Scope and Purpose

In May 2010, the Sixty-third World Health Assembly endorsed the global strategy to reduce the harmful use of alcohol (more information on the global strategy is available on the web site: https://www.who.int/teams/mental-health-and-substance-use/alcohol-drugs-and-addictive-behaviours/).

Paragraph 48i of the strategy states that the WHO Secretariat will provide support to Member States by continuing its dialogue with the private sector on how it best can contribute to the reduction of alcohol-related harm while taking into appropriate consideration the commercial interests involved and their possible conflict with public health objectives. And paragraph 45d of the strategy refers to the role of economic operators in reducing the harmful use of alcohol, including self-regulatory actions and initiatives and making available data on production, distribution, sales and consumption of alcoholic beverages.

Further, the political declaration of the 2018 United Nations third high-level meeting of the General Assembly on the prevention and control of NCDs encourages economic operators in the area of alcohol production and trade, as appropriate, to contribute to reducing the harmful use of alcohol in their core areas, taking into account national religious and cultural contexts, and to take concrete steps towards eliminating the marketing, advertising and sales of alcoholic products to minors.

Considerable challenges remain for the development and implementation of effective alcohol policies. On this basis, the WHO Executive Board in its decision EB146 (14) called for accelerated action to reduce the harmful use of alcohol. The Board, in its decision EB146 (14), requested the WHO Director-General, inter alia, “to develop an action plan (2022-2030) to effectively implement the Global strategy to reduce the harmful use of alcohol as a public health priority, in consultation with Member States and relevant stakeholders, for consideration by the 75th World Health Assembly through the 150th session of the WHO Executive Board in 2022”.

29th June 2021
(organized in two sessions with the same agenda to accommodate participants from different time zones)
This dialogue with economic operators is a continuation of a dialogue process between the WHO Secretariat and economic operators in alcohol production and trade initiated after the endorsement of the Global strategy to reduce the harmful use of alcohol. The current dialogue is organized around feedback on proposed actions for economic operators in alcohol production and trade in the first draft of the action plan 2022-2030 to strengthen implementation of the Global strategy to reduce the harmful use of alcohol called for by EB146(14).

The dialogue does not imply collaboration or partnership between WHO Secretariat and economic operators in alcohol beverage production, marketing and distribution. However, the outcomes of the dialogue will be taken into consideration by WHO Secretariat in the context of development of the action plan (2022-2030) and implementation of the relevant WHO global and regional strategies and action plans.