



Commission activities to prevent alcohol-related harm

Alcohol Prevention Day
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Maria Renstrom
European Commission
Directorate Health and Consumer Protection

Diapositiva 1

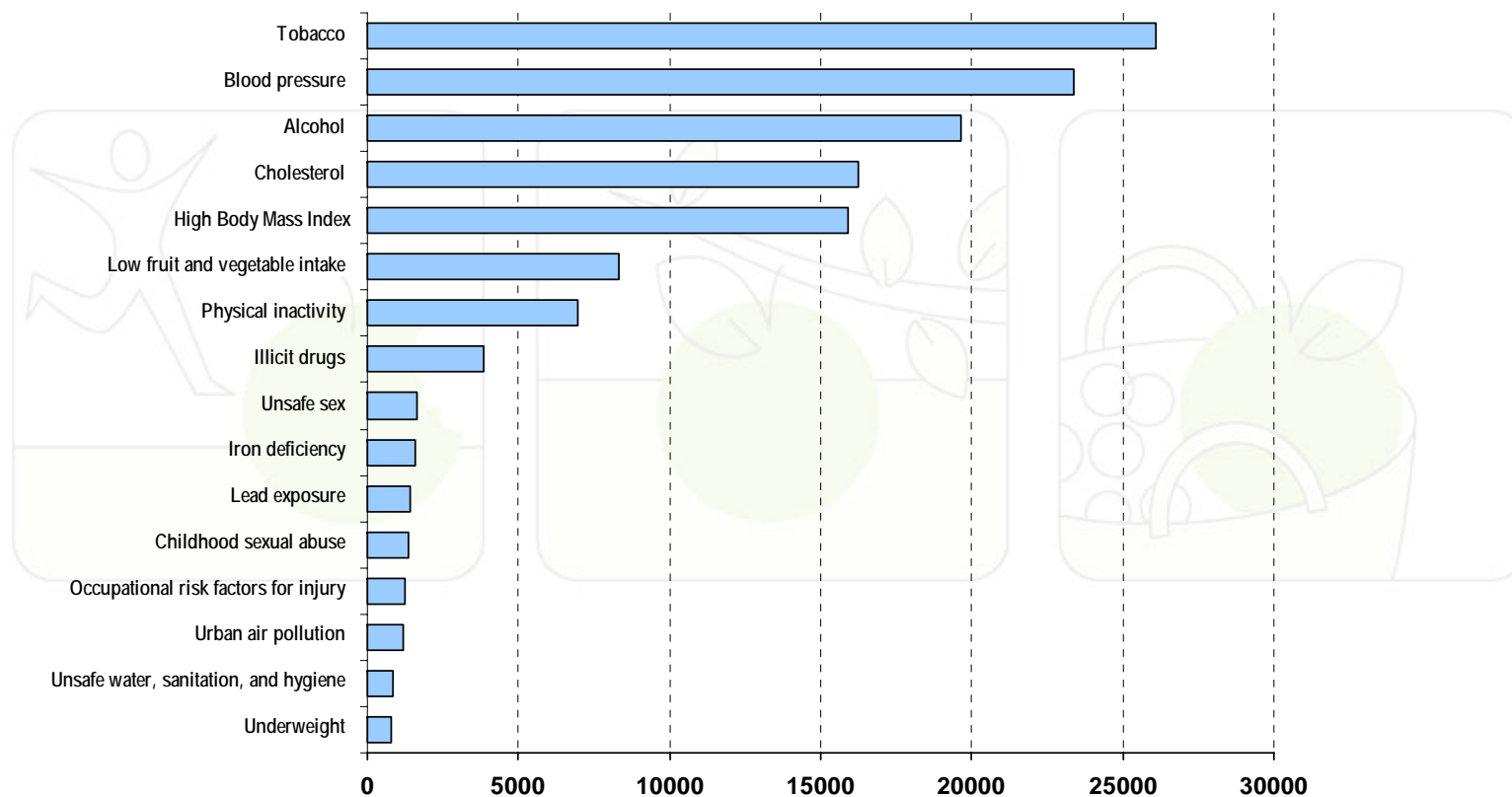
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renstma; 11/10/2005

Why EU actions – health reasons

- Causes premature deaths –195 000 per year
- 25% of male premature deaths and 10% of female premature deaths
- 60 acute or chronic diseases

Developed Countries Disease burden (DALYs) in 2000 attributable to selected leading risk factors



Number of Disability-Adjusted Life Years



Why EU actions – economic reasons

- On the positive side – contributes to €9 billion to the goods account balance in EU
- On the negative side – contributes to a social cost of estimated €125 billion (health/social and economic costs)

Why EU actions – social reason

- Alcohol harm others than the drinker
- 6 – 12% children in families with alcohol problems
- Accidents on roads and workplaces
- Violence and crime

Why now?

- Increased number of people are high risk drinkers
- Increased number of girls and women with high alcohol consumption
- Young people's "binge drinking" – not together with meals
- Global trends and market – makes national actions difficult - Member States have requested EU actions (Council)
- Public health is higher on the agenda



The ongoing work at EU level

- Meet the challenge - EU strategy on alcohol and health
- Involving all MS and stakeholders

In EU and MS- emerging consensus

- On the protection of young people
 - No sales/serving to under-age drinkers – better enforcement
 - No marketing activities targeting under-age drinkers
 - Support of interventions with a proven effect on under-age drinking

Emerging consensus

- On Drink-driving countermeasures
 - Better enforcement; Random Breath testing, license suspension,
 - Actions to rise awareness;
 - Lower Blood Alcohol Content (BAC) for young and novice drivers
 - Treatment for repeated drunk-drivers

Emerging consensus

- On the protection of third parties and
 - Awareness raising activities on alcohols impact during pregnancy
 - Support to children in families with drinking problems

Emerging consensus

- On prevention of alcohol related harm among adults
 - Brief treatment interventions for hazardous and harmful drinkers
 - Responsible beverage service
 - Active enforcement of current legislation

Emerging consensus

■ To create cross-cultural evidence



- A common knowledge base in EU

- High quality research – EU and MS

- Exchange of best practise

Emerging consensus

- To raise awareness on the impact of alcohol
 - Consumer friendly information; attractive and easy to understand
 - Education – but not on it's own

Next steps -EU

- For the moment finalizing an Impact Assessment of the strategy
- A Communication on Alcohol and Health in 2006
- Finnish Presidency will take onboard the Communication (Strategy)



Main aim -to support national level to,

- Develop a solid knowledge base
- On this basis - develop and adopt alcohol policy to protect public health
- Enforce and implement
- Evaluate and assess

Good luck with your work!

