

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

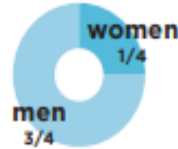
Dr Eric Carlin  
EVID-ACTION Project Coordinator (Alcohol)

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

**Czech Republic, 30 November 2023**

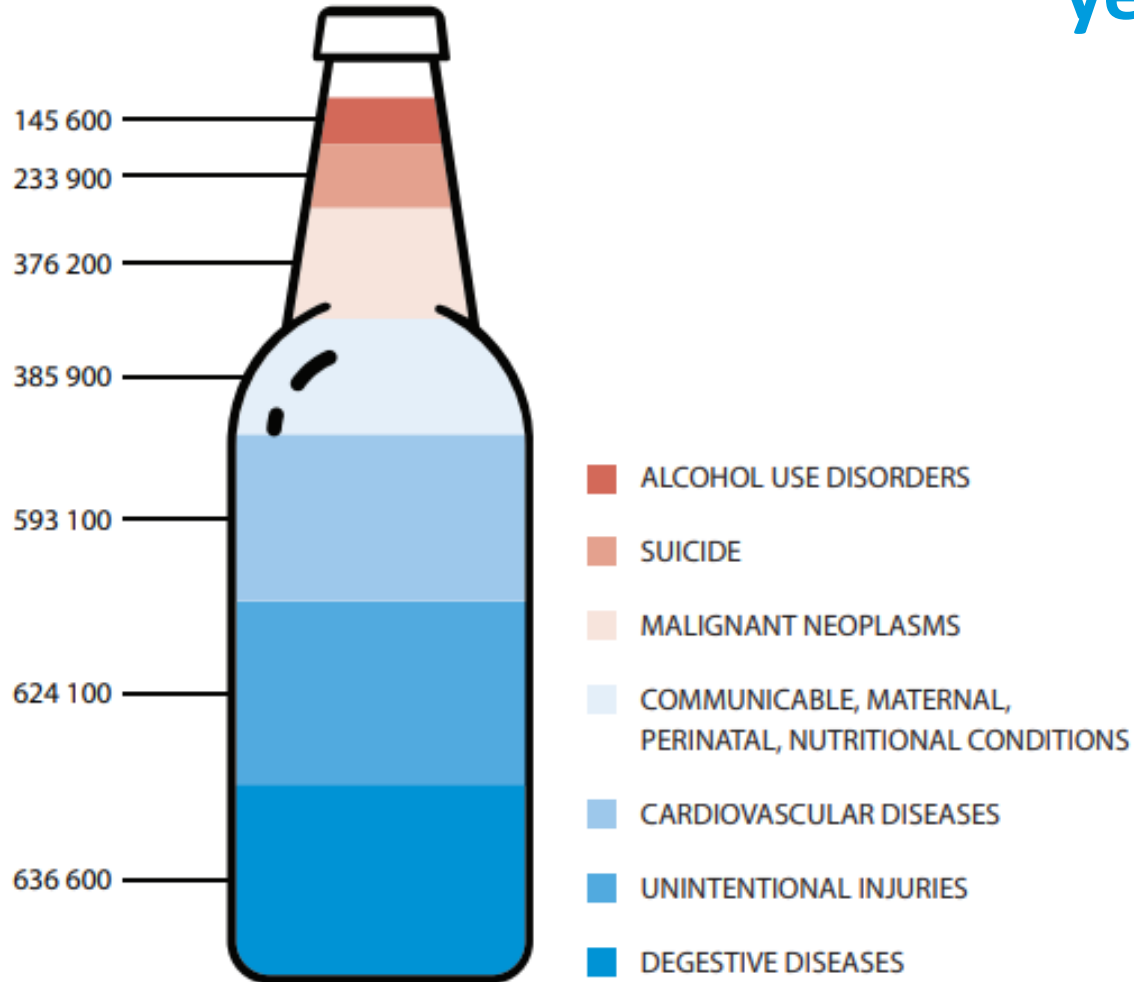


**3 million deaths**  
6 deaths every minute  
from harmful use of alcohol  
**every year**



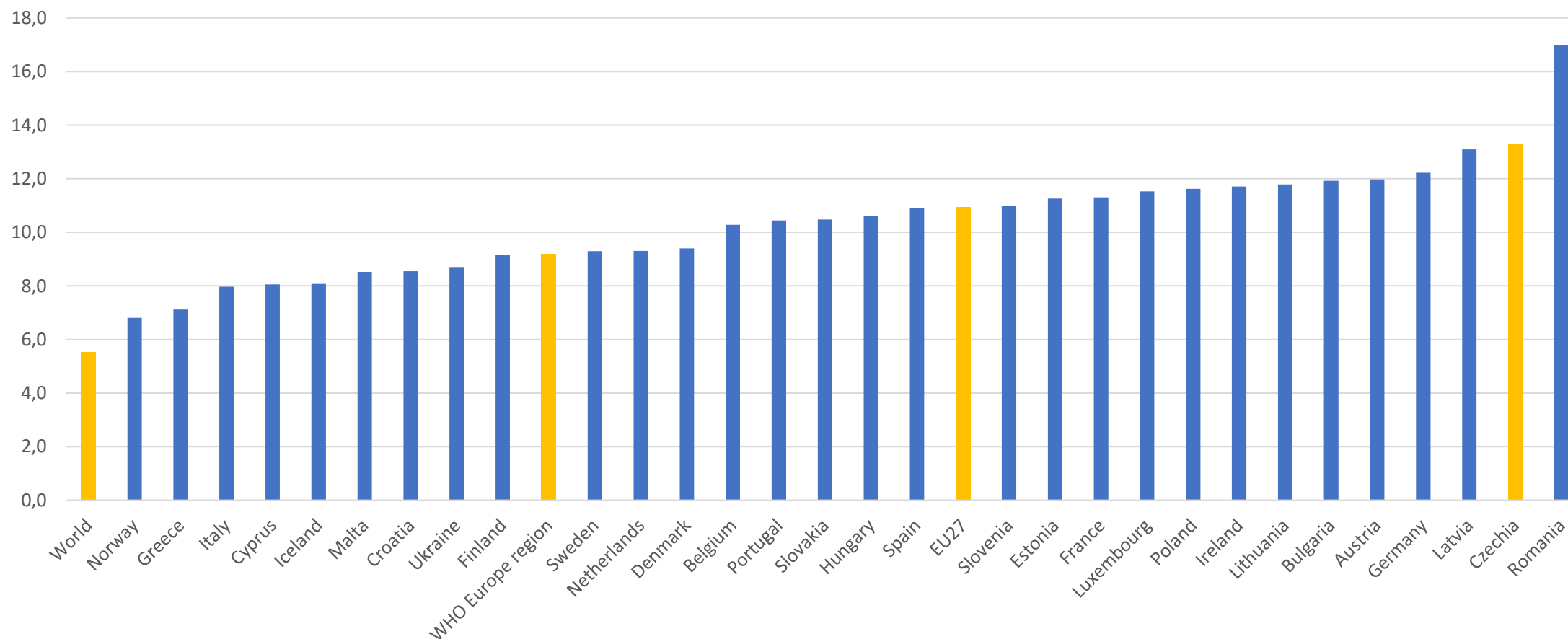
## Almost 1 million deaths in the WHO European Region (every year)

- 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 10<sup>th</sup> death
- One quarter of all age 20-24



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

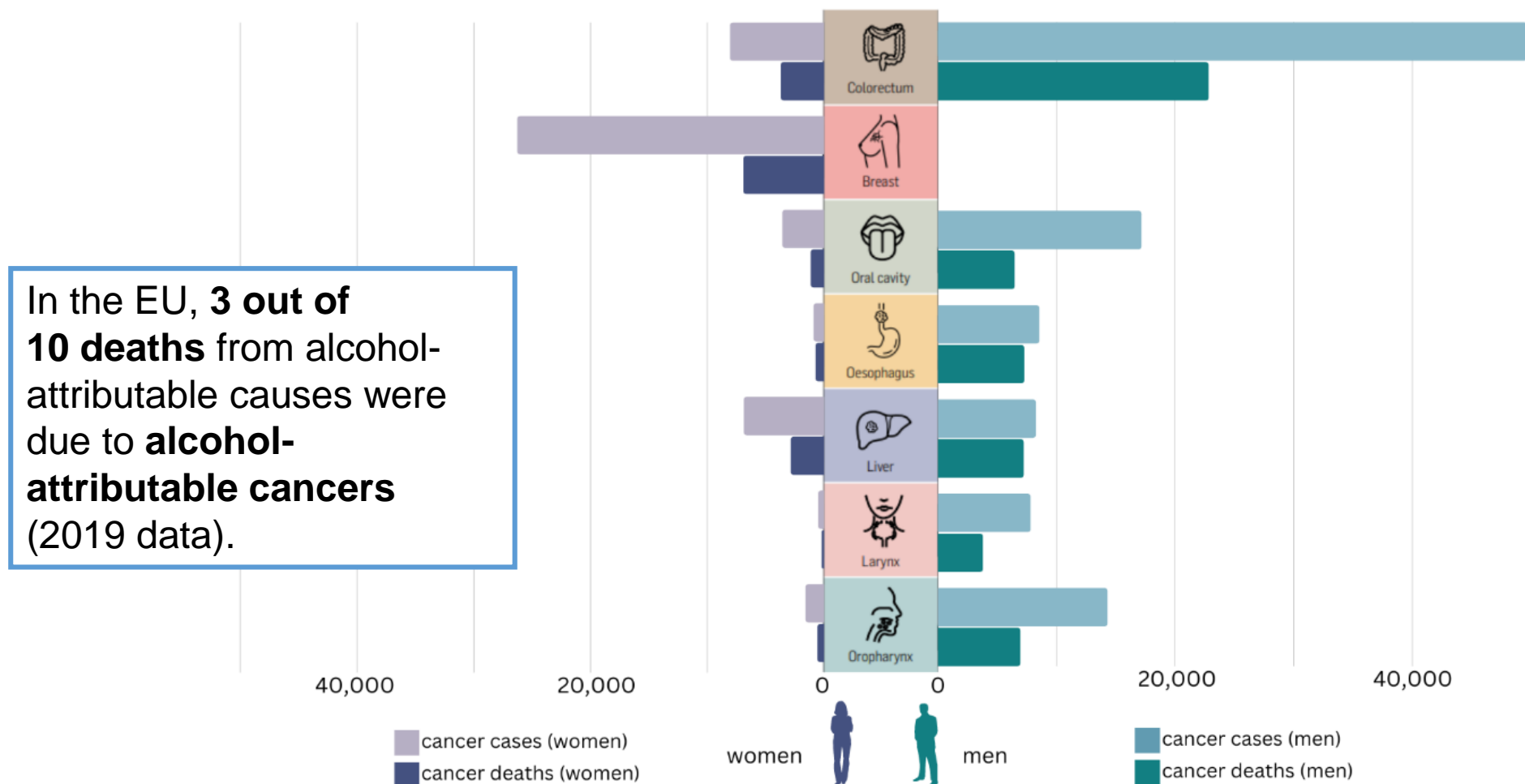
Annually, every adult (15+) in the EU drinks 11 litres of pure alcohol



Source: [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/total-\(recorded-unrecorded\)-alcohol-per-capita-\(15-\)-consumption](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/total-(recorded-unrecorded)-alcohol-per-capita-(15-)-consumption) (2019 data)

# 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.



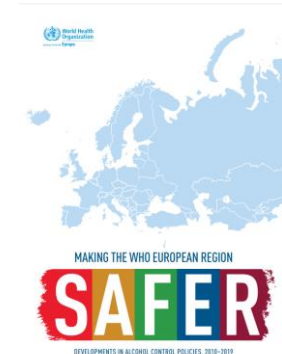
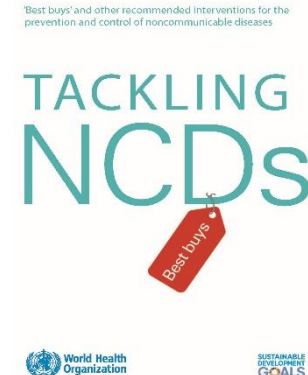
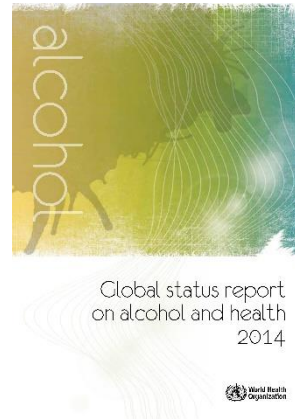
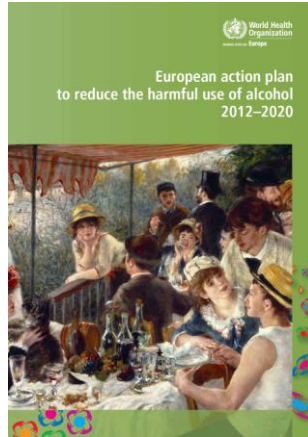
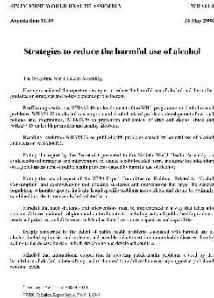
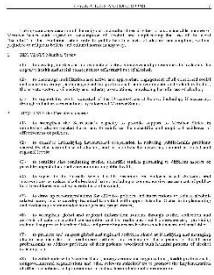


# Alcohol policy development



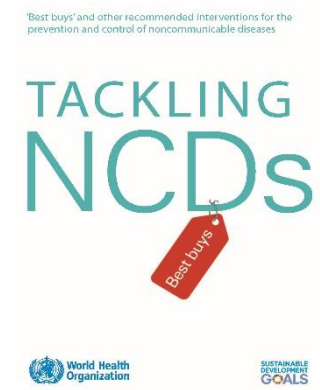
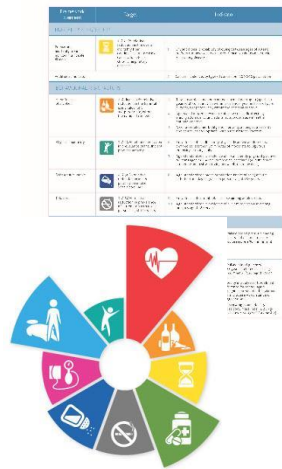
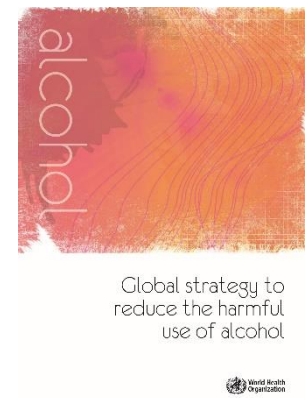
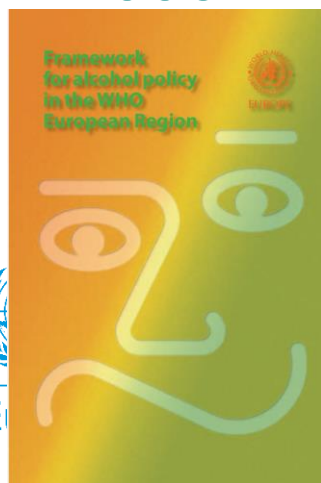
WHA58.26

WHA61.4



2005 2008 2012 2014 2017 2021 2022

2006 2010 2013 2015 2018 2023

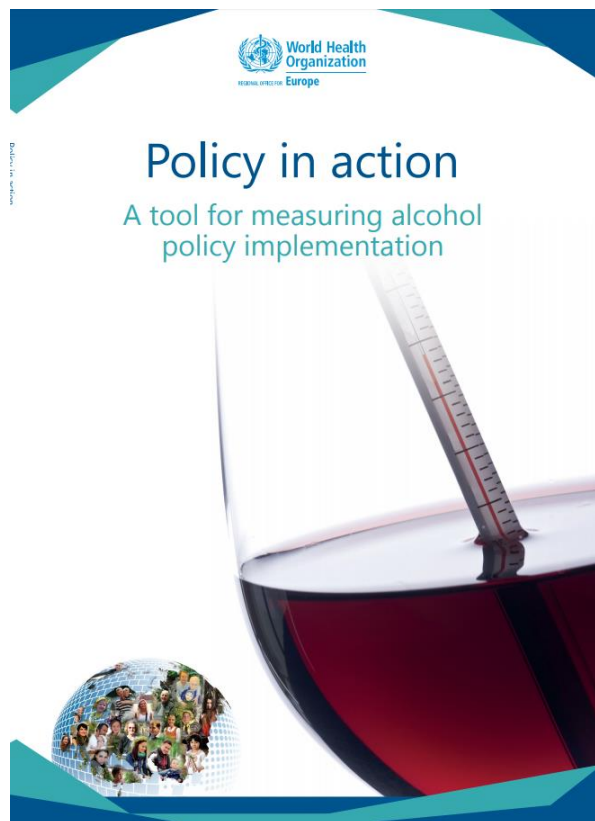


# **“Best Buys” Policies to reduce harm due to alcohol**



- **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**

# Pricing policies: cost-effective but least implemented



**R**aise **prices on alcohol**  
through excise taxes  
and pricing policies

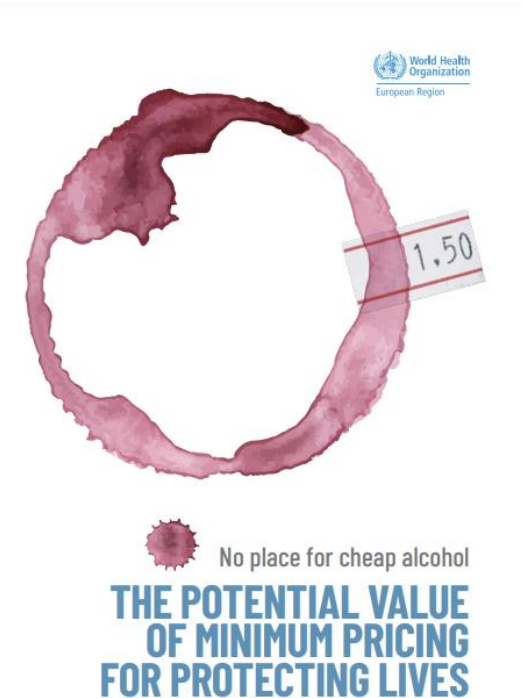


2021



Tax most cost-effective

2022



Complementary, not alternative



**Purpose of MUP in Scotland:** To reduce the consumption of alcohol, **particularly among hazardous and harmful drinkers**, leading to reduction in alcohol-related harm

**Sets floor price of 50p for 'unit' of alcohol**

**1 unit = 8mg (10ml) of pure alcohol (ethanol)**

**Units = strength (ABV) x volume (ml) ÷ 1,000**

**Legislation passed in 2012**

**Implemented in 2018**



**Evaluation in 2023 of 2.5 year of operation:**

- Deaths directly caused by alcohol reduced by 13.4%
- Hospital admissions reduced by 4.1%

# 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



**14<sup>th</sup> September 2022  
Regional Committee  
for Europe**

*EB150/7 Add.1*

Appendix<sup>1</sup>

**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

## Turning down the alcohol flow

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



### 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](mailto:carline@who.int)

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

