

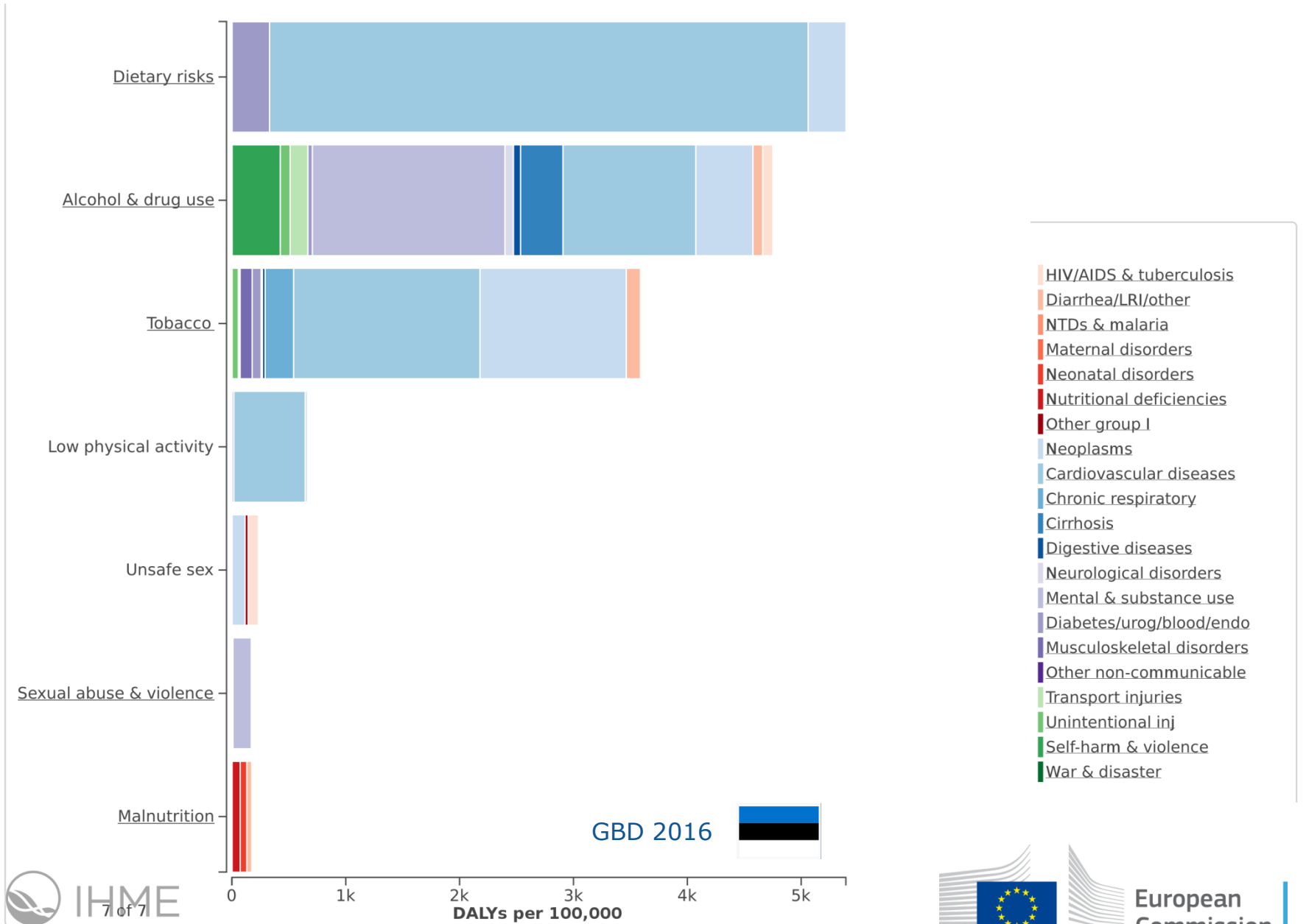


Alcohol's contribution to obesity

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Why working on these health determinants?



Alcohol consumption and health

Drinking alcohol is associated with a risk of developing such health problems as alcohol dependence, liver cirrhosis, cancers and injuries (WHO, 2014)

**The highest numbers of deaths due to alcohol consumption are from cardiovascular diseases, ...
OECD, 2015**

Drinking more alcohol than in moderation increases the risk of obesity. AHA, 2015

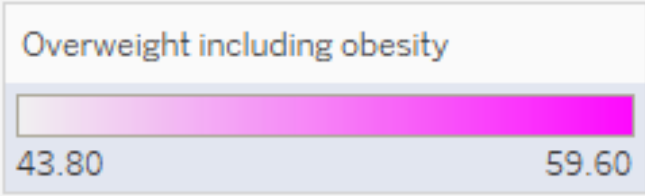
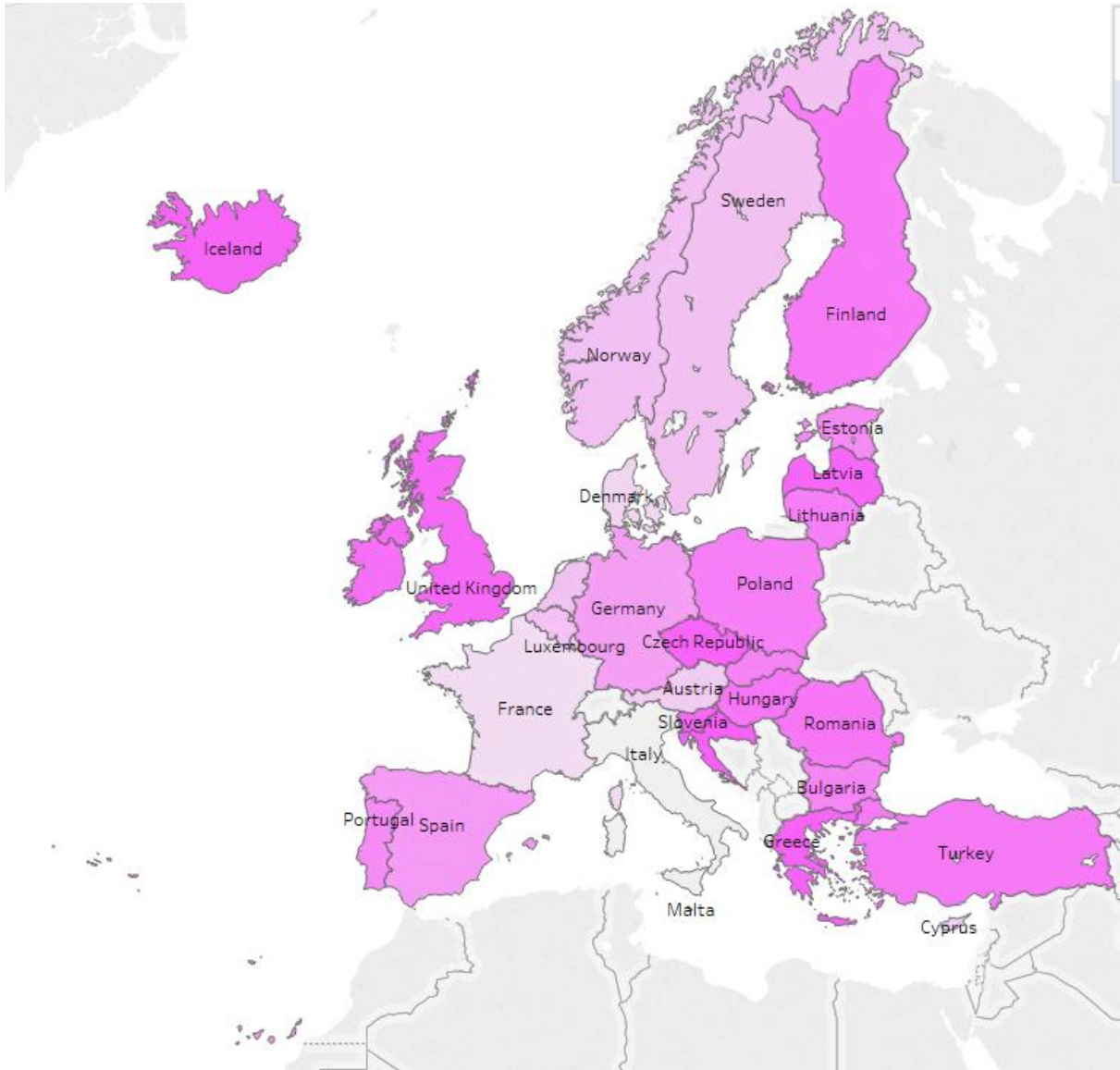
**Alcohol can interfere with foetal development and cause a range of disorders on a continuum of severity, known as foetal alcohol spectrum disorders (FASD)'
WHO, 2016**

'... excessive alcohol consumption contributes to obesity, alcoholism, suicide and accidents.' AHA, 2016

'If you drink alcohol of any type, limit your intake. Not drinking alcohol is better for cancer prevention.' European Code against Cancer, 2016

**'Alcohol suppresses both the innate and the adaptive immune systems
NIH-NIAAA, 2015**

Adult obesity & overweight in Europe

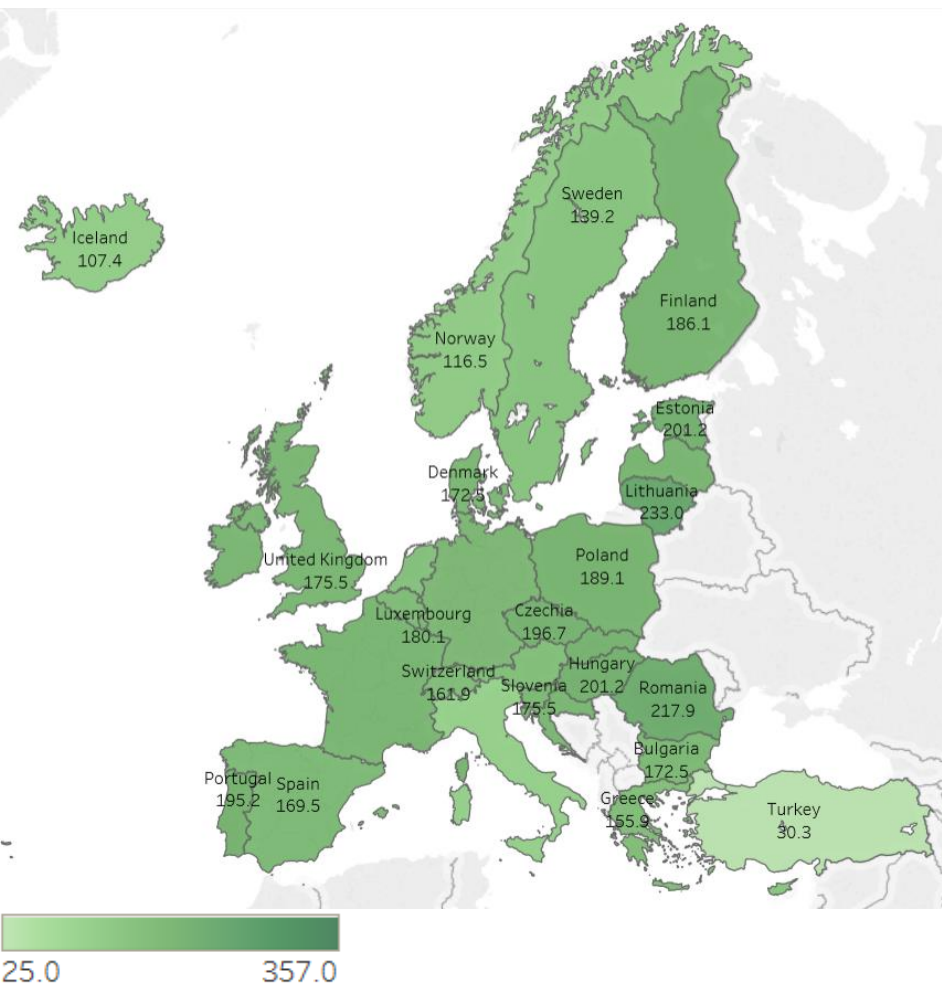


Alcohol has a high energy content, **each gram of alcohol contains ~7 Kcal (EFSA)**

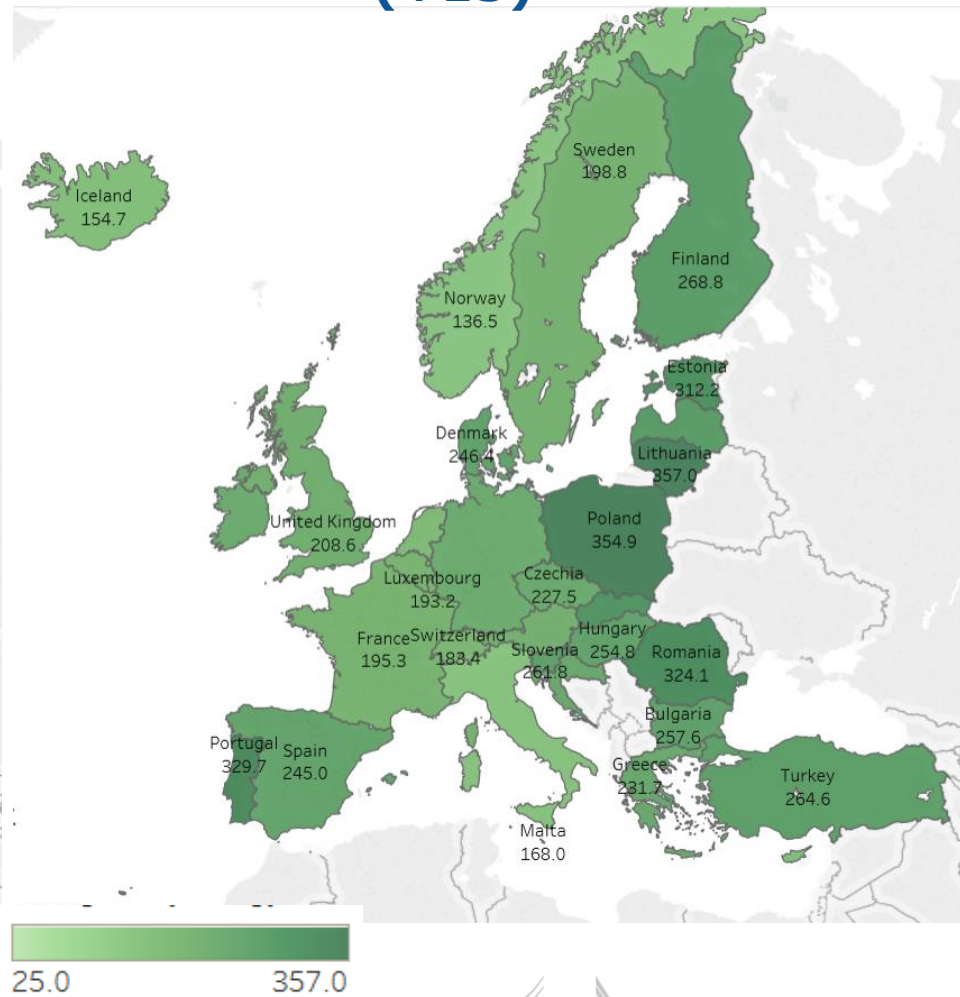
1 gram of fat = 9 Kcal
1 gram sugar = 4 Kcal

Average daily caloric intake from alcohol

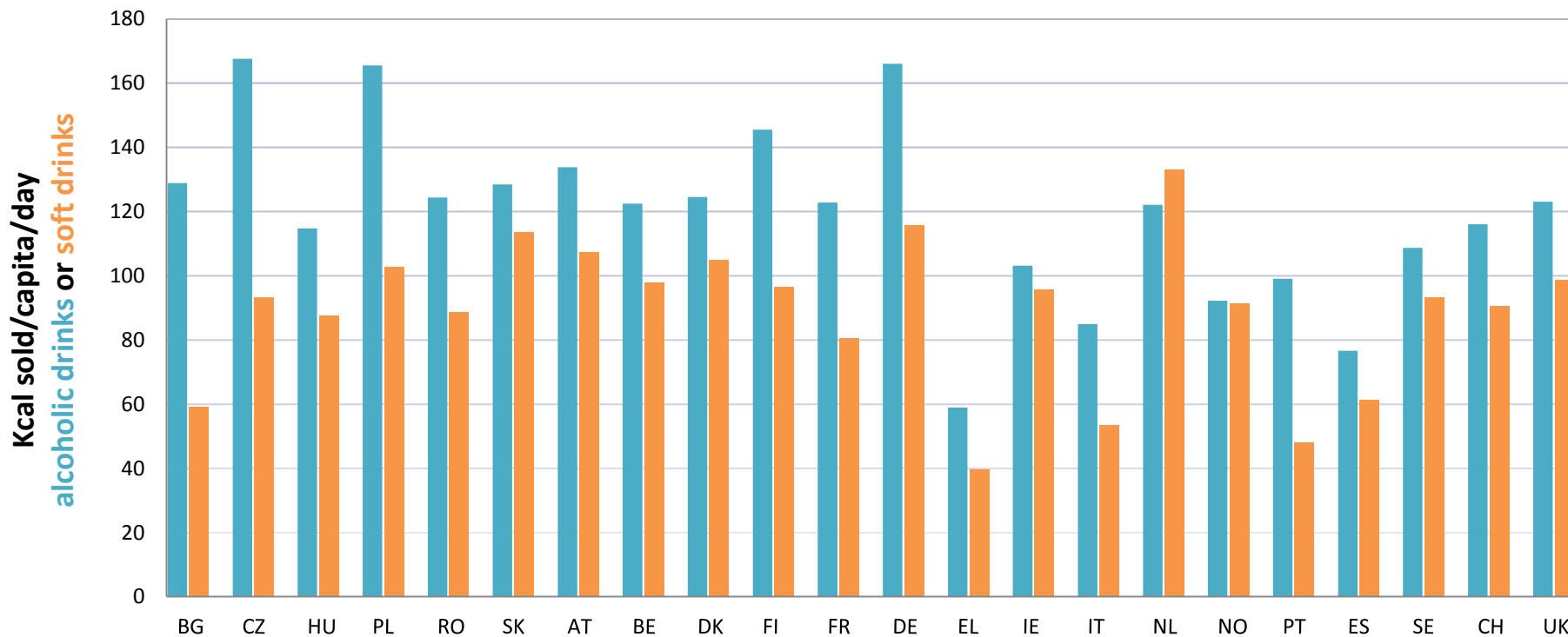
Per capita (+15)



Per capita exc. abstainers (+15)



Energy contribution (Kcal) from alcoholic drinks and soft drinks



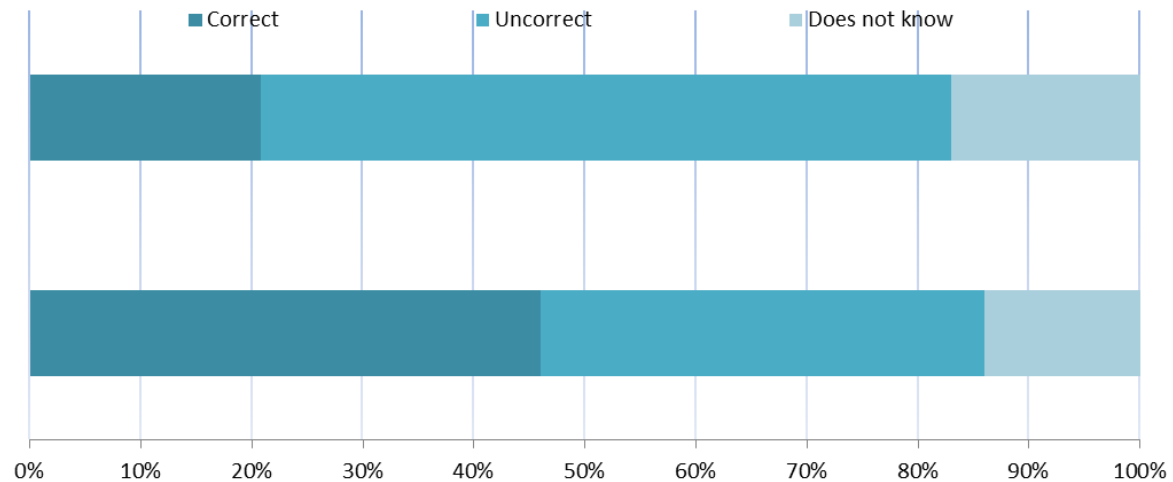
Based on 2015 sales data from
Euromonitor International, Passport: Nutrition 2017

Caloric content

A 250ml glass of wine contains roughly the same amount of calories as a 44g bar of chocolate (228 calories) (EUROCARE)

↑Wine vs Chocolat
n=674

Beer vs ↑Pizza
n=680



Based on TNS 2014*

Low-risk consumption guidance in the EU (adapted from JÁ RARHA)

Type of guidance	# countries	Countries	Guidance (range/summary)	Include alcohol free days or spreading over 3 or more days
Number of drinks	6 (5 EU MS)	BG, CY*, LU, NL*, SI, CH	4 define 'a drink' as (10-12g pure alcohol). Men: 1-3 per day. Women: 1-2 per day.	LU, CH
Standard units alcohol	7 EU MS	DK, IE, FR, IT, MT, FI, SE	Men: 1-2 standard units per day or 10-21 per week Women: 1 standard unit per day or 7-14 per week	DK, IE, FR, MT, UK
Grams alcohol	13 (12 EU MS)	BG*, CZ, DE, EE*, EL*, ES, HR*, HU*, AT, PL, PT, UK, NO	Men: 15-40g pure alcohol per day Women: 8-20g pure alcohol per day	CZ, EE, AT, PL Norway: SHOULD NOT EXCEED 5% ENERGY INTAKE
Generic message	2 EU MS	LT*, RO*	'limit intake', 'drink in moderation'	
* Indicates the guidance is included in national nutrition recommendations				

Worldwide policies addressing alcohol-related harm

REDUCE AVAILABILITY	Restrictions on sales Patrons
GUIDE CHOICE THROUGH (DIS)INCENTIVES	Taxes Drink-driving policies Pricing
ENABLE OR GUIDE CHOICE THROUGH CHANGING DEFAULTS	Marketing restrictions
PROVIDE INFORMATION	Labelling legislation Voluntary labelling Public health campaigns Recommendations and guidelines
MONITORING	Enforcement of age limits Marketing restrictions

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