

# THE DUBLIN PRINCIPLES

*It is hoped that these Principles will be accepted by a wide range of bodies as a reasonable basis for cooperation between the sectors to which they refer.*

## **Principles of Cooperation Among the Beverage Alcohol Industry, Governments, Scientific Researchers, and the Public Health Community**

FOLLOWING EXTENSIVE CONSULTATIONS with individuals and organizations in many countries, a group of experts met in Dublin on 26 - 28 May, 1997, at the invitation of the National College of Ireland and the International Center for Alcohol Policies. At the end of the meeting, in their individual capacities, they adopted by consensus the "Dublin Principles", and expressed the hope that these Principles will be generally adopted.

Participants included scientists, industry executives, government officials, public health experts, and individuals from intergovernmental and nongovernmental organizations.

### **Preamble: The Ethics of Cooperation**

The common good of society requires all its members to assume their fair share of social responsibility. In areas related to alcohol consumption, individuals and the societies in which they live need to be able to make informed choices. In order to further public knowledge about alcohol and prevent its misuse, governments, the beverage alcohol industry, scientific researchers, and the public health community have a common responsibility to work together as indicated in these Principles.

## **I. Alcohol and Society: Cooperation among Industry, Governments, the Community, and Public Health Advocates**

- A. Governments, nongovernmental organizations, public health professionals, and members of the beverage alcohol industry should base their policies and positions concerning alcohol-related issues upon the fullest possible understanding of available scientific evidence.
- B. Consistent with the cultural context in which they occur, alcohol policies should reflect a combination of government regulation, industry self-regulation, and individual responsibility.
- C. Consumption of alcohol is associated with a variety of beneficial and adverse health and social consequences, both to the individual and to society. Governments, intergovernmental organizations, the public health community, and members of the beverage alcohol industry, individually and in cooperation with others, should take appropriate measures to combat irresponsible drinking and inducements to such drinking. These measures could include research, education, and support of programs addressing alcohol-related problems.
- D. Only the legal and responsible consumption of alcohol should be promoted by the beverage alcohol industry and others involved in the production, sale, regulation, and consumption of alcohol.
- E. Government and industry both have a responsibility to ensure strict control of product safety.
- F. To enable individuals to make informed choices about drinking, all those who provide the public with information about the health and societal impact of alcohol should present such information in an accurate and balanced manner.
  - 1. Advertising of beverage alcohol products should be subject to reasonable regulation, and/or industry self-regulation, and should not promote excessive or irresponsible drinking.
  - 2. Educational programs should play an important role in providing accurate information about drinking and the risks associated with drinking.

## **II. Alcohol Research: Cooperation among Industry, Governments, and the Scientific and Academic Communities**

- A. To increase knowledge about alcohol in all its aspects, the academic and scientific communities should be free to work together with the beverage alcohol industry, governments, and nongovernmental organizations.
- B. The beverage alcohol industry, governments, and nongovernmental organizations should support independent scientific research which contributes to a better understanding of the use, misuse, effects, and properties of alcohol and the relationships among alcohol, health, and society.
- C. The academic and scientific communities should adhere to the highest professional, scientific, and ethical standards in conducting and reporting on alcohol research, whatever the source of funding for such research.
- D. All those concerned in a research undertaking, including funders, should avoid arrangements that might compromise the intellectual integrity and freedom of inquiry fundamental to scientific research and academic institutions.
  - 1. When seeking support, scientific researchers should disclose any personal, economic, or financial interest that might directly and significantly affect the design, conduct, analysis, interpretation, or reporting of any research project.
  - 2. Scientific researchers should acknowledge the source(s) of funding of their research activities in any report of such research.
- E. Researchers should be free to disseminate and publish the results of their work. In order to protect proprietary information or trade secrets that do not have public health implications, dissemination and publication may be subjected to reasonable and ethical restrictions agreed in advance.

# Original List of Participants

(affiliations are included for purposes of information only)

- **Joseph Asare**, Accra Psychiatric Hospital, Ghana
- **Bernard Le Bourhis**, Institut de recherches scientifiques sur les boissons, France
- **Michael Crutcher**, Brown-Forman Corporation, USA
- **Ivan Diamond**, University of California at San Francisco, USA
- **Hans Emblad**, International Consortium of Non Governmental Organizations on Prevention of Substance Abuse, Switzerland
- **Marcus Grant**, International Center for Alcohol Policies, USA
- **Hurst Hannum**, Fletcher School of Law and Diplomacy, Tufts University, USA
- **David Hawks**, National Centre for Research into the Prevention of Drug Abuse, Curtin University of Technology, Australia
- **Annette van den Hogen**, Heineken N.V., The Netherlands
- **David Ichel**, Simpson Thacher & Bartlett, USA, Counsel for ICAP
- **Paul Lemmens**, University of Maastricht, The Netherlands
- **Jorge Litvak**, University of Chile
- **Henk van Luijk**, European Institute for Business Ethics, Nijenrode University, The Netherlands
- **Desmond O'Byrne**, World Health Organization, Switzerland
- **Joyce O'Connor**, National College of Industrial Relations, Ireland
- **Gaye Pedlow**, Guinness PLC, UK
- **Khee Liang Phoa**, Dutch Foundation for the Responsible Use of Alcohol (STIVA), The Netherlands
- **Martin Plant**, University of Edinburgh, UK
- **Flavio Poldrugo**, University of Trieste, Italy
- **Helen Ruddle**, National College of Industrial Relations, Ireland
- **Norman Sartorius**, World Psychiatric Association, Switzerland
- **Ronald Simpson**, Joseph E. Seagram & Sons Inc., USA
- **Archer Tongue**, International Council on Alcohol and Addictions (ICAA), Switzerland
- **Takako Tsujisaka**, World Health Organization, Switzerland