



Alcohol Concern
Making Sense of Alcohol



eurocare
European Alcohol Policy Alliance



European Liver
Patients Association
ELPA

EASL
EUROPEAN
ASSOCIATION
FOR THE STUDY
OF THE LIVER



Focusing on the burden of alcohol-related harm in Europe

“ Let me tell you about a few things that happened to me when I was drinking heavily. There is the shaking, [...] the damage you do to yourself through loss of motor control and lack of spatial awareness, [...] and then there are the black-outs. [...] But there is even more devastating damage that may occur – the damage that you can do to your nervous system and to your brain. ”

Diane Goslar, alcohol dependent patient working with the Royal College of Psychiatrists



Awareness Week on Alcohol Related Harm

13 – 17 May 2013

FACTS OF THE DAY

Europe has the highest per capita alcohol consumption in the world. Alcohol dependence affects 12 million Europeans.

In the EU, 1 in 7 men and 1 in 13 women aged between 15 and 64 years die of alcohol-attributable causes.

Social costs that can be attributed to alcohol related harm in the EU are estimated at €155 billion in 2010.

Tackling Alcohol-Related Harm

Alcohol represents a **significant burden** for European societies and healthcare systems. According to the WHO, alcohol is a major risk factor for more than 60 major types of diseases and injuries and a component cause in 200 others. While public health is a national competence, the EU has put into place instruments to coordinate national action, including:

- The **EU Alcohol Strategy**, which supports member states in their effort to prevent and reduce heavy drinking and tackle alcohol related harm.
- The **EU alcohol and health forum**, a platform for relevant stakeholders to share best practices and address harmful alcohol consumption.

Watch Cristian Silviu Buşoi call for the renewal of the Alcohol Strategy



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.

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:

World Health Organization (2011), Global status report on alcohol and health. Available [here](#)

Rehm, J., Shield, K. et al (2012) Alcohol consumption, alcohol dependence and attributable burden of disease in Europe: potential gains from effective interventions for alcohol dependence. Centre for Addiction and Mental Health (CAMH). 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.

