

eurocare

European Alcohol Policy Alliance

Overview of Library of Alcohol Health Warning Labels

Committee on National Alcohol Policy and Action



22 May 2013

Eurocare

The European Alcohol Policy Alliance was formed in 1990 with 9 member organisation

Today:

- 55 member org
- 24 countries
- Secretariat in Brussels



The screenshot shows the Eurocare website homepage. At the top is a navigation bar with links: Home, About Us, Resources, EU Projects, Press, Contact Us, and a search box. Below the navigation is the Eurocare logo and a banner image of people celebrating. The main content area is divided into several sections:

- In focus:** 4th European Alcohol Policy Conference 21 - 23 June 2010, Brussels. This conference will be the fourth in a series of alcohol policy conferences (Warsaw 2004, Helsinki 2006, Barcelona 2008). The purpose of the conference is to promote and disseminate knowledge about current thinking on alcohol and alcohol policy matters. [See more](#)
- Upcoming events:** EC Law and trade agreements' impact on public health and alcohol policy. 25 - 26 February, Riga. The Information Day about the 2009 Calls for proposals. Third Fetal Alcohol Syndrome (FAS) Symposium 28 March 2009, Zutphen, Netherlands. WHO Consultation Meetings on Global Alcohol Strategy. [See more](#)
- Alcohol in the news:** US - Combined Measures Of Maternal Drinking Can Predict Resulting Problems In Children. Canada - Line between alcoholic, non-alcoholic drinks blurred, lawmakers told. US - Smoke, alcohol combo socks liver. Austria - Zinc May Counter Effects of Alcohol In Early Pregnancy. [See more](#)
- Our newsletter:** Subscribe. Read all issues. **Members only** section with Username and Password input fields.
- Special Topics:** EU Alcohol Strategy, Alcohol and Health Forum, Advertising, Labeling, Taxes, Alcohol Policy and the WHO, Road Safety, Alcohol and Pregnancy, Alcohol Industry, Trade and development, EU Health Strategy.
- Latest News:**
 - 09/02/2009: Public Health Programme: Information Day 2009. European commission - Executive Agency for Health and Consumers (EAHC). The Information Day about the 2009 Calls for proposals will be held in Luxembourg on 18 March 2009. (...)
 - 'Alcohol and Health Forum' Commitments Database now online. Voluntary actions made by members of the European Alcohol and Health Forum can now be viewed on an online database on the DG Sanco Website. (...)
 - 04/02/2009: Alcohol and risky sexual behaviour among young people: send contributions to DG SANCO. DG SANCO continues its discussions on sexual health for young people and has invited stakeholders to send their expressions of interest to participate in the ongoing debate. (...)
 - 28/01/2009: Eurocare is very pleased with the amendments tabled by the socialist shadow rapporteur regarding alcoholic beverages. Eurocare was very pleased to see the amendments tabled by Dorette Corbey (shadow rapporteur for the socialists) to the Commission's proposal on food information to consumers proposal. (...)

Labelling review of practices



Nutrition Facts	
Serving Size 1 cup (240 mL)	
Servings Per Container 4	
Amount Per Serving	
Calories 150	Calories from Fat 70
<small>% Daily Value*</small>	
Total Fat 8g	12%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 105mg	4%
Total Carbohydrate 12g	4%
Dietary Fiber 0g	0%
Sugars 12g	
Protein 8g	
Vitamin A 6%	Vitamin C 0%
Calcium 30%	Iron 6%
<small>*Percent Daily Values are based on a diet of 2,000 calories per day. Your daily values may be higher or lower depending on your calorie needs.</small>	
<small>Total Fat</small>	<small>Less than 80g</small>
<small>Saturated Fat</small>	<small>Less than 20g</small>
<small>Cholesterol</small>	<small>Less than 300mg</small>
<small>Sodium</small>	<small>Less than 2,400mg</small>
<small>Total Carbohydrate</small>	<small>Less than 37g</small>
<small>Dietary Fiber</small>	<small>Less than 5g</small>
<small>Calories per gram:</small>	
<small>Fat 9</small>	<small>Carbohydrate 4 • Protein 4</small>

Does NOT cause cancer and 60 other diseases

Is NOT addictive

Is NOT third leading risk factor for chronic disease

PROVIDES information to consumers



DOES cause cancer and 60 other diseases

IS addictive

IS third leading risk factor for chronic disease

DOES NOT provide any information

Health and Safety warning messages worldwide

❖ Around 20 countries (mandatory)

North America: United States, Mexico

South& Central America: Argentina, Brazil, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras

Asia: Taiwan, Thailand, South Korea

Europe: France, Germany, Russia, United Kingdom, Slovenia, Bulgaria

Africa: South Africa

Captain Morgan *Spicy Rum*

Born in 1635, Captain Henry Morgan gained the loyalty of many buccannars who followed him without question and won the respect of nobles and kings. He was knighted in 1675 for his service to England & became Governor of Jamaica in 1680.

DIAGEO North America, Inc.; 6 Landmark Square, Stamford, CT 06901

Alcohol Facts

Serving Size 1.7 fl oz
Servings Per Container 15

Calories Per Serving 100
Alcohol Per Serving 0.6 oz

*Only those carbs that cause a noted effect on blood sugar.

Amount Per Serving	
Total Fat 0g	0%
Sat Fat 0g	0%
Cholest 0g	0%
Total Carb 0g	0%
Net Carbs* 0g	0%
Protein 0g	0%

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

BARREL AGED RESERVE SERIES

NEBRASKA
Brewing Company

BLACK BETTY
IMPERIAL STOUT

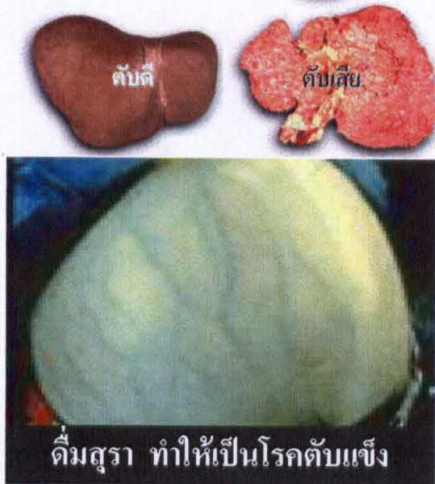
Ale Aged in Whiskey Barrels
BOTTLE CONDITIONED

Black Betty is black as night and every bit Imperial. A rich, malty experience heightened through a 6 month barrel aging in fresh whiskey barrels. Meshing rich chocolate & coffee-like aromatics, the sweet whiskey nose plays with the drying character of the oak. Slightly behind on the palate are the hops - held in restraint by the wonderfully full character and broad flavors brought on by the perfect blend of so many malted barley varieties. A decadent indulgence!

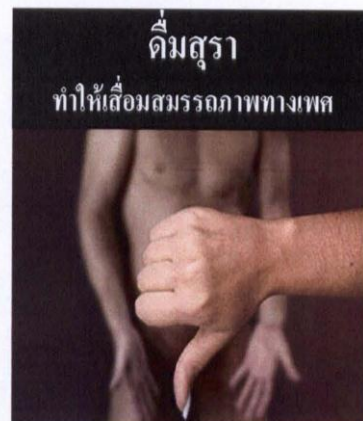
Ale. By Vol. 9.0% 83 IBU Vol. 1 Pint 9.4 FL Oz.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

- No less than 30% of the total surface area of the package



Type 3 “Drinking alcohol leads to unconsciousness and even death”



แบบที่ ๔ “ดื่มสุรา ทำให้เสื่อมสมรรถภาพทางเพศ”

แบบที่ ๑ “ดื่มสุรา ทำให้เป็นโรคตับแข็ง”

Health campaigners proposals in Australia



HEALTH WARNING



Drinking any alcohol can harm your unborn baby

If you are concerned about your alcohol consumption, call xxxx xxx xxx or visit www.xxxxxxxx.gov.au

HEALTH WARNING



Women who drink less than 2 standard drinks a day reduce their life time risk of developing breast cancer.

Standard Drinks



700mL
37.5%
ALC/VOL

INGREDIENTS: CARBONATED WATER, SUGAR, FOOD ACIDS, FLAVOUR, PRESERVATIVE, COLOUR

NUTRITIONAL INFORMATION

AVE. QUANTITY	PER 100mL	PER 100mL
Energy	301 kJ / 72Cal	301 kJ / 72Cal
Protein	3g	3g
Fat	1g	1g
Carbohydrates	2g	2g

French pictogram – since October 2007

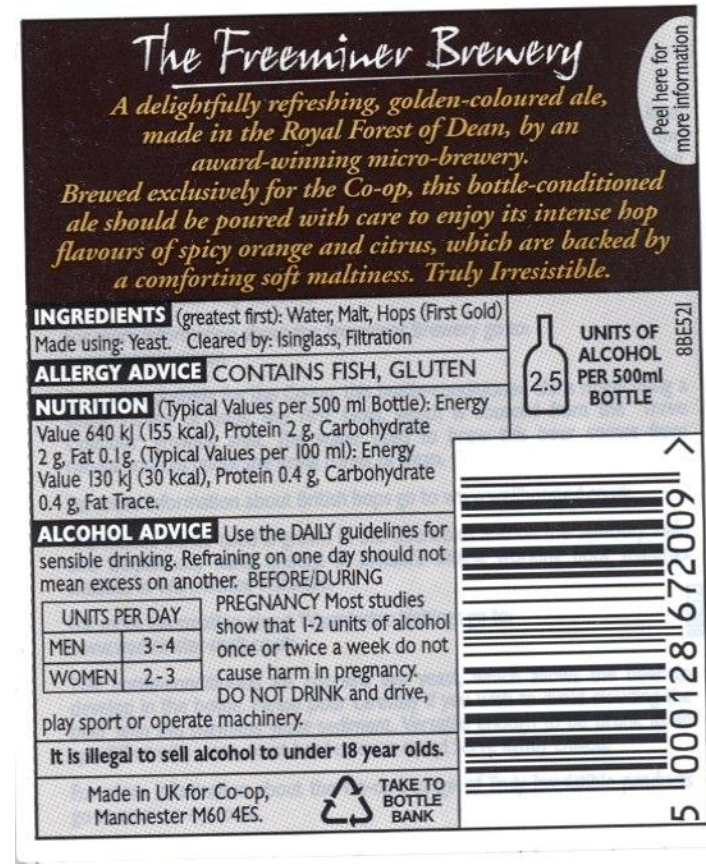


All alcoholic packages require pictogram or:

“Consumption of alcoholic beverages during pregnancy even in small amounts can seriously damage the child’s health”

Voluntary scheme- the UK example

- Campden Chorleywood Food Research Association (2008) report
- 85% of alcoholic drinks are not labelled
- When labelled – less than 3% used recommended text



Alcohol industry actions

❖ Denmark (1995):

- Alcohol content in units (revised 2009)

❖ The Netherlands (2004):

- Responsible drinking message (website)

❖ Germany (2006):

- Age limits: “Beer? Sorry, at 16 years.”
- Drinking and Driving (campaigns)
- Responsible drinking message: “Enjoy beer consciously”

❖ Lithuania (2010):

- Age limits



Alcohol industry actions

❖ SABMiller (2011)



Examples of responsible drinking messages.



❖ Anheuser -Busch InBev (2012)

- All alcoholic beverages **should be required** to state:
- Ingredients
- Substances with allergenic effect
- Relevant nutrition information like Energy value (kcal)
- Alcoholic strength (total grams)
- Health and safety warnings

Health warnings on alcohol beverages should

- Be placed in a standard location on the container
- Be parallel of the base of the container
- Be clearly separate form other information of the label i.e. be placed in boxes with thick red borders
- Size should be determined by a minimum percentage of the size of the container

Health warnings on alcohol beverages should

- Be written in capital letters and bold type
- Appear on contrasting background (red bold type on white)
- Be rotating and with sufficient vividness and strength to attract consumers
- Use message/images that are informational in style and taken from other ongoing education campaigns
- Be in official language of the country
- Be determined by European Institutions/ Agency or Ministries of Health (public body, not private)



VINEYARD CREEK

South Australia Shiraz

This wine is made from Shiraz grapes grown in Vineyard Creek valley in South Australia. The grapes have been vintaged to produce this full bodied red wine, with ripe berry characters, subtle oak and an appealing lingering finish. It is recommended that Vineyard Creek Wine should be decanted before serving.

Produced and bottled by Vineyard Creek Wines, Penfold Road, New Margill, South Australia, Australia 5061.

INGREDIENTS: Grapes, yeast, eggs, casein, isinglass, sulphites		
NUTRITIONAL INFORMATION		
AVE QUANTITY	Per glass (125 ml)	Per bottle (750 ml)
Alcohol	16.3 mL	97.5 mL
Energy	85 kcal	510 kcal
Protein	0.13g	0.75 g
Carbohydrates	0.25g	1.5g
- Sugars	0.25g	1.5g
Sodium	7.0mg	52.5mg





Nutrition Information	Quantity per Serving
Energy (kcal)	123 kcal
Fat	-
Carbohydrate	6.7g
Protein	1g
Fibre	-
Sugars	2g
Sodium	5.3g

Ingredients: Hops, Malted Barley, Maize and Water

Beer is the world's most widely consumed alcoholic beverage; it is the third-most popular drink overall, after water and tea. It is thought by some to be the oldest fermented beverage. Beer is produced by the saccharification of starch and fermentation of the resulting sugar. The starch and saccharification enzymes are often derived from malted cereal grains, most commonly malted barley and malted wheat. Unmalted maize and rice are widely used adjuncts to lighten the flavour because of their lower cost. The preparation of beer is called brewing. Most beer is flavoured with hops, which add bitterness and act as a natural preservative, though other flavourings such as herbs or fruit may occasionally be included.

Beer label made in Belgium, Brussels
By Laurent Bekaert.
See: www.bekaertdesign.com



5.2% alc./vol
52ml alc./litre
333ml

per 333ml
kcal
123



ALCOHOL CAN CAUSE CANCER

If you are concerned about your alcohol consumption, call [appropriate help line and phone number] or visit [appropriate website].



**ALCOHOL MAY HARM THE UNBORN
BABY**



**ALCOHOL MAY HARM
THE UNBORN BABY**



**ALCOHOL SLOWS YOUR REACTION
TIME - DON'T DRINK AND DRIVE**



**ALCOHOL SLOWS YOUR REACTION
TIME - DON'T DRINK AND DRIVE**



DON'T SERVE ALCOHOL TO MINORS



DON'T SERVE ALCOHOL TO MINORS



DON'T DRINK WHILE OPERATING MACHINERY



DON'T DRINK WHILE OPERATING MACHINERY



ALCOHOL INCREASES THE RISK OF ACCIDENTS AND INJURIES



ALCOHOL INCREASES THE RISK OF ACCIDENTS AND INJURIES



ALCOHOL CAN CAUSE DEPENDENCE



ALCOHOL CAN CAUSE DEPENDENCE





**ALCOHOL CAN CAUSE
MENTAL HEALTH PROBLEMS**



**ALCOHOL CAN CAUSE
LIVER CIRRHOSIS**



**ALCOHOL CAN CAUSE
MENTAL HEALTH PROBLEMS**



**ALCOHOL CAN CAUSE
LIVER CIRRHOSIS**



**DON'T DRINK
WHEN TAKING MEDICINE**



ALCOHOL CAN CAUSE CANCER



**DON'T DRINK
WHEN TAKING MEDICINE**

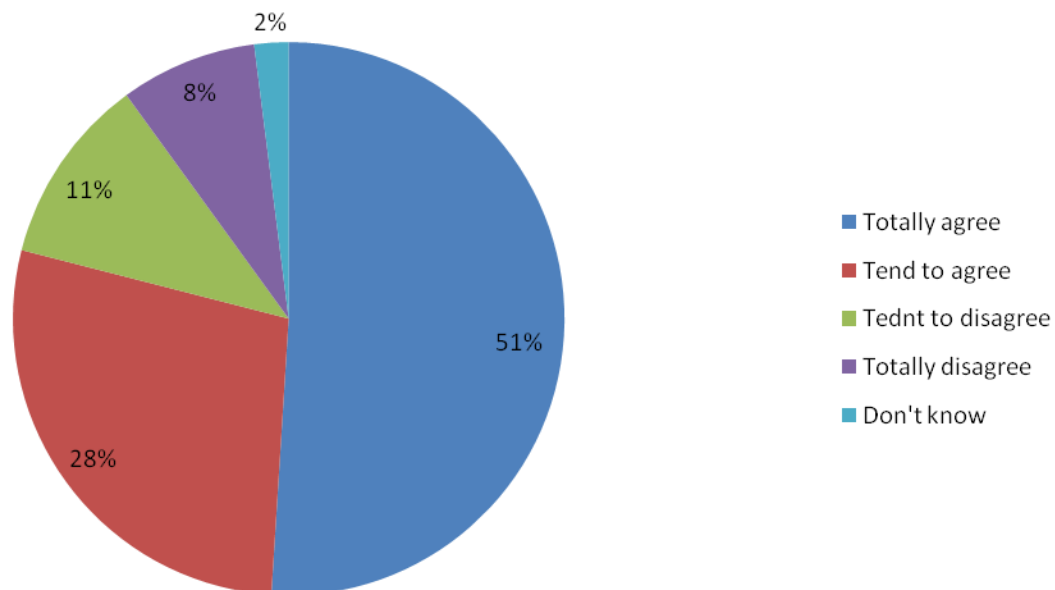


ALCOHOL CAN CAUSE CANCER

Eurobarometer 2010:

- There is strong public support **79%** for health warnings on the known risks (pregnancy and drink driving)

Health warnings on the bottles



Thank you for your attention

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