

Partnerships for action - towards a SAFER WHO European Region free from harm due to alcohol

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Structure of this presentation

Alcohol use

- News
- Events
- Policy
- Activities
- Country work
- Data and statistics
- Publications
- Partners
- Contact us



Alcohol use

Alcohol intake in the WHO European Region is the highest in the world. The harmful use of alcohol is related to premature death and avoidable disease and is a major avoidable risk factor for neuropsychiatric disorders, cardiovascular diseases, cirrhosis of the liver and cancer. It is associated with several infectious diseases and contributes significantly to unintentional and intentional injuries. Further, excessive alcohol use during a woman's pregnancy can lead to severe mental handicap of her child.

[WHO/Europe's alcohol policy framework](#)

Top story



Alcohol policies for the European Region: new WHO research reveals eastern Member States are leading the way

News

WHO/Europe launches a new Russian-language podcast on the hottest health topics
25-05-2021

Reducing harm due to alcohol: success stories from 3 countries
15-04-2021

Alcohol policies for the European Region: new WHO research reveals eastern Member States are leading the way
15-04-2021

[More news](#)

Publications

Alcohol policy impact case study: the effects of alcohol control measures on mortality and life expectancy in the Russian Federation (2019)

[More publications](#)

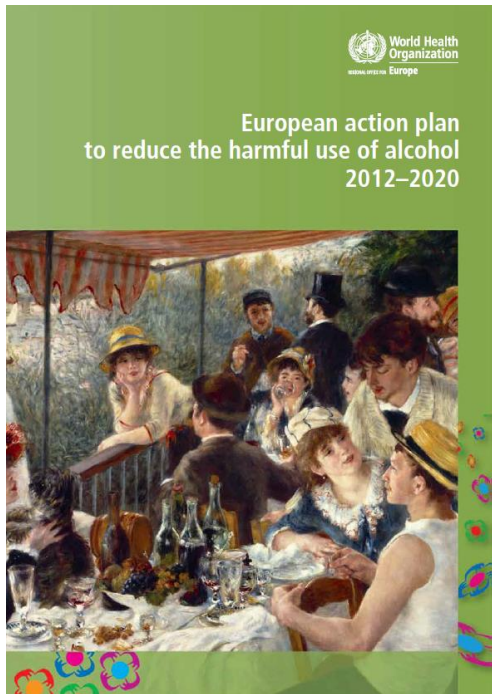
Alcohol and COVID-19



1. WHO European Office for the Prevention and Control of Non-Communicable Diseases (NCDs)
2. WHO European Region and harm due to alcohol – analysis
3. Evidence-based policies and implementation (or lack of)
4. Alcohol and Cancer
5. Alcohol and COVID-19
6. Thank you and call: Partnerships for action: **#SAFEREuropeanRegion**

<https://www.euro.who.int/en/health-topics/disease-prevention/alcohol-use>

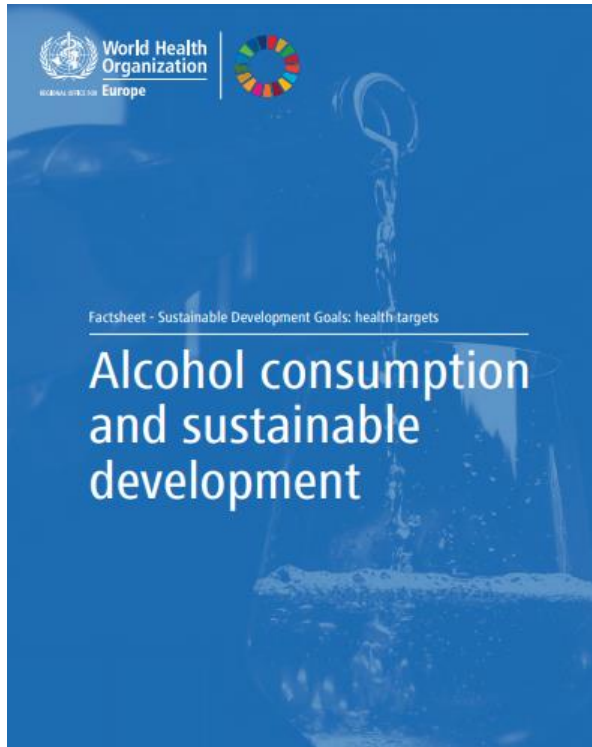
WHO European Office for the Prevention and Control of NCDs (NCD Office)



To support the efforts of WHO/EUROPE to reduce the burden of NCDs in Europe



Alcohol affects population health negatively, it increases inequalities, and is also linked negatively to reaching other sustainable development goals.



HEALTH TAXES AS TOOLS TO ATTAIN THE SDGs

Health taxes can:

- significantly reduce the NCD burden (Goal 3)
- greatly benefit vulnerable populations which bear larger health burdens (Goals 1, 5, 10)
- boost economic development through a healthier workforce (Goal 8)

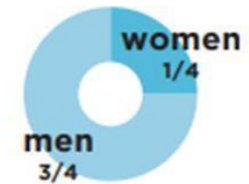
Alcohol: (ethanol/ethyl alcohol) from the public health perspective

Alcohol and health

The benefits connected with the production, sale, and use of this commodity come at an enormous cost to society

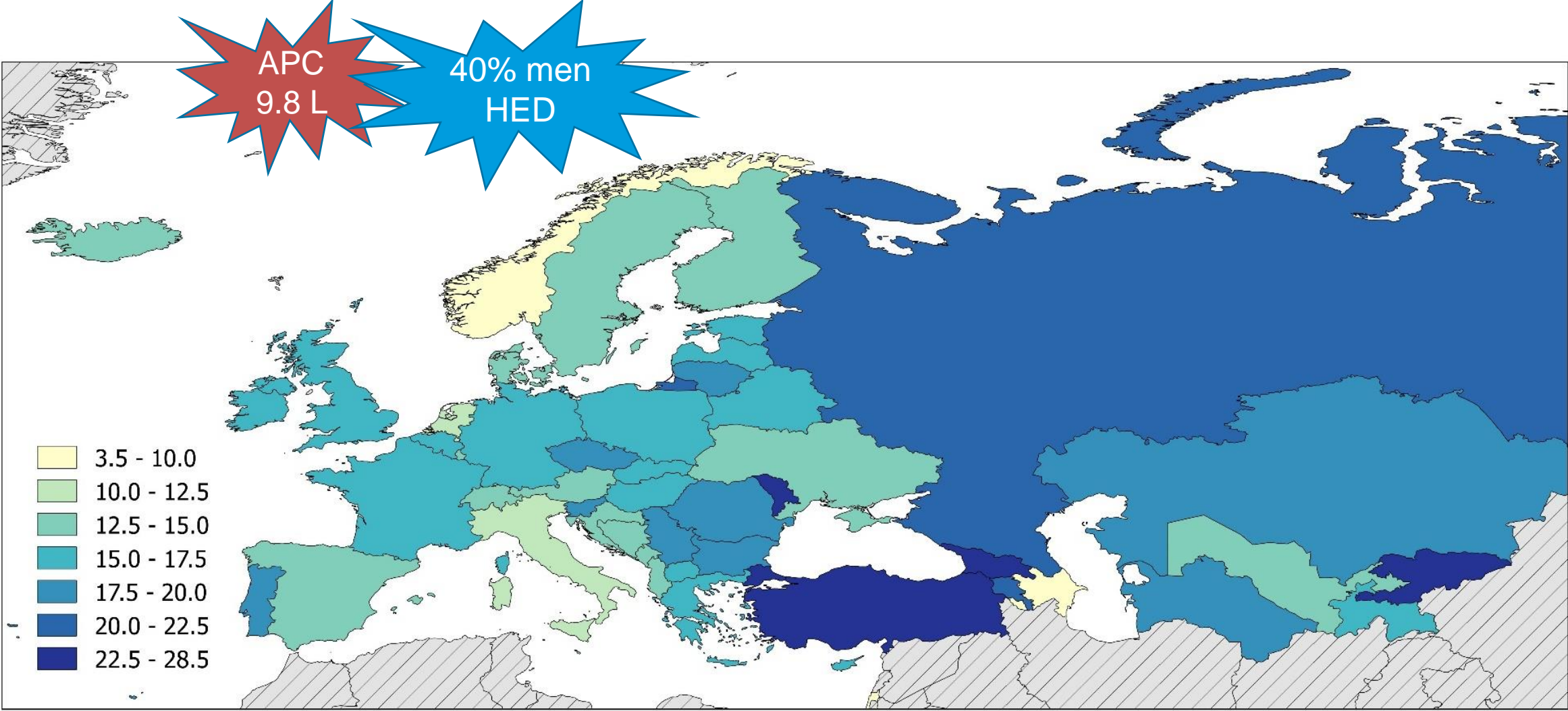


3 million **deaths**
6 deaths every minute
from harmful use of alcohol
every year

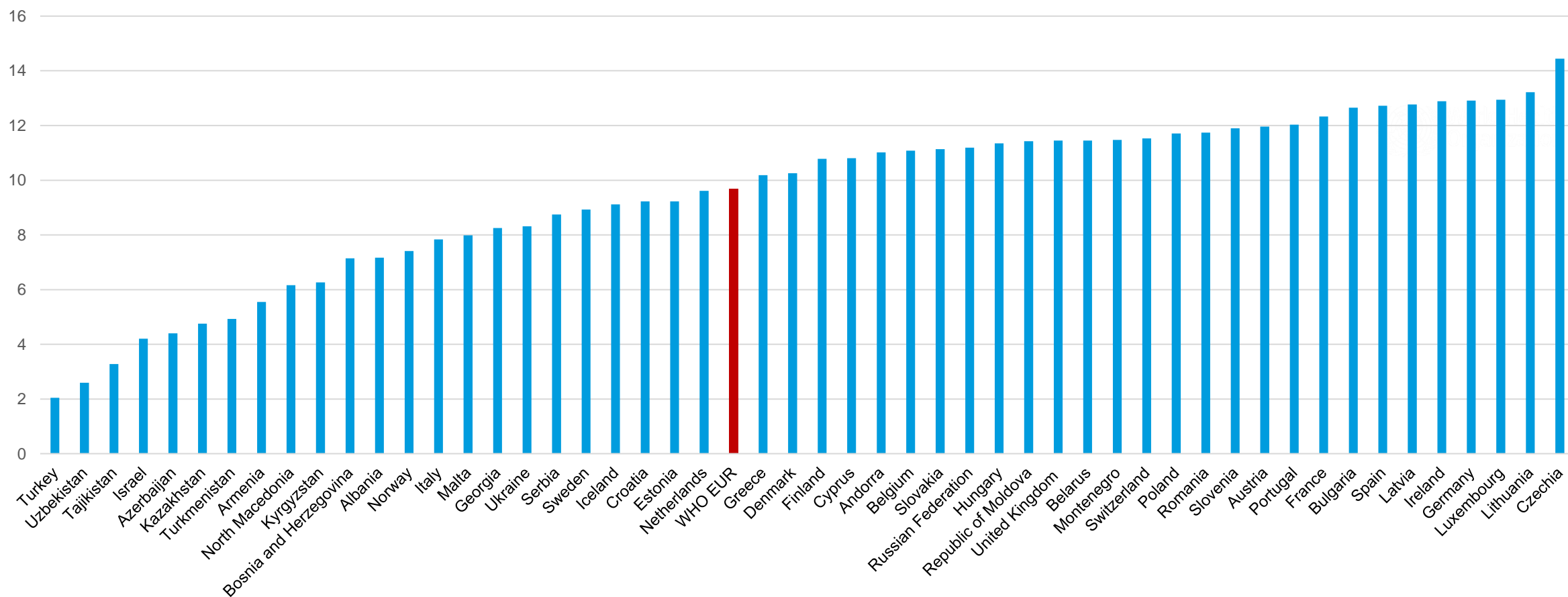


1 million deaths every year in WHO European Region

Total alcohol per capita (15+) consumption, among current drinkers (in litres of pure alcohol), 2016



Total alcohol per capita (15+), 2018



Alcohol-attributable burden

Globally, WHO European Region has highest proportion all of deaths and disability-adjusted life years (DALYs) caused by alcohol.

In 2016, around 2545 people died every day due to alcohol

This = 1/10 of all deaths and 1/4 in age range 20-24

In 2016

928 841 deaths

in the WHO European Region were estimated to be alcohol-attributable



Proportion of deaths caused by alcohol use in the WHO European Region, by age and sex (2016)



^a The orange area along each line represents confidence intervals.

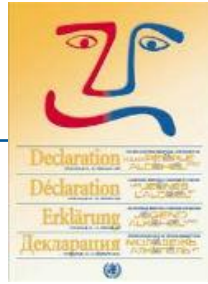
Key policy frameworks and strategies & targets

1992
2001
2010
2012
2012
2013
2015
2020



European Alcohol Action Plan, 1992-1999

-reduce alcohol consumption by 25%, with particular attention to reducing harmful use".

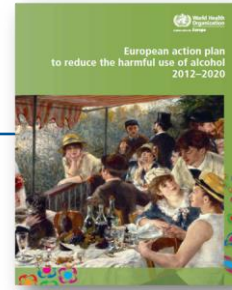


WHO European Ministerial Conference on Young People and Alcohol, Stockholm, Sweden, 2001

- a. reduce substantially the number of young people who start consuming alcohol;
- b. delay the age of onset of drinking by young people;



Global Strategy to Reduce the Harmful Use of Alcohol



European Action Plan to Reduce the Harmful Use of Alcohol 2012-2020

Health 2020 broad target area	Target
1. Burden of disease and risk factors	1. Reduce premature mortality in Europe by 2020



At least **10%** relative reduction in the harmful use of alcohol, as appropriate, within the national context.



Political Declaration on NCDs

2030 Agenda Sustainable Development

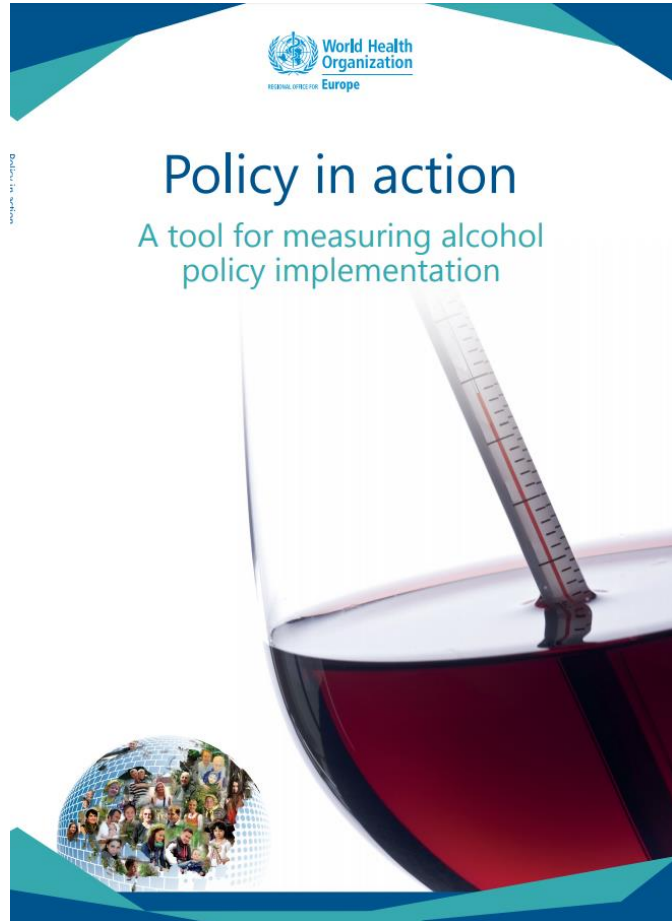


3.4.2 Risk factors
3.5.2 Harmful use

Policy options to reduce harms due to alcohol



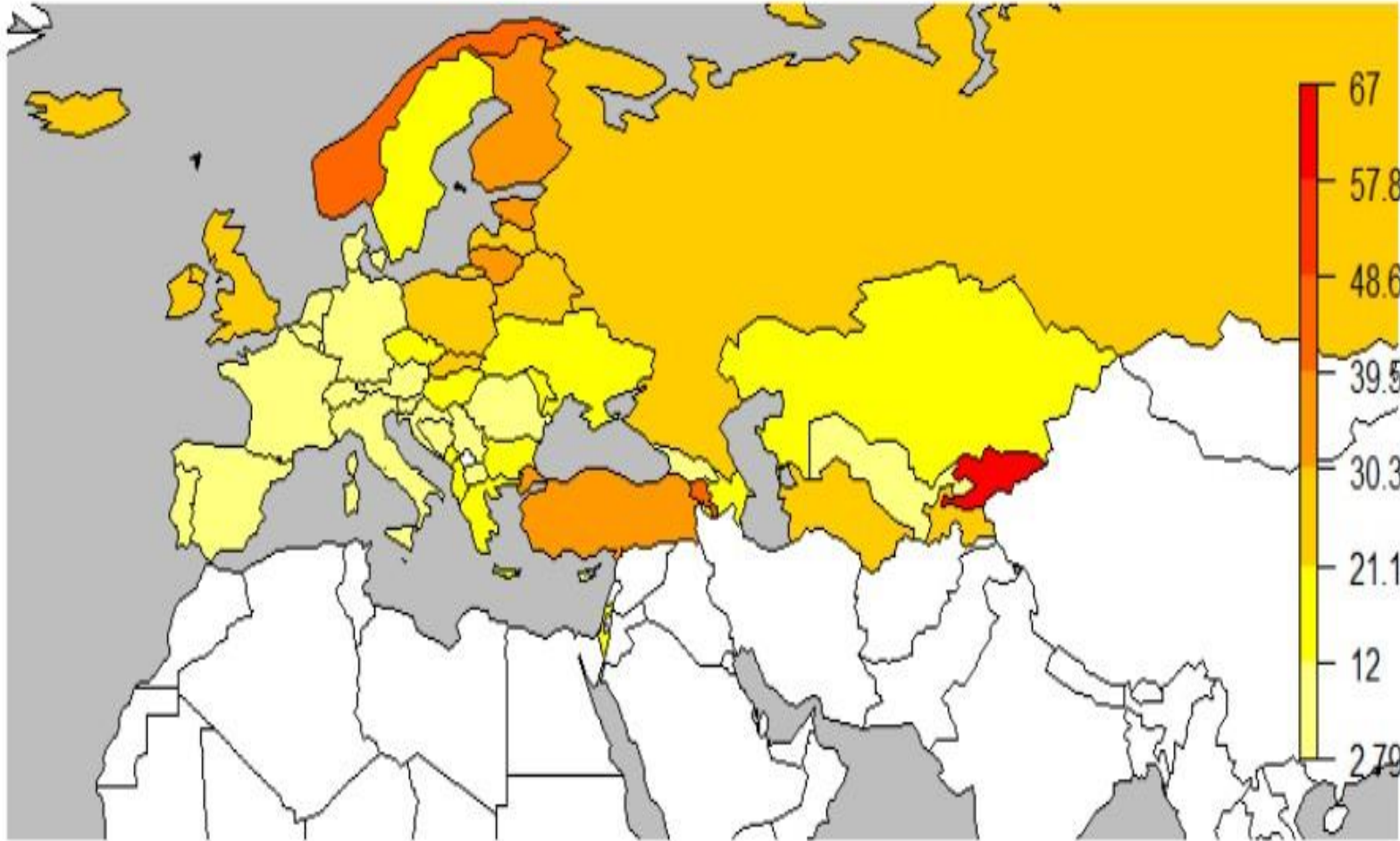
Levels of alcohol policy implementation in the WHO European Region in 2016



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

Alcohol Pricing policies



Proportion of tax in the final price for all alcoholic beverages

As a reference frame: for tobacco, the regional average is about 75%

22 countries (15 EU) do not have a tax on wine

Most countries do not adjust tax for inflation

Alcohol and Cancer

European Commission presents Europe's Beating Cancer Plan

February 4, 2021



Target: relative reduction of at least 10% in the harmful use of alcohol by 2025

Review EU legislation on the **taxation** of alcohol and on **cross-border purchases** of alcohol by private individuals

Reduce **exposure** of young people to alcohol marketing, including online contexts

Promotion: mandatory indication of...ingredients and...nutrition before the end of 2022 and of health warnings on labels before the end 2023

Support: to implement evidence-based brief interventions on alcohol in primary healthcare, the workplace and social services

Alcohol and Cancer

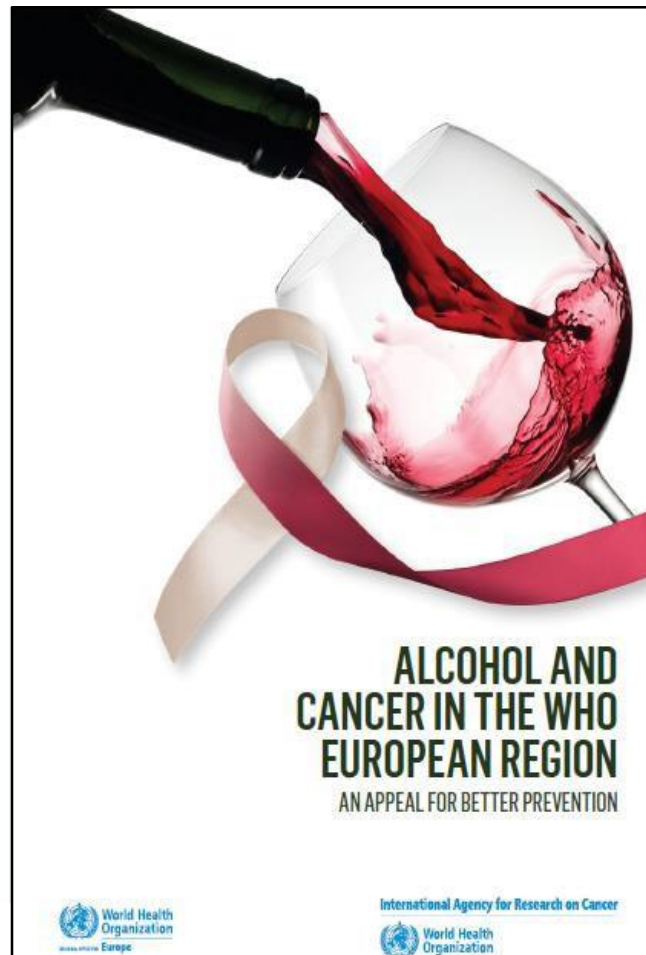


WHO/Europe @WHO_Europe · 22h

In the latest @WHO Candid Conversations during #EWAC2021, @aronanderson speaks with WHO/Europe's Dr Carina Ferreira-Borges about the connection between alcohol consumption & #cancer



WHO Candid Conversations - Aron Anderson and Dr Carina Ferreira-B...
Aron Anderson - cancer survivor, adventurer and inspirational speaker - interviews WHO expert Dr. Carina Ferreira-Borges on connections ...
youtube.com



Alcohol and Cancer - two linked events as part of European Week against Cancer 2021
25 May 2021
You need to register in advance for both events

ALCOHOL AND CANCER: WHAT EVERYONE NEEDS TO KNOW
This Webinar is organised as part of European Week against Cancer 2021 by: Association of European Cancer Leagues (ECL) European Alcohol Policy Alliance (Eurocare)
With the support of the World Health Organization Regional Office for Europe

ALCOHOL AND CANCER: EVIDENCE FOR ACTION
WHO/Europe NCD Office Seminar for early career researchers:
Opening presentation: Professor Linda Bauld, University of Edinburgh and Cancer Research UK
Harriet Rumgay, International Agency for Research on Cancer (IARC)



25-31 May
09:30 - 11:00 CEST
REGISTER FOR EVENT ONE HERE
Interpretation into Russian will be provided
11:30 - 12:30 CEST
REGISTER FOR EVENT TWO HERE
The working language of the event is English

<https://www.alcoholandcancer.eu/videos>

5

FACTS ABOUT ALCOHOL & CANCER

This information sheet provides some facts about the links between alcohol consumption and a range of cancer types. This affects not only people who drink alcohol but also their families, friends and communities.

Oral cavity

Oropharynx

1. Alcohol causes at least 7 types of cancer

<https://www.euro.who.int/en/media-centre/sections/fact-sheets/2021/fact-sheet-5-facts-about-alcohol-and-cancer>

Which cancers are caused by alcohol?

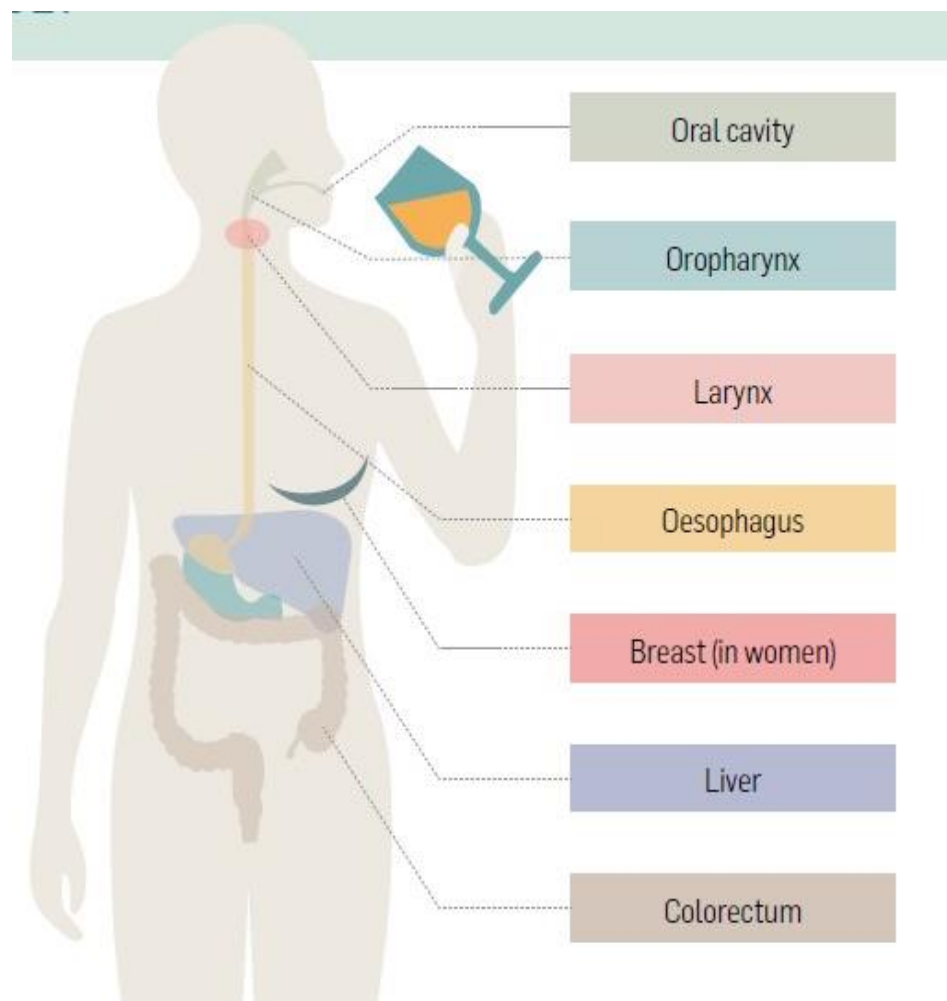
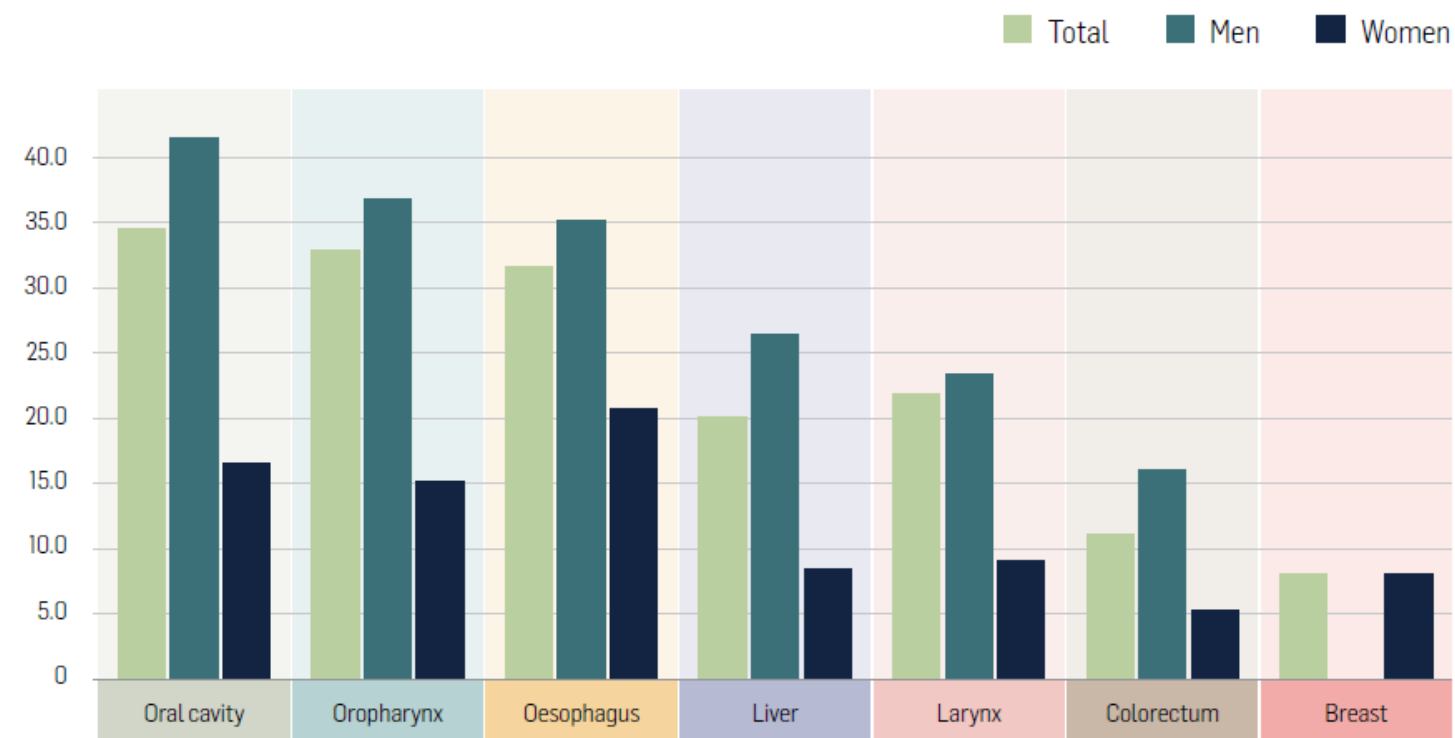
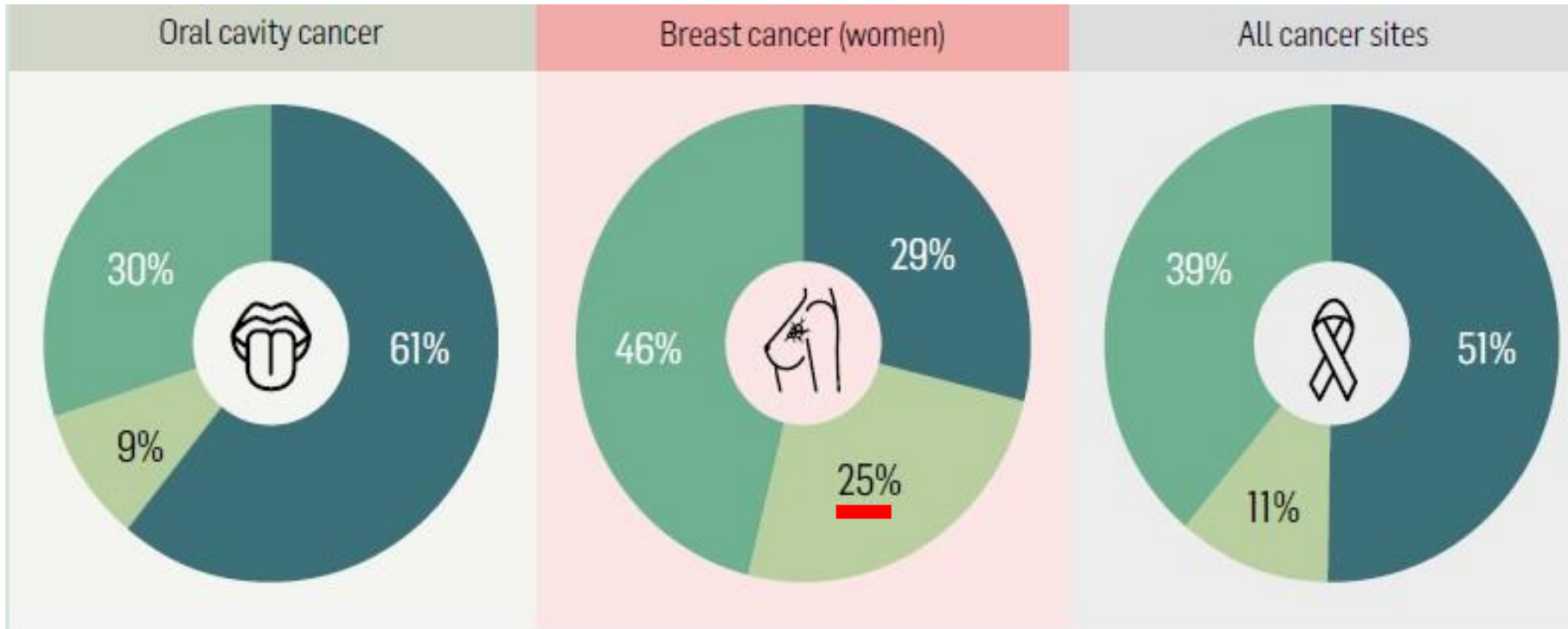


Fig.2. Proportion of cancer deaths, per cancer type, that are attributable to alcohol (alcohol-attributable fractions), by sex, 2018^a



No safe level



Moderate drinking:

a maximum of two drinks,
or 20 g of pure alcohol, per day



Risky drinking:

3–6 drinks, or a maximum of
60 g of pure alcohol, per day



Heavy drinking :

six drinks, or 60 g of pure alcohol,
or more per day

Half of all alcohol-attributable cancers are NOT because of heavy drinking + so is the majority of breast cancers.

Every fourth alcohol-attributable breast cancer is because of “moderate drinking”

Alcohol and COVID-19

Alcohol is a harmful substance that has an adverse effect on almost every single organ of your body, and the risk of damage to your health increases with each drink consumed.

Alcohol use, especially heavy use, weakens the immune system and reduces its ability to cope with infectious diseases, including COVID-19.

Heavy alcohol use is a risk factor for acute respiratory distress syndrome (ARDS), one of the most severe complications of COVID-19.

https://www.euro.who.int/data/assets/pdf_file/0010/437608/Alcohol-and-COVID-19-what-you-need-to-know.pdf



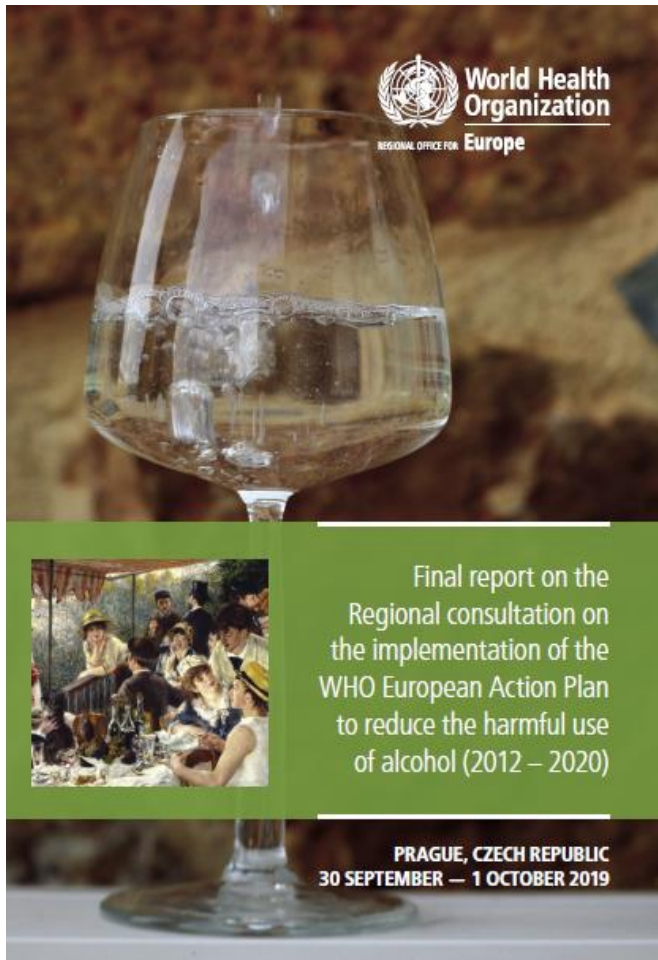
Alcohol and COVID-19: what you need to know

Under no circumstances should you drink any type of alcoholic product as a means of preventing or treating COVID-19 infection.
Consumption of alcohol WILL NOT protect you from COVID-19.

- Avoid alcohol altogether**
so that you do not undermine your own immune system and health and do not put the health of others at risk.
- Do not use alcohol as a way of dealing with your emotions and stress**
as isolation and drinking may also increase the risk of suicide. Please call a health hotline if you have suicidal thoughts.
- Reach out for help**
if you think your drinking or the drinking of someone close to you is out of control.
- Never mix alcohol with medications**
even herbal or over-the-counter remedies, as this could make them less effective, or it might increase their potency to a level where they become toxic and dangerous.
- Avoid alcohol as a social cue for smoking**
and vice versa, as smoking is associated with more complicated and dangerous progression of COVID-19.
- Make sure that children and young people do not have access to alcohol**
and do not drink in their presence – be a role model. Monitor the screen time of your children, as TV and other media are flooded with alcohol advertising and misinformation that may stimulate early initiation and increased consumption.
- Discuss with children and young people the effect of alcohol on risk-taking behaviours**
including potential violation of COVID-19-related physical distancing measures.

Partnerships for action

Strengthening implementation of the European Action Plan on Alcohol



IMPLEMENTATION PRIORITY AREAS

Alcohol Pricing

Alcohol Availability

Alcohol Marketing

Health information (specifically Labelling)

Health service response

Community action

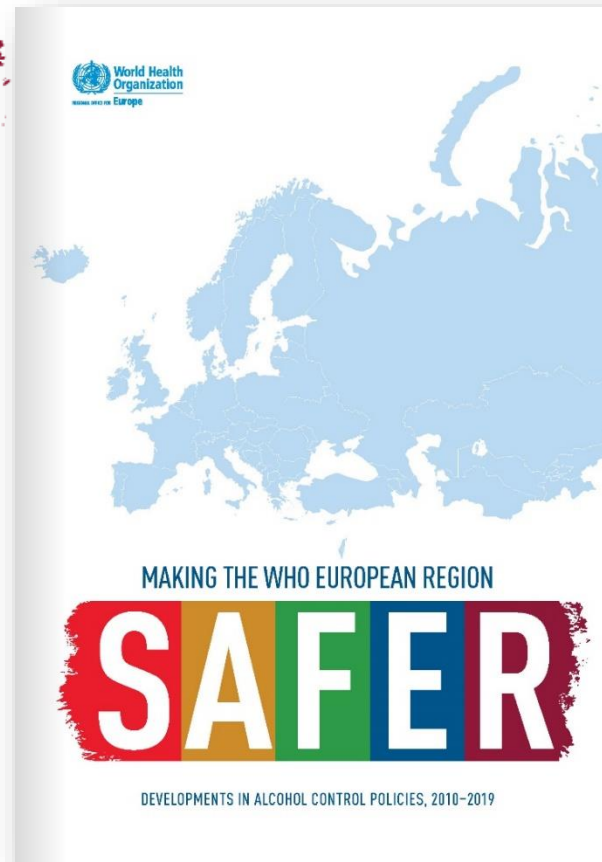
Partnerships for action: #SAFEREuropeanRegion



"We are proud to introduce SAFER... We need governments to put in place effective alcohol control policy options and public policies"

Dr Tedros Adhanom Ghebreyesus, Director-General of WHO

Geneva, 28 September 2018



Fact sheet on a SAFER WHO European Region: developments in alcohol control policies, 2010-2019

This fact sheet provides a brief overview of the current status of the alcohol-attributable burden of disease in the WHO European Region and of the changes in alcohol consumption between 2010 and 2016. It also highlights the state of implementation of the five high-impact strategies of the WHO-led SAFER initiative in 2016 and 2019. The five letters of the SAFER initiative stand for: [1] Strengthen restrictions on alcohol availability; [2] Advance and enforce drink-driving countermeasures; [3] Facilitate access to screening, brief interventions and treatment; [4] Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship and promotion; and [5] Raise prices on alcohol through excise taxes and pricing policies.

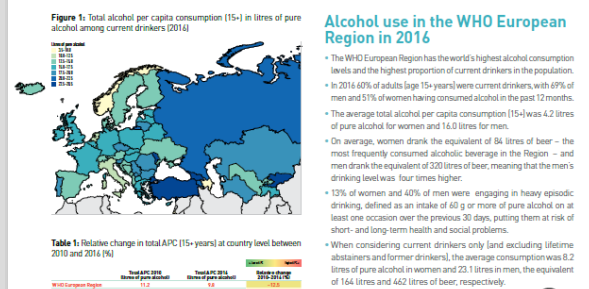


Table 1. Relative change in total APC (15+ years) at country level between 2010 and 2016 (%)

Country	Total APC 2010 (litres of pure alcohol)	Total APC 2016 (litres of pure alcohol)	Change (%)
Albania	17.1	17.5	0.2
Andorra	11.4	11.5	0.1
Austria	12.7	12.6	-0.1
Azerbaijan	27.7	28.0	0.1
Bahrain	101.1	101.2	0.1
Bangladesh	11.4	11.3	-0.1
Belarus	17.1	17.1	0.0
Belgium	12.1	12.1	0.0
Bulgaria	16.1	16.1	0.0
Canada	11.1	11.1	0.0
China	11.1	11.1	0.0
Croatia	11.1	11.1	0.0
Cyprus	11.1	11.1	0.0
Denmark	11.1	11.1	0.0
Egypt	11.1	11.1	0.0
Estonia	11.1	11.1	0.0
Finland	11.1	11.1	0.0
France	11.1	11.1	0.0
Germany	11.1	11.1	0.0
Greece	11.1	11.1	0.0
Guatemala	11.1	11.1	0.0
Hungary	11.1	11.1	0.0
Iceland	11.1	11.1	0.0
India	11.1	11.1	0.0
Indonesia	11.1	11.1	0.0
Israel	11.1	11.1	0.0
Italy	11.1	11.1	0.0
Japan	11.1	11.1	0.0
Latvia	11.1	11.1	0.0
Lithuania	11.1	11.1	0.0
Malta	11.1	11.1	0.0
Mexico	11.1	11.1	0.0
Moldova	11.1	11.1	0.0
Morocco	11.1	11.1	0.0
Netherlands	11.1	11.1	0.0
Norway	11.1	11.1	0.0
Poland	11.1	11.1	0.0
Portugal	11.1	11.1	0.0
Republic of Moldova	11.1	11.1	0.0
Romania	11.1	11.1	0.0
Russia	11.1	11.1	0.0
Saudi Arabia	11.1	11.1	0.0
Slovenia	11.1	11.1	0.0
Spain	11.1	11.1	0.0
Sweden	11.1	11.1	0.0
Switzerland	11.1	11.1	0.0
Taiwan	11.1	11.1	0.0
Turkey	11.1	11.1	0.0
Ukraine	11.1	11.1	0.0
United Kingdom	11.1	11.1	0.0
USA	11.1	11.1	0.0

AVERAGE CONSUMPTION (DRINKERS ONLY)

164 LITRES OF BEER (WOMEN) vs 462 LITRES OF BEER (MEN)

Changes in alcohol consumption in the Region

- On average, alcohol per capita consumption (15+) in the WHO European Region declined by 12.5% from 11.2 litres in 2010 to 9.8 litres in 2016.
- Between 2010 and 2016, alcohol consumption increased in 17 and decreased in 34 out of 51 Member States that reported data.
- A total of 16 countries, most of which are located in the eastern part of the Region, showed a relative reduction of at least 10%, thereby meeting the global noncommunicable disease target.
- Heavy episodic drinking declined by 16% between 2010 and 2016 – from 17% to 13% in women and from 47% to 40% in men.

On average across the WHO European Region, alcohol per capita consumption (15+ years) fell by 12.4%, from 11.2 litres to 9.8 litres, between 2010 and 2016. However, differences between countries were large and levels of consumption remained higher than in any other WHO region

Partnerships for action: #SAFEREuropeanRegion

GENERAL POPULATION STRATEGIES:

highly effective, highly cost-effective, easy and inexpensive to implement (“**best buys**”)

- price increase via taxation or other means
- availability decreases
- ban on marketing

HIGH-RISK POPULATION STRATEGIES:

Effective, cost-effective

- drink-driving countermeasures
- screening and brief interventions
- treatment of alcohol use disorders

Environmental strategies

- Education
- Registration of all alcohol, including industrial alcohol
- Informal controls



Strengthen restrictions on alcohol availability



Advance and enforce drink-driving counter measures



Facilitate access to screening, brief interventions and treatment



Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion



Raise prices on alcohol through excise taxes and pricing policies



Partnerships for action: #SAFEREuropeanRegion

8th Awareness Week on Alcohol Related Harm
16 - 20 November 2020

By the time people realize the harmful effect of alcohol on their digestive system, it is often too late.

- Professor Matthias Löhr,
UEG Delegate to the EU Alcohol and Health Forum



SAVE THE DATE 15 April 2021 | 13.00-15.45 CET
Virtual launch of the WHO report "Making the WHO European Region SAFER" followed by a 45-minute press briefing (15.00-15.45 CET)

1 in 10 adult deaths in the WHO European Region are attributable to alcohol. How can we build a WHO European Region free from harm due to alcohol?

WHO/Europe launches a SAFER report that provides guidance for countries to implement high-impact alcohol policies. The online event also marks the launch of a SAFER WHO European Region initiative, which is aimed at supporting Member States to implement measures in the five high-impact areas of the SAFER initiative.

REGISTER

Registration is required to join this virtual launch. Please use the link below to register: <https://bit.ly/3cjsUYs>

#SAFEREuropeanRegion



 Alison Douglas @AlisonDouglas18 · 15 Apr
Important new report from @WHO_Europe highlights how much work still needs to be done to tackle alcohol harm. Hopefully this publication can act as a catalyst for further action - particularly on the best buys of price, availability and marketing #SAFEREuropeanRegion

2021



Partnerships for action: #SAFEREuropeanRegion



Carina Ferreira-Borges @DrCarina_FB · Mar 16 ...
 A very insightful and dynamic meeting on minimum pricing for alcohol: more than 20 experts from more than 10 different countries, looking to how we can make Europe a SAFER place and impact in people's lives.

Thank you for your dedication and input, everyone!

#NCD #MUP



Carina Ferreira-Borges @DrCarina_FB · Mar 26 ...
 Great to join 42 @WHO_Europe Member States in our regional consultation to take forward new @WHO Global action plan to reduce the harmful use of alcohol.

#NCDOfficeMoscow #beatNCDs #globalhealth #BestBuys #SDGsAlcohol #alcoholandcancer



Evidence into action: building a SAFER WHO European Region, free from harm due to alcohol

04 June 2021 | 12:45 - 14:45 CEST

✓ [Register here](#)

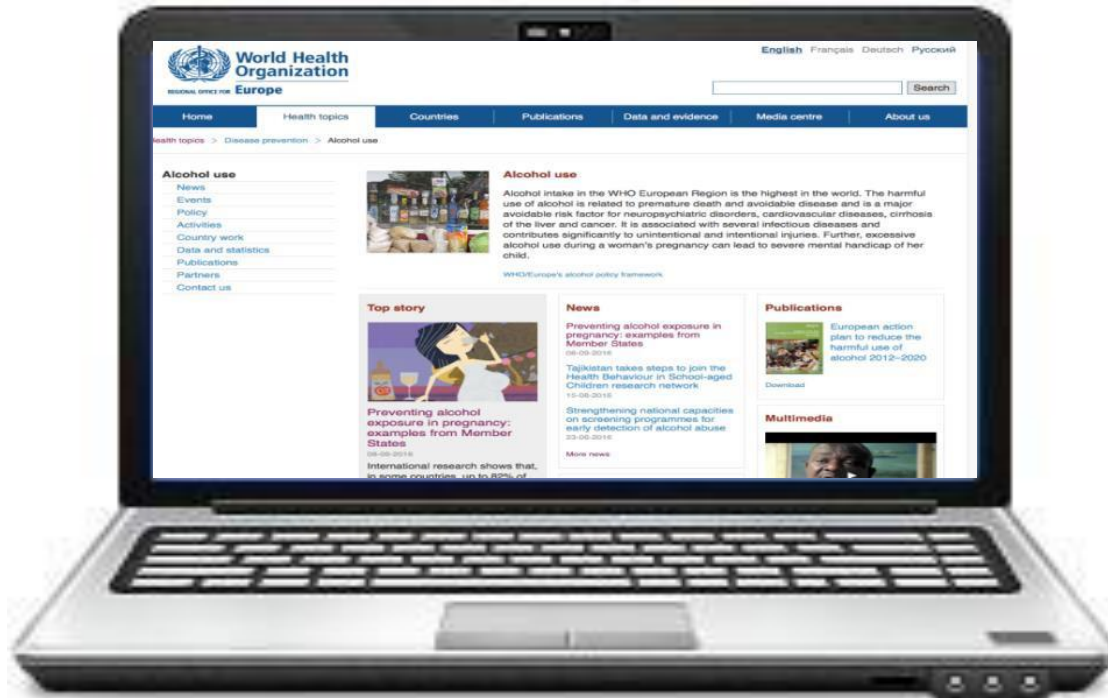
- This webinar will:
- Summarise evidence in relation to implementation of high impact alcohol policies in the WHO European Region
 - Draw on research shared during the Kettil Bruin Society's annual meeting 2021 that can contribute to evidence-based alcohol policies
 - Discuss how to bring evidence into action for a SAFER WHO European Region free from harm due to alcohol

With Petra Meier, Ismo Tuominen, Carina Ferreira-Borges, Carol Emslie, Maria Neufeld, Maristela Monteiro, Neo Morojele, Tom Babor. The meeting will be conducted in English with Russian interpretation.

Sheila Gilheany @SheilaGilheany · 4 May ...
 The robust evidence for Minimum Unit Pricing, as presented in World Health Organization reports, formed a strong part of the advocacy needed to bring about the introduction of this life saving measure. Many thanks to @WHO_Europe

euro.who.int/_data/assets/... ✓

More information on the WHO website



carline@who.int

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

Thank you! Спасибо!



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