



Latest developments in the EU alcohol policy

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Is there a need for action to reduce alcohol related harm in Europe?



Alcohol related harm in Europe

- DALYs (disability adjusted life-years): over 4 million per year
- Great costs to society; health care, absenteeism, lost healthy life years
- Need to reduce the burden of chronic diseases on health systems
- Need to increase healthy life years and productivity



Cross border aspects

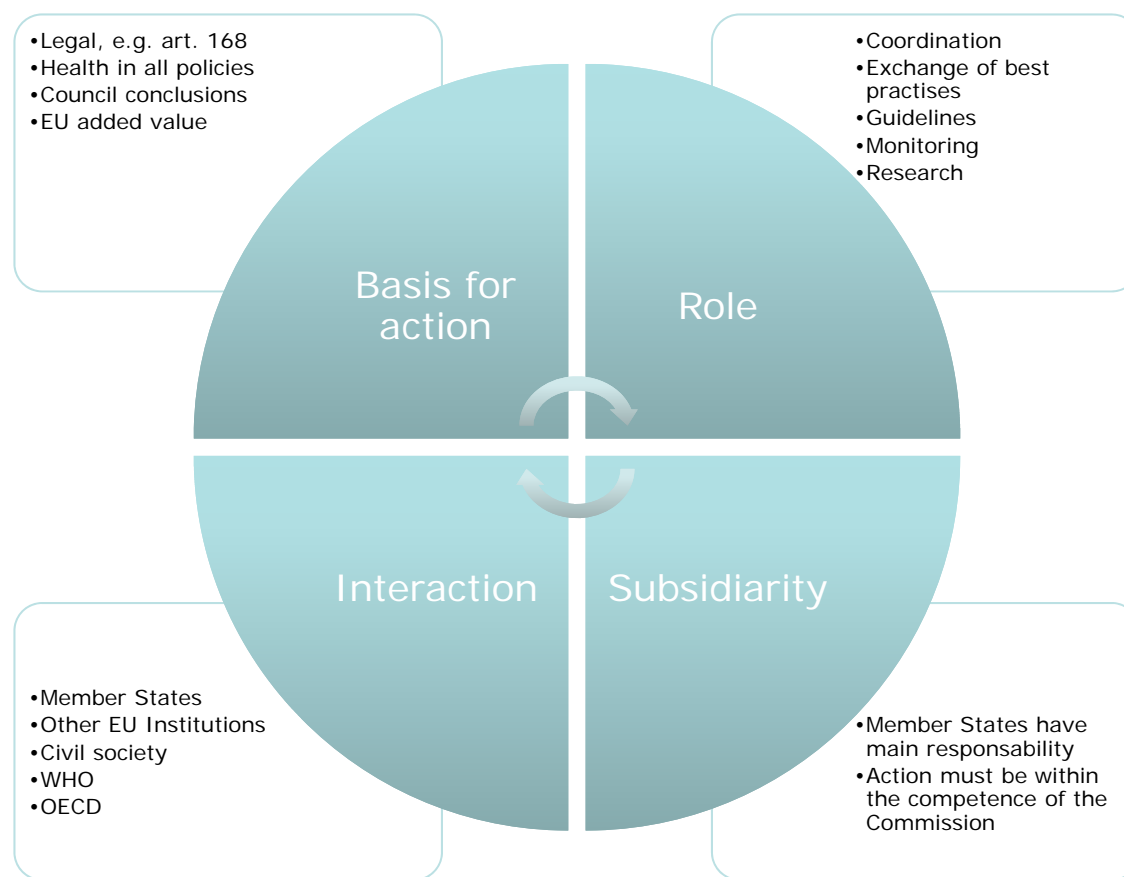
- E.g. cross border sale, advertising
- Health inequalities
- Monitoring, exchange of information
- Multi stakeholder approach with EU wide stakeholders



Call for action and support

- Member States, Council
- ENVI Committee
- Civil society

Basis for EC action



The objectives and tools of the 2006 EU strategy are still valid

Much has been achieved (e.g. in Member States and in the European Alcohol and Health Forum)

However, Europe is the region with highest consumption and the level of harm remains high

Continued work to reduce alcohol related harm still needed

The objectives

Protect young people, children and the unborn child

Reduce injuries and death from alcohol-related road accidents

Prevent alcohol-related harm among adults and reduce the negative impact on the workplace

Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns

Develop and maintain a common evidence base at EU level





Action Plan on Youth Drinking and on Heavy Episodic Drinking (2014-2016)

Endorsed by CNAPA on 16 September

Lists options for action – voluntary participation

Builds on and supports the objectives of the Strategy

Areas for action:

- Reduce heavy episodic drinking (binge drinking)
- Reduce accessibility and availability of alcoholic beverages for youth
- Reduce exposure of youth to alcohol marketing and advertising
- Reduce harm from alcohol during pregnancy
- Ensure a healthy and safe environment for youth
- Support monitoring and increase research

Member State scoping paper

Member
States call for
support and
continued
efforts to
reduce
alcohol
related harm

CNAPA
members to
inform
Commission
on their
views on
future policy
development

Endorsed by
CNAPA on 15
December
2014



The main message of the scoping paper

- a call for a new and ambitious strategy
- addressing all types of harmful use of alcohol and alcohol related harm
- across all population groups
- targeting behavioural and structural prevention
- "health in all policies" approach
- build on evidence based measures and policies
- foster synergies across the global, European and national and regional and local level, within the principle of subsidiarity
- where real EU added value can be found



European Alcohol and Health Forum

Commit to concrete action

Includes all parts of civil society

Exchange of information



Forum areas for action

Strategies aimed at curbing under-age drinking

Information and education programmes of the effect of harmful drinking and on responsible patterns of consumption

Possible development of efficient common approaches to provide adequate consumer information

Actions to better enforce age limits for selling and serving alcohol

Interventions promoting effective behavioural change among children and adolescents

Cooperation for promote responsibility in and prevent irresponsible commercial communication and sale



Alcohol and health in all policies

Drink drive

- DRUID(Driving under the Influence of Drugs, Alcohol and Medicines)
- 2001 Recommendation on blood alcohol content

Research

- December 2014 – seminar for Member States on reducing Harmful Use of Alcohol with Behavioural Interventions by Joint Research Centre
- AliceRap on addiction (7th Framework Programme for Research)

Advertising

- Study on minors' exposure to alcohol advertising on linear and non-linear audiovisual media services and other online services

Future EU alcohol policy – what now?

Commission always consider
all opinions and calls for
action

Commission is in the process
of fixing its policy in light of
the new priorities

Commission is considering
how to take forward the work
on alcohol related harm,
including how this work can
fit into a more horizontal
approach to reduce chronic
diseases



For more information:

http://ec.europa.eu/health/alcohol/policy/index_e

- THANK YOU -