

eurocare

European Alcohol Policy Alliance

Alcohol advocacy in Europe

Alcohol Prevention Day

Rome, Italy



29 April 2010



Alcohol in Europe

Europe = centre of the global alcohol industry (largest market + major producer)

1/4 of world's alcohol and over 1/2 wine production

The EU is the heaviest drinking region in the world - Average 11 Litres / person/ year

(11 litres = 1,400 small beers per person per year)



The burden of alcohol at EU level

1. Intentional injuries – 2000 homicides (4 in 10) and 10000 suicides (1 in 6)
2. Unintentional injuries – 17.000 deaths drink driving (1 in 3), 27 000 accidental deaths
3. Crime – €33bn
4. Workplace - €5 -19bn
5. Healthcare - €17bn

Harm done by alcohol to children

1. 5 – 9 million children (9%) live in families adversely affected by alcohol.
2. 16% of cases in child abuse involves alcohol
3. 23% of all deaths in children aged 0-15 from motor vehicles are due to alcohol
4. 19% of all child homicides are due to alcohol
5. Many unborn babies in the EU have mothers drinking alcohol during pregnancy

Harm to young people

1. 13 000 young men and 2000 women die in the EU each year due to alcohol
2. 350 000 15-16 year old report fights
3. 220 000 students report contact with police
4. 700 000 15-16 year old suffers due to parents drinking
5. 5% of 15-16 year old report regretted sex

Eurocare

The European Alcohol Policy Alliance was formed in 1990 with 9 member organisations

Today:

- 45 member org
- 21 countries
- Secretariat in Brussels



Eurocare's Vision

is a Europe where alcohol related harm is no longer one of the leading risk factors for ill-health and pre-mature death.

A Europe where innocents no longer suffer from the drinking of others and where the European Union and its Member States recognise the harm done by alcohol and apply effective and comprehensive policies to tackle it.

Eurocare is recognised as the leading independent and objective commentator to alcohol related dialogue and policy development.

To achieve Eurocare's Mission

1. Influence European policy makers
2. Advocating effective evidence based alcohol policy
3. Monitor policy initiatives
4. Monitor the marketing strategies of the alcohol industry
5. Create and nurture ties between org at EU level
6. Disseminate information
7. Publish reports and position papers

Affordability and availability

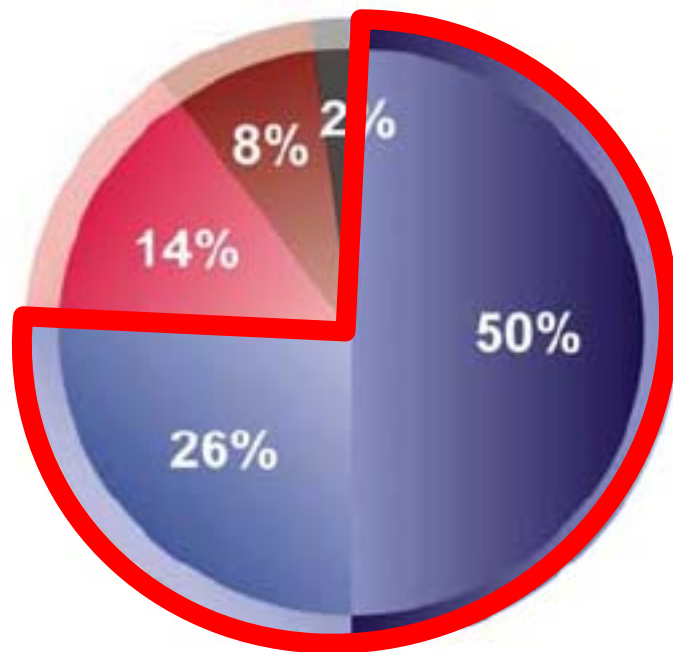
- The EU and Member States should introduce minimum alcohol tax rates that needs be proportional to the alcoholic content of all beverages. (these should cover social costs due to alcohol and be increased in line with inflation).
- Member States should retain the flexibility to use taxes to deal with specific problems
- Member States should have the flexibility to limit individual cross-border purchases so as not to diminish the impact of their current tax policies.

Drink Driving

- 1 of 3 road fatalities in EU due to alcohol
- 0,2gr/l BAC
- Intensive random breath testing
- Harmonised penalty system
- Information in driving schools
- Availability and affordability

Commercial Communication

- AMS Dir (2007/65/EC) Commercial communications: Art 15 - TV advertising & teleshopping for AB:
- may not be aimed **specifically at minors** or, depict minors consuming;
- not create impression consumption contributes towards **social or sexual success**;
- shall not place emphasis on high alcoholic content as being a positive quality of the beverages.



$\frac{3}{4}$ of EU citizens agree that alcohol advertising targeting young people should be banned in all Member States

Budweiser

OFFICIAL BEER OF THE 2006 FIFA WORLD CUP™

You do the football, we'll do the beer

Budweiser is het officiële bier van de 2006 FIFA World Cup. In de aanloop naar wat ongetwijfeld een fantastisch kampioenschap worden, heeft Budweiser verschillende WK-acties ontwikkeld.

Limited Edition WK fles
De bekende Budweiser longneckfles is ter gelegenheid van het grootste sportjaar in een opvallend WK-kanus gestoken. Als enige bier ter wereld komt Budweiser speciaal geschuimde fles, welke is voorzien van alle bekende WK-kenmerken, en het officiële FIFA-logo. Deze limited edition bottle wordt slechts in een beperkt aantal exemplaren vervaardigd en is vanaf half mei verkrijgbaar.

Verdere Activiteiten
Voor de horecaondernemer zijn er speciale WK promotiepakketten, waarin er van displaymaterialen, kleding en giveaways voor de zaaiement is opgenomen. Ook zijn er Budweiser WK uitnodigingen te geven (bijvoorbeeld voor WK party's) is er een reeks aan p.o.s. materiaal ontwikkeld, zoals banners, spandoeken en wedstrijdschema. De horecaondernemer die extra aandacht wil genereren kan met een meter hoge opblaasballen, geflankeerd door twee Budweiser flessen als een

Laat de leeuw niet in z'n hempie staan!

telgoldrace.nl/index.php?PageID=51&PSESSID=b1a092856e340a4fa8b67065cd6f5925&p=411

Home | Nieuws | Route | Informatie | Shop | Nieuws

Newsflashes! 20-04-2007

Ruim veertien duizend f...

De Toerversie van de Am... profklasseier plaats vind... toerfietzers trekken de U... uitgestippeld. Binnen een... „Dat geeft de popularitei... Frambach. „Ieder jaar is... de veiligheid en ruimte vo...

Finish blijft op Cauberg

VOETBAL? VERGEET JE HEINEKEN TAPVAT NIET.

Heineken serving the planet

Bavaria LEEUWENHOSE

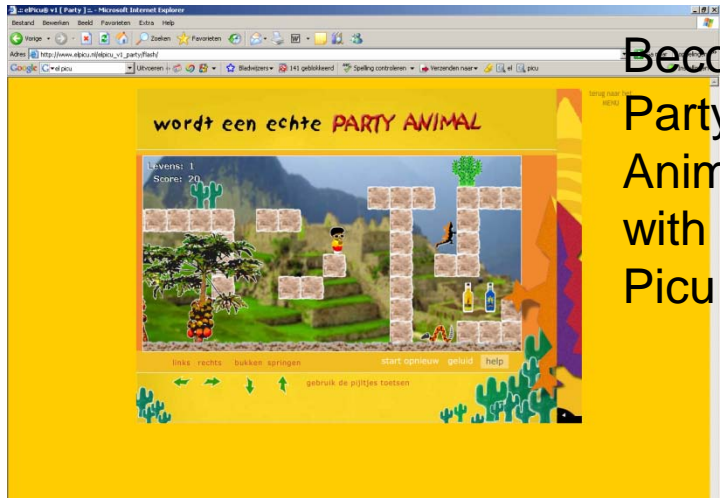
One size fits all

12 x 100cl + 100cl
433cl ALC. 5% VOL

Holland Heineken

Holland Heineken

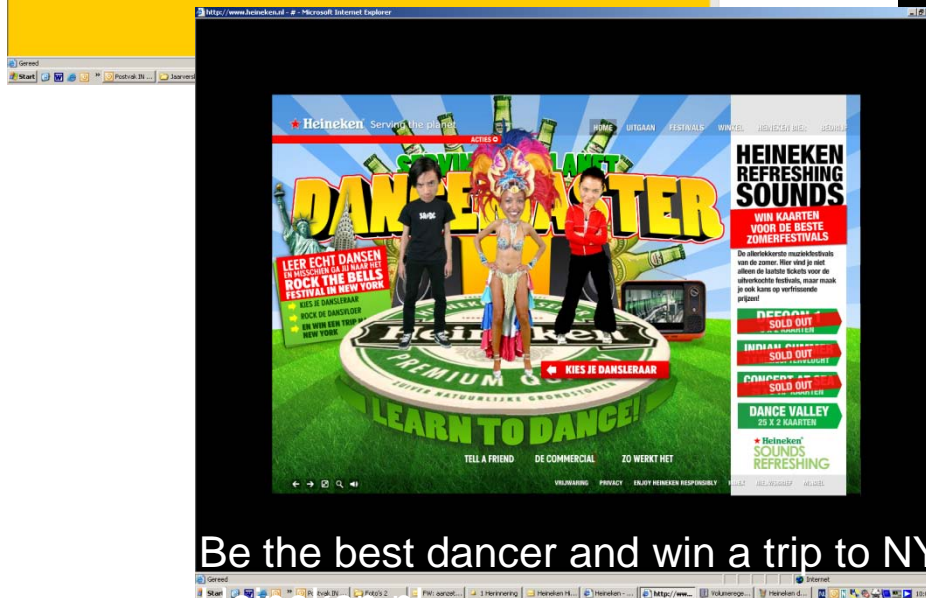
'Alcohol Websites' are attractive and interactive



Become a Party Animal with El Picu



Make your own Passoa Music mix

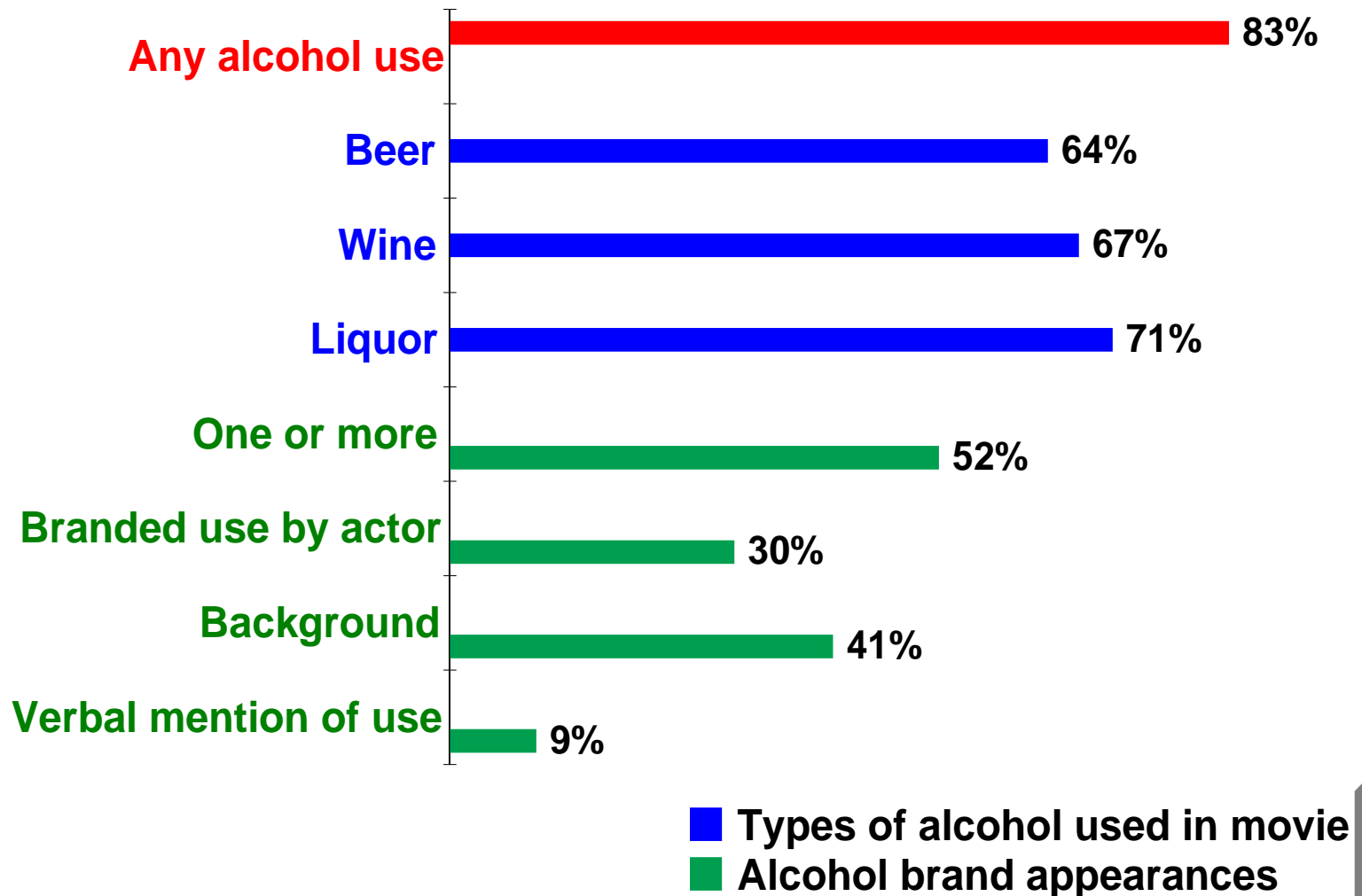


Be the best dancer and win a trip to NY

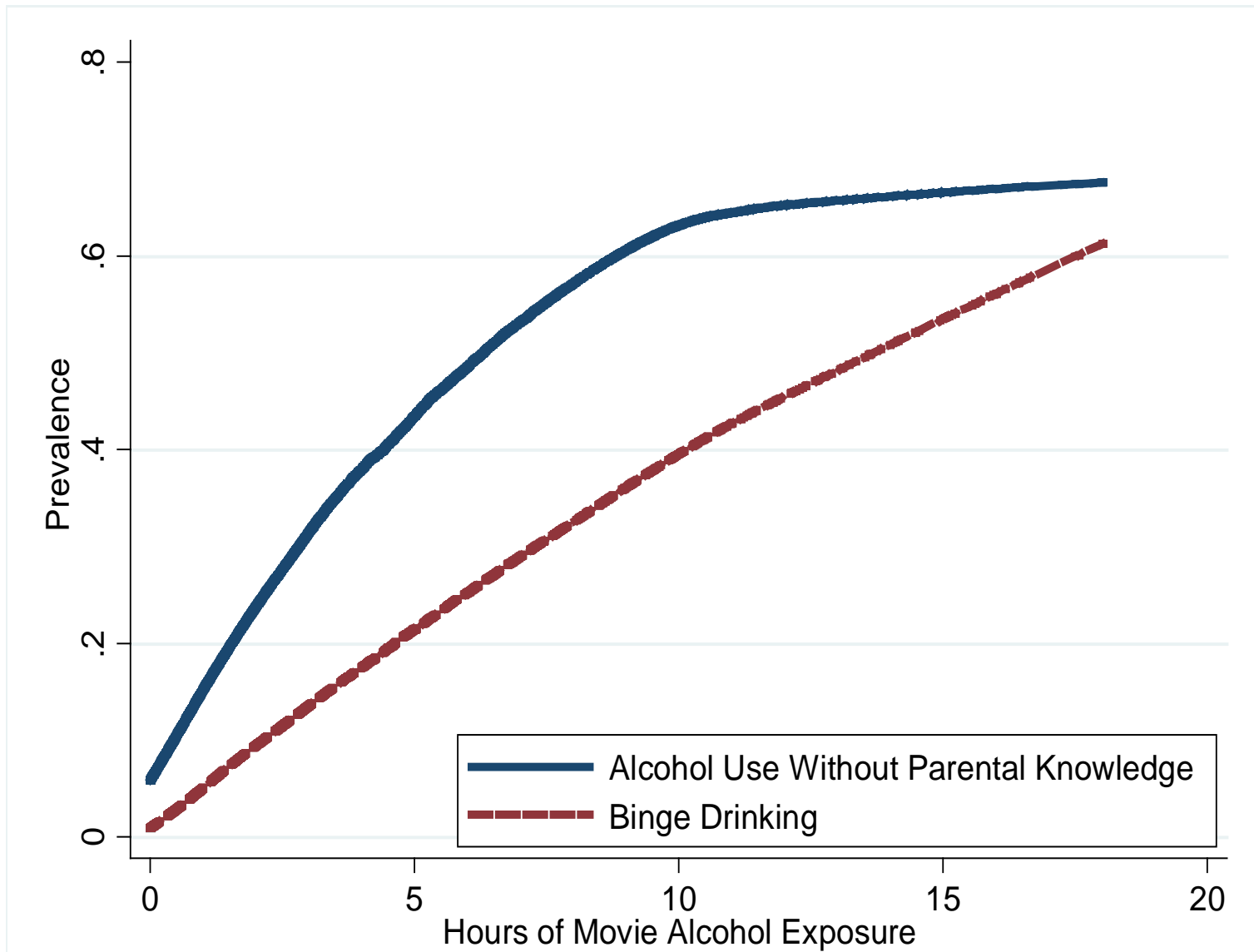


Run your own bar at Grolsch.nl

Alcohol use and alcohol brand appearances in 534 contemporary Hollywood movies



Association between exposure to movie alcohol use and adolescent drinking outcome



EC proposal on Food Labelling including alcoholic beverages

Alcoholic beverages like beer, wine and spirit are excluded from ingredients listing and nutrition labelling

Mixed alcoholic beverages will have such labels (like orange juice)

However – a report is to be prepared 5 years after adoption

Way forward on labelling

- Eurocare position is: All alcoholic beverages should be required to state: Ingredients', Substances with allergenic effect, Relevant nutrition information like Energy value (kcal), Alcoholic strength (total grams), Health and safety warnings
- Partnership with EPHA, EHN, BEUC and other NGOs

Health warnings on alcohol beverages should:

- Have a standard format and design – irrelevant of the mark
- Placed in a standard location on the container
- Be parallel of the base of the container, in a box
- Appear on a contrasting background (black on white)
- Sizing be determined by the minimum percentage of the size

French pictogram – since October 2007



- › All alcoholic packages require either:
pictogram or
- › “Consumption of alcoholic beverages during pregnancy even in small amounts can seriously damage the child’s health”

Health and Safety warning messages - Worldwide

- Argentina
- Australia
- Brazil
- Canada
- Colombia
- Costa Rica
- Ecuador
- Guatamala
- Honduras
- India (State of Assam)
- Mexico
- South Africa
- South Korea
- Taiwan
- Thailand
- United States
- Venezuela
- Zimbabwe

Examples developed in Australia

HEALTH WARNING



Alcohol is a drug. You can become dependent on it.

Drink no more than 2 standard drinks on any day to reduce your lifetime risk of harm from alcohol-related disease or injury.

Standard Drinks
20

700mL
37%
ALC/VOL

INGREDIENTS: CARBONATED WATER, BOURBON WHISKEY, SUGAR, COLOUR, FOOD ACID, FLAVOUR/
NUTRITIONAL INFORMATION

AVE. QUANTITY	PER 100mL	PER 100mL
Energy	172kJ / 41kcal	373kJ / 239Cal
Protein	2g	2g
Fat	3.4g	3.4g
Carbohydrates	5.5g	5.5g

HEALTH WARNING



Women who drink less than 2 standard drinks a day reduce their life time risk of developing breast cancer.

Standard Drinks
21

700mL
37.5%
ALC/VOL

INGREDIENTS: CARBONATED WATER, SUGAR, FOOD ACIDS, FLAVOUR, PRESERVATIVE, COLOUR
NUTRITIONAL INFORMATION

AVE. QUANTITY	PER REF. SERV.	PER 100mL
Energy	311 kJ / 72Cal	301 kJ / 72Cal
Protein	3g	3g
Fat	1g	1g
Carbohydrates	2g	2g

ALCOHOL MAY HARM YOUR UNBORN CHILD



1 IN 4 OF ALL ROAD DEATHS INVOLVE ALCOHOL

ALCOHOL INCREASES YOUR REACTION TIME



DON'T DRINK AND DRIVE







**ALCOHOL CAN CAUSE
DEPENDENCE**



**ALCOHOL CONTRIBUTES TO
MORE THAN 60 DISEASES**



**DON'T DRINK
WHEN TAKING MEDICINE**



**ALCOHOL INCREASES THE
RISK OF VIOLENCE**



ALCOHOL REDUCES FERTILITY



**DON'T DRINK
WHEN DEPRESSED**

Way Forward

- Continue to work on affordability, availability, labelling, commercial communication, drink driving, taxes, safer drinking environments, harm to others, education and awareness raising.
- Mai – contact your national MEP re food labelling
- 21-22 JUNE 2010 4th European Alcohol Policy conference, Brussels

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European Alcohol Policy Alliance

The screenshot shows the Eurocare website in a Firefox browser window. The browser's address bar displays the URL <http://www.eurocare.org/>. The website's header features the Eurocare logo and a search bar. A navigation menu includes links for Home, About Us, Resources, EU Projects, Press, and Contact Us. The main content area is divided into several sections:

- Special topics:** A vertical list of links including EU Alcohol Strategy, EU Health Strategy, Alcohol and Health Forum, Alcohol and Pregnancy, Advertising, Labeling, Alcohol Beverage Industry, Mental Health, Road Safety, Taxes, Trade and development, and Alcohol Policy and the WHO.
- Members only:** A login section with fields for Username (containing 'emilie') and Password (containing '*****'), and a Login button.
- WELCOME TO OUR NEW WEBSITE!** A central announcement stating that Eurocare is an alliance of 50 voluntary and non-governmental organizations across 20 European countries.
- Latest news:** Three news items with dates and brief descriptions:
 - Eurocare holds successful Evening Reception on 'Alcohol and Pregnancy' in European Parliament** (08/09/2008): Over 50 people attended the reception in the European Parliament, marking "International Fetal Alcohol Spectrum Disorders (FASD) Awareness Day" on Tuesday 9th September 2008.
 - Mainstreaming Healthy Ageing in the Renewed Social Agenda, 14 October 2008** (17/09/2008): A debate hosted by Lambert Van Nistelrooij MEP and Claude Moraes MEP, Co-Presidents of the Intergroup on Ageing, in cooperation with AGE and EPHA on the 14th of October 2008 from 08:45-12:00 in Room ASE-2 at the European Parliament, Brussels.
 - Brewers Mixing Beer and Non-Alcoholic Beverages to Target Youth** (17/09/2008): The brewers have learned from the spirits industry and have started experimenting with different flavours and admixtures of different non-alcoholic beverages. A beer mixed with energy drink is already available in Germany (check the CAB website: <http://www.cab-drink.com/>). The promotion of such drinks definitely targets young people. The problem from the legislative point of view is – especially in Germany – that this drink is based on
- Our Newsletter:** A section with links for Register, All issues, and Events.
- Events:** A list of upcoming events:
 - Eurocare Annual General Meeting, 26-28 September 2008
 - Eurosafe Conference on Injury Prevention and Safety Promotion, 9-10 October 2008
 - NordAN Conference, 10-12 October 2008
 - Mainstreaming Healthy Ageing in the Renewed Social Agenda, 14 October 2008
 - European ECAT Conference: "Empower the Community in response to Alcohol Threats", 24 October 2008
 - DG SANCO Tomorrow's European Consumers, 29-30 October 2008
 - Open Forum, 10-11 December 2008
- Alcohol in the news:** A link to Alcohol News - week 37/2008.

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EUROCARE is a network of public health organizations. It advocates the prevention and reduction of alcohol-related harm in Europe through effective and evidence based alcohol policy. www.eurocare.org