

**EG on SIHLWA
Fifth Meeting
Oslo, Norway
06-07 March 2008**

Reference	SIHLWA 5/4/1/3_Info3_ADO_Theme3_media_alcohol_seminars
Title	Background information on ADO-subgroup Theme 3: "Media alcohol seminars"
Submitted by	SIHLWA ADO-subgroup participants Theme 3
Summary / Note	This abstract provides a draft on media-seminars as a component of programmes focusing on alleviation of alcohol problems
Requested action	For information and basis of discussion

INVITATION

**How to write about a great nation
that its youth is made addicted to alcohol
before growing up to be adults?**

**Seminar for media in St. Petersburg:
How to make **news** of every day demographic alcohol-tsunami
in Russia**

**20 -21 May 2008
Address:**

version 1



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AIM of alcohol-seminar for media in St. Petersburg

How to make **news of every day demographic alcohol-tsunami**



This seminar aimed for Russian media experts will provide you with skills to:

1. Understand better the Russian LOVE – HATE relationship with alcohol;
2. Understand better the reasons and effects of excessive alcohol use causing human catastrophes and suffering about which every Russian person has experiences among their families, relatives and friends:
3. Write about alcohol interestingly but honestly;
4. Write interestingly and intelligently and without prejudice about a complex phenomenon that makes Russian people loose about 20 million years of human life every year slowing down significantly its economic development;
5. Make and sell news about a phenomenon which has destroyed Russia's (and many other country's) position as a Great Power and which may prevent modern Russia to become once again one.

Scope and Purpose

First seminar for media on alcohol and how to write about it interestingly, correctly and profitably

Place: St Petersburg

Address:



The overall aim of the seminar for media is to raise media's interest about the most important social phenomenon and health problem in Russia, which at present is the biggest killer of Russian people. It is catastrophic that a "tsunami" hits Russia every day and almost nobody talks about it understandably, seriously and intelligently.

The project on Alcohol and Drug Prevention among Youth in St Petersburg, implemented in collaboration with St Petersburg Public Health Committee and several Russian NGOs, wants to work more closely with media (newspaper journalists, radio, TV etc.) providing an opportunity to attend free of charge in a good atmosphere a seminar designed specifically for journalists.

The first seminar in spring 2008 will consist of a two day session (1st day 10:00 -18:00 followed by a furshet and 2nd day 09:00 – 15:00). Provisional programme is annexed. A competition will be announced among participants for the best published article/ radio- or TV- programme on alcohol related issues. A possibility is organized on the third day to visit places of interest, where problems of alcohol over-use become visible (narcological treatment, etc.)

Continuation is tentatively planned in the form of a second in the autumn (preference given to those who had attended also the first seminar) also consisting of a 2-day programme. In this seminar the outcome of the journalists' competition will be announced, and 3 best will be awarded a study tour in Finland with a programme to meet and learn from experienced journalists having specialized in health and social sector news and features.

Mode of work

The seminar will work in interactive format: workshops, “round tables”, discussions, peer-to-peer groups. A compact introductory part will provide an information package and set the scene and form a framework for the discussions in round table. It will include an analysis of the situation and trends.

Round tables will discuss the role of and available tools at national and local levels for effective promotion of healthy lifestyles, alcohol prevention and local alcohol policy. Workshops will be practical exercises where journalists could exchange views among colleagues on writing “good stories”. Special attention will be put on where to find best materials and contacts for information.

Participation

The seminar is for Russian journalists from newspapers, radio, TV of St Petersburg region. Ideal number of participants is 12-15 people. Only full participation (2 days) makes sense. Project partners from St Petersburg and Finland will also take part in the seminar.

Language

Main language of the seminar will be Russian. As appropriate and needed Russian - English interpretation will be provided.

Expenses

Free of charge for those who have been accepted to the seminar (application-form needs to be provided)

Responsible Organizer

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ANNEX: provisional programme

First seminar for media on alcohol and how to write about it interestingly, correctly and profitably

1st draft

1st day (20 May)

Time	Topic	Comments
9:30 – 10:00	Registration and coffee/tea	
10:00 – 11:30	Introduction to alcohol theme	Russian and international experts
11:30 – 12:00	COFFEE/ TEA BREAK	
12:00 – 13:30	Round-table discussion and debate on the topic (including issues on journalist's ethical code)	Facilitated by Russian and international journalists
13:30 – 14:30	LUNCH	
14:30-16:00	Examples (good and bad) from other countries on how to write or make a programme on TV or radio about alcohol related issues	International experts (media)
16:00 – 16:30	COFFEE/ TEA BREAK	
16:30 – 18:00	Practical group work exercise	We could use the participants' own previous articles on the topic and discuss through them how to write good and selling articles about alcohol related issues
18:00 ->	FURSHET	If possible, to be continued with a possibility for sauna

1st Draft

2nd^t day (21 May)

Time	Topic	Comments
09:00 – 10:00	Feed-back from group work	
10:00 – 11:00	Myths about alcohol: Russian and world perspective	
11:00 – 11:30	COFFEE/ TEA BREAK	
11:30 – 12:30	Testing your own alcohol use: do EIBI for all. Testing your own life expectancy: “Life at Stake”) algorithm	Idea: on voluntary basis we might offer the journalist a test of CDT-enzyme (indicating long term high alcohol intake)
12:30 – 13:30	?	to be discussed and decided with experts
13:30 – 14:00	Summary & conclusions	
14:00 – 15:00	Closing LUNCH	