

PHP - Pathways for Health Project in Europe

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Presentation Outline

- **General Overview**
- **Reviews & Recommendations**
- **Programmes, Projects and Practices**
- **Conclusions**
- **Further steps**

Funding Partners

- **European Commission**
- **Finnish Ministry of Health**
- **French Ministry of Health**
- **German Ministry of Health**
- **Portuguese Ministry of Health**

Project Partners

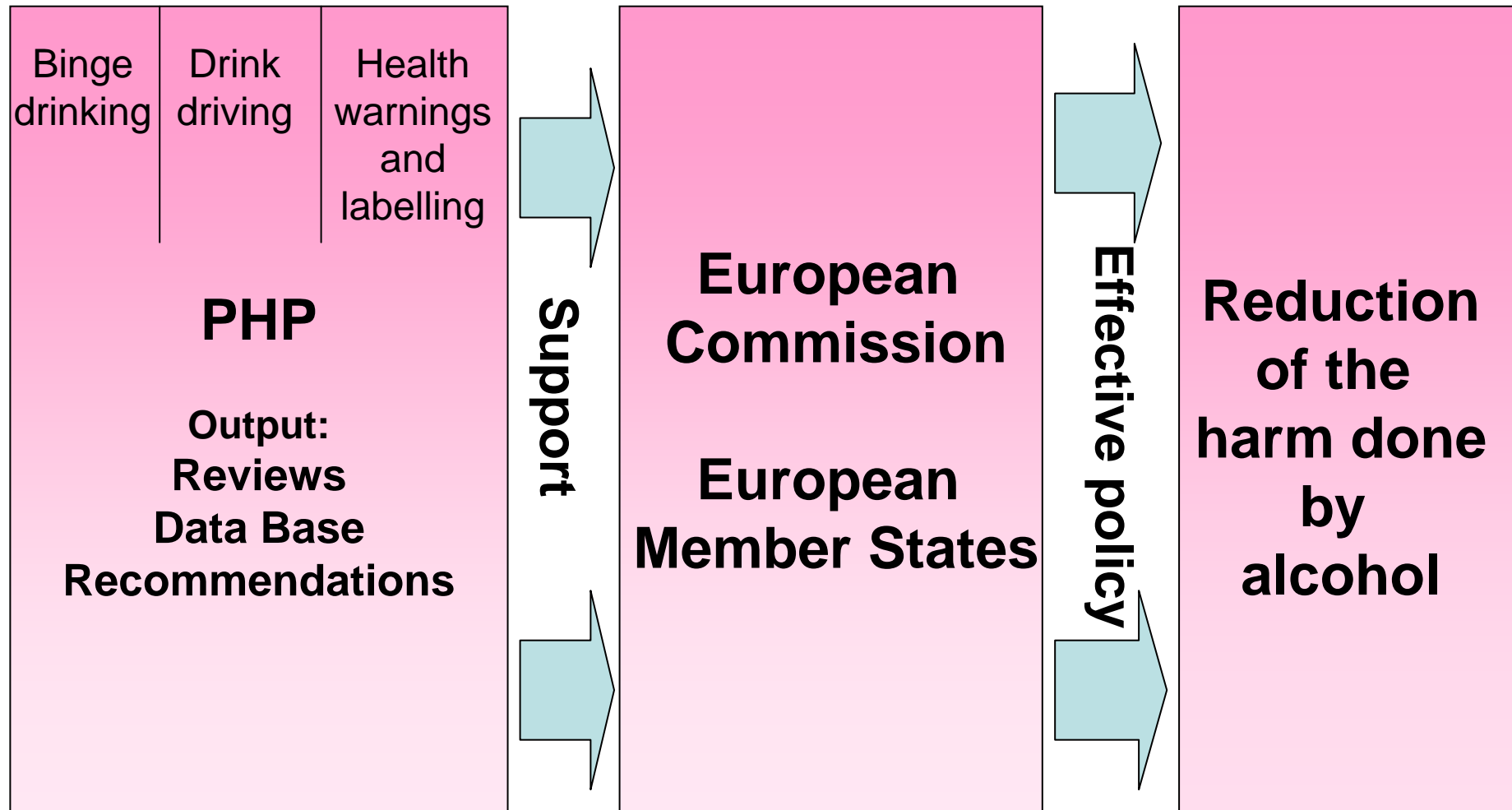
European Organisations:

- **European Youth Forum (EYF)**
- **European Transport Safety Council (ETSC)**
- **European Traffic Police Network (TISPOL)**
- **Eurocare and its Network**

National Organisations:

- ***Alcohol Policy Network (Bridging the Gap)***
- ***CRIOC (Belgium Consumer Organisation)***

General Overview



Tools

- **Multi-sectoral, multi-national stakeholder network – 30 countries in Europe**
- **Two Expert meetings**
- **Session during the BtG Helsinki Conference**
- **Systematic reviews of published scientific literature**
- **Questionnaires were distributed among the Alcohol Policy Network (BtG) and other partner organisations**
- **Data base**

Review & Recommendations Binge Drinking

Binge Drinking is broadly defined as a single drinking session intended to or actually leading to intoxication, in other words getting drunk.

Other definitions are also been used:

WHO: 5 or more 'standard drinks' in a single occasion

ECAS: One bottle of wine and equivalent

Trends in Binge Drinking among 15-16 year old students

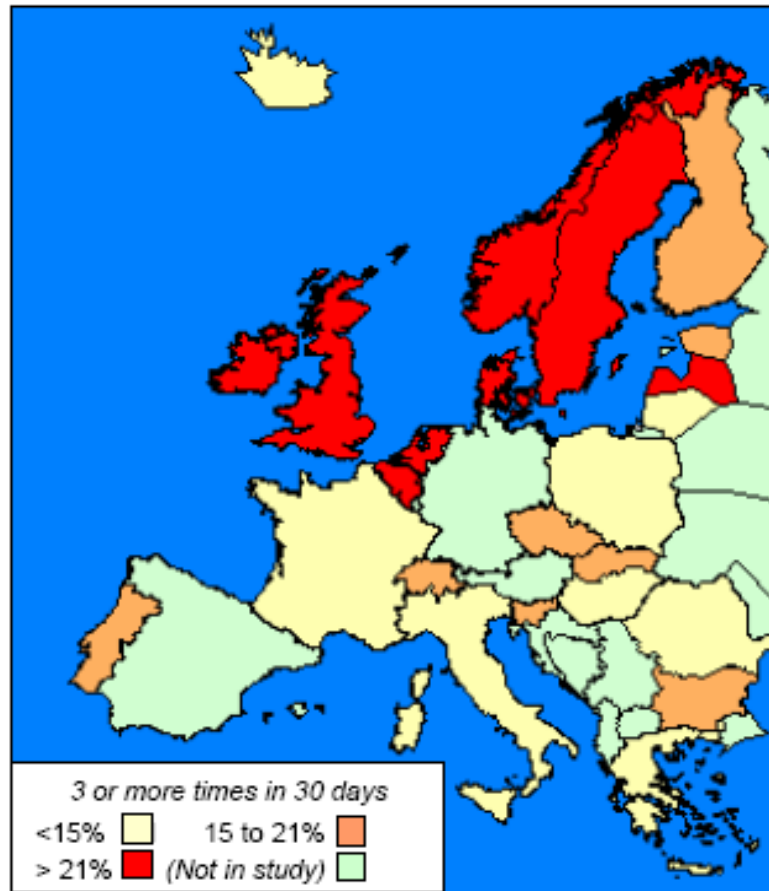


Figure 4.14 Binge-drinking in 15-16 year old students in Europe Defined as 5+ drinks on a single occasion

Source: ESPAD 2003 (Hibell et al 2004)

More than 1 in 6 (18%) 15-16 year olds have 'binged' (5+ drinks on a single occasion) three or more times in the last month.

Harm done by Binge Drinking

Harm to self

- Accidents
- Injuries
- Brain damage
- Suicide
- Unsafe sex
- Relationship problems
- Reduced ability to do work
- More vulnerable to harm from others

Harm to others

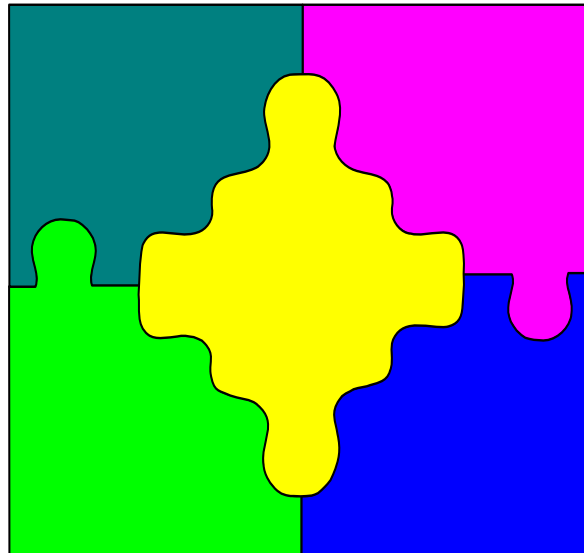
- Assaults
- Accidents
- Violence
- Drunk driving
- Family life
- Unborn child

Recommendations Binge Drinking

**High Price
via high taxes**

**Limit alcohol
marketing**

**Early
intervention**



**Regulate
Availability**

**Safer
Community
practices**

**Education in
combination**

Review Drink and Driving

Facts:

- 1 in 3 road traffic fatalities in the EU are due to alcohol
- 15,000 male and 2,000 females
- 10,000 others than the driver
- total costs €10b in 2003
- traffic fatality rates are significantly worse in Southern Europe (EU 15) and in the EU 10 (Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia)

Recommendations Drink and Driving

- **maximum blood-alcohol level (BAL) 0.5g/l**
- **a lower limit of 0.2 g/l should be introduced for young drivers, drivers of public services and heavy goods vehicles**
- **Driver education, rehabilitation and treatment schemes**
- **Effective training for the hospitality industry and servers of alcohol**
- **Comprehensive community-based educational and mobilization programmes, incl. Urban planning and public transport initiatives**
- **Evaluation of the existing designated driver campaigns for their impact in reducing drink driving accidents and fatalities**

Review Consumer Information and Labelling

- **Producer have the responsibility to provide consumers with the relevant information to enable them to assess the risks inherent in a product**
- **Product information must be:**
 - **easy to understand**
 - **marked in a conspicuous place**
 - **easily visible**
 - **clearly legible and indelible**

Review Consumer Information and Labelling

Current EC Directive:

- all alcoholic drinks over 1.2% volume have to state their alcohol content on their label
- all products containing certain allergens should list these on the label
- wine and spirits must be indicate “contain sulphites“
- there is no obligation to mention any health warnings

Review Consumer Information and Labelling

National Initiatives and laws:

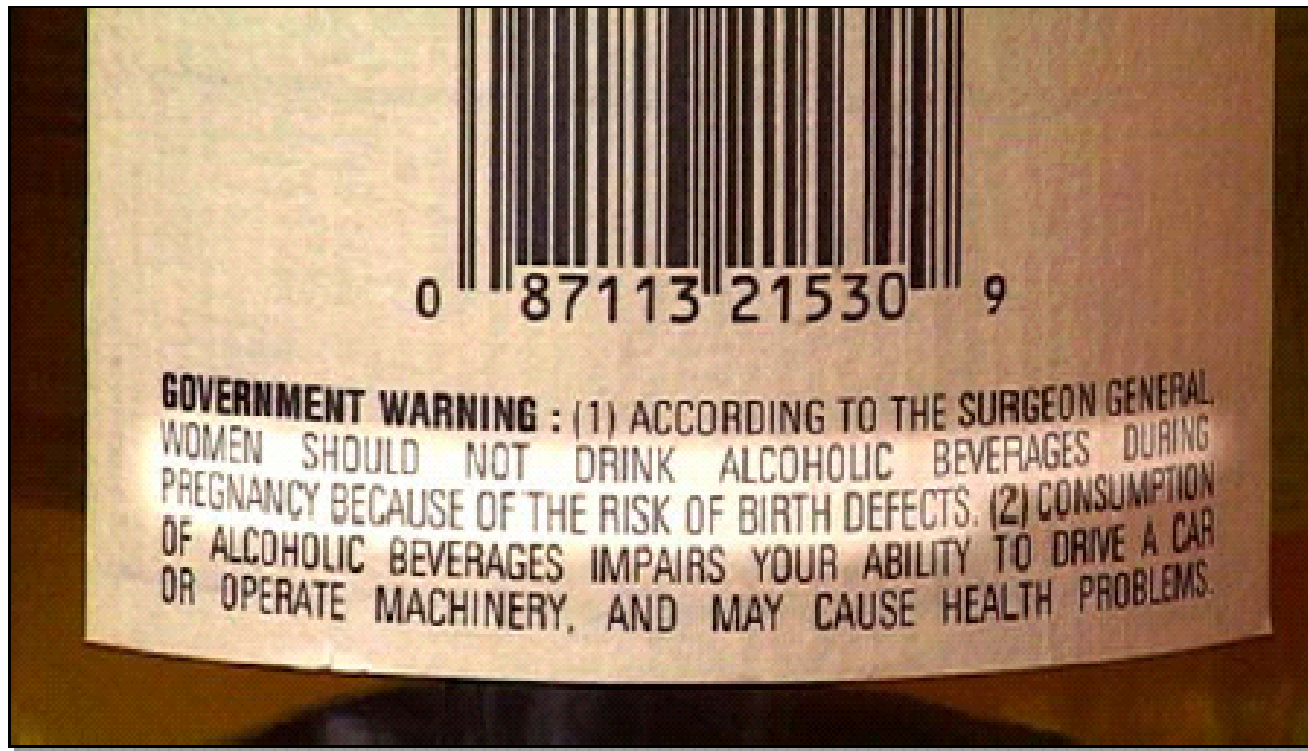
France:



Finland: General health warnings

Review Consumer Information and Labelling

US Warning Label:



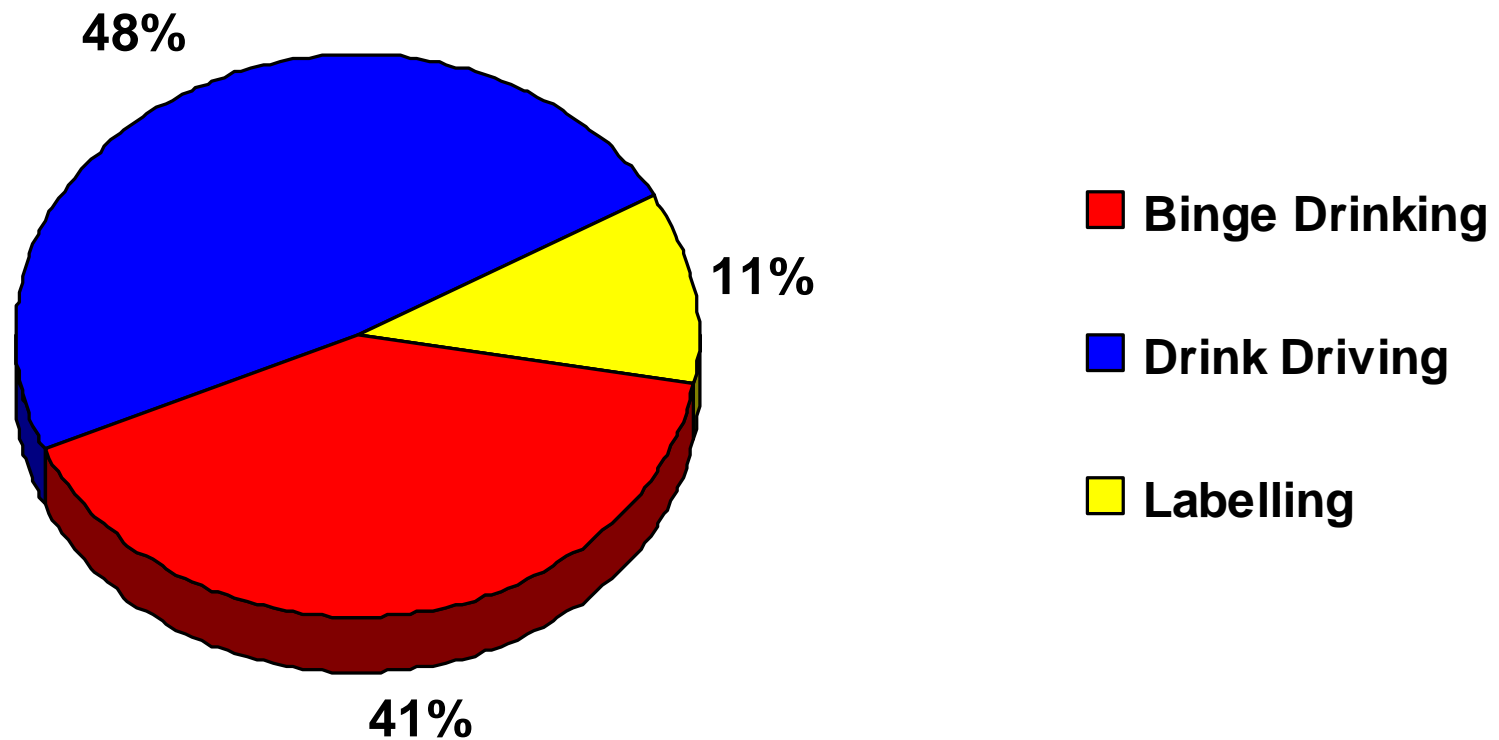
Recommendations Consumer Information and Labelling

- **Effective regulation to ensure appropriate packaging and labelling**
- **Integrated strategies for health messages and warnings on alcohol**
- **No promotion of alcoholic beverages by labelling and packaging**
- **Alcoholic products should carry warnings**
- **Labels should contain alcohol concentration (% by volume), alcohol content (grams in alcohol) and ingredients**
- **Health warnings should be pre-tested and re-evaluated over time**
- **precise public health messages need to be developed for alcohol across Europe**

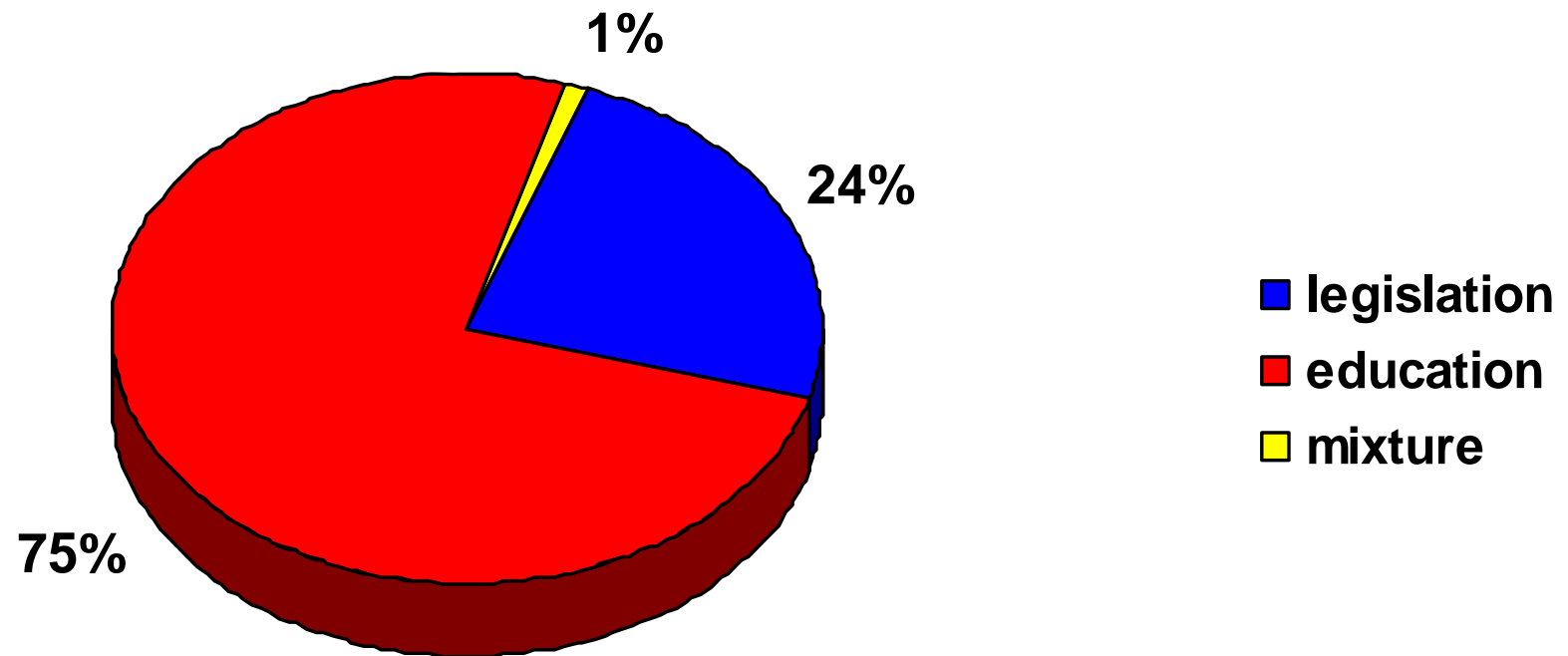
Programmes, Projects and Practices

- **A questionnaire for each topic**
- **Questionnaires were developed during expert meetings**
- **24 from 30 addressed European Countries answered**
- **91 projects, practices and programmes**
- **The list will be updated**

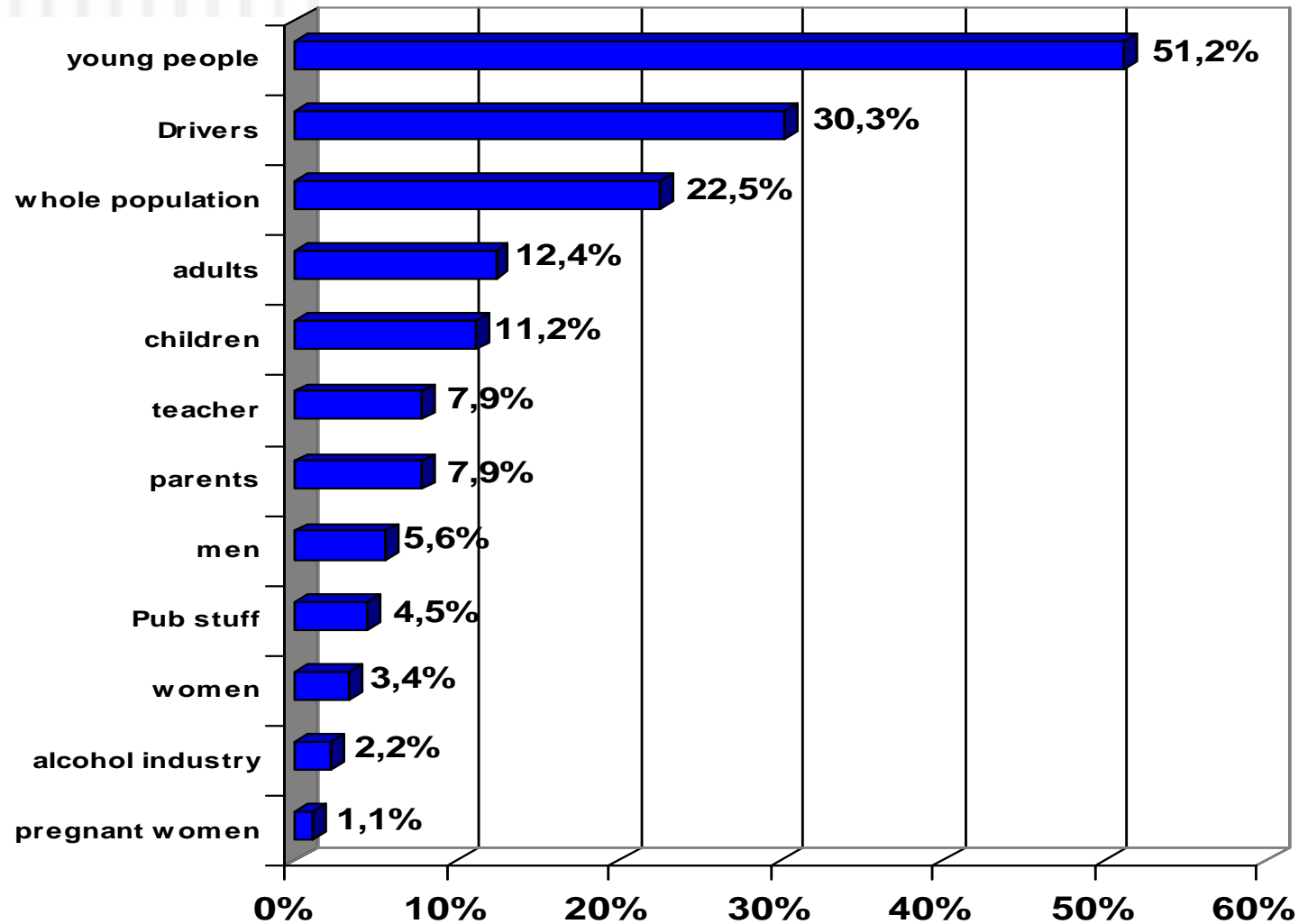
PPP Results: Percentage of the topics



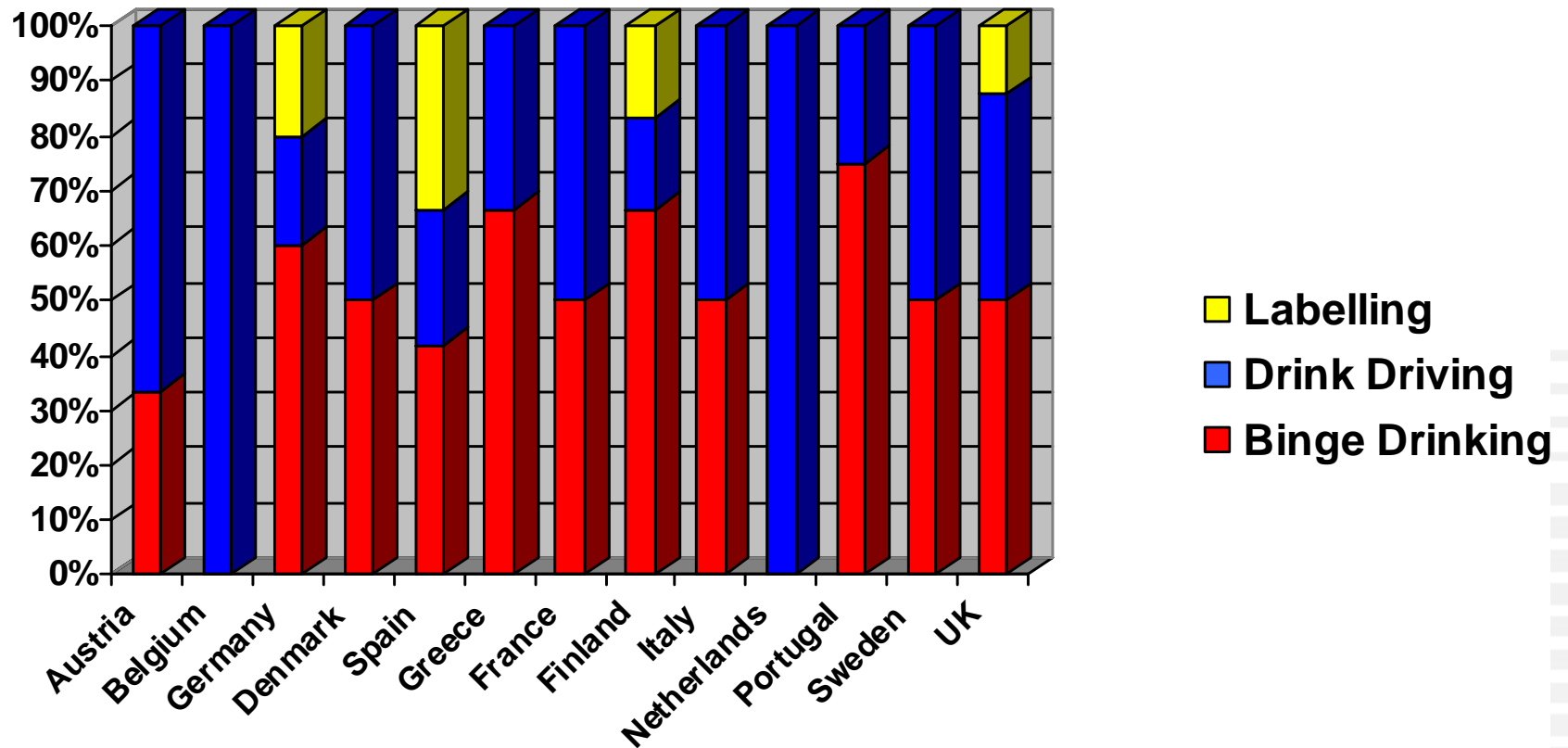
PPP Results: Type of projects



PPP Results: Target groups

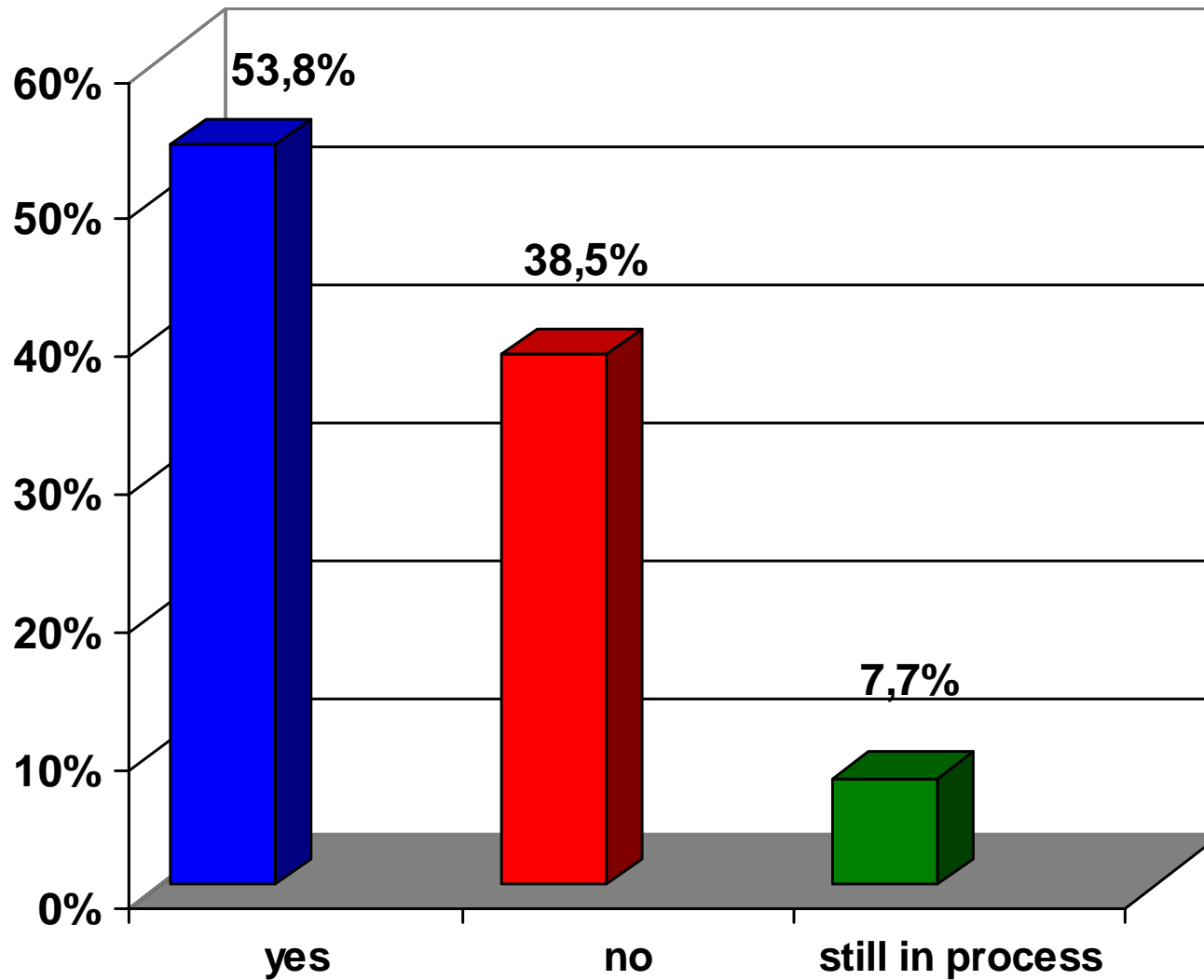


PPP Results: Countries

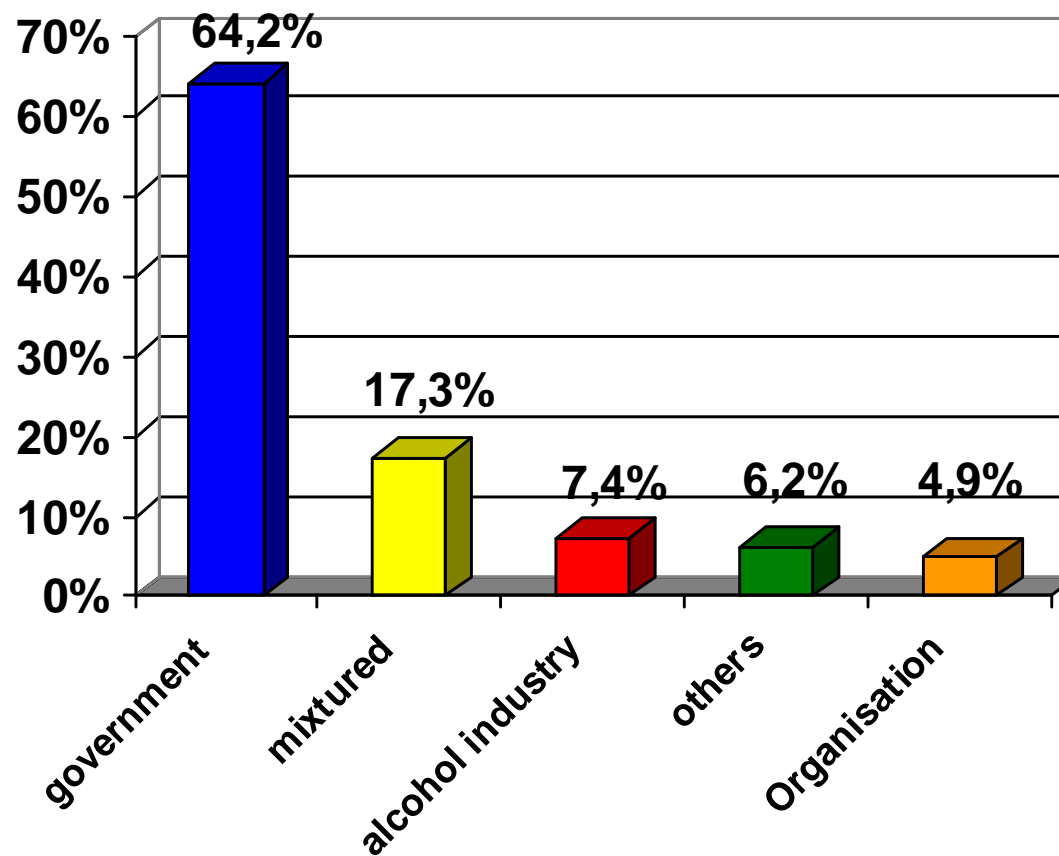


EU 15 without Ireland and Luxembourg

PPP Results: Evaluation



PPP Results: Funding



Conclusion

- **supports the exchange of data on European level**
- **supports the European Commission and the EU to get an overview of European activities in this area**
- **supports the Forum on Alcohol and Health**
- **promotes synergetic effects at the three topics**
- **strenghtens the network on alcohol policy**
- **creates new coalitions with organisations and institutions which are not directly linked to the alcohol area**

Further Steps

- **Revision of the reviews and recommendations**
- **Updates of the data base and the collection of innovative activities**
- **Website**
- **Documentation of the projects**
- **Evaluation report**
- **Promotion of the results**

Thank you for your attention!