

GLOBAL ALCOHOL POLICY CONFERENCE OCTOBER

The Global Alcohol Policy Conference (GAPC2023), "Investing in People before Profits: Building Momentum towards the Framework Convention on Alcohol Control," will be held from 24 - 26 October 2023 in Cape Town, South Africa.

PLENARY SPEAKER

Ms Paula Leonard
Alcohol Forum
Ireland

Paula Leonard will join the panel on "New Initiatives in promoting impactful policies and reducing industry influence", focusing on disrupting industry influence at the community level.

Paula Leonard leads the Alcohol Forum Ireland, an independent charity, which provides a range of support and services to individuals, families and communities impacted by alcohol harm while working at the wider policy and advocacy levels to change Ireland's problematic relationship with alcohol.

As the national lead for community action on alcohol over the past seven years there have been many positive developments including the establishment of the Irish Community Action on Alcohol Network (ICAAN); the development of resources, accredited training and advocacy in alcohol licensing as a tool to build safer communities; the initiation of the National County Alcohol profiling project and the development of the 'i-Mark: Supporting Independence from Alcohol Industry Influence'.

The i-Mark is a growing social movement which provides a framework and a toolkit to challenge and counter the corrosive impact of the strategies of the alcohol industry. Having graduated with a Masters in Community Development, Paula initially worked in the area of peace building and reconciliation as part of the Peace Programme in Northern Ireland and the Border Counties and then spent many years working in the area of health inequality with the Irish Traveller and Roma communities. She is a passionate believer in the power and potential of communities to effect positive social change.

