AMPHORA has created a European Alcohol Policy Research Alliance of internationally renowned alcohol policy researchers from a wide range of disciplines.

The Alliance will undertake new empirical research to strengthen European research knowledge of the impact of public health measures and interventions to reduce alcohol related harm and to contribute to integrated policy making.

AMPHORA is a Collaborative Research Project funded by the European Commission Seventh Framework Program (FP7).
Evaluating the Cost Effectiveness of Policy Measures

A common framework for evaluating the effectiveness and cost-effectiveness of policy measures will be developed. Evidence-based measures will be collected in a database of cost-effective public health measures to reduce alcohol-related harm.

Socio-cultural, economic & demographic determinants of the effectiveness of alcohol policy

Alcohol laws and policies respond to a complex interplay between individual alcohol consumption and surrounding social and cultural context. Accordingly, AMPHORA will document and analyze policies within this context and examine the relative impact of sociodemographic, cultural and economic factors that strengthen or weaken policies aimed at affecting alcohol consumption and alcohol-related harm across Europe.

Infrastructures for alcohol policy

All European countries have laws and policies relating to the trade, sale and consumption of alcohol that exist within different social and cultural contexts. AMPHORA will document and analyze current alcohol policy related infrastructures and their potential for impact in reducing the harm done by alcohol.

Reducing the Harm from Surrogate and Illegally Produced Alcohol

AMPHORA will collect samples of illegal and surrogate alcohol from all EU countries to analyze them for alcohol content and potentially health threatening contaminants including volatile substances and heavy metals. This large scale study will have been undertaken at the European level with the aim of leading to practical recommendations to reduce the potential harm from the consumption of illegal and surrogate alcohol.

Public Perceptions of Alcohol Related Harm

AMPHORA will analyze public perceptions of alcohol and alcohol-related harm and how this impacts on policy development, implementation and outcomes. A random population sample from seven countries will be asked to respond to statements describing frequency, degree of intoxication and social context. These responses will be analyzed to determine perceptions of what constitutes acceptable alcohol use and alcohol-related harm and how this in turn affects policy making and effectiveness.

Drinking Environments and Alcohol-Related Harm

By identifying and analyzing the factors associated with alcohol-related harm in drinking environments across Europe, AMPHORA will make recommendations to make these safer for Europeans and visitors.

Comprehensive and Integrated Alcohol Policy

Collecting and collating data on alcohol policy measures in European countries and over time will allow AMPHORA to develop a matrix of alcohol policy options across Europe. AMPHORA will develop a scale to measure the comprehensiveness and integration of public health measures to reduce the harm done by alcohol in all European countries.