

# WEBINAR PROGRAMME

## Restricting alcohol availability: How can common barriers be overcome?

3 October 2022  
14:30–16:00 CET

### Opening

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**Welcome address** | **Naoko Yamamoto**, Assistant Director-General, Healthier Population Division, World Health Organization

**Overview and moderation** | **Pamela Trangenstein**, Scientist, Alcohol Research Group, United States

### Overcoming barriers in developing countries: Evidence from South-East Asia and South Africa

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**Effective alcohol policies and challenges faced by developing countries** | **Pubudu Sumanasekara**, Executive Director, Alcohol and Drug Information Centre, Sri Lanka, and Vice President Movendi International

**Act local, change global** | **Aadielah Maker Diedericks**, Secretary General, Southern African Alcohol Policy Alliance, South Africa

### Waging powerful representations during liquor licensing hearings

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**Alcohol industry representations of public health research in judicial hearings** | **Chris Morrison**, Assistant Professor, Columbia University Mailman School of Public Health, United States

**Understanding liquor licensing officers' perspectives** | **Niamh Fitzgerald and Rachel O'Donnell**, Professor of Alcohol Policy and Research Fellow, Institute for Social Marketing & Health University of Stirling, Scotland, United Kingdom

**Reflections** | **Benn McGrady**, Head, Public Health Law and Policies Unit, Department of Health Promotion, World Health Organization

### Questions from audience and closing

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**Moderator** | **Pamela Trangenstein**, Scientist, Alcohol Research Group, United States

**Remarks for policy guidance** | **Juan Tello**, Head, Less Alcohol Unit, Health Promotion Department World Health Organization

### Registration

Participation in this event is by invitation. If you have not received one, and are interested to attend, please contact us for more information on how to apply for consideration at: [lessalcohol@who.int](mailto:lessalcohol@who.int).