



# Expectations of the project and some general information

Pathways for Health project Berlin 2006

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Health Determinants/Alcohol Policy

## Expectation 1. Feed in to the Commission's work on the strategy

- All evidence on effectiveness is essential in the consultation process
- Binge-drinking, Drink-driving and consumer information/health warning labels is identified key areas

## In the consultation process

- We need you to get cross-cultural evidence
- We need your network and expertise to develop the strategy – and later on to implement it.
- We need comparable information and data
- We need you to be updated on MS development



## Expectation 2. Provide innovative actions

- The EU work doesn't end with the Commissions Communication
- Intervention's need to relate to a changing world
- Cross-country exchange of new actions is of interest for all (local, national and EU)



## Expectation 3. Create reliable information and make it accessible

- Important to identify good practice of drink driving countermeasures (evaluations of good quality)
- Important to collect consumers views on labelling and other types of consumer information on alcohol

- Collect cross-cultural evidence on what has impact on young people's binge-drinking
  - Highest on the Commissioner's agenda
  - Area of common interest for stakeholders, including industry
  - Area of common concern for European citizens



## The foreseen EU strategy what seem to be the key areas

- To create evidence
- To protect young people
- To protect third parties
- To combat drink-driving
- To prevent alcohol-related harm among adults
- To inform and raise awareness on the impact of alcohol

## Emerging consensus

- On the protection of young people
  - No sales/serving to under-age drinkers – better enforcement
  - No marketing activities targeting under-age drinkers
  - Support of interventions with a proven effect on under-age drinking

## Emerging consensus

- On Drink-driving countermeasures
  - Better enforcement; Random Breath testing, license suspension,
  - Actions to rise awareness;
  - Lower Blood Alcohol Content (BAC) for young and novice drivers
  - Treatment for repeated drunk-drivers

# Emerging consensus

## ■ On the protection of third parties

- Awareness raising activities on alcohol's impact during pregnancy and on violence and crime.

## ■ On prevention of alcohol related harm among adults

- Brief treatment interventions for hazardous and harmful drinkers
- Responsible beverage service (selling/serving)

# Emerging consensus

## ■ To create cross-cultural evidence



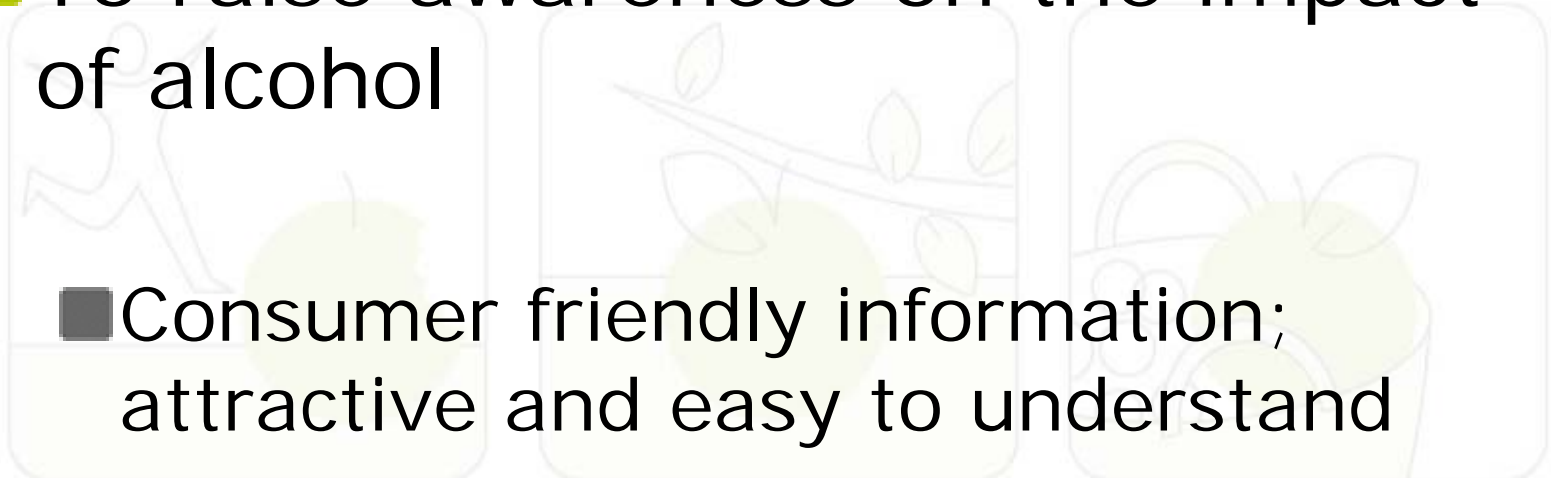
- A common knowledge base in EU

- High quality research

- Exchange of best practise

## Emerging consensus

- To raise awareness on the impact of alcohol



- Consumer friendly information; attractive and easy to understand

- Education – but not on it's own

# Identified controversial issues

## ■ Taxation

### ■ Reported “Pros”

- price and tax measures are effective and cost efficient tools to reduce young - and heavy drinkers consumption (and total consumption)
- strong research support.

### ■ Reported “Cons”

- MS with high taxes have problems with harmful drinking
- no evidence for the effects in Southern EU

# Identified controversial issues

## ■ Restrictions on sales/serving to adults

### ■ Reported "Pros"

- Strong evidence for policies limiting hours and days of sale – limiting opening hours leads to less violence

### ■ Reported "Cons"

- Research on restrictions on availability is mainly from northern MS – the evidence is not strong in southern MS

# Identified controversial issues

## ■ Advertising: regulation or self-regulation

### ■ Reported “Pros”

- regulation is more effective: better compliance and enforcement than self-regulation that covers only “members”
- restrictions on advertising reduces harm

### ■ Reported “Cons”

- self-regulation is more flexible and more effective
- no evidence that “bans” have significant effects on alcohol consumption and harms

# Identified controversial issues

## ■ Information campaigns/school based education

### ■ Reported "Pros"

- information/education resolve all problems
- some school education is shown to be effective ( using the right method)

### ■ Reported "Cons"

- research shows only small effects, therefore
- no good use of scarce resources

# Identified controversial issues

## ■ Harmonisation: Labelling, Age- and BAC limits

### ■ Reported "Pros"

- EU added value due to convergence in EU, cross-border trade, globalisation – harmonisation would facilitate trade (labelling) and "uniform rules" (age-limit/BAC; raises awareness

### ■ Reported "Cons"

- No evidence (especially labelling), this should be national competence; no EU added value.



## Next steps

- For the moment finalizing an Impact Assessment
- Draft Communication before summer
- Intention to take forward a Communication in 2006 (adoption by the Commissioners' in September)



Thank you very much for your  
attention.....and good luck with  
your work.

