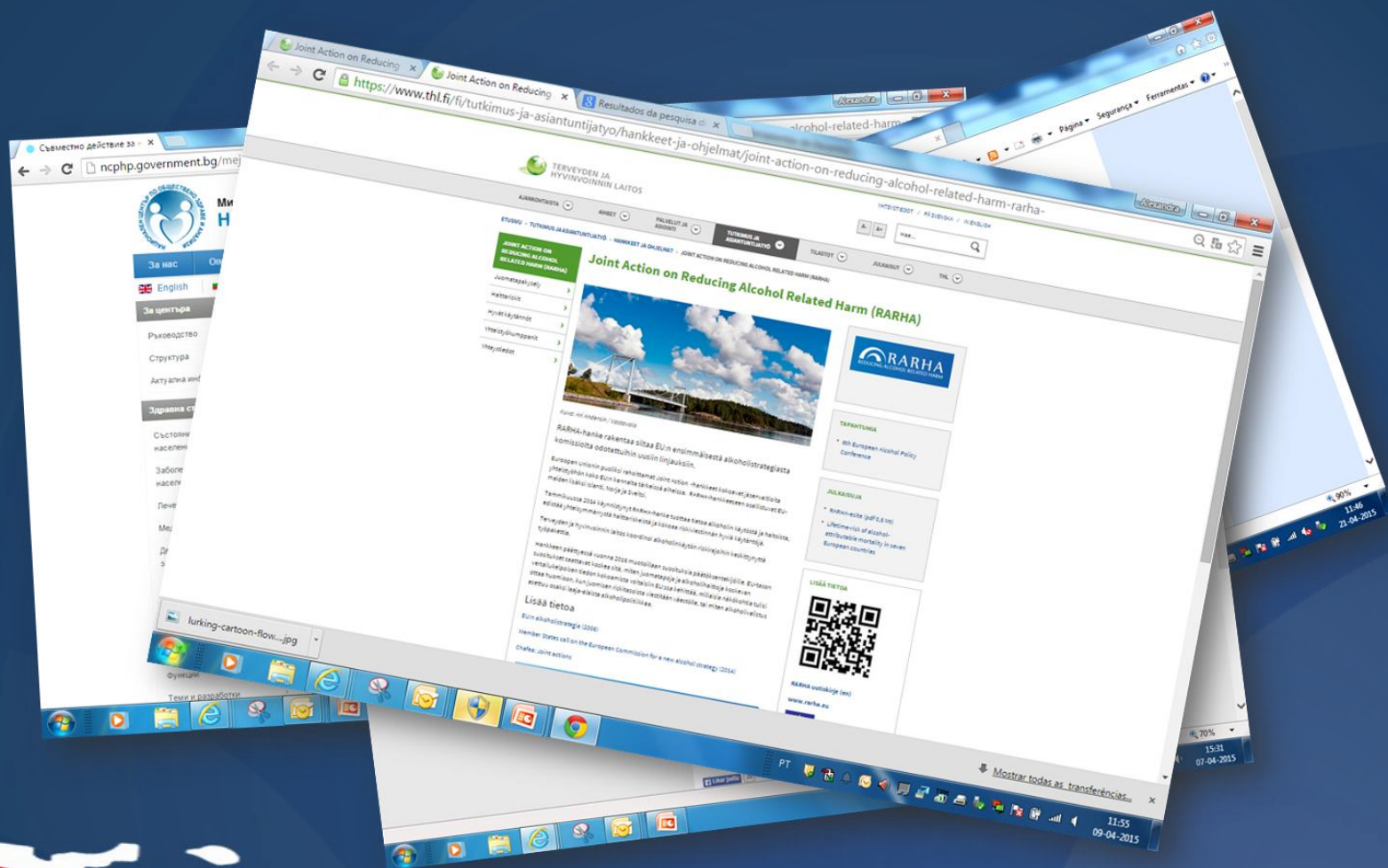
International
Press



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Partners webpages

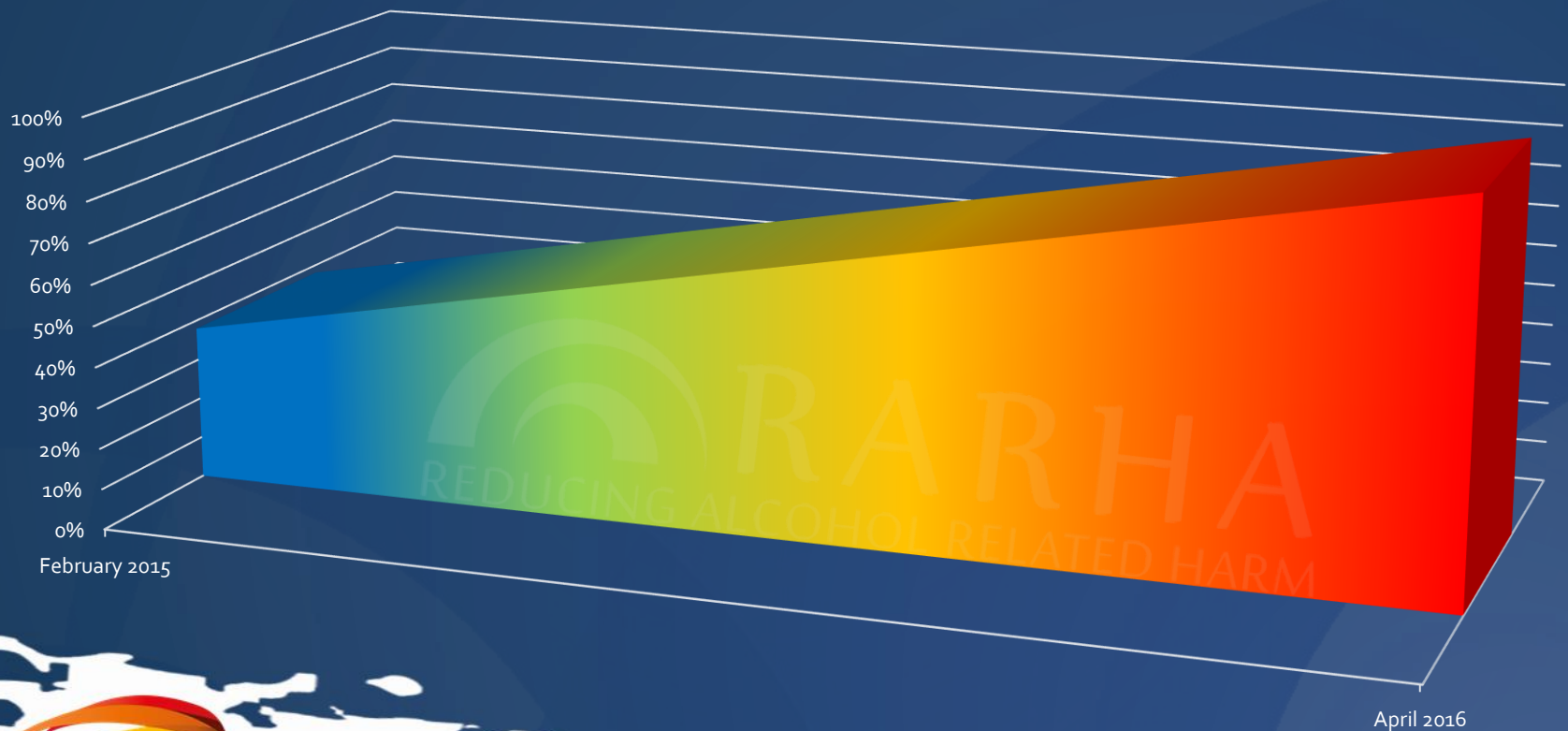


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Partners webpages

February 2015	38%
April 2016	96%



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Conferences and other events



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Next Steps ...

Common solutions on an **international level** and specific communication situations to work on, at a **national level**.



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WP2 ... Sustainability

Our Main Goal

Communicate the workgroups achievements

Give light to evident base knowledge

Bringing colors to RARHA conclusions

Sustainability



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Dissemination Group



SICAD

Serviço de Intervenção nos
Comportamentos Aditivos
e nas Dependências



NATIONAL INSTITUTE
FOR HEALTH AND WELFARE
FINLAND

eurocare

European Alcohol Policy Alliance



EuroHealthNet

EUROPEAN PARTNERSHIP FOR IMPROVING HEALTH, EQUITY & WELLBEING



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Thank You!

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