

NordAN 2026

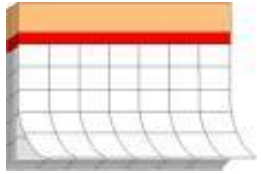
Public health, policy and prevention in changing times

20 years of alcohol policy.

Developments in Europe and globally.

Mariann Skar

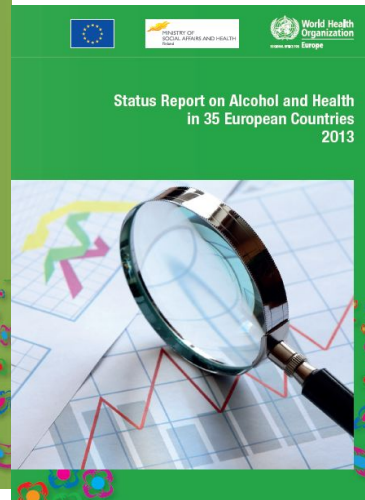
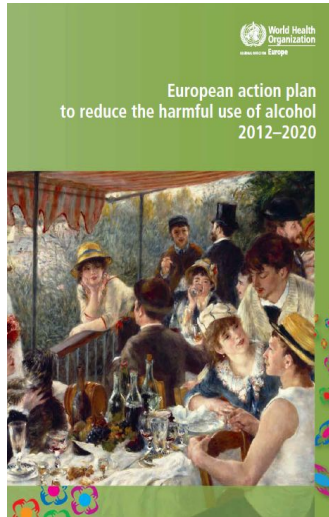
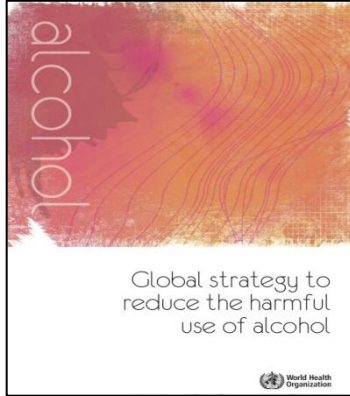




2005 - 2006

- ❖ Report from Commission to Council on national implementation of 2001 measures on young people
- ❖ New Audio-Visual Directive to replace TVwF
- ❖ Publication of the 'Alcohol in Europe' report
- ❖ EU Strategy on Alcohol and Health
- ❖ Review of excise duties on alcohol
- ❖ ECJ cases on internet sales and taxes

Alcohol Policy Strategies in Europe



An EU strategy to support Member States in reducing alcohol related harm

- Protect **young people**, children and the unborn child
- Reduce injuries and deaths from alcohol-related **road traffic** accidents
- Prevent alcohol-related harm among adults and reduce the negative impact on the **workplace**
- Inform, **educate** and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns
- Develop, support and maintain a common **evidence** base

Structure to implement the strategy

European Alcohol and Health Forum	Committee on National Alcohol Policy and Action (CNAPA) Member States	Health in other policies
Plenary		<i>f</i> transport ▪ youth ▪ information society ▪ research ▪ employment taxation
Open Forum		Committee on Data Collection Indicators and Definitions
Task Forces		Community Health Programme
Science Group		

Alcohol and Health Forum

Launched in Brussels in June 2007



Some of the EU funded projects

- Bridging the GAP
- Pathways for health
- ELSA
- EUCAM
- The Trans Atlantic Civil Society Dialogue EU- USA
- FASE: Focus on Alcohol Safe Environment
- AMPHORA
- AMMIE
- Let it h'APYN
- PROTECT: Alcohol Labelling Policies to Protect Young People
- VINTAGE: Good Health into Older Age
- EWA European working place and alcohol
- FYFA project – Focus on youth football and alcohol.
- Joint Actions; Building capacity, Deep seas, Ahlambra

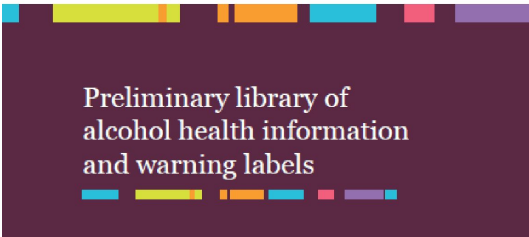
30.1.2008 EC adopted the Proposal for a regulation on the provision of food information to consumers

- Alcoholic beverages like beer, wine and spirit are excluded from ingredients listing and nutrition labelling
- Mixed alcoholic beverages will have such labels (like orange juice)

However – a report is to be prepared 5 years after adoption

Calling for better labelling

eurocare
European Alcohol Policy Alliance



eurocare
European Alcohol Policy Alliance

What's in this drink?

Eurocare's position on ingredients and nutritional information

2018

eurocare
European Alcohol Policy Alliance

What's not on the bottle?

Eurocare Reflections On Alcohol Labelling

2014





**ALCOHOL CAN CAUSE
DEPENDENCE**



**ALCOHOL CONTRIBUTES TO
MORE THAN 60 DISEASES**



**DON'T DRINK
WHEN TAKING MEDICINE**



**ALCOHOL INCREASES THE
RISK OF VIOLENCE**

Fetal Alcohol Syndrome Disorder (FASD) is **the most common and damaging birth defect in the world, affecting about 1 in 100 people in all Europe, maybe more.**

- 35 to 50% of Dutch women drink during pregnancy
- In Dublin, the Coombe Women's Hospital study found that 63% of women drink during pregnancy
- A recent study in Barcelona showed that 45% of babies were heavily exposed to alcohol
- A recent and alarming study in the Lazio region of Italy showed that 20 to 40 children per thousand have FASD.
- The situation described by B Titram in 2007.

Minimum Unit Price Scotland – the journey

- 1.2009 – Scotland proposes MUP
- 2.2012 – Scotland confirms its plans and the industry lodged a complaint at the EC and filed a complaint at the Edinburgh's Court of Session
- 3.2013 – Spirits trade body appeal judgement
- 4.2014 – Appeal to European court
- 5.2015 – ECJ – handed down to national courts
- 6.2016 – Industry appeals to Supreme Court in UK
- 7.15th November 2017, the Supreme Court ruled that Minimum Unit Pricing (MUP) of alcoholic drinks was legal. Rejecting the appeal by the Scotch Whiskey Association (SWA), spiritsEUROPE and Comité Européen des Entreprises Vins (CEEV), MUP is compatible with European Union law.
- 8.2018 May – MUP in Scotland

Some data between 2005 and 2026

Life expectancy average:

1980 72 years 2006 79 years 2024 81,1 years

Alcohol per capita consumption + 15 years

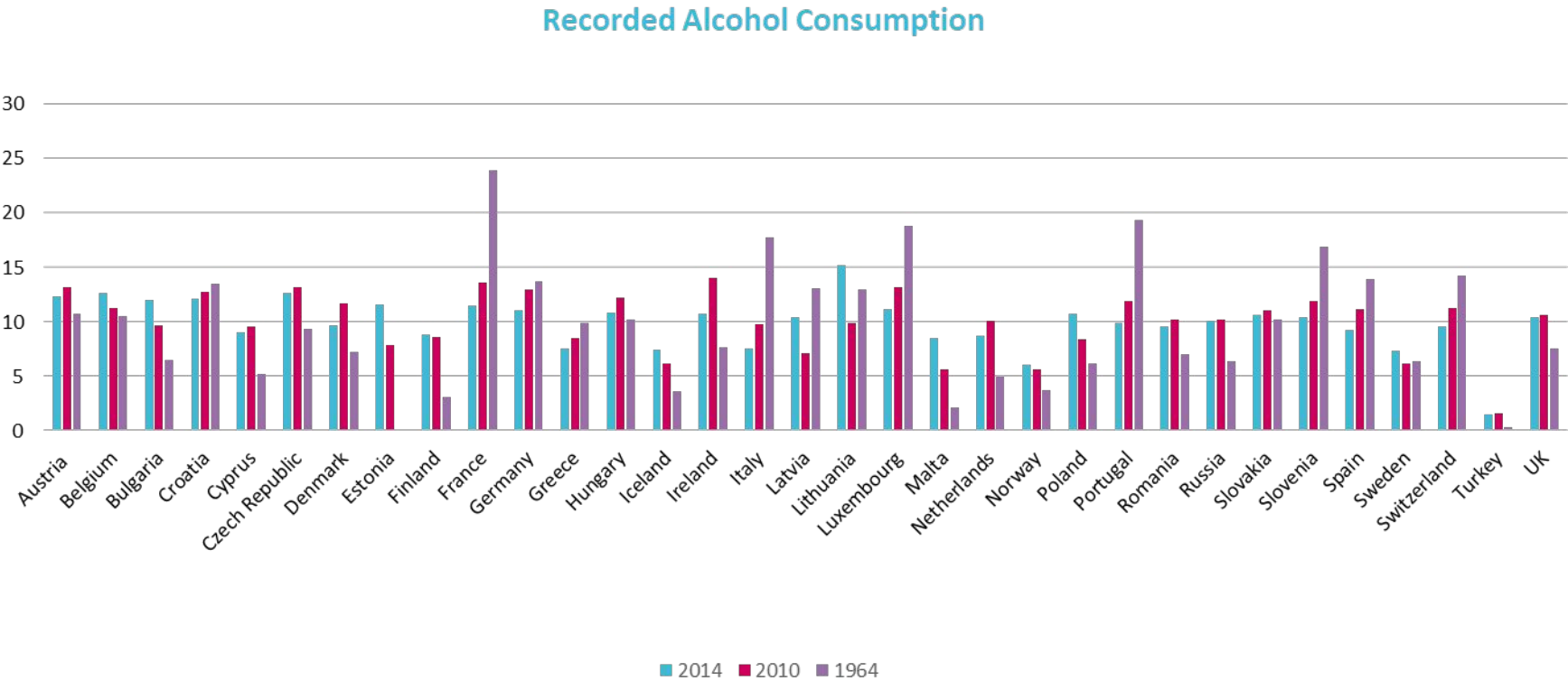
• 12,7 liters 2010 10,8 liters 2025 8,5 (OECD)

Alcohol related road deaths

2006 4950 (EU 25) 2021 2260 (EU 23)

The burden of alcohol at EU level

Highest alcohol consumption in the world* 10.9 liters of pure alcohol per capita



*WHO 2014, Global Status Report on Alcohol and Health