

European Framework for Action on Alcohol, 2022- 2025: Policy priorities

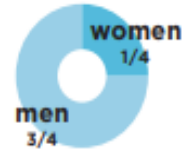
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EVID-ACTION Project Coordinator (Alcohol)

Alcohol, Illicit Drugs and Prison Health team
WHO Regional Office for Europe

Czech Republic, 30 November 2023

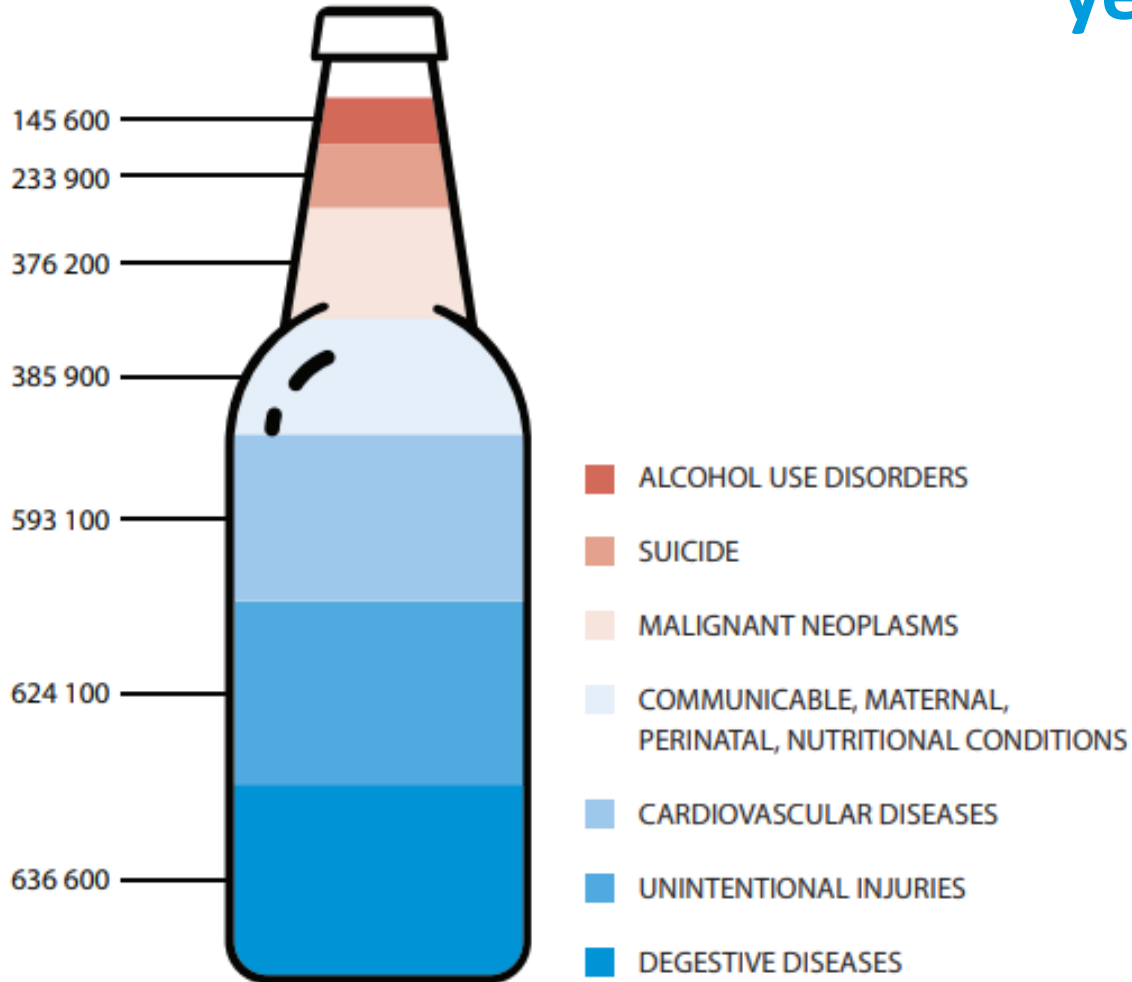


3 million deaths
6 deaths every minute
from harmful use of alcohol
every year



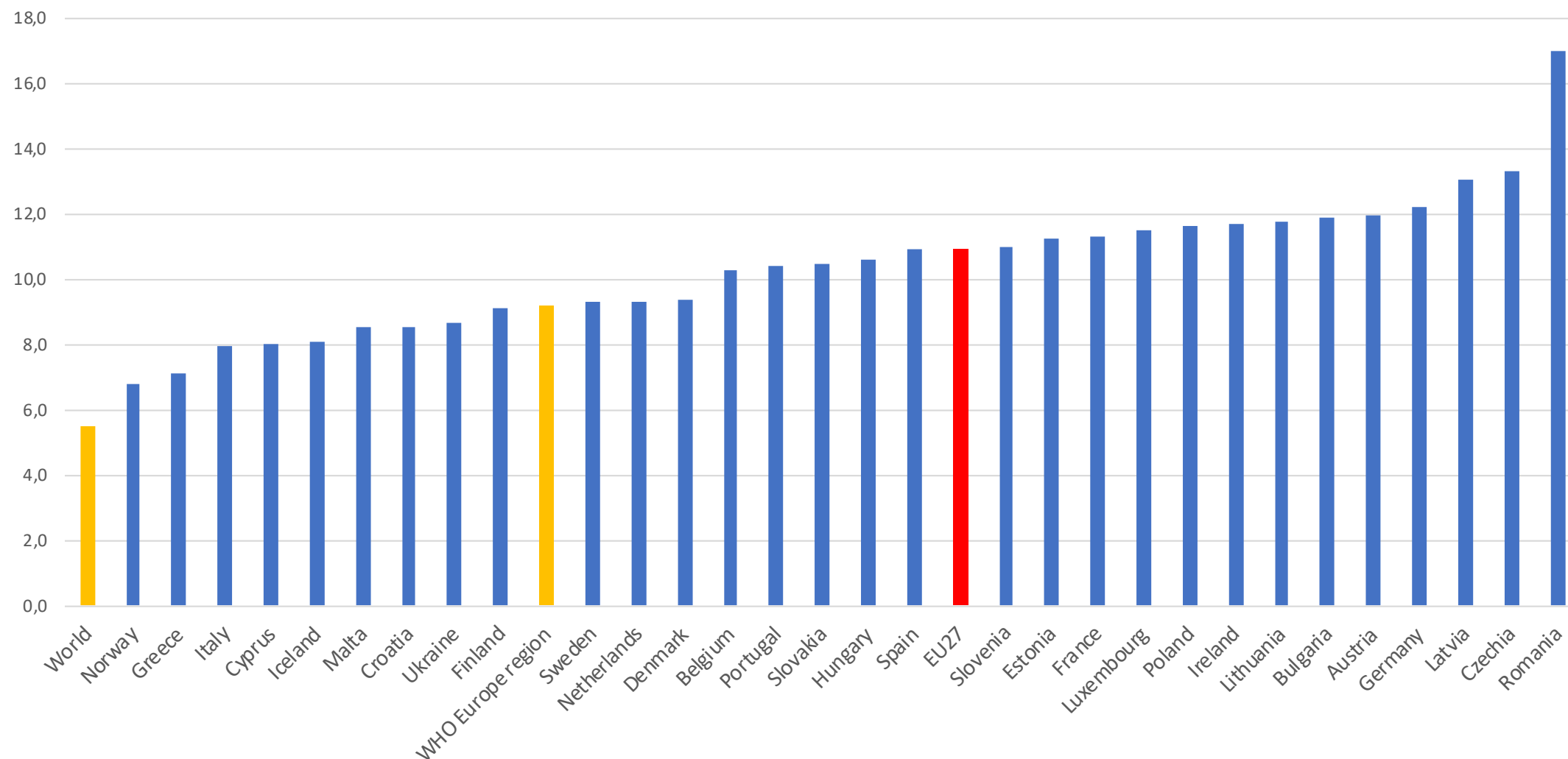
Almost 1 million deaths in the WHO European Region (every year)

- Alcohol causes more than 200 diseases and health conditions, including cardiovascular and digestive diseases, cancers and injuries
- Almost 80% of alcohol-attributable deaths are from NCDs
- Alcohol use has detrimental effects on many other health issues, thereby exacerbating health inequalities (more harm in low-income populations at the same level of consumptions)
- Every 10th death
- One quarter of all age 20-24



Out of the top 10 countries with highest drinking levels: 7 are in the EU

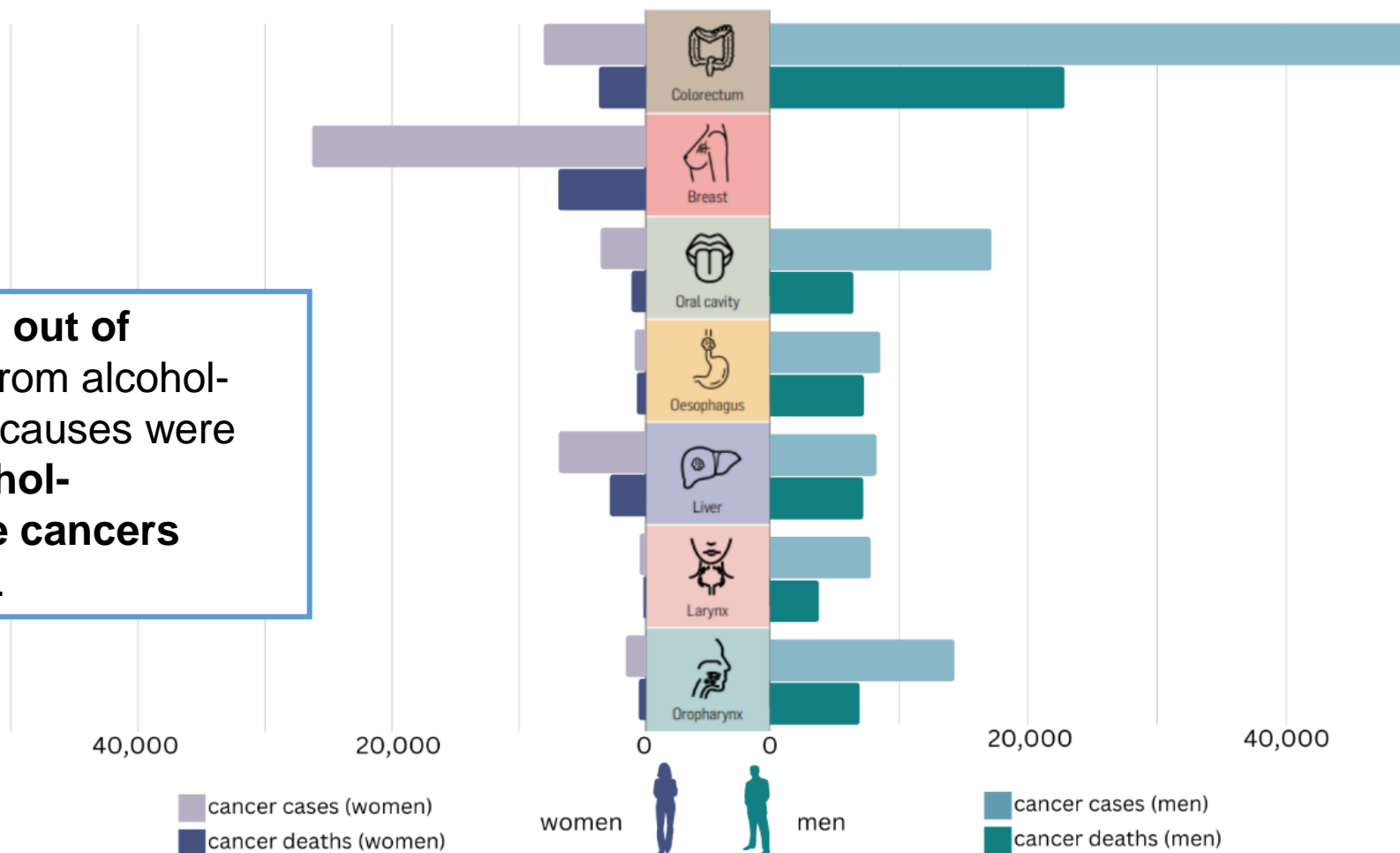
Annually, every adult (15+) in the EU drinks 11 litres of pure alcohol



Alcohol-attributable cancer cases and deaths in the EU

Alcohol-attributable cancer cases (lighter colours) and deaths (darker colours) in the EU, by sex and cancer type, 2020.

In the EU, **3 out of 10 deaths** from alcohol-attributable causes were due to **alcohol-attributable cancers** (2019 data).



Alcohol policy development

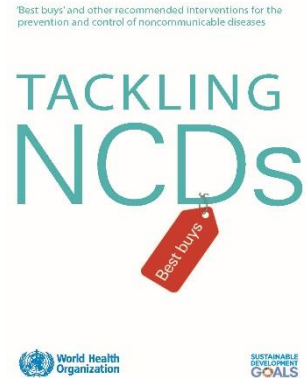
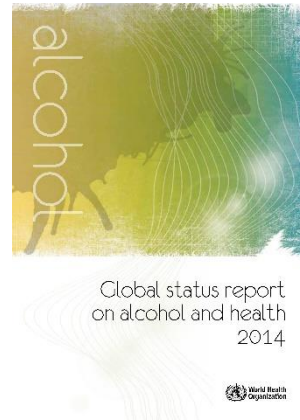
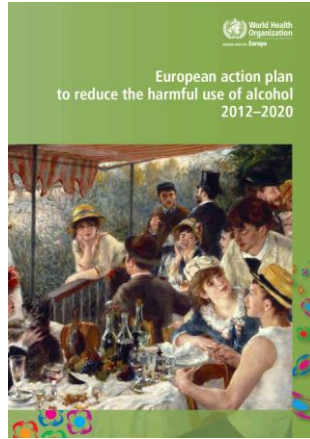


WHA58.26

WHA61.4

WHA58.26
 WHO Framework Convention on Tobacco Control (FCTC) – 2003
 The Framework Convention on Tobacco Control (FCTC) is the only international treaty that addresses the global tobacco epidemic. It was adopted by the World Health Assembly (WHA) in May 2003. The FCTC sets out a comprehensive framework for tobacco control, including measures to reduce tobacco consumption, protect people from the harmful effects of tobacco, and provide a framework for the development of national tobacco control policies. The FCTC is a landmark achievement in the history of global health and is a key instrument in the fight against tobacco.

WHA61.4
 WHO Global Strategy to Reduce the Harmful Use of Alcohol – 2011
 The Global Strategy to Reduce the Harmful Use of Alcohol (GSA) was adopted by the World Health Assembly (WHA) in May 2011. It is a comprehensive framework for alcohol control, including measures to reduce alcohol consumption, protect people from the harmful effects of alcohol, and provide a framework for the development of national alcohol control policies. The GSA is a landmark achievement in the history of global health and is a key instrument in the fight against alcohol.



2005

2008

2012

2014

2017

2021

2022

2006

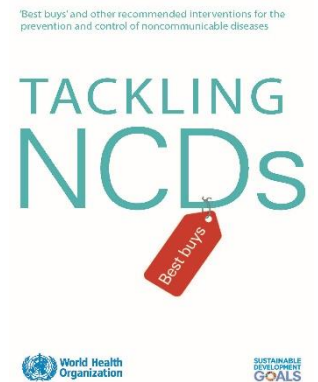
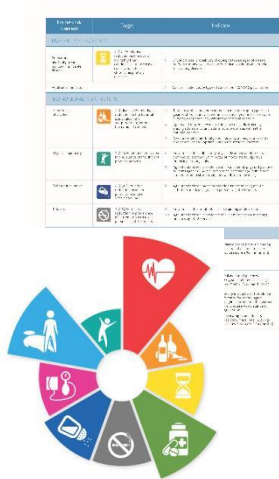
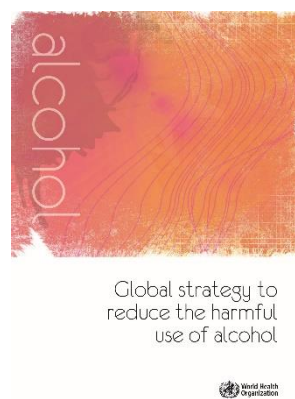
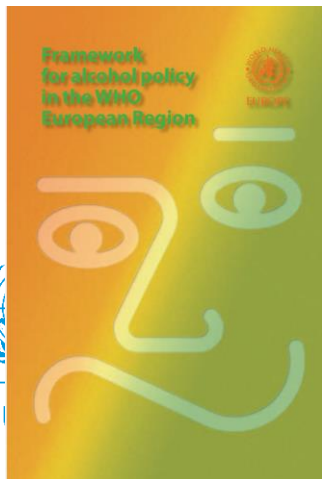
2010

2013

2015

2018

2023

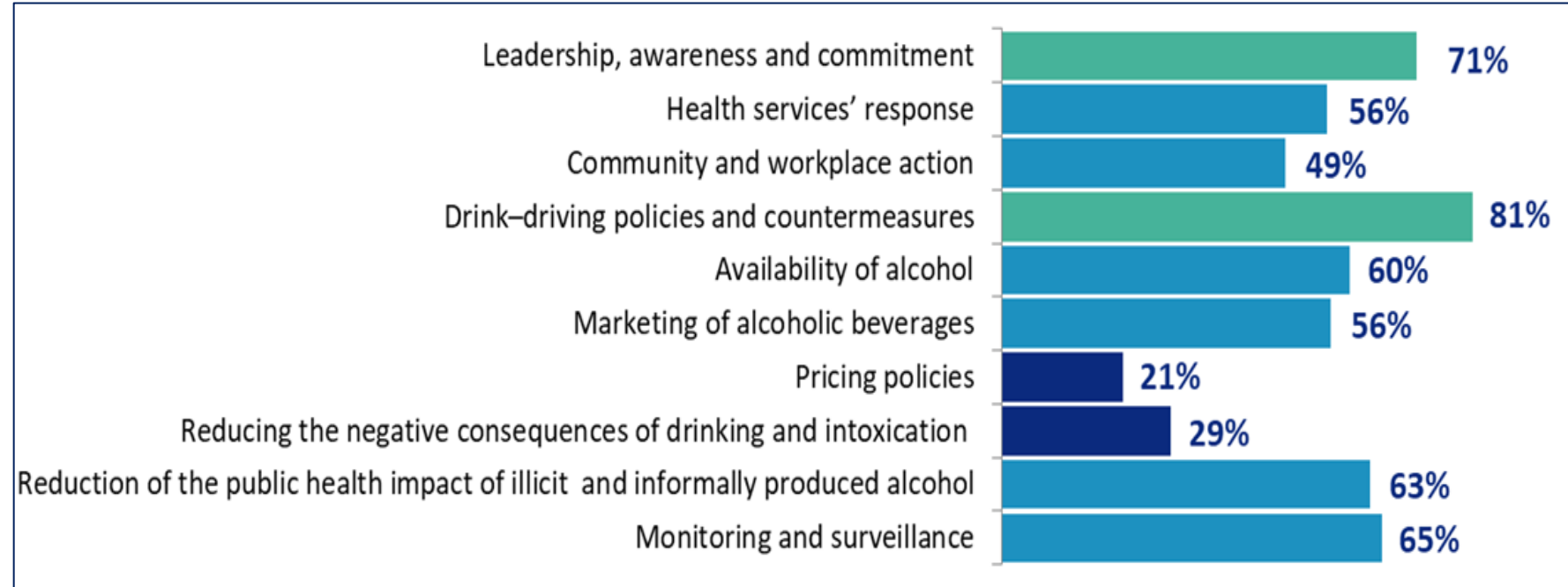


“Best Buys” Policies to reduce harm due to alcohol



- **Increase excise taxes on alcoholic beverages**
- **Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media)**
- **Enact and enforce restrictions on the physical availability of alcohol in sales outlets (via reduced hours of sale).**

Levels of alcohol policy implementation in the WHO European Region in 2016



Pricing policies were the worst-performing policy area in 2016 and 2019

Data suggest that alcohol had become more affordable in the Region because of Member States' failure to adjust alcohol taxes for inflation

Global Alcohol Action plan (2022- 2030)



World Health Organization

European Region

Regional Committee for Europe
72nd session

Tel Aviv, Israel, 12–14 September 2022

EUR/RC72/12
Provisional agenda item 10

16 August 2022 | 220604

ORIGINAL: ENGLISH



**27th May 2022
World Health
Assembly**

European framework for action on alcohol 2022–2025



Turning down the alcohol flow

Background document on the European framework for action on alcohol, 2022–2025

**14th September 2022
Regional Committee
for Europe**

EB150/7 Add.1

Appendix¹

**DRAFT ACTION PLAN (2022–2030) TO EFFECTIVELY IMPLEMENT
THE GLOBAL STRATEGY TO REDUCE THE HARMFUL USE
OF ALCOHOL AS A PUBLIC HEALTH PRIORITY**



Global strategy to
reduce the harmful
use of alcohol

**alth
tion**



European Region



Focus area 1.
Alcohol pricing



Focus area 2.
Alcohol availability



Focus area 3.
Alcohol marketing



Focus area 4.
**Health information,
with a specific focus on
alcohol labelling**



Focus area 5.
Health services' response



Focus area 6.
Community action



- Focus on reducing alcohol consumption and harms
- Includes 10% APC reduction by 2025, with at least 35 Member States being below baseline of 2010.



Co-funded by
the European Union



WHO/EU Evidence into Action Alcohol Project (EVID-ACTION)



30
countries



4
years



EUR
10 million



Co-funded by
the European Union

WHO/EU Evidence into Action Alcohol Project (EVID-ACTION):

30 countries (EU Member States,
Iceland, Norway and Ukraine)



Alcohol health
warnings



Capacity Building,
Health Literacy, Public
Knowledge and Advocacy



Screening and Brief
Interventions

Thank you!

SUSTAINABLE DEVELOPMENT GOALS



carline@who.int

<http://www.euro.who.int/alcohol>

