



# EU actions on alcohol related harm

Alcohol Prevention Day (APD) 2019  
15th May, Rome, Istituto Superiore di Sanità



# COMMISSION ACTION

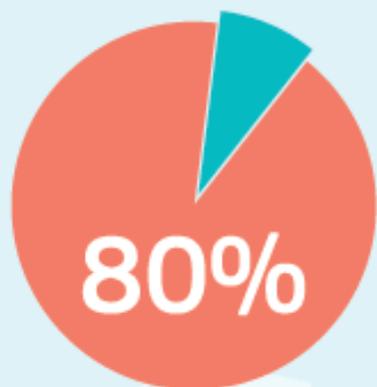
1. Support Member States to reach the SDGs and WHO targets agreed in the NCD context
2. Make use of existing tools  
Health Programme, Horizon 2020, Horizon Europe
3. Ensure alcohol harm as part of the "health in all policies" approach

# Sustainable Development Goals

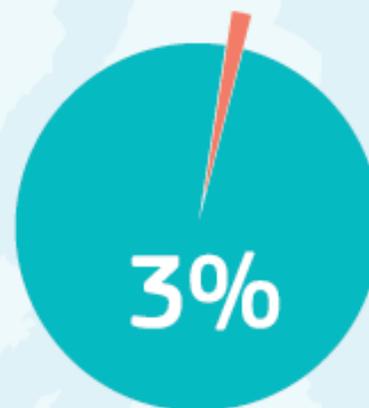
- Commission and Member States have committed themselves to their achievement; regular reporting and policy focus on SDG achievement



# Prevention of non-communicable diseases – agreed WHO targets



Non-communicable diseases account for up to 80% of HEALTHCARE COSTS



Yet only around 3% of health budgets are spent on PREVENTION





## Supporting Member States in achieving the Sustainable Development Goals

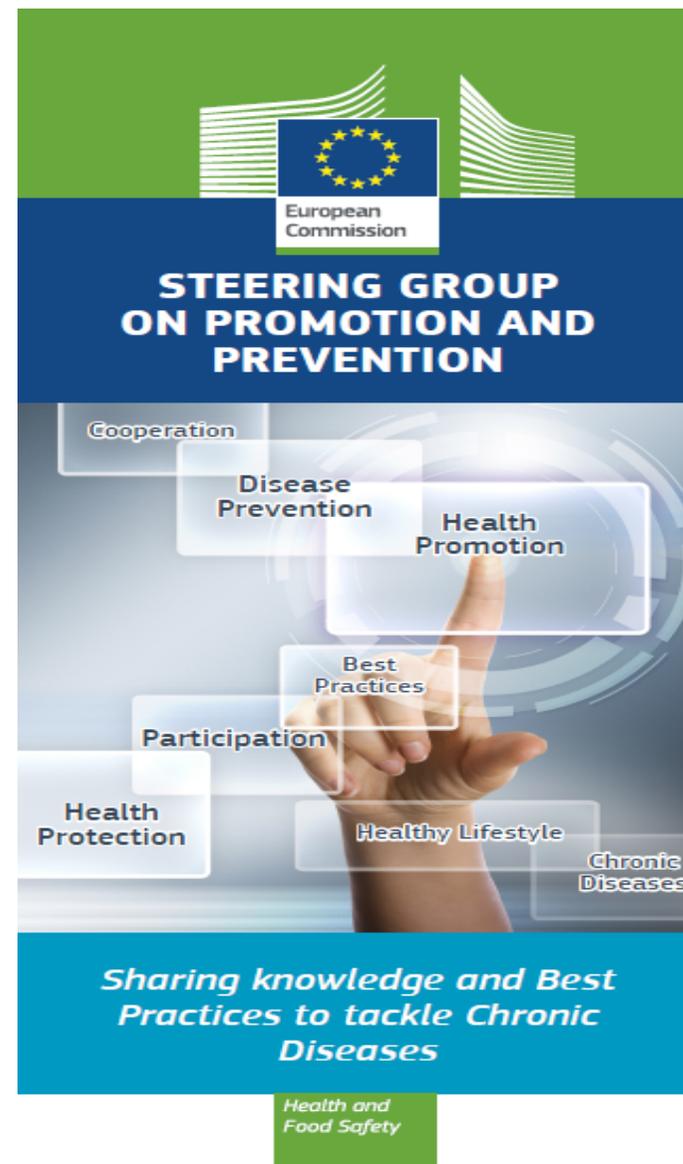
The Commission established a Steering Group on Promotion and Prevention

- Identify priority areas in Member States for achieving the SDG's
- For each priority area, evaluated best practices proposed for upscaling, using EU funds
- Nutrition and physical activity already selected by Member States for further implementation



# Leading role: Steering Group on Promotion and Prevention

1. Sets political priorities
2. Selects policy interventions
3. Implements and transfers policy interventions





European  
Commission

## Steering Group on Promotion and Prevention



### Promote

Assist and advise the Commission in taking initiatives to promote coordination between the Member States



### Support

Advise the Commission in the selection of best practices to support Member States in their transfer and scaling up



### Monitor

Support the Commission in monitoring the progress towards reaching the Sustainable Development Goal 3



### Coordinate

Advise the Commission in its efforts to coordinate with relevant policy sectors



### Assess

Assess the outcomes of transfer and implementation of best practices in cooperation with EGHI



# Complementing SGPP

- *Best Practice Portal*
- *Health Policy Platform*





# Best practice portal



PUBLIC HEALTH  
Best Practices Portal

[Support](#) [Logout](#)

[European Commission](#) > [DG Health & Food Safety](#) > [Public health](#) > [BP Portal](#)

## Welcome to the Best Practice Portal

The identification, dissemination and transfer of good practices is a priority for DG SANTE in order to support the progress towards non-communicable disease prevention excellence in Europe to reach the Sustainable Development Goal 3.4 and the nine UN/WHO global voluntary targets.

This portal represents a "one-stop shop" for consulting good and best practices collected in actions co-funded under the Health Programmes, a best practice that has been selected by DG SANTE or for submitting a practice for assessment. All practices are in the area of health promotion, disease prevention and management of non-communicable diseases.

DG SANTE will also announce any new calls for best practices on this portal.  
(publish call document here when a call is open)



## Three features:

- 1. Consult existing good practices: nutrition, physical activity, health promotion, diabetes, mental health, integrated care, health inequalities, harmful use of alcohol*
- 2. Submit a practice for evaluation*
- 3. Consult on-going projects which actively implement the transfer of best practices between countries*



Stakeholders

SRSS

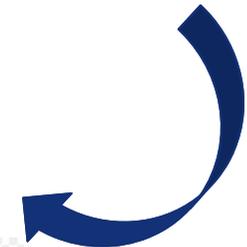
ESF+

EIB

Health Programme



SGPP: selection of best practices





# Health Programme on alcohol

- *Follow up to Joint Action on Alcohol Related Harm (RARHA): series of tenders for 4 years, indicatively € 4 million for 2017-2020*
- *Support specific objectives established by the Committee on National Alcohol Policy and Action (CNAPA)*
- *other ongoing/recent studies (ALLCOOL, SiE, Localize It, FYFA, MOPAC, OECD)*





## **Raising awareness and action-research on Heavy Episodic Drinking among low income youth and young adults in Southern Europe (ALLCOOL)**

Reduce alcohol-related harms among low-income youth and unemployed graduated young adults:

- Produce and disseminate knowledge about HED among low-income youth and unemployed graduated young adults in southern countries
- Engage and empower local communities to act on the HED phenomena
- Educate low-income youth and unemployed graduated young adults for alcohol-related harms of HED, harm reduction and safer drinking patterns
- Build best practice guidance and capacity among Health/education/social workers towards improving harm reduction responses on HED
- Disseminate the results and outcomes of the project at a regional , national and European levels

[https://webgate.ec.europa.eu/chafea\\_pdb/health/projects/710063/summary](https://webgate.ec.europa.eu/chafea_pdb/health/projects/710063/summary)



# Raising awareness and action-research on Heavy Episodic Drinking among low income youth and young adults in Southern Europe (ALLCOOL)

- **Start date:** 01/05/2016
- **End date:** 31/07/2018
- **Duration:** 27 months
- Currently reporting, next step: Acceptance of deliverables and report

[https://webgate.ec.europa.eu/chafea\\_pdb/health/projects/710063/summary](https://webgate.ec.europa.eu/chafea_pdb/health/projects/710063/summary)



## STAD in Europe (SIE)

Reducing binge drinking and its negative consequences, through restricting the availability of alcohol in different drinking environments (based on the STAD (Stockholm prevents alcohol and drug problems) approach).

1. Development of 7 tailor-made interventions (one in each participating country) to restrict the availability of alcohol;
2. Implementation of the 7 interventions in the 7 pilot regions
3. Conducting a process and outcome evaluation on both development and implementation of the 7 interventions
4. Developing a digital manual including the four intervention models and implementation strategies to restrict the availability of alcohol in nightlife settings
5. Dissemination of gathered knowledge among all EU MS



<http://www.stadineurope.eu/>



## STAD in Europe (SIE)

- **Start date:** 01/06/2016
- **End date:** 31/05/2019
- **Duration:** 36 months

Interim Report finalised.

Technical Review with external experts with very good results.



[https://webgate.ec.europa.eu/chafea\\_pdb/health/projects/709661/summary](https://webgate.ec.europa.eu/chafea_pdb/health/projects/709661/summary)

# Local Strategies to Reduce Underage and Heavy Episodic Drinking (Localize It)



The screenshot shows the homepage of the Localize It! website. At the top left is the Localize It! logo, which consists of three stylized human figures in a circle. To the right of the logo are navigation links for 'Home' and 'Project in'. Below the logo is a large banner with the text 'Localize It! -European Expert Meeting'. Underneath the banner are navigation links '< Previous' and 'Next >'. Below this is a section titled 'Localize It! -European Expert Meeting' with a photograph of a large, empty conference room with many rows of tables and chairs. The text 'Localize It! European Expert Meeting' is overlaid on the photo in a light blue font. Below the photo is a paragraph of text: 'Within the Localize It! project, a European Expert Meeting will take place in Muenster, Germany from 13-14 March 2018.' Another paragraph follows: 'Several speakers will give an insight on local alcohol strategies from different perspectives, good practices will be shared and intermediate results from the poject will be presented by the consortium. A market of opportunities for structural and individual alcohol prevention measures for young people will round up the



The poster features a background image of a map with numerous colorful pushpins (red, green, yellow, blue, white) pinned to it. The text on the poster is as follows: 'LWL-COORDINATION OFFICE FOR DRUG-RELATED ISSUES' at the top right. The main title is 'LOCALIZE IT! Local Strategies to Reduce Underage and Heavy Episodic Drinking EUROPEAN EXPERT CONFERENCE'. Below the title is the date and location: 'Muenster, Germany, 13/14 March 2018'.

<http://www.localize-it.eu/>



## Local Strategies to Reduce Underage and Heavy Episodic Drinking (Localize It)

- **Start date:** 01/04/2017
- **End date:** 30/09/2019
- **Duration:** 30 months
- Interim Reporting finalised.
- Currently second implementation period.

[https://webgate.ec.europa.eu/chafea\\_pdb/health/projects/738055/summary](https://webgate.ec.europa.eu/chafea_pdb/health/projects/738055/summary)



# Focus on Youth, Football & Alcohol (FYFA)

A screenshot of the FYFA website homepage. The header features the FYFA logo on the left and the "eurocare" logo on the right. A navigation menu includes "HOME", "ABOUT", "WORKPACKAGES", "RESOURCES", "EVENTS", and "CONTACT", along with social media icons for Facebook and Twitter. The main content area has a large heading "Focus on Youth, Football &amp; Alcohol" followed by a paragraph: "FYFA is a joint initiative aiming to reduce underage drinking and heavy episodic drinking among young people, as both strongly affect the health and welfare of Europe's population. Excluding tobacco and caffeine, alcohol is the psychoactive substance used most by young people in the European Union. Underage drinking and heavy episodic drinking of alcohol is of particular concern in Europe because it is related to the health and welfare of the population. A number of studies have linked alcohol use by young people to various problems, both short and long term." To the right, there is a section for "UPCOMING EVENTS" with a calendar icon, listing a "Partner meeting Rome" for "March 2018". Below the main text, there is a "Resources" section with a background image of a soccer field and a child, and a green navigation bar with "WORK PACKAGES" and "RESOURCES" buttons.

<https://www.fyfaproject.eu/>



## Focus on Youth, Football & Alcohol (FYFA)

- **Start date:** 01/09/2017
- **End date:** 31/08/2019
- **Duration:** 24 months
  
- 1st year reporting ongoing
- Amendment on prolongation of duration

[https://webgate.ec.europa.eu/chafea\\_pdb/health/projects/738157/summary](https://webgate.ec.europa.eu/chafea_pdb/health/projects/738157/summary)



## **Monitoring of national policies related to alcohol consumption and harm reduction (MOPAC)**

MOPAC is a three-year project to support European Union (EU) and WHO collaboration in the monitoring and surveillance of EU and WHO European Region Member States' progress in reducing the harmful use of alcohol:

- Maintain and further develop the current system for monitoring trends in alcohol consumption, harm and policies by conducting 2 surveys.
- Further develop the functionalities of the EISAH and EUSAH online information systems.
- Publish 2 reports by using the collected data and by involving main actors in the field of alcohol policy.
- Enhance the capacity of Member States to contribute to and make use of alcohol information systems, and to implement key aspects of global-, regional- and EU-level strategies and action plans.

<http://www.euro.who.int/en/health-topics/disease-prevention/alcohol-use/activities/monitoring-of-national-policies-related-to-alcohol-consumption-and-harm-reduction-mopac>



## OECD Economics of Prevention

This Action aims at bridging an important gap in the information available to support key health policy decisions aimed at addressing the health and economic consequences of NCDs and the behaviours and risk factors associated with them. In particular, the Action will focus on obesity and harmful alcohol use and will assess their positive and negative economic impacts in terms of health care expenditures, other public and private expenditures, and broader economic costs.

In specific:

- Review of existing models and conceptual frameworks
  - Empirical estimation of economic impacts
  - Assessment of impacts on human capital and educational outcomes
  - Assessment of the effects of public health policies
  - Production of country profiles
- 
- End mid 2019

<http://www.oecd.org/els/health-systems/tackling-harmful-alcohol-use-9789264181069-en.htm>



# 2017 Call for tender

**Task1:** Support to the analysis of data of the 1st Standardised European Alcohol Survey (RARHA)

**Task 2:** 2<sup>nd</sup> Standardised European Alcohol Survey using the RARHA methodology

**Task3:** Workshops on marketing and advertising; taxation; agriculture policy and support mechanisms; inequalities; and alcohol consumption and nutrition/caloric intake.

**Task 4:** Feasibility study and an implementation plan on brief interventions





# 2018 Call for tender

**Task 1:** Develop and pilot a good practice based on available evidence to support women of child-bearing age, particularly pregnant women, in reducing in their babies the risk of development of FASD;

**Task 2:** Support Member States with knowledge gathering and capacity building in the area of FASD, alcohol marketing/advertising in digital (social) media and cross-border dimension of alcohol purchases and related harm.





# 2019 Two Calls for Tender

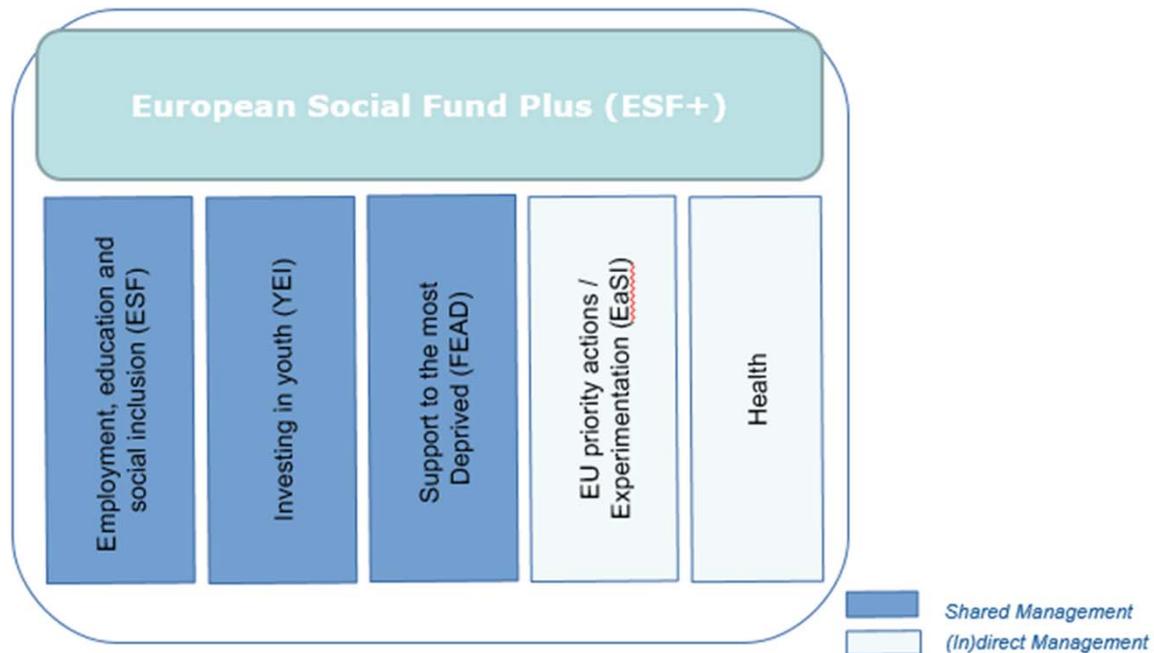
- Programme Committee : 14 March 2019
  - 2019 Work Programme of the Health Programme published on 29 March
1. Mapping Member States' fiscal measures and pricing policies applied to food, non-alcoholic drinks and alcoholic beverages (mapping, case studies)
  2. - study on the cross-border advertising and marketing in new media, in order to have a better understanding of these practices and on the cross-border implications and exposure of children and young people; mapping Member States' experiences with implementing and enforcing measures at the national level concerning marketing in new media.
    - workshops/capacity building (alcohol and workplace, production and consumption of illicit/unrecorded alcohol, eHealth/mHealth tools in campaigns;
    - study on consumption patterns of low and zero alcohol beverages, their impact on alcohol related harm;
    - study on the impact of warning labels and messages (pregnancy, driving, underage) on consumption patterns





# New financial Framework European Social Fund+

- Sustainable development embedded in new health strand of **European Social Fund+**



## Specific objectives of the Health strand within ESF+:

- support health promotion and disease prevention,
- contribute to effectiveness, accessibility and resilience of health systems,
- make healthcare safer,
- reduce health inequalities,
- protect citizens from cross-border health threats,
- and support EU health legislation.



# Country knowledge

- Development of State of Health reports (2018)
- 28 country profiles in 2019
- Providing data and analysis on health status in EU Member States
- Follow up with voluntary country visits





# Health in All Policies

- **Marketing** AVMSD
- **Cross-border trade, taxation**  
Art 32 of Dir. 2008/118, Internet sales
- **Labelling** Nutritional/caloric value of alcohol, impact on health and obesity
- **Common Agricultural Policy** Health objectives
- **Horizon Europe** Sustainable development, health



European  
Commission



***Thank you!***

