



**International Center for Alcohol Policies**  
Analysis. Balance. Partnership.

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**ICAP Announces Registration for  
Global Actions: Initiatives to Reduce Harmful Drinking**

*(Washington, D.C., March 29, 2012)* The International Center for Alcohol Policies (ICAP, [www.icap.org](http://www.icap.org)) is pleased to announce that registration is now available at <http://event.global-actions.org> for the international conference **Global Actions: Initiatives to Reduce Harmful Drinking** in Washington, D.C. on **October 8 and 9, 2012**.

The first of its kind globally, this conference will comprehensively report on industry actions in support of the World Health Organization Global Strategy to Reduce the Harmful Use of Alcohol. The event will convene stakeholders from a range of sectors, including international and regional organizations, governments, the public health community, and industry to emphasize the role of partnership in addressing harmful drinking.

“One of the most important things about this conference is its timing. It was in 2010 that WHO adopted the Global Strategy to Reduce the Harmful Use of Alcohol. Since then, there hasn’t been an opportunity to take stock of what has been done by governments, industry, civil society and other key stakeholders,” said ICAP President Marcus Grant. “In 2013 the World Health Assembly will review what progress has been made, so this conference will be the first chance for the international community to assess what has been achieved, particularly when it comes to industry actions.”

The event will feature presentations of industry-sponsored initiatives from around the world with discussion on the importance of measuring the impact of actions in support of reducing harmful drinking, identifying good practices, and addressing challenges in different local contexts.

Conference highlights will include participation from CEOs of major alcohol producers and sessions dedicated to relevant topics such as:

- conflicts of interest;
- evaluation of initiatives;
- the respective roles of developers, producers, distributors, and sellers; and
- multi-stakeholder cooperation.

Significantly, on the second day of the conference there will be discussions about industry commitments to further action in 2013 and beyond.

*The International Center for Alcohol Policies (ICAP; [www.icap.org](http://www.icap.org)) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP's mission is to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP's efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.*

*Read more about the efforts of major international alcohol producers through Global Actions on Harmful Drinking at [www.global-actions.org](http://www.global-actions.org) and on [Facebook](#). To learn more about ICAP, please visit [www.icap.org](http://www.icap.org) and [www.youtube.com/ICAPResources](http://www.youtube.com/ICAPResources).*

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