

Study on alcohol health information/warning messages on and off labels

ALHAMBRA

Eurocare:
General Assembly

Task 4

03. June . 2021

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Aim of this study

- To provide a rigorous review of the scientific knowledge on alcohol health warning labelling, and evaluation of the impact of the existing textual and pictorial health warnings and messages
- To provide proposal for warning messages based on a state-of-the-art knowledge on direct and indirect alcohol related harm (these health messages can be on the product label or in connection with commercial communications) .

Brief description of the overall task

Main objectives of the study:

1. **Mapping** of all existing health warnings in the EU and abroad (warning labels and messages)
2. Literature review of the scientific evidence on the **health effects of alcohol**
3. Literature review of the **impact of alcohol health warnings**
4. Assessment of **effectiveness** and **impact** of industry led initiatives on **health messages**
5. Evaluation of the **different impact of health messages** in the form of pictograms and pictures and the impacts of written messages
6. Development of possible **future health warnings**

Countries covered

The report will cover all EU Member States, and EFTA (Iceland, Liechtenstein, Norway and Switzerland), countries who are part of the EU Health Programme (Serbia, Moldova and Bosnia & Herzegovina).

The 5 proposed countries outside the EU are:

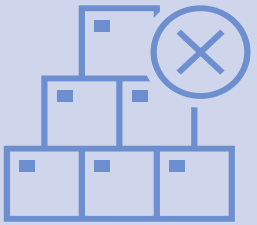
- United Kingdom
- USA (State of California)
- Russia
- Australia
- Republic of South Korea

Overview work assignment



Month 1-10

Policy/ literature reviews:
Health effects of alcohol
Impact of health warning messages



Month 11-21

Mapping of health information messages across the world
Evaluation of different messages in form of pictogram/pictures/
written messages
Assessment of effectiveness and impact of industry led initiatives



Month 22-30

Development of possible future health information messages
Dissemination workshop
Final report

Thank you for your attention



Wine
MERLOT
2010

13% Vol
75cl

per 100ml	per serving 125ml
381 kJ 91 kcal	477 kJ 114 kcal

This bottle contains 6 servings

Beer

5.0% Vol
33cl

per 100ml	per serving 330ml
180 kJ 43 kcal	594 kJ 142 kcal

VODKA

40% Vol
75cl

per 100ml	per serving 25ml
1021 kJ 244 kcal	255 kJ 61 kcal



ALCOHOL MAY HARM THE UNBORN BABY



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