

# Work of the Alcohol and Health Forum 2007-2012: facts and figures



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# Health at a Glance Europe 2012

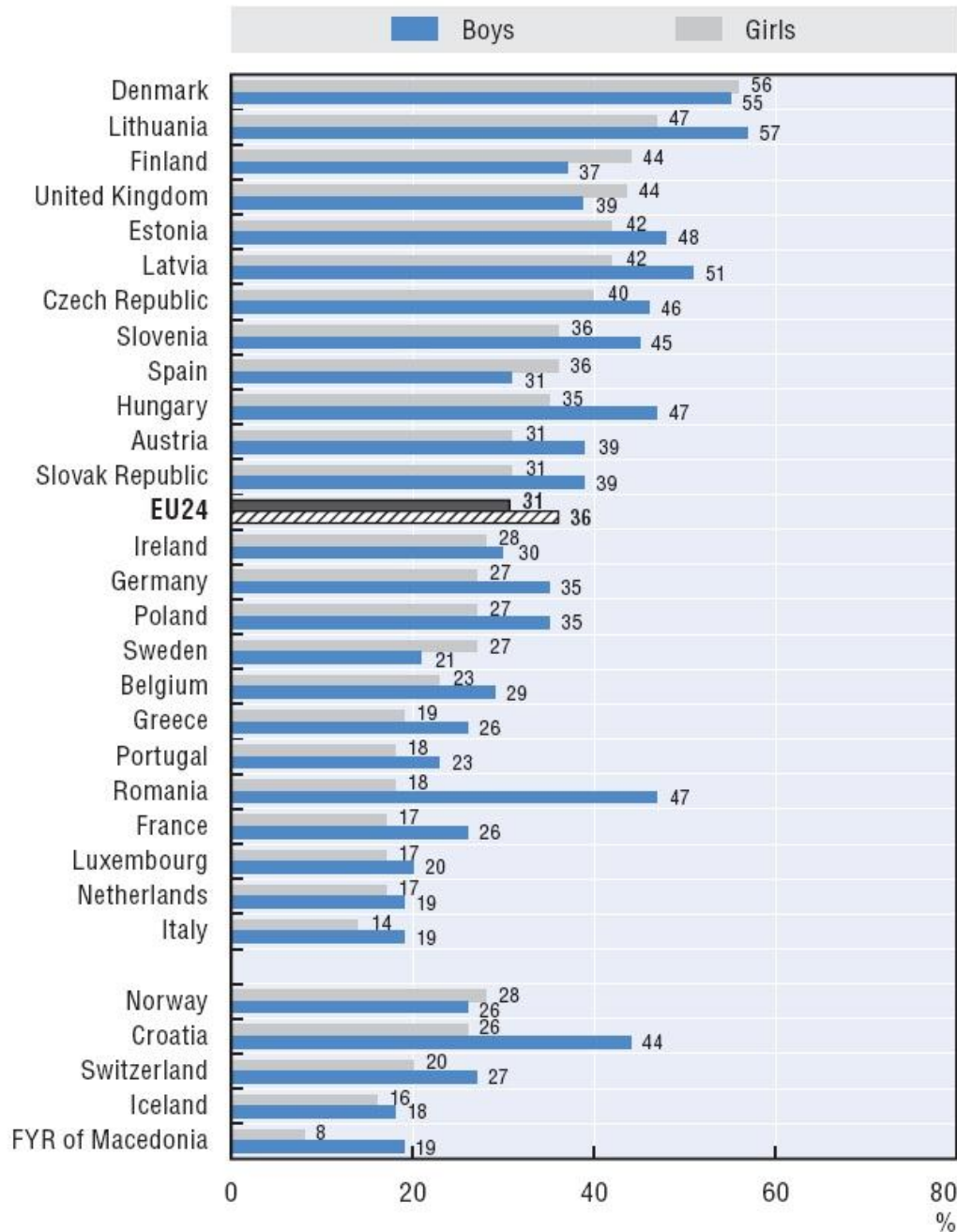
## Statistics on alcohol



## 2.1.2. Drunkenness among 15-year-olds, 2009-10

Drunk at least twice in life

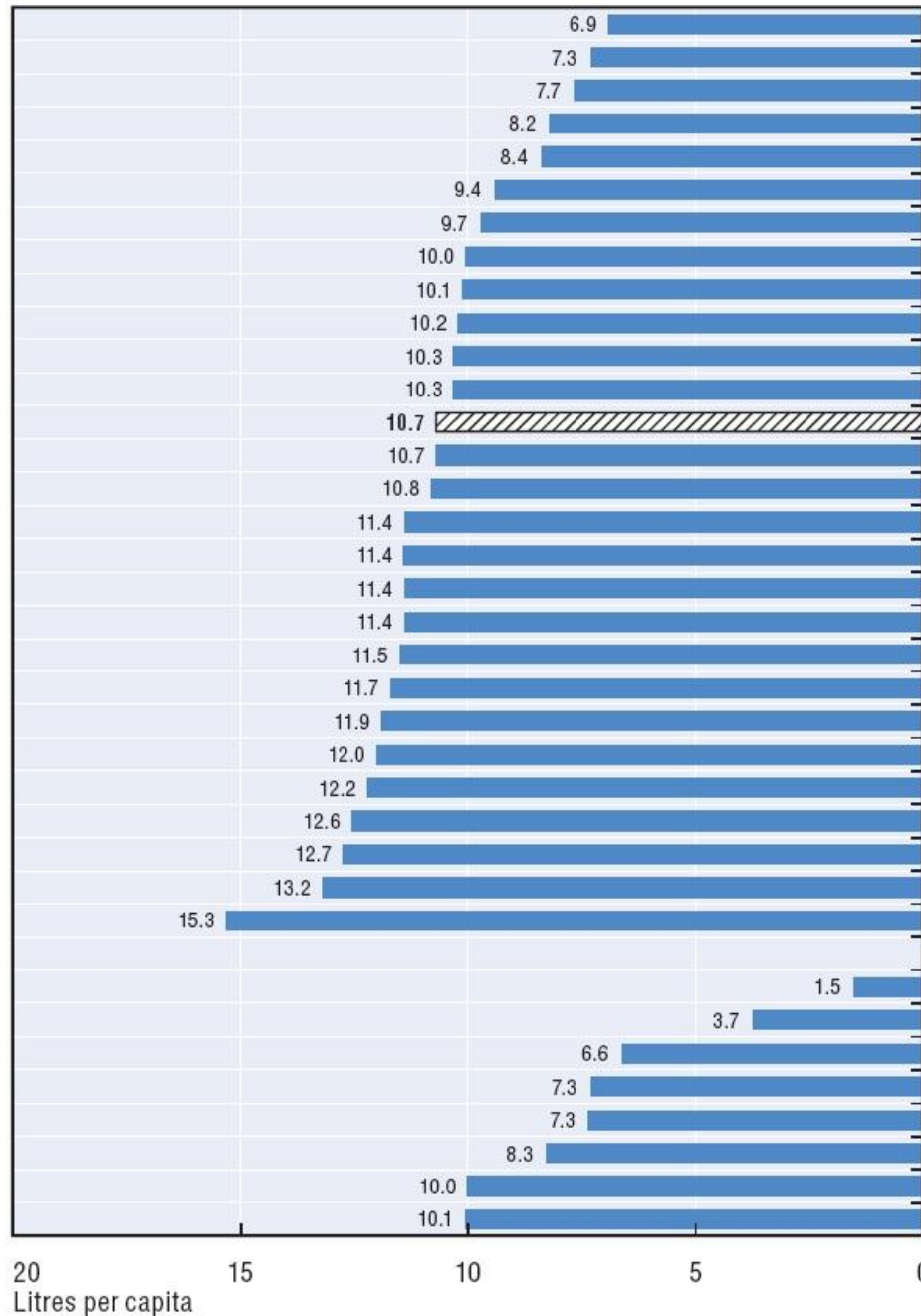
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2.6.1. Alcohol consumption among population aged 15 years and over, 2010

2010 (or nearest year)

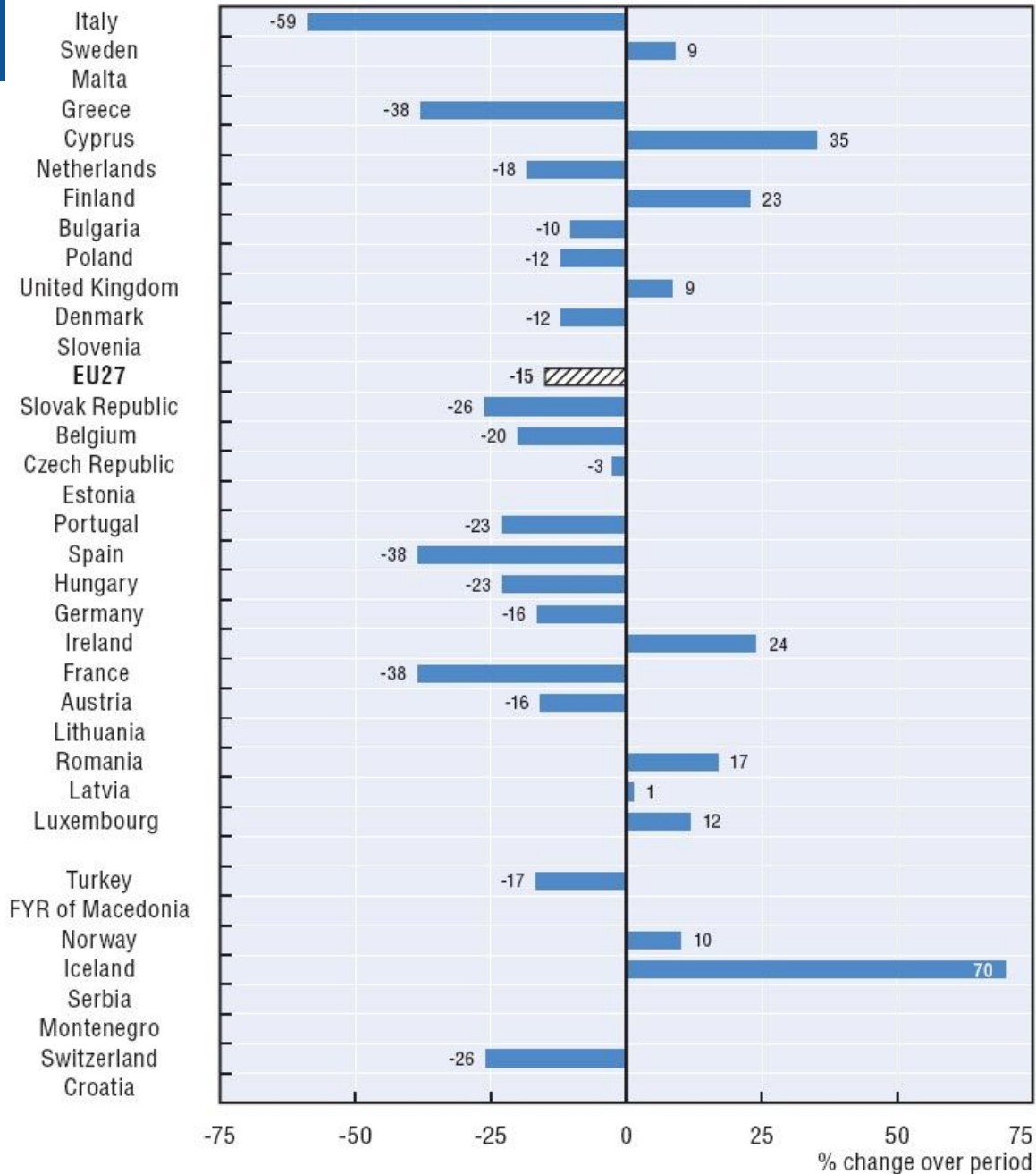
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## 2.6.1. Alcohol consumption among population aged 15 years and over, 2010 and change, 1980-2010

Change per capita, 1980-2010

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**13.9%**

of deaths caused  
by alcohol

**15.2%**

of all Disability-Adjusted Life Years  
(DALYs) caused by alcohol

**79.6%**

of net alcohol-attributable deaths  
caused by heavy drinking

**87.4%**

of net alcohol-attributable DALYs  
caused by heavy drinking

**Men aged  
15-64**

**7.7%**

of deaths caused  
by alcohol

**3.9%**

of all Disability-Adjusted Life Years  
(DALYs) caused by alcohol

**68.8%**

of net alcohol-attributable deaths  
caused by heavy drinking

**96.7%**

of net alcohol-attributable DALYs  
caused by heavy drinking

**Women aged  
15-64**

*Interventions for  
alcohol  
dependence in  
Europe: a missed  
opportunity to  
improve public  
health – Jurgen  
Rehm, Kevin D  
Shield, 2012*

# Risk factors can be modified

## Noncommunicable Diseases 4 Diseases, 4 Modifiable Shared Risk Factors

	Tobacco Use	Unhealthy diets	Physical Inactivity	Harmful Use of Alcohol
Cardio-vascular				
Diabetes				
Cancer				
Chronic Respiratory				



## EU focus



*EU alcohol strategy to support Member States in  
reducing alcohol related harm (2006)*

**HARMFUL  
USE OF  
ALCOHOL**



*Strategy for Europe on Nutrition,  
Overweight and Obesity-related health  
issues (2007)*

**NUTRITION AND  
PHYSICAL  
ACTIVITY**

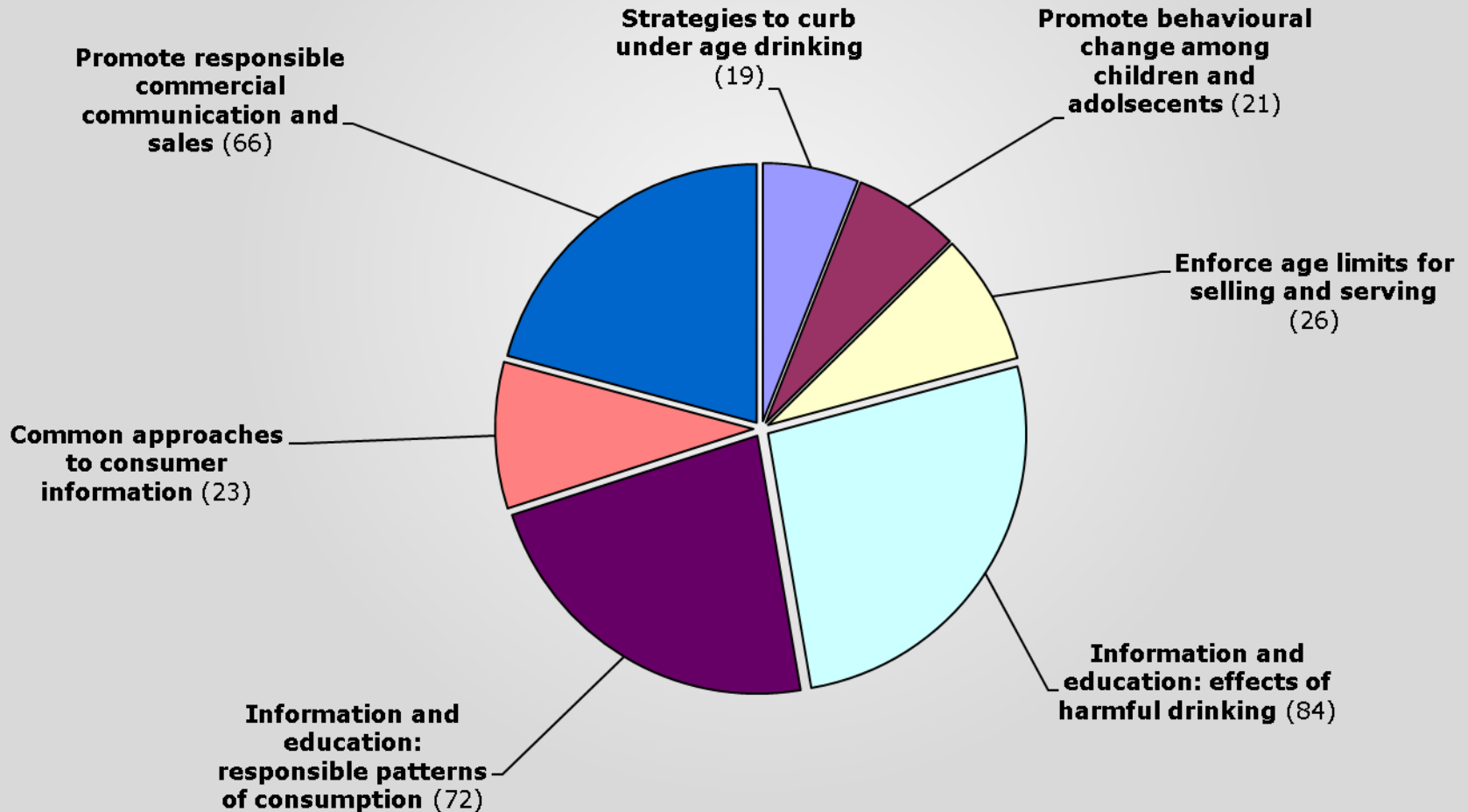


## Objectives of the Alcohol Strategy

- Protect **young people, children** and the **unborn child**
- Reduce **injuries** and **deaths** from **alcohol related road traffic accidents**
- Prevent **alcohol related harm** among adults and reduce impact on **workplace**
- Inform, educate and raise **awareness**
- Develop **common evidence base**



## Commitments by priority areas



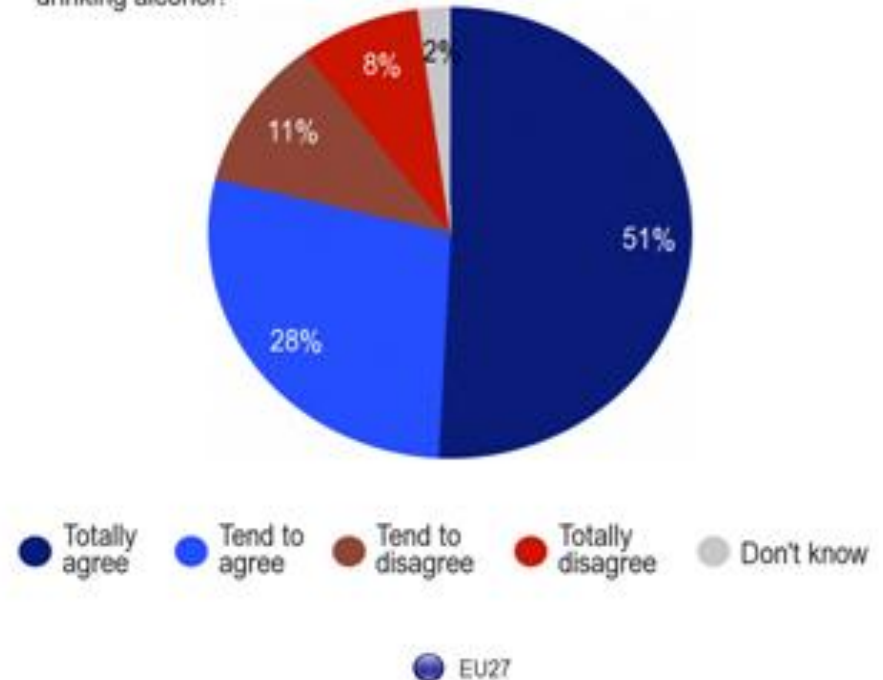
# Consumer information on alcohol packages

## Eurobarometer 331/2010

**79% respondents agree with the idea to put warnings on alcohol bottles related to pregnancy and drink driving**

- Broader range of risks to address
- Enhancing visibility aspects
- Broader communication campaigns to reinforce the messages
- Monitoring of implementation and impact

QC10a. Would you agree or disagree to put warnings on alcohol bottles with the purpose to warn pregnant women and drivers of dangers of drinking alcohol?



# Actions: consumer information on alcohol packages



- **France:**
  - warning about pregnancy-related risks mandatory since 2007
- **United Kingdom:** agreement between government and industry in 2007
  - alcohol content in “units”
  - Chief Medical Officers’ drinking guidelines
  - warning on risks related to pregnancy



**Know your limits**



**1.7  
UK  
Units**

UK Chief Medical Officers  
recommend

Adults do not regularly  
exceed:

Men	3-4 units daily
Women	2-3 units daily

**Avoid alcohol if pregnant or  
trying to conceive**

[www.drinkaware.co.uk](http://www.drinkaware.co.uk)

## Actions: consumer information on alcohol packages



**Pernot-Ricard** pregnancy warning on all products in France

**SabMiller** 3 alternative messages on all products: drink-driving, pregnancy, minimum age

**ABInBev** 'no drinking during pregnancy' and 'don't drink and drive' on the back-labels of all products produced in Europe



## Other actions by stakeholders

### European Midwives Association

- alcohol-related **education** in midwifery education: survey of content and practices (2008-2010)
- **raising awareness** of harmful alcohol consumption during pregnancy (2012-2014)

### EUROCARE

- **awareness-raising**: conferences, workshops, factsheets, website, labelling initiative (2008-2010)

### Brewers of Europe

- The Beer Pledge with 3 pillars: increasing **consumer knowledge** of beer & its responsible consumption; **responsible advertising** & marketing; **addressing alcohol misuse**

## **MORE INFORMATION:**

**[http://ec.europa.eu/health/index\\_en.htm](http://ec.europa.eu/health/index_en.htm)**



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