

Estonia's plans for presidency and the new alcohol bill

CNAPA meeting, 21-22.03

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Estonian Alcohol Strategy (green paper)

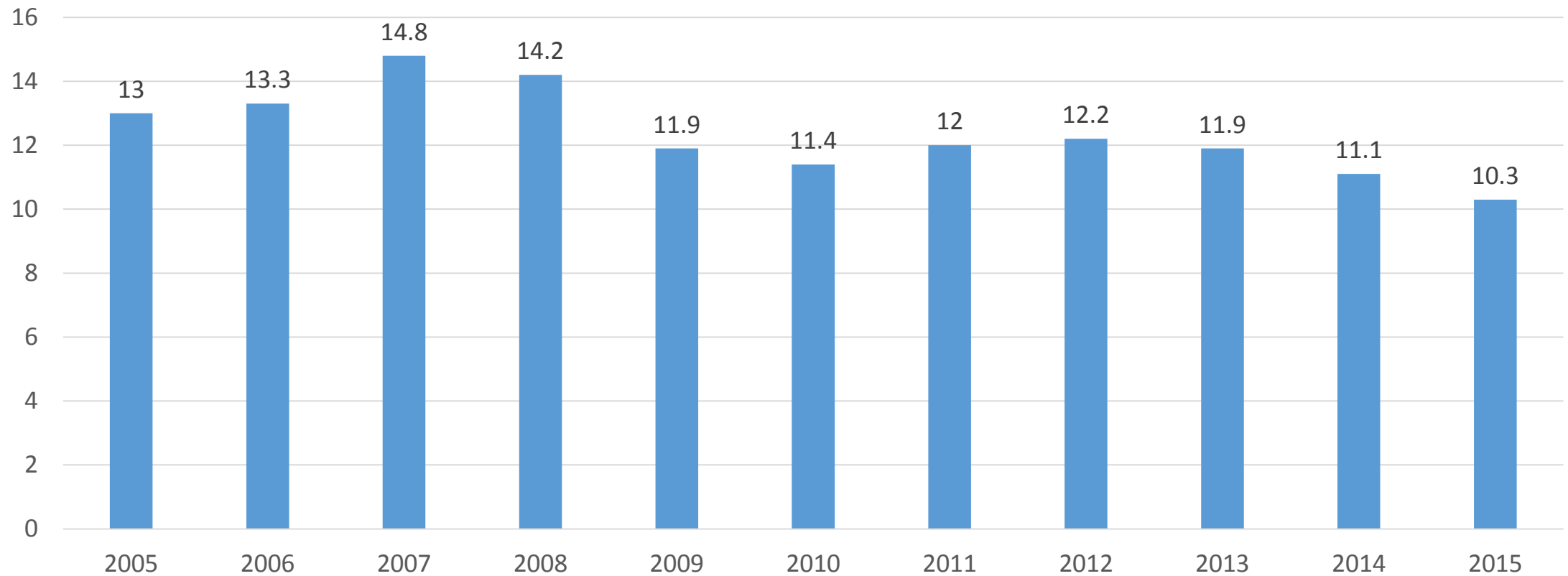
- Adopted in 2014
- Created by a large consultation process with all the stake-holders involved
- Builds on WHO global strategy, incl 10 priority areas
- Has implementation structures, including the steering group accountable for reporting to government
- Target: the overall yearly consumption under 8 litres absolute alcohol per capita

What has been done?

- The treatment programme launched, medical guidelines renewed
- The excise rates raised yearly since 2012
- Awareness raising campaigns on alcohol and health, prevention of drunk driving and drunk swimming
- Education programmes to parents – Efekt and TarkVanem (SmartParent)
- Random breath testing increased
- Training programmes to rehabilitate drunk drivers
- Projects to empower local governments
- Training programmes of responsible selling and serving
- Initiatives of private sector (campaigns to prevent selling to minors and intoxicated people in the shops, reducing alcohol content of beer, curbing the children's exposure to advertisement)
- Research, research, research...

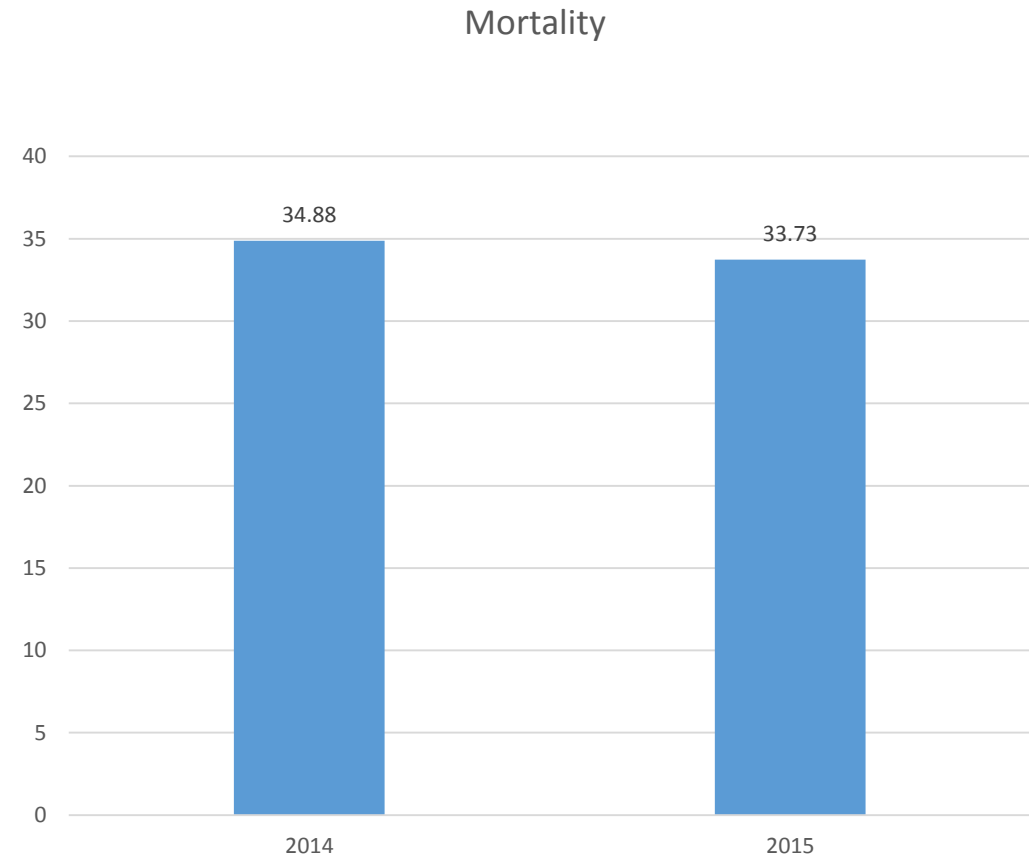
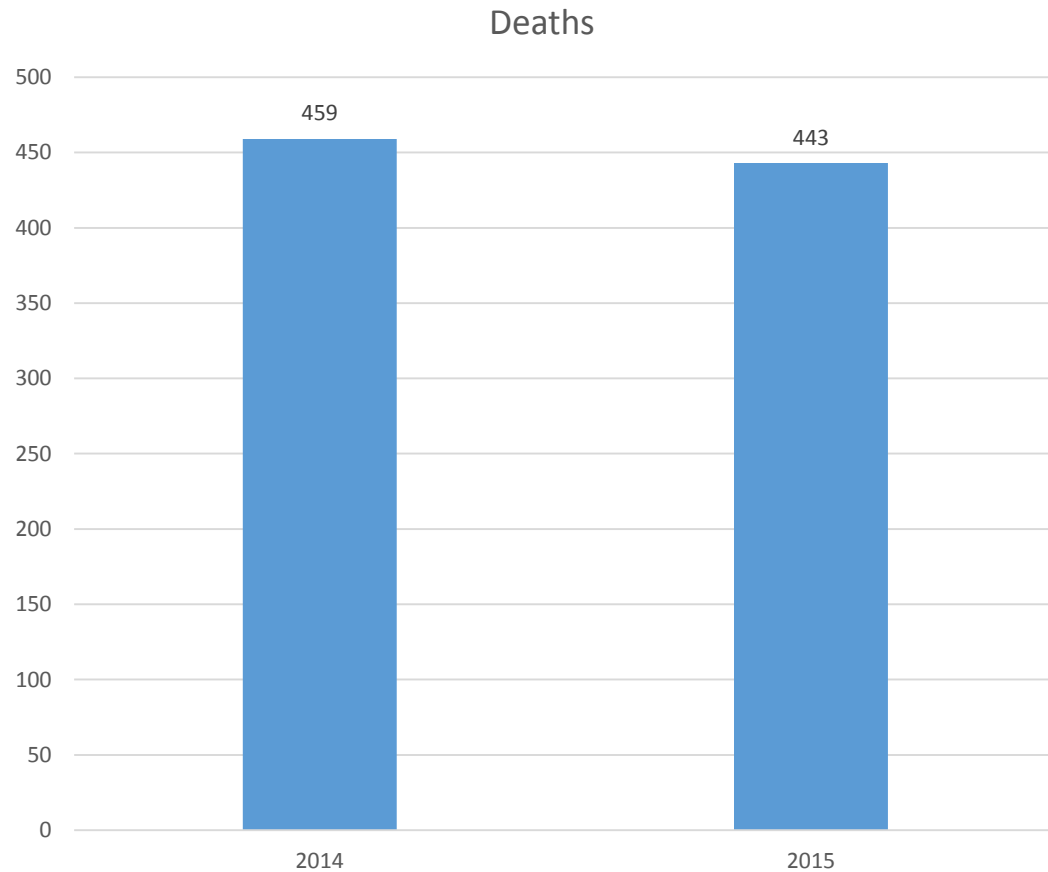
Consumption per adult (15+)

Litres of ethanol per year per adult (15+)



Consumption decreases, mortality does not

deaths (absolute number) and mortality rate by 8 diagnosis directly linked to alcohol consumption, death registry)



Proposal for the changes in Alcohol Act

- All alcoholic drinks must be separated from other products in stores
- In shops bigger than 450 m² alcohol must not be seen by a customer except in the special area
- No degustation in retail shops
- Municipalities can regulate on-sale hours (off-sale hours are already regulated by the state)
- Mystery shopping to discover sales to minors
- Mystery shopping to discover illegal alcohol sale
- Fines will be increased

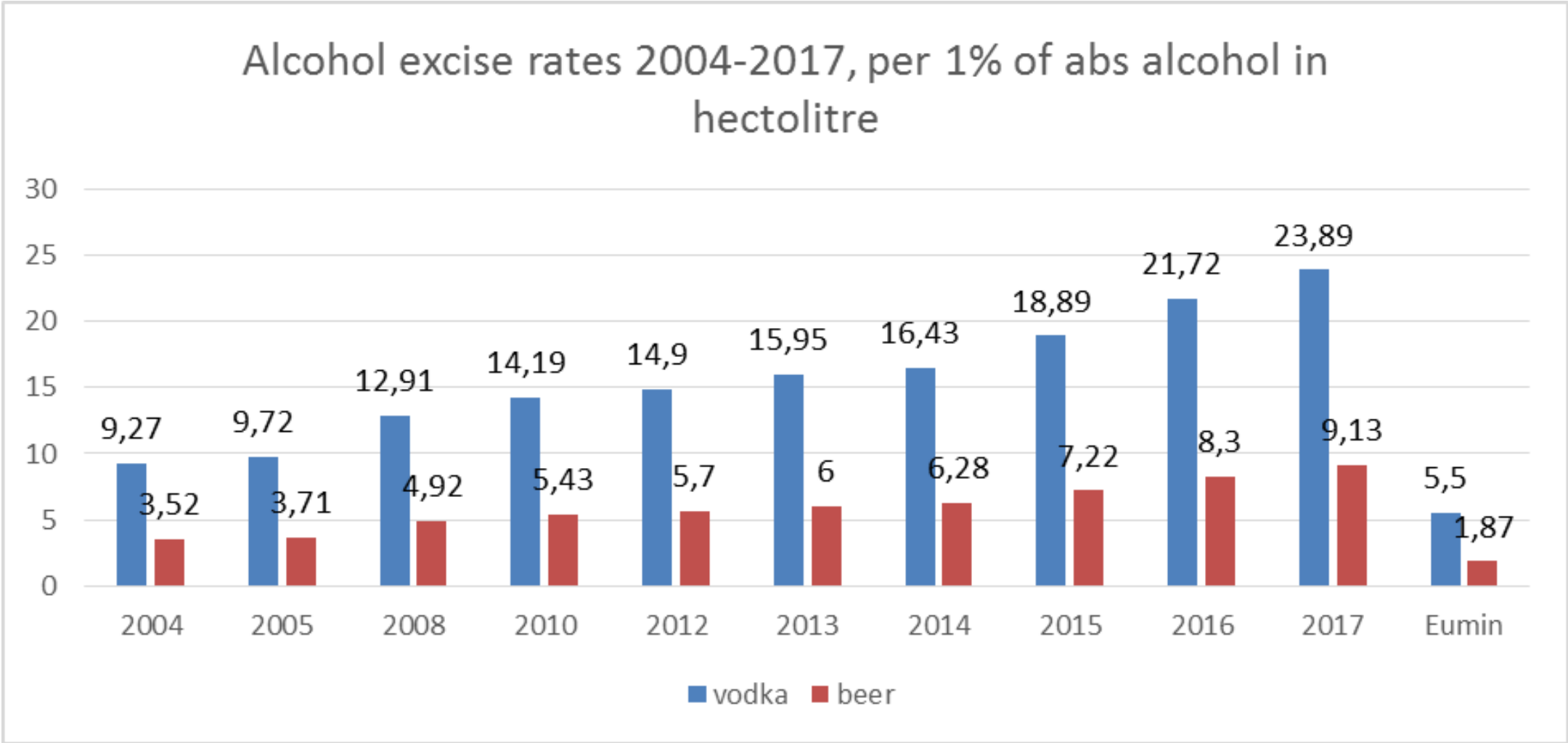
Proposal for the changes in Advertising Act

- Advertisement of alcoholic beverages can contain only the name of the drink, the type of the drink, the name of the producer, the brand, the state and the region of origin, the content of ethanol, the image of the sale package of the beverage and the description of the characteristics of the beverage (colour, taste, aroma)
- The TV add cannot contain any image of a living creature or animation objects, indicate positive impact of alcohol, tell stories, describe positive atmosphere etc
- All outdoor advertising would be banned
- Alcohol advert watershed would be moved from 9pm to 10pm
- The mandatory size for health warnings in printed media (20%)
- Multibuys and happy hours will be banned

Proposal for the changes in Advertising Act (2)

- Alcohol advertisement in social media will be banned except on the site/account of alcohol producer or retailer
- The alcohol producer or retailer cannot produce the content aimed to be shared by users or use the consumer produced content in/as advertisement
- All kinds of consumer games are prohibited

Background – raising alcohol excise rates



Excise rates for future – adopted by parliament

<i>Beverage</i>	<i>Unit of excise rate</i>	<i>2016 +15%</i>	<i>2017.02 +10%</i>	<i>2017 01.07</i>	<i>2018.02 +10%</i>	<i>2019 +10%</i>	<i>2020 +10%</i>
<i>Beer</i>	<i>per 1% ethanol in hectolitre</i>	<i>8,30</i>	<i>9,13</i>	<i>+70% 15,52</i>	<i>+17,65% 18,26</i>	<i>20,09</i>	<i>22,09</i>
<i>Wine and fermented beverage (till 6%)</i>	<i>hectolitre</i>	<i>48,55</i>	<i>53,41</i>	<i>+45% 77,44</i>	<i>+17,89% 91,30</i>	<i>100,41</i>	<i>110,45</i>
<i>Wine and fermented beverage (more than 6%)</i>	<i>hectolitre</i>	<i>111,98</i>	<i>123,18</i>		<i>+20% 147,82</i>	<i>+20% 177,38</i>	<i>+20% 212,86</i>
<i>Intermediate product</i>	<i>hectolitre</i>	<i>239,12</i>	<i>263,03</i>		<i>289,33</i>	<i>318,26</i>	<i>350,09</i>
<i>Other alcohol</i>	<i>per 1% ethanol in hectolitre</i>	<i>21,72</i>	<i>23,89</i>		<i>26,28</i>	<i>28,91</i>	<i>31,80</i>

Estonian presidency - Priorities in health

- **Main priorities:**
 - **Tackling harmful use of alcohol**
 - **E-health development, use and integration**

- **Other topics:**
 - **Human medicines**
 - **Antimicrobial Resistance (AMR)**
 - **HIV**

Tackling harmful use of alcohol

- Main focus will be on cross-border issues which have clear impact on Member States capability to control harmful use of alcohol. Following fields will be handled: marketing, labelling, cross-border trade and taxation, treatment and counselling, research and monitoring.
- **30-31 October** Presidency conference “Cross-border aspects in alcohol policy – tackling harmful use of alcohol”

E-health

- Main focus will be how greater access to our personal data, together with new technologies and processes can positively impact on citizens health and care.
- **16-18 October** High Level eHealth Conference “Health in Digital Society. Digital Society for Health”

Human medicines

- Main focus will be on access of medicines.
- **8-9 November** Conference on medicines “Safer Europe without falsified medicines”

Antimicrobial Resistance (AMR)

- Main focus will be on new EU action plan (will be launched in June/July), national action plans and its indicators at EU/national level to measure the status of AMR and/or effect of action plans/recommendations/conclusions.
- **23 November** Seminar on AMR in Brussels

HIV

- Main focus will be on how to sustainably address the HIV prevention and treatment as part of the health system.
- **11-12 and/or 13 December** Seminar on HIV

Expert level conference on alcohol policy

- „Cross-border aspects in alcohol policy - tackling alcohol related harm“
- Health in all policies – the impact of Community regulations on health
 - Marketing
 - the exposure of minors, the impact on minors and young people
 - Digital marketing
 - AVMSD
 - Cross-border trade
 - Tourist import and export
 - Internet sales
 - Labelling
 - Nutritional value of alcohol and the impact on health and obesity
 - Treatment and counselling
 - Research and monitoring