

SLOVAK BEER AND MALT ASSOCIATION
“RESPONSIBILITY DAY”



Report from the Health and Education Campaign
Brussels, 23 November 2012

Campaign Information

- **Aim of „ Responsibility Day“:** to prevent excessive alcohol drinking and to provide counseling and guidance to citizens to the highest possible extent.

Key messages: Responsible drinking

- prevention of overconsumption of alcoholic beverages,
 - raising nationwide awareness about responsible consumption of alcoholic beverages,
 - raising nationwide awareness about the scope and nature of health issues caused by harmful use of alcohol.
- **Organizer:** The Slovak Beer and Malt Association.
 - **Partners:** Public Health Authority of the Slovak Republic and its 36 regional centers around Slovakia
 - **The campaign was organized under auspices of the former Health Minister and current Chairman of the Committee on Public Health of National Council of The Slovak Republic**



Phases of the Responsibility Day Project

- Training for regional centers of the Public Health Authority (13 June 2012)
- Flyer used to educate the public on the topic of prevention
- Press Conference – one week before the event with the Chairman of the parliamentary Committee on Health Care (25 June 2012)
- Responsibility Day on 2 July 2012, 36 regional centres of the Public Health Authority of the Slovak Republic



Training on for regional centers of the Public Health Authority

The aim was to inform the participants about the importance of communication about the possibilities of prevention the consumption of alcoholic beverages, introduce them to aid instruments and advice, carried out through the activities of regional centers of Public Health Authority, as well as current activities of members of the Slovak Beer and Malt Association (SBMA).



Flyer and other information materials

Public Health Authority in cooperation with the SBMA prepared and printed flyer that was available in regional centers and will be used to educate the public on the topic of prevention throughout the year.



Press Conference

The Press Briefing was to introduce the project, its activities to the media and to draw attention to existing functional tools of prevention, so that the info would be multiplied to the general public.



Responsibility Day Campaign on 2 July 2012

The campaign ran on 2 July 2012 in 36 cities across the Slovak Republic through employees of health promotion departments from 36 regional Public Health Authorities in the Slovak Republic in time between 12:00 am and 4:00 pm in cooperation with shopping centers, pharmacies, hospitals and health centers (HaHC), municipal authorities, "Healthy City" offices and other institutions.



Campaign

The employees of Regional Public Health Offices in the SR informed the general public about :

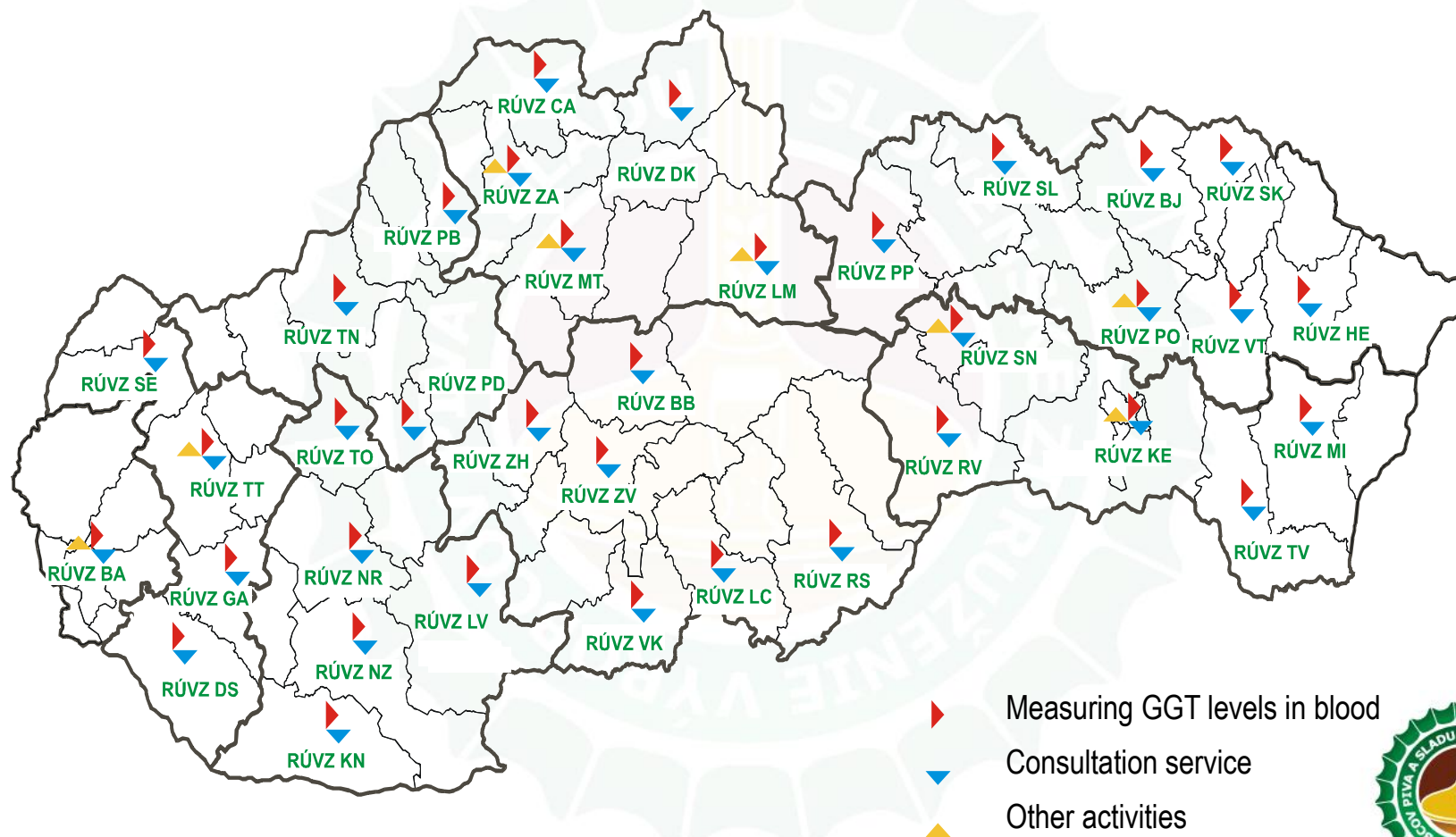
- responsible consumption of alcoholic beverages,
- health consequences of harmful use of alcohol
- and approximate time of alcohol degradation in blood.

Further activities were connected with :

- **administering one of the liver tests** whose increased level may be related to overconsumption of alcohol,
- **blood pressure measuring** and
- filling out a short **questionnaire** concerning alcohol consumption



Distribution of performed activities of the health-education campaign "Responsibility Day" in individual RPHA in the Slovak Republic



Data source: RPHA in the SR, 2012

Made by: PHA in the SR, 2012



As a part of the campaign the employees of health promotion department of RPHA in the SR have examined:

- **the level of gamma- glutamyl transpeptidase (GGT) in blood of the total of 1 729 persons interested (690 men and 1,039 women)**
- **measured the blood pressure of 1 810 persons interested (730 men and 1,080 women).**

1,843 respondents (806 men and 1,037 women) filled out the questionnaire.

The average age of campaign participants was 45,9.



Percentage distribution of campaign participants in the SR

by age and gender

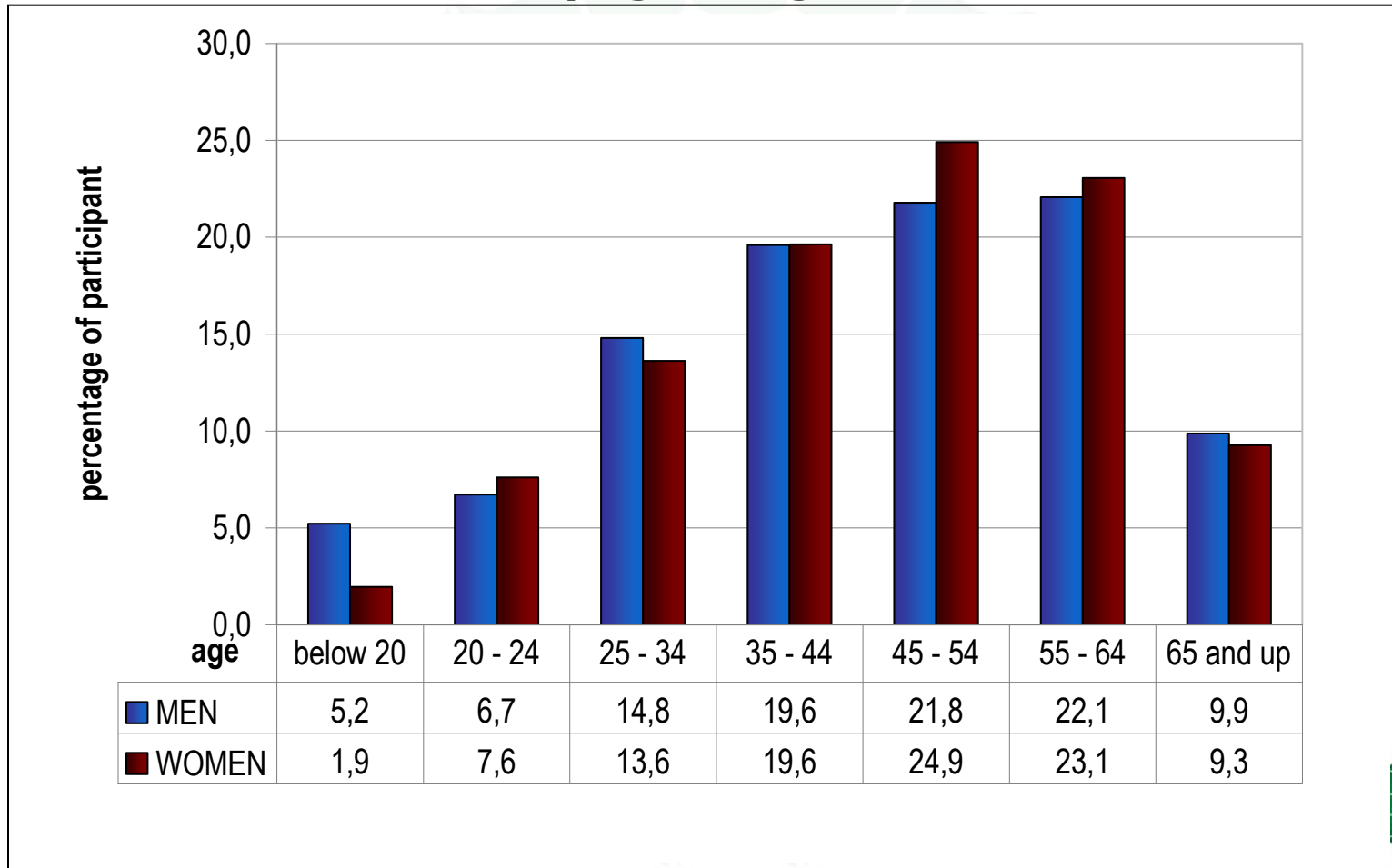
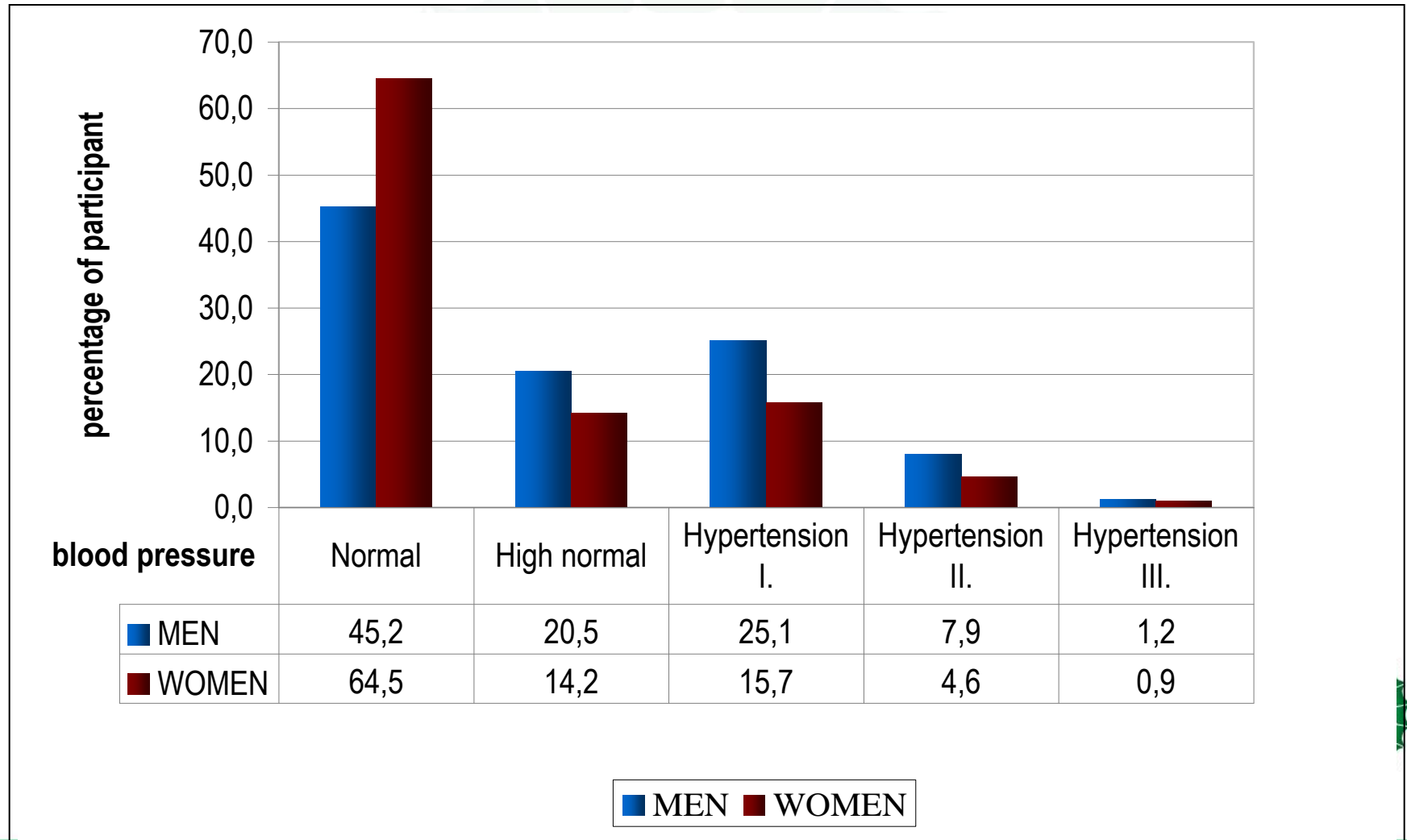


Chart made by: PHA in the SR, 2012

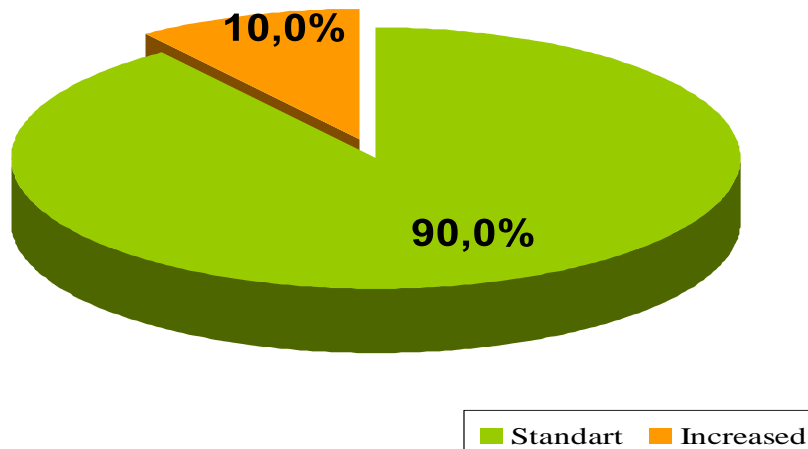
Percentage distribution of "Responsibility Day" in the SR campaign participants by gender and categories of blood pressure levels measured



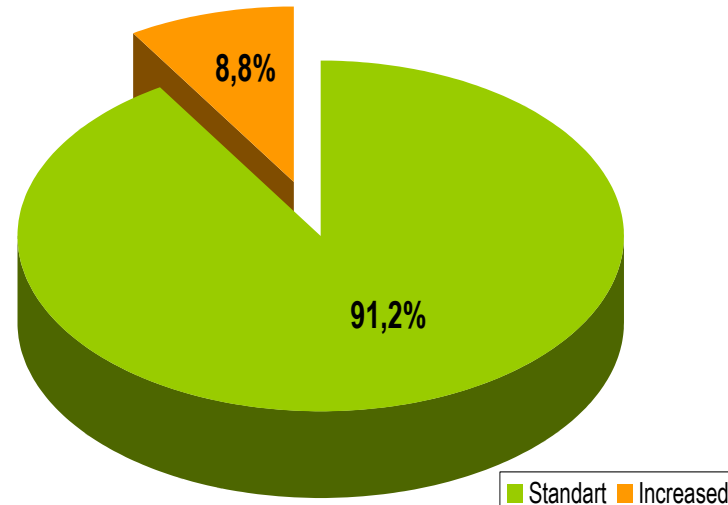
Percentage distribution of "Responsibility Day" in the SR campaign participants

by gender and category of measured GGT values in blood

WOMEN



MEN



Use of alcoholic beverages in "Responsibility Day" in the SR campaign participants by gender

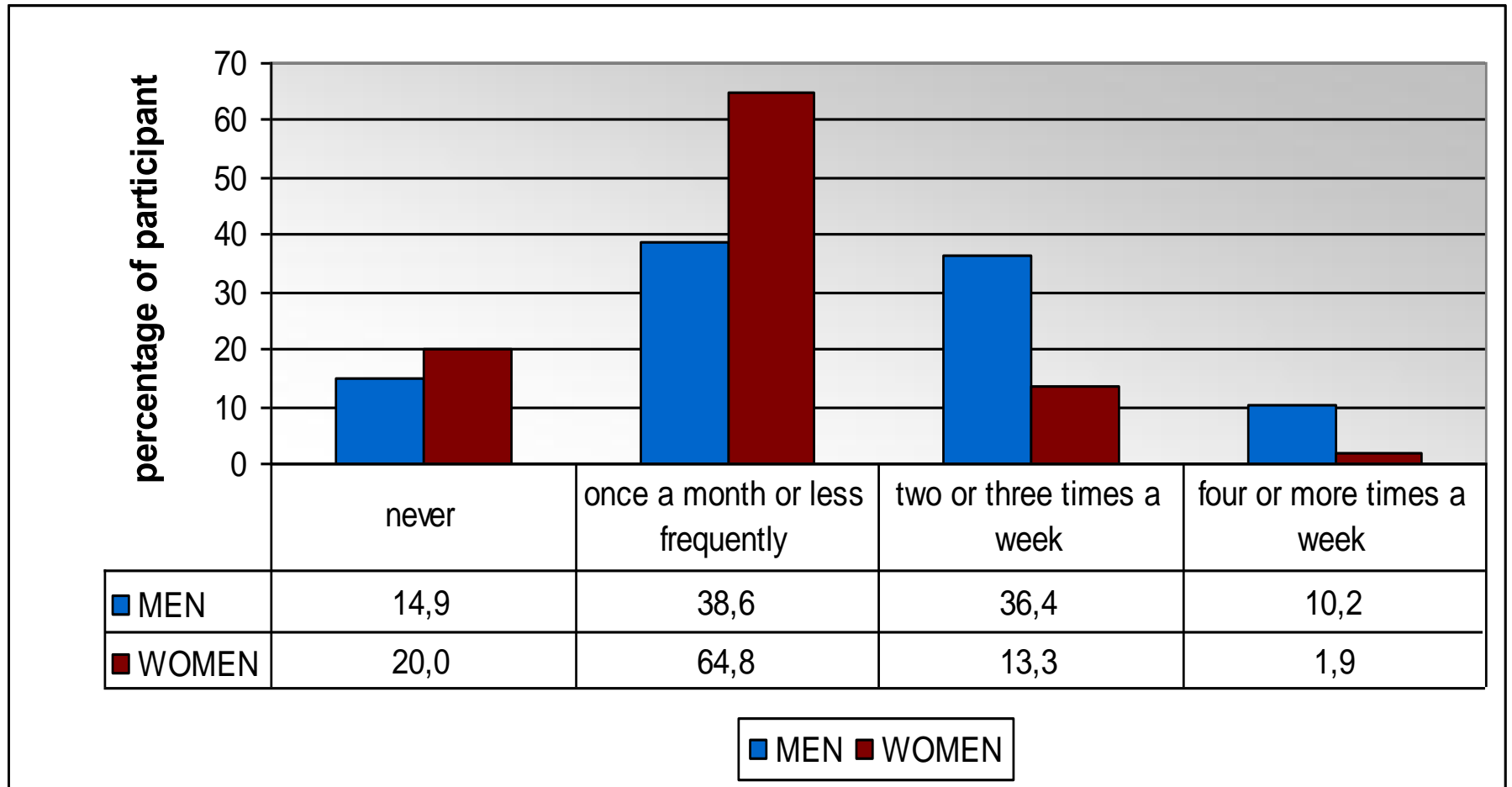


Chart made by: PHA in the SR, 2012

Percentage distribution of campaign participants in the SR by gender and number of consumed glasses during one typical day when

consuming alcohol

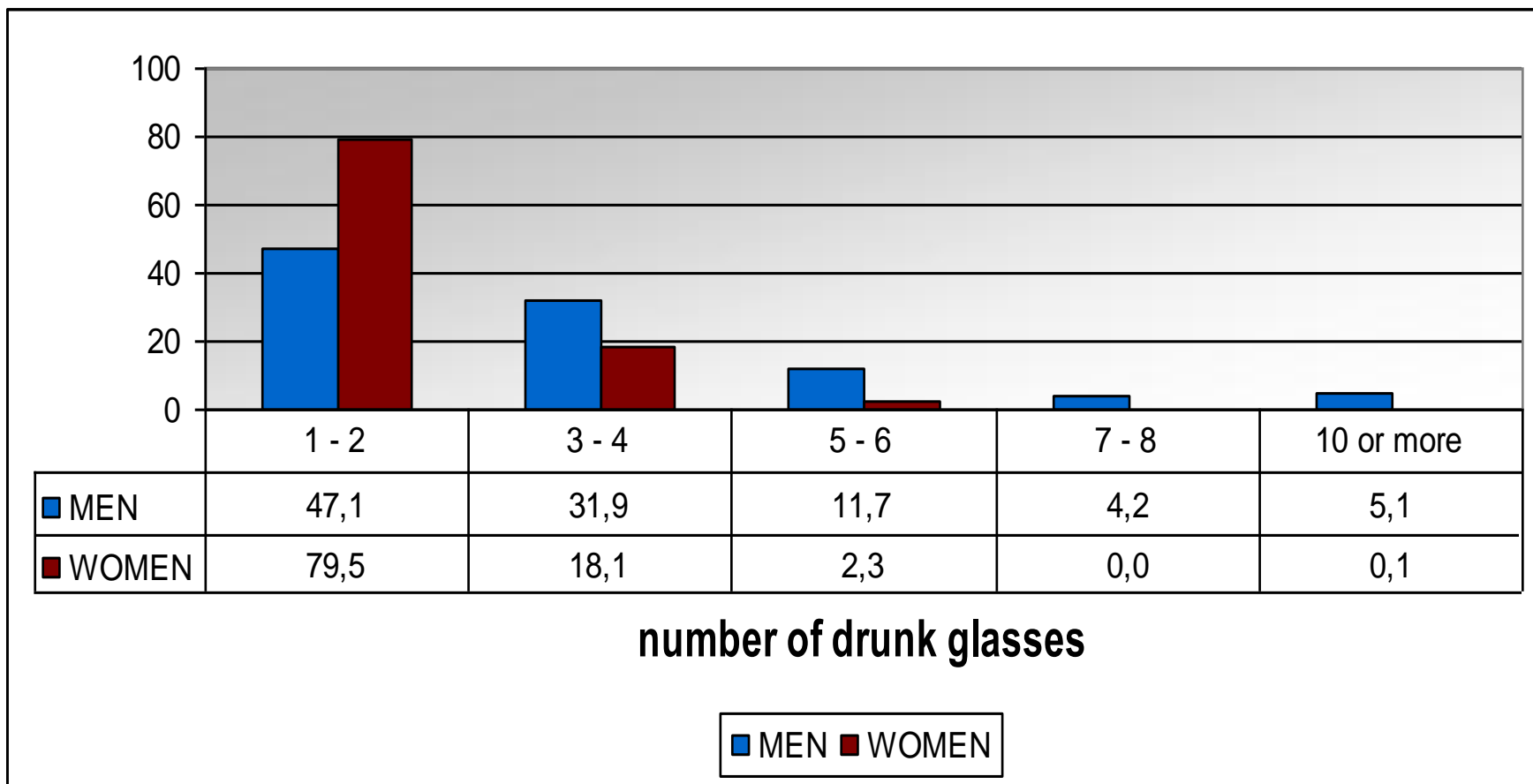


Chart made by: PHA in the SR, 2012

Percentage distribution of campaign participants in the SR by the type of alcohol consumption and gender

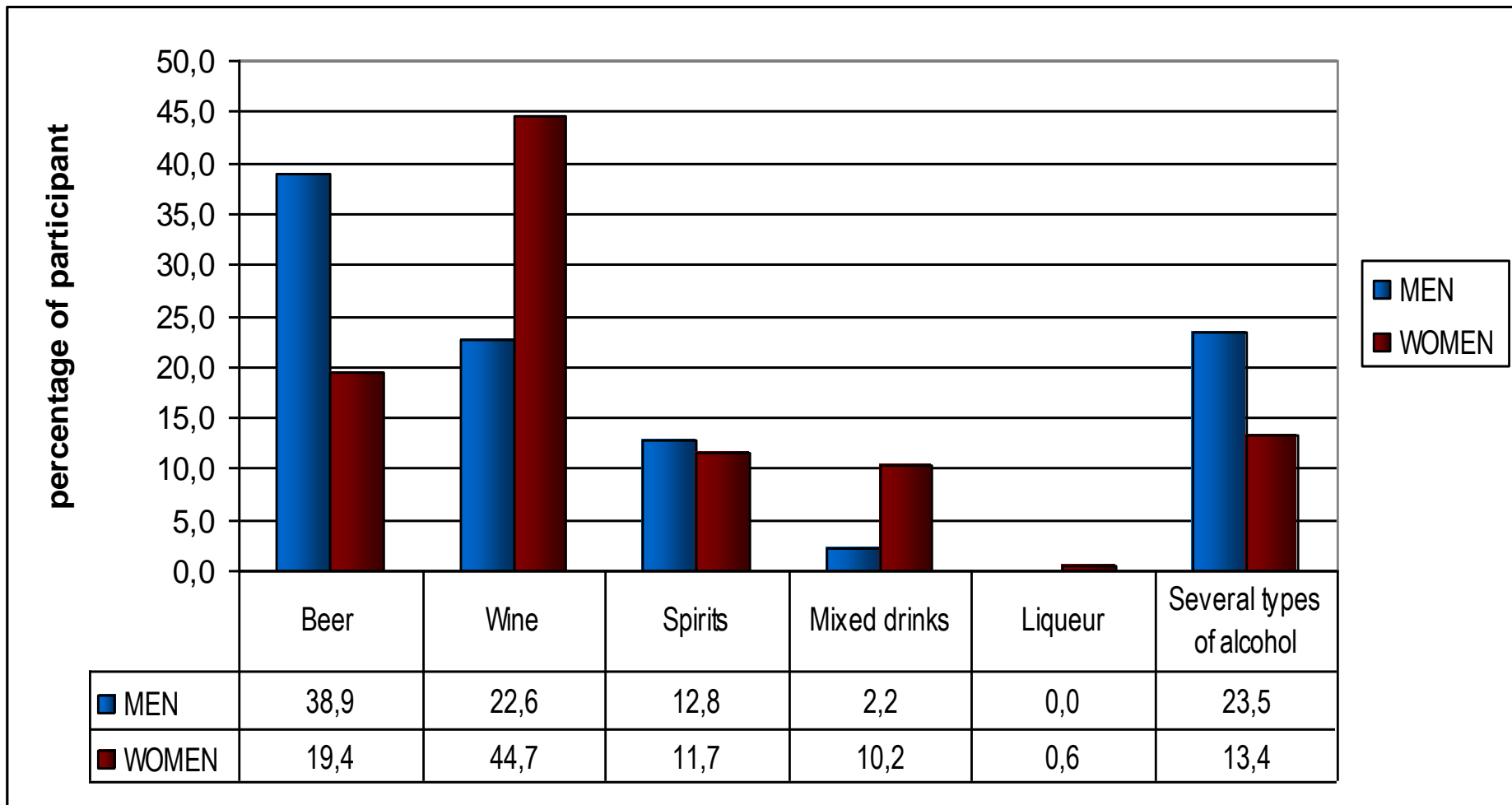


Chart made by: PHA in the SR, 2012

Campaign follow-up

- Information meetings about the campaign and its results:
 - Chief Hygienist of the Slovak Republic who is also the Director of the Public Health Authority of the Slovak Republic;
 - Meeting with the Chair of the Parliamentary Committee on Health, MUDr. Richard Raši, PhD, MPH. ;
 - Meeting with the State Secretary of the Ministry of Health, MUDr. Viliam Čislák, MPH and his team;
 - Letter with information about the campaign and its results were sent to the Cabinet of the EU Commissioner for Health and Consumer Policy.
- The pilot project was very successful and all involved are keen in its continuation next year.
- We are currently in the process of planning small scale event on Responsible Drinking (including some examinations) directly in the Slovak Parliament - early 2013





Thank you!

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