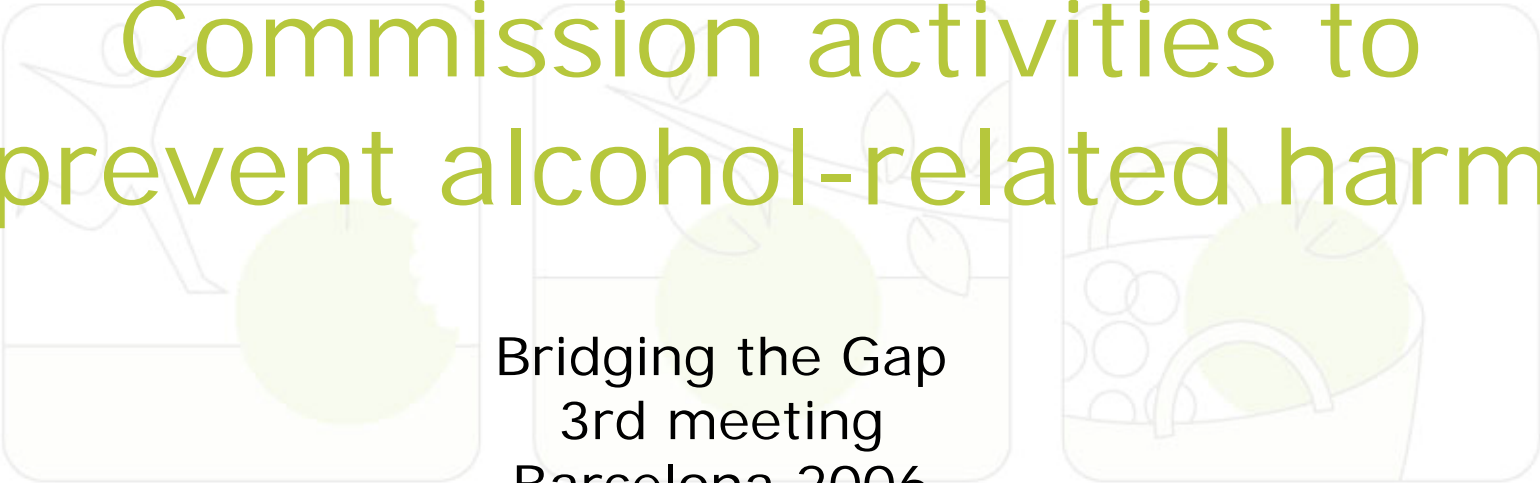


Commission activities to prevent alcohol-related harm



Bridging the Gap
3rd meeting
Barcelona 2006

Maria Renstrom
European Commission
Directorate Health and Consumer Protection
Health Determinants

Commission's mandate for action

■ Article 152

- In all Community policies - ensure protection of EU citizens
- Community action – compliment MS - to improve public health, prevent illness and diseases and obviating sources of danger

Mandate

- Support implementation of policy objectives already agreed at EU level - Road Safety, Health and Safety at work
- Collect and disseminate information on Public Health

Mandate

■ Council

- Invited Commission to take actions to reduce alcohol related harm(strategy)
- Invited COM to follow up implementation of the Recommendation on young people

■ MS

- Stated that national ability become more limited - globalisation

Case for Action

- Health reasons – 60 types of chronic/acute diseases and premature deaths can be prevented
- Economic reasons – alcohol use affect productivity, absenteeism
- Social reasons- alcohol harm people other than the drinker

The ongoing work at EU level – to meet the challenge

- Co-financing several projects and networks within the Public Health programme
- Finalizing a Public Health Report on Alcohol in Europe by IAS

Ongoing work

- EU strategy on alcohol and health - involving all MS and stakeholders
- A report on the implementation of the Council Recommendation on Alcohol and Young people

In EU and MS - 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 and
 - Awareness raising activities on alcohols impact during pregnancy
 - Support to children in families with drinking problems

Emerging consensus

- On prevention of alcohol related harm among adults
 - Brief treatment interventions for hazardous and harmful drinkers
 - Responsible beverage service
 - Active enforcement of current legislation

Emerging consensus

■ To create cross-cultural evidence

- A common knowledge base in EU
- High quality research – EU and MS
- 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

Next steps -EU

- For the moment finalizing an Impact Assessment of the strategy
- A Communication on Alcohol and Health in 2006 (EU alcohol strategy)
- A Communication on the Common Market on the wine reform in 2006
- Information on the status of the work on alcohol to the Council in June
- Finnish Presidency have asked for the Communication

Main aim -to support national level to,

- Develop a solid knowledge base
- On this basis - develop and adopt alcohol policy to protect public health
- Enforce and implement
- Evaluate and assess

Good luck with your work!

