

REPORT OF THE EPC ROUNDTABLE

on

Alcohol-related harm: ways forward

Third APN Meeting,
Barcelona,
11-13 May 2006

EDUCATION

Position of the Industry:

Industry pointed out that there is substantial evidence that the behaviour of minors is most influenced first by their parents and second by their peers. Education and awareness in which family and peers play a role are an effective way of addressing irresponsible drinking by minors. Direct educational interventions have been proved to be effective, but for the effect to be sustained the messages must be constantly re-enforced and fit with messages from other sources (parents, peers, commercial communications etc) in a coherent manner. Wine insisted that alcohol cannot only be seen as a potential danger from which people must be protected. The vast majority of drinkers have no problem and enjoy the products which contribute to a warm, convivial environment. Education raises awareness and affects behaviour. Responsible choices and moderate consumption should be the general aim. A long-term culture has to be built.

EDUCATION

Position of the NGOs:

NGOs do not dispute that education has a part to play in alcohol policy for the promotion of a healthy lifestyle and safe environments. Mass media programmes and media advocacy can make a contribution to the raising of alcohol awareness in the community and public support for effective intervention strategies to reduce problems related to the consumption of alcohol. NGOs are concerned that alcohol education *per se* will be seen as the panacea for the present alcohol problem besetting society. The alcohol industry displays an over-sanguine view of education, when the evidence base shows that educational programmes, particularly school programmes, make little impact in reducing the problem and are not cost-effective compared with other policy measures. Reliance only on an educational strategy to tackle the alcohol problem will be ineffective. Seriously tackling the problem involves a mix of evidence-based policies - a combination of education and legislative measures.

Drink and Driving

4.M.7 Member States should reduce the bloodalcohol concentration (BAC) level from 80 to a maximum of 50 milligrams (in 100 millilitres of blood).

4.I.1 Supporting effective drink-driving countermeasures and demonstrating responsible business activities, especially by not serving alcohol to drivers and ensuring alternative transport programmes for drivers who do consume alcohol.

4.I.2 Contributing to a central and independently-managed fund for “Europe against Drink-driving” mobilisation.

Underage-Drinking

6.M.1 If not already in place, establishing a lowest minimum selling/serving age of 18 years in all Member States, preserving existing higher minimum selling/serving ages.

Commercial Communication

7.I.2

Refraining from producing and marketing products that are attractive to, or target children and adolescents.

7.I.3

Endorsing the monitoring and enforcement of its own codes of conduct through a body that is independent of the alcohol and advertising industries.

7.N.1

Setting targets for the regulation of commercial communications, monitoring and reporting on the marketing strategies of the alcohol industry and on the enforcement of regulatory and self-regulatory mechanisms.

Consumer Information

5.I.2

Submitting any educational type messages placed on alcoholic beverages to review by an independent government-appointed public health body before placing them on the labels.

Availability and price of alcohol

8.C.2

Assessing the possibility to have a special rate of excise duty on specific alcoholic beverages that are proved to cause harmful consumption.

8.M.4

Su Establishing effective pricing policies.

Thank you for your
Attention!