

# Alcohol Policies: the way forward

Dr Maristela G. Monteiro  
Senior Advisor on Alcohol  
PAHO/WHO  
[monteirm@paho.org](mailto:monteirm@paho.org)



**PAHO**



Global strategy to reduce the harmful use of alcohol



## Global commitments

- Target 3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.
- Target 3.5:** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and **harmful use of alcohol**
- Target 3.6** By 2020, halve the number of global deaths and injuries from road traffic accidents.
- Target 16.1:** Significantly reduce all forms of violence and related death rates everywhere

# Alcohol and "substance abuse" in Sustainable Development Goals 2030

SDG Agenda: 17 goals (1 health), 169 targets (13 health) adopted at the United Nations Sustainable Development Summit in 25 – 27 September 2015



Ensure healthy lives and promote well-being for all at all ages

**3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol**

- 3.5.1 Coverage of treatment interventions (pharmacological, psychosocial and rehabilitation and aftercare services) for substance use disorders
- 3.5.2 Harmful use of alcohol, defined according to the national context as alcohol per capita consumption (aged 15 years and older) within a calendar year in litres of pure alcohol

## Recognition that alcohol adversely affects the social, environmental and the economic dimensions, cutting across all aspect of sustainable development.



- Direct costs to the household frequently underestimated
- Loss of job/unemployment
- Increased health expenditure
- Alcohol during pregnancy - higher mortality rates for pregnant women and infants
- Major risk factor for TB, HIV, NCDs, road traffic injuries and fatalities
- Strong relationship between alcohol and domestic abuse, intimate partner violence and sexual assault – fuels violence against women
- Parental role neglected
- Water-use efficiency? 298 l water to produce 1L beer – scarce resources are drained for the production of alcohol
- Costs of alcohol harm are massive: European Union - €156 billion yearly
- Neighborhoods with a high density of alcohol outlets have a higher rate of violence; alcohol is a barrier to inclusive, enabling public space for children, adolescents and youth
- .....



IOGT  
INTERNATIONAL

# Ten areas for action in the Global strategy to reduce the harmful use of alcohol

1



Leadership, awareness & commitment

2



Health services' response

3



Community & workplace action

4



Drink-driving policies & countermeasures

5



Availability of alcohol

6



Marketing of alcoholic beverages

7



Pricing policies

8



Reducing negative consequences of alcohol

9



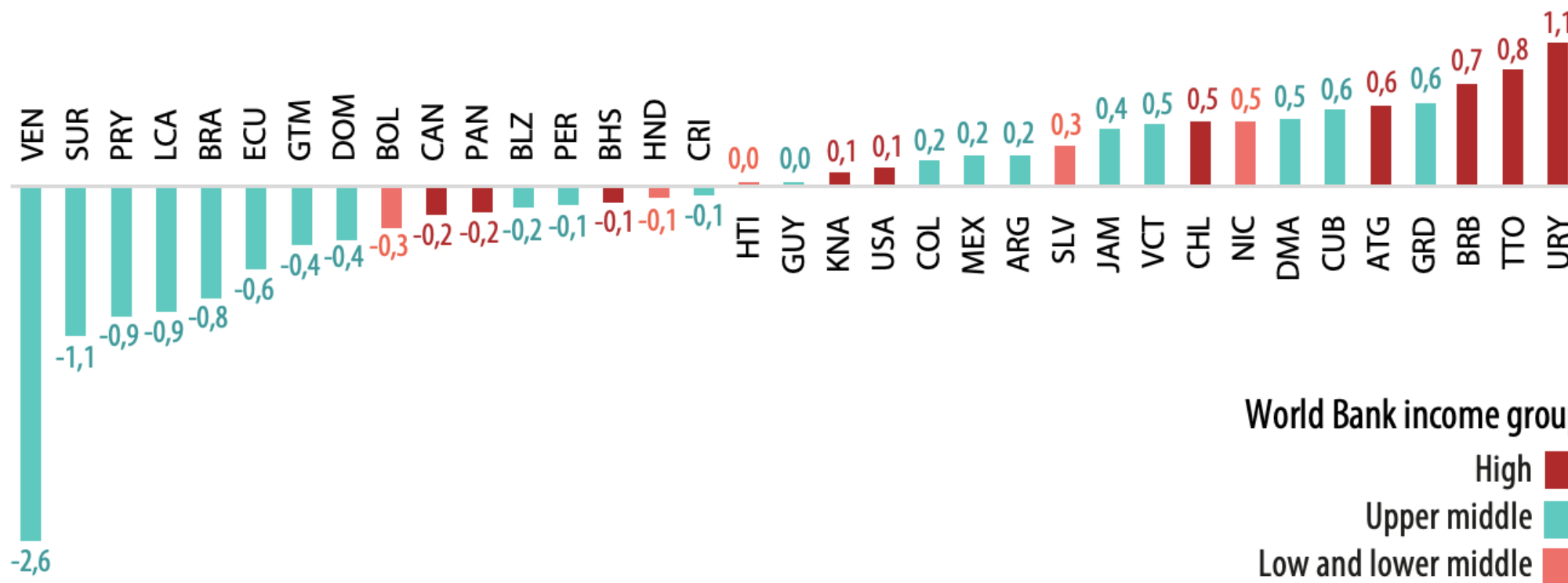
Reducing health impact of informal/illicit alcohol

10



Monitoring & surveillance

# Changes in recorded adult (15+ years; in liters of pure alcohol) alcohol per capita consumption (APC) from 2010 to 2016 in the Americas, by country and World Bank income group



# Status of national written alcohol policy in 2016 for countries in the Americas

No, no national policy



Sub-national policy



Yes, written national policy



# Alcohol Taxation: exists but does not affect consumption



	2016 beer / wine / spirits
Antigua and Barbuda	No / No / No
Bahamas	Yes / Yes / Yes
Barbados	Yes / Yes / Yes
Dominica	Yes / Yes / Yes
Grenada	Yes / Yes / Yes
Guyana	Yes / Yes / Yes
Jamaica	Yes / Yes / Yes
Saint Kitts and Nevis	Yes / Yes / Yes
Saint Lucia	Yes / Yes / Yes
Saint Vincent and the Grenadines	Yes / Yes / Yes
Suriname	Yes / Yes / Yes
Trinidad and Tobago	Yes / Yes / Yes

# National legal minimum age for off- and on-premise sales of alcoholic beverages

(beer / wine / spirits)



	OFF-premise (beer / wine / spirits)	ON-premise (beer / wine / spirits)
Antigua and Barbuda	No / No / No	16 / 16 / 16
Bahamas	18 / 18 / 18	18 / 18 / 18
Barbados	No / No / No	16 / 16 / 16
Dominica	16 / 16 / 16	16 / 16 / 16
Grenada	No / No / No	16 / 16 / 16
Guyana	18 / 18 / 18	16 / 16 / 18
Jamaica	18 / 18 / 18	18 / 18 / 18
Saint Kitts and Nevis	18 / 18 / 18	18 / 18 / 18
Saint Lucia	16 / 16 / 16	16 / 16 / 16
Saint Vincent and the Grenadines	18 / 18 / 18	18 / 18 / 18
Suriname	16 / 16 / 16	16 / 16 / 16
Trinidad and Tobago	18 / 18 / 18	18 / 18 / 18

# Restrictions for on-/off- premise sales of alcoholic beverages: hours/days/locations



	Hours	Days	Locations
Antigua and Barbuda	Yes	Yes	Yes
Bahamas	Yes	Yes	Yes
Barbados	No	No	No
Dominica	Yes	No	Yes
Grenada	Yes	Yes	No
Guyana	Yes	No	No
Jamaica	Yes	No	Yes
Saint Kitts and Nevis	Yes	Yes	Yes
Saint Lucia	Yes	Yes	Yes
Saint Vincent and the Grenadines	Yes	No	No
Suriname	No	No	No
Trinidad and Tobago	No	No	Yes

# Legally binding regulations on alcohol advertising and sponsorships



	Alcohol advertising	Alcohol sponsorships
Antigua and Barbuda	No	No
Bahamas	Yes	No
Barbados	No	No
Dominica	No	No
Grenada	No	No
Guyana	No	No
Jamaica	Yes	No
Saint Kitts and Nevis	No	No
Saint Lucia	No	No
Saint Vincent and the Grenadines	No	No
Suriname	No	No
Trinidad and Tobago	No	No

# National maximum BAC when driving a vehicle among the general population and youth



	<b>General Population (WHO recommends 0.05)</b>	<b>Youth Population (WHO recommends 0.02)</b>
Antigua and Barbuda	No	No
Bahamas	0.08	0.08
Barbados	No	No
Dominica	0.08	0.08
Grenada	No	No
Guyana	0.08	0.08
Jamaica	0.08	0.08
Saint Kitts and Nevis	0.08	0.08
Saint Lucia	0.08	0.08
Saint Vincent and the Grenadines	No	No
Suriname	0.05	0.05
Trinidad and Tobago	0.08	0.08

# The SAFER Initiative



- Launched at the 3<sup>rd</sup> HLM on NCDs, 28 September 2018
- Developed with supporters to meet global, regional and country health and development goals, and to reduce human suffering and pain caused by the harmful use of alcohol.
- Overall objective is to provide support for Member States in reducing the harmful use of alcohol by boosting and enhancing the ongoing implementation of the global alcohol strategy and other WHO and UN instruments.
- Focus is on the most cost-effective priority interventions (“best buys”) using a set of WHO tools and resources to prevent and reduce alcohol-related harm





PAHO/WHO  
**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 advertising, sponsorship, and promotion**

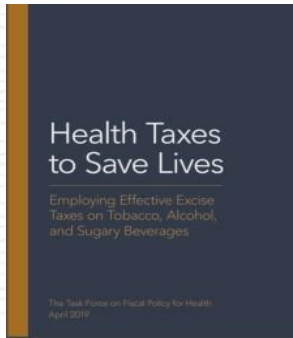


**Raise prices on alcohol through excise taxes and pricing policies**

# The SAFER technical package



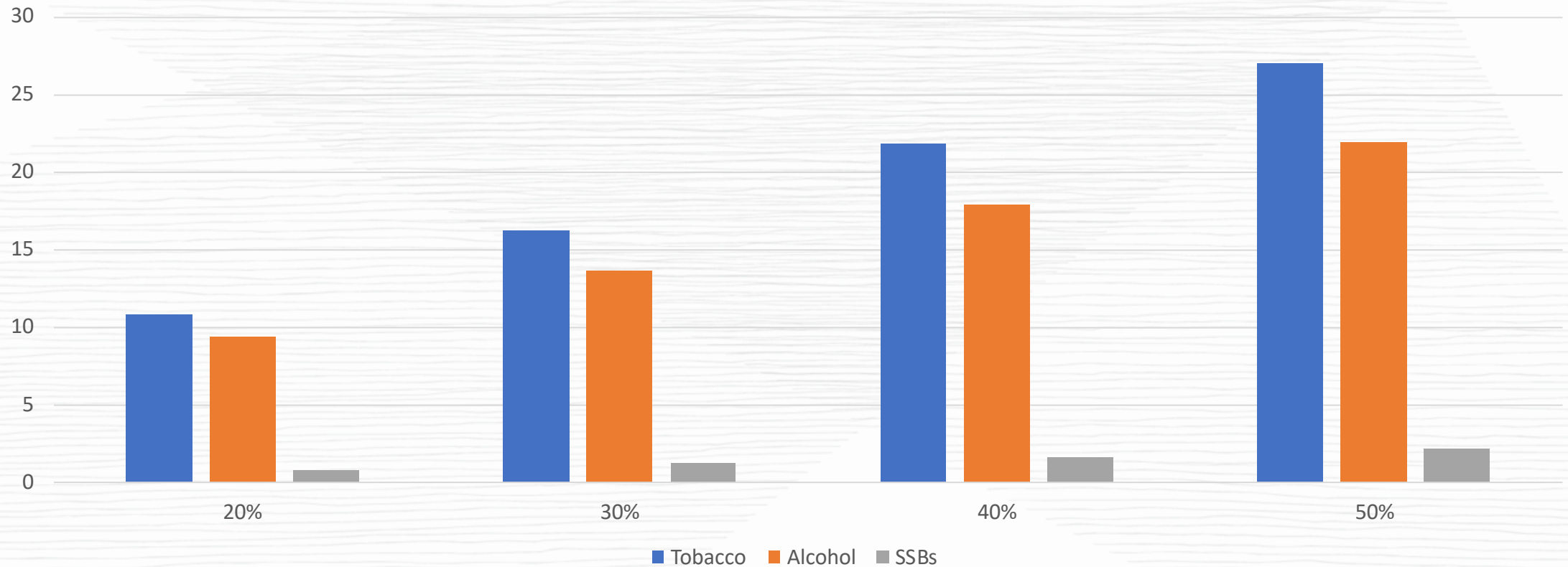
- The SAFER action package provides guidance to countries on evidence-based alcohol policy formulation and implementation in the five areas.
- It elaborates on what to do, why to do it, how to do it and whom to work with.
- Target audience:
  - Government officials with responsibility for developing policy and action plans
  - Other sectors than health, given that alcohol-related harm extends beyond public health (multi-component action)



PAHO/WHO

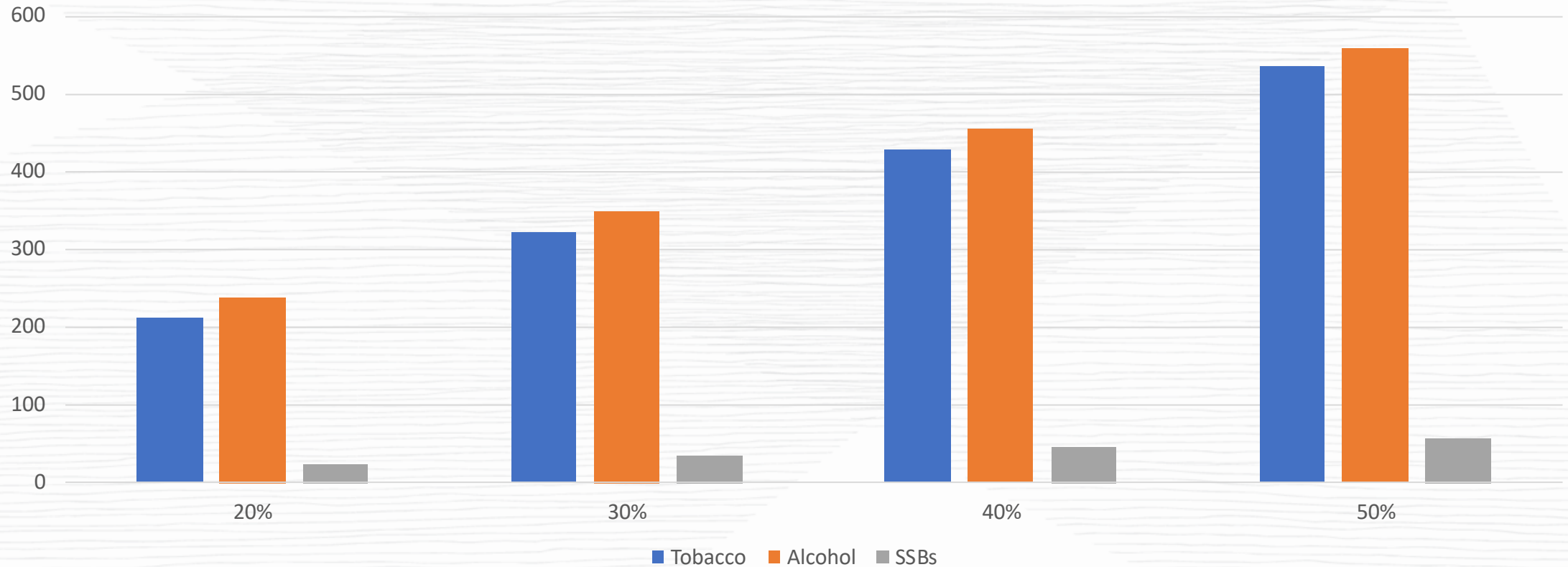
# Projected Health and Revenue Impact of price increase due to higher tax

Deaths averted (millions) over a 50 years period



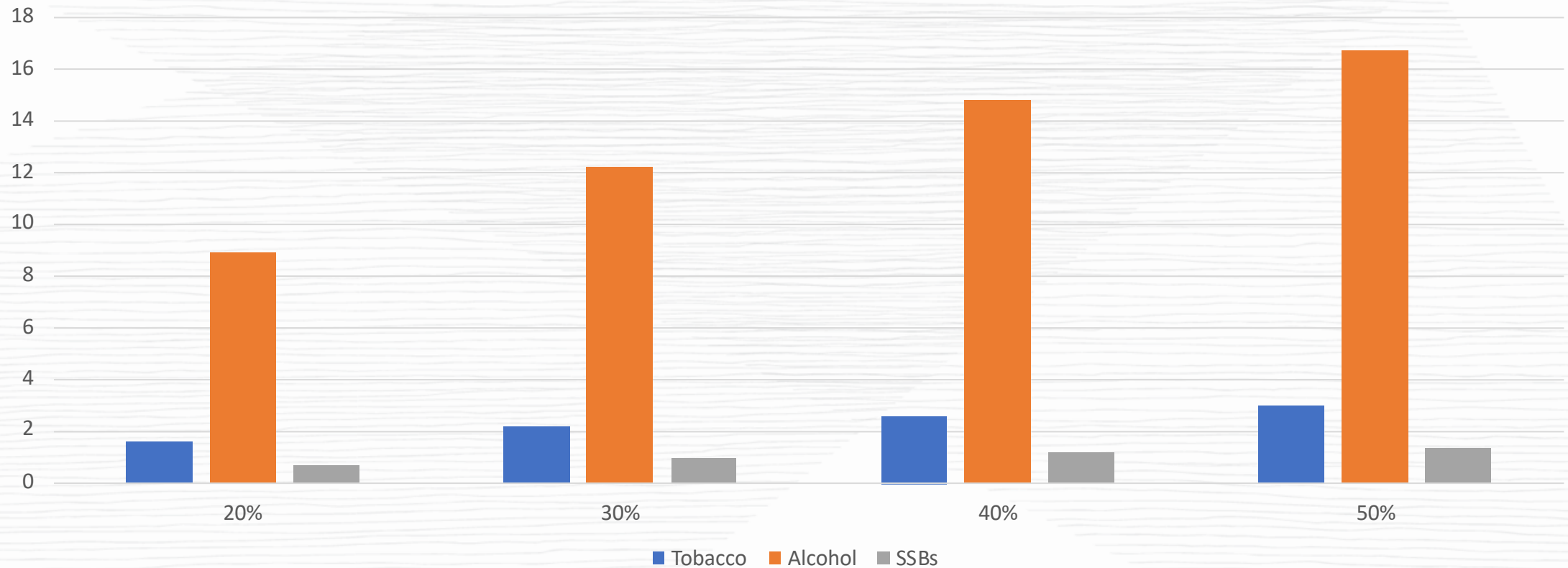
# Projected Health and Revenue Impact of price increase due to higher tax

Years of life gained (millions) over a 50 years period



# Projected Health and Revenue Impact of price increase due to higher tax

Changes in tax revenue over a 50 years period (trillions, \$2016 discounted)



# The SAFER country strategies

## IMPLEMENT

- Regulatory framework
- Enforcement
- Sustained funding
- Multisectoral collaboration

## MONITOR

- Monitoring and surveillance
- Evaluation
- Reporting systems

## PROTECT

- Against Interference of the AI, safeguarding public health
- Scientific evidence
- Disclosure and Manage COI



More info at:  
<https://www.who.int/initiatives/SAFER>

## Prioritising action on alcohol for health and development

Despite the existence of cost effective interventions to reduce harmful use of alcohol, many countries are not giving it the attention it deserves, say **Dag Rekke and colleagues**

**N**on-communicable diseases (NCDs)—mainly cardiovascular diseases, diabetes, cancers, chronic respiratory diseases, and mental health conditions—are now the dominant cause of death and disabilities across the world, with alcohol use recognised as a leading risk factor.<sup>1,2</sup> Alcohol use is also linked to violence, injuries, and infectious diseases,<sup>3</sup> causing substantial economic losses and social harms, including harms to others.<sup>4,5</sup> The health, social, and economic risks asso-

require greater global and national action to formulate effective policies that reduce the harmful use of alcohol, commitment to enhance and accelerate the implementation and monitoring of existing policies, and prevention of industry interference.<sup>3,11-13</sup>

### Need for action on alcohol

Scientific consensus is growing that there is a robust public health case for policy makers to implement WHO's recommended interventions to reduce the harmful use of alcohol.<sup>2,14,15</sup> WHO estimates that harmful

population currently consumes alcohol, and the population is predicted to grow by 1.2 billion people by 2050.<sup>19</sup> Without action Africa could see an increase in both the absolute number and proportion of people consuming alcohol, the amount drunk per capita, and heavy episodic drinking.<sup>18</sup> There are similar challenges in other parts of the world—for example, South East Asia has seen a 29% increase in alcohol consumption per capita since 2010.<sup>3</sup>

The WHO global alcohol strategy, endorsed by the World Health Assembly in

BMJ: first published as 10.1136/bmj.l6162 on 6 December 2019.



**EVERY 10 SECONDS**  
a person **dies** from  
**alcohol-related**  
**causes** including  
**cancers, heart disease,**  
**traffic crashes and**  
**violence.**



*Prioritising action on alcohol for health and development*  
*Rekke, et al. BMJ, December 2019*



IMPROVING SCOTLAND'S HEALTH

Alcohol Framework 2018: Preventing Harm  
next steps on changing our relationship with alcohol

Scottish Government  
Riaghaidas na h-Alba  
gov.scot

PMAC 2019 SIDE EVENT

# Advancing SAFER: the new WHO-led initiative to reduce alcohol related harm

Wednesday 30 JANUARY 2019  
14:00-16:00

Location  
Prince Mahidol Award Conference, Bangkok, Thailand

Information and RSVP: [msb@who.int](mailto:msb@who.int) by 29 January

MICE THIRD ANNUAL CARIBBEAN ALCOHOL REDUCTION DAY | THURSDAY NOVEMBER 29, 2018

## KNOW THE FACTS

A Snapshot of Youth and Alcohol

- STRENGTHEN** restrictions on alcohol availability.  
For example regulate hours and places where alcohol is sold and ensure that minimum purchasing and drinking age laws are enforced
- ADVANCE** and enforce drink driving countermeasures.  
For example introduce low legal blood alcohol limits for driving, alcohol breath testing and mass media campaigns to educate the public.
- FACILITATE** access to screening, brief interventions, and treatment.  
For example ensuring all health services screen for alcohol use and provide appropriate advice to reduce drinking
- ENFORCE** bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion.  
For example ban the advertising of alcohol targeting young people through all or most media and covering all alcoholic beverages
- RAISE** prices on alcohol through excise taxes and pricing policies.  
For example raise the taxes on alcohol to reduce alcohol affordability and ban the use of price promotions, discount sales, flat rates for unlimited drinking

**YOUTH**  
MAKE BETTER CHOICES CARIBBEAN  
A commitment for the next generation

Create a SAFER Environment for your youth!

# SAFER

SAFER is a new World Health Organisation led road map to accelerate progress on health, boost noncommunicable diseases (NCD) through addressing the harmful use of alcohol, and achieve development targets.

Meeting to Accelerate Progress on SDG target 3.4 on NCDs and Mental Health

WHO Global Meeting to Accelerate Progress on SDG target 3.4 on NCDs and Mental Health

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[https://www.who.int/docs/default-source/alcohol/working-document-for-action-plan-web-consultation-november-2020-final.pdf?sfvrsn=684393b8\\_0](https://www.who.int/docs/default-source/alcohol/working-document-for-action-plan-web-consultation-november-2020-final.pdf?sfvrsn=684393b8_0)

Please participate  
in the process  
towards a **new**  
**global action**  
**plan**



## Developing a Global action plan to reduce the harmful use of alcohol

### Web based consultation on a working document

16 November 2020 | Call for consultation | Online

#### Background

The harmful use of alcohol causes approximately 3 million deaths every year and the overall burden of disease and injuries attributable to alcohol consumption remains unacceptably high. The pace of development and implementation of alcohol policies has been uneven in WHO regions, and resources and capacities for implementation of the WHO Global strategy to reduce the harmful use of alcohol 10 years after its endorsement do not correspond to the magnitude of the problems. On this basis, the WHO Executive Board in its decision EB146 (14) called for accelerated action to reduce the harmful use of alcohol.

The Board considered the report on the political declaration of the third high-level meeting of the General Assembly on the prevention and control of non-communicable diseases, particularly Annex 3, entitled "Implementation of the Global strategy to reduce the harmful use of alcohol," and the report on the findings of the consultative process on the implementation of the global strategy to reduce the harmful use of alcohol and the way forward.

In its decision EB146 (14), requested the WHO Director-General, inter alia, "to develop an action plan to effectively implement the Global strategy to reduce the harmful use of alcohol as a public health priority, in consultation with Member States and relevant stakeholders, for consideration by the 75th World Health Assembly at the 150th session of the WHO Executive Board in 2022", and "to develop a technical report on the harmful use of alcohol related to cross-border alcohol marketing, advertising and promotional activities, including those targeting adolescents, before the 150th session of the WHO Executive Board, which could contribute to the development of an action plan", as well as "to adequately resource the work on the harmful use of alcohol.

In its decision EB146 (14), the WHO Secretariat will conduct a Web-based consultation from 16 November 2020 on a working document for development of the action plan open to Member States, national organizations, and non-State actors.

The purpose of the consultation is to gather input from all stakeholders. "We have read the working document for development of an action plan to reduce the harmful use of alcohol and have the following comments." You will then have the option to either submit the full response online or as a PDF or DOC file.

on this website.



#### Media Contacts



**Dr Vladimir Poznyak**  
Unit Head, Alcohol, Drugs and Addictive Behaviours  
WHO  
Email: [poznyakv@who.int](mailto:poznyakv@who.int)



**Mr Dag Rekke**  
Senior Technical Officer, Alcohol, Drugs and Addictive Behaviours  
WHO  
Email: [rekkesd@who.int](mailto:rekkesd@who.int)

#### Related Highlight

Access the online consultation

Download the working document:







Download the Global strategy:





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OPSPAHO 

#HealthForAll  
#MentalHealth  
#GetVax  
#pahowho  
#BeatNCDs  
#UniversalHealth



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