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European Alcohol Policy Alliance

Working together to prevent and reduce alcohol-related harm in Europe

9 April 2014

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

Today:

- 55 member org
- 24 countries
- Secretariat in Brussels

Follow us on twitter

High Cost of NCDs (alcohol) to Economies, Health Systems, Families and Individuals

Economies:

- Social cost of alcohol is 155,8 billion euro yearly
- Reduced labor supply
- Cost of absenteeism, productivity, insurance
- Increased public health and social welfare expenditure
- Medical health care cost and treatment

Families and individuals:

- Reduced well-being
- Increased disability
- Premature death
- Household income decrease, loss or impoverishment
- Reduced opportunities

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Harm to young people

- Alcohol is the biggest cause of death among young men of age 16-24
- At least 87% of the students (age 15-16) have drunk alcohol
- 25% of the 15-24 year old binge drink once a week
- 700.000 15-16 year old suffers due to parents drinking

Source: European School Survey Project on Alcohol and other Drugs, 2011 Report

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EU PROJECTS

Let it hAPYN

Reach a better overview of good/ bad practices of **alcohol intervention programmes that are happening in youth organisations or** that are applicable to youth organisations in Europe.

ewa
European Workplace and Alcohol

Develop **effective methods of engaging with workplaces, and their workforces, to raise awareness** and bring about individual and organisational change that leads to safer alcohol consumption

RARHA
REDUCING ALCOHOL RELATED HARM

3 years action aiming at **supporting Member States to take forward work on common priorities in line with the EU Alcohol Strategy** and strengthen Member States' capacity

European Institutions

European Commission
Politically independent
can propose

European Parliament
Directly represents the people
Decides/amends proposals

European Council

MS – decision-taking body
Political impetus on key issues

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Eurocare Recommendations for a future EU Alcohol Strategy document presented at an event in the European Parliament on 27th June 2012

Eurocare – Initial NGO recommendations for the new EU Action Plan on Alcohol – November 2013

EUROCARE RECOMMENDATIONS FOR A FUTURE EU ALCOHOL STRATEGY

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Regulation of marketing

Regulating alcohol advertising

- In all MS a mixture of statutory and voluntary regulations
- 11 MS prohibit adverts of spirit on TV
- 16 MS have “watersheds”: no alcohol advertising allowed on television during certain hours.
- Loi Evin in France regulating advertising, no sponsorship
- Sweden only adverts are allowed to focus on the product itself
- Finland introduces new legislation from 2015
- Norway as EEA has no advertising of alcohol on TV and in radio
- Lithuania to introduce a total ban from ....?

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What will change in Finland in 2015?

1. Alcohol advertising with

- digital games and gaming apps in consoles, tablets and mobile phones will be **banned**
- product placement in video games will be **banned**
- all kinds of competitions and prizes (both online and offline) will be **banned** (“Like us and win tickets to the next match/concert”)
- allowing people sharing their stories, photos or videos in official company pages will be **banned**
- producing and making available viral marketing (videos) intended to be shared online will be **banned**

Increase in price of alcoholic beverages

- There has been decline in the EU **minimum excise duty** in real terms since 1992

- There has been no adjustment for inflation
- With even zero excise duty on wine

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Smarter regulation of availability of alcohol

Provision of information to consumer labelling

Nutrition Facts

Serving Size 1 cup (240 mL)
Servings Per Container 4

Amount Per Serving	
Calories 150	Calories from Fat 70
	% Daily Value*
Total Fat 8g	12%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 105mg	4%
Total Carbohydrate 12g	4%
Dietary Fiber 0g	0%
Sugars 12g	
Protein 8g	

Vitamin A 6% • Vitamin C 0%
Calcium 30% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Does NOT cause cancer and 60 other diseases

Is NOT addictive

Is NOT third leading risk factor for chronic disease

PROVIDES information to consumers

DOES cause cancer and 60 other diseases

IS addictive

IS third leading risk factor for chronic disease

DOES NOT provide any information

Way forward on labelling

- 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 information

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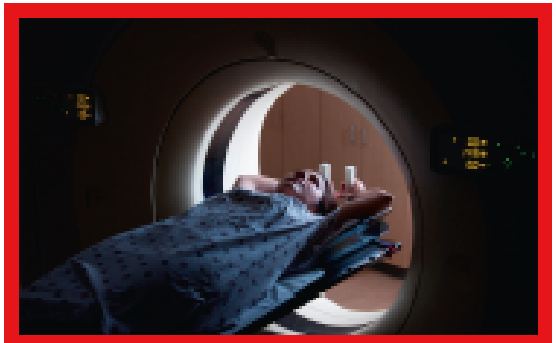
DON'T DRINK
WHEN TAKING MEDICINE

DON'T DRINK
WHEN TAKING MEDICINE

ALCOHOL CAN CAUSE CANCER



ALCOHOL CAN CAUSE CANCER

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Reduction in drink driving

BAC limits across EU and Turkey

- **0,0** (Czech Republic, Hungary, Romania, Slovakia)
- **0,2** (Estonia, Poland, Sweden)
- **0,4** (Lithuania)
- **0,5** (Austria, Belgium, Bulgaria, Cyprus, Denmark, Finland, France, Germany, Greece, Italy, Ireland, Latvia, Luxembourg, Netherlands, Portugal, Slovenia, Spain)
- **0,8** (Malta, United Kingdom)

A limit needs to be enforced!

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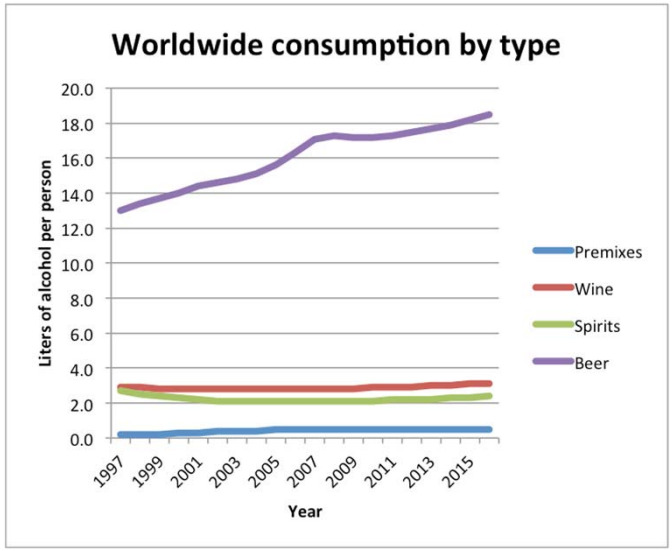
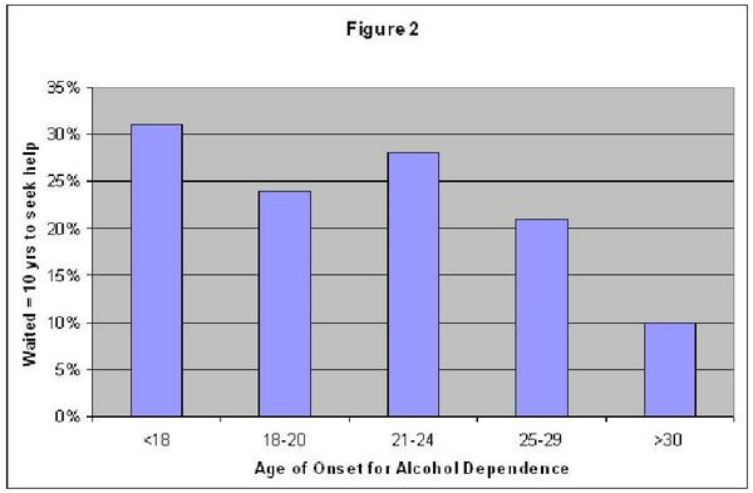
Better monitoring of data, development and maintenance of common evidence base





Alcohol and cancer- the unknown link

1 in 10 Europeans do not know about the connection

1 in 5 do not believe that there is a connection between cancer

www.alcoholandcancer.eu

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Participation of civil society helps to ensure that public health is given priority in policies

World Health Organization

BACARDI

Carlsberg

DIAGEO

Constellation Europe

Heineken

ABInBev

Pernod Ricard

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Comparing Risks & Cost

	Tobacco	Alcohol
addicitive potential	comparably high	
risk for user	comparably high	
risk for 3rd persons	high	much higher
# / persons at risk involved	high	even higher
cost to economy and society	high	possibly even higher
appeal to young people and children	high	even higher
social acceptance	declining	high
level of regulation	fairly high	lower

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SAVE THE DATE

Alcohol in all policies
Act Now!

6th European Alcohol Policy Conference
27-28 November 2014, Brussels
www.6EAPC.eu

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Thank you for your attention

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