



Recent developments in EU alcohol policy

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Is there a need for action to reduce alcohol related harm in Europe?



Alcohol related harm in Europe

- DALYs (disability adjusted life-years): over 4 million per year
- Great costs to society; health care, absenteeism, lost healthy life years
- Need to reduce the burden of chronic diseases on health systems
- Need to increase healthy life years and productivity



Cross border aspects

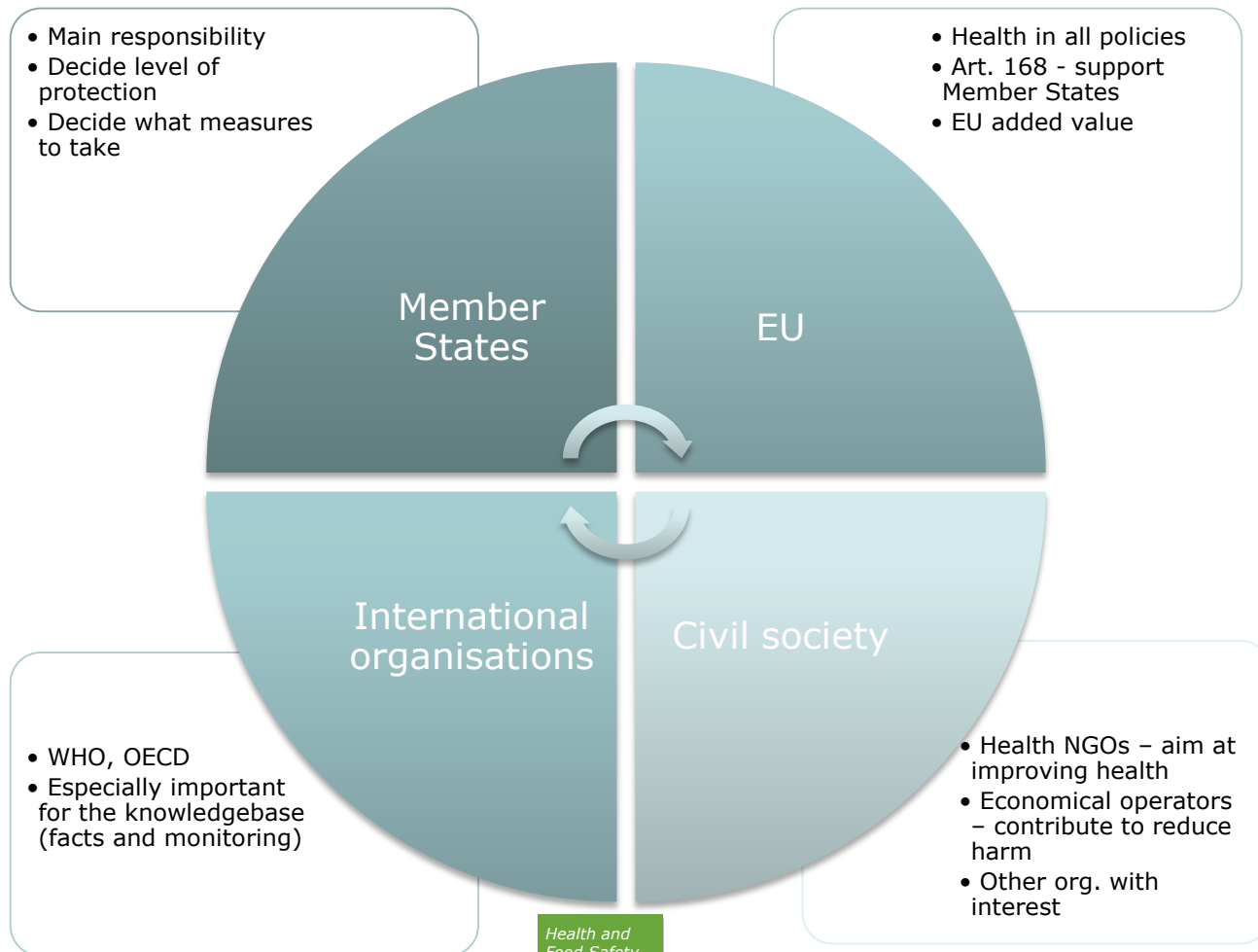
- E.g. cross border sale, advertising
- Health inequalities
- Monitoring, exchange of information
- Multi stakeholder approach with EU wide stakeholders



Call for action and support

- Member States, Council
- ENVI Committee
- Civil society

Basis for action



The objectives and tools of the 2006 EU strategy are still valid

Much has been achieved (e.g. in Member States and in the European Alcohol and Health Forum)

However, Europe is the region with highest consumption and the level of harm remains high

Continued work to reduce alcohol related harm still needed

The objectives

Protect young people, children and the unborn child

Reduce injuries and death from alcohol-related road accidents

Prevent alcohol-related harm among adults and reduce the negative impact on the workplace

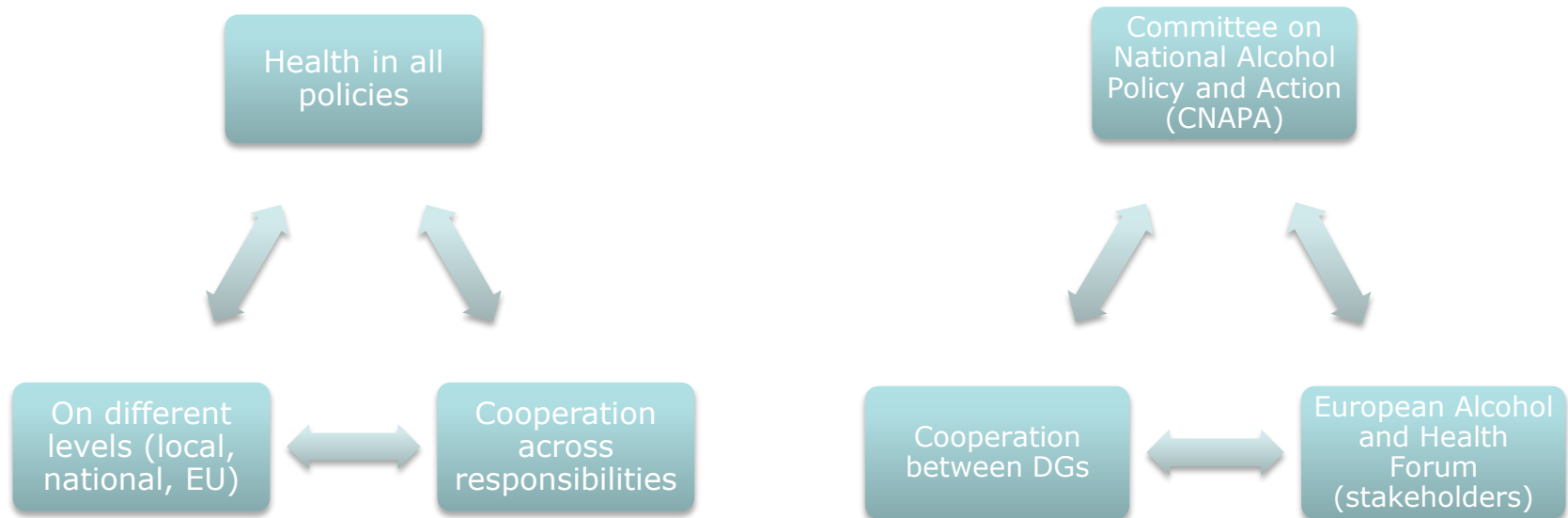
Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns

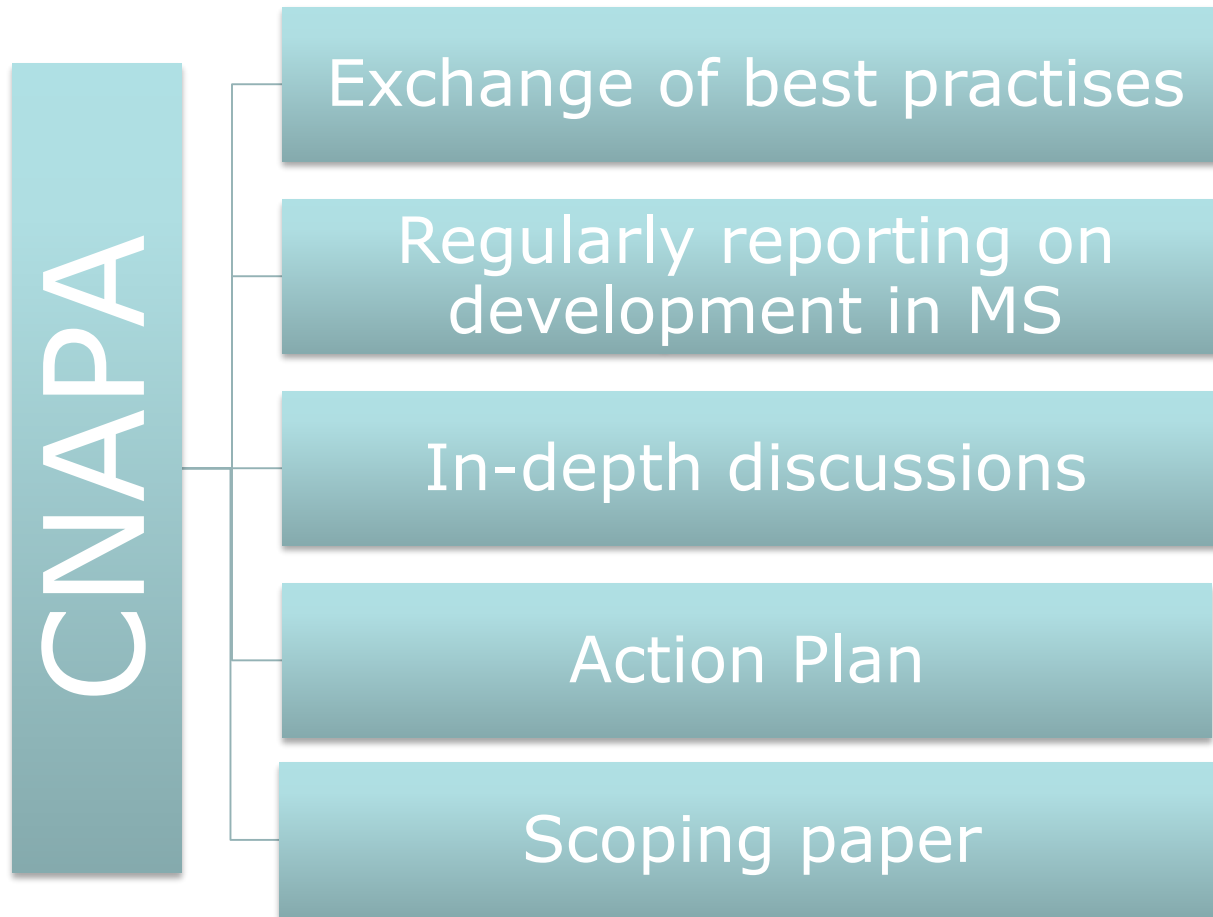
Develop and maintain a common evidence base at EU level

Cooperation necessary to achieve results

*In different policy areas and
on different levels*

EU tools for cooperation





Action Plan on Youth Drinking and on Heavy Episodic Drinking (2014-2016)

Informal document

- *endorsed by CNAPA on 16 September*
- *list of options for action – voluntary participation*
- *built on the objectives of the Strategy*
- *supporting the objectives of the Strategy*
- *supported by the Joint Action on Alcohol (2014-2016)*
- *role of civil society as seen by CNAPA included*

Areas for action

- (1) Reduce heavy episodic drinking (binge drinking)*
- (2) Reduce accessibility and availability of alcoholic beverages for youth*
- (3) Reduce exposure of youth to alcohol marketing and advertising*
- (4) Reduce harm from alcohol during pregnancy*
- (5) Ensure a healthy and safe environment for youth*
- (6) Support monitoring and increase research*

Member State scoping paper

Member States call for support and continued efforts to reduce alcohol related harm

CNAPA members to inform Commission on their views on future policy development

Endorsed by CNAPA on 15 December 2014

European Alcohol and Health Forum

Commit to concrete action

Includes all parts of civil society

Exchange of information

Forum areas for action

Strategies aimed at curbing under-age drinking

Information and education programmes of the effect of harmful drinking and on responsible patterns of consumption

Possible development of efficient common approaches to provide adequate consumer information

Actions to better enforce age limits for selling and serving alcohol

Interventions promoting effective behavioural change among children and adolescents

Cooperation for promote responsibility in and prevent irresponsible commercial communication and sale

Alcohol and health in all policies at EU level

Drink drive

- DRUID(Driving under the Influence of Drugs, Alcohol and Medicines)
- 2001 Recommendation on blood alcohol content

Research

- December 2014 – seminar for Member States on reducing Harmful Use of Alcohol with Behavioural Interventions by Joint Research Centre

Advertising

- Study on minors' exposure to alcohol advertising on linear and non-linear audiovisual media services and other online services

Future EU alcohol policy – what now?

Commission will consider
all calls for action

Commission will consider
its new priorities

Commission will consider
the need to address
alcohol as part of a more
holistic approach to
chronic diseases



For more information:

http://ec.europa.eu/health/alcohol/policy/index_e

- THANK YOU -