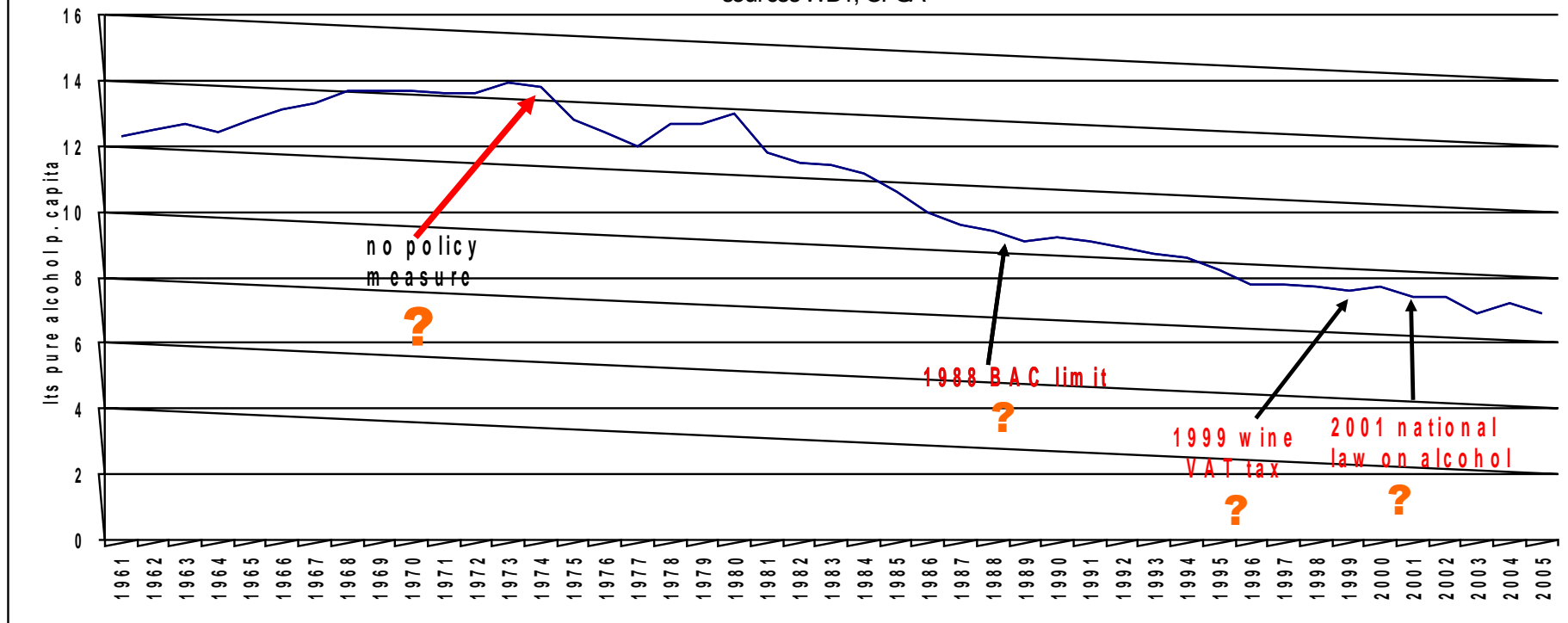


## Recorded alcohol consumption trends in Italy and policy measure changes (1961-2005)

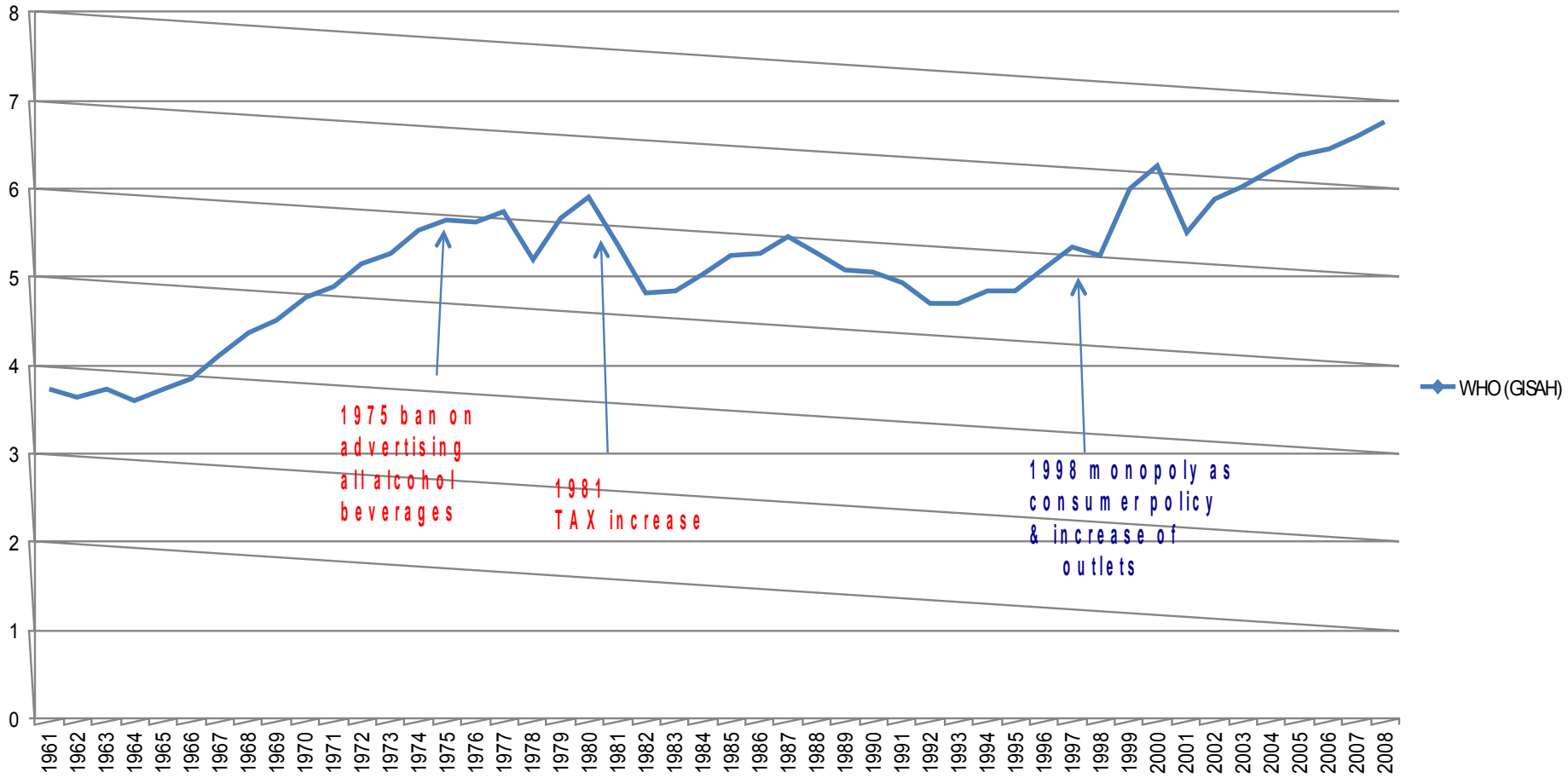
sources WDT, OPGA



- 1- 1988 a BAC level of 0.8 gm s/ litre was established as the threshold above which driving was not permitted.
- 2- 1991: police or Mayors can prohibit the sale of beverages with more than 21% alcohol during mass events
- 3- 1995: the excise tax for *beer, intermediate products and spirits (not wine)* was increased.
- 4- 1998: Italian highway bureau prohibited sale of beverages with more than 21% alcohol from 10 p.m. to 6 a.m. on motorways.
- 5- 1999: VAT of 20% has been applied to all alcoholic beverages including wine.
- 6- 2001: general policy law concerning alcohol and alcohol consumption-related problems was approved by Parliament

# Alcohol consumption and policy measures in Norway 1960-2008

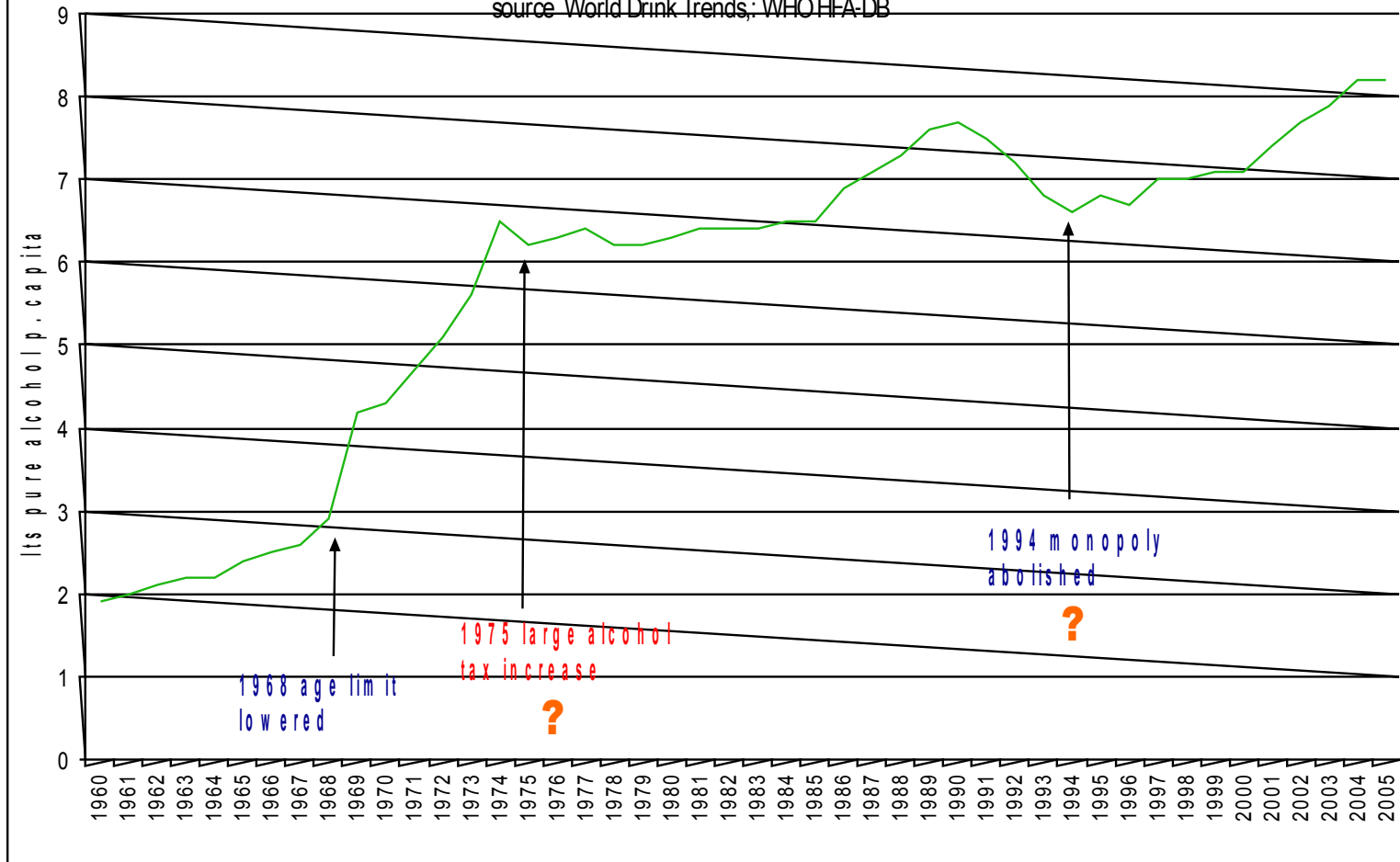
Source: WHO 2009 (GISAH)



- 1- 1970 a law that was used to put alcoholics in coerced treatment was abolished.
- 2- 1973 the prohibition against on-premises sale of spirits on Saturdays was repealed
- 3- 1975 total ban on advertising all alcoholic beverages.
- 4- 1981 excise duty was increased. The increase was greater than usual
- 5- 1985 campaign on Intoxication and pregnancy.
- 6- 1998 alcohol monopoly changed to be a tool for consumer policy, resulting in an increase in outlets.

## Recorded alcohol consumption trends in Finland and main policy measure changes (1960-2005)

source World Drink Trends; WHO HFA-DB



- 1- 1969 the off-premise age limit was lowered from 21 to 20 yrs for buying strong alcoholic beverages and from 21 to 18 yrs for mild alcoholic beverages
- 2- 1969 Alko monopoly could grant grocery stores and cafés the right to sell beer containing less than 4.7 vol. %
- 3- 1975 price increases
- 4- 1995 due to Finland's membership in EU, 1994 Alcohol Act abolished the monopoly on production, import, export and wholesale of alcoholic beverages.
- 5- 2004 taxation on beer was lowered with 32 %, the taxation on wine was cut with 10%, intermediate products 40 % and distilled spirits 44 %
- 6- 2008 alcohol taxes were increased in January 2008. The tax on distilled spirits increased by 15% , and on other beverages by 10 %

## **AMPHORA WP3-**

### **Contextual Determinants of Alcohol Consumption Changes and Preventive Alcohol Policies: a 12-Country European Study in Progress -**

### **12 Participating European Institutions**

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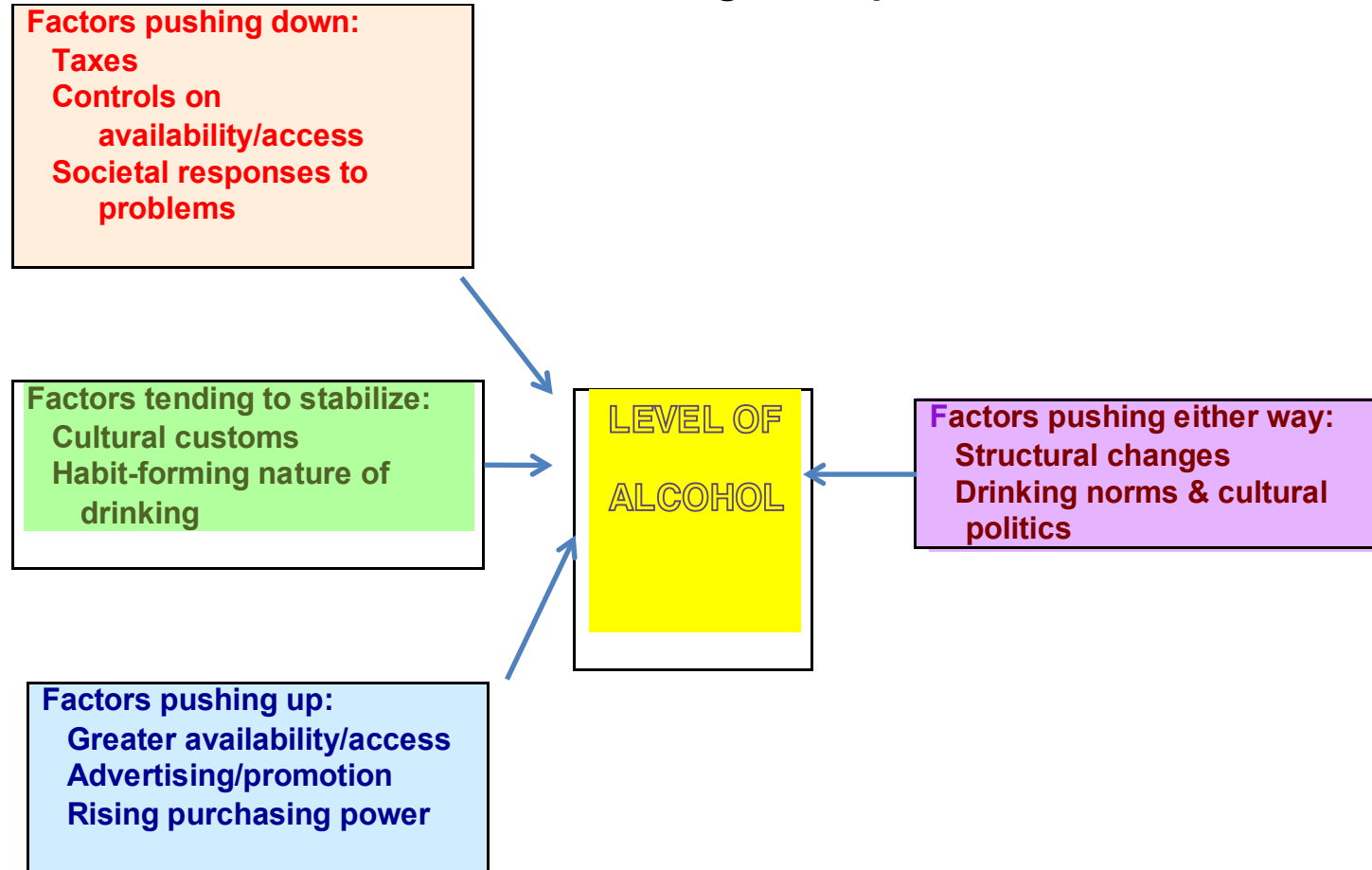
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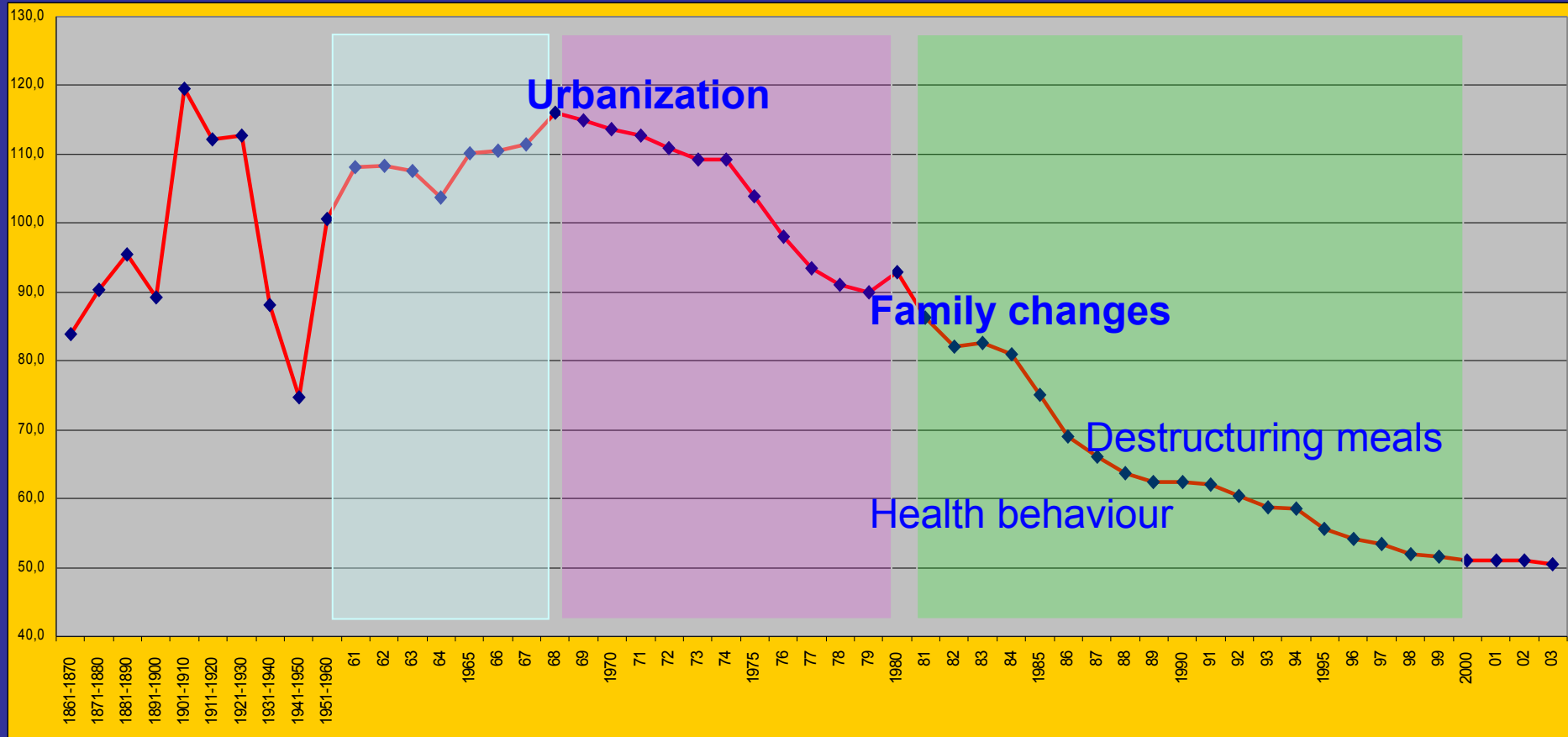


## Planning the unplanned



Schematic diagram of factors influencing consumption.  
(from Room, Ostenberg, Ramsted, Rehm, 2009)

# Wine consumption in Italy 1861- 2003



## *Lessons from the AMPHORA project on alcohol policy*

# Planning the unplanned

Allaman Allamani, Fabio Volpi  
Agenzia Regionale di Sanità, Firenze



## Planning the unplanned

*Planning – why plan?*





***What do we have to know  
about whom and what  
to enable effective planning and outcomes?***



### *Planning - what is to be planned?*

1. reduction of alcoholic beverage consumption
2. reducing of alcoholic bvg consumption  
decreases the proportion  
of its detrimental & risk related consequences.



**(i) how the impact of policy measures on alcoholic b. consumption can be considered?  
- three models –**

a- according to *model 1*:

alcohol consumption is changed by changes of alcohol policy preventive measures made by relevant stakeholders.

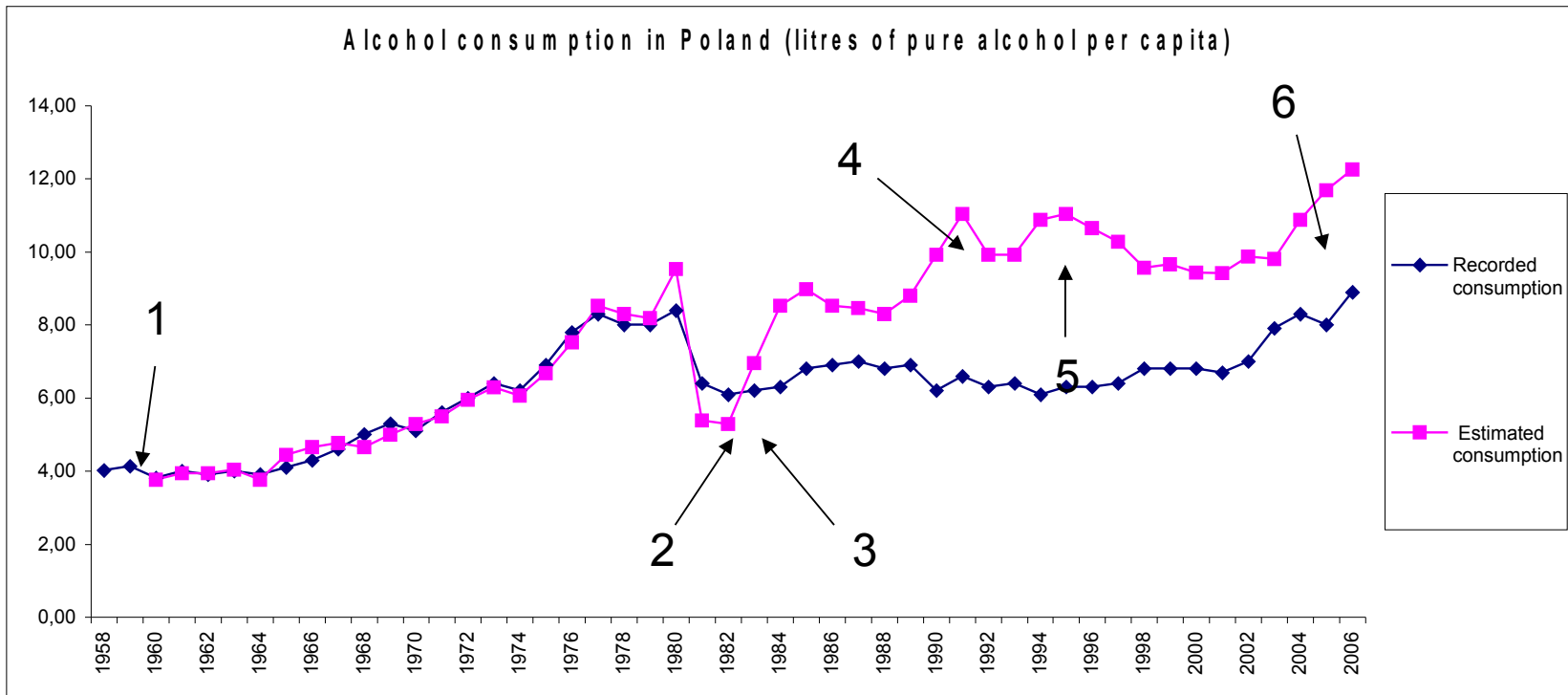
Introduction of restrictive policy measures reduce those parts of alcohol c.-related consequences that are detrimental.



**(iii) How the impact of policy measures on alcoholic b. consumption can be considered?**

**but:**

this *model*  
may not be able  
to explain alcohol consumption changes  
in some countries,  
such as Italy, and probably also other countries,  
like Finland, Poland



1. **1959 – “Act against alcoholism” - many limitation for alcohol availability**
2. **April 1981 – March 1983 every adult, each month received stamp for half a liter of vodka**
3. **1982 - Law on upbringing in sobriety and counteracting of alcoholism, with more repressive regulations of alcohol availability**
4. **Amendment from July 1990 –liquidation of the state monopoly**
5. **Amendment from 1993 – shifted competence of number of alcohol outlets from central to local level (community level). Increase the number of outlets**
6. **October 2002 - 30% reduction of VAT on spirits**

### ***(iii) how the impact of policy measures on alcohol consumption can be understood?***

b- according to ***model 2 (contextual)***:

alcoholic beverage consumption is not changed  
by policy measures,  
but by the presence of other interacting factors  
which were *not* planned as policy measures, such as:

*urbanization, women's education and employment,  
income, prices,  
food consumption, health behaviour,  
immigration, etc.*

## Planning the unplanned

***(iv) how the impact of policy measures on alcoholic b. consumption can be considered?***

C- according to ***model 3 (complex)***:

alcoholic beverage consumption changes as result of the interaction of policy measures and of concurrent contextual factors.

## Planning the unplanned

*If, according to the **complex model**  
some contextual factors  
contribute to alcohol consumption changes,  
how policy makers  
could use them to reduce consumption*

?





*Understanding contextual factors may definitively:*

- redirect policy measures (e.g. focusing on healthy cities, education, immigration? ..in case this would be an issue in some countries)
- redefine strategies and tactics (e.g. giving attention to female stakeholders, or alcohol producers, or to the interaction of alcohol with food?...if this is an issue in other countries).



It is our common responsibility  
as individuals, communities,  
policy makers and researchers,  
as well as systems and networks,  
to provide and maintain  
adequate responses  
to the events of nature and society  
in order to contribute  
a viable quality of life and well-being.