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Health & Consumers

Progress in the implementation of an EU Alcohol Strategy: where do we stand?

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Expert Meeting on Alcohol and Health
Stockholm
21 September 2009

Alcohol Strategy timeline

- **Council Recommendation and Conclusions, 2001**
- **Alcohol in Europe report, June 2006**
- **EU Alcohol Strategy, October 2006**
- **Endorsed by**
 - **Council, November 2006**
 - **EP, EESC and CoR, 2007**
- **First progress report 2009**



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Progress Report on the Strategy Information sources

- **Inputs from across the Commission**
- **Two surveys of alcohol policy in Member States**
 - **EC baseline (2007)**
 - **WHO/EC update (2008)**
- **National updates in CNAPA**
- **Outputs of the EA&H Forum and its sub bodies (taskforces and Science Group)**
- **Projects funded under the Health Programme**



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The situation in 2006

- **Third largest risk factor for ill health in the EU**
- **12% of male and 2% of female premature deaths under age of 75 years**
- **195,000 premature deaths per year in EU**
- **27,000 deaths from alcohol related accidents (1 in 4 road deaths)**
- **50,000 cancer deaths**



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The situation in 2009

- **No new health outcome data**
- **Trends show alcohol consumption largely stable, though upward trend in 8 countries**
- **New information on**
 - **Attitudes (EB survey)**
 - **Behaviours (e.g. ESPAD study shows changes to consumption patterns in EU, e.g. binge drinking increasing in some countries among young women)**
 - **Extent of health inequalities between MS**
 - **The role of affordability and pricing policy**
- **New changes to the landscape (economic downturn across EU – impact unknown)**



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Structure for implementation

European Alcohol and Health Forum	Member States: Committee on National Alcohol Policy and Action (CNAPA)	Health in other policies Committee on Data Collection Indicators / Definitions
Plenary		
Open Forum		
Taskforces		
Science Group		



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Progress by Member States (1)

- **National strategies**
 - **Consolidation and revision of national strategies**
- **Protecting children, young people and unborn child**
 - **Trend towards age limit of 18 years for selling and serving alcohol (in more than half of MS now)**
 - **More widespread awareness raising for alcohol in pregnancy**



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Progress by Member States (2)

- **Reduce injuries and road deaths from alcohol related road traffic accidents**
 - **Substantial progress in drink-driving measures**
 - **Much more widespread awareness raising activities**
 - **More random breath testing, and use of alcolocks**
 - **Trend towards lower limits for blood alcohol concentration**

But relatively little progress observable on

- **Preventing alcohol use among adults generally, and in particular in relation to the workplace**
- **Reducing harm to children from adult's alcohol use**



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Working with stakeholders (1)

- **Forum established and Membership growing**
 - To date: 61 members and 115 commitments
 - Publicly accessible database of commitments and monitoring reports
- **Two Taskforces: Marketing Communication and Youth-related aspects of alcohol**
 - Mapping reports & the Clearing House
- **Science Group opinion: impact of marketing communication on volume and pattern of alcohol consumption**
- **Generating interest and activity for public health**
 - E.g. Pernod Ricard to introduce French Pictogram pregnancy warning on all its spirits and wine brands



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Working across Commission policies

- **Research**
- **Transport and road safety**
- **Information society**
- **Youth**
- **Taxation**
- **Employment**



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Developing the evidence base

- **Joint WHO/EC initiative to develop the European Information System on Alcohol and Health (EISAH)**
- **Committee Data Collection, Indicators, and Definitions**
- **Public Health Programme**
- **RTD 6th and 7th Framework**



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Conclusions

- **Broad EU consensus for action**
- **Structures set up and operational**
- **Steady convergence of MS actions (age limits increasing, BAC limits lowering) but still several differences**
- **Stakeholder action being generated at EU and national level**
- **Stronger evidence base, e.g. around role of marketing and advertising**
 - **Closer analysis of structures for SR at national level**
- **Commission progress report in 2012**



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Thank you

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