



World Health
Organization
REGIONAL OFFICE FOR
Europe



Всемирная организация
здравоохранения
Европейское региональное бюро



Organisation
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Europe



Weltgesundheitsorganisation
REGIONALBÜRO FÜR
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European action plan to reduce the harmful use of alcohol 2012–2020

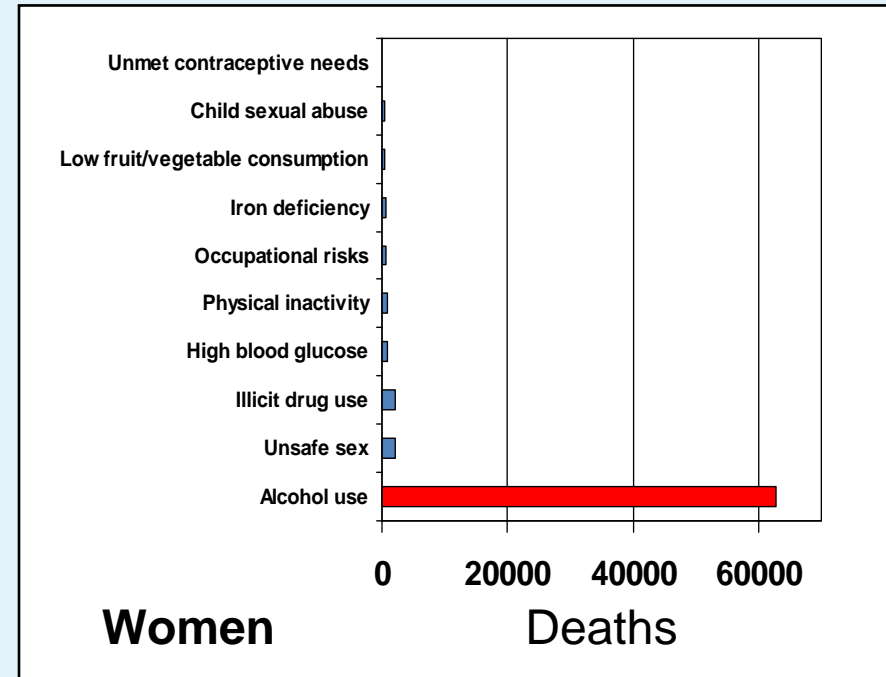
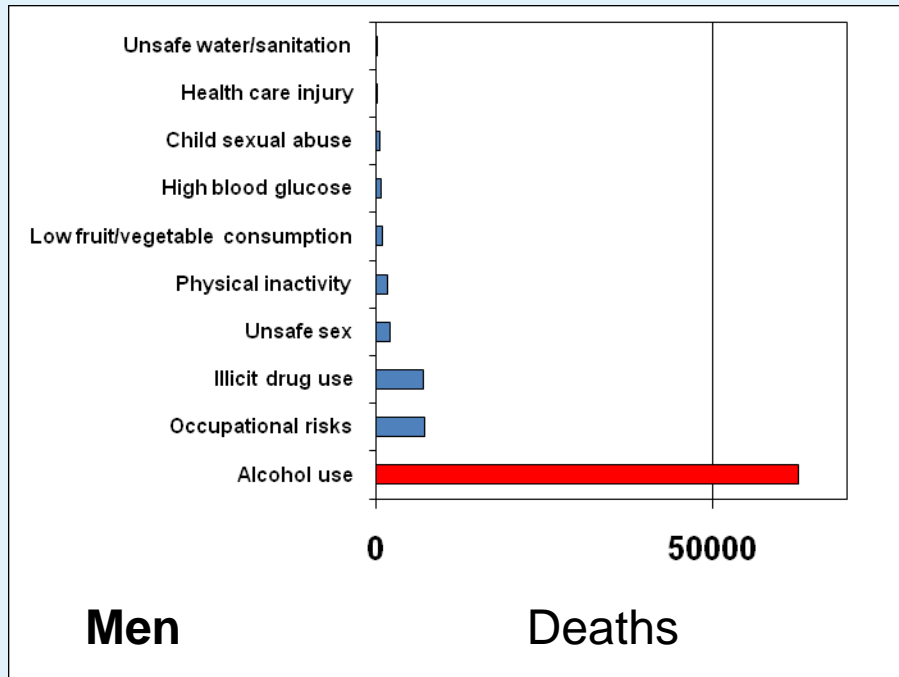
Dr Gauden Galea
Director, Division of Noncommunicable Diseases and
Health Promotion



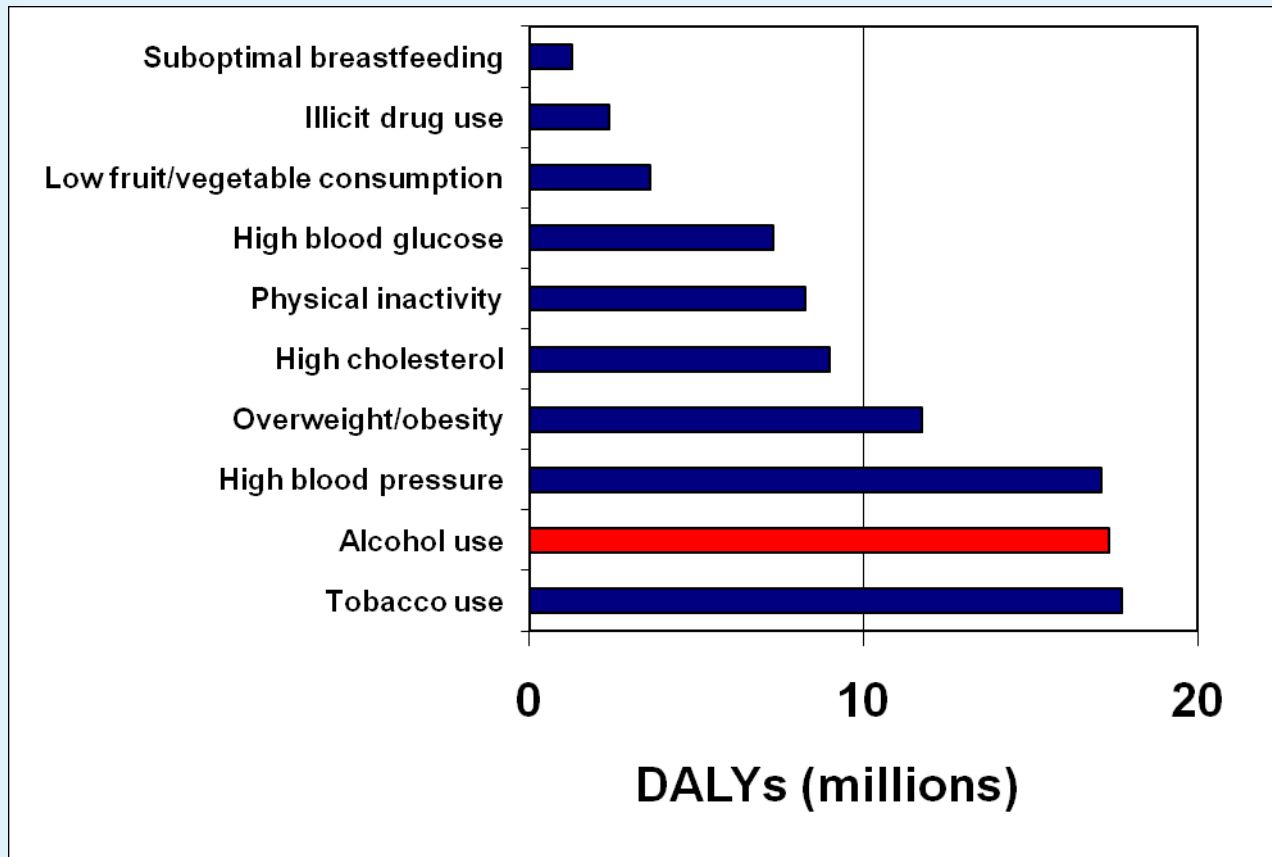
Alcohol-related harm

- Effects on the central nervous system and behaviour
 - Injuries: violence, suicide, homicide, drink–driving fatalities, criminal behaviour
 - Risky sexual behaviour: sexually transmitted infections (STIs), HIV
- Teratogenicity
 - Low birth weight, cognitive deficiencies, fetal alcohol disorders
- Dependence
- Immunosuppression
 - Postoperative infections, tuberculosis (TB)
- Cancer
 - Oral cavity and pharynx, oesophagus, stomach, colon, rectum, breast
- Cardiovascular diseases
 - Bipolar relationship

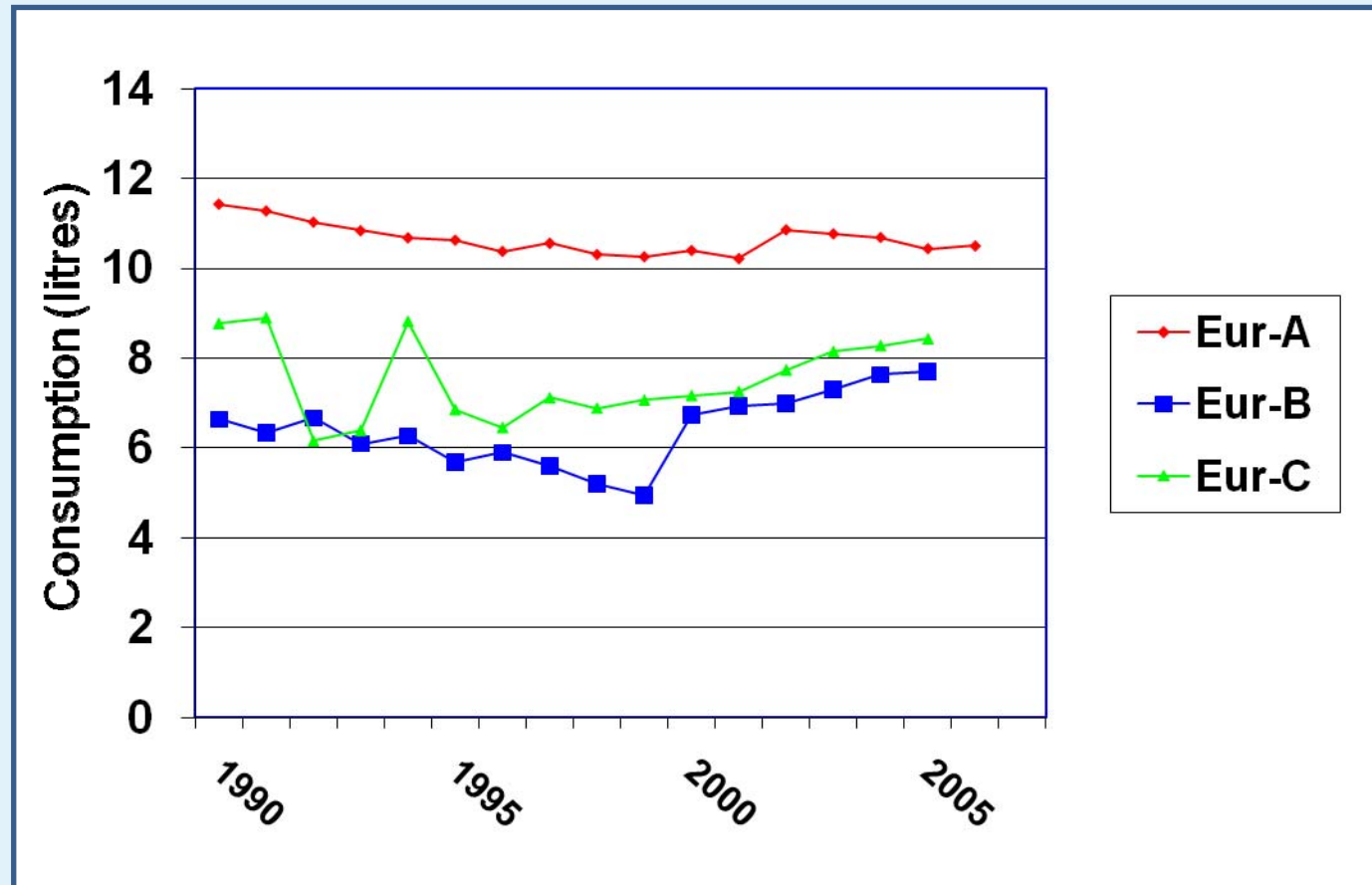
Deaths among people aged 15–29 years related to selected risk factors, European Region, 2004



Total disability-adjusted life-years (DALYs) lost due to selected risk factors, European Region, 2004

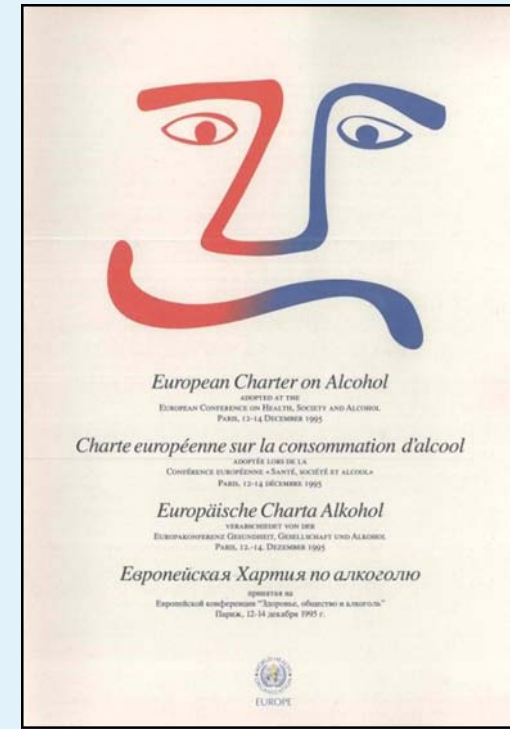
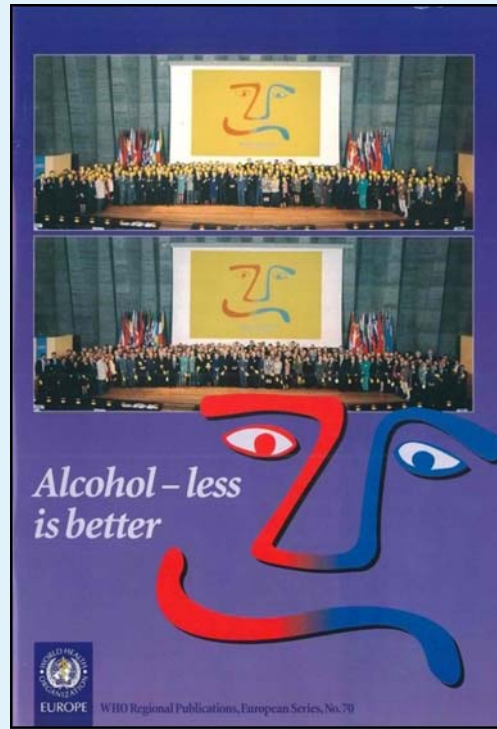


Total alcohol consumption, European Region, 1990–2006 (litres of pure alcohol)



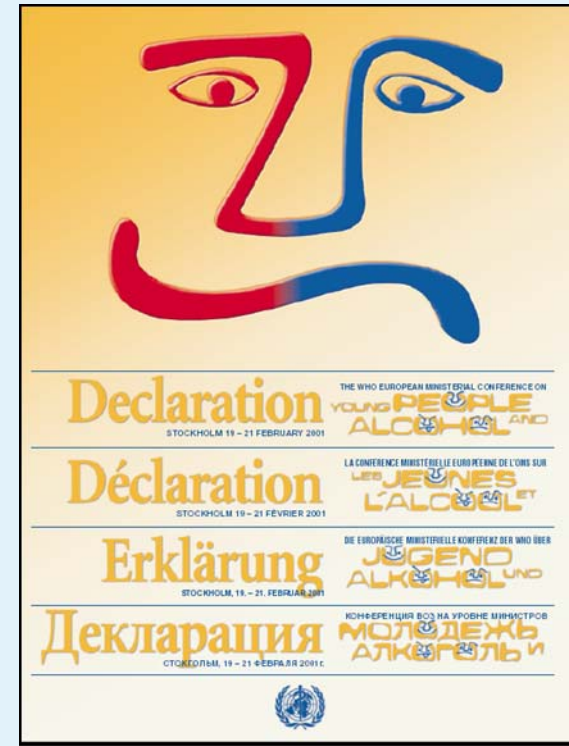
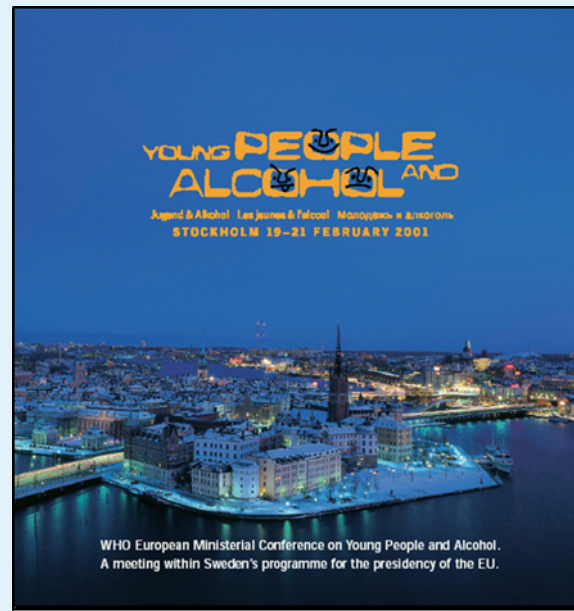
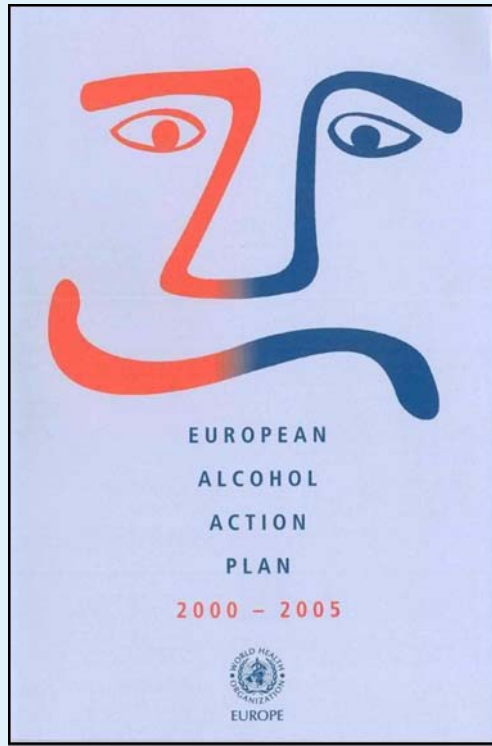
European Alcohol Action Plan

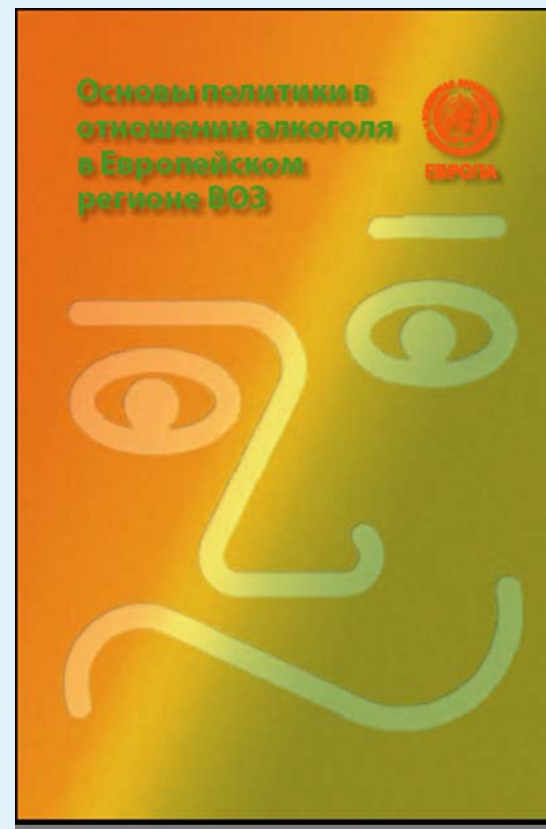
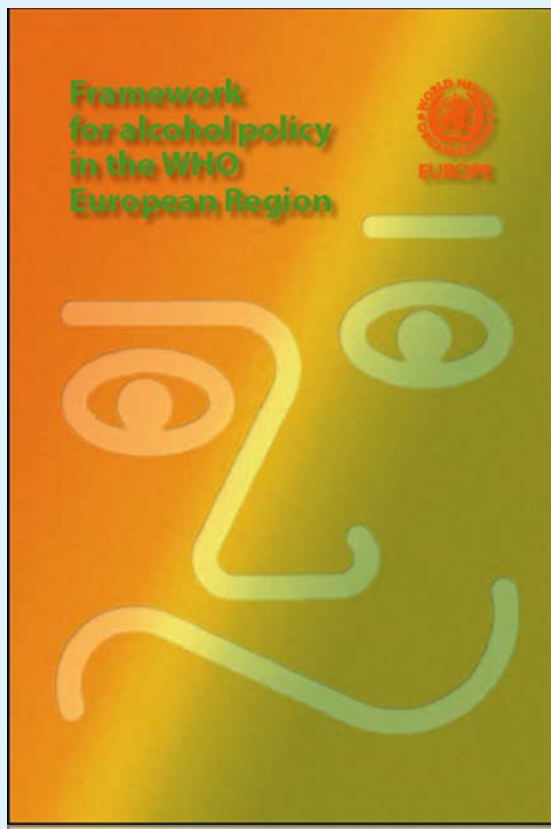
1992–1999

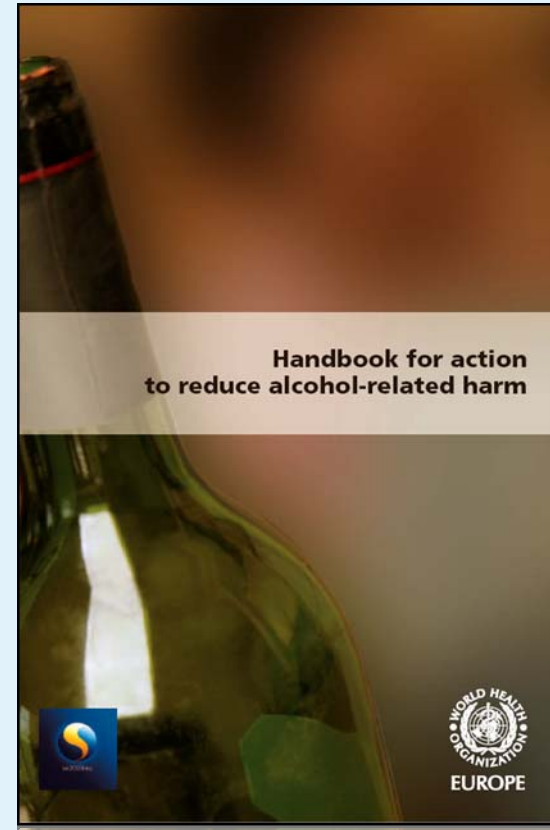


European Alcohol Action Plan

2000–2005







What works in alcohol policy: evidence

Degree of evidence	Action that reduces alcohol-related harm	Action that does not reduce alcohol-related harm
Convincing	<ul style="list-style-type: none"> • Alcohol taxes • Government monopolies on retail sale • Restrictions on outlet density • Restrictions on days and hours of sale • Minimum purchase age • Lower legal blood alcohol concentration for driving • Random breath-testing • Brief advice programmes • Treatment for alcohol use disorders 	–
Probable	<ul style="list-style-type: none"> • Minimum price per gram of alcohol • Restrictions on the volume of commercial messages • Enforcement of restrictions on sales to intoxicated and underage people 	<ul style="list-style-type: none"> • Lower taxes to manage cross-border trade • Training of alcohol servers • Designated driver campaigns • Consumer labelling and warning messages • Public education campaigns
Limited/ Suggestive	<ul style="list-style-type: none"> • Suspension of driving licences • Alcohol locks • Workplace programmes • Community-based programmes 	<ul style="list-style-type: none"> • Campaigns funded by the alcohol industry

Sixty-third World Health Assembly, 17–21 May 2010

Endorsed the global strategy to reduce the harmful use of alcohol in World Health Assembly resolution WHA63.13



European action plan to reduce the harmful use of alcohol (EAAP) 2012–2020 – 10 action areas

- **Leadership, awareness and commitment**, as sustainable intersectoral action requires strong leadership and a solid base of awareness and political will
- **Health services' response**, as these services are central to tackling health conditions in individuals caused by harmful alcohol use
- **Community action**, as governments and other stakeholders can support and empower communities in adopting effective approaches to prevent and reduce harmful alcohol use
- **Policies and countermeasures on drink–driving**, as it is extremely dangerous to drivers, passengers and other people using the roads
- **Availability of alcohol**, as public health policies to regulate commercial or public availability have proved to be very effective in reducing the general level of harmful use and drinking among minors

EAAP 2012–2020 – 10 action areas

- **Marketing of alcoholic beverages**, as systems are needed to protect people, particularly children and young people, from advanced advertising and promotion techniques
- **Pricing policies**, as most consumers, particularly heavy drinkers and young people, are sensitive to changes in the prices of alcohol products
- **Reducing the negative consequences of drinking and alcohol intoxication**, in order to minimize violence, intoxication and harm to intoxicated people
- **Reducing the public health impact of illicit and informally produced alcohol**, as its consumption could have additional negative health consequences due to its higher ethanol content and potential contamination with toxic substances
- **Monitoring and surveillance**, as relevant data create the basis for the appropriate delivery and success of responses



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Thank you

WHO REGIONAL COMMITTEE FOR EUROPE – 61ST SESSION

Baku, Azerbaijan, 12–15 September 2011

COMITÉ RÉGIONAL DE L'OMS POUR L'EUROPE – 61^E SESSION

Bakou (Azerbaïdjan), 12-15 septembre 2011

WHO-REGIONALKOMITEE FÜR EUROPA – 61. TAGUNG

Baku (Aserbaidschan), 12.–15. September 2011

ЕВРОПЕЙСКИЙ РЕГИОНАЛЬНЫЙ КОМИТЕТ ВОЗ – 61-я СЕССИЯ

Баку, Азербайджан, 12–15 сентября 2011 г.

