

Germany

Explanation of the table

The table considers a number of policy options, singly and when combined, listed in Column 1. Column 2 estimates their impact in terms of the number of healthy years gained for every one million people in the population. Column 3 provides the annual cost of implementing the policy (in Euros for the year 2005), both for the population as a whole and per person. Column 4 gives the cost effectiveness ratio (CER), which is the total cost of implementing the policy or action (compared to doing nothing), divided by the number of healthy years gained, again relative to no intervention. Thus, if we consider a comprehensive advertising ban, this is estimated to gain 930 healthy years of life per one million of the population (76,662 years for the whole population of the country). Implementing and monitoring an advertising ban is estimated to cost the country €27.7 million, equivalent to 34 cents per person. Thus, the cost-effectiveness ratio is €361 per healthy year of life gained (€27,700,000 / 76,662).

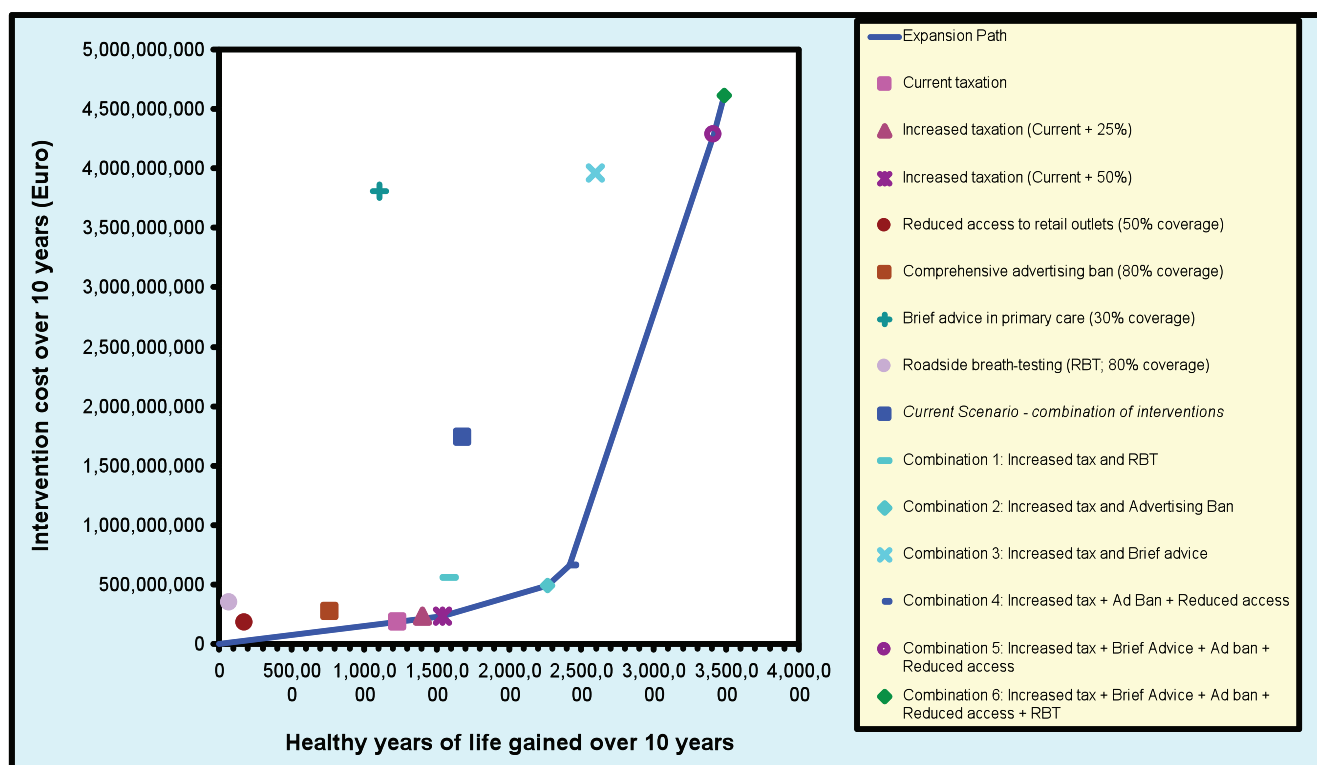
Column 1		Column 2	Column 3		Column 4
Country	Germany	Annual healthy life years gained per 1 million population	Annual cost (Euros, 2005)		Cost per healthy year of life gained (Euros, 2005)
Population	82,469,400		Total	Per person	
Gross national income per person (Euros, 2005)	27,174				
Euro exchange rate (2005)	1				
Current taxation		1,497	€ 18,737,983	€ 0.23	€ 152
Increased taxation (Current + 25%)		1,702	€ 23,743,016	€ 0.29	€ 169
Increased taxation (Current + 50%)		1,872	€ 23,743,016	€ 0.29	€ 154
Reduced access to retail outlets (50% coverage)		218	€ 17,897,724	€ 0.22	€ 995
Comprehensive advertising ban (80% coverage)		930	€ 27,680,602	€ 0.34	€ 361
Brief advice in primary care (30% coverage)		1,341	€ 381,226,287	€ 4.62	€ 3,448
Roadside breath-testing (RBT; 80% coverage)		91	€ 34,729,829	€ 0.42	€ 4,651
Current Scenario - combination of interventions		2,039	€ 173,678,022	€ 2.11	€ 1,033
Combination 1: Increased tax and RBT		1,923	€ 55,549,203	€ 0.67	€ 350
Combination 2: Increased tax and Advertising Ban		2,745	€ 48,852,437	€ 0.59	€ 216
Combination 3: Increased tax and Brief advice		3,148	€ 396,206,294	€ 4.80	€ 1,526
Combination 4: Increased tax + Ad Ban + Reduced access		2,929	€ 65,855,276	€ 0.80	€ 273
Combination 5: Increased tax + Brief Advice + Ad ban + Reduced access		4,142	€ 428,336,967	€ 5.19	€ 1,254
Combination 6: Increased tax + Brief Advice + Ad ban + Reduced access + RBT		4,228	€ 461,330,305	€ 5.59	€ 1,323

What the table means

In preventing alcohol-related ill-health, available resources can be put to best use via enhanced taxation policies, since these have a large health impact, are relatively cheap to implement, and thus have the lowest cost per healthy year of life gained. A comprehensive advertising ban is also projected to be a highly cost-effective measure. Road-side breath testing and reduced access to retail outlets are estimated to generate less health gains, but are still very cost-effective. Brief interventions, by comparison, can have a big impact but are relatively costly to implement, so they are also not as cost-effective as taxation and advertising ban measures. However, all interventions - whether implemented alone or in combination - produce a favourable return for the cost incurred (that is, each extra year of healthy life can be secured for considerably less than the average annual income of persons living in the country).

Explanation of the figure

This figure plots the total costs and effects of each single and combined intervention for a 10-year period. The blue line plots the increasing cost of gaining an extra year of healthy life in the population as interventions become less cost-effective (as the gradient becomes steeper, so the cost per unit of effect increases). It shows the most efficient way of combining different strategies. Interventions to the left of this line are less effective and/or more costly than other, more efficient interventions. The most cost-effective single and then combined options are those that occur on the points of the blue line when it changes direction.



What the figure means - Germany

The first point where the blue line changes direction is increased taxation (current + 50% increase), and thus this is the most cost-effective policy option. The second point where the blue line changes direction is increased tax plus a comprehensive advertising ban, and thus this is the best combination of two policy options from a cost-effectiveness point of view. The third point where the blue line changes direction is increased tax plus an advertising plan, plus brief interventions for hazardous drinkers, and thus this is the next best combination of policy options. The final point is a combination of increased tax, an advertising ban, brief advice programmes, reduced access and random breath-testing campaigns, which represents the combined effect and cost of all studied interventions. It should be noted that the current intervention mix (■) does not appear on the expansion path, indicating room for improvement from a cost-effectiveness point of view and that more health gains could be achieved by re-allocating existing resources.