

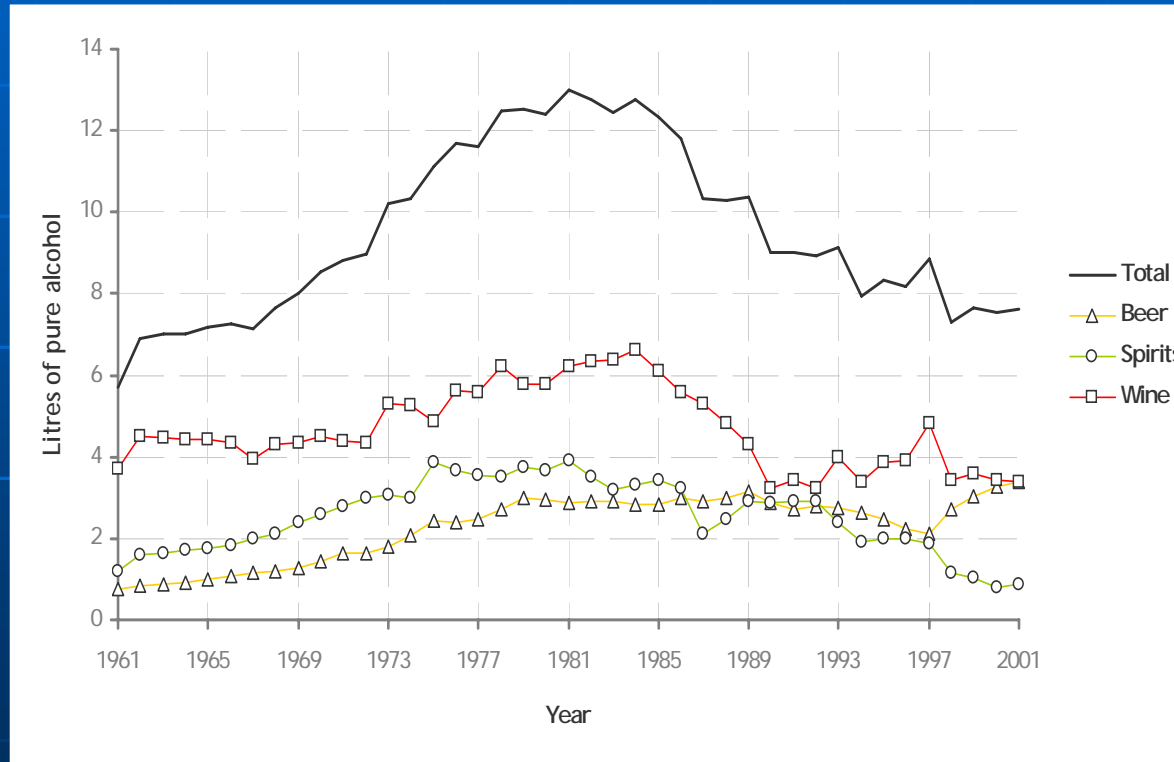
ROMANIA REPORT

ALCOHOL POLICY NETWORK



Alcohol consumption

Recorded adult per capita consumption (age 15+)



Sources: FAO (Food and Agriculture Organisation of the United Nations), World Drink Trends 2003



Alcohol consumption

- How many?
- Men or women?
- Risk factors
- Where?
- Most preferred drink?

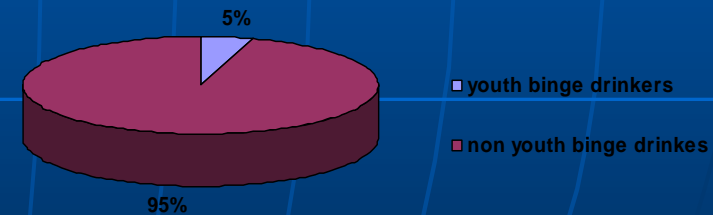
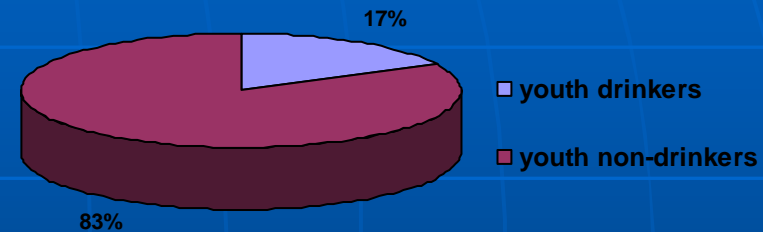


Alcohol consumption

ESPAD 2003

Sample of 4371 students 16 years old (42.46% M and 57.54% F):

- 17,4%: more than 40 times: alcohol consumption during their lifetime
- 4.7% : at least 5 drinks in row at least 3 times during the past 30 days



Legal and administrative authorities

■ National Level

Standards & regulations

- Ministry of Agriculture, Forests and Rural Development (MAFRD)
- Ministry of Finance
- Ministry of Health
- Ministry of Administration and Interior/Anti-drug National Agency
- Consumer protection Authority
- National Council of Audio-Visual
- Ministry of Education
- Ministry of European Integration

■ Local authorities

■ NGOs



Health issue in alcohol policy

- **National programmes addressing health promotion and prevention**
- &
- **Strategies and administrative actions in the field of health promotion and health education**

Administrative health policy

Public Health Institutes

County Public Health Directorates

National Institute for Research & Development in Health



Alcohol production and trade

- traditional viticulture areas

10 top wine countries in the world (traditional exporter)



WINE

Alcohol production and trade

- dramatic increase
 - low cost
 - better marketing strategies
 - concentrate around major cities

Beer



Alcohol production and trade

Homemade spirits

rural areas
uica, palinca



Licensing policy



Restrictions of availability

Forbidden by law:

- Selling alcohol to drunk persons or persons under 18 years
- Alcohol consume on streets, in parks, show halls, sport arenas, other public places
- Marketing of alcohol in education institutions or surroundings
- Less than 500m from voting station on Elections day



The Code of Regulation of the Audiovisual Content

Decision no. 187/03 APRIL 2006

Is prohibited:

- the broadcast of advertisement for alcoholic drinks that promote violent, aggressive or antisocial behavior or attitudes
- the broadcast of advertising spots for alcoholic drinks featuring minors
- the broadcast of sports transmissions sponsored by alcoholic beverages producers may be broadcast only between 23.00 – 6.00

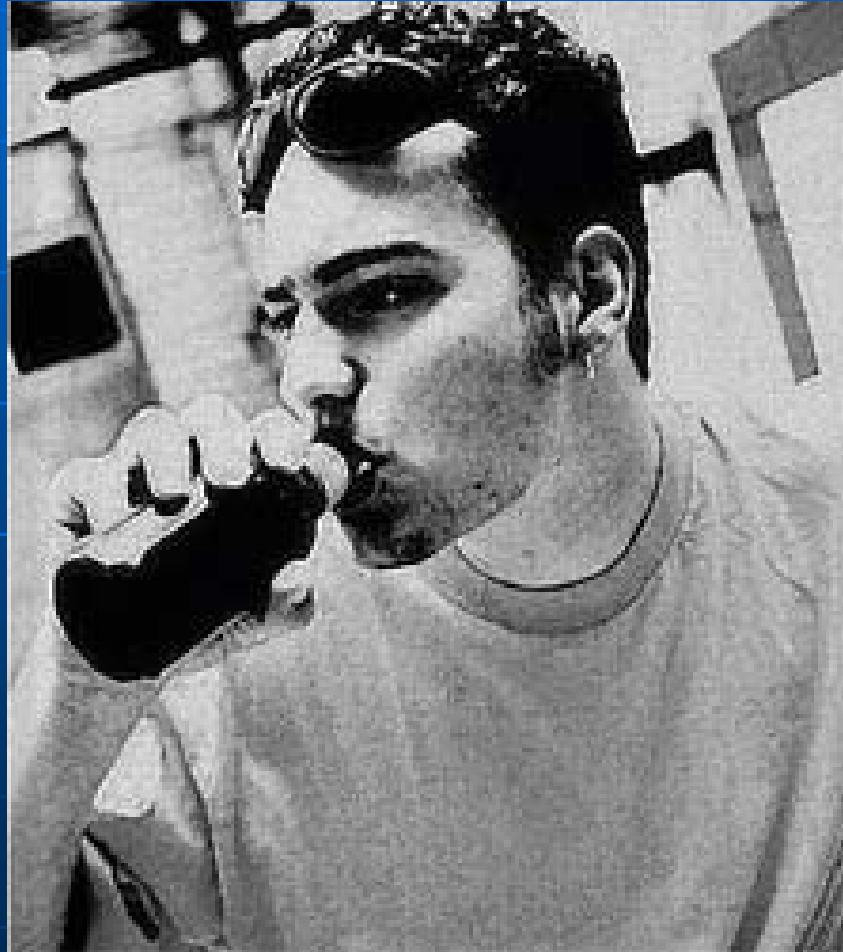
The Code of Regulation of the Audiovisual Content

Decision no. 187 /3 APRIL 2006

Programme services	Forbidden Interval Time - distilled alcoholic drinks
TV	6,00-22,00
Radio	6,00-8,00 & 10,00-22,00 Monday-Friday 6,00-22,00 Saturday & Sunday

Alcohol advertising

“Excessive consumption of alcohol seriously damages health”



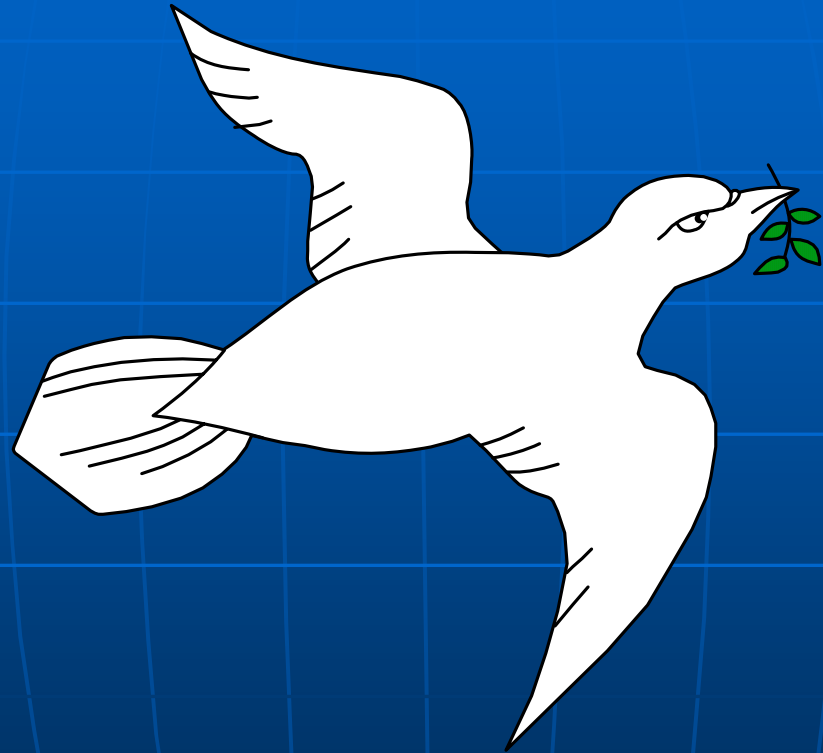


Collaboration

Co-operation



Feed-back



Thank you !