



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



Tackling Alcohol-Related Harm, I'm in!



Awareness Week on Alcohol Related Harm

13 – 17 May 2013



Tackling Alcohol-Related Harm

In 2010, alcohol-related harm in the European Union cost €155bn[1]. It's enough to host the London Olympics fourteen times. It is a **heavy cost** to bear in times of economic crisis.

Over 12 million people in Europe are dependent on alcohol[2]. You may know someone who has a problem with alcohol. Relationships can be destroyed as a result of alcohol's addictive nature. Lives are lost due to drink-driving or violence.

There is a clear need to increase efforts to prevent excessive alcohol consumption as it is the second leading risk factor for disease burden in Europe[3], and Alcohol Use Disorders (AUDs) are the leading cause of disability in men[4]. Alcohol is responsible for 3.5% of cancer deaths in the world, recognised as a risk factor for over 60 diseases and disorders[5], including alcohol liver diseases, diabetes and cancer.

In the light of these challenges, the first European Awareness Week on Alcohol-Related Harm (AWARH13) is taking place in Brussels on 13 to 17 May 2013. The Week will prompt a debate on the measures needed to tackle alcohol-related harm in Europe, and encourage you to show your commitment to the cause.

AWARH13 will highlight the negative effects of alcohol and call for political and public action to address the problems it can cause.

Given the substantial societal, economic and personal burden of alcohol related harm in Europe, efforts must be pursued at EU and national levels to fight alcohol-related harm in the EU, in particular via the **renewal of the EU Alcohol Strategy** and in the outcome of the ongoing **Chronic Disease Reflection Process**. The **European Elections in May 2014** also represent a unique opportunity for candidates to raise awareness amongst European citizens of the prevalence and burden of alcohol-related harm and alcohol use disorders in Europe and show their commitment to tackling the issue. We therefore call upon the European Parliamentary groups to include concrete pledges for action in their respective manifestos for the elections.

Throughout the Week, we will be encouraging you, at dedicated distribution points in Brussels (at Place du Luxembourg and Trône Metro Stations), to state your commitment to tackle alcohol-related harm and show your support to address one of the leading causes of morbidity and mortality in Europe. On 14 May, the **Permanent Representation of Estonia to the EU** will host a **working breakfast with health attachés, European Commission and WHO representatives** (agenda available [here](#)) to discuss the measures needed at national level to tackle the problem. On 15 May, **MEP Nessa Childers** (S&D, Ireland) will host a **policy event in the European Parliament** entitled 'Time for action: The need for an **integrated EU alcohol strategy**' (agenda available [here](#)). This event will explore how EU policies can continue to

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.

tackle alcohol-related harm and will see the launch of the 'Conclusions of the EU Roundtable on an Integrated Approach to 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:

[1] Rehm, J., Shield, K., Rehm, M., Gmel, G., & Frick, U. (2012). Modelling the impact of alcohol dependence on mortality burden and the effect of available treatment interventions in the European Union. *European Neuropsychopharmacology*.

[2] Rehm, Op. Cit.

[3] Kohn R., Saxena, S., Levav, I., Saraceno, B. (2004) The treatment gap in mental health care. *World Health Organization (WHO) Bulletin*. Available [here](#).

[4] Wittchen H.U., Jacobi F., Rehm J., Gustavsson A., Svensson M., Jönsson B., Olesen J., Allgulander C., Alonso J., Faravelli C., Fratiglioni L., Jennum P., Lieb R., Maercker A., van Os n J., Preisig M., L. Salvador-Carulla L., Simon R., and Steinhausen HC (2011) The size and burden of mental disorders and other disorders of the brain in Europe 2010. *European Neuropsychopharmacology*. 21, 655–679. Available [here](#).

[5] World Health Organization (WHO). (2012). *Alcohol in the European Union: Consumption, harm and policy approaches*. Copenhagen: WHO Regional Office for Europe.

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.

