General objective of project

The primary aim of EWA is to develop effective methods of engaging with workplaces, and their workforces, to raise awareness and bring about individual and organisational change that leads to reduced alcohol consumption and alcohol related harm. It will inform the development of alcohol-related health policies at European, regional, country and local levels. EWA aims to engage with workplaces to:

(1) raise awareness amongst employees about how, in relation to alcohol, they can live healthier lives;

(2) inform employers how, in relation to alcohol, they can support their workforce to live healthier during and outside working hours;

(3) encourage employees to change their alcohol-related behaviour to live more healthily;

(4) encourage employers to adopt a workplace culture that, with respect to alcohol, is supportive of healthier living.

EWA targets medium to large workplaces in the public and private sectors and their workforces – including multi-national companies and firms employing manual workers.

EWA will, in 12 member states, including 3 eastern European countries and 3 southern European countries, pilot, assess and disseminate the lessons from innovative interventions that engage workplaces and their workforces in addressing alcohol-related health issues.

The overall objective of the project is to culminate in the development and dissemination of a practical and robust cross-cultural tool-kit able to support the delivery of workplace-based interventions that will bring about reduced alcohol consumption and alcohol-related problems amongst the European workforce. The project will also produce a report identifying best practice and recommendations for European, national, regional and local policy-makers. Finally, the project will improve the health and well-being of European citizens, contribute to the objectives of the Lisbon agenda, and enable workplaces to mitigate the potential negative consequences of the economic recession on alcohol-related harm.