

# APD - Alcohol Prevention Day

## A good practice for Public Health

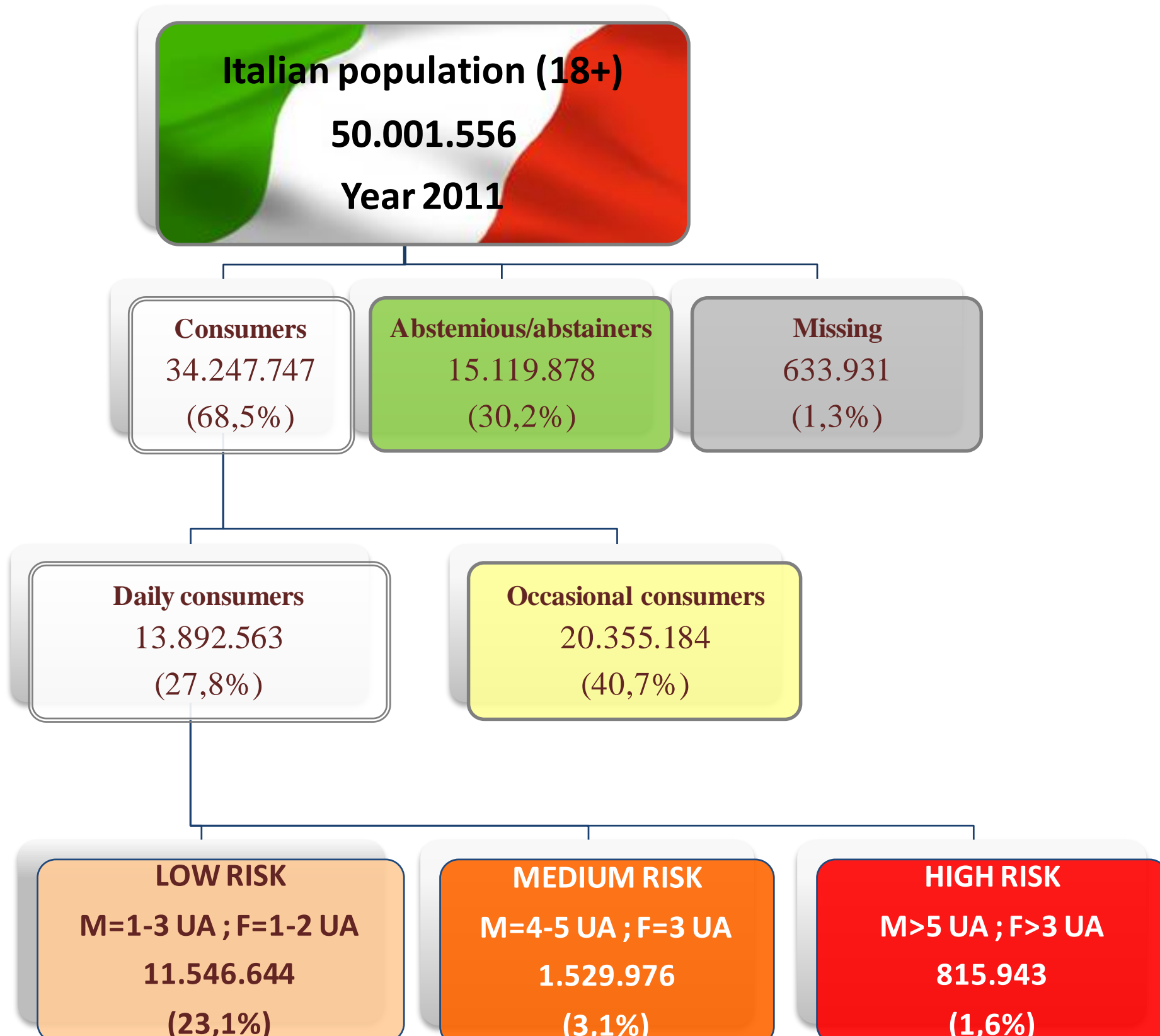
E. Scafato, S. Ghirini, C. Gandin, S. Martire, L. Di Pasquale,  
N. Parisi, R. Scipione, L. Galluzzo

ISTITUTO SUPERIORE DI SANITÀ (ISS)  
National Observatory on Alcohol (NOA)  
Population's Health and Health Determinant Unit  
National Centre for Surveillance, Prevention and Health  
Promotion (CNESPS)  
WHO Collaborating Centre for Research and Health  
Promotion on Alcohol and Alcohol-related Health  
Problems (WHO-CC)



### National Situation

Since 2005, the NOA-CNESPS has been committed for the exploitation of the campaigns of the Italian Ministry of Health (MoH) promoted by mean of the 125/2001 frame law on alcohol. Every year, formal monitoring data on alcohol are presented at the APD processed and analyzed by NOA from the national databases of the Multipurpose Survey on Households - Aspects of daily life of the National Institute of Statistics (ISTAT) and other relevant EU sources.



The most relevant evidences of the year monitoring of alcohol consumption are included in the yearly report of the MoH to the Parliament and summarized below.

In 2011 68,5% of subjects aged 18+ consumed at least one alcoholic beverages in the previous years and 27,8% of them on a daily base. The APD 2013 focused the attention on the main targets of population represented by the medium and high risk (*heavy drinkers*) alcohol consumption. The number of subjects with a medium risk consumption (4-5 Standard Unit – SU per day for males and about 3 SU for females) is relevant: 1.529.976 people (3,1% of subjects), for which it is essential the implementation of Early Identification Brief Intervention - EIBI programs. 815.943 individuals (1,6% of 18+ population) can be considered at “high risk” of alcohol dependence in Italy according to the WHO and EU epidemiological monitoring international classification identifying “heavy drinkers” the harmful drinkers consuming more than 5 AU (60 grams) for males and 3 AU (40 grams) for females. Four millions are considered “at risk” or harmful drinkers, namely exceeding the Italian nutritional guidelines and 3.750.000 are binge drinkers.

### Essential Elements of the Campaign / Program

Since 2001, the NOA at CNESPS – ISS has organized and sponsored twelve editions of the APD. The 2013 event (<http://www.epicentro.iss.it/alcol/apd13.asp>) was held, as usual, and funded in collaboration with the Italian Ministry of Health (MoH), the Italian Society of Alcoholology (SIA), the Italian Association of Territorial Alcoholics Clubs (AICAT) and EURO CARE Italia. The APD is as part of the yearly initiative that promotes the month of April as month of alcoholism prevention. It is a unique experience to share practical and effective actions and good practices by several regional, municipal and local realities based on the experience and commitment of voluntary associations and self-and mutual-help, including Alcoholics Anonymous, Ala-teen and Ala NON, and many non-conventional or formal associations ensuring valuable support to those in strong need of help or in the difficult process of rehabilitation and social reintegration. The APD is the central moment for an in depth debate that goes beyond the limit of the conference and reverberates throughout the year, deserving attention on several and main final users roles (i.e. the institutions, researchers, health and prevention professionals, policy makers, media, civil society) and on concrete actions to be implemented by the main stakeholders involved to contribute in tackling a problem that has been demonstrated to generate each year in Italy 50 billions euros of social and health costs. The event is carried out yearly under the purposes provided by the national frame law on alcohol 125/2001; all over Europe, the Italian law represents a unique example of implementation of the Paris 1994 European Charter on Alcohol principles and a concrete endorsement of the recalls of the European Parliament Resolution for a Community strategy on alcohol, the European Alcohol Action Plans and the WHO specific international guidelines.

The XII edition of the Alcohol Prevention Day was held at ISS in Rome on April 18<sup>th</sup> 2013. The conference was the occasion to provide the year scenario drawn by the epidemiological data of the annual report of the MoH to the Parliament, pursuant to law 125/2001, produced by the NOA-CNESPS.

The aim of this last conference was to highlight technical-scientific and epidemiological trends observed at national, European and international level, providing an opportunity for discussion and inter-institutional debate on issues related to alcohol and emerging related problems with the hazardous and harmful alcoholic consumption (HHAC) in the Italian population. Updates and results from WHO and EU Commission activities as well as from the main EU Project AMPHORA, ODHIN, ALICE RAP supported a chosen focus on the promotion of specific actions to reduce alcohol related deaths, to encourage and to support an adequate culture of prevention based on higher levels of protection of health, awareness and individual and social responsibility.

The APD worked during the last decade as a unique opportunity to share and activate the cooperation and participation of many realities, aimed to the prevention of HHAC creating a consolidated framework for professionals and practitioners activities supporting the centrality of the individuals and an higher level of health protection safety through increased level of awareness and social solidarity. Moreover, the event has been demonstrated to represent a unique and specific opportunity to stress and influence the necessity of the adoption of policies, regulations and measures on alcohol aimed at the main targets identified by European and national strategies.

### Results



Each year, more than 250 key stakeholders participate to the event. European and international key speakers are usually invited from the European Commission, the WHO Regional Office for Europe and/or Head Quarter, scientists and researchers. Languages used are italian and english with translation. The 2013 event shared the European actions for the implementation of activities included in the European Alcohol Action Plan (2012-2020), the establishment of a EU Joint Action on common standards for epidemiological monitoring and European guidelines including the need for a renewed approach to the identification, evaluation and management of alcohol dependents and all the conditions at higher risk.



The APD is the occasion to present and renew the offer of a wide range of materials useful for the alcohol prevention in children, adolescents, pregnant women, families, policy makers and health professionals disseminated by ISS all over Italy. All public domain materials are made available at the CNESPS- ISS web page ([www.epicentro.iss.it/alcol](http://www.epicentro.iss.it/alcol)). The APD is even an opportunity for launch the National Campaign describing and introducing the results from training programs such as the EIBI (Early Identification and Brief Intervention) in the Primary Health Care (PHC).



References to the main specific national and international updated documents are given for dissemination of the principal evidence based knowledge on alcohol.



### Conclusions

Each APD event is submitted to a formal evaluation by the stakeholders and the results are provided to MoH and ISS authorities. Nearby all the participants judge every year the initiative satisfactory, effective and useful in supporting alcohol prevention also considering the added value represented by the communication strategy. Since 2001 APD represents a benchmark for Regional and Municipal authorities. The format and contents are replicated at the local level multiplying the attention to the central and burning issues on actions and initiatives on which all the main stakeholders are committed in order to contribute to better deal with the reduction in alcohol related harms and risks across the different targets of the population. Most relevant is the integration of health and social activities solicited by the APD approach and the availability of a standardized format of information provided by NOA widely spreading the core of prevention information through the web channel.

### Website and Documents

- ISS, EPICENTRO Webpage: <http://www.epicentro.iss.it/alcol/apd13.asp>
- Materials: <http://www.epicentro.iss.it/alcol/materiali.asp>
- Italia. Legge 30 marzo 2001, n. 125. Legge quadro in materia di alcol e di problemi alcol-correlati. Gazzetta Ufficiale n. 90, del 18 aprile 2001.
- MoH, Report of the MoH to the Parliament, available at: [http://www.salute.gov.it/imgs/C\\_17\\_pubblicazioni\\_1686\\_allegato.pdf](http://www.salute.gov.it/imgs/C_17_pubblicazioni_1686_allegato.pdf)
- ISS, Annual epidemiological monitoring report, available at: <http://www.epicentro.iss.it/alcol/apd2013/ISTISAN%20ALCOL%20APD%202013.pdf>

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The APD is funded and supported by the MoH by mean of the 125/2001 Frame Law on alcohol.

### Contact

Emanuele Scafato  
Tel. 06 49904028 - 06 49904029  
Fax 06 49904193  
E-mail: [emanuele.scafato@iss.it](mailto:emanuele.scafato@iss.it)  
[alcol@iss.it](mailto:alcol@iss.it)

