



Focusing on the prevention of alcohol-related harm

“Thoroughly implemented interventions can enhance prevention of risky behaviour, protect the health of individuals and care for broader impact of hazardous alcohol consumption on communities, ”
Eurocare



Awareness Week on Alcohol Related Harm

13 – 17 May 2013

FACTS OF THE DAY

Alcohol is more harmful than heroin. It was the most harmful drug in Britain, in 2010, based on 16 measures of harm to the user and wider society for 20 different drugs (The Lancet, November 2010).

The introduction of a 40p (47c) per unit minimum price on alcohol would lead to potential savings of up to £100m (€117m) over 10 years in the UK (NICE, 2010).

A community programme based on training in responsible beverage service and stricter enforcement of existing alcohol laws in Stockholm led to an estimated 29% reduction in violent crimes, implying estimated overall savings of more than €31m.

National representatives discuss the need to tackle alcohol-related harm

Today, the Permanent Representation of Estonia hosted an informal discussion between health attachés on the need to tackle alcohol-related harm and alcohol use disorders in Europe as part of Awarh. Attachés clearly expressed their wish for the EU Alcohol Strategy to be renewed, and Mr Achim Kautz, European Liver Patients Association (ELPA) presented the [‘Conclusions of the EU roundtable on an integrated approach to alcohol related harm’](#), which have been signed by the Awarh partners and will also be launched in the European Parliament tomorrow. The European Commission, represented by Natacha Torres Da Silva, DG SANCO provided an update on the evaluation of the current Strategy, and reiterated that tackling alcohol-related harm in Europe is still an absolute imperative, particularly given the social and economic burden that it represents.

Tackling alcohol-related harm

Alcohol consumption is the second leading risk factor for disease burden in Europe. Alcohol use disorders (AUDs) are the leading cause of disability in men according to the World Health Organization. There is an urgent need to increase efforts to prevent alcohol related harm. We call on national and European decision makers to deter alcohol consumption through measures such as:

- Increased **taxes** and other **pricing** measures on alcohol
- A **ban on advertising** and sponsorship of alcohol brands
- **Sale restrictions**, such as age limits and limited opening hours
- Development of **warning labels** on bottles and cans
- Communication **campaigns** to raise awareness of the risks of excessive alcohol consumption

What can you do to support Awarh?

- Come and visit the **Awarh** distribution points in **Place du Luxembourg and Trône (Brussels)** and sign your commitment to address alcohol related harm in Europe
- **Tweet** your support for the Awareness Week on Alcohol-Related Harm and tell us why tackling alcohol-related harm is important to you
- Using the hashtag **#AWARH13** and share the message with your friends
- Learn more [here](#) and state your support [here](#)

If you wish to know more about the Awarh, please contact Georgina.Carr@bm.com. Burson Marsteller provides support for Awarh as consultants to Lundbeck.

Monika Kosinska, Secretary General of EPHA, discusses the need to prevent alcohol related-harm



MONDAY 13/05	TUESDAY 14/05	WEDNESDAY 15/05	THURSDAY 16/05	FRIDAY 17/05
Message distribution at Place du Luxembourg and Trône (Brussels)	Health attachés debate: “National actions to solve a European problem: addressing alcohol related harm” hosted by the Estonian Permanent Representation to the EU + Message distribution at Place du Luxembourg and Trône (Brussels)	EP policy debate “Time for action: the need for an integrated EU Alcohol Strategy”, hosted by Nessa Childers MEP (A5G305, 12h00-14h00) + Message distribution at Place du Luxembourg and Trône (Brussels)	Message distribution at Place du Luxembourg and Trône (Brussels)	Message distribution at Place du Luxembourg and Trône (Brussels)

References:

- NHS, National Institute for Health and Clinical Excellence (2010), “Alcohol-use disorders: preventing harmful drinking”, NICE public health guidance 24, available [here](#)
- World Health Organization Regional Office for Europe (2009), “Evidence for the effectiveness and cost-effectiveness of interventions to reduce alcohol-related harm”, available [here](#)
- Eurocare (2012) Recommendations for a Future EU Alcohol Strategy', available [here](#)

AWARH is an initiative of the **European Association for the Study of the Liver (EASL)**, the **European Liver Patients Association (ELPA)**, the **European Mutual-Help Network for Alcohol-related Problems (EMNA)**, the **European Federation of Associations of Families of People with Mental Illness (EUFAMI)**, **EUROCARE**, **Alcohol Concern** and **Lundbeck**. Lundbeck is contributing to the Awareness Week on Alcohol Related Harm 2013 through in kind support services provided by Burson-Marsteller Brussels.

