



“EU-wide strategies for alcohol prevention”

Preliminary words

Dr. Amador Calafat

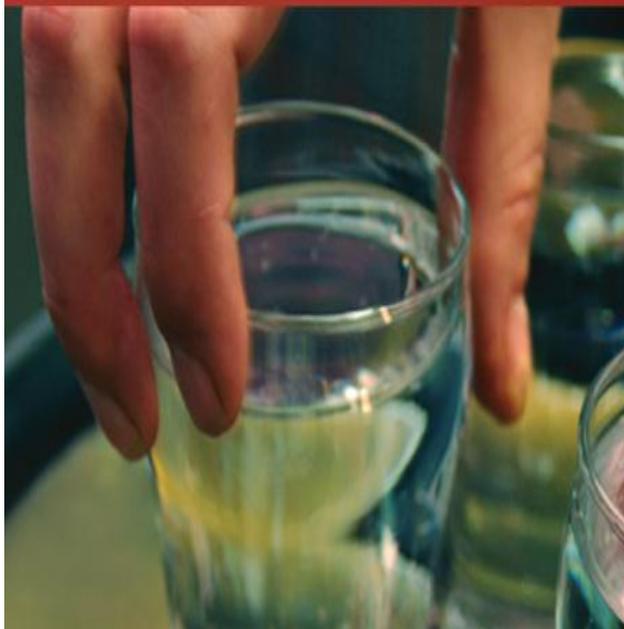
Prof. Elisardo Becoña

Dr. Joan Ramón Villalbí



Alcohol in the European Union

Consumption, harm and policy approaches



Assessment of young people's exposure to alcohol marketing in audiovisual and online media

Eleanor Wimpenny, Sunil Paril, Marc Elliott, Lidia Villalba van Dijk, Saba Hinrichs, Theresa Marteau, Ellen Nohr

September 2012



Alcohol Policy in Europe: Evidence from AMPHORA

Edited by Peter Anderson, Fleur Braddick, Jillian Reynolds and Antoni Guàrdia



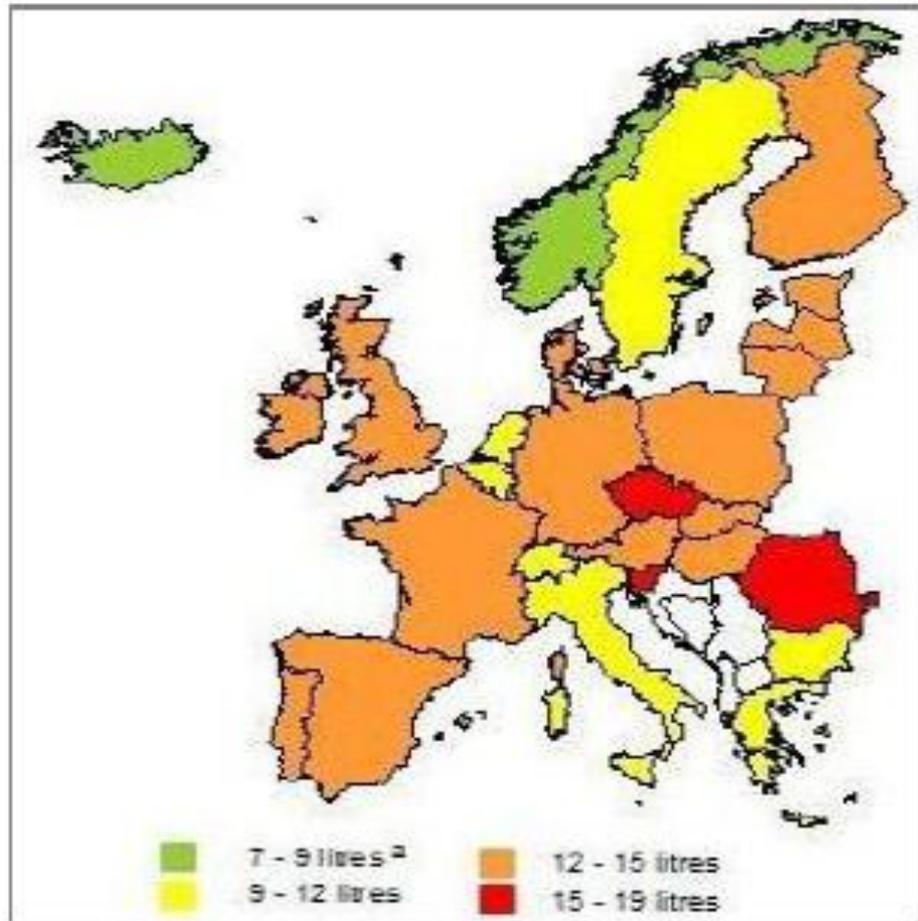
The situation in the European Union

- We drink more than twice the world's average.
- It has been estimated that, in 2004, almost 95,000 men and more than 25,000 women (aged between 15 - 64 years) died prematurely of alcohol-attributable causes.
- The consumption rates (an annual consumption of around 11 litres of pure alcohol per person aged 15 years and older) are stuck for the last ten years.
- Improvement has not occurred, probably because most of the political and policy initiatives have not taken into account what the evidence says (From Amphora e-book introduction).

There is a constellation of casual factors implicated

- genetic
- substance availability
- Culture, tradition, fashions,...
- social norms
- Economic interests
- personal skills,
- Parenting styles
- Prevention and policies
- etc...

Fig. 3. Adult (15+ years) per capita alcohol consumption in litres of pure alcohol, EU countries, 2009

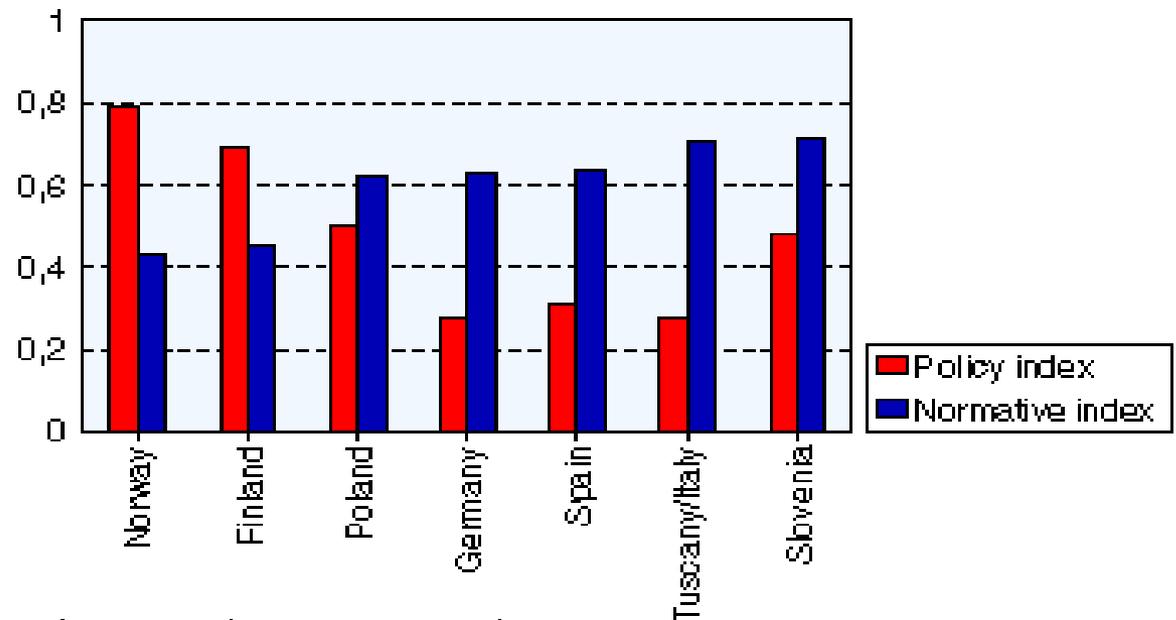


^a Includes Malta, with 8.0 litres pure alcohol consumption per capita.

Different countries don't drink the same quantities and don't drink in the same way.

There is a slow tendency to drink in similar patterns around Europe.

Figure 2. Indices for the strictness of formal and informal rules for drinking behaviour in 7 countries

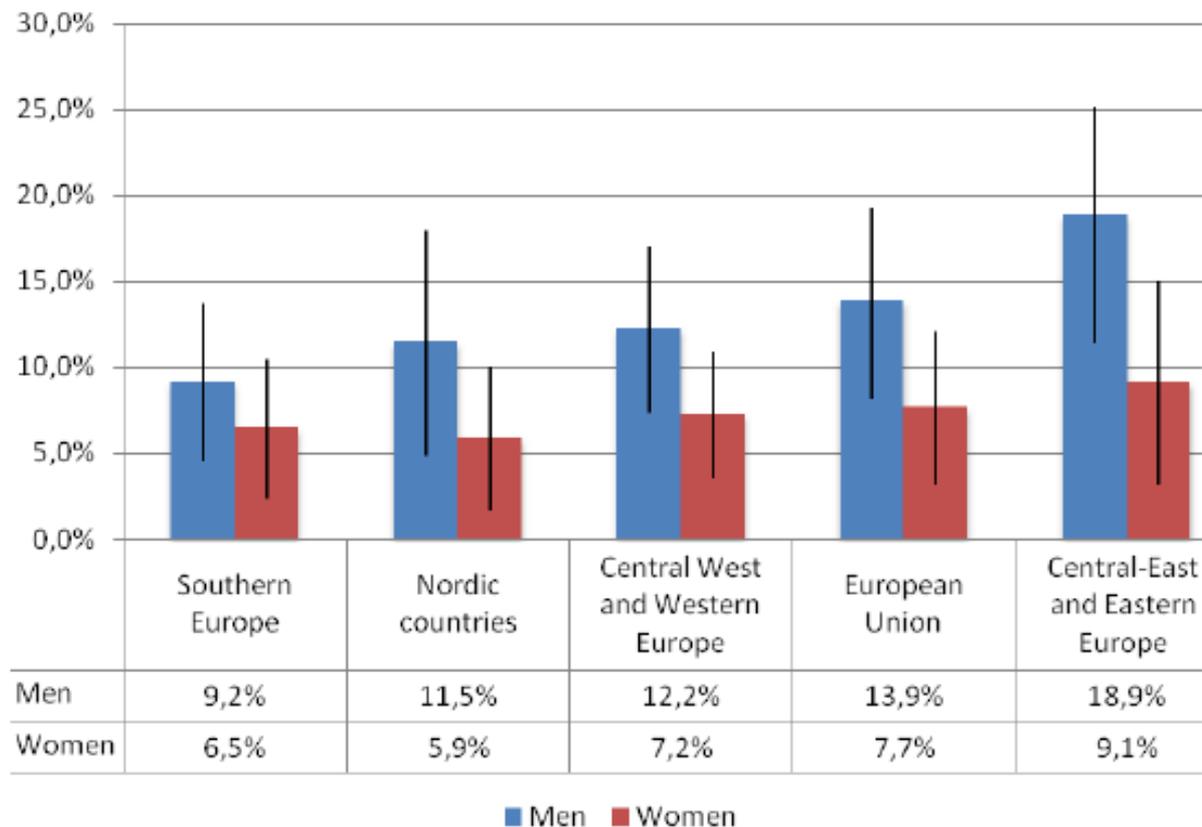


Take home messages

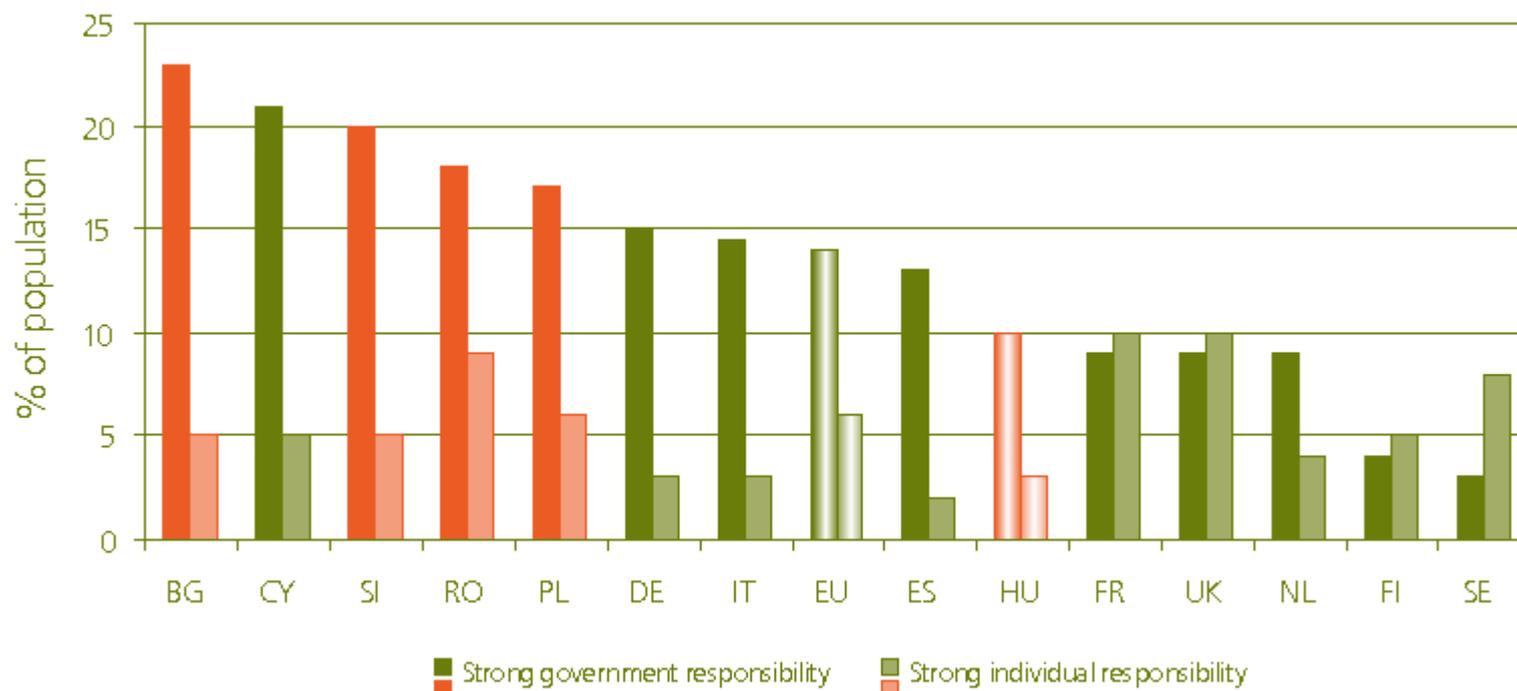
1. Areas of relatively uniform alcohol cultures seem to exist in Europe.
2. In Europe, norms for alcohol consumption generally seem to be more restrictive in southern countries than in the northern countries.
3. There seems to be a complementary relation between the informal norms for alcohol consumption and the formal alcohol policy in the European countries: where the norms are restrictive the policy is relatively liberal, and vice versa.

Sturla Nordlund,
2012

Figure 1. Proportion of all premature deaths (defined as deaths in people 15-64 years of age) in the EU caused by alcohol consumption by sex and region

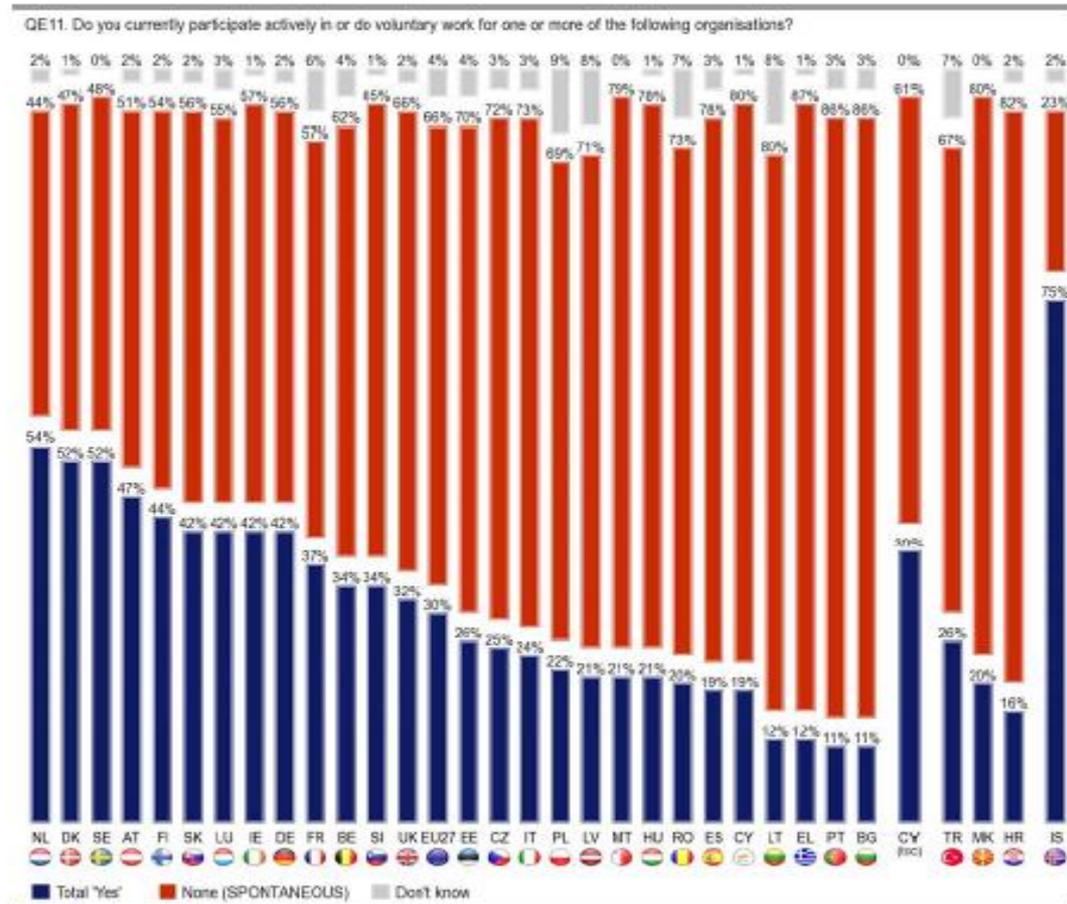


“People should take more responsibility to provide for themselves, rather than the government taking more responsibility to ensure that everyone is provided for”.



voluntary work

- Highest volunteer percentage in the Netherlands (54%), Denmark (52%) and Sweden (52%).
- It is least common in Greece, where 87% do no voluntary work, Portugal (86%), Bulgaria (86%), Cyprus (80%), Lithuania (80%), Malta (79%) and Spain (78%).



The real value of alcohol excise duty has decreased across the EU since 1996

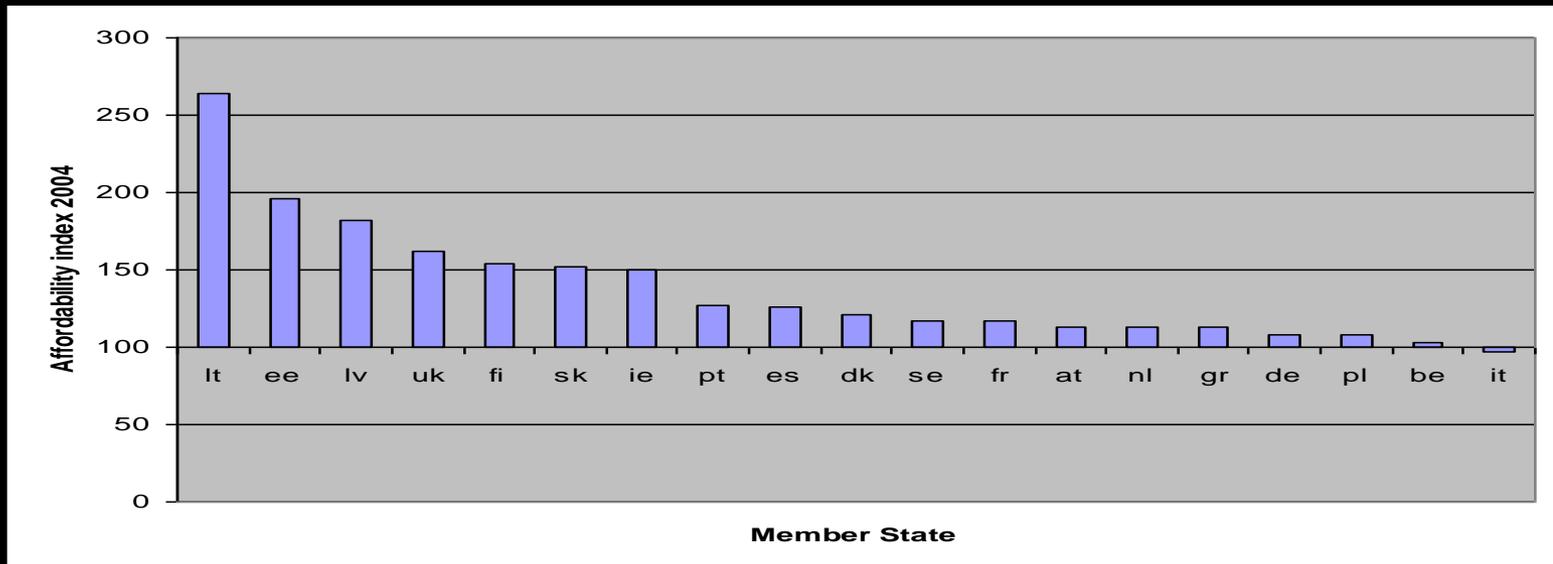
- Great variability is found in the excise duty rates on alcoholic beverages in individual MS
- Some decrease in the *real value* of excise duty in most countries
- Some of this change due to high-taxation countries experiencing downward pressure on their excise duty rates following the expansion of the single market and accession of low-taxation new Member States
 - e.g. sharp decline in alcohol excise duties in Finland in 2004, when neighbouring Estonia (a low-taxation country) joined the EU;

Alcohol affordability has gone up in most EU countries

- Affordability is a function of relative price and disposable income:

$$\text{affordability_index} = \frac{\text{real_diposable_income_index}}{\text{relative_alcohol_price_index}} * 100$$

- Affordability of alcohol has increased in all countries since 1996, apart from Italy
- Across the EU 84% in the change in affordability can be attributed to changes in disposable income; 16% to changes in prices.



We find a positive relationship between alcohol consumption and two measures of harm

- A significant body of research demonstrate a link between alcohol consumption and harms
- We find a statistically significant, positive relationship between consumption and two measures of harm: fatal traffic accidents and traffic injuries
- A 1% increase in consumption is associated with:
 - 0.86% increase in fatal traffic accidents
 - 0.61% increase in traffic injuries.

Ads by Google

[Hard To Find Records](#)

Need those hard to find files? We can help. One low fee, \$39.95!

[Personal-Court-Records](#)

People searches Background checks

Back issue: Tuesday, 20th December 2005 [Change Date](#) [Latest Issue](#)

- Sections**
- Top Stories
- Scotland
- UK
- International
- Sport
- Business
- Politics
- Sci-Tech
- Health
- Entertainment
- Opinion
- Obituaries
- Games
- Article Index
- Other Sections**
- S2 Tuesday
- NewsStand
- Back Issues
- Other Sites**
- News
- Sport
- Business
- Scotland on Sunday
- Evening News
- Heritage & Culture
- Living
- Money

Top Stories



THE SCOTSMAN
Tue 20 Dec 2005

Ministers have said that all Scots are responsible for tackling the nation's heavy-drinking culture.
Picture: Graeme Robertson

Printer friendly Send to friend

Drink deaths jump 350% in 20 years

HAMISH MACDONELL

SCOTTISH POLITICAL EDITOR

THE extraordinary rise in Scotland's alcohol culture was exposed in new figures published yesterday, which showed a massive 350 per cent rise in drink-related deaths in the last 20 years.

In 1984, 597 Scots died from alcohol-related illnesses. By last year this had risen to 2,052: 1,515 men and 537 women.

Alcohol

RSS Email Alerts

- Violent crime by women up 50 per cent in past 4 years (01-Sep-06)
- Lothian drink deaths soar to record high (30-Aug-06)
- Nightmare as Garden turns into drinks den (28-Aug-06)
- Caprice banned after losing drink-drive plea (25-Aug-06)
- Social work child booze cases treble in just two years (24-Aug-06)

[More articles](#)

Top Stories: page 1

RSS Email Alerts

- Clarke orders inquiry after robber freed to kill
- Bush admits Iraq failings but will stay to end
- Elton turns down £6m for US TV wedding
- Master on new foxhunting charge
- Drink deaths jump 350% in 20 years**
- Report on boy's death 'critical of courts'
- Judge brands

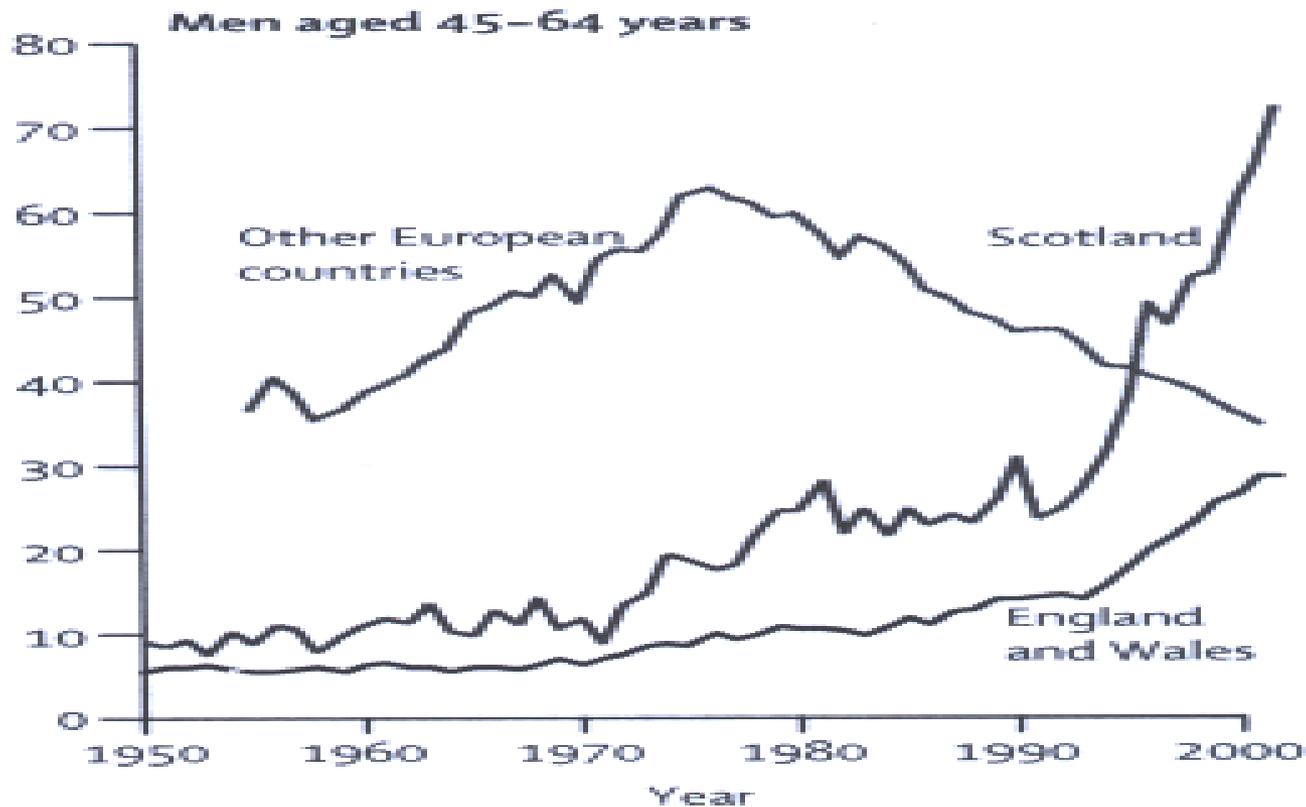
O₂

It's your business



Alcohol-related deaths – Scotland

Male liver cirrhosis mortality Scottish rate = 2.5 times England & Wales rate



How do drug policy makers access research evidence?

Ritter, A. Int J Drug Policy. 2009 Jan;20(1):70-5

- Nine sources were reported. The most frequent of which were seeking advice from an expert and consulting technical reports. Accessing the internet, using statistical data and consulting policy makers in other jurisdictions were used in about half the cases.
- **The least frequently used sources were academic literature**, relying on internal expertise, policy documents and employing a consultant.
- CONCLUSION: There is a tension between the type of information source most suited to policy makers--simple, single-message, summative and accessible--and the types of information produced and valued by researchers--largely academic publications that are nuanced and complex.

In conclusion

- We do have an Alcohol problem in Europe.
- There is a lot of new information (on data, on research, on policies,...)
- There are similarities, but also differences between the different countries.
- We should investigate how to improve the implementation and the impact of the policies, taking into account, if necessary, the national peculiarities.

Conclusion 2

- Evidence based policies are not reinforced.
- Wine and beer looks to have an special status inside many countries
- Strong alcohol industry lobbying