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Health & Consumers

Aims, topics and tools of the EU Alcohol Strategy

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Health Determinants

DG Health and Consumers

European Commission

Strategies to Cope with Alcohol Related Problems

Thessaloniki

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Challenge across the EU

- **Europe is heaviest drinking region of the world.**
- **Alcohol consumption levels in EU Member States are mostly stable - increase in some, decrease in few.**
- **Alcohol accounts for 7,5% of ill health and early death in EU (2006):**
 - **12% of men and 2% of women under 75 years**
 - total 195,000 per year
 - **27 000 deaths from alcohol related accidents**
 - 25% of road deaths due to drink-driving
 - **50 000 cancer deaths**
- **Harm to the **drinker**.**
- **Harm to **others** – family, workplace, community.**



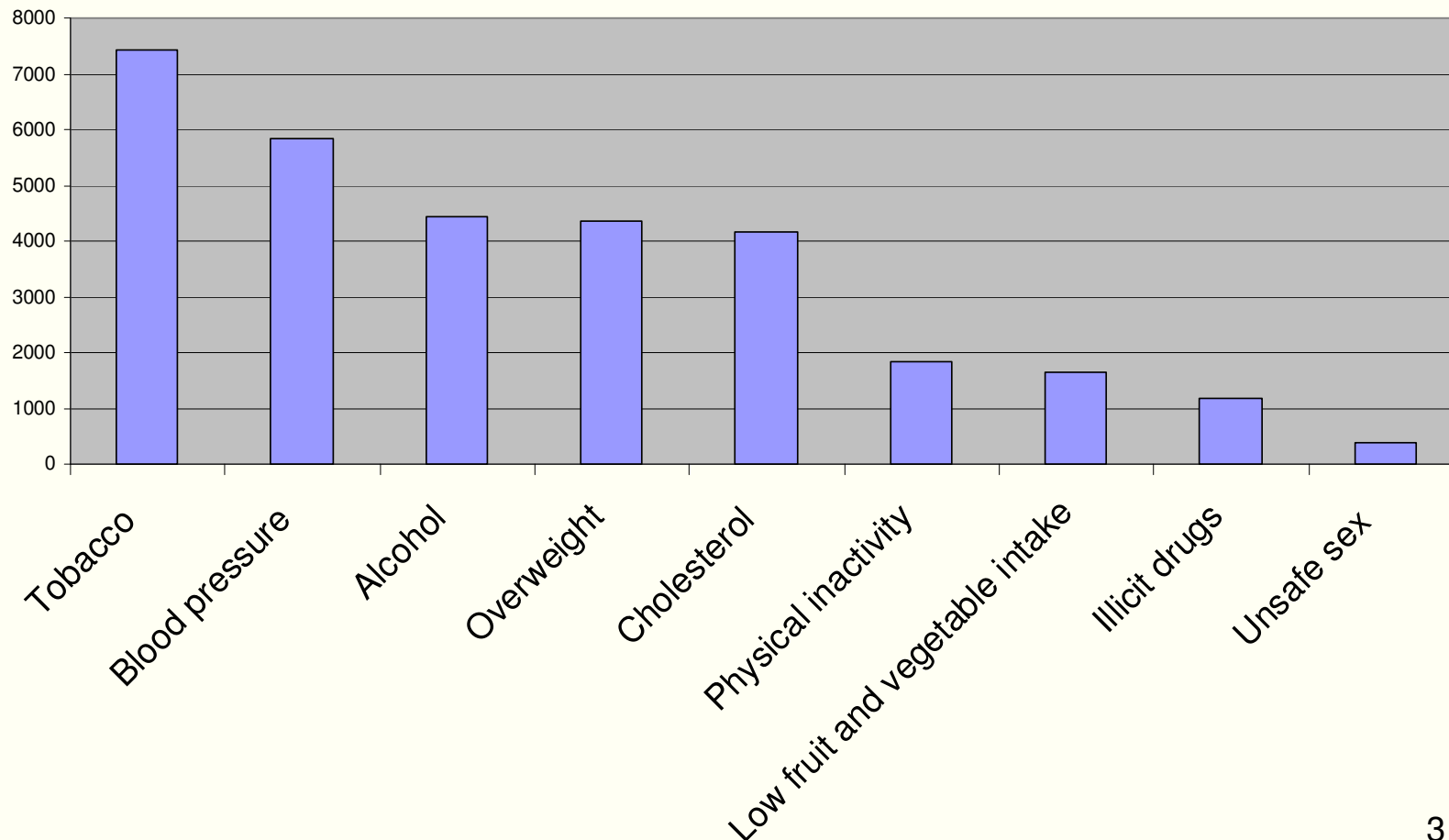
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Key health determinant

Disability Adjusted Life Years Lost (DALYs) attributable to risk factors in the EU





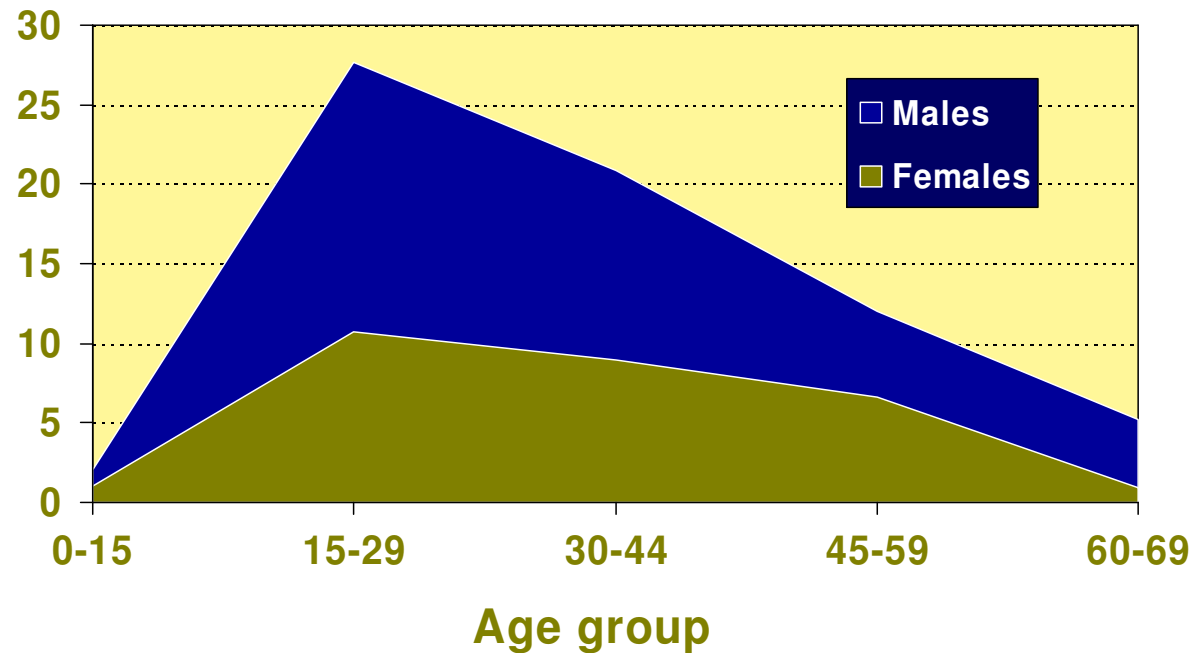
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Alcohol-attributable deaths

In the age group 15-29 years: 25% of male and 10% of female deaths are caused by alcohol in the EU.



Global Burden of Disease data 2000 (Rehm 2005).



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Costs of alcohol-related harm in the EU

Tangible costs

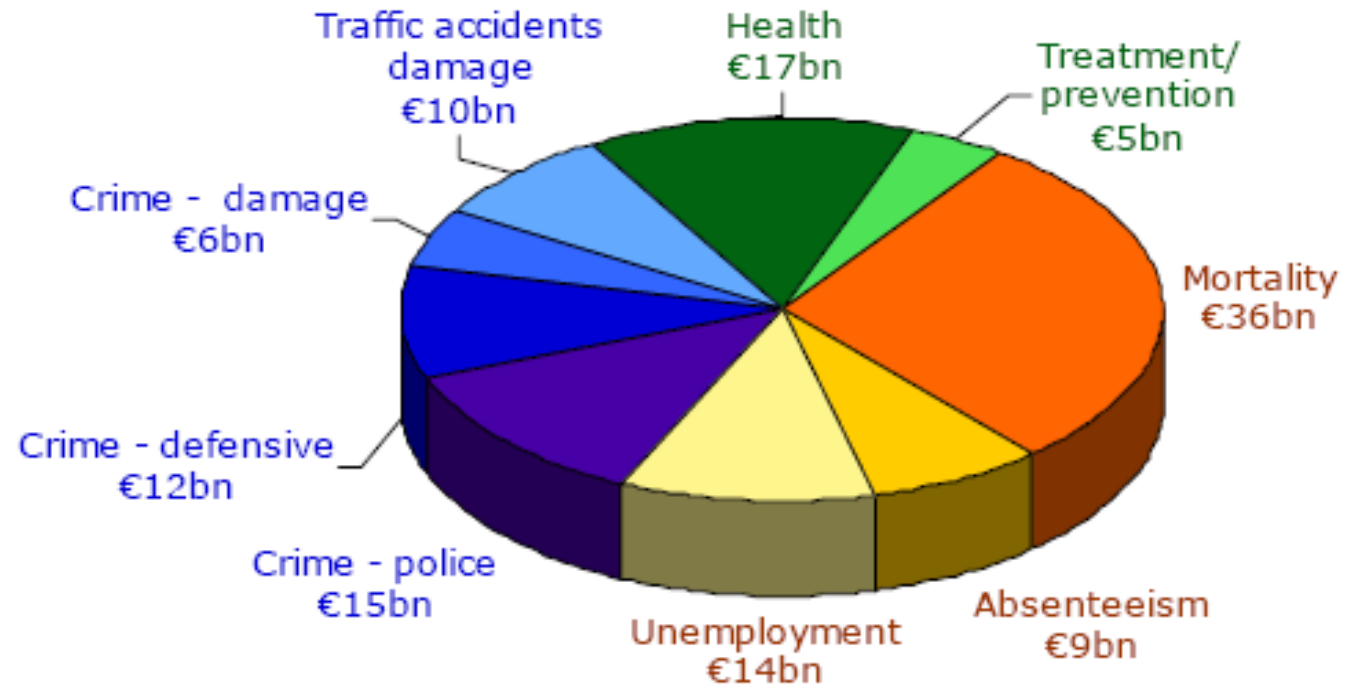
1,3%

of EU GDP
2003

Industry value
added*

0,4%

of EU GDP
2004**



Alcohol-related costs are a factor in

- sustainable growth
- competitiveness

* Alcohol in Europe 2006. ** RAND 2006.



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Call for action from EU citizens

Eurobarometer survey 2006 (update in 2009)

- 44% think that **public authorities** have to intervene in order to protect individuals from alcohol related harm.
- 77% agree to put **warnings** on alcohol bottles and adverts in order to warn pregnant women and drivers of dangers of drinking alcohol.
- 73% agree to **lower blood alcohol level** for young and novice drivers (0.2 g/l).
- 80% agree that **random police alcohol checks** would reduce alcohol consumption before driving.
- 87% agree that **selling and serving** alcohol to under 18s should be banned.
- 76% agree that alcohol **advertising** that targets young people should be banned.



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EU Alcohol Strategy timeline

- **Council Recommendation 2001: alcohol and young people, examples of good practice**
- **Council Conclusions 2001, 2004: invite Commission to put forward a comprehensive strategy**
- **Report "Alcohol in Europe" 2006**
- **Impact Assessments 2006: health and economic aspects**
- **Commission Communication on an **EU Alcohol Strategy to support member States in reducing alcohol-related harm** 2006**
- **Endorsed by**
 - **Council Conclusions 2006**
 - **European Parliament Resolution 2007**
- **1st progress report on implementation, presented in the EU Expert Conference on Alcohol and Health, Stockholm, September 2009**



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EU Alcohol Strategy priorities (1/5)

- **Protecting **young people**, children and the unborn child.**
 - **Under-age drinking, binge drinking**
 - **age limits for selling and serving**
 - **regulation of marketing**
 - **broad-based community action supported by media messages**
 - **Children in families with alcohol problems**
 - **awareness and support**
 - **Alcohol-exposed **pregnancies****
 - **awareness-raising among women, the general public, medical professions**



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EU Alcohol Strategy priorities (2/5)

- **Reducing injuries and deaths from alcohol-related road traffic accidents**
 - lowering blood alcohol limit for driving
 - lower limit for **young** and novice drivers
 - effective enforcement
 - including random breath testing
 - supported by awareness campaigns



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EU Alcohol Strategy priorities (3/5)

- **Preventing harm to adults and negative impact on the workplace**
 - chronic physical and mental disorders
 - alcohol-related deaths
 - licensing systems, pricing policies, training for retailers and servers
 - community- and workplace-based actions
 - **advice by doctors and nurses** for lower-risk drinking
 - treatment for alcohol disorders



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EU Alcohol Strategy priorities (4/5)

- **Informing, educating, raising awareness**
 - **risks and consequences of harmful and hazardous consumption**
 - **impact on health**
 - **impact on others**
 - **appropriate consumption patterns**

- **Citizens have the right to obtain information on the health impact.**
- **Information activities to mobilise public support for interventions.**



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EU Alcohol Strategy priorities (5/5)

- **Developing a common **evidence** base**
 - **to obtain comparable information across the EU**
 - **to evaluate the impact of initiatives taken on the basis of the Strategy**
 - **research and information systems**
 - **common indicators**
 - **standardised definitions**
 - **research gaps**
 - **costs and benefits of policy options**
- **Joint project with WHO EURO,
including EU questions in EISAH**



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Structures for implementation

European Alcohol and Health Forum	Committee on National Alcohol Policy and Action (CNAPA) Member States	Health in other policies
Plenary		<ul style="list-style-type: none">▪ transport▪ youth▪ information society▪ research▪ employment taxation
Open Forum		Committee on Data Collection Indicators and Definitions
Task Forces		Community Health Programme
Science Group		



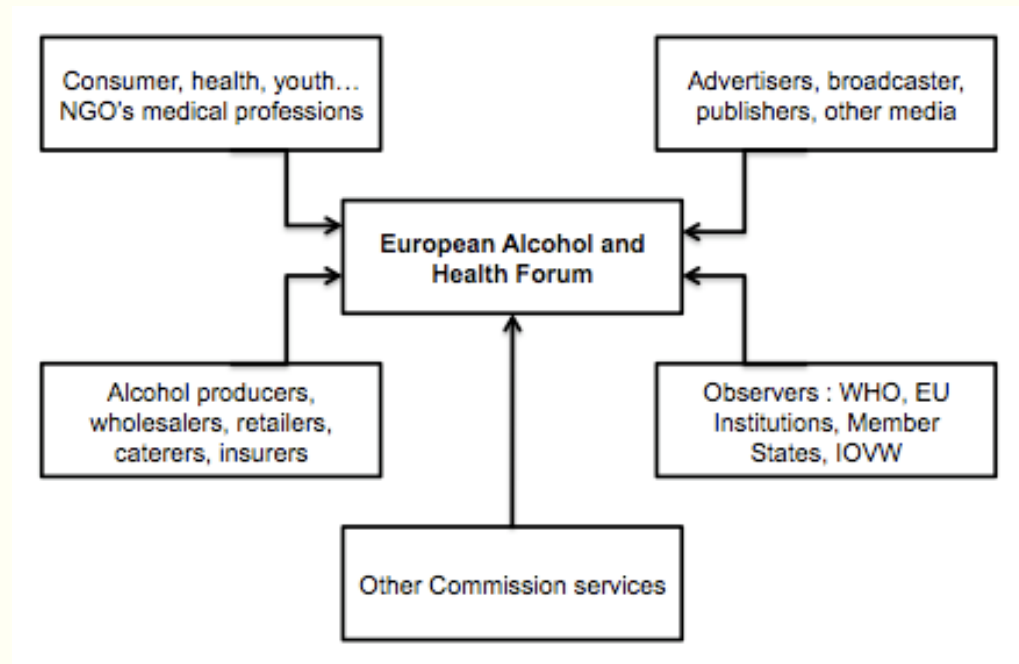
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The European Alcohol and Health Forum

- Brings together more than **60 stakeholders** who commit to stepping up action – **115 commitments** to date.
- under-age drinking
- behavioural change
- information, education
- consumer information
- age limits
- responsibility in advertising and sales





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The European Alcohol and Health Forum

- **Task Force on Marketing Communication**
 - **Reports to map capacity for self regulation within Member States, 2009.**
- **Task Force on Youth**
 - **Clearing House of projects on alcohol and youth health, to be launched 2010.**
- **The Science Group**
 - **Opinion based on a research review, 2009:**

"Alcohol marketing increases the likelihood that adolescents will start to consume alcohol, and to drink more if they are already consuming alcohol."



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Progress by Member States

- **Young people and children**
 - More than half MS now have minimum age for selling/serving set at **18 years**
 - More widespread awareness raising on risks of alcohol in pregnancy
- **Drink-driving countermeasures**
 - More widespread awareness raising activities
 - More widespread application of **RBT**
 - Trend towards lower limits for **BAC**
- **Fewer signs of progress**
 - Reducing harm to children from adults' drinking
 - **Workplace** safety and health promotion



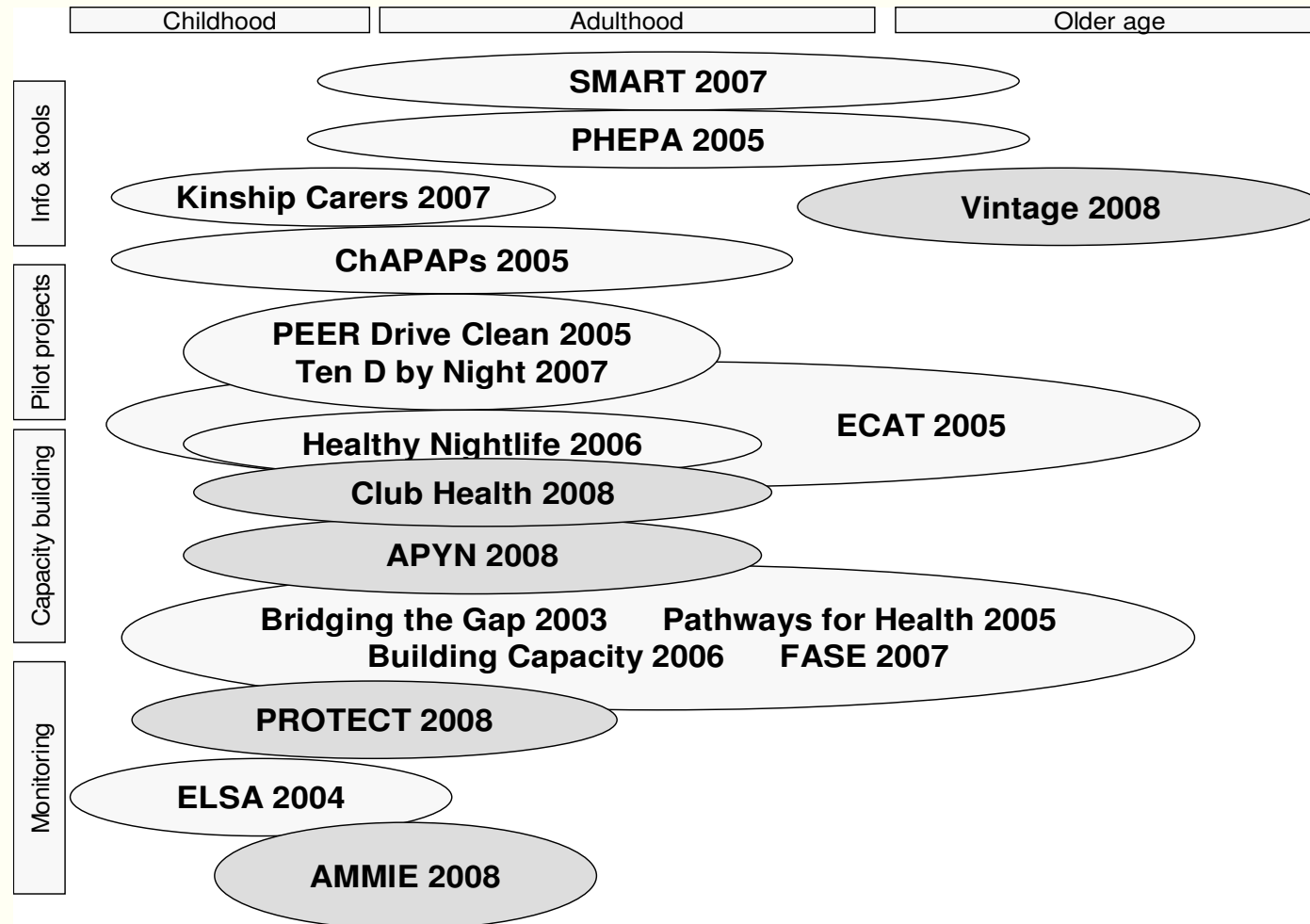
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Community Health Programme

Funding for projects to reduce **alcohol-related** harm





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Reducing alcohol-related harm in the EU

- **Member States** are centre stage!

Further information:

Ec.europa.eu

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/alcohol_en.htm

Health-EU

http://ec.europa.eu/health-eu/my_lifestyle/alcohol/index_en.htm

*First progress report on the implementation
of the EU alcohol strategy, September 2009.*