



# Focusing on policy action

“Over 12 million people in Europe are dependent on alcohol – less than 10% of these are actually treated. This is a worrying trend that requires concerted action, by improving education of healthcare professionals, working to reduce the stigmatization of alcohol-use disorders, and increasing access to treatment and long-term support services.”

*Gay Mitchell, Member of the European Parliament*



**Awareness Week on Alcohol Related Harm**  
13 – 17 May 2013

**FACTS OF THE DAY**

The European Alcohol Strategy expired on 31 December 2012. According to a first assessment presented at the European Alcohol and Health Forum in Nov 2012, the Strategy has provided an EU-wide approach to address the issue, has supported stakeholder mobilisation across common objectives and member state action. Efforts however need to be pursued.

According to a WHO survey published in 2012, European member countries have generally strengthened their alcohol policies since 2006, except in relation to the marketing and affordability of alcohol.

**Watch Patrizia Burra, EU Policy Councillor at EASL, discuss why she supports Awarh**

**Watch Mariann Skar, Eurocare’s Secretary General, discuss why she supports Awarh**

## Tackling Alcohol-Related Harm

In its Conclusions on “Healthy Ageing across the Lifecycle”, the Council of the European Union welcomed EU strategies on health determinants and common risk factors including a new EU strategy to support Member States to reduce alcohol related harm. In light of the burden that alcohol related harm represents in Europe, we call on decision makers at EU and national level to implement a comprehensive **strategy** to tackle the problem, including elements on:

- Ways to improve and harmonise **data collection** on alcohol consumption and its burden across the EU
- **Prevention** of excessive alcohol consumption and binge drinking
- **Screening** and **early treatment** of alcohol use disorders, including alcohol dependence
- **Treatment** of alcohol use disorders, including alcohol dependence

## 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](mailto: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:

COWI (2012), Assessment of the added value of the EU strategy to support Member States in reducing alcohol-related harm, available [here](#)

WHO (2012), Alcohol in the European Union, Consumption, harm and policy approaches, available [here](#)

Council of the European Union (2012), “Council conclusions on Healthy Ageing across the Lifecycle”, 7 December, 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.

