

Effective Policies for reducing Alcohol Consumption - especially among Young People

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Objectives of an effective Alcohol Policy

1. Protect young people, children and the unborn child;
2. Reduce injuries and death from alcohol-related road accidents;
3. Prevent alcohol-related harm among adults and reduce the negative impact on the workplace;
4. Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns;
5. Develop and maintain a common evidence base at EU level.

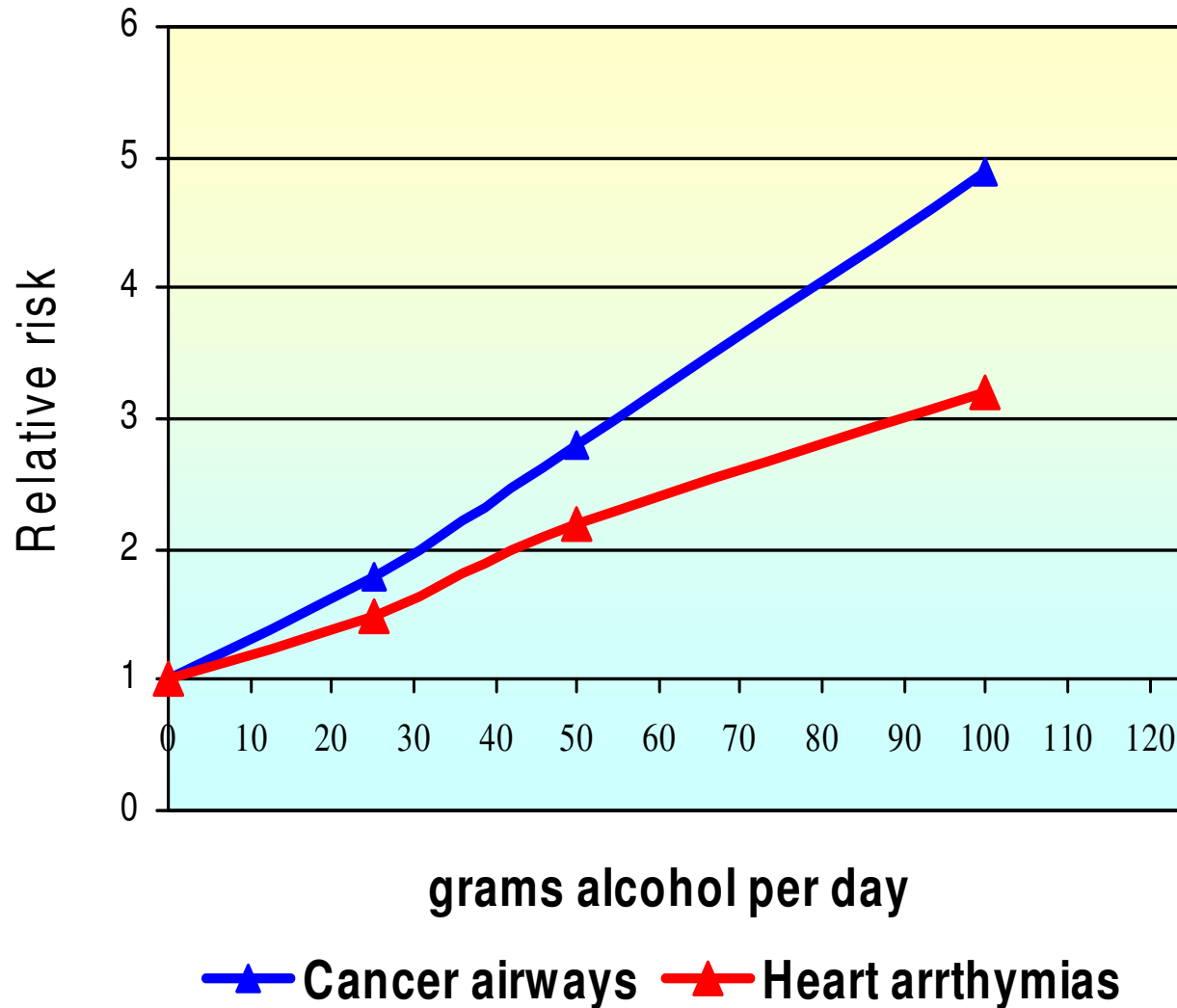
Five Facts about Alcohol

1. Alcohol is a toxic substance
2. Alcohol produces dependence
3. Alcohol is an important health determinant in Europe
4. Alcohol harms people other than the drinker
5. Alcohol does not pay its way

1. Alcohol is a toxic substance

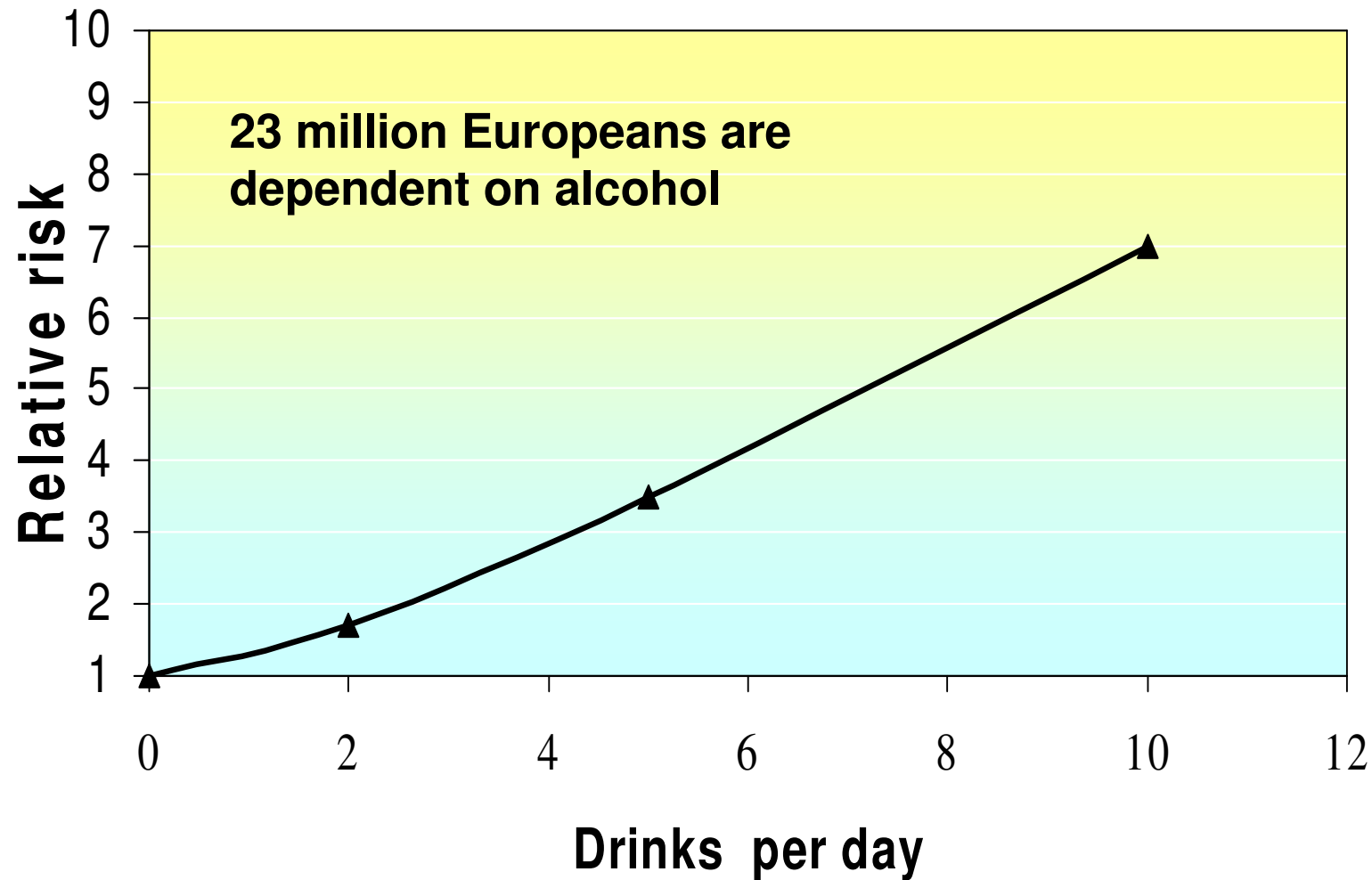
Alcohol is a toxin that can harm almost any system or organ of the body,
leading to more than 60 different acute and chronic disorders,
showing wide individual variation in the toxic effects of consuming a given amount, and
having no threshold below which consumption can be regarded as entirely risk free

Alcohol causes Diseases



2. Alcohol produces dependence

The Risk of Alcohol Dependence

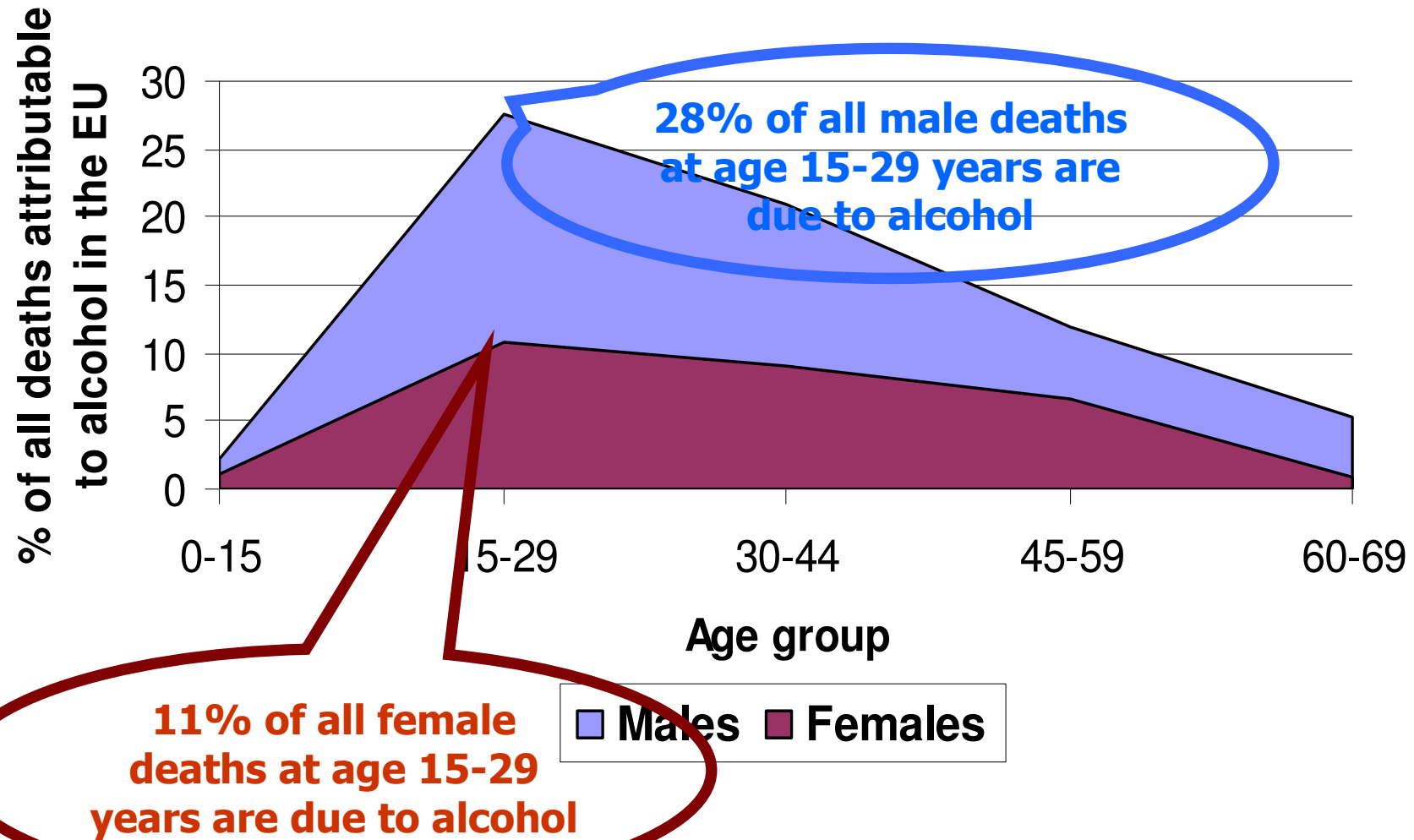


3. Alcohol is an important Health Determinant

Each year in Europe, alcohol causes:

- 17,000 deaths from road traffic accidents (1 in 3 of all road traffic fatalities)
- 27,000 accidental deaths
- 10,000 suicides (1 in 6 of all suicides)
- 45,000 deaths from liver cirrhosis
- 50,000 cancer deaths, of which 11,000 are female breast cancer deaths
- 17,000 deaths due to neuropsychiatric conditions
- 200,000 episodes of depression

The share of deaths attributable to alcohol in EU

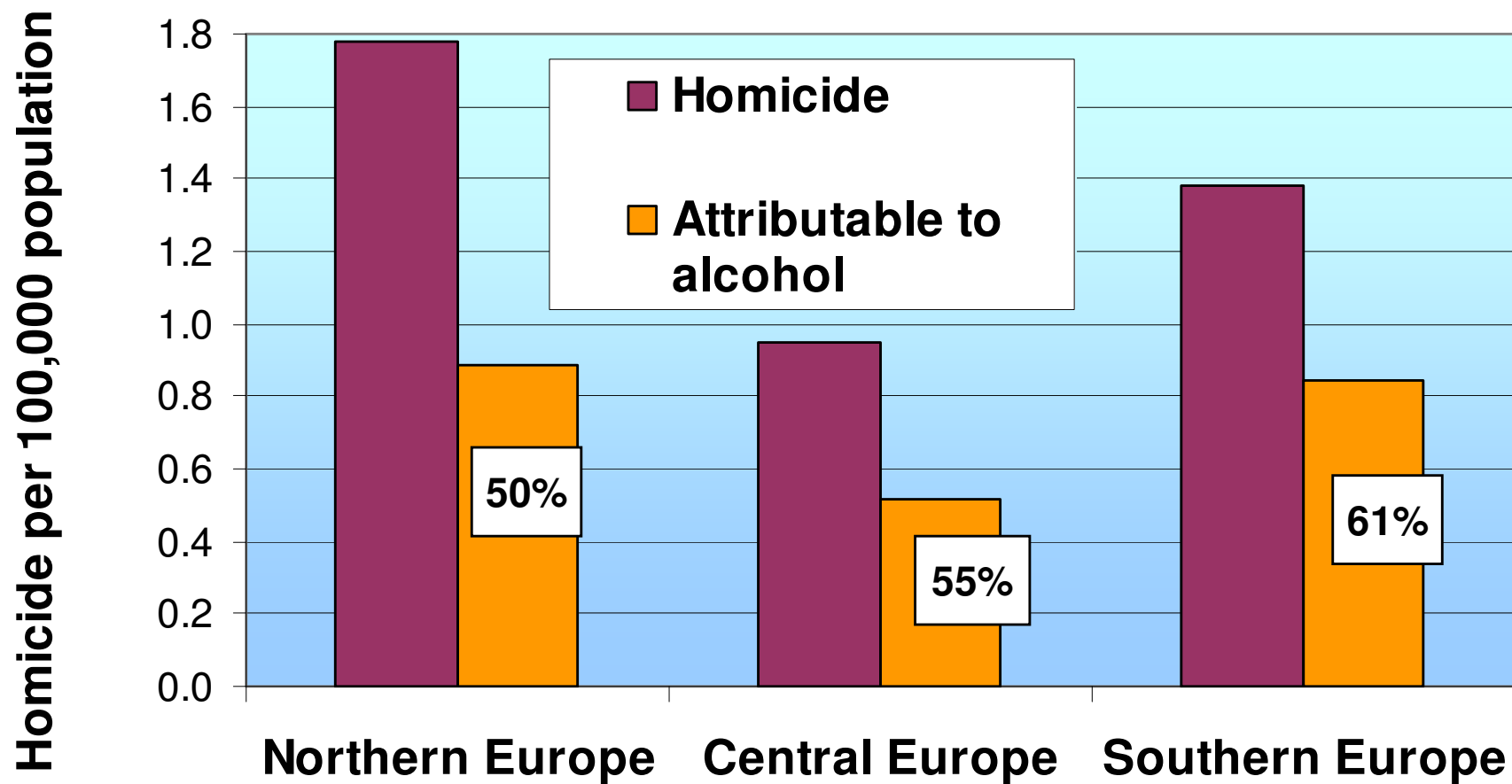


4. Alcohol harms people other than the drinker

Each year in Europe, alcohol causes:

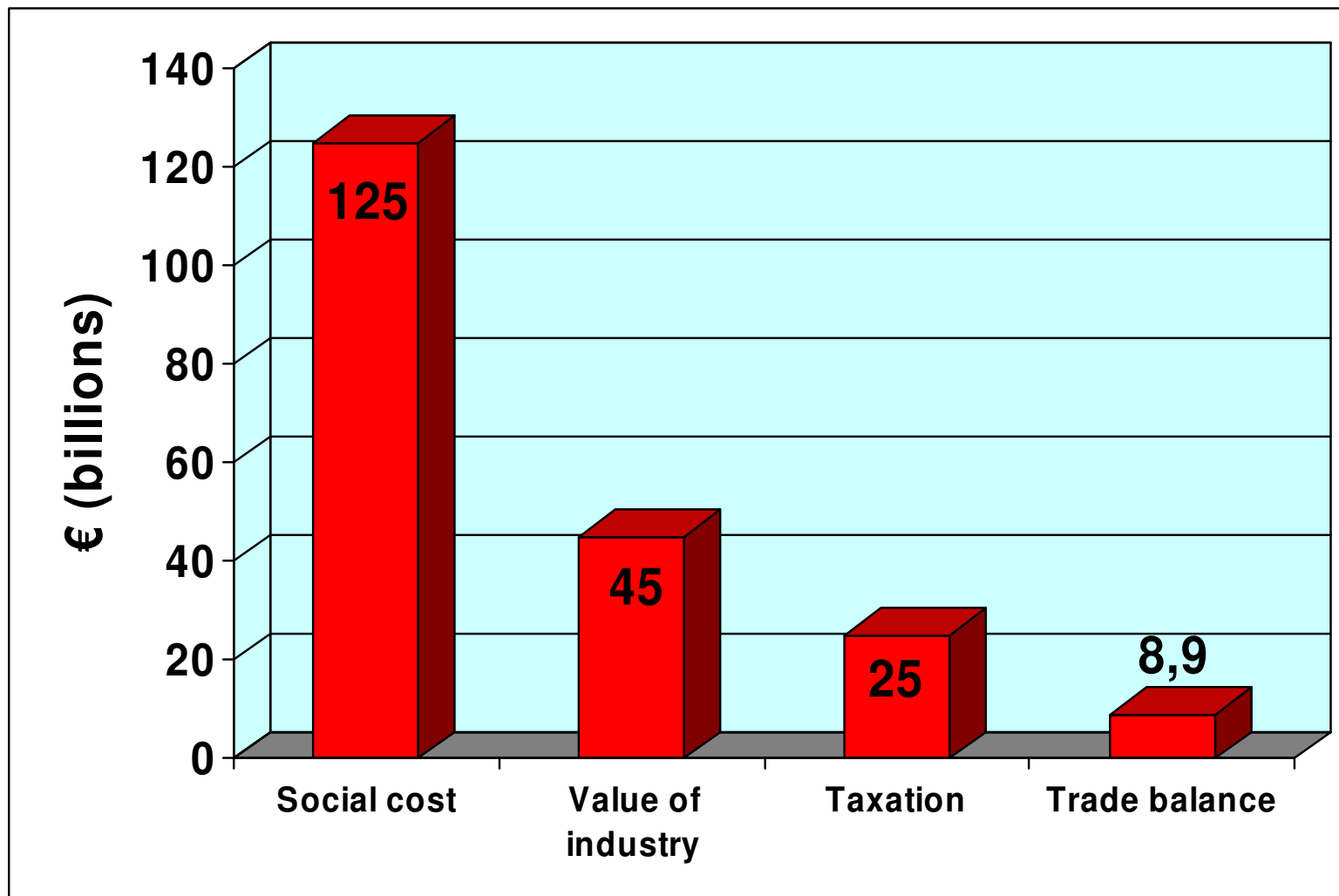
- Some 50% of all violent crime to the person
- Some 40% of all domestic violence
- 2,000 homicides (4 in 10 of all murders)
- 10,000 deaths in drink-driving accidents for people other than the drink-driver
- 60,000 underweight births
- 16% of all child abuse / neglect
- 5-9 million children living in families adversely affected by alcohol

Homicides due to alcohol



5. Alcohol does not pay its way

Alcohol Industry

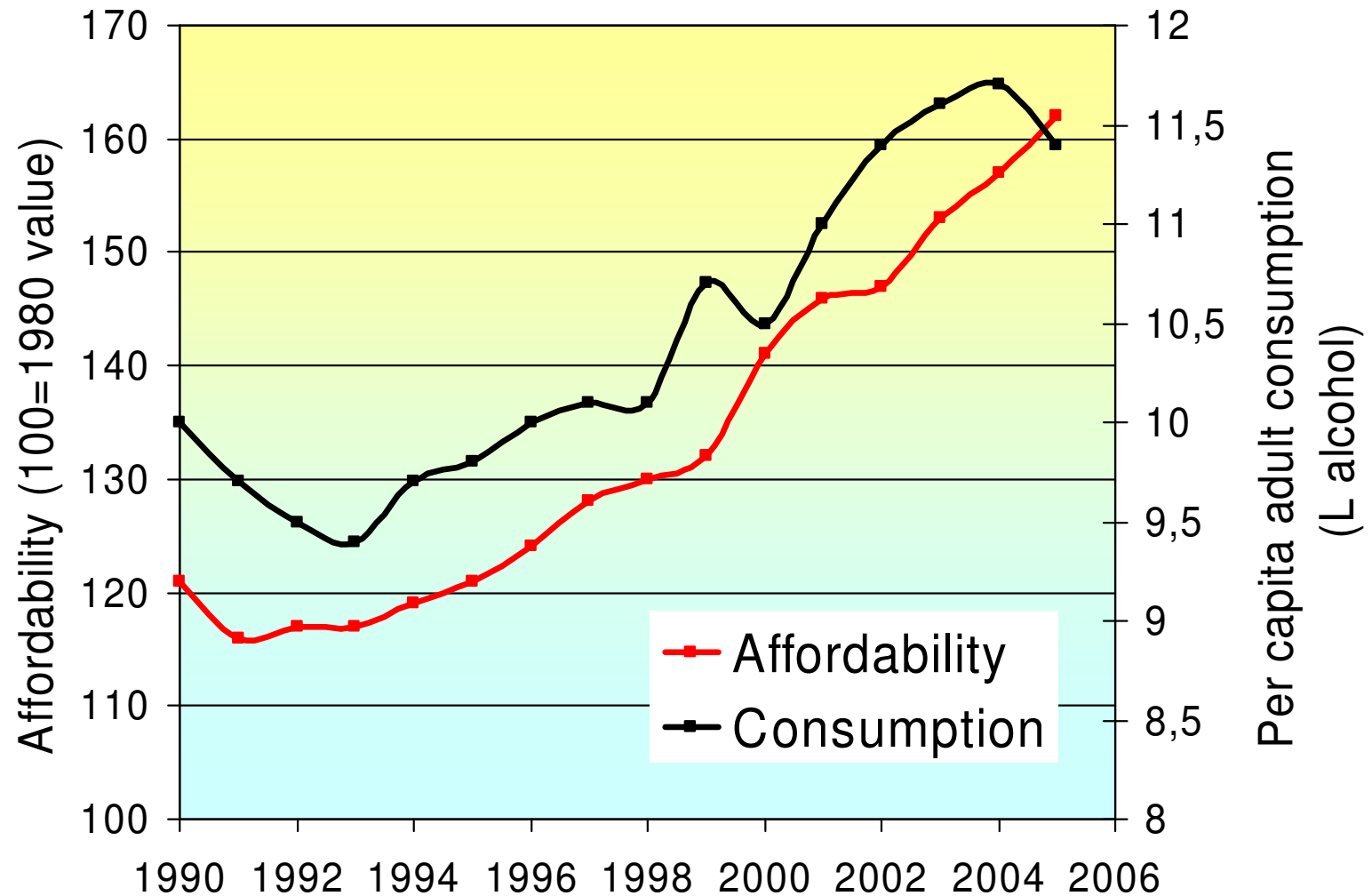


Effective Measures to reduce alcohol related harm

- 1. Maintain the relative price of alcohol**
- 2. Manage the availability of alcohol**
- 3. Lower blood alcohol levels for driving, with high visibility testing**
- 4. Restructure advertising regulation to manage both content and volume**
- 5. Re-invest money on educational campaigns that make a difference**

1. Maintain the relative price of Alcohol

England: affordability of alcohol and alcohol consumption



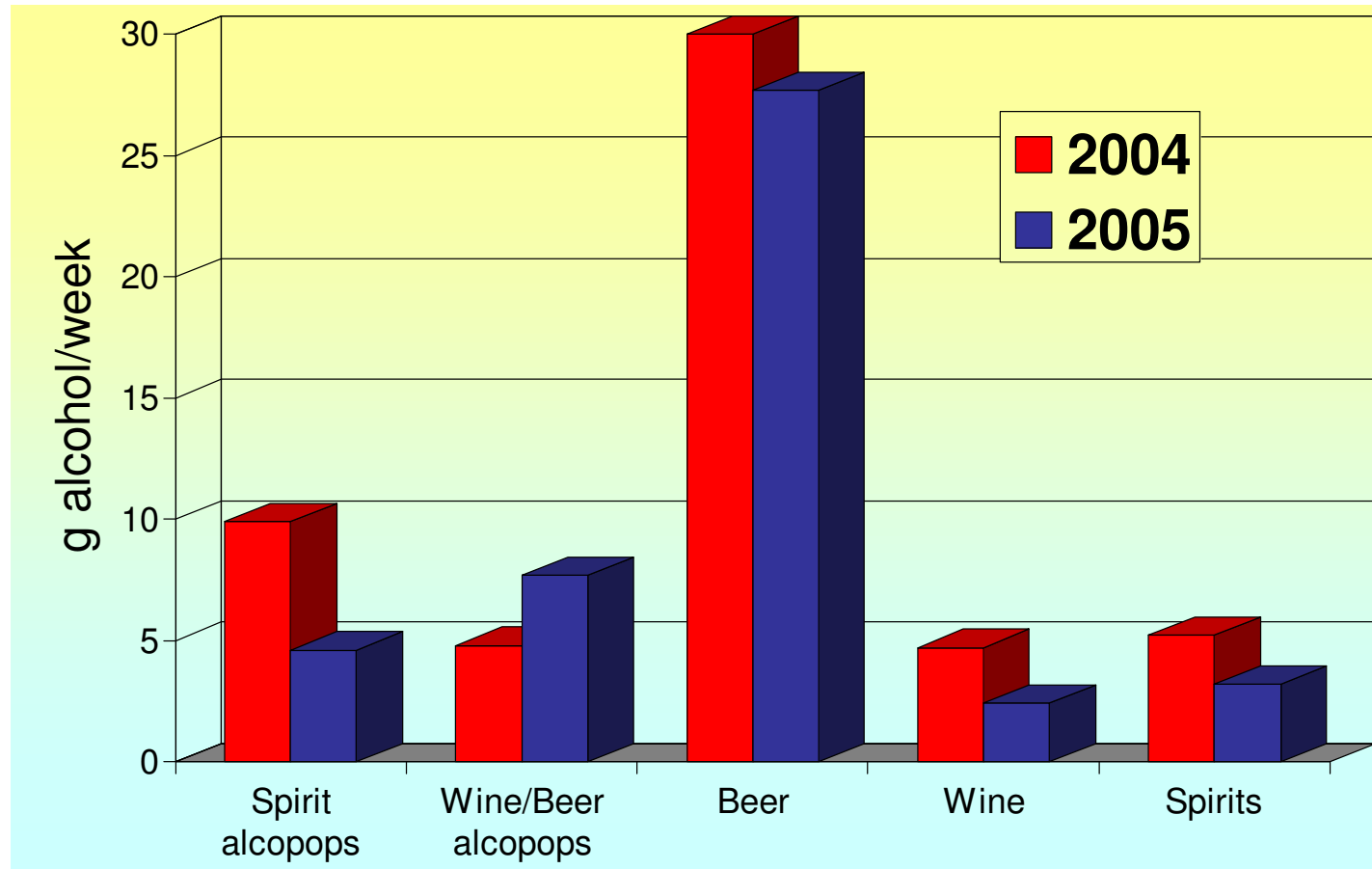
Increases in alcohol taxes:

- ⬇ cirrhosis death rates
- ⬇ road traffic accidents and fatalities
- ⬇ intentional and unintentional injuries
- ⬇ workplace injuries
- ⬇ sexually transmitted disease rates
- ⬇ rapes and robberies
- ⬇ homicides
- ⬇ crime
- ⬇ child abuse
- ⬇ wife abuse

Alcohol taxes have a greater impact

- Younger drinkers
- Heavier drinkers
- Poorer drinkers

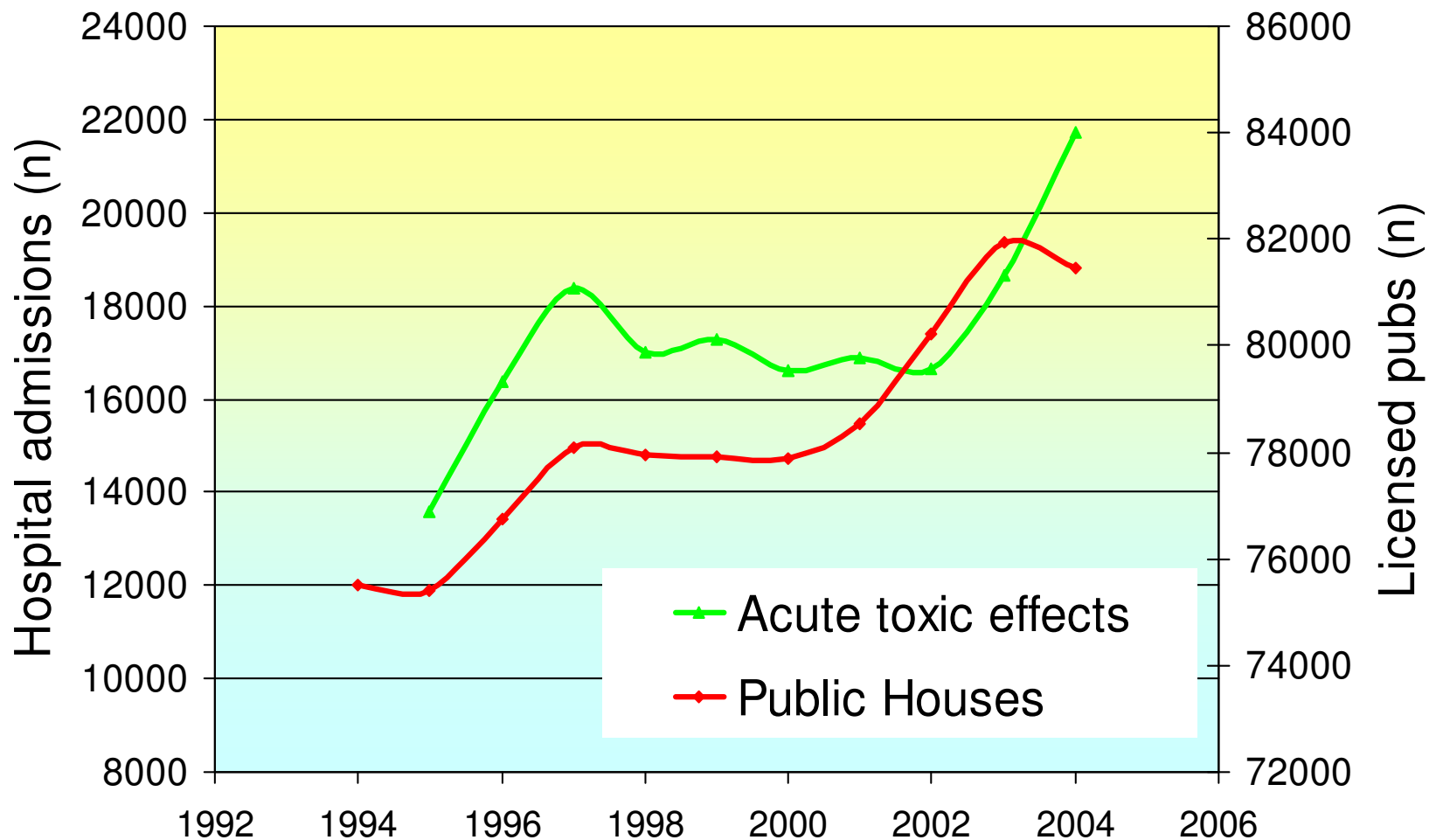
Germany: Impact of spirit alcohol tax



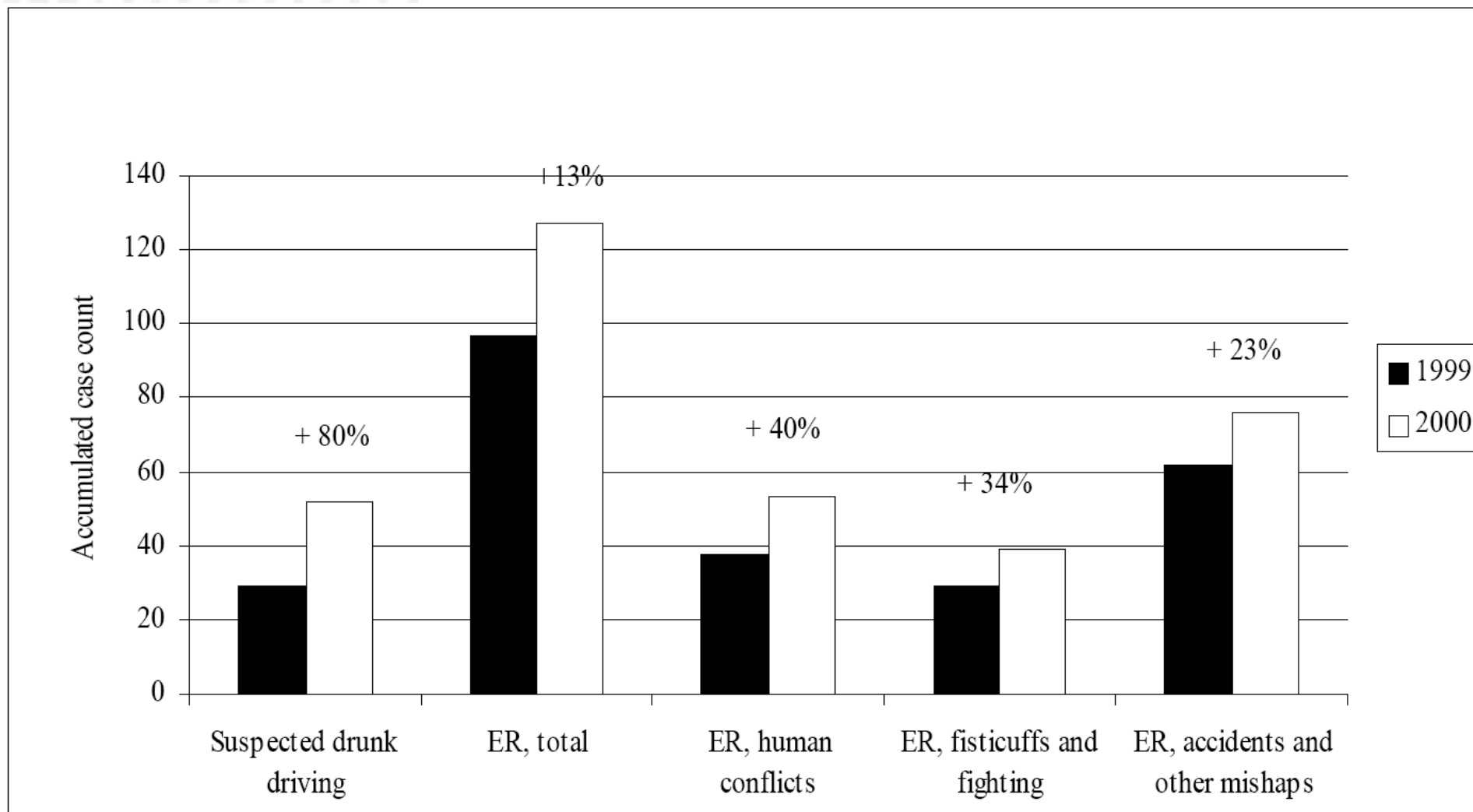
12-17 year olds weekly alcohol consumption

2. Manage the availability of Alcohol

England: hospital admissions and licensed public houses



Iceland: impact of 24 hour opening of bars and restaurants

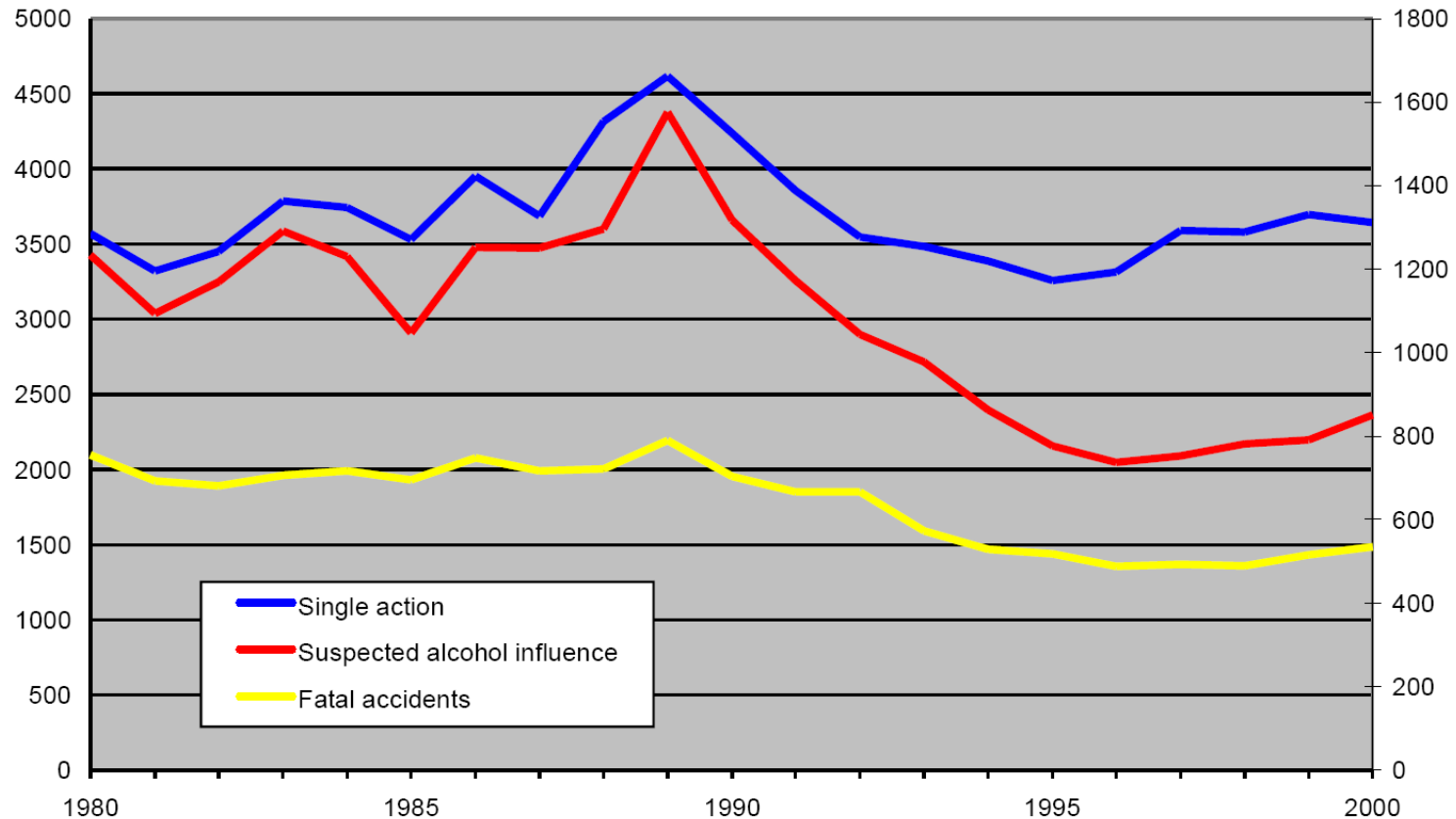


Measures to reduce the availability of alcohol:

- Minimum drinking age by national law;
- Implementation of a minimum system of licensing for sale of alcoholic products;
- Regulation of outlets through number and density, location;
- Regulation of hours and days of sale;
- Severe penalties against sellers & distributors, who contravene the law.

3. Lower blood alcohol levels for driving, with high visibility testing

Lower blood alcohol levels



**Sweden: impact of reduction of BAC level
from 0.5g/l to 0.2g/l in 1990**

Effectiveness ratings for drink-driving countermeasures

	Effectiveness	Breadth of Research Support	Cost Efficiency
Lowered BAC levels	+++	+++	+++
Random breath testing (RBT)	+++	++	+
License suspension	+++	++	++
Alcohol locks	+	+	+
Low BAC for youth	+++	++	+++
Graduated licensing	++	++	+++
Server training and civil liability	+	++	+
Designated drivers and ride services	O	+	++
School based education courses	?/O	+	+
Community programmes	++	++	+

4. Restructure advertising regulation to manage both content and volume

Alcohol Advertising

(A) There is a considerable evidence that the content of advertisements alters expectancies about alcohol amongst young people

Impact of Youth Specific elements of Alcohol Advertising

Youth are drawn particularly to elements of music, characters, story and humor.

Young people who liked advertisement believe that:

positive consequences of drinking are more likely

their peers drink more frequently

their peers approve more of drinking

These beliefs interact to produce greater likelihood of drinking, or of intention to drink in the near future.

Impact of Alcohol Advertising

- (B) There is good evidence that the volume of advertisements increases**
- **The likelihood of young people starting to drink**
 - **The amount drunk**
 - **The amount drunk in any one occasion**

Studies on Alcohol advertising & Alcohol Consumption

Belgian secondary school children:

More exposure to television viewing and to music videos in 2003 were both independently associated with more alcohol consumed whilst going out in 2004,

Studies on Alcohol Advertising & Alcohol Consumption

Los Angeles youth:

As a 11-12 year old, compared with the average, if you watched 60% more alcohol advertisements on TV than the average, one year later, you were...

44% more likely to have used beer,

34% more likely to have ever used wine/liquor,

26% more likely to have had 3 or more drinks on one occasion,

Self-regulation

(C) There is no scientific evidence whatsoever that tests the effectiveness of self-regulation or shows that it works, but there is considerable documentation and experience that shows that it does not work

Example of good practice

The 'loi Evin' (France)

- **No advertising is permitted :**
 - when targeted to young people
 - on TV and cinema
- **No sponsorship is permitted**
- **Messages and images should refer only to the qualities of the products**

Impact of the Loi Evin

- Before the law



- After the law





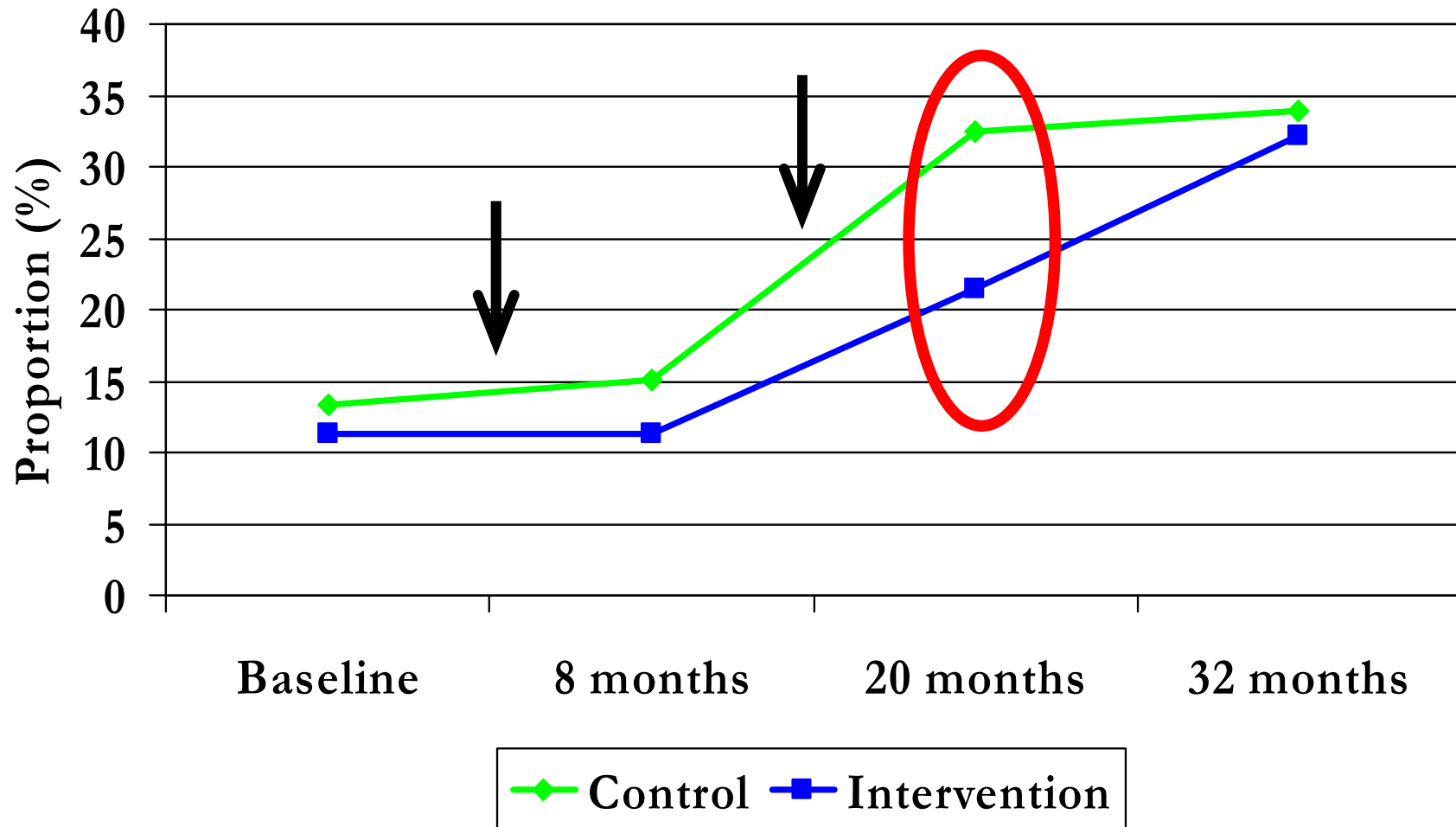
5. Re-invest money on educational campaigns that make a difference



Effectiveness of primary prevention programmes for young people

Follow-up:	Partially effective	In-effective	“Negative” effect
Short-term (≤ 1 year)	14	23	3
Medium-term (1-3 years)	13	19	2
Long-term (over 3 years)	3	6	0

The impact of 2 education sessions [↓] on binge drinking in 13-15 year olds



Educational programmes...

- should not be implemented in isolation as an alcohol policy measure
- should not be implemented with the sole purpose of reducing the harm done by alcohol
- should reinforce awareness of the problems created by alcohol
- should take in consideration the thinking and attitudes of target group (eg. young people)
- should prepare the ground for specific interventions and policy changes
- should adopt marketing strategies that increase the exposure of effective prevention programmes



Thank you for attention!