

Alcohol policy in Sweden

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Reduce the medical and social harm caused by alcohol

- The "Total consumption model".
- Universal measures with focus on limiting access to alcohol – protect children.
- Limiting the economic interests on the retail market – the retail monopoly.
- High taxes, age limits, strong marketing legislation and legal BAC level 0,1 milligram/l.

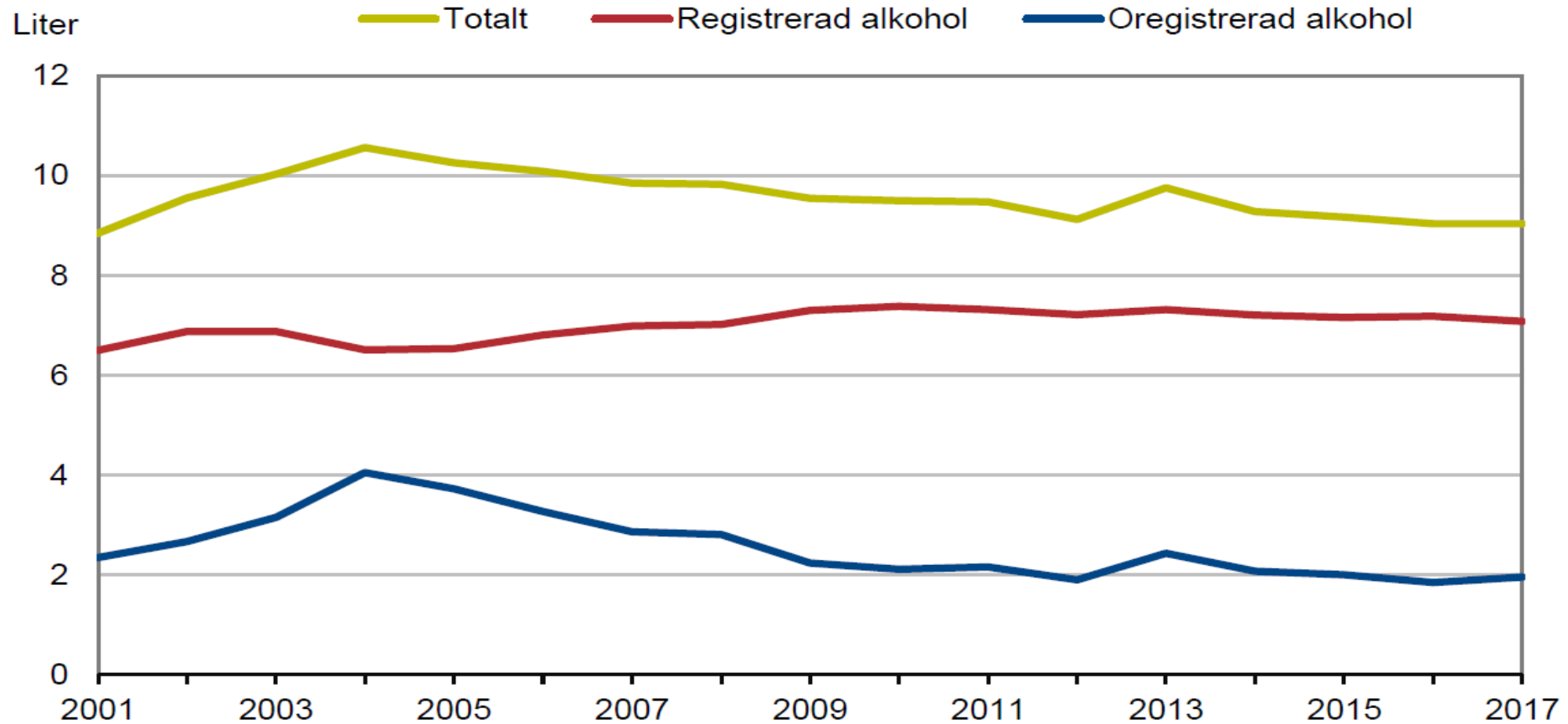


Retail monopoly

- Age limit 20 years
- 76 percent support
- Saves
 - 1 400 deaths
 - 8 000 drink-driving
 - 29 000 cases of violence
- Legitimacy for monopoly



Alcohol consumption in Sweden

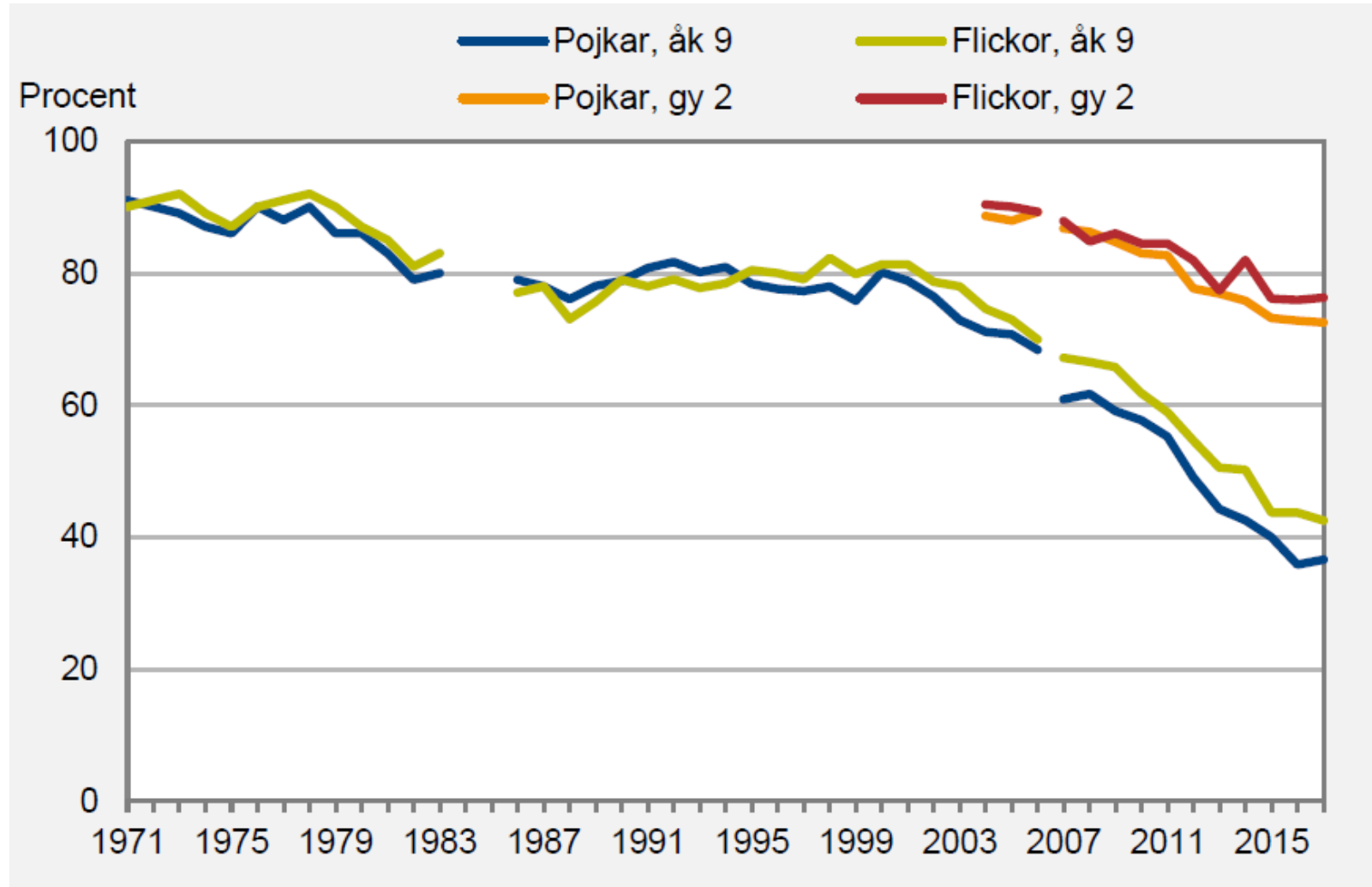


Consumption patterns

- More wine and less spirits and beer.
- Total consumption and binge drinking is decreasing among young and increasing among elderly.
- Still harmful consumption more frequent among young (17-29 years) than among elderly (65-84 years).
- And twice as frequent among men compared to women.



Alcohol consumption among youth



Proposal on alcohol ads in social media

- *Commercial advertising of alcoholic beverages or other alcoholic products in social media must not be used.*
- *Social media is Internet-based services for social interaction.*
- Ok for producers to advertise their business and have a website – don't include all internet.



Alcoholic products – not beverages

- New definition in the Alcohol act: *alcoholic products which from a consumption perspective essentially can be equated with alcoholic beverages or otherwise can be expected to be used as intoxicants.*



Thank you for your attention!

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