
WHO Public Hearing on Harmful Use of Alcohol

Volume I:
Received summaries of all contributions



**World Health
Organization**

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Department of Mental Health and Substance Abuse
World Health Organization
Geneva, 2009

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Background

On 24 May 2008, the Sixty-first World Health Assembly (WHA) adopted an important resolution on "Strategies to reduce the harmful use of alcohol" (WHA61.4). The resolution calls for the development by 2010 of a draft global strategy to reduce the harmful use of alcohol that is based on all available evidence and existing best practices and that addresses relevant policy options. The strategy will be submitted to the Sixty-third World Health Assembly in May 2010 through the 126th session of the WHO Executive Board in January 2010.

In addition to the request to develop a draft global strategy, resolution WHA61.4 also asks the WHO Secretariat to collaborate and consult with Member States, as well as to consult with intergovernmental organizations, health professionals, nongovernmental organizations and economic operators on ways they could contribute to reducing harmful use of alcohol. In response to this, the WHO Secretariat has embarked on a broad and inclusive consultation process with different stakeholders.

To follow up this latter request, a web-based public hearing was organized by the WHO Secretariat from 1 October to 15 November 2008, giving Member States and other stakeholders an opportunity to make submissions on ways to reduce harmful use of alcohol. In addition, two separate round tables, one with representatives of nongovernmental organizations and health professionals and one with economic operators, were organized in Geneva in November 2008 to collect their views on ways they could contribute to reducing harmful use of alcohol. The Secretariat is planning consultations with selected intergovernmental organizations in 2009.

Contributions to the public hearing could be submitted via a dedicated website or by fax in any of the six official UN languages (Arabic, Chinese, English, French, Russian and Spanish) from 1 October to 15 November 2008.

Contributions were sent in by individuals, civil society groups, WHO Member States and government institutions, academic and research institutions, economic operators and other interested parties. In providing their contribution, the participants were encouraged to focus on the following questions.

- What are your views on effective strategies to reduce alcohol-related harm?
- From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?
- In what ways can you or your organization contribute to reduce harmful use of alcohol?

This report contains received summaries of the submissions received in the WHO Public Hearing. All submissions are presented in their original languages. Some comments in the summary sections may have been edited before posting. This summary of the contributions together with the unedited full text submissions are available on the WHO website www.who.int/substance_abuse/activities/hearing/. In a few cases, no summaries were received, as such they are listed in the summary section with a reference to the full text. All submissions are categorized in one of the following categories: WHO Member States, government institutions, intergovernmental organizations, academia-research, nongovernmental organizations, alcohol industry, trade and agriculture, other entities and organizations or individual submission, depending on the information given by the participants.

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Argentina: Ministerio de Salud de la Nación

Estado Miembro de la OMS

País: Argentina

Página web: <http://www.msal.gov.ar>

Resumen de la contribución:

El Ministerio de Salud de la Nación hace hincapié en la decisión política de atender las problemáticas de los usuarios abusivos de alcohol en el Sistema Público de Salud, tanto desde la calidad asistencial como desde la accesibilidad y desde conceptos como universalidad, equidad e integralidad de la Salud Comunitaria basados en la Atención Primaria de la Salud, por lo que es responsable del desarrollo de políticas sanitarias eficientes y eficaces de atención, pero estas se deben insertar dentro de políticas socio sanitarias públicas junto a los Ministerios de Educación, Trabajo, Justicia y desarrollo Social.

Este Ministerio encara las acciones desde el marco que el uso nocivo de alcohol, es una patología social, que debe ser prevenida y asistida integralmente por el sistema sanitario en Red referencial, con estrategias de promoción e inclusión desde los sistemas sociales y las comunidades locales.

Contribución íntegra: Nr. 120

Belgique

Etat Membre de l'OMS

Pays: Belgium

Adresse du site Web:

https://portal.health.fgov.be/portal/page?_pageid=56,11334501&_dad=portal&_schema=PORTAL

Résumé de la contribution:

La Déclaration Conjointe sur la politique future en matière d'alcool a été adoptée en juin 2008 par les Ministres ayant en Belgique la santé dans leurs attributions. Ces Ministres se sont mis d'accord sur un certain nombre de principes qui doivent, ensuite, être négociés et élaborés, le cas échéant, avec les autres Ministres compétents et des acteurs pertinents. En tout cas, ceux-ci ont choisi d'une manière explicite d'œuvrer à la mise en place d'une politique intégrée et coordonnée, avec un suivi scientifique des éléments prioritaires tels que les programmes de prévention et le traitement.

Afin de permettre à la population de prendre conscience de l'existence de risques liés à la consommation d'alcool (risques sur la santé, impact sur la famille ou la société), les pouvoirs publics et organisations concernés (communautés, écoles, associations, etc.) tentent d'implémenter et de mettre en œuvre diverses méthodes de prévention.

En ce qui concerne la prise en charge des individus pour qui la consommation d'alcool s'avère avoir des effets négatifs sur leur santé (considérée globalement), les objectifs poursuivis sont les suivants : améliorer la qualité de vie des personnes au plan psychique, physique et social, en respectant leur autonomie. En cas de consommation problématique, l'évolution doit être surveillée, et les soins ou la prise en charge adaptés en fonction de la situation. L'offre d'assistance doit être suffisamment flexible, en couvrant tout un panel d'actions et de niveaux d'interventions. Ici, déceler et intervenir précocement constituent des missions essentielles dans l'approche et sont essentiellement de la responsabilité des acteurs de première ligne. Dans le cas de l'alcoolisme, la « post-cure » et la prévention de rechute constituent également des éléments essentiels. Dans une approche globale des conduites à risques, l'entourage familial et professionnel du sujet doit être soutenu.

La Déclaration Conjointe énonce trois objectifs généraux. Tout d'abord prévenir et réduire les dommages liés à une consommation problématique d'alcool, qu'ils soient physiques ou psychologiques. Ensuite, combattre la consommation inadaptée, excessive ou risquée d'alcool – et non pas seulement la dépendance. Enfin avoir une politique orientée vers des groupes cibles et des situations à risques : les mineurs et les femmes enceintes sont visés.

La Déclaration conjointe pointe quelques catégories de mesures. Une première vise à interdire la vente d'alcool dans certains lieux déterminés (comme les stations services ou les distributeurs automatiques) ; elle cible également la présentation des alcools dans les rayons des supermarchés. Une deuxième concerne le marketing et la publicité ; elle vise surtout les jeunes qu'il conviendra de protéger, entre autres en leur apprenant à faire preuve de sens critique vis-à-vis des pratiques de marketing. Une troisième a trait à l'alcool et à la conduite automobile : la Déclaration plaide pour une intensification des contrôles routiers et pour des sanctions plus sévères à l'égard de ces conducteurs. Une quatrième, enfin, se focalise plus spécifiquement sur les femmes enceintes, en sensibilisant les professionnels de la santé qui sont concernés (médecins généralistes, gynécologues, sages-femmes).

Contribution intégral: Nr. 199

Costa Rica: Instituto sobre Alcoholismo y Farmacodependencia - Ministerio de Salud

Estado Miembro de la OMS

País: Costa Rica

Página web: <http://www.iafa.go.cr>

Resumen de la contribución:

República de Costa Rica

Ministerio de Salud de Costa Rica

Instituto sobre Alcoholismo y Farmacodependencia

El tema de los problemas de salud pública provocados por el consumo de alcohol se debe introducir en la agenda pública de los Gobiernos y a partir de ello, se manifieste un compromiso político claro, decidido y concreto, reflejado en políticas públicas para dar respuesta a este problema.

En el marco de una estrategia amplia de prevención una actividad prioritaria a realizar es la introducción de pruebas y de intervenciones breves y el ordenar la participación de las redes de organismos comunitarios y organizaciones no gubernamentales (no afiliados a la industria del alcohol).

Hay que favorecer los enfoques basados en la población, que afectan el contexto social de consumo y la disponibilidad de bebidas alcohólicas, ejecutar medidas que controlen el suministro de alcohol y afecten la amplia demanda de bebidas alcohólicas de la población.

Además, es necesario contar estrategias para reducir el daño y limitar los problemas relacionados con el alcohol, en particular los relacionados con la conducción bajo los efectos del alcohol y la violencia intrafamiliar.

Hay promover la consideración de un convenio marco para el control del alcohol, similar al Convenio Marco de la OMS para el Control del Tabaco, para que se ejecute en forma sostenida un paquete de políticas y programas eficaces, cuya combinación genere un mayor beneficio para la sociedad en cuanto a la salud pública y el bienestar social.

Las políticas y planes de acción nacionales que se formulen para reducir el suministro, la demanda y los daños generados por el alcohol, requieren de desarrollo de campañas regionales y mundiales de sensibilización, actividades de promoción, investigación y fortalecimiento de la capacidad.

La adopción de un paquete de medidas reguladoras de la accesibilidad, disponibilidad y comercialización de las bebidas alcohólicas y el compromiso efectivo de garantizar el cumplimiento de estas restricciones, pueden reducir significativamente la oferta de estas sustancias y la tolerancia social con que cuenta su consumo y la aceptación de la ebriedad pública.

Abogamos por que se incorpore a las estrategias para reducir el suministro, la demanda y los daños generados por el alcohol, un componente de “Otras Políticas Públicas”, en donde se pueda considerar las estrategias de educación y persuasión, el desarrollo de campañas de publicidad e informativas y el fomento de la investigación.

Costa Rica ha formula una “Política del Sector Salud para la Atención de los Problemas derivados del Consumo de Alcohol, Tabaco y Otras Drogas”, cuyo propósito es posibilitar el acceso a la atención integral en condiciones de seguridad y habitabilidad, en especial para aquellas personas que están en mayor situación de vulnerabilidad y exclusión social.

En Costa Rica las medidas asumidas se agrupan en:

- a) Disponibilidad del alcohol
- b) Medidas dirigidas a la conducción bajo la influencia del alcohol
- c) Restricción a las comunicaciones comerciales
- d) Intervenciones educativas - persuasivas.

Contribución íntegra: Nr. 178

Cuba: La Misión Permanente de la República de Cuba en Ginebra

Estado Miembro de la OMS

País: Cuba

Résumé de la contribution no disponible.

Contribución íntegra: Nr. 80

Finland: The Finnish Ministry of Social Affairs and Health

WHO Member State

Country: Finland

Summary:

1. Effective strategies to reduce alcohol-related harm

In general effective strategies should recognize and acknowledge three main facts:

- Evidence shows that alcoholic beverages are no ordinary commodities
- Evidence shows the extraordinary nature of alcohol-related harm not only to the drinker but also in particular to others
- Evidence shows what strategies work

2. Global perspective on reducing alcohol-related harm

It has become more and more difficult to maintain effective national and local alcohol policy measures with the growth of globalisation and international trade. This gives rise to a serious concern with regard to public health and social considerations.

In the opinion of the Ministry of Social Affairs and Health there should be an legitimate sphere of action for national alcohol policies. At the same time there is a pressing need for more international co-operation aimed at reducing the negative consequences of alcohol.

Hence we would very much like to support the WHO efforts to reduce alcohol related harm globally. For this we would need, inter alia, a global convention.

Full text: Nr. 330

Japan

WHO Member State

Country: Japan

In developing a global strategy on harmful use of alcohol, the Government of Japan would like to emphasize the importance of the following three principles.

- 1) A global strategy on harmful use of alcohol should be in line with the resolutions adopted in the past WHAs or any regional committees.
- 2) All member states should take harmful use of alcohol seriously and respond to the problem by adopting evidence-based and cost-effective policies.
- 3) Measures to address the problem should take into account country-specific conditions such as economic, social and cultural background and the nature of problems caused by harmful use of alcohol in respective countries.

Suisse: Office Fédéral de la Santé Publique en Suisse

Etat Membre de l'OMS

Pays: Suisse

Adresse du site Web: <http://www.bag.admin.ch>

Résumé de la contribution:

Audition publique sur les moyens de réduire l'usage nocif de l'alcool

A. Stratégies efficaces pour réduire l'usage nocif de l'alcool

Selon les expériences faites en Suisse, des stratégies efficaces pour réduire l'usage nocif de l'alcool devrait être fondée sur les postulats suivants:

- Il convient d'aménager la politique en matière d'alcool selon le principe de l'evidence based policy.
- La politique met prioritairement l'accent sur la réduction de la consommation problématique.
- La priorité revient à l'application des dispositions de protection de la jeunesse existantes et à la prévention.
- La politique vise davantage la réduction des conséquences négatives de la consommation pour les proches et pour la société (violence, accidents et sport).
- La prévention comportementale et la prévention structurelle doivent être prises en considération.
- La mise en œuvre d'une stratégie mondiale doit être organisée en un processus ouvert et transparent pour toutes les parties prenantes.

- Dans le cadre de la mise en œuvre de la stratégie, il faudra assurer l'information et l'acquisition de données ainsi que l'évaluation et la formulation de recommandations sur les actions à entreprendre.
- L'efficacité de la stratégie doit être évaluée. Les objectifs d'efficacité concrets devraient être définis.

B. Activités en Suisse: Programme national alcool 2008–2012 (PNA)

La Confédération suisse renforce actuellement son engagement dans le cadre d'un Programme national alcool. Le programme est fondé sur la vision suivante : «Celles et ceux qui boivent de l'alcool le font de façon à ne nuire ni à eux-mêmes ni aux autres.»

Pour préciser cette vision, le programme retient 7 objectifs principaux:

1. La société ainsi que les milieux politiques et économiques sont sensibilisés à la vulnérabilité particulière des enfants et des adolescents et soutiennent les mesures adéquates de protection de la jeunesse.
2. La consommation problématique d'alcool est en diminution.
3. Le nombre de personnes dépendantes de l'alcool a diminué.
4. Les conséquences négatives de la consommation d'alcool sur les proches et l'entourage ont considérablement diminué.
5. Les conséquences négatives de la consommation d'alcool sur la vie sociale et sur l'économie ont diminué.
6. Les acteurs publics et privés du domaine de l'alcool coordonnent leurs activités et contribuent ensemble à une mise en œuvre réussie du Programme Alcool.
7. La population connaît les effets négatifs de la consommation d'alcool et soutient les mesures appropriées prises pour les réduire.

C. Champs d'action et orientations stratégiques

Pour chacun des objectifs (mentionnés sous lettre B), le Programme national suisse définit 10 champs d'action avec des mesures spécifiques. Ces propositions de mesures nous semblent également applicables à un niveau global:

1. Protection de la santé, promotion de la santé et dépistage précoce
2. Thérapie et intégration sociale
3. Réduction individuelle et sociale des risques
4. Réglementation du marché et protection de la jeunesse
5. Information et relations publiques
6. Collaboration institutionnelle
7. Recherche et statistique
8. Application du droit, directives internationales
9. Ressources, financement
10. Assurance qualité, formation de base et continue

Contribution intégral: Nr. 156

Thailand: Office of Alcoholic beverage control committee, Department of Disease Control, Ministry of Public Health

WHO Member State

Country: Thailand

Web site: <http://www.moph.go.th>

Summary:

From our perspective, the effective approach to reduce alcohol-related harms must obtain few characteristics. First of all it must rely on existing knowledge, which can help stakeholders better structure the problems. The technical knowledge is also important to clarify myths and delusions, which are obstacles to the development of alcohol policy. These include those policy discourses that are created by stakeholders with conflict of interest with intention to protect their profit. Therefore, the effective approach should create global climate and better understanding to support the development and better implementation of alcohol policy at all levels.

Secondly, it should have comprehensive policy framework and focus on all policy targets. The appropriate alcohol policy framework must cover three policy mechanisms; consumption control, harms deterrence, and harms recovery. These three mechanisms function differently, therefore cannot replace each others.

Alcohol policy interventions differ in their effectiveness and cost-effectiveness. Evidences suggest that interventions to control consumption and those aim at general population are more effective and cost-effective. Despite their value, these interventions have increasingly lost their popularity. And this vicious trend must be addressed and curbed urgently. The effective approach must address and alleviate the existing limitations and threats, and to raise policy momentum for those population-based interventions aim to control consumption and marketing.

The transparency and integrity of the process and stakeholder participation are as of paramount importance. The stance and interest of those stakeholders with conflict of interest to alcohol policy should be recognized. Other stakeholders must well concern on the cost and potential consequences of letting those economic operators to involve in alcohol policy development process, as well as direct and indirect relationship with the alcohol industry and its nominee. The independency of stakeholders, from the influence of the alcohol industry and related entities, should be addressed. Further, the Global Strategy should clarify the appropriate role of stakeholders with conflict of interest, including the appropriate relationship of those stakeholders to others.

Taking these points into concern, WHO must have a leading role in creating ownership and commitment of stakeholders with no conflict of interest to concertedly tackle alcohol problems, supporting knowledge generation and utilization, creating that alcohol is a non-ordinary that should be treated differently from other commodities, supporting and guiding stakeholders to develop effective alcohol policy, protecting any threat to the alcohol policy development, and promoting the development of supra-national alcohol policy. But first of all, WHO must show its commitment to this issue, keeping alcohol off priority list is no more acceptable.

Full text: Nr 102

United Kingdom: Department of Health

WHO Member State

Country: United Kingdom of Great Britain and Northern Ireland

Web site: http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Alcoholmisuse/DH_4001740

The Department of Health would like to bring to your attentions two recent reviews on alcohol:

1. Document Title: Alcohol-attributable fractions for England
Description: The most up-to-date review of the relationships between alcohol consumption and alcohol-related harms. This report examines the major causes of ill-health and mortality due to alcohol and determines what proportion of cases in England are caused by alcohol. Figures presented include the latest data for levels of hospital admission and number of deaths.
Authors: Lisa Jones, Mark A Bellis, Dan Dedman, Harry Sumnall, Karen Tocque.
Date Published: 22/07/2008 <http://www.nwph.net/nwpho/publications/forms/dispform.aspx?ID=186>
2. Document Name: The Independent Review of the Effects of Alcohol Pricing and Promotion. Summary of Evidence to Accompany Report on Phase 1:
Description: In Safe. Sensible. Social: next steps in the national alcohol strategy, the Department of Health committed to commission an independent review of the relationship between alcohol price, promotion and harm. The review is being conducted by the School of Health and Related Research at the University of Sheffield. This Phase 1 report is a comprehensive summary of international evidence. Phase 2, reporting in the autumn of 2008, will provide detailed policy models.
Published: 22 July 2008
http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Alcoholmisuse/DH_4001740?IdcService=GET_FILE&dID=178732&Rendition=Web
Phase 2 report available here after publishing:
http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Alcoholmisuse/DH_4001740

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Bureau of Substance Abuse Services, Massachusetts Department of Public Health

Government Institution

Country: United States of America

Massachusetts Bureau of Substance Abuse Services recommends comprehensive environmental strategies to reduce the harmful use of alcohol. We recommend that multiple strategies be instituted at once rather than one at a time. These may be most effective in developed countries.

Classify

- Require clear classifications of beer, wine and spirits. Make sure manufacturers categorize and sell new products correctly. (E.g. The alcohol industry has labeled some beverages with very high alcohol content as beer rather than as spirits.)
- Require clear, consistent classifications of drink sizes across all serving venues.

Limit access

- Bring alcohol tax structure up to date – raise taxes. Use these resources to fund prevention and treatment programs.
- Communities can and should have control over the density, location and hours of operation of retail outlets
- Compliance checks can be effective – though they're frequently under-funded.
- Supplement checks with random observations of purchaser "shoulder taps" by youth
- Create and enforce social host laws and keg registrations
- Set up random sobriety checks

Regulate advertising

- Limit or ban alcohol advertising in public spaces – on public transportation, near schools, at sporting events, at community, town or state fairs.
- If that can't be done, require a prevention or treatment referral ad for every alcohol ad.
- Require point of purchase advertising about fetal alcohol spectrum disorders
- Limit free distribution of T-shirts and other items advertising specific alcohol brands

Training

- Require server training on how to effectively refuse alcohol to underage purchasers and inebriated adult purchasers.
- Require state medical boards and specialty board certification panels to add questions about screening and intervening for risky use, and about referrals for unhealthy use to all physician, nurse and other health care provider board exams.

Canadian Association of Liquor Jurisdictions

Government Institution

Country: Canada

Web site: <http://www.calj.org>

Summary:

Each of Canada's 13 provinces and territories has a liquor board or commission that oversees the control, distribution and sale of beverage alcohol in its jurisdiction. While each of these bodies is unique, they are all committed to working together through The Canadian Association of Liquor Jurisdictions (CALJ) on liquor-related issues of common interest.

The heads of each of Canada's liquor boards and commissions meet at CALJ to discuss topics ranging from operations and trade to alcohol policy and social responsibility.

CALJ's mandate is to:

- promote and encourage frank, open and ethical practices concerning the control, purchase and/or sale of alcoholic beverages;
- co-operate with all provincial, territorial and federal agencies concerned with the control, sale and taxation of alcoholic beverages;
- improve the provinces' and territories' systems of control and distribution of alcoholic beverages by co-operation and free flow of information among the members of the Association and by regular meetings or conferences of the members of the Association and comparable jurisdictions outside Canada.

With regard to social responsibility and moderate drinking initiatives, CALJ mandated the jurisdictions to meet and review various programs and to determine the feasibility of implementing an annual national programme. Representatives of all jurisdictions meet to discuss the issues and plan national programmes on a yearly basis.

Since 2000, the committee implemented national programmes aimed at under age drinking, on issues related to responsible hosting and the responsible use of off-road vehicles (Personal watercraft, Snowmobiles and ATV's).

Moreover the different Liquor Jurisdictions believe that they have a responsibility to sell alcohol in the most rigorous manner and according to the highest moral standard. No sales to minors, no sale to intoxicated people are only but the least we can do as Alcohol Monopolies. But CALJ's members also consider they must do their share as collaborators in the field of public health. Of course, we are liquor jurisdictions and we don't have to be preachy and give "orders" to our customers. But we certainly can give them advice on how to best enjoy the products that we put on the market and sell. We are making sure that people enjoy the products we sell and do not harm themselves and others. This is what we convey to our customers.

Therefore, in the last ten years all CALJ members not only believe in the effect of prevention and education as an efficient tool to protect people from the harmful effects of alcohol abuse and misuse but also have implemented many programmes for that purpose. All jurisdictions have Alcohol and pregnancy programmes, Don't drink and drive initiatives, Training for servers in licensed establishments, Anti-binge drinking campaigns, Responsible hosts programmes and many others.

CALJ members strongly believe that alcohol is no ordinary commodity and therefore have a responsibility to support and promote public health. We see our educational and awareness initiatives as part of the solution to moderate, responsible drinking and to avoid/reduce the harmful effects of alcohol abuse.

Full text: Nr 165

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention, Alcohol Program

Government Institution

Country: United States of America

Web site: <http://www.cdc.gov/alcohol>

Summary of CDC Comments to the World Health Organization on the Development of a Global Alcohol Strategy

As noted in the WHO's Strategies to Reduce the Harmful use of Alcohol, harmful alcohol use causes 2.3 million premature deaths worldwide each year (3.7% of global mortality), and is responsible for 4.4% of the global burden of disease. In the United States, the harmful use of alcohol – that is, excessive alcohol use - is responsible for an average of 79,000 deaths per year and 2.3 million years of potential life lost (30 years of life lost per death), making it the third leading preventable cause of death in this country. Binge drinking, usually defined as the consumption on a single occasion of 5 or more drinks for a man or 4 or more drinks for a woman, typically leads to acute impairment and accounts for over half of these deaths and two-thirds of the years of potential life lost.

Similar to tobacco, alcohol consumption is strongly influenced by the environment within which people make their drinking decisions. Based on systematic reviews of the scientific literature, evidence-based strategies for preventing excessive alcohol consumption and related harms include enforcing an age 21 minimum legal drinking age, limiting alcohol outlet density, and increasing alcohol excise taxes. Screening and brief counseling has been shown to be effective in reducing excessive alcohol consumption. In addition, it is important to improve public health surveillance on excessive alcohol use and build public health capacity within member states to address this key health risk behavior.

The Alcohol Team in the CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) is involved in strengthening the scientific foundation for the prevention of excessive alcohol consumption. To accomplish this mission, the Alcohol Team conducts public health surveillance on excessive alcohol use, particularly underage and binge drinking, and related health outcomes; leads applied public health research on alcohol-related health impacts and population-based strategies to prevent excessive alcohol consumption; builds state public health capacity in alcohol epidemiology; provides public health leadership and collaborates in national initiatives to prevent underage and binge drinking.

Full text: Nr 321

Centro Alcológico Regionale Toscana

Government Institution

Country: Italy

Web site: <http://www.alconline.it>

No summary available.

Full text: Nr. 121

Child Protection Special Service of Budapest

Government Institution

Country: Hungary

Web site: <http://www.tegyesz.hu>

Summary:

1. An effective strategy against the excessive and improper alcohol drinking can not be based upon on the overall prohibition. The European approach must be professionally and methodologically well-thought out, which development reaches beyond the health-related aspects. Alcoholism in terms of its effects and consequences is an extremely complex problem. This must be mirrored in the “complexity” of the participants and strategy-creators, thus in their entire representation.

2. There is no one, beatific solution for the European countries against the excessive consumption of alcohol. A joint platform can be developed in terms of methodological approach and of defining common basic principles, goals and priorities. Prevention of the teenagers’ alcoholism and mitigating the deviancies ruining families are pivotal problems for every European country.

3. My personal experience is that elaborating and realizing complex programs with the involvement of the mostly endangered teenagers is an important aspiration of the social workers, psychologists and educators working in the Hungarian child care. Complexity is extremely significant because for instance we can take measures against teenagers’ excessive alcohol drinking if we are able to affect their social and economic environment.

Full text: Nr. 37

Habeb Public Mental Hospital, MOH Somalia

Government Institution

Country: Somalia

In providing our contribution based on our wish to focus on the following issues:

Question 1: What are your views on effective strategies to reduce alcohol-related harm?

Question 2: From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

Question 3: In what ways can you or your organization contribute to reduce harmful use of alcohol?

1. Alcohol imported from Kenya/Ethiopia, while there are no national policies, programs and interventions of substance, due to the absence of effective infrastructure made the status to be worst, young stars fail education, increase criminal cases and insecure condition.

2. We think that the global perspective in this aspect should be to:

- Raise community awareness global, internationally and by country level advise the harmfulness of alcohol related problems.
- Share global information data/skills require concern the subject and make update those involve health programs particularly mental health member of staff.

3. We run/operate mental health hospital and rehabilitation center, we receive medicine and technical support from WHO Somalia only. Alcohol and Alcohol abuse is rapidly increasing and claiming lives in the Somali capital Mogadishu and in the lower shabelle region.

The interventions we perform include several activities at different stages like :-

- During admission of patient with drug addict like those of Alcohol consumers, we conduct Detoxification exercise.
- Psychosocial services and family counseling are the commonly used methods in Habeb public mental hospital and rehabilitation center.

Shortage of personnel. MNH professional workers are inadequate in number, in about 11 regions with estimated population of 8.5 million there are only four senior psychiatric Nurses available for mental health services. We strongly recommend as part of the strategy to obtain more and more psychiatry qualified personnel. We are planning to launch a Psychiatric institute very soon and this new power force might help us to facilitate/work on mental health activities in the long run.

Currently we are doing community awareness program related to drug addiction particularly Alcohol, Chat, Hashish and Alaq, which are widely used substance. And it is needed to increase the frequency of air time through the common radio in the region

We know that most of the new drug addicts are the young/adolescent of intermediate/secondary school age, so as to commence earlier we will add to our plan to prepare lectures to address the subject and to teach the risk/disadvantage of all type of drugs.

We strongly appreciate for your comments/advice on the subject

The Director of 2 mental hospitals in Mogadishu Somalia
Also National Mental Health Focal point MOH Somalia
Abdurahman Ali Awale

Komenda Wojewódzka Policji w Poznaniu

Government Institution

Country: Poland

Web site: <http://www.wielkopolska.policja.gov.pl>

Re: 1

Effective measures of combating alcohol-related problems include:

- Class therapy for the abused.
- Obligatory correction programmes for individuals convicted of crimes committed under the influence of alcohol.
- Comprehensive and multi-dimensional prevention commenced at early stages of education, combined with a national-scale campaign.
- Introduction of meetings with professionals into school curricula.
- Limiting material damages should be followed by the perpetrator's work in order to repair or make good the damage.
- Limiting psychological damage, e.g. by means of co-operation between the family and public organizations and specialists.
- Limiting social damage is a cohesive, tight and consistent national programme, assuming for providing assistance at all possible levels.
- The producers' participation in preventive measures.
- Instigating obligatory rehabilitation treatment and simplifying the related procedures.
- Social assistance targeted at individuals credible in their declared willingness to overcome addiction.
- Submitting rehabilitation treatment motions before local committees for solving alcohol-related problems.
- Submitting motions before family courts and other relevant institutions to apply measures to the addicted and their families.

Re: 2

According to Kompania Piwowarska, the best ways to alleviate the problems related to harmful drinking from the global perspective include:

- Adopting education and information measures aimed at decreasing the number of drunken drivers.
- Propagating a healthy lifestyle.
- Undertaking activities targeted at offering adolescents attractive alternatives of spending leisure time.
- Improving the quality of rehabilitation treatment and the national system of support for individuals combating addiction.
- By means of media campaigns and propagating alcohol drinking culture.

Re: 3

The police may contribute to limiting the damage caused by alcohol abuse by:

- Enhancing the skills of policemen involved in intervention related to people under the influence of alcohol.
- Improving the skills of district constables dealing with the underage in motivating and recognizing symptoms of alcohol addiction and violence.
- Consistent application of the law related to alcohol consumption.

- Education and repressive measures against drunk individuals on the roads and streets, especially drunken drivers.
- Education and repressive measures against owners of on-premise facilities and shops in the realm of the Act on Upbringing in Sobriety and Counteracting Alcoholism, especially the ban on selling alcohol to the underage.
- Large-scale preventive measures at schools, educational organizations, universities, churches etc.
- Close and large-scale cooperation with assistance institutions.
- Monitoring families with alcohol problems.
- Appropriate service organization, including venues where the law may be broken.
- Removing the drunk from public space.

Marin County Mental Health Board

Government Institution

Country: United States of America

Web site: <http://www.co.marin.ca.us/depts/bs/members/mcbds/Brdpage.cfm?BrdID=53>

Summary:

The Needs and Services Committee of The Marin County Mental Health Board is reviewing the county mental health program to find pluses and problems therein. In our review process, one re-occurring theme is lack of or cuts in funding for alcoholism and co-occurring disorders.

The Marin Mental Health Board is investigating the opportunity to charge those businesses in Marin County licensed to sell alcoholic beverages a per serving fee, including servings available in products sold at off site retail establishments. We are recommending these fees should be restricted for the costs of emergency services and treatment of alcoholism and mental health co-occurring disorders. We believe this fee may be an opportunity to free up current available funds for other mental health issues.

Buena Ventura, CA adopted a municipal code in 2005 to recover costs of municipal emergency services. While municipalities currently may have more authority than counties to assess fees, we believe it important that these per alcohol fees be assessed at the county level and restricted for use to recover costs occurred for treatment of alcoholism and co-occurring disorders.

I have included a spreadsheet showing potential revenues at varying fee levels. The frequency data was provided by Marin Institute.

I believe this or a similar approach may be useful for all counties. Failure to address this funding crisis will result in higher health, crime, related prison costs and an increase in homelessness.

Gary G Scheppke Sr
Secretary, Marin County Mental Health Board
Chairman, Needs and Services Committee
615 Arlington Circle
Novato, CA 94947-4903
415-609-7451

Full text: Nr 261

National Supervisory Authority for Welfare and Health (Valvira)

(Former National Product Control Agency for Welfare and Health)

Government Institution

Country: Finland

Web site: <http://sttv.fi> (after 1.1.09 www.valvira.fi)

Summary:

As summary, the Product Control Agency concludes, that alcohol markets and marketing are increasingly internationalized. Thereby, national regulations and restrictions are not enough, but we need international regulation about the advertising of alcohol and health education. The Product Control Agency would very much like to see in future WHO alcohol strategies global restrictions the alcohol marketing only to product information without images as well as health warnings in all alcohol packages and advertisings.

Full text: Nr. 103

New Mexico Department of Public Safety - Special Investigations Division

Government Institution

Country: United States of America

In approximately 90% of all citizen request for service (police assistance) alcohol is involved.

New Mexico Prevention Network

Government Institution

Country: United States of America

Question 1: What are your views on effective strategies to reduce alcohol-related harm?

Specifically to reduce harm; youth as well as adults need to be educated on a realistic level regarding harm. Creating an intense system of learning and letting youth and adults know and understand what to do in a harmful situation such as a friend being poisoned by alcohol, is one strategy. In addition, interlocks or some other non invasive form of alcohol detection in every vehicle would reduce harm both globally and locally. All drug/ alcohol related offenders should be restricted from purchasing alcohol.

Societal and cultural norms must change and early (prior to onset) prevention is one of a must use strategy.

Last but not least, there should be a handle on alcohol advertising. Each community should be able to tax alcohol as needed by their related needs.

Question 2: From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

Problems with regard to the harmful use of alcohol, although similar, vary in every community, culture, country; local control with set parameters/guidelines is the best most effective approach. Also, communities need significant resources to battle the harmful effects of alcohol and the industry as well as individual responsibility.

Question 3: In what ways can you or your organization contribute to reduce harmful use of alcohol?

Our organization will continue to educate our individual communities. We will also participate in creating and supporting any new legislative policies that will assist in the reduction in alcohol related harm. We will continue to use evidence based programs, practices and policies to change the norms of our communities. We will continue to provide opportunities for our youth to develop into productive citizens. We will continue to utilize a comprehensive multisystem approach and we will continue to participate in the change that we want to see in our world and our communities.

New Mexico State Attorney General's Office

Government Institution

Country: United States of America

Web site: <http://nmag.gov>

Last fall the US Surgeon General spoke in New Mexico to unveil his 2007 Report, "Surgeon General's Call to Action to Prevent and Reduce Underage Drinking". Among other findings, the Surgeon General noted that:

- 38% of alcohol-related traffic deaths involve underage drinkers; and
- 32% of youth homicides involve alcohol

On top of this, the Journal of the Study of Alcohol and Drugs recently reported that 20% of all alcohol is consumed by underage drinkers.

As a result, one of my legislative priorities in 2009 will be to address this crisis in underage drinking. Numerous research reviews have determined that increasing excise taxes, along with other pricing policies that increase the cost of alcohol, is one of the most effective strategies for curbing abuse of alcohol. With this in mind, I plan on seeking enactment of the following tax legislation to curb the harmful use of alcohol by underage drinkers:

- Increase the Tax on "Flavored Malt Beverages" (aka "Alcopops").
- Give Every County the Option For Taxing Alcohol at a higher rate to generate revenue for substance abuse programs

In addition, I am proposing:

- A Ban on Alcohol with Caffeine and other stimulants (aka Alcohol "energy" drinks)
- A Prohibition on Alcohol Consumption By Minors
- Regulation of alcohol advertising to youth

From a global perspective, the best ways to reduce alcohol-related harm are:

- Globally, public health interests must be represented in global trade negotiations, and trade agreements need to make exceptions for commodities like alcohol that pose a serious threat to public health and safety.
- Global public health leadership is needed, in the form of WHO identifying and training governments and NGOs in how to implement best practices in monitoring and controlling alcohol-related harm.
- Leadership from WHO and governments in the developed world in providing support and resources to developing nations to insure effective alcohol policies that are based on public health and safety principles and to offset the influence of the global alcohol industry.
- Global networks are needed among NGOs to strengthen coordination, share lessons learned and peer support, and provide a civil society alternative to the globally well-organized and coordinated alcohol industry

Programa de Salud Mental Barrial del Hospital Pirovano, Bueno Aires

Government Institution

Country: Argentina

Web site: <http://talleresdelpirovano.com.ar>

Summary:

The idea is to help population pointing to the heart of the problems that have influence in alcohol or other substances or object abuses.

To promote real and vivid values, not only fear and emotionally empty information about the consequences of abusing of alcohol.

Also it is important to have strict control over publicity in order to protect minors and not to allow the association between discontrol, happiness and having social status with the drinking of alcohol or the possession of consume objects.

It is fundamental to educate against the idea of a materialistic world as a Utopia.

The possibility of having significative relationships, to avoid loneliness and the possibility of having healthy projects that make life meaningful is very important too to avoid the abuses. Abuse has to do with lack of personal and community horizons. It is not the substance's fault, humans are the ones that use this and they do it in order to feel better. We have to try to discover what makes people feel bad, not only try to destroy alcohol.

Full text: Nr. 274

Public Health Institute and Directorate of Health

Government Institution

Country: Iceland

Web site: <http://www.lydheilsustod.is>

The contribution is a view from two governmental institutions. It is our belief that the best way to reduce harm is to address availability, price and access to treatment. Also minimum taxes on alcohol in the region and ban on advertising directed to young people.

It is well documneted that availability to alcohol is one of the main factor to reduce harmful use of alcohol. In Iceland we have monopoly on sale of alcohol and it is our believe that keeping this form for sale of alcohol is a very important resource to diminish the harmful use of alcohol. In addition to monopoly we have fairly high taxes on alcohol whith higher taxes for stronger types of alcohol. The real price of alcohol has been decreasing for the last ten years and numbers of monopoly outlets have increased. At the same time we have experienced a significant increas in the total alcohol consumption per capita 15 years and older.

From the public health perspective the two institutes (Public Health Institute & The Directorate of Health) recommends strategies that focus on availability and affordability of alcohol, access to treatment and brief intervention in the primary health care. In addition there should be a minimum European or global taxes on alcohol and a ban on alcohol advertising that are directed to young people and in relation to sports events and leisure activities.

Our organisations can tribute to reduce the harmful use of alcohol by monitoring the development of alcohol policies, put pressure on and advice the government, municipalities and relevant institutions to implement strategies that are relevant and evidence based. Also by monitoring recent deveopments in strategies and disseminate the knowledge.

Full text: Nr. 312

South Shore Health; South West Health; Annapolis Valley Health

Government Institution

Country: Canada

Summary:

Effective strategies to reduce alcohol-related harm need to address the contexts, the culture and the environments in which alcohol is consumed. We must be a part of fostering the environments most conducive to the healthiest possible behaviours, thereby reducing the likelihood of harm. As per best practice approaches to reducing alcohol-related harm, we are looking at helping shape environments with public policy so that the healthier choices will be the easier choices. Before public policy is addressed, however, a readiness in our communities must exist. In order to prime and ready our audiences, we must start from the grassroots. At this level, we are encouraging community capacity building by supporting a network of concerned citizens. The following describes the early stages of our communities' attempts at increasing readiness for change, as the network grows.

At Addiction Services in the South Shore, South West and Annapolis Valley Health Districts in Nova Scotia, Canada, alcohol strategy staff are working on population-based approaches to reduce alcohol-related harm within the framework of the Provincial Alcohol Strategy. The five key directions identified in the Strategy are as follows: Community capacity and partnership building; Communication and social marketing; Strengthening prevention, early intervention and treatment; Healthy public policy; Research and evaluation.

The approaches outlined in the Strategy include ways in which to address and challenge common notions about alcohol and its uses. Canadian culture and more specifically, Nova-Scotian culture has normalized over-drinking, and has come to see it used as a coping mechanism, an escape, and even a way in which to increase social prestige. It is these messages that we are asking our friends, colleagues and neighbours to pay closer attention to and to question the subtle cultural influences that these messages convey.

At a grassroots level, we are engaging with community members, asking them to look at the environments in which they live and encouraging a closer look at daily alcohol influences and influencers within their neighbourhoods. Some issues that have arisen include: the growing ease of access to alcohol including increased hours and days of operation of alcohol outlets, the alcohol industry within schools and alcohol proliferation in the media.

The continued fostering of an advocacy network is key in supporting long term and sustainable change. In looking at the overall goal of Nova Scotia's Alcohol Strategy, i.e., to change the culture of alcohol use in the province, it is imperative that there is a level of readiness for this change among community members. Supporting the growth of this network as one of the key pieces of the Strategy will help create the contextual, cultural and environmental readiness for the appropriate kinds of changes that will reduce the types and patterns of drinking that are most harmful.

Full text: Nr. 299

Taipei City Hospital, Taipei

Government Institution

Country: Taiwan

Strategies to reduce the harmful use of alcohol

Vickey huang and Shih-ku Lin

Taipei City Hospital and Psychiatric Center

We would like to propose some ideas regarding the reduction of hazardous drinking

As to strategies and policy element in Health sector:

- List alcohol as one of the potential toxic substances despite there was some limited positive health effects of low levels of alcohol consumption in some population. The latter fact will bring some rationalization background for certain groups who usually bear greater damage from alcohol consumption.
- Provide regular public education about not only the physical dangers or a variety of alcohol-related comorbidity but also the mental, social and cognitive impairment caused by alcohol consumption, as well as its dependence-producing properties. The educational programs should be started as early as elementary school to reduce the adolescent drinking which will increase the likelihood of adult alcohol dependence.
- Advocate the concept of moderate drinking if the drinking occasion is unavoidable. Meanwhile, incorporate the drinking behavior items, e.g. the frequency and quantity of alcohol consumption, into the nation-wide health surveillance to raise the attention of general population about the drinking-related problems.
- In addition to health promotion, early identification of hazardous and harmful alcohol consumption is vital to prevention of those vulnerable patients from the progression to alcohol dependence which is, to some extent, not reversible. The use of screening tools to identify hazardous (or problematic) drinking must be routinely

used in health-providing setting whenever unhealthy alcohol use is suspected, in court for drunk-driving and alcohol-related violence, in health-care system for intentional (e.g. suicide) and unintentional (traffic accidents) injuries or transmission of certain infectious disease, or for vulnerable groups, such as young people and pregnant women.

- Appropriate monitoring system for those hazardous or problematic drinker is mandatory. The strategy of brief intervention, or any evidence-based intervention, is needed to help those vulnerable cases.
- For those whose drinking severity reaches alcohol dependence, abstinence is exclusively the treatment goal. There is no safe or moderate drinking for them.

U.S. National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Government Institution

Country: United States of America

Web site: <http://www.niaaa.nih.gov>

Summary:

The National Institute on Alcohol Abuse and Alcoholism of the National Institutes of Health is pleased to submit a brief summary of current research on effective strategies to reduce alcohol related harm. The summary suggests a life span approach to prevention, as the misuse of alcohol poses different threats at various stages of human development. Where possible, links to supporting documents have been provided. As a research institute, NIAAA does not make policy recommendations.

Full text: Nr. 71

ФГУ "Центральный Научно-Исследовательский Институт Организации и Информатизации Здравоохранения Минздравсоцразвития России", Научно-исследовательская организация

Government Institution

Country: Russian Federation

Web site: <http://www.mednet.ru>

No summary available

Полный текст Nr. 335

SUBMISSIONS FROM INTERGOVERNMENTAL ORGANIZATIONS

Secretariat of the Pacific Community

Intergovernmental organization

Country: New Caledonia

Web site: <http://spc.int>

No summary available.

Full text: Nr. 224

SUBMISSIONS FROM ACADEMIA-RESEARCH

CANADIAN FOUNDATION ON FETAL ALCOHOL RESEARCH	20
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Canadian Foundation on Fetal Alcohol Research

Academia-Research

Country: Canada

Funding or support from alcohol industry? Yes

Web site: <http://www.fasdfoundation.ca>

Summary:

The Canadian Foundation on Fetal Alcohol Research (CFFAR) is an independent, non-profit foundation created to promote interest and fund research related to the short and long-term bio-medical, psychological and social effects of alcohol consumption during pregnancy, and the prevention of fetal alcohol spectrum disorders (FASD). FASD is the leading cause of developmental and cognitive disabilities among Canadian children. CFFAR was established in 2007 through an initial contribution of \$1 million over five years from the Canadian brewing industry. In 2008, following a peer review process based on standards set by the Canadian Institutes of Health Research, CFFAR selected its inaugural grant applications. This work, and the work of future grantees, will advance knowledge of bio-medical, psychological and social aspects of alcohol consumption during pregnancy. It will also enable the development of improved tools and strategies for healthcare professionals, improved medical and psychosocial assistance for individuals and their families living with FASD. While research can never replace a network of support and education, it is the key ingredient to understanding the causes and effects of FASD, and to developing ways to address them. Most importantly, the goal of CFFAR is to help launch a new generation of Canadian researchers dedicated to increasing our understanding of the effects of alcohol consumption during pregnancy. The Canadian approach recognizes that FASD is a public health and social issue, affecting individuals, communities, cultures, families and society as a whole. All sectors are called on to continue to make efforts to prevent FASD and support those who must live with it. CFFAR believes that the strategy and actions in Canada have applications to addressing FASD on a global level.

Full text: Nr. 129

Centre for Addiction and Mental Health

Academia-Research

Country: Canada

Funding or support from alcohol industry? No

Web site: <http://www.camh.net>

No summary available.

Full text: Nr. 301

Centre for Social and Health Outcomes Research and Evaluation (SHORE), Massey University, Auckland

Academia-Research

Country: New Zealand

Funding or support from alcohol industry? No

Web site: <http://www.shore.ac.nz>

Summary:

The SHORE Centre strongly supports the development of a WHO global alcohol policy strategy. However, to ensure that this receives full political commitment by all member governments, we believe this will need to have the status of a Framework Convention on Alcohol Control.

In regard to effective policies, the SHORE Centre supports the recommendations of WHO's Expert Committee on Problems Related to Alcohol Consumption on the effectiveness of regulating availability, enforcing appropriate drink-driving policies, reducing demand through pricing and taxation, as well as raising awareness and support for these policies.

The SHORE Centre also supports the Expert Committee's recommendations of policy to counter increasingly sophisticated methods of marketing alcohol, focusing on limiting the amount of alcohol promotion of both global and local brands. Its recommendations include effective regulation or banning of alcohol advertising and sponsorships of cultural and sports events, in particular those that have an impact on younger people.

In addition, the SHORE Centre recommends that the global alcohol policy strategy address the public health implications of increased trade in alcohol. International trade agreements can have impacts on alcohol availability and consumption and also on the implementation of effective national policies. This issue is already included in the WPRO Regional Strategy and addressing it in a WHO global alcohol policy strategy will help ensure that member governments' public health goals are not overridden by trade principles, as at present. SHORE supports the Expert Committee's recommendation that WHO should work more closely with WTO and other relevant UN agencies to address trade issues as part of its work towards a global alcohol policy strategy.

A strong global leadership role by WHO is needed to assist member governments in responding to the globalised, marketing-driven alcohol industry. The time is right for a WHO global alcohol policy strategy, laying out the most effective and cost-effective strategies. This should be supported with detailed information on implementation, monitoring and enforcement at the national level. This support is important to counter the influence of the industry and its organisations, such as ICAP who offer information and policy advice that best suits industry interests. To this end SHORE recommends the creation of a WHO Cabinet Office focused on alcohol, working with the network of WHO Collaborating Centres including the SHORE Centre.

The SHORE Centre has been a WHO Collaborating Centre since 2004. Its Director Professor Sally Casswell is a member of the WHO Expert Committee on Problems Related to Alcohol Consumption. SHORE contributed to background papers and a Resource Book for the WHO WPRO Regional Strategy to Reduce Alcohol-related Harm and continues to provide technical contributions to the work of the WHO Secretariat at both the global and regional level related to the reduction of alcohol related harm. SHORE has contributed research and policy advice to New Zealand policy-makers, government agencies, local government and community projects on a wide range of alcohol policy issues.

Full text: Nr. 249

Faculty of Public Health Medicine, Royal College of Physicians of Ireland

Academia-Research

Country: Ireland

Funding or support from alcohol industry? No

Web site: <http://www.rcpi>

Summary:

Alcohol consumption is linked to more than 60 diseases and conditions affecting nearly every organ in the human body and is the third highest risk factor for premature death and ill-health in the European Union. Alcohol-related harm include such problems as accidents, injuries, chronic ill-health, premature death, public safety, violence, child neglect, marital problems and lost productivity due to absenteeism or poor performance at work.

There is extensive harm caused by alcohol in Ireland.

- 34% of those seeking legal advice due to marital breakdown cite alcohol as the main cause
- 31% of road deaths are alcohol related
- Alcohol related admissions to hospitals increased by 95% between 1995 and 2002.
- Every 8th new patient attending A/E is there because of alcohol related injury
- Intoxication in a public place increased by 470% from 1996 to 2002
- Cost to the economy in 2003 was €2.65 billion.
- Alcohol related mortality Ireland 1992-2002
- Mortality from alcohol acute conditions + 90%
- Mortality from alcoholic specific chronic conditions + 61%
- Whilst overall mortality fell by - 14%

Repeated ESPAD studies show Ireland's young people to be amongst the very highest for consumption and for binge drinking. Young people are particularly susceptible to advertisements and the promotion of alcohol and most likely to be harmed by drinking. It is vital to delay the age of onset of drinking by young people, as recommended by the WHO.

Effective Strategies to reduce alcohol related harm

The more a population consumes the greater the degree of alcohol related harm. Strategies therefore should concentrate on reducing our overall consumption. The following strategies are required to reduce consumption and alcohol related harm:

1. An increase in price through taxation
2. A minimum price on alcohol in particular for off sales
3. A decrease in the physical availability of alcohol through restrictions on hours of sale and the number of premises available to sell alcohol

4. A ban on advertising of alcohol
5. A ban on the sponsorship of sporting events by alcohol companies
6. Targeted action in respect of road safety with the reduction of the legal limit for driving to 50mg% for drivers and to 20mg% for learner and professional drivers.

As alcohol related harm affects every sector of the population there is a need for a strong leadership and a coordinated approach at government level across all departments. There is a need for one government body or agency to coordinate the required actions.

For strategies to be effective there has to be an acceptance by governments that alcohol is no ordinary commodity and that alcohol is a legitimate health concern and not just an industry. The need for alcohol companies to increase profits for their shareholders is a barrier to reducing consumption, yet alcohol industry representatives have a greater influence on governments' alcohol strategy than those advocating for healthy public policy.

There is a need for a framework convention on alcohol to be developed as is the case for tobacco.

Full text: Nr. 168

Institute on Lifestyle & Health, Boston University School of Medicine, Boston, MA, USA

Academia-Research

Country: United States of America

Funding or support from alcohol industry? Yes

Summary:

Comments on the WHO Initiative for Reducing the Harmful Use of Alcohol

The Institute on Lifestyle & Health has been monitoring scientific publications on alcohol and health for the past 14 years. It has become apparent that there are often exaggerations of both the benefits and dangers from alcohol intake. Based on our critique of thousands of papers, we have reached a few conclusions, summarized below. The faculty of the Institute strongly agree with the need for measures to try to curb the serious problems with alcohol abuse around the world. It is hoped that our observations will be considered by WHO as it develops focused and effective programs against abuse, programs that at the same time will not reduce the healthful use of alcoholic beverages by the majority of mature adults in many of our societies.

(1) Heavy drinking and binge drinking generally have no health benefits but often are associated with both acute and chronic harms to health.

(2) The most important determinant of health effects appears to be the pattern of drinking (regular moderate use versus irregular excessive use), and is not necessarily captured when assessing only the average intake over a period of time.

(3) The major demonstrable health benefits of moderate alcohol intake are among middle-aged or older adults, and relate to the risk of many of the diseases of ageing (e.g., coronary heart disease, ischemic stroke, osteoporosis and fractures, dementia).

(4) For most, moderate alcohol consumption should be considered as a component of a "healthy lifestyle," one that also includes (1) not smoking; (2) avoiding obesity; (3) getting regular exercise; and (4) consuming a diet high in fruits, vegetables, and whole grains. Even among individuals who follow other components of a healthy lifestyle, the addition of moderate drinking provides additional large health benefits.

(5) Societal norms and cultural influences appear to be key factors that relate to whether a society consumes alcohol in a moderate and responsible way or tends to drink to excess. Within Italy, for example, in areas such as Tuscany and Umbria, 80% of the population consumes alcohol, but there are low rates of alcohol abuse, whereas in other areas fewer people consume yet abuse is greater. One effective approach for decreasing acute alcohol abuse is surely through cultural changes, making it "socially unacceptable" to be intoxicated in public.

(6) Measures to decrease alcohol misuse should be focused so that they do not achieve reduction of abuse at the cost of reducing benefits among those engaging in healthful consumption of alcohol. Abraham Lincoln, the sixteenth president of the US, stated that alcohol problems arose not from "the use of a bad thing, but from the abuse of a very good thing."

R. Curtis Ellison, MD, MSc

Yuqing Zhang, MD, DSc

Luc Djoussé, MD, DSc

Full text: Nr. 66

International Health Policy Program

Academia-Research

Country: Thailand

Funding or support from alcohol industry? No

Web site: <http://ihpp.thaigov.net>

Summary:

Four major characteristics for the effective approach to reduce alcohol-related problems are; clear policy direction and strong policy commitment, effective policy content, effective policy implementation, and being transparent or free from influence of commercial interest. To promote these characteristics, WHO should show its commitment to this problem, including by upgrading alcohol unit, and through the development of international alcohol policy in the line with FCTC. Further, WHO should take a key role in inducing other international and national agencies to pay attention in reducing alcohol-related problems.

From our point of view, the Global Strategy should, firstly, aim at strengthening the capacity of three main sectors; technical knowledge, political involvement, and social support (or civil society). Secondly, the bridge between these three pillars should be created and strengthened in order to synergize these social assets. The third principle is on the integrity and transparency of the process. Conflict of interest should be a major concern. Stakeholders with conflict of interest should have appropriate role in appropriate space, where their status and interest are well aware of by others.

According to these three principles, five missions for the Strategy are 1) setting up policy direction at all levels, 2) identifying and minimizing policy gaps in three sectors, by prioritizing areas that are hardly addressed by other agencies, 3) strengthening knowledge management including generating of knowledge-in-need and its utilization, 4) setting up and promote the use of connection mechanism, and 5) set up the appropriate role of stakeholder with conflict of interest.

For the first area of priority, we would like to see the Strategy to focus on alcohol consumption control at aggregate level, aiming to control drinker prevalence, drinking frequency and consumption per occasion. Three major tools the Strategy should address are taxation, physical availability control and marketing control. The Strategy and stakeholders should be aware of the poor effectiveness of industry-friendly alternatives. The second priority for the Strategy is to promote the global climate toward effective alcohol policy. This includes clarifying ambiguity and myth on alcohol policy, and creating global awareness that alcohol is an obstacle for health, well-being, human achievement and social development, and awareness on the interest of economic operators and their nominee, as well as negative impact to public from the participation of stakeholders with conflict of interest.

Alcohol Policy Research Program (APR) under the International Health Policy Program (IHPP), and its supporter the Center for Alcohol Studies (CAS), are alcohol-specialized technical entities, quite uncommon in low and middle income countries. Being integrated into the Ministry of Public Health, APR and IHPP can connect both official and technical spheres, support the role of Thai officials on the international forums, and be an active technical facet for cross-border knowledge sharing and joint research. Locating in an emerging market zone, APR can also be the focal point on alcohol policy for WHO and other agencies, with no conflict of interest, for the Southeast Asia region and neighboring countries.

Full text: Nr. 73

International Network of Brief Interventions on Alcohol Problems

Academia-Research

Country: Spain

Funding or support from alcohol industry? No information

Web site: <http://www.inebria.net>

Summary:

INEBRIA strongly supports the development of a global strategy to reduce the harmful use of alcohol, that is based on the implementation of evidence based environmental policies, such as price and regulations on the availability and marketing of alcohol products, since such environmental policies are likely to augment the impact of brief advice programmes delivered in primary care. INEBRIA notes that as the main providers of health care, the many millions of health workers worldwide can contribute substantially to reducing and preventing harmful use of alcohol.

INEBRIA recommends that health care systems should ensure that early identification and brief advice programmes for hazardous and harmful alcohol consumption are widely available for all alcohol users. In particular, individuals with co-morbid conditions, for example hypertension, and those attending STD and HIV/AIDS clinics, should be offered screening for hazardous and harmful alcohol use, and advice and treatment as appropriate to reduce their alcohol consumption. INEBRIA agrees that identification and brief advice programmes are most effective when

supported by sound policies and health systems and integrated within a broader preventive strategy. INEBRIA also agrees that health-care providers should concentrate on clients' health improvement and satisfaction through evidence-based and cost-effective interventions, and governments, in improving health systems, should take into consideration services for alcohol-use disorders and interventions for hazardous and harmful use of alcohol.

Full text: Nr. 223

National Drug Research Institute

Academia-Research

Country: Australia

Funding or support from alcohol industry? No

Web site: <http://www.ndri.curtin.edu.au>

No summary available.

Full text: Nr. 137

Royal College of Nursing

Academia-Research

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.rcn.org.uk/>

Summary:

The Royal College of Nursing (RCN) is the UK's largest professional association and trade union for nurses, with over 390,000 members. The RCN works locally, nationally and internationally to promote high standards of care and the interests of patients and nurses, and of nursing as a profession. We welcome this opportunity to respond to the above document.

Nurses work in diverse areas and are faced with the consequences of excessive alcohol consumption on a daily basis. This ranges from having to deal with violent and aggressive patients in A&E, to caring for people and their families suffering from long term conditions as a direct result of drinking alcohol.

In England, hospital admissions directly attributable to alcohol are rising by 80,000 people a year. The cost of alcohol consumption to the NHS is estimated to be £2.7 billion (€3.4 billion) a year, this does not take into account the social costs that could be attributed to excess alcohol consumption such as crime and disorder, lost days at work and the detrimental effects it can have on family life.

People living in deprived areas suffer the highest levels of disease and hospital admissions due to alcohol abuse. This contributes to the inequalities in health suffered by those living in deprived circumstances.

We hope, through this response to contribute to a global reduction in the harm caused by alcohol by providing a summary of some of the successes and failures of a number of approaches that have been used in England and a number of measures suggested by the RCN to further reduce this harm.

KEY POINTS

- 1) The RCN favours the introduction of mandatory retailing code for all premises that sell alcohol. This code should include provision for the protection of public health. Voluntary industry codes are not working. A mandatory code for both on and off license retailers would deter premises selling alcohol from engaging unsafe and unscrupulous practices by creating a degree of accountability.
- 2) The RCN favours the introduction of mandatory unit labeling for alcoholic products together with a warning to women who are pregnant or trying to conceive. Consumers have a right to know how much they are drinking and that drinking to excess can have a harmful effect on health.
- 3) The RCN believes that reducing the harm caused by alcohol should be a public health priority. A multi-faceted approach is favoured. Engagement at the local level including nurse run intervention programmes is key. It is vital that adequate resources are available. i.e. sufficient number of school nurses are needed if nurse lead alcohol education sessions are able to be effectively conducted in schools.

Full text: Nr. 147

School of Public Health, Central South University

Academia-Research

Country: China

Funding or support from alcohol industry? No

Although we know a little alcohol drinking is helpful for our health, we have difficulties in limit the amount of alcohol if we drink, this is especially so for the disadvantage populations. The disadvantaged persons are more likely to drink more to balance their lost respect or dignities. As a result, alcohol is a triggering factor for them. To avoid the infeasibilities, I prefer to take a radical attitude: forbid drinking in every place at any time. Of course, many opponents might protest that this will violate their freedom. We have to come to the balance between human right/freedom and health. If we want to prohibit drinking alcohol, there will be lots of obstacles in front of us, such as culture, politics, and freedom. In China, persons who drink more alcohol than others gets more advantages than the others, particular for a man. This potential rule has been recognized by most Chinese.

Second University of Naples

Academia-Research

Country: Italy

Funding or support from alcohol industry? No information

Summary:

The relationships occurring among alcohol abuse and diseases/disability/mortality are well known. Similarly, the misuses of alcohol by young people across Europe is well known. Little known are, on the contrary, the concepts about the potential toxicity of ethanol also at low daily doses, as a “cofactor” of a large series of diseases. In fact, the duration of alcohol use, more than its amounts, is related to the occurrence of diseases of the liver, of diabetes, of hypertension, etc.

Alcohol enhances the toxicity of drugs, of smoke, of various foods, such as those containing fructose or polyunsaturated fats, etc. The actual main characteristics of young people from industrialized countries are: the spontaneous indiscriminate use of various drugs, frequently as herbal products, that, in the majority of cases, are uncontrolled by institutions, the use of “fast foods”, rich in fructose, in saturated and polyunsaturated fats, the use of alcohol, moderate or not. Liver steatosis, metabolic syndrome and obesity, are all pathologies of young European people.

An European strategy of intervention on the problem “alcohol”, could necessarily involve a more large discussion about the total life style of our young people. We suggest to discuss about alcohol, not only as a substance dangerous for the nervous system and for the dependence, but also as a substance that, particularly in young subjects, may induce or facilitate the occurrence of a large series of diseases, from the liver to the cardiovascular system.

Full text: Nr. 39

Strengthening Families Center at University of Utah

Academia-Research

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.strentheningfamilies.org> and www.strengtheningfamiliesprogram.org

Summary:

The most effective method for reducing alcohol misuse in adolescents is to implement evidence-based parenting and family skills training programs. When the Director of the US Center for Substance Abuse Prevention (CSAP), Dr. Karol Kumpfer, funded 150 communities in the USA to pick one of the evidence-based family programs to imlement from a list of 34 excellent program from a government web site (www.strengtheningfamilies.org), the rapidly increasing substance abuse rates in adolescents began to decrease. Tested theories of the causes of alcohol and drug use in teenagers suggests that the strongest protective factors are three family mediating variables (parent/child bonding and attachment, family supervision and monitoring, and family norms and values) (CSAP, 2000; Kumpfer, Whiteside, & Alvarado, 2003).

Because of the effectiveness of family interventions, the UN Office of Drugs and Crime under the leadership of Dr. Gilberto Gerra organized an expert panel of parenting and family researchers from all over the world in November of 2007 in Vienna to develop a protocol for cultural adaptation and dissemination of the best parenting and family programs. A global search in the past year by Dr. Kumpfer and associates as consultants for the UNODC has revealed over 450 parenting and family interventions for the prevention of alcohol and drug misuse. About 50 of these programs were judged to have high levels of evidence of effectiveness based on multiple randomized control trials with about 20 of them having independent replications. Given that the WHO (2007) and Cochrane Collaboration Reviews by Foxcroft and associates (2003) at Oxford Brooks University have found that the two best

universal alcohol prevention programs in the world are family-based programs, it appears that the UN approach of disseminating these effective parenting programs globally is a very effective strategy for reducing the harms caused by alcohol misuse. Program descriptions and contact information should be on the UNODC website by next spring. Targeting youth for alcohol and drug information or even skills training is not as effective as changing their long-term family environment with parents communicating more effectively the harms and consequences of alcohol misuse and serving as positive role models. Hence, this long-term environmental strategy appears to be very effective. In fact, very cost effective as well. A meta-analysis of the cost-benefit ratios by Aos and associates was reanalyzed by Kumpfer into the different family and youth centered interventions. It was found that family skills training approaches had the highest cost/benefit ratios. In fact, Foxcroft and associates (2003) found the Strengthening Families Program (10-14) to be three times as effective as the best youth only interventions using life skills training and twice as effective as the next best program which was a parenting and youth skills training program but didn't include the family skills training component. Hence, it would appear that to reduce alcohol initiation and binge drinking in youth, implementing evidence-based family skills training approaches should be recommended by the WHO and UN globally. Luckily many of these have language translations, cultural adaptations, and tested positive outcomes in other countries.

Full text: Nr. 220

The Australian Wine Research Institute

Academia-Research

Country: Australia

Funding or support from alcohol industry? No information

Web site: <http://awri.com.au>

Summary:

In summary, to change the behaviour of an individual is complex, and price and labelling are simplistic interventions. Interventions to reduce harmful or risky alcohol drinking must make an individual: feel personally susceptible to a health (or other) risk; believe that the risk can cause a significant harm; and know what actions can be taken to avoid the harm, and also know the cost or benefit of the actions; if the costs outweigh the benefits, the action to avoid the harm is unlikely to be taken.

Full text: Nr. 230

Western Michigan University

Academia-Research

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.wmich.edu/shc>

Summary:

Much research has been done in the United States since the 1990's to find effective ways to prevent and reduce the harms of underage and binge drinking. Several models have been developed that incorporate the key approaches in environmental prevention, which use the strategies of health education to focus on social norms, laws and policies, media and access. Social norms theory has found that using positive statistics on actual drinking behaviors is an effective way to dispel myths and encourage responsible drinking. In terms of behavior management a shift has taken place in the field of public health prevention that focuses on harm reduction as opposed to abstinence only education. On a broader level, like the tobacco and fast food industries, we must hold the alcohol industry accountable for their blatant attempts to target at risk and vulnerable communities and shed light on the inconsistency and hypocrisy of an industry which has a political stronghold and a monopoly on the advertising market. We must closely analyze the ways in which we model our own drinking behavior and the messages which we deliver to the public that promote binge drinking, drinking alcohol makes you sexy, and it is the only way to have fun. By doing this we can achieve many of the success that we have seen from the instrumental work in obesity prevention and tobacco prevention and cessation. We must move beyond the approach of managing and treating individuals with substance abuse issues, by creating additional resources to implement evidence based, effective, targeted, broad and population based strategies. We must hold our elected officials accountable who take money from the alcohol industry, and work together as a global community to engage in a multisectoral collaboration under the common goal of protecting the public health and safety of our world.

Full text: Nr. 90

Wisconsin Initiative to Promote Healthy Lifestyles

Academia-Research

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.wiphl.com>

There is ample research on evidence-based alcohol prevention strategies. One nice summary, produced by the US National Institute on Alcohol Abuse and Alcoholism, is available at www.collegedrinkingleadingprevention.org in the section on Stats and Summaries. Perhaps the most effective way to reduce risky and problem drinking in a population is to increase alcohol taxes, and the revenue can be used to support prevention, intervention, and treatment services. Another very effective strategy is to systematically administer alcohol screening and intervention services in general healthcare settings. Peer health educators can be trained to deliver the service, making it quite inexpensive. Research shows that these services reduce healthcare utilization, alcohol-related car crashes, criminal justice system involvement, and related expenditures, with substantial cost savings generated within 12 months. In partnership with 20 clinics, the Wisconsin Initiative to Promote Healthy Lifestyles has delivered over 45,000 screens and over 7,000 interventions. We could help others implement similar programs.

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A Nombre de Alamo Promocion de la Salud Mental

Organizaciones no gubernamentales (ONG)

País: Peru

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

REDUCIR DAÑOS REDUCIR PROBLEMAS USO DEL ALCOHOL

En líneas generales, la estrategia a usar , no debe estigmatizar a la persona que consume, no presentar el o los problemas :

- del "Borracho".
- de la familia del "Borracho"
- de los "Borrachos en la comunidad"
- de la cantidad de Borrachos en un país, en la comunidad Mundial.

La estrategia no puede ser, como librarnos de esos Borrachos.

Esa Estrategia de presentar numéricamente estadísticas de cuantos Borrachos a nivel mundial o local existen y el gran daño que traen a la familia, a la comunidad, al desarrollo de un país. esa estrategia sólo contribuirá a la mayor Estigmatización del ser humano que , posiblemente por determinantes biológicos, sociales que estan llevando al ser humano, a vivir en un estado continuo de ANSIEDAD.

- Revisemos cómo la COMPETENCIA instituída en este mundo globalizado , donde sólo quien mejor produce, es el que vale. Venga de donde venga ese mejor nivel de producción .
- Revisemos cómo el generar y acumular riquezas, es el indicador neto del PODER y del "nivel "CULTURAL de la persona .
- Revisemos cómo la Industria del alcohol hace su marketing ""

Hagamos campañas que demuestren y muestren a la sociedad, a la comunidad que EL GOCE DEL BIENESTAR está en el campo de la Salud . NO EN EL CAMPO DE LO PATOLOGICO .

Antes de hablar de daños y problemas, trasmitamos el contenido de SALUD PUBLICA .

Situemos el ALCOHOLISMO no como una discapacidad más ,

Luchemos contra el Alcoholismo como una pandemia originada por el hombre mismo como respuesta a su voracidad económica. Encontremos las raíces de esta epidemia.

No contemos solamente , cuántos hombres o mujeres se ven envueltas por ella en el mundo entero.

Considero que en esta línea construiremos una estrategia efectiva y universal.

Nuestro grupo contribuye a reducir el uso nocivo del alcohol, informando plenamente los determinantes del ALCOHOLISMO.

Derivando a las personas afectadas a especialistas en Salud mental para su tratamiento y terapia . Informando y orientando a sus familiares, sobre dicho Tema.

ABMRF/The Foundation for Alcohol Research

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: <http://www.abmrf.org>

Summary:

ABMRF/The Foundation for Alcohol Research (ABMRF) is one of the largest North American nonprofit foundations funding research on health and behavioral effects of consumption of alcoholic beverages. Although we do not advocate for specific policies regarding the consumption of alcohol, we strongly advocate for the need to conduct research to understand the effects of alcohol on health and behavior and evaluate the effectiveness of interventions for individuals and populations. Strategies to reduce harm should focus on identifying at-risk individuals using techniques such as those outlined in NIAAA publications. Educating practitioners to recognize hazardous alcohol use patterns and to intervene are a promising component of harm reduction strategies as demonstrated in studies sponsored by WHO. Evaluation of policies that restrict the availability of alcohol should examine both potential reduction in harm associated with hazardous patterns of alcohol use and potential reduction in benefit for the majority of the population that consumes alcohol in moderation.

Our work supporting the development of young investigators complements the U.S. NIAAA and the Medical Research Council in Canada. Early career support is critical to recruiting the brightest scientists to pursue careers in

alcohol research. Since 1982 ABMRF has supported investigator-initiated behavioral and biomedical research concerned with all aspects of alcohol consumption. The Foundation has supported studies to understand how moderate consumption of alcoholic beverages affects health to address questions related to the majority of those who drink alcoholic beverages. Many other studies address problems related to harmful consumption patterns, including understanding individual risk factors and vulnerability in populations such as underage youth.

ABMRF was established as a nonprofit foundation with contributions from the Canadian and U.S. brewing industries to support research on the effects of alcoholic beverages on health and behavior. The Board of Trustees has a majority of members from the public and academic community and two independent Advisory Councils, comprised of leading scientists in biomedical, social and behavioral research that review investigator-initiated grant proposals. Industry members hold a minority of Board seats and do not participate in grant selections. Grantees are encouraged to publish findings in peer-reviewed journals without prior Foundation review. More than 450 investigators, many current and future leaders in alcohol research, have received Foundation support; almost 2,000 publications have resulted from their work. Collaboration between the academic community and the industries involved in the production and distribution of alcoholic beverages is essential to determine the appropriate use of alcoholic beverages in our societies. Our record in supporting independent research demonstrates the feasibility and importance of a true partnership between industries that produce and distribute alcoholic beverages and scientists concerned with evaluating the effects of alcohol on human health and behavior. Our model partnership facilitates international interactions between investigators to improve understanding of important issues related to use of alcohol and to improve opportunities for scientific collaboration. By examining international differences in how alcohol is consumed, insight into the behavioral factors that influence normative drinking practices may be gained.

Full text: Nr. 290

ACTH

Organizaciones no gubernamentales (ONG)

País: Honduras

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Resumen de la contribución:

Algunas aportaciones que pueden contribuir a reducir el uso nocivo del alcohol

- Elaboración e implementación de políticas públicas orientada a la reducción de los daños causados por el consumo de alcohol.
- Inclusión del tema sobre prevención del consumo de alcohol, tabaco y otras drogas en programas del sistema educativo.
- Educación, comunicación, formación y concientización del público en general sobre los daños causados por el alcohol.
- Regular la publicidad, promoción y patrocinio de las bebidas alcohólicas.
- Medidas de reducción de la demanda relativas a la dependencia y al abandono del consumo de alcohol. Mejoramiento de la calidad de atención que brindan los diferentes centros públicos o privados dedicados a la rehabilitación y reinserción social de los adictos al alcohol y otras drogas.
- Aplicar políticas tributarias o de precios, incrementando los precios para disminuir el consumo.
- Aplicar sanciones con multas más significativas a todos aquellos que violen los reglamentos o leyes encaminadas a la reducción de los daños causados por el consumo de bebidas alcohólicas.
- Mayor control de la disponibilidad de las bebidas alcohólicas y controlar o supervisar la venta de bebidas alcohólicas a los menores de edad.
- Prohibir o restringir la venta o importación de bebidas alcohólicas libres de impuesto y de derechos de aduana por los viajeros internacionales.

Contribución íntegra: Nr. 42

ACTIS - Norwegian Policy Network on Alcohol and Drugs

Nongovernmental organization

Country: Norway

Funding or support from alcohol industry? No

Web site: <http://www.actis.no>

Summary:

Alcohol related problems have to be addressed both at an individual and societal level. Every child has the right to grow up in an environment protected from alcohol related harm and inappropriate exposure to alcohol promotion and sales. Every individual has the right to treatment and care. Consumers as well as relevant policy makers and professionals should be informed about the risk alcohol pose to health and social integration as well as evidence based prevention and treatment strategies.

Hazardous drinkers need to be targeted. But this group is smaller than the group of more moderate drinkers. The latter group generates more harm in total. Alcohol policies must therefore address the population at large as well as vulnerable populations.

Common sense as well as numerous scientific studies points at the need for society to manage price and availability of alcohol in order to reduce harmful consumption. There is evidence that shows that alcohol taxation has a greater impact on younger drinkers, heavy drinkers and poorer drinkers.

Experience from Europe shows that the marketing of alcohol is best regulated by governments and not by self regulation. A major independent review from the United Kingdom concludes that self regulation of alcohol marketing has simply not worked. KPMG concludes in a report commissioned by the government that self regulation is not having a material impact on promoting responsible drinking or reducing irresponsible drinking and the balance therefore needs to shift significantly from self-regulation towards direct intervention.

The harm done by alcohol has often severe implications on people other than the drinker, including the wellbeing and functioning of families and relationships. This is often underreported in the political discourse and needs more attention.

Education is an essential part of alcohol policy even though its direct impact on consumption is limited. Information and awareness alone will not achieve behaviour change. Changing behaviour to reduce harm must be at the centre of our attention. Education should play a part by being sustained over time, in multiple channels with a multiplicity of methods and not least integrated with other evidence based interventions.

The alcohol industry has no role in defining public policy on alcohol because of their conflicts of interest. In today's competitive alcohol market the needed reduction of sales is not in the interest of the producers and their share holders.

Alcohol is a commodity with major global brands, with big publicly listed multinationals and a very high degree of business centralization across borders and continents. Alcohol affects economic and social development of nations. Drinking cultures and consumers are internationalized too. Governments cannot address these challenges alone. There is a need for a global strategy.

NGOs should build international networks to strengthen capacity of NGOs in particular in developing countries to empower them to play a role in shaping national and local actions and policies, counterbalancing the commercial interests and to be a constructive partner to governments and international organizations. Actis is committed to this objective.

Full text: Nr. 311

Active - sobriety, friendship and peace

Nongovernmental organization

Country: Sweden

Funding or support from alcohol industry? No

Web site: <http://www.activeeurope.org>

Summary:

Members of ACTIVE - sobriety, friendship and peace are of the opinion, that the best ways to reduce alcohol-related harm, as proven in different studies, are measures like reduced affordability of alcohol products, reduced availability, reduced exposure, protection of children in families with alcohol-related problems, education and information, health warnings labeling, prevention work and elimination of illicit trade with alcohol products in all forms. The

strategy has to be complex and coherent, whereby public health should be first priority and all measures should be based on evidence.

NGO's should be highly recognized as valuable, equal partners and sources of knowledge and expertise in the area, as they are acting out of the interest of public health and well-being. Alcohol industry should not have the right to interfere in policies that have in one way or another impact on public health due to the conflict of interests.

From a global perspective the best ways to reduce problems related to harmful use of alcohol would be to have one global attitude based on evidence and best-practice examples. The problems will be solved by having a global strategy that covers different sections of society and encourages inter-sectional and international cooperation. There is a need for a global monitoring and information system and long term action is necessary to improve the global situation.

Active - sobriety, friendship and peace is a European youth organization gathering 25 000 young people who have decided to live sober. We consider alcohol consumption an obstacle for development of individuals and society. There is too much harm caused by alcohol. We think we can contribute to improvement of living quality of individuals in different societies by abstaining from drinking.

We are contributing to reduction of alcohol related harm:

- By creating alcohol free environment for young people
- By raising awareness about harm related to alcohol and opinion building
- By spreading the idea of alcohol free lifestyle among youth
- By breaking the "tradition" or a certain cultural pattern that associates alcohol with social events, problem solving, status, entertainment
- By testing law enforcement, i.e. if the minimum legal age of buying alcohol is carried out
- By advocating the global alcohol strategy (when relevant)
- By having impact on youth policies in Europe and policies regarding European youth
- By mobilizing civil society – mainly youth

Full text: Nr. 254

AIM - Alcohol in Moderation

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? Yes

Web site: www.alcoholinmoderation.com

Summary:

Alcohol in Moderation was founded in 1991 as a not for profit independent organisation. It monitors scientific publications on the association between moderate alcohol drinking and health for its journal and websites.

It is of increasing concern to AIM and it's Council that the public health approach to reduce alcohol related harm takes little account of the acceptable place of moderate drinking in society.

Alcohol in Moderation favours targeted measures to reduce alcohol related harm, tailored locally to take account of individual cultures, societies, patterns of use, maturity of market, beverage mix, sex, age and laws and regulations already in place.

The case for moderate drinking

Accumulating evidence suggests that consumption of wine, beer and spirits does not pose a health risk to the vast majority of consumers who choose to drink in moderation.

It has not been possible to determine the exact inflection point in dose where a potentially beneficial, or harmless dose changes to a potentially harmful one, hence definitions of a drink and responsible drinking guidelines vary internationally. Moderate drinking is generally medically defined, however, as up to 20g a day for women and 30g a day for men.

The beneficial effects of moderate drinking apply to middle-aged or older adults. They are related to reductions in risk of some diseases of ageing, such as CHD, ischemic stroke, osteoporosis, type 2 diabetes and dementia. The beneficial effect of moderate drinking is questioned by some in public health, hence the evidence base in the accompanying 2000 word statement.

Although there are few demonstrable health benefits for those under 40, alcohol, consumed in the right context, in moderation, at meal times, to celebrate, commiserate or unwind has both psychological and social benefit as a relaxant, stimulant and social lubricant. Alcohol has been enjoyed by many societies over the millennia and forms

part of the Christian and Jewish religion. Moderate drinking and the cultural, agrarian and social contribution of drinking that is interwoven into the fabric of many nations and cultures has a rightful place in society.

In the context of 'alcohol harm reduction', note, the majority of consumers drink moderately most of the time. In the UK, 6% of women and 8% of men drink at hazardous levels (Department of Health). It is important that alcohol harm reduction policies do not penalise moderate drinkers, but are targeted at those causing harm to themselves or others through their drinking.

AIM's contribution visit : <http://www.aim-digest.com/gateway/S&Pinterim.htm>

- Encourage informed and balanced debate on alcohol, health and social issues
- Communicate relevant medical and scientific research in a clear and concise format, contributed to by AIM's Council of 20 Professors and Specialists
- Publish information via www.alcoholinmoderation.com on moderate drinking and health, social and policy issues – comprehensively indexed and fully searchable without charge
- Educate consumers on responsible drinking and related health issues via www.drinkingandyou.com and publications, based on national government guidelines
- Inform and educate those working in the beverage alcohol industry regarding the responsible production, marketing, sale and promotion of alcohol

Full text: Nr. 194

Alcohol Action Ireland

Nongovernmental organization

Country: Ireland

Funding or support from alcohol industry? No

Summary:

Alcohol related harm has a direct relationship to national consumption levels – overall levels of alcohol related harm increase in proportion to increases in national consumptions levels. Therefore, a national strategy to combat alcohol-related harm needs to be established as a priority. A national strategy requires political leadership, institutional capacity and a blue print for implementation as well as the following:

- Cross-departmental co-operation/ "joined-up" government in the form of a co-ordinating structure to assign priorities to relevant lead departments and to monitor progress
- Creation of policies, potentially underwritten by legislation, to regulate and limit the marketing of alcohol (product, price, place, promotion)
- Provision and enforcement of measures to reduce drink driving
- Provision of services and initiatives that reach those affected by alcohol-related harm in order to address and mitigate the worst aspects of that harm, especially children and young people who are affected

Children and young people, due to their dependent relationship on adults, are particularly vulnerable to alcohol related harm originating with a parent/ guardian; the recognition of that fact and the measures needed to address it should be "hardwired" into any national strategy.

Full text: Nr. 175

Alcohol and Drug Information Centre

Nongovernmental organization

Country: Sri Lanka

Funding or support from alcohol industry? No

Web site: <http://www.adicrilanka.org>

Summary:

The pursuit of health as one of modern society's most highly cherished values accounts for the growing interest in alcohol policy. It also creates a special challenge because public health often competes with other social, economic values and individual freedom and happiness.

In the world situation among the top 5 risk factors for ill health and premature death alcohol ranks within the first three reasons. Statistics show, in the developed countries this is one of the main reason for preventable deaths.

Therefore, it is a need to arrive on efficient policy with effective strategies to address the harmful use of alcohol at individual, organisational, national and international level

Full text: Nr. 276

Alcohol Focus Scotland

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? Yes

Web site: <http://www.alcohol-focus-scotland.org.uk>

Summary:

Alcohol Focus Scotland is supportive of the WHO report “Strategies to reduce the harmful use of alcohol”, March 2008, which we believe contains the major policy and strategy options for reducing alcohol related harm.

AFS believes it is important to draw on the many imaginative proposals which have proven to have a positive impact in other countries. In Scotland, the scale of alcohol related harm has reached unprecedented levels, demanding tough action and the adoption of some of the strategies from other countries as preferred approaches in this country.

There is a substantial body of international evidence which shows that raising the price of alcohol is one of the most effective policy tools for tackling alcohol misuse. Although no single approach will provide an instant solution to the problems related to alcohol consumption, the evidence illustrates that tackling price will make a contribution to reducing consumption and ultimately reducing harm to the people of Scotland.

A balance has to be struck between protecting and improving the nation’s health and welfare and individual rights. Pricing strategies do increase the cost of alcohol for everyone, so, while arguably disadvantaging some, it also reduces harm to others such as older people, dependant drinkers and people living in disadvantaged circumstances.

Full text: Nr. 332

Alcohol Health Alliance

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.rcplondon.ac.uk>

Summary:

The Alcohol Health Alliance welcomes the opportunity to take part in the World Health Organisation public hearing on ways of reducing harmful use of alcohol. In the UK alone, the health harms caused by alcohol affect many areas of the health service and on society as a whole. They include problems from alcohol addiction and dependence, adverse physical and sexual health, violent crime and sexual abuse and damage to children and families. We believe that strong public policy measures on price and availability and regulation of alcohol sales would be far more successful than just clinical treatments. In the same way that doctors use evidence-based medicine to treat individual patients, governments must use the overwhelming evidence we already have to implement stronger public policy measures on alcohol instead of persisting with measures that have little or no evidence of success.

We are unlikely to see significant improvements in the devastating health consequences of alcohol use until governments recognise that global measures are required to reduce overall levels of alcohol consumption. Many European and developed nations have started using the measures identified above and we believe that they have the potential to be applied globally. However before the process of expanding these strategies globally can occur several factors need to be taken into account. The first is the different genetic and historical-cultural factors that can contribute to a person’s alcohol dependency which may mean different solutions are required in different countries to reduce individual alcohol consumption. The second is that much more attention needs paid to building up alcohol research, monitoring and evaluation in developing societies. The final factor is that currently the expertise and knowledge on effective strategies which has been developed at a national level is not being shared and disseminated to developing and low income countries.

Full text: Nr. 162

Alcohol Healthwatch Trust

Nongovernmental organization

Country: New Zealand

Funding or support from alcohol industry? No

Web site: <http://www.ahw.co.nz>

Summary:

Policy to reduce alcohol-related harm is only as good as the means provided to ensure it is effectively enacted. Alcohol is a global commodity and policy to reduce associated harm is a matter of public health and safety, not a matter of moral discourse. The level of alcohol related harm requires that it be recognised as a determinant of health and become a public health priority in developed and developing countries. The harm associated with its consumption is of such magnitude that it requires authorities to implement strategies that are robust, evidence-based and determined. For strategies to be effective there must be meaningful engagement with 'tangata whenua' the indigenous people of a nation. To be effective in achieving harm reduction goals, Alcohol Healthwatch recommends that Member States be required and all other states be encouraged to:

- apply an integrated multi-level approach to ensure alcohol related harm reduction is achievable and sustainable
- effectively address environmental factors that serve to encourage and sustain risky drinking behaviour
- adopt and implement alcohol-related harm control policies that are evidence-based for their effectiveness and responsiveness to harm indicators
- adopt a whole of life approach that ensure strategies and policies protect those at higher risk, including the unborn child, adolescents as well as those affected by mental health disorders and addiction
- adopt strategies that recognise and respond to youth drinking as a secondary harm arising from adult drinking behaviour and attitudes
- recognise alcohol as a key determinant of health and contributor to health inequalities and employ preventive measures across all health and other social systems
- utilise alcohol excise taxation as a tool to reduce consumption and to ensure funds for preventative measures are commensurate with associated harm
- develop a comprehensive effective health policy supportive of a high level of enforcement of legislation and regulation for alcohol that is independent of the liquor industry interests
- develop policy and strategic action that is principled and meaningfully engages communities in decisions that affect them, particularly those of the indigenous people of the land

Alcohol Healthwatch would like to thank the World Health Organisation for the opportunity to make this submission.

Full text: Nr. 138

Alcohol Policy Youth Network - APYN

Nongovernmental organization

Country: Portugal

Funding or support from alcohol industry? No

Evidence based, cost effective measures should be the base of any strategy to tackle the harmful use of alcohol. APYN suggests the creation of a global network of actors in the field of alcohol policy. This network should be coordinated by WHO. This network can help WHO in developing a global alcohol strategy, assist in the development of national alcohol policy and be instrumental in implementing both. A Global Solidarity Fund between member states should be raised to support the work in addressing alcohol related harm.

Full text: Nr. 155

ALIA - Alleanza Italiana Alcol

Nongovernmental organization

Country: Italy

Funding or support from alcohol industry? No

No summary available.

Full text: Nr. 113

Alliance House Foundation

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

No summary available.

Full text: Nr. 239

American Athletic Institute

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: www.americanathleticinstitute.org

Athletes and sport are one population and venue that have a pivotal role in societal/global alcohol dynamics. The athlete world is the alcohol industry's centerpiece. Policy and position statements need to address this pivotal area of concern, in order to impact the magnitude of youth alcohol related problems and abuse rates in the athlete population at all levels of sport.

Full text: Nr. 341

American Public Health Association

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.apha.org>

The American Public Health Association supports the WHO in its development of an evidence-based global strategy to combat the harmful use of alcohol. Such a strategy will require collaboration of governments and non-governmental organizations and include the development of an international binding agreement, a Framework Convention on Alcohol Control, modeled after the Framework Convention on Tobacco Control. Involvement of the alcohol industry should not significantly influence policy, the strategy, or effectiveness of the WHO's alcohol control initiative.

Full text: Nr. 287

Asia Pacific Alcohol Policy Alliance

Nongovernmental organization

Country: New Zealand

Funding or support from alcohol industry? No

Web site: <http://apapaonline.org>

Summary

The Asia Pacific Alcohol Policy Alliance (APAPA) is a network of non-government organisations committed to effective alcohol policy in the Asia Pacific region.

Research reviews have identified effective and cost-effective policies to reduce alcohol related harm. The Western Pacific Regional Strategy is an excellent platform for national activities in this region. APAPA looks to WHO to set a strong policy direction globally, emphasising taxation, availability controls, drink-drive laws and restrictions on marketing.

The most cost-effective policies are population-based preventative measures. These shape the legal, physical and social environments in which drinking occurs. Education and media campaigns are expensive but ineffective, while legislation is relatively inexpensive, leaving resources for implementation, monitoring and enforcement. Ideally, policy is informed by comprehensive local data but this is time consuming and expensive to gather. Where some information is lacking, conclusions can be drawn from research and experiences in other countries. The Precautionary Principle should be recommended to all member governments.

At every level, policy development processes should be independent of commercial interests. APAPA is concerned that the International Centre for Alcohol Policy, funded by global alcohol companies, is providing policy tools and advice to governments and communities in emerging markets for alcohol. This influence needs to be replaced by

WHO's Global Alcohol Strategy, well supported with easily accessed information on all aspects of implementation. For this task, APAPA recommends a WHO Cabinet Office focused on alcohol.

Policy development, implementation and monitoring are more effective when regulatory agencies and prevention organisations work together. Working across sectors is also important at international level. There is an inherent tension between public health principles and those enshrined in trade agreements, under which public health concerns can currently only be addressed through temporary exceptions. We anticipate that, as part of its global strategy, WHO will work more closely with WTO to address this issue.

APAPA feels strongly that WHO's global alcohol policy strategy will need the status of a Framework Convention. World-wide political commitment to a Framework Convention on Alcohol Control will require strong leadership and a great deal of work by WHO. Upgrading to a Cabinet Office, with higher priority within the WHO system, will assist in this.

At a regional level organisations such as APAPA are essential in bringing together NGOs with a common interest in alcohol policy, producing a common region specific framework on which to implement global harm reduction strategies. APAPA provides links with community agencies, including youth initiatives. We look forward to working with the WHO WPRO designated regional focal point network to ensure a coordinated effective implementation of the Regional Strategy to Reduce Alcohol Related Harm.

Full text: Nr. 229

ASPAT (Association Sénégalaise pour la Paix, la lutte contre l'Alcool et la Toxicomanie)

Organisations non gouvernementales (ONG)

Pays: Senegal

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? No

Résumé de la contribution:

ASPAT-SENEGAL (Pour une meilleure prise en compte de la consommation de l'alcool au Sénégal...)

Depuis quelques années, on a constaté un développement rapide de la consommation de l'alcool, ces constats ont été corroborés par l'étude sur l'évaluation rapide de la situation de la drogue au Sénégal. En effet, cette étude a montré une montée vertigineuse de la consommation de l'alcool au niveau des jeunes. Dans certaines régions du Sénégal, ce phénomène connaît une expansion extraordinaire entraînant des situations de risque liées à la santé, la sécurité et au développement.

La consommation d'alcool est une activité légale et si bien répandue au Sénégal que les gens ne pensent pas à ses effets néfastes sur l'homme. Le problème alcool n'est pas tenu en compte dans les stratégies de réduction de la propagation du VIH au Sénégal (cf. CNLS nouveau plan d'action 2008- 2011), ni dans le document stratégique national de réduction de la pauvreté (DSRP 2006 – 2010). Si des programmes s'intéressent aux liens drogues/VIH-Sida, tel n'est pas le cas pour l'alcool.

Seul, l'engagement et la collaboration entre les structures sanitaires, les communautés de bases et les partenaires au développement permettront de réduire la nocivité de l'alcool.

Contribution intégral: Nr. 167

Association des Badinga du Congo

Organisations non gouvernementales (ONG)

Pays: Democratic Republic of the Congo

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? No

Nous avons constaté dans le cas de notre pays que l'usage d'alcool est du au fait que beaucoup de gens vivent dans la pauvreté la plus élevée et ils trouvent dans l'alcool un moyen de défoulement de leurs soucis. Mais nous pensons que cela n'est pas une raison valable car en prenant abusivement de l'alcool, ces gens détruisent leurs corps. Maintenant pour y mettre fin, il faudra envisager d'organiser des séminaires avec les personnes concernées pour leur faire savoir que l'abus d'alcool conduit à la mort et aussi chercher à occuper ces personnes par un travail lucratif.

Association for Healthy Lifestyles

Nongovernmental organization

Country: Finland

Funding or support from alcohol industry? No

Web site: <http://www.elamantapaliitto.fi>

Alcohol should be classified as a non-ordinary commodity. National governments should have the right to limit imports of alcohol. Price of alcohol should be increased by taxation faster than average income. Alcohol advertisement should be banned or limited to product information. Alcohol should be sold only to over 18-year-olds.

1. If we want to reduce alcohol related harm effectively, we have to influence on price (taxation), availability (import, off licence policy, on licence policy) and marketing (advertisement restrictions).
2. To classify alcohol as a non-ordinary commodity which should be excluded from international trade agreements in order to make possible for the national governments to restrict imports.
3. We can educate people to take control over their alcohol use and social workers, nurses and other professionals to talk about alcohol with people and to support them in their attempts to reduce alcohol use. We also have to be active in order to keep alcohol policy in the agenda of our government and parliament.

Associazione Eurocare Italia

Nongovernmental organization

Country: Italy

Funding or support from alcohol industry? No

Summary:

Eurocare Italia is a non profit non governmental organization working for the prevention and reduction of alcohol related harm. It is also member of EURO CARE – European Alcohol Policy Alliance. We greatly welcomes the WHO initiative for a global response to the complex and multi-dimensional nature of alcohol related harm.

On the basis of the experience at European level, having both the WHO European Framework and the EU Alcohol Strategy to support Member States, it is our conviction that a global alcohol strategy is also needed in order to give guidance and policy priorities to problem related to harmful use of alcohol.

Any effective intervention should be rooted in a comprehensive alcohol strategy, which should be evidence based, cost effective, providing an integrated approach across relevant sectors and government departments and at different levels, (national, regional and local). Integrated strategies should consist of a mix of effective interventions ranging from primary prevention to treatment and rehabilitation.

The reasons why a comprehensive strategy is needed lays on the evidence of the limited impact of policies that only support education, communication, training and public awareness. These programmes are mainly effective as a measure to reinforce awareness of the problems caused by alcohol and in preparing the ground for specific interventions and policy changes.

Based on these considerations and on the existing evidence, we believe that the following areas for interventions should be included in all strategies: reducing the affordability and availability of alcohol to protect public health; protecting children, the unborn child, and children in families with alcohol problems;; restricting or banning alcohol marketing and advertising; measures to reduce drink-driving; screening, early identification and brief interventions for harmful and hazardous alcohol consumption in a variety of health care settings; treatment and rehabilitation of individuals with alcohol problems.

Eurocare Italia is operating at local, national and European level through its membership in the European Alcohol Policy Alliance. The contribution in the reduction of alcohol related harm includes:

- Raise awareness among European, national and regional decision makers of the harms caused by alcohol (social, health and economic burden) and ensuring that these are taken into consideration in other policies
- Promote the development and implementation of policies based on the best available science, aimed at effectively preventing and reducing this burden
- Mobilise civil society to promote alcohol policies which safeguard individuals, the family and society from the harm done by alcohol

Non governmental organizations have a crucial role to play in alcohol policy consideration and action; through raising awareness of issues and related concerns, advocating change and creating a dialogue on policy.

Full text: Nr. 283

Bowen Center

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.bowencenter.org>

Summary:

I am an alcohol counselor who is also in recovery myself (15 years). Everyday I see the effects that alcohol abuse has on individuals who drink it, families who live with it, victims of driving accidents where alcohol was involved, children who have been removed from their biological parent because parent cannot/will not stop drinking. The list goes on and on.

Alcohol, if used incorrectly, can ruin lives in the blink of an eye. In the United States alone, over 65 people die every day from a direct result of alcohol involvement. That translates into over 23,000 lives taken each year from the misuse of alcohol.

The alcohol industry suggests "drink responsibly", but what does that mean? Does it mean 1 or 2 drinks? Does it mean the same thing before a person starts drinking as it does after they have had a few?

A suggestion for a solution is to have the alcohol industry allocate a percentage of their profits, (5% is a nice round number), to prevention and/or treatment. Why should the government have to clean up the mess of alcoholism while the alcohol industry makes more money than is imaginable. The alcohol industry owes it to their consumers to help those who got caught up by this addictive product.

Prevention, prevention, prevention. Treatment, treatment, treatment. If we stop or at least slow the demand, we will have more people living life the way it was intended to be lived.

Our organization can reward those who remain alcohol free. People need to be willing to submit to random alcohol screens. These screens could be paid for by the 5% of the alcohol industry's profits as mentioned earlier.

Full text: Nr. 213

Brazilian Association of Psychiatry

Nongovernmental organization

Country: Brazil

Funding or support from alcohol industry? No

Web site: <http://www.abpbrasil.org.br>

Alcohol Policies for developing countries: the City Hall role in Brazil

Recent data have shown that alcohol abuse among youth is high and has caused a premature death and disabilities in Brazil. The beverage industry has been dictating policies and the alcohol-related issue is continuing to increase.

To solve this huge public health problem it is important to accept the fact that different solutions are necessary focusing on developing countries. The first step is to organize a team of countries, to discuss evidences about effective local practices and put into action at once!

For large and developing countries some points must be considered:

1. A macropolicy will only determine the main guidelines, because a micropolicy is the right option for large countries: it adjusts regional disparities
2. To define specific strategies for regional or local policy is necessary to develop a regional or local survey as a main action
3. The policy coordination will be done by an external expertise and a local politician, because both are necessary to deal with the updated knowledge and local barriers
4. The micropolicy model must grow up based on local evidences and local resources
5. The micropolicy model must have multiple factors as local DALYS plus local social factors
6. An evaluation phase will be apply to observe intermediate results and difficulties, continuously, provided by an external team
7. Coordination and funding must be destined to the local government by the federal government
8. A frequent Forum must be developed to show experiences and organize multicentric projects
9. A Framework of Alcohol Policy has to be drawn up!

João Alberto de Carvalho - President of Brazilian Association of Psychiatry

Ana Cecilia Petta Roselli Marques - Addiction Department Coordinator

www.abpbrasil.org.br

Canadian Centre on Substance Abuse

Nongovernmental organization

Country: Canada

Funding or support from alcohol industry? Yes*

Web site: <http://www.ccsa.ca>

Summary:

A recent Canadian study estimated that the economic cost of alcohol-related harms was \$14.6 billion, based on 2002 figures. In response to public concern about the impact of alcohol-related harms, the Canadian Centre on Substance Abuse, the Alberta Alcohol and Drug Abuse Commission and Health Canada co-chaired the National Alcohol Strategy Working Group, which represented a wide range of alcohol stakeholders in Canada, including all levels of government, non-governmental organizations, addictions agencies, academia, Aboriginal and Inuit service organizations, and the alcohol beverage and hospitality industries. The Working Group produced a document entitled “Reducing Alcohol Related Harm in Canada: Toward a Culture of Moderation, Recommendations for a National Alcohol Strategy” (NAS) in April 2007. The NAS sets out a comprehensive, collaborative strategy that provides direction and 41 evidence-informed recommendations for developing a culture of moderate alcohol use with the aim of reducing alcohol-related harm. The current submission encapsulates the content of the NAS, which can be read in full on the CCSA website at [http://www.ccsa.ca/2007 CCSA Documents/ccsa-023876-2007.pdf](http://www.ccsa.ca/2007_CCSA_Documents/ccsa-023876-2007.pdf).

The NAS is not a static entity, but, rather, a process and a dynamic one—the outcome of ongoing consultations among parties with interests in the use and abuse of beverage alcohol from importing, production and distribution, to the enforcement of regulations and research on policy-relevant alcohol issues.

The overall aim of the NAS is to support the development of a culture in which moderate drinking dominates drinking practices, so that when and if people drink alcoholic beverages there would be a low likelihood of harm.

The NAS contains 41 recommendations in four broad areas for action:

- Health promotion, prevention and education, which aims to raise public awareness about responsible alcohol use.
- Health impacts and treatment, which aims to reduce the negative health impacts of alcohol consumption and addresses its contribution to injury and chronic disease.
- Availability of alcohol, which aims to implement and enforce effective measures that control alcohol availability.
- Safer communities, which aims to create safer communities and to minimize harms related to intoxication.

The NAS was developed and is being sustained by a variety of organizations that represent a broad base of support, as well as various interests with the capacity to address the range of issues included in the NAS. Governments, non-governmental organizations, health departments, law enforcement agencies and organizations representing alcohol beverage industries are involved in the NAS, contribute to it, and are kept up to date on NAS activities.

Ongoing harm-reduction activities in the four areas of action are described in the last section of this submission.

Full text: Nr. 92

Canadian Vintners Association

Nongovernmental organization

Country: Canada

Funding or support from alcohol industry? No information

Web site: <http://www.canadianvintners.com>

No summary available.

Full text: 203

Center for Science in the Public Interest

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: cspinet.org

Summary of Comments to the WHO on a Global Strategy to Reduce Alcohol Harm

The Center for Science in the Public Interest strongly supports the development of a Global Strategy to reduce harmful use of alcohol as a first step toward international initiatives to adopt an integrated, multi-sectoral, comprehensive, evidence-based policy approach to one of mankind's major public health challenges.

Global data document the severe toll of alcohol use on individuals and societies around the world and an evolving evidentiary research base suggests clear avenues for effective prevention policy approaches. Those policy approaches include (among others) higher taxes and prices; restrictions on alcohol marketing and product development; reducing the physical availability of alcohol; strict BAC limits for drinking and driving; minimum legal purchase age; certain, swift, and severe punishment for impaired driving; and screening and brief interventions for problem drinkers.

Global leadership is necessary to nurture and strengthen the public and political will to address alcohol policy issues in a constructive way. That leadership must help motivate, educate, train, coordinate, inform, and activate a global public health movement in support of relevant and powerful population-level policies to reduce alcohol harm. WHO should develop strong relationships with governmental and inter-governmental actors and agencies and help foster enhanced communication among NGOs, researchers, health professionals, and others who support alcohol policy initiatives around the globe. The Global Strategy must be focused as much on constituency identification, political education, organizational development and coordination, and political activation as it will be on the substantive content of effective alcohol policies.

Because of inherent conflicts of interests, "economic operators" (entities in the alcoholic-beverage industries and their representatives or surrogates) have no legitimate role in the development of alcohol policy, whether at the global, regional, or national level. Industry's involvement in alcohol policy, or in a Global Strategy to reduce harmful use of alcohol, should be limited to contributions that producers, distributors, vendors, et.al., can make toward implementing policies designed by public health oriented (non-commercial) actors. Accordingly, WHO has a responsibility both to limit industry's role in the development of the Global Strategy and to educate member states about the appropriate limits of industry participation in policy strategy development at the global, regional, and national levels.

The Global Strategy must consider regional and national social, cultural, and economic conditions, as well as national resource capabilities, and must start from the premise that alcohol is an extraordinary commodity possessing potentially addictive, intoxicating, and disease-inducing qualities. Ameliorative strategies that emphasize information campaigns, individual behavior change, or focus solely on aberrant or extreme alcohol consumption will be insufficient to achieve real and lasting public health gains. Nonetheless, an effective Global Strategy, as guidance for regional and nation-state interventions, may include information on less-than-effective informational and other policy measures that could complement a balanced range of evidence-based approaches.

The Center for Science in the Public Interest, both independently and as a member of the Global Alcohol Policy Alliance, is eager to assist in developing a Global Strategy and in contributing its resources to building an NGO constituency to reduce the global harmful use of alcoholic beverages.

Full text: Nr. 202

Center for SCREEN-TIME Awareness

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.screentime.org>

Summary:

With the growing impact of electronic (visual) media around the world, research suggests that it is a cause of growing abuse of alcohol and other substances.

If we are to hear the message of those fighting this abuse and addiction, then we first have to learn to take control of the very medium that promotes its use and abuse.

Center for SCREEN-TIME Awareness is the leading organization of its kind, helping people, organizations, communities and business understand the impact of electronic media on health, education, family, community and society. The information provided helps us put electronic media in its place, as a useful tool that we control, no longer permitting the objects to control us.

With the growing power of electronic media, including but not limited to television, computers, PDA, iPods and electronic games, we continue to see a world that is becoming more solitary and more sedentary. This leads to depression and a sense of failure which is leading people around the world to find other ways to escape, alcohol being one.

One way to reduce alcohol-related harm is to remove the need for abuse of the drug. By limiting time with electronic screens, we encourage more time with family, friends and other activities within our communities. This building of support decreases our need for escape.

Center for SCREEN-TIME Awareness offers the Universal Screen-Time Reduction is the place to start for reducing problems related to alcohol. We suggest this for several reasons:

1. The more time people spend with screened media, the more likely they are to abuse other substances, alcohol being one. By removing the promoter of the abuse, you help the situation.
2. Media images show us that use of alcohol is normal and part of the human condition. It challenges or confuses other messages from the medical and NGO community that suggest that alcoholism is a disease and a problem for families and societies. By reducing screen time and by being selective in the programs and games being used, there is a great ability to diminish the confusion and allow the positive and important messages to get through the clutter and reach the target audience.
3. The use of advertising in electronic media is the key to their business success and alcohol is a prime sponsor of many programs and events around the world. This is especially true of sports, which are often watched by the young and most impressionable.

From a local, regional and global perspective, universal screen-time reduction, as the underpinning of an overall strategy makes any and all other programs and strategic initiatives more successful. By controlling the message, by limiting the positive image of the problem, by increasing family and community time, we allow for systematic change.

Our organization offers several projects, plans and interventions that can compliment any and all governmental or NGO efforts in this area. Our most successful kickoff to change is our two TURNOFF WEEKS, one in April and one in September. This is a starting point allowing all other projects, programs and interventions to get a hold of the publics' imagination.

CISA - Center for Information on Health and Alcohol

Nongovernmental organization

Country: Brazil

Funding or support from alcohol industry? Yes

Web site: <http://www.cisa.org.br>

Summary:

Due to the need to prevent and avoid negative consequences of the excessive consumption of alcoholic beverages, the NGO CISA (Center for Information on Health and Alcohol) was created in April 2004 and has since become a reference in cataloguing and spreading to the general public, as well as health workers and the scientific community, impartial and reliable scientific data on alcohol consumption and its effects on health. CISA has reached its social role through a website (www.cisa.org.br), available in English, Spanish and Portuguese, and has also developed educational materials, such as videos and folders, regarding the prevention of alcohol consumption by children and adolescents and drunk driving.

These videos and folders have been distributed throughout Brazil, but nowadays CISA has received uncountable international requests. Furthermore, CISA has sponsored scientific researches in the field of alcohol and health, stimulating not only scientific knowledge production, but also Brazilian public policy planning.

Our visibility as a respected center for information may be understood by numbers. CISA's library has over 2000 titles (counting among them national and international scientific publications and official data); there are over 29000 monthly visits to our website and in 2008, over 800 DVDs as well as over 6800 folders and guides have been distributed. Surprisingly, CISA has only six employees who have been acting as a team since its foundation, making our actions come true.

CISA has established important partnerships with public and private services, strengthening our aims and reaching out to a greater public. Finally, through their activities, NGOs such as CISA must be comprehended as important ways to prevent alcohol abuse and its social impact.

Full text: Nr. 29

Commonwealth Medical Association

Nongovernmental organization

Country: India

Funding or support from alcohol industry? No

Web site: <http://commonwealthmedics.org>

Summary:

Commonwealth Medical Association (CMA) is a registered body in UK comprising of the National Medical Associations of commonwealth countries. Our member countries are 53 in number. CMA has a good mix of developed, developing and undeveloped countries. Hence transfer of knowledge and technology between them will be easier.

CMA works through its National Medical Associations (NMAs) in their respective countries by capacity building & knowledge transfer. CMA is affiliated with Commonwealth Secretariat & Commonwealth Foundation regarding projects and workshop with the aim of creating a “Healthy Commonwealth”. CMA is on an observer status at WHO. CMA coordinates with other Health professional organizations in Commonwealth like Nurses Federation, Pharmacist ‘s Association & Dental Association.

Commonwealth Medical Association contributes to the Commonwealth Health Ministers meeting which proceeds the WHA every year and also to the Commonwealth Heads of Government Meeting (CHOGM) once in two years.

CMA has developed an “Alcohol Policy for Commonwealth countries” to be adopted by respective National Medical Associations respecting their countries’ culture and environment. CMA is concerned with the growing incidence of Alcohol use by developing and under developed Nations in commonwealth because of the Health consequences more so about infections susceptibility like Malaria, Kala Azar, Dengue, HIV etc, ultimately leading to poverty in these countries which prevents the economic progress of these Nations.

Hence to reduce the current and future harms of Alcohol use in all the commonwealth countries and Globally, CMA strongly believes that effective Global Strategies are needed.

CMA welcome the opportunity given to participate in the Public Hearing and assure to support WHO in this vital Health Agenda.

Question 1: What are your view on effective strategies to reduce Alcohol Related Harm? Evidence based policies and Best practices in developed countries to be implemented Globally.

A. Reducing the availability:

- Uniform legal age for Alcohol Purchase and consumption. May not be possible Globally but Regionally possible must be kept at 23 yrs.
- Regulating the location and number of alcohol outlets.
- Government monopoly is supported.
- Restricting hours and days of availability .

B. Increasing Taxation reduces use of Alcohol

C. Drink Driving laws including BAC & Random Breath testing powers.

D. Ban on Direct or surrogate alcohol promotion messages.

“World No Alcohol Day” – October 2nd to be declared to respect the crusader on this issue; Shri. MG Gandhi from India. This will remind community about the Harms of Alcohol use.

Question 2: Best ways to reduce problems related to harmful use of Alcohol:

Population based policies are effective.

Strategies must embrace public health and policies must be drafted based on public health without commercial interventions.

Target young population and women globally more so for the developing world.

Recommends to WHO to call for a Framework convention on Alcohol control as FCTC because Alcohol contributes as must to death and disability as Tobacco.

Question 3: What CMA can contribute?

CMA as an umbrella body has National Medical Associations of 53 commonwealth countries. Hence a Health network of 53 countries is within CMA. Effective policies and scientific models can be percolated down to the public in developing world through Medical Associations. When strategies to reduce Health Harms are advocated through Medical profession public compliance will be good. CMA will strongly advocate public Health Based Alcohol control policies in Commonwealth Countries.

Dr. S. Arulrhaj, MD.,
President - Commonwealth Medical Association, UK

Full text: Nr. 218

Consumers' Association of Penang (CAP)

Nongovernmental organization

Country: Malaysia

Funding or support from alcohol industry? No

Summary:

CALL FOR FRAMEWORK CONVENTION ON ALCOHOL CONTROL

In view of the grave significance of the harm caused by alcohol, and some of the very similar approaches that both alcohol companies and tobacco companies take in promoting their respective products, we advocate that the problems related to alcohol should be addressed with at least the very same level of seriousness that is being adopted in the fight against tobacco use worldwide.

CAP calls for a Framework Convention on Alcohol Control.

This convention should lead to a clampdown on:

- Aggressive advertising,
- Various promotions that encourage increased consumption including contests, redemption schemes and “happy hour” offers,
- The sponsorship of sports events and variety shows,
- The use of women to promote products directly to customers,
- The sale of small bottles or packs of alcohol that make it more easily available to the younger generation and low-income earners,
- Attractively-packaged alcoholic “soft drinks” which is aimed at attracting the young to turn to alcohol,
- The serving of alcohol on national airline carriers,
- The duty-free status of alcohol at airports and other duty-free outlets, and,
- Alcohol companies carrying out campaigns on alcohol-related harm, giving out education scholarships, community research and other similar activities. (If alcohol companies are serious about doing good for the public, they should halt their alcohol business altogether).

Such a global endeavour should also see the following:

- A very steep increase in taxes and duties on alcohol, with the resultant increase in the sale price to deterrent levels – an effective means for keeping the product out of reach of most of the population. Any increase in smuggling activities should be tackled with effective enforcement.
- A licensing system that would curb availability, accessibility and use, especially in residential areas, family eating places and recreational areas. This system would limit the number and location of outlets allowed to sell alcohol. Licences would be subjected to yearly renewal. This renewal of licences could be blocked if any conditions of the licence are violated. These conditions could be clearly spelt out beforehand (for example, no sales to those below the permitted age).
- Health warnings that cover at least 50% of the packaging labels of alcohol,
- The setting of a minimum age limit for the purchase and use of alcohol where, those under 21 years of age would not be allowed to purchase or consume alcohol.
- Formal national policies and effective legislation and enforcement would back up alcohol control measures.
- Strong political commitment to develop and support the reduction and elimination of alcohol-related harm
- A more concerted effort to address the underlying problems that drive people to drink such as poverty and deplorable living and working conditions.

The measures for curbing alcohol-related harm would bear many similarities with those used for tobacco. There would be no need to “re-invent the wheel”. Precious time would be saved.

Full text: Nr. 313

Corporación Caminos

Organizaciones no gubernamentales (ONG)

País: Colombia

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Página web: <http://www.corporacioncaminos.org>

Las estrategias para reducir los daños relacionados con el alcohol deben considerar tanto el control de la oferta (disponibilidad) como la reducción de la demanda que debe involucrar acciones de prevención, mitigación y superación.

Las acciones de prevención deben hacer diferenciación en menores de 18 años (tolerancia cero) y población adulta.

El compromiso con la reducción de los problemas relacionados con el uso nocivo de alcohol desde una perspectiva mundial deben contar con la voluntad política de los gobiernos para controlar la disponibilidad (tal y como se ha hecho con el tabaco) dado que son ellos quienes manejan su producción y comercialización.

Las acciones de prevención de Corporación Caminos en los contextos escolar, laboral y comunitario incluyen el manejo seguro del consumo de alcohol para población adulta desde los principios del Saber Vivir/Saber Beber promulgados por el Ministerio de la Protección Social de Colombia y, desde el no consumo, en menores de 18 años, apoyados en la promoción de habilidades para la vida y estilos de vida saludables.

Desde los Programas de Protección y Rehabilitación se abordan los menores de edad y sus familias, con consumo experimental y abusivo de alcohol, respectivamente, con estrategias de suspensión del uso y reestructuración de su proyecto de vida.

Danish Alcohol Policy Network

Nongovernmental organization

Country: Denmark

Funding or support from alcohol industry? No

Web site: <http://alkoholpolitik.dk>

Summary:

The view of AL – the Danish Alcohol Policy Network – on what constitutes a good preventive alcohol strategy in general and a global strategy in particular can be summarized in these points.

According to new Danish surveys there is a great potential for structural initiatives – Danes welcome stronger limits for unhealthy life style.

1. Harm done by alcohol is a serious social and medical problem. Particularly important from a policy point of view is the harm caused to other persons than the drinker.
2. It is more humane to prevent harm than to wait until it has occurred. A comprehensive policy is needed, including both population based measures and action directed at risk groups and risky behaviour
3. It is important both to reduce total consumption of alcohol and to influence drinking patterns, eg to avoid intoxication.
4. A high price on alcohol, reduced availability and age limits are the most efficient instruments, both in reducing total consumption and in reducing problems.
5. Information about the effects of alcohol is important, but can not replace restrictions. Commercial alcohol advertising should be avoided as far as possible.
6. Alcohol is a losing affair economically for society. Alcohol related problems cause great costs. Attempts to defend increased drinking with arguments of employment or export incomes must be rejected.
7. Alcohol free zones: Alcohol should be avoided during childhood and adolescence, during pregnancy, in working life, in road traffic, in motor boats and in connection with sports.
8. Care should be financed by public bodies, but can be carried out by others
9. Treatment to be paid by the polluter – through governmental institutes.
10. Schools have an important role in prevention.
11. Alcohol research should be given increased resources.
12. It is important that the global strategy has a public health perspective and not a trade perspective. The influence of commercial alcohol industry should be limited, and the conflict between public health interests and the industry's goal to increase sales should be acknowledged.
13. Strong voluntary organisations give good support to alcohol policy.
14. The WHO needs resources to promote implementation of global and regional strategies against alcohol problems.

15. Alcohol is no ordinary commodity, which should be taken into consideration when forming international trade agreements and rules for economic cooperation. States that want to carry out alcohol policies that are more ambitious than those agreed by economic or trade unions should not be prevented from doing so.

AL is a network of voluntary organisations in the alcohol field and social work in Denmark. We work to strengthen the support for alcohol policies based on solidarity and scientific evidence in our countries. We do that by bridging the gap between voluntary organisations, civil society and official bodies. We do that through our websites and magazine we can spread knowledge about alcohol problems and efficient preventive policies and support other voluntary organisation.

Full text: Nr. 195

Drug Free Highlands

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.drugfreehighlands.org>

Summary:

We are a coalition of our community stakeholders, began in December 2003 and dedicated to the reduction of substance abuse in our county. While the majority of our resources are in-kind and volunteers, we currently are funded under the Strategic Prevention Framework - State Incentive Grant. Our focus, based upon research, is that underage drinking is the major substance abuse problem in our county. Our main focus is on our middle and high school students. For the individual, we employ evidence based curriculum and for the county, we are focusing on environmental strategies for change.

We believe the most effective strategies to reduce alcohol-related harm is evidence based curriculum for the individuals. For the community at large, environmental strategies are the most effective.

From a global perspective, the best ways to reduce problems related to harmful use of alcohol would also benefit from evidence based curriculum for individuals, environmental for the communities and then acceptance by all member organizations to support these strategies. There is strength in numbers and it is encouraging to see WHO tackling this problem in a united manner.

Our organization is currently dedicated to reducing the harmful use of alcohol in our community. We are partnered with other coalitions in our state to work in a united manner towards the reduction of the harmful use of alcohol.

Drug-Free Action Alliance

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://drugfreeactionalliance.org>

Drug-Free Action Alliance is a private nonprofit organization serving the State of Ohio, USA. We believe that changing the environmental or social norms is one of the most effective strategies to reduce the harmful effects of alcohol. We believe in policies that prohibit advertising alcohol to youth, that the minimum drinking age should be no younger than 21, in policies that reduce the availability of alcohol and policies that prohibit promotion of high-risk drinking. We believe that policies should be consistently enforced. We believe in public awareness campaigns to spread the word about both policies and enforcement. We believe that alcohol should not be associated with holidays and festivals.

We are able to make a contribution to reducing the harmful use of alcohol through our programs that (1.) work with colleges and universities to form campus/community coalitions to address high-risk drinking among college students (2.) Public information campaign targeting parents about the health and legal consequences of providing alcohol at teenage parties (3.) Targeting parents of middle-school age children (10 - 15) about how to talk to their children about not using alcohol (4.) Helping community groups build coalitions to address the substance use problems in their communities.

Éduc'alcool

Organisations non gouvernementales (ONG)

Pays: Canada

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? Oui

Adresse du site Web: <http://www.educalcohol.qc.ca>

Résumé de la contribution:

Vers la culture de la modération.

Éduc'alcool est un organisme du Québec qui mène des actions de prévention, des programmes d'éducation et des campagnes d'information pour promouvoir la consommation modérée et responsable de l'alcool chez les buveurs modérés et les buveurs à risque, excluant les alcooliques.

Le slogan d'Éduc'alcool reflète bien la mission de l'organisme : « La modération a bien meilleur goût /Moderation is always in good taste ». Au Québec, c'est devenu une expression courante et consacrée, un proverbe dont le taux de notoriété, mesuré selon les normes en vigueur, dépasse les 95 %.

Éduc'alcool a mis sur pied de multiples programmes et projets s'adressant à une multitude de groupes cibles. Il a, au fil des ans, acquis une crédibilité et une reconnaissance incontestables à la fois au pays et à l'étranger.

Éduc'alcool croit que la prévention et l'éducation, associées à d'autres mesures, constituent un apport significatif à la réduction de l'usage nocif de l'alcool dans la société. Cette conviction, il la tient de ses 19 années d'actions sur le terrain, des évaluations d'impact qu'il mène sur chacun de ses programmes, de l'Observatoire de la relation des Québécois à l'alcool, une enquête épidémiologique sur divers aspects de la consommation d'alcool qu'il mène tous les cinq ans au Québec, et sur les comparaisons faites avec les autres provinces du Canada.

L'organisme fonde son action de prévention sur des principes de base suivants :

- L'alcool est un produit à nul autre pareil. Il peut être agréable et même bénéfique, mais c'est le modèle de consommation qui en est le déterminant.
- Contrairement au tabac, par exemple, il existe un niveau sécuritaire de consommation de l'alcool.
- L'alcool a droit de cité dans la société et il fait partie de nos vies, mais il peut être associé à des problèmes et créer des dépendances. C'est un produit à risque.
- Les producteurs doivent donner le « mode d'emploi » des produits qu'ils mettent en marché et l'industrie de l'alcool est responsable de la manière dont elle commercialise ses produits.
- Les gens sont responsables de leurs choix. Ils doivent être traités en adultes et en personnes responsables.
- La relation des gens à l'alcool est affaire de culture; elle n'est pas biologiquement déterminée. Cette relation peut être saine ou malsaine, selon les normes qui prévalent dans la culture.
- Il faut faire passer les gens de la culture de l'ivresse à celle du goût; du « je bois pour me soûler » au « Je bois parce que j'apprécie ce que je goûte ». Le passage se fait par la promotion de la culture de la modération.
- Il faut conduire les buveurs non pas à boire plus, mais à mieux boire.
- Il faut proposer des repères quant aux quantités qui, pour les femmes et les hommes, constituent une consommation modérée.

Les stratégies les plus efficaces sont celles qui :

- ont des objectifs socioculturels clairement déterminés et toutes les actions entreprises doivent concourir à leur atteinte;
- s'inscrivent dans la durée et sont conçues dans une approche à long terme;
- sont mesurées à la fois sur une base opérationnelle et sur une base populationnelle;
- prennent en compte la réalité des cultures et des comportements des sociétés;
- font confiance à la capacité des gens de faire des choix.

Contribution intégral: Nr. 119

EMNA

Nongovernmental organization

Country: Italy

Funding or support from alcohol industry? No

Web site: <http://www.emna.org>

Summary:

EMNA represents a large group of citizens in Europe that are directly affected by the harm done by alcohol consumption. Two of the objectives of EMNA are to raise awareness of the importance of mutual help groups and

community programmes at European level, and second to give people affected a voice. We are therefore grateful for having the opportunity to address the W.H.O. on this topic.

Full text: Nr. 58

Entreprise & Prévention

NGO

Pays: France

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? Oui

Adresse du site Web: <http://soifdevivre.com>

Résumé de la contribution:

L'objectif d'une politique de santé en matière d'alcool doit être la lutte contre l'abus et non contre l'usage. La prévention doit se concentrer sur les risques liés à une consommation excessive ou inappropriée. Elle doit agir en priorité vers les populations sensibles et sur les situations dangereuses. Elle doit associer les professionnels car ils sont soucieux du bon usage de leurs produits, sont déjà engagés dans la prévention et sont proches des consommateurs.

Contribution intégral: Nr. 266

EUROCARE (The European Alcohol Policy Alliance)

Nongovernmental organization

Country: Belgium

Funding or support from alcohol industry? No

Web site: <http://www.eurocare.org>

Summary:

Alcohol is a major contributory factor in injuries, accidents, abuse violence; and inequalities between and within countries in the EU.

Alcohol related harm is however a global issue and therefore we believe there would be an added value in having a global alcohol strategy that provides guidelines and sets out policy priorities, and supports MS in preventing and reducing alcohol related harm.

Both the 'Framework for alcohol policy in the WHO European Region' and the EU Alcohol Strategy have proven the need for, and showed the benefit of coordinated action, and provided impetus for action.

1.- A comprehensive alcohol strategy should be public health oriented, evidence based, and overall cost effective. It should:

- be underpinned by an integrated approach across relevant sectors and government departments at different levels
- assess the scale of the problem
- include targets/objectives and a structure for implementation/monitoring including clear responsibility/accountability

Integrated strategies should consist of a mix of effective interventions: Reducing affordability and availability; Regulating alcohol marketing; Drink-driving countermeasures; Opportunistic screening and brief interventions ; Treatment and rehabilitation; Education, and awareness raising.

A global strategy would provide a common framework and a knowledge base for all WHO MS. It should be adaptable to the differing national, religious and cultural contexts, as well as to the diverging public health problems, needs and priorities, and discrepancies in resources, capacities and capabilities.

2.- Two of the main objectives should be to provide support to MS and increase awareness worldwide of the harm caused by alcohol.

There are cross-border issues that require global action and that have emerged as worldwide concerns, which need to be addressed by an overarching global framework for action.

One central task for the WHO will be to provide the knowledge base for WHO Member State actions, and provide the impetus for local, national, and international action.

Areas in which the WHO can take the lead: Strengthening evidence base; Ensuring adequate data collection; Further developing Global Burden of Disease study; Supporting further research etc

3.- Eurocare is a network of 50 NGOs across Europe. Members are involved in the different branches of alcohol work. Our main objectives are to: Raise awareness among decision makers of the harms caused by alcohol; Bridge the gap between science and policy; Mobilise civil society to promote effective alcohol policies. Eurocare believes in the participation of civil society organizations without conflict of interests in alcohol policy development, as a counter-influence to the vested trade interests, which might otherwise dominate political decision-making.

Eurocare could support the implementation of the strategy by:

- Advocating the implementation of evidence based alcohol policies and promote coalition building at both national and EU level.
- Mobilising civil society in supporting the implementation of the strategy
- Providing independent monitoring of the implementation of the strategy at the European level.
- Translating the evidence into policy recommendations
- Being a one stop resource for European information and analysis. Disseminate it through our website, newsletter and events.
- Hosting a data base of EC funded projects in our website

Full text: Nr. 124

European Public Health Alliance

Nongovernmental organization

Country: Belgium

Funding or support from alcohol industry? No

Web site: <http://www.epha.org>

Summary:

EPHA would like to highlight the importance of having a global alcohol strategy proposed by the WHO and Civil Society Organisations. This Global Alcohol Strategy can be a first step to bring alcohol related policy high on the political agenda.

The Strategy can bring clear evidence-based guidelines for WHO Member States to introduce policies aimed at preventing and reducing alcohol-related harm must be supported by a strong leading role for the WHO.

The principal task for the WHO should be to provide the knowledge base for the Member States to be able to enact policy changes at national and regional levels.

By taking the lead on developing an alcohol strategy, the WHO can provide a framework that allows for adequate data collection, supports further research (including research on policy implementation) and encourages integrated strategies.

Full text: Nr. 326

European Working Group on Treatment of Alcohol Dependence

Nongovernmental organization

Country: Hungary

Funding or support from alcohol industry? No information

Web site: <http://www.tegyesz.hu>

The EWGTAD has learned about the Resolution WHA61.4 and the Report by the Secretariat to the 61st World Health Assembly and submits herewith its contribution.

1) The development of a global strategy to combat the harmful use of alcohol is greatly appreciated. A global strategy on reducing harmful use of alcohol signals an acknowledgement of the seriousness of the problem. It will raise the awareness of the problem in governments and in the public at large and it will enable a more rational approach of the problem. It will also contribute to lessening the stigmatisation of the problem drinker and thus improve the opportunities for interventions through the health care system.

2) A global strategy must first help to create an environment with a high level of protection against possible harmful use of alcohol for individuals and communities. A high level of protection implicates a comprehensive package of measures empowering people through education and information to make healthy choices and through regulating the physical and psychological availability of alcohol, including control of marketing in general. A healthy socio-psychological environment has no pressures to drink; a high level of protection implicates also socially approved restrictions on availability of alcohol for population groups at elevated risk for harmful use such as young people, pregnant women, mentally handicapped persons and people who are or have been alcohol-dependent.

3) A global strategy needs to provide a legitimization, a framework, and an encouragement for those who suffer or who have suffered from the consequences of harmful use of alcohol to raise their voices in the development of national and local policies to reduce harmful use of alcohol. So far, their voice is not, or hardly heard in public debates about alcohol policies in most European countries and communities.

4) A global strategy needs to point at the need to balance the amount of training for health and welfare professionals, which is to be provided on this subject, to the size of the problem in the daily practice of these professionals. Education and training on management and prevention of harmful use of alcohol needs to be routinely incorporated in curricula for health and welfare professionals. It is a well-known fact that to date the amount of education and training on this subject provided by schools and universities training health and welfare professionals does not reflect the amount of problems encountered in the daily practice by these professionals.

5) Given the evidence on the effectiveness of early interventions a global strategy must include the promotion of early interventions in primary health care. There is now a solid scientific and practical basis of the positive impact of early diagnosis and early intervention. At international, national and sub-national levels programs must be developed to enable system wide application of early diagnosis and early interventions.

6) Treatment and management of alcohol dependence and related disorders has to be given much higher priority within the health care system, both in terms of funding, standing and in terms of capacity building in this regard. The long waiting lists that exist in many countries and communities for people who are prepared to undergo specialised treatment plus the relatively poor quality of many treatment centres adds unnecessarily to the burden of the problem.

False Bay Therapeutic Community Centre

Nongovernmental organization

Country: South Africa

Funding or support from alcohol industry? No

Full text: 193

FASawareUK

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.fasaware.co.uk>

FASawareUK share the message of informed choice. If you are thinking of getting pregnant or are pregnant. Think before you drink the damage can last a life time.

There are no two women the same. The only safe message to share is NIL alcohol in pregnancy to ensure a positive outcome.

Ways of sharing the message for all to see:

1. Point of sales and point of consumption warnings on the dangers of drinking before, during and after pregnancy if you are nursing.
2. Legible warnings on containers and in advertisements....whether printed or on television.
3. Information posters in clinics, dental offices, pharmacies and any office or are where medical care is involved.
4. Warnings on all pregnancy testing kits, contraceptive packages, condoms.

The only way is information, spelt out strong and clear.

It only takes 2 glasses per day, 14 drinks on average per week or four or more on any one occasion to produce a child with full FAS which means there will physical and behavioral problems....

FDI World Dental Federation

Nongovernmental organization

Country: France

Funding or support from alcohol industry? No

Web site: <http://www.fdiworldental.org>

Summary:

The FDI World Dental Federation, the worldwide, authoritative voice of the dental profession and in official relations with the WHO, welcomes the initiative of addressing the global burden of alcohol related disease and

public health problems. The FDI World Dental Federation has recently adopted a new policy statement on oral cancer stating that "oral cancer is a major global health problem" (1).

The FDI recognises the important role of health professionals, including dentists, in the areas of early intervention and treatment, risk reduction and health education, as well as surveillance and risk assessment. We support all efforts with regards to public policies addressing sale, marketing, trade and other measures aiming at reducing alcohol use. In this context health professionals can and should be active and effective advocates for healthy environments and healthy lifestyles.

We wish to draw special attention to alcohol consumption as a key risk factor for oral cancer. The global burden of oral cancer is high, particularly in male populations and in low- and middle-income countries, where treatment is the least available. The WHO's Global Oral Health Unit has issued and co-authored important documents, such as the Crete Declaration on Oral Cancer Prevention 2005 (2) and others (3) highlighting the neglected state of oral cancer in the context of chronic diseases and global cancer control.

The World Health Assembly resolution WHA60/R17 urges WHO member states, among other matters, "to take steps to ensure that prevention of oral cancer is an integral part of national cancer control programmes, and to involve oral-health professionals or primary health care personnel with relevant training in oral health in detection, early diagnosis and treatment" (4). The FDI vigorously supports this statement and recommends including oral cancer in all considerations related to the draft global strategy.

References:

1. FDI World Dental Federation. Oral Cancer. FDI Policy Statement, Stockholm 2008 Available at: http://www.fdiworldentalorg/federation/assets/statements/ENGLISH/2008/Oral_Cancer.pdf
2. Hellenic Cancer Society, International Congress on Oral Cancer, Hellenic Association for the Treatment of Maxillofacial Cancer, World Health Organization. The Crete Declaration on Oral Cancer Prevention 2005 - a commitment to action. Available at: http://www.who.int/oral_health/media/orh_crete_declaration_april05.pdf
3. Petersen PE. Strengthening the prevention of oral cancer: the WHO perspective. *Community Dent Oral Epidemiol.* 2005;33:397-399.
4. World Health Organization. Oral health: action plan for promotion and integrated disease prevention. World Health Assembly Resolution WHA60/R17 2007.

Full text: Nr. 327

Fetal Alcohol Information Network

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: http://www.geocities.jp/fas_japan/

The FAS Information Network works to inform the public about the dangers of drinking before, during and after pregnancy. The FAS Information Network feels that public information and education are the best ways to accomplish this. The FAS Information Network sends out, free of charge, published journals, books and governmental reports to individuals, organizations and countries that require information on Fetal Alcohol Syndrome/Spectrum Disorders [FAS(D)] and we provide speakers for conferences.

Fetal Alcohol Syndrome/Spectrum Disorder [FAS(D)] is a neurological disorder that occurs in the fetus or baby when the mother drinks 2 or more drinks per day, 14 drinks on average per week, or four or more drinks upon one occasion. The manifestations of FAS(D) can be both physical and behavioral. The behavioral problems are both numerous severe but can be best characterized as stated by Dr. Ann Streissguth of the University of Washington Fetal Alcohol and Drug Unit as "Bad judgment and the inability to connect an action with its consequences."

Initial efforts at information and prevention generally considered to be most effective are:

- (1) Public service announcements on television, radio, signs in public transportation vehicles and stations.
- (2) Point of sales and consumption signs warning of the dangers of prenatal alcohol consumption.
- (3) Informational posters in clinics, pharmacies, dental offices, ophthalmology clinics, post offices and other public places.
- (4) Warning labels on containers of alcohol beverages and all advertisements regarding the sale of alcoholic beverages.
- (5) Educational programs at the grade school level and in textbooks for all grade levels in elementary schools, middle schools, high schools and universities.

Fetal Alcohol Syndrome/Spectrum Disorders is one of the most preventable of alcoholic diseases. And yet, with the spread of western civilization, it is a fast growing problem especially in developing countries. The dissemination of information is the best way to combat the increase in this worldwide problem.

Fetal Alcohol Spectrum Disorders Ireland

Nongovernmental organization

Country: Ireland

Funding or support from alcohol industry? No

Web site: www.fasd.ie

Summary:

The rising tide of concern about undesirable outcomes of alcohol consumption must also lift the boat containing the entire range of Fetal Alcohol Spectrum Disorders. FASDs have harmed many, many people, possibly 1% of the world's population.

We owe it to children around the entire world, because they and their descendants are the future, and deserve the chance to have the best start possible in life.

There is a need for comprehensive goals to address the challenges arising for all persons with any of the conditions among Fetal Alcohol Spectrum Disorders. It is insufficient to merely acknowledge and address FAS alone.

There is a need for world-wide information-sharing in order to effect best practice multi-modal system diagnostic tools, to address the diagnosis, the epidemiology and the prevention and treatment of FASD, not simply on grounds of health alone, but for the prevention of risk, however slight, of educational disability, and social dysfunction.

Women have a right to know that alcohol can cause damage in pregnancy, but they also have a right to choose what they consume in pregnancy

Women have a right to support and services to help them stop drinking alcohol if they cannot easily choose to do so.

Babies, children young people and adults with any of the FASDs have a right to condition-specific assessment, management and treatment.

It is insufficient to simply regard FAS as the 'worst outcome' - those with ARND are much likely to have received diagnosis, and therefore early intervention, so those with ARND, for example, will most likely have ongoing problems throughout life, and will be misunderstood.

Where birth defects or subsequent physical anomalies are present, it is good practice to look and see if there was alcohol in the prenatal history. This is important so that only can the possibility of FASDs be flagged, ensuring that they will be less likely to be missed, but appropriate measures can then be factored into treatment plans.

Ongoing research re prevalence, etc., etc., needs to be prioritised so that the occurrence of FASDs, which are the world's leading cause of non-genetic learning disability, can be minimised.

There is an old Irish (Gaelic) saying, Tús maith, leath na h-oibre, meaning a good start is half the battle. Prenatal exposure to alcohol means that a lot of people, c. 1% of the world's population have had to struggle because of alcohol since before they were born.

Full text: Nr. 286

Finnish Health Association

Nongovernmental organization

Country: Finland

Funding or support from alcohol industry? No

Web site: <http://www.terveysry.fi>

Summary:

There are moments in people's lives with strong desire for specific knowledge. One of them is achieving an age of 15 and getting driving license for a moped. Drinking alcohol is kind of initiation for young people too Interest for parties and interest for moped rise at the same age. At Finnish Health Association we have figured out why not bring moped and alcohol issues together in education? We organize every year almost 100 courses at schools under title of moped and traffic safety. However the main topic at courses is alcohol prevention. That is the frame which really interests young people.

Full text: Nr. 227

Food Industry Secretariat of the Independent Self-governing Trade Union "Solidarnosc"

Nongovernmental organization

Country: Poland

Funding or support from alcohol industry? No

Web site: WWW.SOLIDARNOSC.ORG.PL/SPSP0Z

No summary available.

Full text: Nr. 149

FORUT, Campaign for Development and solidarity

Nongovernmental organization

Country: Norway

Funding or support from alcohol industry? No

Web site: <http://www.forut.no> and www.add-resources.no

Summary:

As a development agency with more than 25 years of experience in Asia and Africa, FORUT has learned that alcohol constitutes a double-sided problem in the developing world: On one hand drinking is a severe and additional burden to the poor and underprivileged. On the other hand we see new drinking habits and increasing consumption levels among a growing middle-class.

The health consequences of harmful alcohol use are well documented by research and pointed out in several official WHO documents and will not be elaborated here. The evidence base for intervention is also strong:

- The most effective approaches to reducing alcohol problems regulate alcohol's availability and the conditions of its use.
- The research evidence clearly indicates that governments possess the powers and policy levers to reduce and prevent alcohol problems.
- Developing systems for regulating the alcohol market to reduce alcohol related problems is an essential task for developing states.
- The following objectives could be proposed for intervention:
 - Reduce population consumption, including delay initiation of drinking among youth
 - Reduce heavy alcohol use and minimise harmful patterns of consumption
 - Change harmful behaviours associated with alcohol use

The obvious 'owner' of a national strategy is the state, and often this responsibility is placed in the Ministry of Health and/or Social Welfare. We would state along with the WHO Expert Committee that the contribution the alcohol industry can make to the reduction of alcohol-related harm is only in the context of their roles as producers, distributors and marketers of alcohol, and not in terms of alcohol policy development or health promotion. (Recommendation no. 9)

There is also substantial documentation on the effects and effectiveness of various alcohol control policies in the WHO documents mentioned earlier. We will only here point to Babor et. al. who in Alcohol: No ordinary commodity draw up a list of 10 policy option best practices. Taxes to influence the price of alcohol and limitation in availability are two strong sets of measures. The research evidence on the impact of alcohol advertising, particularly on youth, has become much stronger in the past six years. Given this evidence base it is critical that the strategy address this topic from a public health perspective.

There are indications though that where there is popular support for control policy interventions the effect of regulations will be more effective. Thus, these information activities should be tuned towards increasing the understanding of the problem and increasing legitimacy of alcohol regulations. The existence of a large illicit component in the alcohol consumption in many developing countries may complicate the matter. Still, this should be an argument for adapting alcohol policies to the local situation, rather than a justification for doing nothing.

WHO should take the global leadership in reducing harm from alcohol and to do that WHO need to be adequately resourced.

As an international development agency and an active civil society organisation, FORUT contributes to reducing harm from alcohol will be both in capacity building, integration of prevention activities and advocacy.

Full text: Nr. 153

Friends of Temperance, Finland

Nongovernmental organization

Country: Finland

Funding or support from alcohol industry? No

Web site: <http://www.raitis.fi>

Summary:

Friends of Temperance, Finland

Tom Anthoni

The big picture.

Alcohol is no ordinary commodity. Alcohol industry and free trade cannot be allowed to rule, with health sector policy makers nibbling at the edges. Limiting the harms of alcohol is not only a project for the health sector. It is a project for all sectors of society. Alcohol directly or indirectly affects everyone. So in the long run, we are all stakeholders.

In order to effectively reduce harmful use of alcohol in any society, you must be able to take decisive actions which reduce the total consumption of alcohol because total consumption and the amount of harm are closely related. These kinds of changes encompass a variety of measures aimed at reducing the role of alcohol. In fact, alcohol should be less present in everyday life. It is not an inevitable fact that we must adjust ourselves to increasing alcohol deaths, injuries, violence in families, children and youth dropping out etc. Alcohol policy makers must have the courage to use effective measures that are known to work.

The measures that work: effective strategies to reduce alcohol-related harm

1) Price and availability: prevention and protection of youth

From a global perspective, high alcohol prices and strict regulations on the availability of alcohol are measures that work. To name a few, these measures include high taxes, regulation of the number of alcohol outlets, age controls, drink-driving policy enforcement. "Alco pops" and other alcoholic beverages favoured by youngsters, such as beer, should carry a surplus tax.

2) Marketing: a worldwide ban on advertising like tobacco

Science advises us that alcohol advertising should be very limited, because it recruits young people as drinkers and upholds positive attitudes toward alcohol in the adult population. In fact, alcohol advertising should be totally banned. A worldwide ban on alcohol advertising, like tobacco, would be an effective strategy.

3) Control of the alcohol industry

The alcohol industry does not want to reduce alcohol consumption. Therefore the aims of the alcohol industry contradict the policies of public health that strive to reduce alcohol consumption and alcohol-related harm. Research funded by the alcohol industry cannot be equal to research done by governmental institutions and NGO's. When aims of the alcohol industry affect research they are never in line with the objectives of public health.

Also, alcohol industry representatives should not be allowed to participate in public health decision-making aimed at reducing the consumption of alcohol and alcohol-related harm.

Alcohol industry should openly tell about the research it supports and the amount of funds and methods it uses in alcohol advertising. As it is now, messages are blurred, deliberately.

4) Political commitment and public awareness: support for critical action against alcohol

Effective and lasting results can be reached only when policy makers show real commitment to limit the role of alcohol in society. Civil society must be supported in its efforts to take critical action against alcohol. Developing countries must be supported in developing their alcohol policy legislation. Countries with existing and longstanding alcohol policy legislation must enforce their laws.

5) Education

Information about alcohol, properly adapted to the age of the child and youngster, is the responsible task for all educators, from early childhood on. Various education campaigns support the aims of public health to reduce alcohol-related harm.

6) Health sector

The health sector is encouraged to take a more active preventive role. Physicians can do a lot in primary prevention and early detection of alcohol problems.

Full text: Nr. 118

Funadación de Investigaciones Sociales, A.C.

Organizaciones no gubernamentales (ONG)

País: Mexico

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? Yes

Página web: <http://www.alcoholinformate.org.mx>

Resumen de la contribución:

La Fundación de Investigaciones Sociales, A.C. (FISAC) creada en 1981 con la misión de promover el conocimiento y la responsabilidad respecto a las bebidas con alcohol, apoya la elaboración de una estrategia mundial para reducir el uso nocivo del alcohol y el contenido de la resolución 61.4 de la Asamblea de la Organización Mundial de la Salud.

FISAC tiene como ejes rectores de sus actividades, incluyendo sus campañas de prevención y educación, tres áreas específicas sobre las que trabaja consistentemente:

- Si manejas; no tomes.
- No venta, suministro y consumo de alcohol a menores.
- Respeto a la abstinencia, moderación en el consumo y prevención de riesgos.

Con el fin de prevenir los riesgos asociados al consumo irresponsable y al abuso de bebidas con alcohol, ha creado y puesto en práctica un curso taller denominado Talleres Interactivos Para la Promoción de la Salud (TIPPS) para promover estilos de vida saludables, el cual ha probado ser muy exitoso y efectivo. TIPPS ya ha sido evaluado cuantitativa y cualitativamente con estudiantes de educación media, obteniendo cambios favorables en la actitud respecto al consumo responsable, la prevención de riesgos y el respeto al no bebedor.

El programa TIPPS capacita promotores de salud; orienta la formación de valores; integra los aspectos bio-psico-sociales y espirituales del individuo; fortalece factores protectores y fomenta la capacidad de autocuidado, el apoyo mutuo y la promoción de la salud pública e individual, incluyendo la participación de instituciones de educación, empresas del sector y grupos organizados de la sociedad que puedan propagarlo.

FISAC se ha apoyado desde su origen por un Comité Científico que reúne a prestigiados investigadores, profesionales y especialistas en materia de salud y cultura y tiene un convenio con la Universidad Anáhuac para instrumentar diversas acciones de investigación y promoción que deriven en campañas educativas con impacto en todos los sectores sociales para evitar el uso inadecuado y abusivo de bebidas con alcohol.

FISAC promueve Campañas masivas de prevención y recientemente incrementó significativamente la relación con medios de comunicación electrónicos, impresos y de la Internet para dicho fin. También ha fortalecido su vínculo con la Secretaría de Seguridad Pública con cuya participación realizó la promoción del "Programa Conduce Sin Alcohol".

Dentro de las regulaciones para el sector de la Industria de Bebidas con Alcohol consideradas por la Comisión Federal para la Prevención de Riesgos Sanitarios (COFEPRIS), se ha establecido como norma obligatoria la inserción del sitio web del Portal de FISAC (www.alcoholinformate.org.mx), que aparece en todos los espectaculares publicitarios de bebidas con alcohol, Portal Informativo muy completo sobre el tema del alcohol que ha recibido más de 25, millones de visitas desde su creación en 2001.

El Centro de Investigación Documental, (CID) de FISAC cuenta con una base documental y bibliográfica física y digital muy amplia en materia de investigación científica sobre el tema del alcohol; la base de datos de disposiciones legales (desde 1910) más completa en el territorio nacional; una videoteca y audioteca con las principales campañas mundiales de prevención y educación.

Contribución íntegra: Nr. 264

Fundación Alcohol y Sociedad

Organizaciones no gubernamentales (ONG)

País: Spain

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? Yes

Página web: <http://www.alcoholysociedad.org>

Resumen de la contribución:

Desde la Fundación Alcohol y Sociedad apostamos por estrategias preventivas, basadas en la educación y la formación, como únicas herramientas eficaces para combatir el consumo de alcohol en jóvenes. Ponemos el acento en intervenciones basadas en la reducción de la demanda, potenciando la influencia de los factores de protección y minimizando la influencia de los factores de riesgo. Por ello, creemos necesario implicar a todos los actores sociales buscando un consenso social, político y empresarial, que abarque no sólo el ámbito público, sino que incluya la iniciativa privada.

La Fundación Alcohol y Sociedad fue creada en el año 2001 por la Federación Española de Bebidas Espirituosas, con el objetivo de luchar contra el consumo de alcohol en menores de edad. Actuando de forma independiente, con vocación de servicio público, perseguimos un triple objetivo: reducir el número de adolescentes que beben alcohol, retrasar la edad de inicio en el consumo y reducir la cantidad de alcohol que consumen aquellos adolescentes que ya beben. Así, en el año 2001 surge el Proyecto Alba, una amplia investigación sociológica que se prolongará hasta el año 2004, con un acumulado de 22.000 entrevistas realizadas, de las que se obtienen datos actualizados sobre la realidad del mundo adolescente, y su relación con el alcohol.

A través del Proyecto Alba surge una acción preventiva de formación, conocida como Programa Pedagógico Adolescencia y Alcohol, un programa dirigido a adolescentes de 12 a 18 años, que lleva obteniendo excelentes resultados, desde el curso académico 2001-2002 donde han participado 1.150.562 alumnos en más de 2.600 centros escolares. Cuenta con el respaldo y apoyo de la Universidad de Barcelona, a través de la Fundación Bosch i Gimpera, dando su aprobación en la creación de las técnicas y materiales empleados.

Contamos a su vez con el Programa Pedagógico "Las Caras del Alcohol", estructurado bajo la Web www.lascarasdelalcohol.com.es creada a nivel europeo en la primavera del 2005 por iniciativa de la organización European Forum for Responsible Drinking en colaboración con The European Association of Communications Agencies (EACA), recibiendo el apoyo de la Asociación Europea de Profesores, Fundación Generación Europea y la Confederación de Organizaciones de Familias de la Unión Europea (COFACE).

Por último, desarrollamos, Charlas o Escuelas de familias, donde pretendemos facilitar información rigurosa y verídica sobre el alcohol y la adolescencia, e implicar a padres y madres en la prevención del consumo de bebidas alcohólicas por parte de los menores.

Contribución íntegra: Nr. 280

Fundacion Prever

Organizaciones no gubernamentales (ONG)

País: Columbia

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Resumen de la contribución:

El consumo de alcohol en mi país, según estadísticas oficiales se inicia a los 12.3 años, de edad, lo que encontramos en nuestra institución en el programa de tratamiento ambulatorio para jóvenes, es que esta edad se ha ido reduciendo, actualmente los y las jóvenes que llegan a tratamiento presenta un uso de tipo socio cultural entre los 8 a los 10 años, dado por las propias familias al desconocer las consecuencias de este inicio, por falta de programas de prevención más contundentes para evitar que la población menor de edad se inicie en etapas tan tempranas.

Aunado a lo anterior encontramos que el uso disfuncional de alcohol según las características de la OMS, se presentan entre los 13 a los 17 años, dependiendo de condiciones familiares, comunitarios y escolares, donde no existe una política clara de prevención y el alcohol es visto como "una bebida inocua". Los alcoholes más ingeridos en su orden por nuestros jóvenes son: cerveza, vino, aguardiente, ron y otros de menor calidad y también menos precio.

Por último este uso indebido de alcohol ubica al joven el alto riesgo para el uso de otras sustancias psicoactivas ilegales al igual que para involucrarse en problemas policivos, conductas delictivas e interacción de grupos armados al margen de la Ley.

Contribución íntegra: Nr. 47

GALA

Nongovernmental organization

Country: New Zealand

Funding or support from alcohol industry? No

Summary:

GALA (Group Against Alcohol Advertising), a community voluntary group, advocates adequate controls on alcohol advertising and sponsorship in much the same way as for tobacco. It believes that alcohol promotion in its many forms is out of control and requires strong action.

It also supports strong warnings placed on alcoholic drinks and nutritional information panels to be also in place. Both of these must be of sufficient size and content to attract attention, as they are for tobacco. Packaging of alcohol needs attention as so much of it is directed towards young people, and is a form of alcohol advertising.

By itself, these measures will not be enough to change excessive intake, but would play some part in changing the social attitudes and public perceptions of alcohol in the community

Full text: Nr. 68

German Centre for Addiction Issues / Deutsche Hauptstelle für Suchtfragen (DHS e.V.)

Nongovernmental organization

Country: Germany

Funding or support from alcohol industry? No

Web site: <http://www.dhs.de>

Summary:

As a consequence of the harms done by alcohol the health and economic burden of alcohol consumption in Germany is high, leading to pain and suffering, harm to third parties, health inequalities, and a drain on the economic productivity.

Alcohol policy measures should not be implemented in isolation but as a package of measures and options at different political and social levels and areas, such as law, education, treatment, transport, consumer protection, and regulation of commercial communication.

Marketing, commercial communication, sales and smuggling of alcoholic beverages have emerged as worldwide concerns, which need to be addressed by an overarching global framework for action. The setting and implementing of public health policies with respect to alcohol policy should be protected from commercial and other vested interests of the alcohol industry. Therefore it should not be accepted that the alcohol industry has a role in deciding public health policies.

The best ways to reduce problems related to harmful use of alcohol worldwide are mainly the same that have shown to be effective on national level. These are:

- Taxation of all alcoholic beverages
- Reduce availability of alcoholic beverages
- Regulation of marketing and commercial communications
- Prevention of alcohol-related accidents and injuries
- Prevention of alcohol-related communicable diseases
- Brief interventions

Furthermore strategies to reduce alcohol related harm should focus on:

- Social welfare and development
- Managing illicit and smuggled alcohol

DHS as a member of the European Alcohol Policy Network supports the recommendations of the report “Alcohol in Europe – A Public Health Perspective” prepared by Peter Anderson and Ben Baumberg [June 2006]) and the conclusions of the Building Capacity Conference in Barcelona in April 2008 (<http://www.dss3a.com/btg/pdf/conclusions.pdf>).

Full text: Nr. 106

Global Alcohol Policy Alliance (GAPA)

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.globalgapa.org>

No summary available.

Full text: Nr. 158

Global Road Safety Partnership

Nongovernmental organization

Country: Switzerland

Funding or support from alcohol industry? No

Web site: <http://www.grsproadsafety.org>

Summary:

The consumption of alcohol, even in relatively small amounts, increases the risk of being involved in a road crash for motorists and pedestrians. Not only does alcohol impair processes critical to safe road use, such as vision and reaction time, it is also associated with impaired judgement and so is often linked to other high-risk road use behaviours such as speeding or not using seat-belts.

In many countries, research indicates that considerable proportions of drivers, motorcyclists and pedestrians have alcohol in their blood in sufficient concentrations to impair their road use skills. Unfortunately, in many countries, the scale of the problem is not well understood, there is little public awareness of the problem and legislation and enforcement are often inadequate.

The World report on road traffic injury prevention, published in 2004 by WHO and the World Bank, identifies the effectiveness of programmes aimed at drinking and driving as a proven effective measure to reduce death and injury on the road.

As part of the United Nations Road Safety Collaboration, the Global Road Safety Partnership led the development of the first global good practice manual on preventing drinking and driving, published in 2007, entitled "Drinking and driving: a road safety manual for decision-makers and practitioners". The manual was developed in close collaboration with WHO, the World Bank, the FIA Foundation, and the principal authors were the UK's TRL and ARRB of Australia with input from low and middle-income country experts.

The manual provides practical advice for jurisdictions wanting to reduce the incidence of road crashes and road crash injuries related to drinking and driving. The manual is targeted at governments, non-governmental organizations and road safety practitioners, particularly those in low and middle-income countries where alcohol is consumed by a large proportion of the population and prevention measures are often lacking or insufficient.

In summary, the manual recommends users to

- 1) Assess the local situation in relation to patterns of alcohol consumption and its impact on road crashes
- 2) Design and implement a drinking and driving prevention programme including how to gain political and community support for a programme through establishing a stakeholder working group.
 - Laws and penalties
 - Enforcement
 - Public information and education
 - Monitoring and evaluation activities
- 3) Assess the impact of the programme.

GRSP is assisting jurisdictions around the world with drink drive prevention using the recommendations of the good practice manual as a guideline. GRSP brings together global and local experts from various relevant subject areas—such as enforcement, public health, the media, laws and standards, community programmes - with key governmental and non-governmental stakeholders, including the private sector, and facilitates the development and delivery of targeted prevention strategies and initiatives based on global good practice. Specific measures are chosen based on the local situation and tailored to local realities. The long-term sustainability of the programmes and monitoring and evaluation of programme impact are high priorities. GRSP helps to leverage funding for programme delivery from global and local sources.

Full text: Nr. 219

Hands Across Cultures, Corp.

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://handsacrosscultures.org>

No summary available.

Full text: Nr. 94

Hungarian Association for Responsible Alcohol Consumption

Nongovernmental organization

Country: Hungary

Funding or support from alcohol industry? No

Web site: www.hafrac.org and: www.alkoholtfelelosen-2340.hu

Question 1.

HAFRAC (Hungarian Association for Responsible Alcohol Consumption) recognises that our NGO has a role to play in leading the way in responsible drinking. It is very important that we demonstrate leadership in responsible drinking as often as possible in various fields. We also need this leadership to be recognised by opinion-formers and our stakeholders if we are to earn their trust and respect.

Question 2.

To achieve the above mentioned objectives, HAFRAC was committed to start three programs which have the potential to create awareness and to change attitudes and behaviour in relation to drinking patterns.

Buli sofor

Drink-driving program

Duration: Summer 2005-Summer 2008

This program has three major aims:

- All drivers should be aware that in Hungary the BAC limit is zero
- Change the behaviour of some people towards drink-and-drive to accept the zero tolerance.
- Increase of the awareness of Buli sofor program among the stakeholders

The core aim of Buli sofor was to reduce the number of traffic accidents caused by drivers who entertained themselves in various discos in major towns and around the Lake Balaton especially during the holiday season.

The main steps of executing Buli sofor program

-On trade promotion

According to a so called "disco map" young activists visit discos, bars and pubs in 50 places of Budapest and in the resort place-Lake Balaton and implement the Buli sofor campaign distributing Buli-sofor T shirts and Coca Cola .

-Web-site

Introducing HAFRAC and photos about Buli sofor activities

-Media coverage

- In April 2008 Hafrac arranged a Buli-sofor slogan-creation contest in one of the nationwide radio –mainly with young listeners. Idea

-Indoor poster campaign

.-TV and radio appearances

-Articles in trend newspapers about Buli-sofor

- Evaluation made by Gallup Hungary

Server Training Programme

Pilot program sponsored by EFRD-ICAP

Duration: January-December 2007

The main aim of this program was to raise awareness amongst on-trade owners and staff on social responsibility obligations and legal requirements.

This program had three steps:

- Choosing a partner
- Execution of the program
- Evaluation (result and failure)

As the first step –after a tender evaluation-KIT (Training Center for Trade and Tourism) was chosen because this organisation had close connection to nearly each HORECA outlets.

The actual execution had the following characteristics:

- Four different sites, big cities –including the capital
- Six training groups 109 participants
- Participant's wide range :profession and job
- Written book was given in advance to participants
- The participants had high motivation

The evaluation gave mainly positive results which were:

- Wide range of HORECA outlets participated
- After a short hesitation the HORECA people understood the essence of it
- The main stakeholders and opinion holders appreciated it as part of moderate alcohol consumption

Beside there were some facts which are to be improved in the future. We deem as failure that the most critical groups (disco) did not accept our invitation they did not participate. The ministries gave only „moral help” but not money. The organisation should be developed into a direction where the „everyday life” could be more emphasized- more role plays.

HAFRAC's role was to participate in these courses and monitor the whole program.

“2340” : enjoying a drink responsibly

Duration of this program: June 2008-December 2009

In Hungary it is important to raise knowledge and awareness amongst adult consumers on how to enjoy a drink while at the same time looking after health and well being. Also it is important to know when it is not allowed to consume alcohol at all.

The present program has a core objective to promoting a shared understanding of what it means to drink responsibly.

Our aim is to explain the Hungarian society that the moderate and responsible alcohol consumption belongs to the life-pleasure.

There is nothing wrong with it however alcohol can be misused and consumers need to be informed about the moderate drinking behavior.

We plan to reach 3 million Hungarians

To reach this objective the first step was to promote in Hungary the concept of “unit/drinks” among the population, help them to understand the equivalence for each type of drinks in our traditional serving/consumption size.

The title of program explains the main objectives:

2: means that a female can drink two units* per day without any harm if health conditions permit

3: means that a male can drink three units per day without any harm if health conditions permit

4: means that four units per day can be consumed seldom, like at special occasions- feast or celebration

0: means that there are occasions where the alcohol consumption is not allowed (drink-driving, pregnant women, at workplaces etc)

0: also means that there are persons who are not allowed to drink any alcohol, like young ones under age 18, or persons with special health or other conditions.

- unit=8-13 g of ethanol,
- which is about 100 ml wine, or
- 200-300 ml beer, or 20-30 ml spirit, or a light cocktail

Our program has ten main steps (details can be found in full text contribution)

Full text: Nr. 339

Indian Alcohol Policy Alliance

Nongovernmental organization

Country: India

Funding or support from alcohol industry? No

Web site: <http://www.indianalcoholpolicy.org>

Summary:

The WHO strategy is a very welcome approach and is addressing major development issue in the world. Alcohol problems continue to present a major challenge to medicine and public health. In India and many developing countries alcohol is brewed in small households, hamlets and consumed at that level. Though many societies in India where drinking is not a norm. The traditional social norm is changing to opening up of these barriers through market pressures..

Myths in Government that alcohol is a big revenue earner have to be demolished. Economic cost of alcohol use in the society is far greater than the revenue accrued. This has to be said on bold and addressed always.

Many arms of the governments are stated objectives of promoting alcohol through industry, markets etc. These have to be addressed and alcohol control policies have to be from a whole of government approach.

Drink driving-police and traffic not equipped should be seen differently from 'crime' and a separate system, which progressively cancels driving licence should be, brought in.

The huge problem of illicit and home brew of alcohol has to be documented and the policy option should not only be industry based but these nexuses of illicit brewing should be also be addressed.

Our Strategy should be to focus on alcohol consumption to promote the global climate toward effective alcohol policy thus clarifying ambiguity and myth on alcohol policy, and creating global awareness that alcohol is an obstacle for once well-being, achievement and social development.

Full text: Nr. 308

Institute of Alcohol Studies

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.ias.org.uk>

Alcohol problems arise both from acute intoxication and from long term excessive drinking. What is required therefore is a comprehensive set of measures aimed at both the volume and patterns of consumption. The scale and range of alcohol problems in western nations such as the UK indicate that preventative strategies must combine whole population approaches with measures targeted at specific groups and problems. In general, evidence suggests that strategies designed to persuade individual consumers to change their drinking behaviour are less effective than strategies aimed at environmental factors such as the affordability of alcohol, its legal availability and the means employed to market and promote alcohol products. In regard to these last, wholly self-regulatory marketing codes do not appear to be effective, and a mandatory element is needed. Alcohol taxation regimes and liquor licensing systems should have explicit public health objectives. A desirable objective in relation to youth is to delay the onset of regular drinking.

Implementation strategies are key components of alcohol harm reduction policies. These should include programmes of education and training for key personnel in the health service and other sectors where alcohol problems are salient issues. As in the long term it is not feasible or desirable to impose alcohol control policies on an unwilling population, communications strategies need to be developed to promote understanding and awareness, and to build consensus and support. The alcohol market is increasingly international in scope and there is therefore a danger of alcohol policies being undermined by cross-border trade and traffic alcohol products and in the commercial communications that promote them. IAS strongly supports the role of WHO in tackling alcohol issues at a global level and in promoting international cooperation in regard to data collection and the dissemination of good practices in the prevention and treatment of alcohol problems. An additional step which in our view would be particularly helpful at the present stage of development of a global alcohol harm reduction strategy would be for WHO to press for the adoption of an internationally agreed standard unit of alcohol i.e the amount of pure alcohol contained in a standard measure.

International Center on Alcohol Policies

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: <http://www.icap.org>

REDUCING HARMFUL DRINKING: SUMMARY

Interventions to reduce harmful drinking can be divided into two complementary categories. One is the population-level approach to prevention, consisting of across-the-board measures. The other approach involves interventions that are applied in a targeted way, focusing on particular groups, behaviors, drinking patterns, or settings where the potential for harm is elevated. Industry efforts have been concentrated on targeted initiatives, which are adaptable to the needs of diverse cultures and contexts and responsive to specific problems at hand.

Alcohol producers recognize that theirs is one of the most highly regulated industries in the world. Reasonable regulation is designed to protect consumers and society at large without imposing intolerable demands on producers or restricting individual freedom of choice. In seeking this balance, all stakeholders have to be conscious of the need and potential for partnership.

There is growing international recognition of the importance of building and strengthening relationships across sectors. Such collaborations offer innovative solutions for addressing social, economic, and environmental challenges and enhance the provision of goods and services.

ICAP and its sponsoring companies endorse the fact that partnerships make a significant contribution to reducing harmful drinking. Targeted interventions exist in a range of areas in which industry members, by virtue of their involvement, resources, or expertise, have a unique contribution to make.

Multi-stakeholder Partnerships

Many targeted interventions to reduce harmful drinking are best delivered in partnership, with industry members well positioned to play a substantial role. This paper highlights a number of interventions to reduce harmful drinking that industry members are already implementing in the following areas:

- consumer education and public awareness
- road safety
- screening and brief interventions
- responsible hospitality
- drinking and pregnancy
- drinking and the workplace
- HIV/AIDS

The highlighted initiatives are examples of the myriad of interventions that beverage alcohol members are already doing and that they are willing to replicate, scale up, and help adapt to different national, religious, and cultural contexts in partnership with other stakeholders. Industry members are keen to develop their actions further and to explore increasing collaboration with stakeholders in the field. Where possible, the industry is willing to work with others to rigorously evaluate prevention programs.

*This paper was prepared by Brett Bivans and Marjana Martinic on behalf of the companies sponsoring ICAP: Asahi Breweries, Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman Corporation, Diageo, Heineken, InBev, Molson Coors, Pernod Ricard, SABMiller, and Scottish & Newcastle. A referenced version of this paper is available on the ICAP website at www.icap.org.

Full text: Nr. 26

International Clearinghouse for Birth Defects Surveillance and Research (ICBDSR)

Nongovernmental organization

Country: Italy

Funding or support from alcohol industry? No

Web site: <http://icbdsr.org>

Summary:

The International Clearinghouse for Birth Defects Surveillance and Research (ICBDSR), with its forty registries around the world, covers almost 3.5 million births per year. One of the risk factors we investigate on is alcohol consumption and related birth defects. Our core activity, applied in the alcohol related effects topic, is managing and developing an effective epidemiological surveillance of alcohol related birth defects, in order to define the

quantitative dimension of the problem and the priority issues (i.e. the most at risk population) which public health interventions must be addressed to. Generally, our organization contributes to reduce harmful use of alcohol in several ways, not directly involving the substance users and abusers. Our efforts mainly are:

- increasing the debate about the relationship between alcohol consumption and birth defects;
- providing data to health managers and administrators in order to define the most at risk population
- promoting shared information about public health good practices in various countries;
- collaborating in educational, information and campaign initiatives directed to common people and health professionals.

We became more and more aware that the scientific rational, well established among scientists and researchers, could be not so widely known among common people and health professionals. We strongly believe that public health effective strategies may include promoting awareness and knowledge for all, not only about fetal alcohol syndrome but also about other neurodevelopmental disorders. Moreover, as the society becomes more and more multicultural and the number of migrants visiting the wealthier countries is increasing, the intervention must be designed respecting cultural and religious differences.

As women can be exposed to this risk factor before they become aware of their pregnancy, educational and information must start for them before pregnancy. Given the raise of incidence of alcohol consumption among young people, it could be effective to start educational and information programmes in school and university. The other target of educational and information intervention are the physicians and other health professionals, overall the ones that operate in ambulatory care, primary health care, family practice and preconception counseling services.

We strongly believe that our mission is not only to provide world-wide data to scientific researchers and scholars, but also to promote awareness in health managers, administrators and ministers, as well in common people. In the last year we started some new efforts, among which a 2008 Cooperative Agreement with the U.S. Centers for Disease Control and Prevention (CDC), named “Promoting International Awareness of Birth Defects Prevention”. The general aim of this Project is to improve world-wide knowledge on modifiable risk factors (among which the alcohol consumption) of birth defects and other adverse reproductive outcomes and on effective primary prevention strategies. We consider the WHO call for an open web-consultation a very good opportunity to make our project world-wide known: even if we have members in various countries in the world, any new contact in a new world region will be another pace towards a world-wide coverage of the available information on these topics.

Full text: Nr. 171

International Council of Nurses (ICN)

Nongovernmental organization

Country: Switzerland

Funding or support from alcohol industry? No

Web site: <http://www.icn.ch>

Nurses represent the largest group of health professionals – over 13 million worldwide - and with the greatest contact with the general public and with patients. Nurses are present in all health facilities and in community settings including schools and workplaces. Harmful use of alcohol is a major determinant of preventable injuries, diseases, disability and death. Nurses are key in preventing harmful use of alcohol. Everyday nurses come face to face with problems caused by harmful use of alcohol including: injuries associated with violence, falls and traffic accidents, family disruption, sexually transmitted infections including HIV due to unsafe practices and foetal alcohol syndrome to name just a few.

It follows then that nurses need to be fully involved in reducing the harmful use of alcohol. Yet this goal remains largely unfulfilled. As the global voice of nurses and nursing that represents 132 National Nurses Associations (NNAs) and millions of nurses worldwide, the International Council of Nurses (ICN) is in a position to mobilise its member associations against harmful use of alcohol.

ICN is also in a position to establish partnership with WHO, other health profession associations, NGOs and others to strengthen the role and contribution of nurses in concerted alcohol control strategies to reduce alcohol-related burden of injuries, disease, disability and death.

Nurses are well positioned to provide cost-effective preventive and therapeutic care. As well nurses have a vital role in screening and detection and implementation of treatment for alcohol-related harm.

International Council on Alcohol and Addictions (ICAA)

Nongovernmental organization

Country: Switzerland

Funding or support from alcohol industry? No

Web site: www.icaa.ch

The International Council on Alcohol and Addictions (ICAA) is a global organisation that for more than 100 years has worked to prevent and reduce problems with alcohol and drugs. We have more than 120 member organisations from 75 countries, and we also have many associated, individual and student members.

According to our mission statement, ICAA is dedicated to prevent and reduce the harmful use and effects of alcohol, tobacco, other drugs and addictive behaviours on individuals, families, communities and society.

ICAA believes in the exchange of evidence-based knowledge and innovative approaches. We are committed to undertake this in an independent, apolitical, inclusive, democratic and transparent manner.

Answer to Question 1: What are your views on effective strategies to reduce alcohol related harm?

Basically, we think that a strategy to be successful has to be evidence-based. A good summary of research evidence on what are efficient measures to prevent and reduce alcohol related problems is found in the book *Alcohol: No ordinary commodity*, which was published in cooperation with WHO Europe by a group of distinguished researchers under the leadership of Professor Tom Babor. Starting with the European Alcohol Action plan in 1992, the European region of the WHO has adopted a number of documents that well reflect the position of science on what are evidence based strategies. It is also worth noticing that these decisions have been unanimous by the 50 member states of the WHO in Europe. Therefore the principles in these documents should provide a good basis for action also globally.

In this connection we want to particularly underline what is said in these documents about the importance of strengthening civil society efforts in prevention and advocacy. Since public resources are always limited, it is worth consideration, that money spent on voluntary organisations tends to generate increased input of work from volunteers and thus multiplied effects for the money being spent. Also, strong citizens' organisations are needed as a counterweight to the commercial alcohol industry, which has considerable economic resources that are devoted to preventing public policies that have a proven effect.

Answer to Question 2: From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

The global strategy has to have a public health perspective, not a trade perspective. Therefore, it is important that the consultation with the economic operators, that is mentioned in the resolution by the sixty-first World Health Assembly, is confined, as is said in paragraph 2, point 4, to "the ways they could contribute to reducing harmful use of alcohol" and does not give the commercial alcohol industry influence over public policy.

One aspect, that has been stressed by the ICAA long ago, is that trade agreements and agreements regulating economic integration must not be designed in a manner that prevents countries from adopting and implementing preventive alcohol policies that are more ambitious than those of other countries. The global strategy should outline and recommend minimum policies for the local, national and regional levels, but it should also indicate what could be more ambitious policies, and certainly not raise any obstacles for societies that want to adopt such policies.

Answer to Question 3: In what ways can you or your organisation contribute to reduce the harmful use of alcohol?

The main activity of the ICAA is to arrange conferences for the exchange of knowledge and experiences about the nature of addictions and the ways to prevent alcohol and drug related problems. We also use other means to spread information, like our website and newsletter. During the years we have contributed to the training of experts in prevention and treatment. As is apparent from our mission statement quoted above, we intend to continue with these activities. Of course, our ability to do so is dependent on the economic resources available to us and our member organisations. As stated in our answer to question 1, we strongly urge states and international organisations to give support to the civil society, as this is an important way to increase knowledge and raise awareness about the need for effective policies to prevent alcohol related harm.

International Federation of Blue Cross

Nongovernmental organization

Country: Switzerland

Funding or support from alcohol industry? No

Web site: <http://www.ifbc.info/en-ifbc-home.html>

Summary:

Rapid socio-cultural change and increasing cultural globalization in many parts of the world lead to significant growth in the use of drugs and alcohol and ask for the implementation of effective counter-measures. This contribution illustrates alcohol abuse as rising major threat to public health and its response by the Blue Cross as one of the few international organizations in the field of alcohol abuse.

Full text: Nr. 243

International Federation of Medical Students' Associations - IFMSA

Nongovernmental organization

Country: Greece

Funding or support from alcohol industry? No

Web site: <http://www.ifmsa.org>

Summary:

The International Federation of Medical Students' Associations (IFMSA) is one of the largest student organizations in the world with over one million members in 97 countries worldwide and is recognized as the international voice of medical students around the globe.

Alcohol Related Hazard is a major public health burden that leaves no Region unaffected. IFMSA supports global strategies to reduce the alcohol related harm. Regulation of the physical availability, establishment of governmental monopolies, an increase in alcohol taxation, drink - driving countermeasures and a regulation of the alcohol promotion are effective ways to reduce alcohol consumption.

Finally physicians should be educated to give short interventions and raising awareness against alcohol consumption, during their daily practice. The effectiveness of peer and college education in schools is also a topic to be discussed.

Young people's health is seriously affected globally by alcohol related harm. That is why our role is double as a Federation of future physicians and as a student organization. There are three levels of intervention that each doctor shall be active in, individual, societal and global. As a student NGO, our role is not limited in educating our own members, but also cooperating with our partner student organizations aiming to raise efficiently the topic in the relevant political and societal forums.

Utilizing our strengths and opportunities the Federation shall work intensely to meet our goals for raising awareness, advocating for the relevant health policies and educating medical students on how to meet the needs of their triple role as doctors.

The Federation calls public health aware medical students worldwide to unite their voice, by preparing and running campaigns and events, internationally, nationally or locally, to raise awareness against alcohol. Street action activities and awareness activities are being organized, focusing also on the social aspect of the problem. Such activities draw the attention of media, which can multiply the impact of our actions. The decades of publications of the Federation are also a strong tool within the academic circles on a global level.

Advocacy for the alcohol control policy development or reinforcement is also a major field in which the Federation can be effective in. Through our participation in student networks or special multi-disciplinary networks and our interventions in international forums, the Federation can be a strong partner for the Global Strategy.

The decades of IFMSA meetings all year round and a series of alcohol advocacy schools are core events to get our members trained and build a strong network of future doctors who will fulfill their triple role. Individually they will be able to intervene briefly with their patients about alcohol related harm, detect the problem at an early stage and treat the at-risk drinkers properly socially they will advocate effectively for the alcohol control policies globally they will continue participating in international networks of health professionals supporting the Global Strategy.

Today, more than ever, medical students are ready to work equally supporting the Global Strategy, responding to the evident need and contributing to meet the needs of time

Full text: Nr. 334

International Institute of the IOGT-NTO Movement

Nongovernmental organization

Country: Sweden

Funding or support from alcohol industry? No

Web site: <http://www.bistand.iogt.se>

Summary:

The International Institute of the IOGT-NTO movement is a networking and implementing NGO working with development cooperation with NGOs and governments in a number of countries in Eastern Europe, Africa and Asia. Our focus is alcohol and alcohol policies in a global environment as well as in national contexts.

Our concern is mainly the public health in developing countries which we deem more vulnerable than the developed countries to harm caused by alcohol. This applies to policies and market regulation, research, knowledge base and health systems for prevention and treatment.

From our perspective, these are the best ways to reduce problems related to harmful use of alcohol:

WHO should guide all its member states to pass national alcohol policies based on effective evidence based strategies and methods. Population based policies in combination with risk group intervention and qualitative and accessible treatment would reduce problems. The former two are cost effective while the latter is less cost effective but can not be neglected as harm is caused also to family and other persons around someone abusing alcohol.

WHO should make sure to adopt a global alcohol strategy at the WHA in 2010 to support and guide national initiatives. To any government a good and public health focused alcohol strategy would be of indispensable value to either initiate or to revise its alcohol policy.

WHO should advise its member states to demonstrate boundaries between public health policy and vested alcohol interests. No interference in the policy making should be accepted.

WHO should initiate and fund further research on alcohol in all regions of the world and especially cater for the need of such research in developing countries and emerging economies.

WHO should support the development of information systems via internet and other media to make research and policy capacity available to countries in need of support. Establishing a policy making unit could be considered to which governments could turn to get the needed knowledge support.

WHO should encourage and facilitate regional cooperation and exchange of experiences combined with acquisition/dissemination of recent research. Networking is a cost effective mode to attend to capacity building.

WHO should invite civil society to make a concerted effort and give priority to address alcohol issues as many other poverty, health and socially related problems will find a quicker solution.

WHO should also further elaborate the definition 'harmful use'. Harmful use is normally defined as misuse or abuse as if there would be a clear distinction, an apparent border between use and misuse.

Full text: Nr. 210

International Society of Addiction Medicine (ISAM)

Nongovernmental organization

Country: Canada

Funding or support from alcohol industry? No

Web site: <http://www.isamweb.org>

Summary:

The International Society of Addiction Medicine (ISAM) is a world-wide organisation of specialists in addiction medicine who are responsible for treating people with alcohol use disorders (and other addictions), undertake research, devise, provide and coordinate teaching of medical practitioners and other health professionals, and contribute to the development of policy on drugs and alcohol. This submission is in response to an invitation by the World Health Organization (WHO) to contribute to the consultation process with non-government and other organisations, as part of the development of WHO's global alcohol strategy. ISAM is committed to its objectives to minimize the harm of Alcohol and other drugs through its worldwide members and affiliated societies. Education, research and policy making are among the means of achieving ISAM's objectives.

Full text: Nr. 145

IOGT International

Nongovernmental organization

Country: Sweden

Funding or support from alcohol industry? No

Web site: <http://www.iogt.org>

Summary:

To accomplish this one strategy should be to make the scientific base on alcohol and effective alcohol policy accessible to both the public and the political level.

So far there has been an overwhelming focus on abuse and excessive drinking while the use itself has received little or no attention. There is a scientific support for targeting the population at large simultaneously with addressing abuse and excessive drinking combined with measures to protect vulnerable groups such as young people and pregnant women. Thus a multipronged approach guarantees success.

As availability is central in all substance control policy and restrictions proven to be effective much attention should be given to developing a whole set of measures. Availability can be restricted by high pricing. Taxation is a powerful instrument to use to influence drinking patterns. In societies with little informal production of alcohol taxation is particularly effective. Taxation should automatically be adjusted if purchasing power increases, otherwise the effect will deteriorate. Availability is also sales hours, when you can purchase or be served alcohol. Licensing of alcohol outlets including restrictions in number of outlets and sales hours will reduce consumption and harm. Another availability restriction is age limits where minors are not allowed to buy alcohol. Restrictions in availability requires control and law enforcement to be effective.

Simply considering the enormous amounts that are spent on marketing, restricting marketing is an effective strategy added to others. Severe restrictions or a ban on alcohol marketing is a powerful and effective measure to reduce consumption and harm accordingly.

Public health policy is more effectively implemented if involving civil society. WHO and its member states need to develop methodology and allocate resources for civil society to take its responsibility as mobilisers, implementers and watchdogs.

A framework convention on alcohol in line with the convention on tobacco would mark WHO's concern and wish to reduce and to prevent harm.

It's very important to exclude alcohol from current trade negotiations in WTO. This is one of the most treacherous traps for developing countries at present. Trade commitments might hinder future attempts to use effective measures like advertising restrictions.

There is a strong and apparent conflict of interest between public health and alcohol which is illustrated again and again in the sometimes fierce action by the alcohol industry to stop action by local, national or international bodies when trying to address the growing harm alcohol causes. Public health policy including alcohol policy making should be kept free from interference by vested interests as these obstruct rather than facilitate public health oriented policies.

With the long and comprehensive experience of working with alcohol, with governments and GOs as well as the NGO community mainly in preventing alcohol harm but also with experience from treatment and rehabilitation work to which can be added excellent working relations with scientists within the alcohol research field, IOGT International can offer

guidance and training at all levels from policy making to community based mobilization to counter the negative impact of alcohol.

Full text: Nr. 307

IOGT Junior Association of Norway

Nongovernmental organization

Country: Norway

Funding or support from alcohol industry? No

Web site: <http://iogt-junior.no>

Summary:

We warmly welcome the decision by the World Health Assembly on the development of a Global Strategy and the willingness of WHO to take a strong leadership in prevention of harmful drinking globally.

WHO and international alcohol research has established a good evidence-base for using populations based approaches and control policies to regulate availability, prices and promotion of alcohol. This documentation should be the basis for the Global Strategy, without being compromised by the influence of vested interests in alcohol production.

The Global Strategy should have a focus on situation of children and how they suffer in families with alcohol problems; “the invisible kids”.

Population-based interventions, resulting in reduced average consumption level in the population, have the advantage that they also benefit “the invisible kids”. These children are difficult to reach by more specific interventions, as many of them, per definition, are not seen or understood neither by their close environments nor the social welfare system or treatment facilities.

Targeted interventions towards children at risk are, however, also needed, both directly to the children and towards the problem drinker(s) of the families; family oriented treatment programs like the Family Club Model and good systems in clinics and hospitals for consulting and involving spouses and children of problem drinkers in treatment.

There is a need for an international network for exchange of experiences from and examples of primary prevention programs which aim at strengthening the resilience factors in young kids.

The WHO Global Strategy should have a strong focus on the situation and needs of developing societies in relation to alcohol prevention. In these countries drinking is both a poverty issue and a modernity issues.

The Global Strategy should effectively address the fact that the drinks industry has identified developing countries as their “emerging markets”, where they expect a substantial increase in sales and consumption.

The Strategy should also aim at linking alcohol problems to other key development concerns; prevention of HIV/AIDS and gender-based violence, poverty eradication, public health promotion, gender equity, good governance etc. Such approaches would make it easier to involve in alcohol prevention efforts also mainstream development NGOs who are specialized in such issues.

A lion’s share of the negative consequences from drinking may be harm done to others than the drinker. A focus on the innocent victims of other people’s drinking will strengthen the legitimacy of the Global Strategy and also the legitimacy of the interventions that shall be taken at the local and national level in the follow-up of the strategy.

IOGT Junior Association is a Norwegian NGO, working with children, for children’s personal development and a child-friendly community.

Full text: Nr. 43

IOGT Norway

Nongovernmental organization

Country: Norway

Funding or support from alcohol industry? No

Web site: <http://www.iogt.no>

Summary:

It is well established by the international alcohol research community that restrictions on availability and high taxes are the most effective means to curb alcohol consumption and strengthening public health. there is a need to implement more efficient, evidence-based alcohol policies nationally, but also to adapt the implementation to national and local realities. Policies need to have legitimacy in public opinion, and governments need to be able to enforce the measures being adopted.

In most developed countries governments have the legitimacy and possibility to enforce, but too often there is lack of understanding, knowledge and political will. In many developing countries, cultural norms are more restrictive to the use of alcohol, but government legitimacy in general might be low and possibility to enforce smaller. It’s crucial that these governments build their policies on their cultural norms, and work to prevent the effort from the alcohol industry to “westernize” the drinking culture in developing countries. A recommendation for effective policies and interventions to reduce alcohol-related harm must therefore not be made solely from a European or Western point of view.

WHO’s main concern should be public health. This means that the large sum of health and social consequences in people who are not addicts or regular abusers constitutes the bulk of the problem. Over-all reduction of consumption is still a main target.

Alcohol is no ordinary commodity and should therefore be taken out of the international trade treaties under the WTO. The commercialization of alcohol and alcohol trade should be transferred to the WHO. A ban on alcohol commercials both in developed and developing countries must also be part of the strategy.

The connection between treatment and prevention should be further explored. Since heavy drinkers drink with others, successful treatment of some of them may affect their pals as well. Examples from Italy show that regions with a large number of clubs of treated alcoholics have significant reductions in over-all consumption. A precondition for this, is that treatment aims as an alcohol-free lifestyle.

For us, it is important that alcohol problems must be tackled on a broad basis, and that local communities and civil society play an important part. Professionals and volunteers must find ways to work together, and learn from each other. Harmful use of alcohol is not just a medical, but foremost a public health issue with grave social consequences.

Full text: Nr. 163

IOGT-NTO

Nongovernmental organization

Country: Sweden

Funding or support from alcohol industry? No

Web site: <http://www.iogt.se>

Summary:

Effective measures to reduce consumption of alcohol and thus the harm done by alcohol are: Increase of price, restriction of availability and a total ban on all marketing.

The alcohol industry should not be involved in policy making.

All countries should, as a minimum, have in place a coherent alcohol harm reduction strategy. WHO should support further research.

Full text: Nr. 146

IOGT-NTOs Junior Association in Sweden

Nongovernmental organization

Country: Sweden

Funding or support from alcohol industry? No

Web site: <http://www.junis.org>

Summary:

IOGT-NTOs Junior association is a children's organization that has its focus on how the alcohol consumption affects the situation of the children.

IOGT-NTOs Junior association in Sweden would like WHO to focus on the subject concerning on how the alcohol consumption affects those who are related to people addicted to alcohol. We are thinking especially on the children growing up with one or both parents who have a problem with alcohol. These children often feel a sense of shame and guilt and are devastated that they can't change their situation.

Children of compulsive drinkers are not just in an extra exposed situation when they are young but they also have a tendency to become alcohol abusers themselves when they grow up. It is therefore extremely important that these children find support from the community to work with their feelings and experiences.

Our organization is a part of the worldwide IOGT-movement and we have a great network around the globe and we also have aid work in parts of Eastern Europe, Africa and Asia.

Through our international contacts we can also establish that the rising alcohol consumption is a serious problem for the developing countries. In these countries the children will not just suffer from poverty, absence of food and lack of education but they will also risk being victims of the increased alcohol consumption. Our opinion is that the alcohol is a serious threat to the development of these countries.

The alcohol industry is cynical and their marketing is not only directed to adults but also towards the children. As early as possible the alcohol industry wants to put their products in the consciousness of the children and young adults. We would like WHO to work with the restrictions when it comes to the commercial of alcohol.

A restrictive policy concerning alcohol is extremely important to reduce the social and cultural consequences which will result of a community with a rising abuse of alcohol.

Full text: Nr. 317

Juvente

Nongovernmental organization

Country: Norway

Funding or support from alcohol industry? No

Web site: <http://www.juvente.no>

Summary:

Juvente argues that all use of alcohol among minors should be considered harmful use, and that this is the basis of the prevention work carried out by Juvente.

Juvente argues that policy making should focus on public health issues, and that a restrictive alcohol policy is desirable to reduce alcohol related harm. Juvente contributes to support the Norwegian alcohol policy by systematically inspecting and reporting the level of violations in selling alcoholic beverages to minors. The findings are used to increase awareness of the level of violations and to make politicians ensure a decent level of public inspections, as well as active use of the media through i.e. editorial stories, reader's letters, public information, internet publications.

Juvente proposes that

- restrictive legislation on the marketing, sale and use of alcoholic beverages are recommended to all member countries, and that resources are provided to help countries without such legislation shape and implement such measures
- governments are advised and encouraged to ensure effective control procedures, and to cooperate with NGO's to provide both control and to raise awareness about the legislation. This is particularly important to ensure public support in countries where legislation has been more liberal.

Juvente argues that NGO's can be vital partners in preventing harmful use of alcohol in a number of ways:

- effective peer education and role models
- efficient arena for developing knowledge based prevention methods
- partners in general public communication
- educational arenas to be used both in prevention projects and for policy making
- suppliers of drug-free youth environments
- local political effort
- gathering data and generating reports on use and status of regulatory compliance

Juvente argues that establishing adequate funding and for youth NGO's is a key factor in reducing alcohol related harm in the long run, because the policy makers need partners in the civil society. Youth NGO's have several unique features that make them ideal for this task.

Juvente adopts age related pedagogical strategies to ensure effective prevention work; positive reinforcement for primary universal prevention programs for the youngest adolescents, and peer education.

Juvente proposes that

- universal prevention measures are recommended, and that these should be evidence based. However, the scope of the evidence should be wide, and include knowledge from several different scientific fields.
- methods are developed to be relevant to age, problem development and cultural setting
- prevention work should not be limited to schools or other formal arenas
- close cooperation with youth NGO's are established as part of recommendations to the implementation of prevention work wherever possible.

Juvente also uses new technology in their prevention work, in particular websites and cell phones.

Juvente can contribute by;

- capacity building in other organizations
- providing knowledge about how the practical prevention work in relation to research evidence
- providing a testing ground for researchers

Juvente also argues that a broad scope on knowledge and research should be implemented to provide an adequate base for the development of prevention work, in particular an increased focus on the practical experience of preventionists in the field.

Full text: Nr. 150

Kännikapina- open movement to people who want that Finland drinks less

Nongovernmental organization

Country: Finland

Funding or support from alcohol industry? No

Web site: <http://kannikapina.fi>

Summary:

The burden of disease caused by alcohol is huge at a national, EU and global level. WHO as a leading global public health organisation must act now to target this growing problem. A sufficient body of evidence from the medical research shows the health harms and dangers of alcohol. Alcohol does not only affect the drinker her/himself, but the families, communities and societies. The national healthcare system and social care system can no longer respond to the growing number of alcohol related harm. Alcohol causes enormous human suffering around the world and WHO must take responsibility to stop this. Even if this would not be accepted by the producers of alcohol and their allies.

Price, availability and marketing restrictions are the most effective and inexpensive ways to reduce alcohol consumption. The amount of alcohol-related harm is always related to the amount of the total alcohol consumption. Price, increasing alcohol taxation, is the most effective way to decrease consumption especially among children and under-aged youth. The restrictions on availability are also effective.

At the moment the legislation on alcohol marketing is much more liberal than the legislation on tobacco. WHO's research association IARC has categorised alcohol in the same carcinogen class as tobacco. This must be taken into account and ban the alcohol marketing globally the same way tobacco marketing is banned in most countries at the moment. WHO must not rely on the self regulation of the industry on marketing, since this has proved to be ineffective.

Alcohol industry must not be taken as a partner or a stake-holder when forming the global alcohol strategy. The interest of the industry can never be to decrease the total consumption of alcohol. WHO must give a clear message and signal to the alcohol industry and its allies that their presence and influence on regional, national and international alcohol policy arenas is not acceptable.

The public health actors as well as NGO's must be taken into the process of forming a global alcohol policy.

WHO must help countries to develop their own alcohol strategies if the countries do not have one yet. There strategies must be done from the public health perspective. WHO must give guidance to developing region countries in their alcohol policy making.

WHO as a World Health organisation must give CLEAR messages that alcohol is not healthy.

Full text: Nr. 140

KRZYS Foundation

Nongovernmental organization

Country: Poland

Funding or support from alcohol industry? Yes

Web site: <http://www.krzys.org.pl/>

Summary:

In 2004 KRZYS Foundation has joined to Pan-European Designated Driver Campaign. In 2006 KRZYS Foundation has joined to European Night Without Accident campaign.

All above mentioned campaigns are mainly focused on the concept of designated driver (KRZYS in Poland). In this way (promote the designated driver concept and increase awareness of problems associated with drinking and driving) KRZYS Foundation can contribute to reduce harmful use of alcohol.

Full text: Nr. 190

Marin Institute

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.marininstitute.org>

Summary:

We wish to make four main points in our comments: 1) the alcohol industry is a powerful global influence; 2) the alcohol industry should not guide the WHO strategy; 3) the global strategy must include scientifically-proven policies to reduce harm; 4) safeguards must be put into place to curb the political influence of the alcohol industry worldwide.

In summary, Marin Institute strongly recommends that the WHO global strategy to reduce harmful use of alcohol be focused on keeping the alcohol industry in check, by not allowing companies and trade groups to dictate policymaking, ensuring that public health interests are represented in trade discussions, that only the most scientifically robust policies be considered, and that public health be put ahead of profit motive.

Full text: Nr. 272

Marninwarntikura Fitzroy Women's Resource Centre Aboriginal Corporation

Nongovernmental organization

Country: Australia

Funding or support from alcohol industry? No

Summary:

We are the women of the Marninwarntikura Women's Centre in Fitzroy Crossing in the northern part of Western Australia and this is our story of the action we took to give our people a chance for the future, to stop the grog in our community.

In a bush camp early in 2007 we women came together to discuss how to wage war on the scourge of alcohol that was destroying our dignity, our culture and the very existence of our community. Every day we saw incidents of family violence and child abuse that was fuelled by alcohol. In our community of 3000 people, approximately 30% drink and of these, 30% were hard core drinkers consuming more than 48,000 cans of beer/week and spending over \$6m/yr on alcohol. As such, there was no money for food for their families. Our drinkers were destroying our community, humbugging our elders and threatening our children. Our community needed to take action and find a way forward that would provide hope for our children and safety for our elders.

We held discussions with other women in our community and found that there was a groundswell of Indigenous people desperate to improve their own lives and wage war on alcohol. Our submission tells of the journey our women took to realise the dreams and visions we had for our community. Our actions, while seemingly small, produced dramatic results and may be useful for other indigenous communities around the world dealing with similar problems.

Briefly, this is what happened. In the early part of 2007 a group of women from the Marninwarntikura Fitzroy Women's Centre lobbied strongly for a ban on take away alcohol, an action that had been agreed upon by indigenous women at the annual bush camp. These women, led by June Oscar and Emily Carter, acknowledged that there was a serious problem with alcohol and had the courage to speak out. Over the next few months they lobbied the WA liquor licensing board and others to introduce a regulation prohibiting taking away full and mid strength alcohol for home consumption. This may have seemed a modest measure but it produced spectacular results – a 50% reduction in emergency hospital admissions, a 27% reduction in alcohol fuelled violence, and most importantly a 14% increase in high school attendance.

This community action has importance far beyond Fitzroy Crossing. It shows that community derived solutions, where there is correct identification of the cause and a remedy that is supported by the community, can solve even longstanding problems.

Of course the problems and their cures will not be the same for all communities and it will require great persistence and intelligence to identify them - but they will be solutions that work for that community and will therefore gather the local support necessary for their successful implementation. Fitzroy Crossing is important not only for what it has done but for the hope it might provide to other communities searching for solution

Full text: Nr. 101

Massachusetts Association of Alcoholism and Drug Abuse Counselors

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No information

Summary:

The summary suffices. Alcoholism (a form of chemical dependency) is a disease which is largely unrecognized except in its terminal stages. These are: severe medical complications, uncontrolled compulsive use accompanied by withdrawal in the drug's absence and deteriorating mental health. As was done with cancer, hypertension, diabetes and other chronic, progressive disorders, the public needs to be widely and frequently informed of risk factors and the early developmental symptoms of the disease. These are: family history, abusive use and early onset of abuse which lead to tolerance and episodes of impaired control. They also need to know the definition of "responsible". "Light" drinking - two or fewer drinks a week. "Social" - three or fewer. The contributions to you from the alcohol industry will be motivated by economic interests and not public welfare and should be disregarded. Thank you.

Full text: Nr. 222

Missouri's Youth/Adult Alliance

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://myaa.org>

MYAA is a statewide coalition that assists local community efforts in addressing underage drinking. Its purpose is to encourage advocates to reduce youth access to alcohol by implementing environmental and social policy changes in their communities. By changing policy we will improve the environment that our children are living in each day; the environment that encourages them to drink alcohol. MYAA is also a driving force behind statewide advocacy efforts at the legislative level in Jefferson City; the Coalition maintains a strong presence in and around the Capitol.

During a time when the media is filled with reports of illegal drug activity involving young people, MYAA remains single-minded in its pursuit of reducing access to the nation's number one drug used by children and youth: alcohol. In fact, many youth in Missouri are actively involved in MYAA because they understand the implications of youth alcohol use. These young people speak out about how they are targeted by the alcohol industry and about how normalizing the use of alcohol in society helps to create a climate of abuse. Our youth are a very instrumental part of our coalition.

MYAA's primary purpose, in its work to reduce underage drinking, is one of policy-setting. Since 1997, the coalition has been instrumental in the passage of such local ordinances as beer keg tracking and social host/open house parties. These local efforts have paved the way for success at the state level as well. In 2003, the Missouri legislature passed SB 298 which includes language that requires a retail alcohol licensee to attach a tag to each beer keg sold for off-premises consumption. The purchaser of the keg is required to present identification and the retailer must keep records of the purchaser. If the tag is removed from the keg, the purchaser forfeits the keg deposit. These provisions became effective July 1, 2004. In 2005, SB 402 passed and was signed into effect. This is an underage drinking bill that addresses MIP by Consumption, Open House Parties, School District Alcohol Policies, and more.

Membership in MYAA is open to anyone interested in reducing underage drinking. As a MYAA coalition member, individuals and community groups become a part of a strong statewide advocacy network.

The average age when a child in Missouri first has his or her first drinks of alcohol beyond a few sips is 12 years, or about the sixth grade. As the coalition continues to mobilize advocates to change public policy around youth access to alcohol, the startling fact that sixth graders are consuming alcohol and setting themselves on a potentially destructive path drives MYAA's mission. The focus remains intent on the ultimate win: increasing the age of first use of alcohol and creating a better future for young people of Missouri.

National Alcohol Beverage Control Association (NABCA)

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.nabca.org>

Summary:

Since the 21st amendment was passed in 1933 repealing prohibition in the United States, control of the sale and distribution of alcohol beverages has resided with state governments. There are two distinct types of alcohol

distribution; license and control. The feature that distinguishes license from control states is that control states take ownership of the product at some point in the transaction cycle. All control jurisdictions wholesale spirits while some also retail spirits and others wholesale and retail wines and spirits.

It is important to note that research indicates the control system has provided significant financial and public safety benefits for those states. For example:

A number of studies have shown that license states have significantly greater outlet density than control states. A long history of research establishes that changes in alcohol availability and consumption are associated with changes in alcohol related problems. Studies find a direct relationship between alcohol consumption across the entire population and the prevalence of problem drinking and specific alcohol-related social problems. (Her, 1999) (Wagenaar, 1995) (Holder, 1990)

- State controlled stores are less likely to sell to youth than are private retailers.
- Reduction in youth-related drinking, binge drinking and alcohol impaired driving fatalities. (Miller, 2006)

In addition control jurisdictions generate 102% more revenue than license states in the sales of spirits according to Distilled Spirits Council of the United States (DISCUS) Public Revenues Handbook.2006. Control States generate \$22.77 per gallon revenue compared to \$10.77 for License states. This increased revenue is important for assisting jurisdictions offset the additional costs that irresponsible alcohol use requires jurisdictions to fund including, but not limited to; public safety, criminal justice, medical, prevention, and treatment costs.

In conclusion...Alcohol is a unique commodity: It requires unique approaches in regulating its distribution, sale and consumption. Research shows that the control state system limits physical and social damage the misuse of alcohol causes, yet generates revenues for its jurisdictions. The control system provides a unique balanced approach in the sale and regulation of this unique product.

Full text: Nr. 170

Network of FORUT partner organisations participating in Annual Consultation meeting

Nongovernmental organization

Country: Norway

Funding or support from alcohol industry? No

Web site: <http://www.forut.no>

Summary:

Submission from FORUT Alcohol, Drugs and Development network participating in the Annual Consultation meeting in Malawi 7-8 November 2008:

- The Concerned for Working Children, India
- Association for Promoting Social Action, India
- Child Workers in Nepal, Nepal
- Alcohol and Drug Information Centre, Sri Lanka
- Malawi Girl Guide Association (MAGGA), Malawi
- NGO Gender coordination Network, Malawi
- Drug Fight Malawi, Malawi
- International Federation of Blue Cross, Africa Region, Chad
- FORUT Sri Lanka, Sri Lanka
- FORUT Sierra Leone, Sierra Leone
- FORUT, Campaign for Development and Solidarity, Norway
- IOGT Norway

The signatories to this submission have discussed the various aspects of alcohol as related to key development issues in Africa and Asia, as well as various strategies to prevent alcohol related harm. The effects alcohol use have on children/youth, on marginalized and poor communities, in relation to HIV/AIDS, gender based violence and other development issues underline that the WHO global alcohol strategy needs to be truly global. In this context alcohol use often affects others than the drinker, including the family, children and local community. The strategy should address how alcohol affects the achievements of the Millennium Development Goals.

Use of alcohol can entail violations of our commitment to the United Nations Convention on the Rights of the Child – not only Article 33, which includes the rights of children to be protected from illegal drugs, but all the 44 Articles of the CRC which all the members states are committed to.

For people living in marginalized urban or rural communities, migrants and displaced people social nets are absent. This inhibits their coping mechanism and can easily lead to increased alcohol use and lack of support mechanism to stop harmful drinking.

Many states view increased sale of alcohol as a 'revenue' issue. Health problems, road accidents, violence and other alcohol related problems cause significant costs but are seldom recognised.

Recent studies indicate the linkage between alcohol and HIV transmission. In addition alcohol seems to affect the susceptibility to HIV infections and reduce the effect of ARV treatment .

WHO should consult with different constituencies, including children. The WHO global strategy must contribute to educate and empower national and local governments to implement a strategy that includes education, mobilisation and control. The signatories to this submission underline that the WHO Global Strategy needs to be purely based on protecting public health using the available evidence base

Room et. al.: "Alcohol in Developing Societies; A Public Health Approach"

Babor et. al.: "Alcohol: No ordinary commodity"

We also emphasize the need to safeguard the integrity of alcohol policy from vested interest. Both WHO and national governments should consider affected people as important stakeholders, rather than economic operators. We will request WHO to acknowledge the important role of civil society.

The WHO Global Strategy needs to address the alcohol issue in all its aspects both at the national, regional and global level. Interventions need to be adapted to local realities.

Many of the signatories may help ensure participation of marginalised groups, youth and children for consultations by the WHO, mobilise various groups, develop culturally sensitive materials and work closely with local governments.

Full text: Nr. 233

New Futures

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.new-futures.org>

Summary:

New Futures, a non-profit, non-partisan, advocacy organization, recommends that the World Health Organization focus on policy oriented strategies to reduce alcohol-related harms. We recognize the importance of prevention in a broad sense and treatment for alcohol problems. In both of these realms governments and organizations can play important roles in creating an environment that reduces alcohol-related harms. Policies that encourage treating addiction like other chronic health conditions and policies that recognize the negative impact of alcohol advertising on public health are among the many that nations around the world could use to limit harmful alcohol use.

Full text: Nr. 232

New Zealand Drug Foundation

Nongovernmental organization

Country: New Zealand

Funding or support from alcohol industry? No

Web site: <http://drugfoundation.org.nz>

Summary:

The New Zealand Drug Foundation is a registered charitable entity founded in 1989. We are committed to reducing and preventing the harm caused by alcohol and other drugs in New Zealand, both the social and health harms.

At the international level, the Drug Foundation is a member of the International Harm Reduction Association, International Drug Policy Consortium, Global Alcohol Policy Alliance and Asia Pacific Alcohol Policy Alliance.

Question 1

The Drug Foundation would like to outline four strategies that we believe are effective, but also achievable.

- Manage the availability of and access to alcohol to minimize alcohol-related harm.
- Set the price of alcohol at an appropriate level to disincentivise harmful consumption.

- Promote and protect communities' control and involvement in decisions and processes relating to alcohol in their communities.
- Ensure an effective treatment continuum of care that addresses social integration, prevention.

Furthermore, for these strategies to be successful and effective there needs to be national and international political and governmental leadership.

Question 2

The Drug Foundation notes four key approaches that can be taken to reduce the harmful use of alcohol from a global perspective.

- Ensure that trade in alcohol related goods and services is responsive to the aim of minimizing alcohol related harm at a global level.
- Develop a better understanding of the use of homemade alcoholic beverages in developing countries, and developing approaches to assist these countries in addressing them.
- Assess and address the negative impacts of alcohol on social and economic development
- Support developing countries to set in place effective measures to address alcohol related harm – encouraging local community empowerment and the development of the role of civil society, and in particular NGOs in developing these effective measures, both at international and member state level.

Question 3

In relation to the WHO development of a Global Alcohol Strategy the Drug Foundation can contribute in the following ways.

- Support communities to address their alcohol related harm.
- Add to the evidence base through research and evaluations of initiatives.
- Advocate nationally and internationally for effective, evidence based strategies.
- Disseminate evidence-based, useful information to the public, organizations, and communities.

The Drug Foundation would be happy to support the WHO's consultation process, particularly in relation to consulting NGO's and civil society more broadly.

Concluding comments

The Drug Foundation strongly supports the development of a Global Alcohol Strategy by the WHO and member states. The Drug Foundation also believes that the Global Alcohol Strategy will be most effective if it:

- is evidence and research based
- involves NGOs and civil society
- is a strong, binding framework.

The Drug Foundation commends the WHO for taking this action to address alcohol related harm and supports the development of a strong, evidence based Global Alcohol Strategy that provides a strong framework for member states and civil society to work with in addressing alcohol related harm.

Full text: Nr. 236

New Zealand Winegrowers

Nongovernmental organization

Country: New Zealand

Funding or support from alcohol industry? Yes

No summary available.

Full text: Nr. 275

NGO Fontana

Nongovernmental organization

Country: Denmark

Funding or support from alcohol industry? No

Web site: <http://www.ngofontana.org>

Alcohol consumption is increasing at an alarming rate in developing countries and so are the number of problem drinkers. Extensive and well documented research on measures which work and which do not work to combat the problem, are widely published and tested. It would be a waste of good resources not to transfer this knowledge to developing economies, where the problem is beginning to surface.

The increasing alcohol consumption in some emerging economies such as Vietnam should be of great concern. Alcohol could be the most detrimental risk factor, although official and reliable statistics are scarce. Also, it is probable that alcohol accounts for the same amount of disease as tobacco and that alcohol is one of the leading causes of death and disability.

Despite that, the problem is not recognized in Vietnam, and Vietnam does not have a coherent and communicated national or local alcohol policy.

However, scientific evidence for strategies and interventions designed to prevent or minimize alcohol-related harm exist. harmful drinking affects not only those, who drink, but alcohol abuse or dependency also have severe negative social and economic consequences for others, in particular families and society at large.

Babor et. al. 2003, have made a comprehensive and documented list of cost effective measures which most national policy makers could implement.

Among those are early intervention and treatment strategies.

At the population level, their impact is limited, because specialized treatment for alcohol problems almost by nature can benefit only a relatively small fraction of the population.

However, as treatment is an obligation to any civilized and humane society, it deserves attention irrespective of whether treatment receives public funding or not.

Any and all early intervention and treatment should be best practice and evidence-based.

Alcohol abuse and dependency are complex issues. Alcohol intervention and treatment require specialized skills and training by the medical staff, social workers and counselors involved.

It must be targeted, evidence-based, framed in time, and focused on the alcohol problem, its consequences and complications. Early intervention and treatment is cost effective compared to the total costs which society will incur if nothing is done.

However, even inexpensive efforts can be costly, if they do not have effect.

The following treatment modalities have demonstrated universal effect: 12-Step Treatment and CBT + RET where families are included in the treatment process (prior, during or post treatment of the abuser/dependent).

Effective screening and diagnostic tools are paramount to offering relevant and adequate treatment.

Particular emphasis should be put on diagnosing potential: Alcohol related somatic diseases, psychiatric diseases, co-morbidity (neurosis, nervous fear, phobias, depression, borderline, ADHD, PTSD), cross-dependence, social problems, and family situation.

There is no consistent evidence that intensive residential programs provide more benefit than less intensive out-patient treatment, although in-patient treatment should be used in severe situations.

The majority of problem drinkers, alcohol abusers and alcohol dependent people are relatively well functioning citizens with a social network, a job, a fair income etc.

Addressing this target group will provide the greatest financial benefit for society.

The earlier you get into treatment the greater the benefit.

Public efforts should be made towards addressing the social stigmatization of people having problems with alcohol.

NGO Fontana is operating detox. and rehab. facilities in Vietnam.

We have a fully documented approach to treatment which has demonstrated convincing results.

NordAN - Nordic Alcohol and Drug Policy Network

Nongovernmental organization

Country: Denmark

Funding or support from alcohol industry? No

Web site: <http://www.nordan.org>

Summary:

The view of NordAN – the Nordic Alcohol and Drug Policy Network – on what constitutes a good preventive alcohol strategy in general and a global strategy in particular can be summarized in these points, based on our alcohol policy platform, adopted by representatives of our member organisations:

1. Harm done by alcohol is a serious social and health problem. Particularly important from a policy point of view is the harm caused to other persons than the drinker.

2. It is more humane to prevent harm than to wait until it has occurred. A comprehensive policy is needed, including both population based measures and action directed at risk groups and risky behaviour
3. It is important both to reduce total consumption of alcohol and to influence drinking patterns, eg to avoid intoxication.
4. A high price on alcohol, reduced availability and age limits are the most efficient instruments, both in reducing total consumption and in reducing problems.
5. Information about the effects of alcohol is important, but can not replace restrictions. Commercial alcohol advertising should be avoided as far as possible.
6. Alcohol is a losing affair economically for society. Alcohol related problems cause great costs. Attempts to defend increased drinking with arguments of employment or export incomes must be rejected.
7. Alcohol free zones: Alcohol should be avoided during childhood and adolescence, during pregnancy, in working life, in road traffic, in motor boats and in connection with sports.
8. Care should be financed by public bodies, but can be carried out by others
9. Schools have an important role in prevention.
10. Alcohol research should be given increased resources.
11. It is important that the global strategy has a public health perspective and not a trade perspective. The influence of commercial alcohol industry should be limited, and the conflict between public health interests and the industry's goal to increase sales should be acknowledged.
12. Strong voluntary organisations give good support to alcohol policy.
13. The WHO needs resources to promote implementation of global and regional strategies against alcohol problems.
14. Alcohol is no ordinary commodity, which should be taken into consideration when forming international trade agreements and rules for economic cooperation. States that want to carry out alcohol policies that are more ambitious than those agreed by economic or trade unions should not be prevented from doing so.

NordAN is a network of 88 voluntary organisations in the alcohol and drug field in the Nordic and Baltic States. We work to strengthen the support for restrictive alcohol policies based on solidarity and scientific evidence in our countries. Through our website and newsletter, and different meetings and conferences, we can spread knowledge about alcohol problems and efficient preventive policies, and support voluntary organisations in their work to obtain decisions on good policies and contribute to their implementation.

Full text: Nr. 160

People Against Alcohol, Drug Abuse & Merchandise - PAADAM

Nongovernmental organization

Country: India

Funding or support from alcohol industry? No

Specific inputs from PAADAM for the proposed National Alcohol Control Policy

1. While naming the policy, you may use the term 'National Policy for reducing Alcohol harm or Integrated Policy for Reducing Alcohol harm or a similar sounding connotation. Here the word 'Reducing Alcohol harm' rather than 'Alcohol control' will find favour with all stakeholders and will help break the initial barrier, which is important.
2. Focus more on the controlling the business of hard liquor than soft liquor like Beer, wine and similar ones.
3. Push for dual pricing policy. Low excise/taxes on alcohol with less than 6%TAC. Preferably Ban or high excise/taxation on alcohol with high TAC like hard liquor.
4. But increasing the price of alcohol like in Europe/US may not be a proper strategy. It is our assumption that increasing alcohol price beyond a point may be counter productive and lead to other anti-social trends. While there may be some reduction in consumption due to this, many youth may be tempted to resort to illegal and anti-social methods like theft, cheating, petty crimes and even murder to make up for the additional expenditure. This is validated by the recent spate of murders of security guards in Chennai by groups of youth for petty cash, just to pay for the cost of alcohol. Also, many youth have been taking to chain snatching and mobile thieving to pay for high prices of alcohol.
5. Liquor business houses have been indulging in surrogate/indirect advertisement, using the same brand name for wine glass, mineral water, soda etc. Hence, liquor businesses should be prevented through suitable legislation, use of same brand name or similar sounding one or logo in their audio-visual advertisements for liquor as well as their other products. They can have one brand name or logo for liquor, which of course cannot be advertised and a different one for their other products. This will be a good measure to rein in the liquor businesses.
6. Engage leading corporates especially Software/IT on a continual basis on Alcohol abuse in Workplace and promote the concept of cocktail free parties, not giving liquor as gifts and similar employee welfare

measures as part of their Corporate social Responsibility (CSR). We need to create awareness that good HR policy means a liquor free campus and that helps in employee satisfaction, productivity, loyalty and most importantly improving the bottom line. Allot funds for conducting workshops to corporate employees in an attempt to prevent binge drinking.

7. Never engage liquor businesses in any liquor related deliberations or funding/ promotions. Create a Strategy for negative publicity for alcohol businesses on the whole.
8. Use services of NACO, NGOs working on HIV, Commercial sex workers, volunteers etc to anti-liquor campaign, de-addiction as part of controlling the spread of HIV.
9. Persuade all State Governments to strictly implement legal drinking age of 21 years. This should be prominently displayed in all liquor shops and liquor sold only on proof of age like Driving license.
10. Take serious measure to prevent drink-drive. The message that drink drive is not just injurious to the driver but other road users should be widely publicized. Drink driving is violation of the fundamental rights to life and security of others. Drink-driving should be officially equated to roaming on the streets with an unlicensed, loaded revolver, which may harm either the person or an innocent. The Law ministry to be persuaded to enact and implement strict law against drink drive.
11. Breath analysers and Alcohol in Blood analysers to be installed in major highways, get-aways and Tourist spots to prevent drink-driving. Establishing Mobile courts exclusively to prevent drink-drive will ensure swiftness of punishment which will be a major deterrent against drink-drive including license cancellation and imprisonment. (already recommended by IAPA)
12. Engage the services of Film actors and personalities to speak against alcohol abuse, similar to Polio/HIV campaign.
13. Establish a 'National Institute on Abuse of Addictive Substances' (NIAAS) similar to NIMHANS. Establish these institutes across Indian states, which will support federal Government efforts and share experiences.
14. Lobby to bring in anti-alcohol people as members into State Road safety committees.
15. To prevent hooch tragedies, a law should be enacted to make all methanol manufacturers give a distinct colouring agent to the solvent. The colour of methanol should be widely publicised throughout the country especially rural areas where similar tragedies have occurred before.
16. Persuade the Prime minister to declare the rapid increase in sale and consumption of alcohol as national health emergency similar to famine/Tsunami/HIV.
17. The age of Television should be used by the Ministry of Health. Explore the viability of running a separate state television channel (Health Channel) in English and other regional languages exclusively on all aspects of health. Various Issues on Liquor, Drugs, Tobacco, HIV, Cancer, Medical Insurance and host of other medical issues can be beamed – will have a positive impact on the health of the public. This can be a bold initiative and one more highlight of your achievement in the ministry.

Project Extra Mile

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No information

Web site: <http://www.projectextramile.org>

Summary:

Project Extra Mile is a community-based organization in the United States of America, the State of Nebraska. We are committed to preventing youth access to alcohol and the tragic consequences that result from underage drinking. The organization's mission is to create a community consensus that clearly states that underage alcohol use is illegal, unhealthy, and unacceptable.

Project Extra Mile supports a broad scope of initiatives to prevent the harms associated with underage drinking. The organization is opposed to products that target young people, including alcopops and alcoholic energy drinks. Irresponsible products aimed at youth should be banned or, at the very least, regulated appropriately in order to eliminate youth access and availability to the products.

Public health considerations should take precedence with regard to alcohol policy in the United States and throughout the world, and a global approach to this issue should be reached only after substantial input from representatives involved in public health practice, using sound public health research and science.

Project Extra Mile is opposed to international trade agreements that treat alcohol as a conventional good. Alcohol is not an ordinary article of trade, but rather, a drug that causes significant problems for young people, their families and communities. Efforts to decrease access and availability, restrict advertising and increase price are desperately needed to protect young people. The alcohol industry has no place in establishing such global policies; and further, they should be far removed from any trade agreements and discussions. The alcohol industry – influential and controlling – should not be allowed to exploit developing countries through the manipulation of trade agreements.

Project Extra Mile encourages the World Health Organization to support appropriate regulations, restrictions and alcohol control policies that would enhance public health for youth across the world.

Full text: Nr. 322

Quest for Quality BV, training and consultancy

Nongovernmental organization

Country: Netherlands

Funding or support from alcohol industry? Yes

Web site: <http://www.q4q.nl>

Summary:

As organizers of the International Conferences on Alcohol and Harm Reduction (Brazil 2002, Poland 2004, South Africa 2006 and Spain 2008) we wish to share some observations and recommendations which were brought forward in these conferences.

Reports of these conferences can be downloaded at www.alcoholconference.org

Some observations:

1. Traditional western policies which aim at higher prices and less availability of alcohol have little or no effect in transitional countries because:

- Alcohol has a low priority
- Much of the alcohol consumed is home made or illicit, which makes it impossible to influence the price through taxation
- Laws are often poorly implemented (for example drinking and driving)

2. Health professionals often dominate the alcohol policy field, whilst other disciplines which are also confronted with alcohol related problems (police, city planner and those working in the hospitality industry) are less involved.

3. Especially among western health professionals and researchers a resistance can be observed regarding the involvement of the alcohol beverage industry. There seems to be a confusion between working WITH and working FOR the alcohol industry.

4. Research is often too quantitative and limited to quantities of alcohol consumed. (in stead of looking at alcohol related harm per se). In case drinking concerns home made alcohol and/or in case no standard glasses are used, it is next to impossible to give an adequate figure about quantities consumed.

Some recommendations:

1. Next to traditional western alcohol policies, more attention should be given to targeted interventions. Before implementing targeted interventions an analysis should be made about who drinks where, when and why and what sort of harm is related to this drinking. Subsequently, a plan can be made on how to reduce such alcohol related harm. This may imply a focus on less alcohol consumption, but could also be imply other measures which do not necessarily lead to less consumption but look at changing the drinking environment, organizing night time transportation, changing the setting of a disco etc. etc.

2. Consumption of alcohol is a reality. People enjoy drinking and it has a social function. Alcohol policies should take this into account and aim at increasing the positive effects and reducing the negative effects. The Harm Reduction paradigm as developed for illicit substance use is a powerful tool in developing such realistic policies.

3. Partnerships, based on mutual respect and transparency, are essential in moving alcohol policies ahead. Such partnerships have to involve all stakeholders, such as parents, educators, health professionals, researchers, police, policy makers, city planners, hospitality industry and alcohol producers.

4. Since many different disciplines are confronted regularly with alcohol related harm, training should be offered on a large scale to people working in first aid, police and security staff, policy makers and city planners, and those working the hospitality industry. Such training should focus on (1) sensibilisation of the alcohol issue, (2) concrete actions to take to reduce alcohol related harm en (3) learning the value of cooperation with other disciplines.

Ernst Buning and Monica Gorgulho

Full text: Nr. 117

San Diego County Alcohol Policy Panel

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.alcoholpolicypanel.org>

Summary:

The San Diego County Alcohol Policy Panel believes the best way to reduce community problems and personal harm related to alcohol is to change the social, legal and commercial environments in which alcohol is made available and/or desirable to young people.

We believe “environmental strategies,” which change the legal, social and commercial environments in which decisions around alcohol are made, address the root causes of alcohol-related problems. By changing the socio-economic landscapes in which alcohol problems occur, we take a public health approach to a public health problem, shifting resources into a cost-effective prevention approach and away from attempting to change things one individual at a time.

We support the following environmental change policies:

1. Public drinking should be banned at all parks, beaches, and other community spaces frequented by children and families.
2. Communities should adopt, enforce, and adjudicate social host laws, which hold non-commercial individuals responsible for underage drinking events on property they own, lease, or otherwise control (<http://www.socialhost.org>).
3. Local governments should fund and support public awareness campaigns to reduce underage and binge drinking and adult conduct that facilitates underage and binge drinking.
4. Governments should adopt tax policies that reflect the social and economic costs of alcohol use.
5. State certified Responsible Beverage Sales and Service (RBSS) training should be required and enforced for all owners, managers and employees of businesses licensed to sell alcohol (http://www.marininstitute.org/alcohol_policy/rbs.htm).
6. Public and private entities should fund and support programs to increase public awareness of alcoholic products designed to attract youth or target specific populations or cultures (www.alcopopscoalition.org) and (www.marininstitute.org/take_action/hands-off.htm).
7. Public and private entities should take reasonable precautions in the time, place and manner of placement and promotion of alcoholic products to reduce youthful exposure to alcohol advertising and marketing activity (<http://www.camy.org>).
8. Effective enforcement and adjudication of alcohol laws should be made a priority at all levels of government.
9. Educational institutions should have appropriate and consistent enforcement of policies and codes for students and staff regarding alcohol use and promotion on their campuses.
10. Communities should understand and apply state and local ordinances to control the number, location, and density of alcohol beverage outlets.

Full text: Nr. 95

Santa Fe Underage Drinking Prevention Alliance

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Summary:

To Whom It May Concern:

Do not be fooled by the liquor industry. Alcohol plays a key role in harming families and communities everyday throughout the world.

The disturbing fact is that drinking is a serious and dangerous problem. The need for families, communities, businesses, law enforcement and government to stay vigilant and active regarding the irresponsible marketing of alcohol has never been greater.

Alcohol consumption is a major contributor to the three leading causes of death among people: motor vehicle crash, suicide and homicide. Youth alcohol use is strongly associated with many other life altering risk behaviors such as unplanned pregnancy, violence, academic failure and DWI. Too many of our young people start to drink at an early age. Yet we can make a difference by advocating for the interventions below:

- Excise tax increases
- Happy hour bans
- Full or partial bans on advertising and marketing, such as restrictions on youth exposure to alcohol advertising and marketing
- Minimum legal purchase age (e.g. 21 in the U.S.)
- Government monopoly of retail sales
- Restriction on hours or days of sale
- Outlet density restrictions
- Brief interventions and treatment
- Lowered BACs limits, random breath testing and administrative license suspension for drinking-driving
- Strict enforcement of existing alcoholic beverage control and traffic safety laws

The Santa Fe Underage Drinking Prevention Alliance is urging communities and families to join together to fight this severe threat to our children by educating themselves about the dangers and costs of alcohol and the impact of alcohol in our communities. Our children deserve to have the brightest possible future we can give them. We can all contribute to our children's and community health by talking about alcohol before children start drinking and supporting policies and initiatives that effectively reduce drinking.

Thank you for helping with this critical work. We wish the families and communities of the World the best.

About Santa Fe Underage Drinking Prevention Alliance

The Santa Fe Underage Drinking Prevention Alliance collaborates to prevent and delay the onset of underage drinking by leveraging resources to implement culturally competent, evidence-based best practices in education, prevention and policies to change community norms around alcohol use. Our vision is that in Santa Fe County no one drinks alcohol before the age of 21, adults model low risk alcohol use, and no one drinks and drives.

For more information regarding the Santa Fe Underage Drinking Prevention Alliance please contact Shelly Mann-Lev, Chair at (505) 467-2573. Contact: Cynthia Delgado, Communications Liaison. Santa Fe Underage Drinking Prevention Alliance. Cell Number: 505-670-3002. Email: cmdelgado@att.net

Full text: Nr. 99

SIMON- Sundsvall

Organizaciones no gubernamentales (ONG)

País: Sweden

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Informar a la comunidad de Sundsvall y sus alrededores de acuerdo a medios modernos visuales y en forma de una exposición gráfica que se exhibirá en sitios públicos municipales y del Estado. Es de pensar que esta información vendrá acompañada con acciones junto a similares organizaciones como Vileda y IOGT-NTO-Sundsvall. Las acciones se harán en los centros comerciales de Birsta repartiendo pamfletos que informen sobre los daños y perjuicios del uso del alcohol y estupefacientes.

Nuestra contribución a esta campaña, en contra del uso del alcohol por diferentes grupos de personas, se basa en informar de forma directa e indirecta por estas dos formas:

- En forma didáctica exponiendo en un material informativo las consecuencias del uso incorrecto del alcohol. Este material se hará girar en bibliotecas y lugares de mayor frecuencia juvenil, adulta y de tercera edad
- También se presentarán videos al respecto. Y en este contexto se invitarán organizaciones que luchan en el mismo ámbito como el IOGT-NTO de nuestra localidad.
- También haremos manifestaciones públicas en las afueras de los expendios estatales al menos una vez por mes. Para así concientizar a aquellos que van a comprar alcohol en ese establecimiento.

Nuestra forma de trabajar la haremos junto a otras organizaciones que también trabajan por la disminución del uso del alcohol y que también trabajan contra el uso de drogas. Al mismo tiempo que participaremos en las manifestaciones comunales con un stand donde se exhibirán las bebidas no alcohólicas que podrían sustituir a las alcohólicas.

Sri Lanka Temperance Society

Nongovernmental organization

Country: Sri Lanka

Funding or support from alcohol industry? No

Summary:

Public health should supersede all other considerations and the message of the harmful effects of the use of alcohol should be loud and clear at all forums international, regional or national. The lead should be taken by international bodies like the World Health Organisation and the World Bank to build awareness among all governments of the seriousness of the global problem and the ill-effects of alcohol use on the well-being of persons, families and nations and the adverse economic and social impact of alcohol use. Public health policies should be protected from commercial and other vested interests of the alcohol industry through concerted action internationally, regionally and nationally.

Price and tax measures are considered the single-most measure that reduces alcohol consumption without any barriers. Besides, there are many non price and tax measures that are effective in reducing alcohol-related harm. Deglamourising alcohol use; raising the permissible age to twenty one years; licensing manufacturers, exporters, importers, wholesalers, distributors and retailers; prohibiting all forms of advertising, promotion and sponsorship by the industry; ban on duty free and internet sales of alcohol products; promoting cessation of alcohol use and implementing measures to reduce alcohol dependency; research, surveys and special studies on alcohol related issues; communication and public awareness; comprehensive national legislation; and establishing liability regimes are recommended.

The WHO should initiate action to negotiate a Framework Convention on Alcohol Control that will give the necessary impetus for desired action at the international, regional and national levels to reduce alcohol-related harm. International cooperation to counter the alcohol pandemic is essential as the trans-national corporations that control the alcohol industry target vulnerable groups especially in the low and middle income countries.

Full text: Nr. 133

STAP (National Foundation for Alcohol Prevention)

Nongovernmental organization

Country: Netherlands

Funding or support from alcohol industry? No

Web site: <http://www.stap.nl>

Summary:

STAP (the National Foundation for Alcohol Prevention, in the Netherlands) has the experience that the key explanatory factors related to alcohol problems are the easy access to alcohol, low prices, the intensity of the marketing and the unrealistic health image of alcohol.

Scientific research has shown that effective policy measures include the following: price policy to influence affordability, minimizing physical availability of alcohol (e.g. by restricting the number of outlets, hours/days of sales, by removing sweet alcohol-pops from the supermarket, etc), increasing the minimum legal purchasing age, improving the enforcement of the minimum legal drinking age, a ban on alcohol advertising, random breath testing and brief interventions for high risk drinkers (see Babor et al., 2003).

On a global level, STAP pleads for the following:

- Member states should not be restricted in pursuing their own national/local alcohol policies due to European/global trade agreements.
- Tax levels should be more harmonised (based on Purchasing Power Parity per country and based on the economic principle that the level of taxation on products like alcohol and tobacco should relate to the costs of these products for society) and EU wine allowances should be stopped.
- A policy of minimum retail prices for alcohol based on health arguments.
- To better protect children against the effects of alcohol marketing, STAP pleads for a total ban on alcohol advertising (similar as with tobacco).
- In order to standardise alcoholic consumptions on a global level, it is necessary that all alcoholic beverages contain the number of grams of alcohol on the label (and not only the percentage of alcohol). This way, global guidelines can be developed and the risk of overconsumption due to confusing drinking guidelines might be reduced.

STAP is a strong proponent of a world-wide Framework for Alcohol Policy similar to the WHO Framework on Tobacco Control. A world-wide agreement about effective policy instruments to reduce youth drinking, to reduce harmful drinking by adults, to reduce drunk driving and to protect third parties frees the way for effective policy making on local, national, European and global level.

STAP advises that the alcohol industry (although involved in producing and distributing alcoholic products), should not play a role in the development of effective alcohol policy, on any level. Commercial interests and maximizing profits are not compatible with public health interests such as the reduction of alcohol-related harm.

STAP is a national, independent non-profit organisation that advocates effective alcohol control policies and works towards public awareness of the risks of alcohol. We work on a local, national and European level. Our main expertise is on local alcohol policy, the monitoring of alcohol marketing (in the Netherlands and in Europe with the European Centre for Monitoring Alcohol Marketing, EUCAM), and promoting an alcohol free environment for pregnant women and minors.

Full text: Nr. 87

StopDrink Network

Nongovernmental organization

Country: Thailand

Funding or support from alcohol industry? No

Web site: <http://stopdrink.com>

Summary:

Effective strategies to reduce alcohol-related harms should have the following characteristics:

First, effective strategies should be based on clear policy direction, good policy content, effective implementation and strong policy support. Knowledge backs up all these important aspects, whereas commitment from policy makers is of great importance to realize the effective strategies.

Second, effective policy or strategies must be created with no commercial interests or interference from alcohol industry and related business. Health benefits of population must come first and should prevail over economical benefits.

Third, the age of new drinkers has been declining. For that reason, it is important to block up marketing strategies and seductive advertisements of alcohol products which will help prevent new drinkers. Restrictions on marketing and a total ban of advertisement should be recommended. Innovative alcohol control campaigning techniques and social marketing strategies can supplement the restrictions imposed on alcohol marketing and advertising.

Last, international collaboration should be strengthened as the alcohol issue can not only be solved at a national level as countries tied with many complicated conditions such as Free Trade agreement. Alcohol should not be considered as equal to other normal commodities and should be excluded from the trade agreement.

From a global perspective, when dealing with a very complicated and controversial problem like alcohol, the world perhaps needs to have power of head, heart and hands. "Head" means knowledge. "Heart" is a commitment especially from policy or government sector. If they are well informed and understand the problems, alcohol control will be a lot easier. "Hands" means participation from civil society. Mobilization of the civil society could contribute extensively to alcohol control. It could give strong support to policy sector, while counterweigh the alcohol industry. When heart, head and hands work together and support each other, the world will be powerful in tackling with problems from harmful use of alcohol. Failure of any function of these three elements could lead the world to nowhere. WHO Secretariat team can therefore play a crucial role in driving and synchronizing these three powers.

StopDrink Network, established in 2003, is the biggest network of people's organizations which works to reduce alcohol consumption and its related harms. The Network has more than 260 allies across the nation. At the international level, StopDrink Network could have the following contributions to reduce harmful use of alcohol:

- Take an active role in a global NGO community and cooperate with them for an advocacy of effective alcohol control policy or other activities that meet the Network's objectives with no interference or commercial interest of alcohol industry.
- Support WHO's efforts in drafting a global strategy to reduce harmful use of alcohol and in the implementation of the strategy.
- Share knowledge, lesson learned and experiences with other countries. StopDrink Network may also be able to provide technical support to other NGOs in SEA.

Full text: Nr. 55

Student Aid Liberia Inc

Nongovernmental organization

Country: Liberia

Funding or support from alcohol industry? No

Summary:

Alcohol is a major problem in Liberia. We have done a survey that proved the youths as major users of alcohol. Our survey showed 43% of youths in Liberia use alcohol in Liberia and we have recommended to the Liberian government to increase tariff on the importation of alcohol in Liberia to help minimize the misuse and abuse of alcohol in Liberia. Our youths were engaged in the 13 years civil crisis in Liberia and they are as such former combatants. They did not only limit themselves to alcohol use, but drugs as well. And here some thing need to be done too.

Alcohol abuse is a serious problem in Liberia amongst the youthful population and we need urgently a remedy to reduce the risky behavior of our youths. They are in any nation the foot to stand on and if all of them are alcoholic what can become of that nation?

We have been fighting in this area carrying out awareness programs in schools and communities. But we have not received any help from WHO in Liberia. We wrote asking for financial assistance to implement a workshop on drug and alcohol, but WHO in Liberia said they only deal with government not NGOs. We pray this time around we can be included in any future events.

Taiwan Medical Association (Member of World Medical Association)

Nongovernmental organization

Country: Taiwan

Funding or support from alcohol industry? No

Web site: <http://www.tma.tw/>

Summary:

Small dosage of alcohol for daily use may be helpful for vascular dilatation etc., in most of the population. But in several Asian populations, including Han-Chinese, Korean, Japanese etc., which represents at least 1/5 of world people, they have 1/2 or 1/3 of the population having ALDH2*2/*2 or ALDH2*1/*2 which encode enzyme cannot - or slows down - the metabolizing of acetaldehyde. Even after small dosage of alcohol drinking, they will produce acetaldehyde accumulate which will not only induce palpitation, facial rash, nausea, etc., but also cause a lots of toxicity in the whole body and increase the risk of cancer in G-I system and liver, as well as increasing the risk for developing early neuron deterioration. WHO should announce to such populations to be careful about using alcohol in any conditions and festivals, even in a birthday party.

Reference: Chen et al, Am. J. Hum. Genet. 65: 795-807, 1999

Professor Ru-Band Lu, November 10,2008

The Association for Promoting Social Action

Nongovernmental organization

Country: India

Funding or support from alcohol industry? Yes

Web site: <http://apsaindia.org>

No summary available.

Full text: Nr. 333

The BACCHUS Network

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: <http://www.bacchusnetwork.org>

World Health Organization -- The BACCHUS Network™

For the young adult, college population in the United States, alcohol is the primary substance that increases in use and abuse upon enrollment and is higher than in the non-college young adult population. Although the majority

(65%) of students choose either to not consume alcohol or to drink at lower-risk levels, those consuming at high-risk levels are the source of the majority of negative consequences.

In 2002, the U.S. National Institute on Alcohol Abuse and Alcoholism published a report with research-based recommendations for a comprehensive alcohol abuse prevention program for colleges. These included screening and brief intervention, visible enforcement of applicable laws, collaborative campus-community efforts, and actively incorporating peer educators in the implementation of programming, messaging, and outreach.

Trained peer educators are trusted sources of reliable and accurate health information among their peers. Peer educators are in a unique role to interact with their peers and to be the communicators of health information on a frequent basis. They also are a valuable link with campus administration; often peer educators can be among the first to know whether their peers know how to look out for one another and what can make educational campaigns resonate.

The BACCHUS Network™ has been supporting this valuable and effective campus resource since 1975 and actively training these student leaders since 1990. If there is one group that can have the broadest outreach with the college student population, it is trained peer educators.

The young adult population is one of the high-risk groups for alcohol abuse, but this age group also has a range of users from abstainers to extreme high-risk drinkers. Prevention and intervention approaches must be able to support the healthy choices of abstainers and low-risk drinkers as well as address the behaviors and attitudes of harmful and hazardous drinkers.

This task can be addressed by augmenting education and awareness efforts with use of motivational interviewing in brief interventions by trained peers and campus staff and with strengthened policy and enforcement efforts.

In addition, changing the environment around drinking can alter how the college population drinks and their attitudes about drinking. Social norming is a proven method for correcting misperceptions about drinking behaviors and attitudes. When these misperceptions are corrected, campuses have seen decreases in alcohol use, abuse, and related problems.

Although the research and documentation of progress must continue, one of the largest hurdles to effective comprehensive alcohol abuse programs is the lack of support and funding. Even when engaging trained student leaders in a program, a campus must still lend dollar and support to the administration, programming, and intervention efforts. Continuing to talk about what should be done is not adequate. The conversations must turn to action, and there must be support for long-term efforts.

In its 34th year, The BACCHUS Network™ (www.bacchusnetwork.org), a U.S. non-profit organization, continues to promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse and other high-risk behaviors.

The Mentor Foundation (International)

Nongovernmental organization

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.mentorfoundation.org>

Summary:

The Mentor Foundation's mission is the prevention of drug (substance) abuse and the promotion of the health and well-being of children and young people.

Alcohol is a major substance the misuse of which, and the harm that it causes, Mentor aims to prevent.

The focus of Mentor's work and the proposal Mentor would wish to submit concerns the need for appropriate focus on and investment in prevention and education, particularly targeting young people and those who have responsibility to care and support them.

Continued research is required to identify effective prevention/education focused interventions targeting young people and then adequate funding and support for their implementation and evaluation.

Delay of onset of use is an initial and appropriate target but this should extend into allowing young people to have the appropriate knowledge, attitudes, skills and awareness to challenge norms and deal with the range of influences upon them that promote young people's alcohol use.

Mentor feels that the focus on media campaigns and advertising is not sufficient in itself to have the required impact on young people's drinking behaviour.

Similarly to address the matter from a legalistic position in relation to supply and availability is not sufficient by itself.

Mentor also believes that the issue has to be addressed in an appropriate cultural and country context.

The issue of alcohol misuse and the harm alcohol can cause is one that requires an input from all stakeholders including, subject to cultural sensitivity and context, the alcohol industry as well as the health, education, and related interest groups both within and beyond government.

The alcohol industry could work as a partner to support shared objectives of those working in the education and prevention field to prevent the use of alcohol by young people and its misuse by those who are of the legal age to use and do so within the legal and social conditions of the culture/country.

The issue of alcohol use is of major concern particularly that of use among young people and requires a co-ordinated and sensitive approach that will be relevant to young people and the social and cultural context in which they operate.

Mentor believes that guidance is required to help those who tackle the issue of alcohol misuse among young people require appropriate training and support to ensure that it is done in a way that reflects evidence based practice of effectiveness.

Mentor believes a coordinated approach is required that involves all relevant stakeholders in the education and prevention field.

Alcohol education and prevention is best addressed within the context of a broad health education/promotion and personal and social education focus.

Mentor believes that increased emphasis on addressing normative behaviour is required and an increased awareness and acknowledgment of the acceptability of choosing not to drink.

Alcohol use has also to be addressed within the context of safety to address the responsibilities of those who choose to use and the potential consequences of use on others as well as the user eg driving, the work place, the home.

The impact of alcohol on the developing adolescent brain is an area that requires increased focus and attention within the education of young people and others involved in education and prevention as does the matter of predisposal to addiction or problematic use through possible genetic factors.

Appropriate approaches and education/prevention response are required for different target groups and different settings. This requires attention to the approach for universal, indicated or selected target groups.

Mentor is involved and has the potential to help and support the development of best practice in education and prevention with respect to alcohol on the global level both through its organisations and through its networks and planned developments.

Mentor would also wish to use its international and national expertise and experience to help inform and disseminate best policy and practice with respect to alcohol education and prevention within a global context.

Mentor wishes to collaborate and partner with major stakeholders such as WHO in pursuit of appropriate responses to managing substance abuse, alcohol related harm and harmful use of alcohol.

Jeff Lee
Executive Director
The Mentor Foundation (International)
11th November 2008

Full text: Nr. 238

The Student Life Education Company

Nongovernmental organization

Country: Canada

Funding or support from alcohol industry? Yes

Web site: <http://www.studentlifeeducation.com>

Summary:

Based on our experience and feedback from the schools we serve, there are several effective strategies available to reduce alcohol related harm. Young men and women who are 18 -24 years of age in Canada see alcohol as a legal substance that they will legally have access to when they enter into post secondary education. Strategies for this group must acknowledge them as young adults and address the issue of use or misuse in a language and approach that they respect and relate to.

Social Norms Model is an approach that we support and subscribe to. This science base approach to reducing alcohol related harm is based on dispelling the myths and misperceptions that surround the use of alcohol and the perceived negative cultural norm and promotes actual positive norms.

This is an evidence-based process that relies on data to identify the actual norms of a population and then promotes that positive norm back to the population with the healthy protective behaviours

While The Student Life Education Company uses Social Norms Theory to guide our work in the post secondary and secondary markets we believe that it is critical to speak to children about alcohol at an early age. Parents hold the key to open and honest dialogue about alcohol. They can start the process of correcting the misperceptions by using every day opportunities to draw attention to the facts, the religious and cultural roles, and family expectations and values regarding the use or non use of alcohol. Discussions based in fact and not in fear or scare tactics allow children to inquire openly about alcohol before they are faced with the choice of use or non use in post secondary or secondary school. Taking the role of parents influence one step further it is important for parents to see themselves as role models. Children are influenced by what they see their parents do and how they act. By empowering parents to see themselves as role models and encouraging to act in a way they would like their children to act, we are empowering parents as positive influences in their children's lives and giving them reason and permission to confront any issues they may have related to alcohol use.

Full text: Nr. 309

The Union of Russian Brewers (English version)

Nongovernmental organization

Country: Russian Federation

Funding or support from alcohol industry? Yes

Web site: <http://www.beerunion.ru>

Summary:

The Union of Russian Brewers was set up on September 15, 1999 by a decision of the All-Russian (Statutory) Conference of Producers of Beer and Soft Drinks in Moscow. Today the Union unites small, medium-sized and large breweries, the brewing business and, as a matter of fact, is an organization of self-regulation in the area of social responsibility, social and economic partnership, business and power. The main document of self-regulation of the industry, the Code of Conduct of Russian Brewers establishes for market players additional norms in the area of advertising communications which are not provided for by the current Russian legislation in this area of activity.

Strategy of reduction of harmful impact from alcohol consumption is an integrated document which covers a wide spectrum of factors of the regional as well as global character and reflects a set of officially accepted views on goals and the general world strategy in the area of counter-action to misuse of alcohol products and fighting with its negative consequences.

Excessive consumption of alcohol causes numerous negative personal and social consequences, which could lead to physical and moral degradation of a human. At the same time, according to many experts, moderate consumption of alcohol and, first of all, natural wine and beer, being means of satisfaction of certain human needs, represents an integral element of the life style, culture and customs of the majority of the population and is perceived by most of people as a socially acceptable phenomenon.

In accordance with our viewpoint, official approval by the society and the state of a principle of moderate consumption of alcohol as the key approach in the solution of the problems of fighting with binge drinking should become the cornerstone in the global policy under development, if such policy provides for a necessity of implementation of a flexible policy and a wide spectrum of various measures, in terms of their contents and orientation.

It is important to note that eliminating the deeper causes of alcohol misuse is a complex and long-term process. Alongside with that the global policy on issues of reduction of the adverse impact of alcohol consumption must be an integral part of the general social and economic policies of states, and its contents must be built upon an objective analysis of the causes and factors of spreading of the negative manifestations of immoderate consumption of alcohol and taking into account the real-life conditions in the society of any concrete region (country), including the attitude (mentality) of different groups of population (cultural, social, age-related, on the basis of sex etc.) to alcohol as a whole. That is why work at reducing the adverse impact of alcohol consumption cannot be carried out regardless of the specific national features, the living standards of the population, and the level of development of society and the economy, the culture and morality of society.

Full text: Nr. 231

Союз Российских Пивоваров, Неправительственная организация (НПО)

Nongovernmental organization

Country: Russian Federation

Web site: <http://www.beerunion.ru>

Резюме

Союз Российских Пивоваров создан 15 сентября 1999 года решением Всероссийской (учредительной) конференции производителей пиво-безалкогольной продукции в Москве. На сегодняшний день Союз объединяет малый, средний и крупный пивоваренный бизнес и, по сути, является организацией саморегулирования в сфере социальной ответственности и социально-экономического партнерства бизнеса и власти. Кодекс Чести российских пивоваров, являющийся основным документом саморегулирования отрасли, устанавливает для участников рынка дополнительные нормы в области рекламных коммуникаций, непредусмотренные существующим российским законодательством в этой сфере деятельности. Также наша организация является убежденным сторонником разработки и принятия основополагающей концепции регулирования производства и оборота алкоголесодержащих напитков на основе современных взглядов на дальнейшее развитие общества.

Стратегия сокращения вредного воздействия употребления алкоголя, является комплексным документом, охватывающим самый широкий спектр факторов, как регионального, так и глобального характера и отражающим совокупность официально принятых взглядов на цели и общемировую стратегию в области противодействия злоупотреблению алкогольной продукцией и борьбы с его негативными последствиями.

Чрезмерное потребление алкоголя вызывает многочисленные негативные последствия как личностного так и общественного характера, что может привести к физической и нравственной деградации человека. В тоже время, как отмечается многими экспертами, умеренное потребление алкоголя представляет собой неотъемлемый элемент образа жизни, культуры и быта подавляющего большинства населения и в массовом сознании воспринимается как социально приемлемое явление.

По нашему мнению, официальное признание обществом и государством принципа умеренности в потреблении алкоголя как основополагающего подхода в решении проблем борьбы с пьянством должно стать краеугольным камнем в разрабатываемой глобальной политике, предусматривающей необходимость проведения гибкой политики и широкого спектра разнообразных по содержанию и направленности мер.

Вместе с тем, устранение глубинных причин злоупотребления алкоголем — сложный и долговременный процесс. Среди основных проблем провоцирующих максимальный уровень негативного общественного резонанса в отношении злоупотребления алкоголем, и которые, по нашему мнению, требуют первостепенного внимания стоит выделить следующие аспекты:

- высокий уровень потребления абсолютного алкоголя на душу населения;
- значительная доля абсолютного алкоголя в общей структуре потребления всех типов алкоголя приходится на напитки с высоким содержанием спирта, и в первую очередь, на ликеро-водочную продукцию, имеющих 30-40% объемной доли содержания этилового спирта;
- высокая степень доступности алкогольных напитков для несовершеннолетних (или лиц, не достигших законодательно установленного возраста, при достижении которого разрешено приобретение алкоголесодержащих напитков);
- неэффективное использование элементов государственного регулирования в сфере ценообразования и розничной продажи алкоголесодержащих напитков;
- социальная и экономическая неосведомленность широких слоев населения относительно последствий пагубного воздействия неумеренного потребления алкоголя (особенно крепкого) и как следствие физическая и моральная потеря значительной доли трудоспособного населения.

Вместе с тем, глобальная политика по вопросам снижения вредного воздействия от употребления алкоголя должна выступать как неотъемлемая часть общей социально-экономической политики государств, а ее содержание должно строиться на объективном анализе причин и факторов распространения негативных проявлений неумеренного употребления алкоголя и учете реальных условий жизни общества в конкретном регионе (стране), в том числе отношения (менталитета) различных групп населения (культурных, социальных, возрастных, по половому признаку и т.д.) к алкоголю в целом. Поэтому работа по снижению вредного воздействия потребления алкоголя не может проводиться в отрыве от национальной специфики, уровня жизни и многообразия культурных слоев населения, а также степени развитости социально-экономической сферы, культуры и нравственности общества.

Полный текст № 336

Traffic Injury Research Foundation (TIRF); Submission from the President and CEO

Nongovernmental organization

Country: Canada

Funding or support from alcohol industry? Yes

Web site: <http://www.tirf.ca>

Summary:

The Traffic Injury Research Foundation (TIRF), a registered charity established in 1964, is Canada's road safety research institute and knowledge source for safe driving. It is a world leader in research, program and policy development, evaluation, and knowledge transfer focusing on the road user, and behaviours that result in driver error and account for 80% of road crashes. TIRF has received international recognition and acclaim for its accomplishments related to identifying the causes of road crashes and developing programs and policies to address them effectively

This submission from TIRF is in response to the World Health Organization's (WHO) public hearing on a draft global alcohol strategy. TIRF has developed a comprehensive package of effective initiatives that are being applied in Canada and the United States (U.S.) to monitor and raise the visibility of the impaired driving issue, but more importantly, to promote practical strategies to reduce this persisting problem. These initiatives also address the priority needs contained in Canada's national alcohol strategy.

TIRF emphasizes two effective strategies to reduce alcohol related harm. First, TIRF encourages monitoring of the magnitude and characteristics of the impaired driving problem to improve understanding and inform decision-making. TIRF initiatives in this area include a combination of annual public opinion polls and the collection of data relating to fatalities and injuries due to impaired driving. In conjunction with this, TIRF draws attention to critical gaps in knowledge including the lack of research regarding what interventions are effective with youth convicted of impaired driving and promotes action to address it.

Second, TIRF develops knowledge transfer and exchange initiatives to encourage the adoption of evidence-based practices and guide the implementation of effective programs and policies. Strategies in this area include working closely with criminal justice practitioners to understand barriers and challenges to the implementation of effective policies and programs and identify ways to overcome them. More importantly, TIRF has been a vital source of information to many professionals and is actively building appropriate educational primers and materials designed to meet their needs.

From a global perspective, the best ways to reduce problems related to the harmful use of alcohol is to focus efforts on the development of evidence-based practices, to promote evaluation of programs and policies, and to engage practitioners in implementation. Efforts are needed to build cooperative partnerships that bridge gaps and challenge the "silo" mentality because individualized practices impede progress in reducing impaired driving.

As an independent, objective and internationally recognized research institute, TIRF has the credibility and influence to challenge traditional thinking about impaired driving and overcome barriers. It is also well-positioned to assemble strong partnerships across relevant sectors, and build consensus around the development and implementation of evidence-based strategies. Of greater importance, some of TIRF's most compelling and ground-breaking initiatives to reduce impaired driving have been supported by both government and industry, and in particular, the alcohol industry. This clearly demonstrates that in cooperation with other sectors, industries are our partners, not adversaries, and they play a critical role in reducing impaired driving.

Full text: Nr. 270

TUBA

Nongovernmental organization

Country: Denmark

Funding or support from alcohol industry? No

Web site: <http://tuba.dk>

Summary:

A significant part of the alcohol-related harm is done in families to the children. Because of the nature of the problem, very few children or parents in these families seek help. A different kind of alcohol treatment has been developed in Denmark, which is able to attract young people from these families, which treats and prevents the massive problems that come from alcohol abuse in families.

We suggest other member states find ways to make treatment available and attractive to young people in the process of leaving home and establishing their own homes.

We are including a profile TUBA's work.

Full text: Nr. 310

Underage Drinkers Against Drunk driving

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No information

Web site: <http://udadd.com>

Summary:

A playlist of TV news videos, entitled "WITHOUT FURTHER COMMENT" can be found at http://udadd.com/media/Playlist_for_high_school_audience.wpl

Watch the video and fancy yourself a high school senior watching this in a student assembly the day before the prom. You cannot drive drunk after watching this, and you will be glad that it is balanced and fair by portraying older people too.

Full text: Nr. 214

Venezuela Libre de Drogas

Organizaciones no gubernamentales (ONG)

País: Venezuela

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Página web: <http://www.librededrogas.org/>

Partiendo de que una gran parte de los accidentes de tránsito no son casuales y que pueden prevenirse y que los accidentes de tránsito son el resultado de un conjunto individual de circunstancias entre las que se ubica el consumo perjudicial de bebidas alcohólicas, es importante generar estrategias para reducir el impacto del consumo de alcohol en los accidentes de tránsito.

La gran incidencia de accidentes directa e indirectamente provocados por el consumo de alcohol puede estar vinculada con cambios en el comportamiento tales como la arrogancia, la liberación de inhibiciones y el juicio afectado o reducido entre los conductores y los peatones.

Uno de los principales problemas relacionados con el consumo dañino de alcohol son los accidentes de tránsito que involucran a los consumidores de bebidas alcohólicas. Está científicamente comprobado que el consumo de bebidas alcohólicas aumenta las posibilidades de que ocurran accidentes, en la medida en que modifica la capacidad de discriminación visual y auditiva, reduce la coordinación del movimiento y los reflejos, cambia el comportamiento (ausencia de inhibición y euforia, falta de juicio, sensación de falsa seguridad) no sólo entre quienes conducen sino también en los peatones (Melcop & Oliveira, 1997).

Educar para la salud es la medida informativa que consideramos mas procedente: Educar para la Salud en medio escolar, comunitario y laboral promover hábitos saludables de vida, informar y educar a la población en general y a grupos poblacionales específicos (niños, adolescentes, embarazadas) acerca de los riesgos derivados del consumo de alcohol y concienciar a la población acerca de la necesidad de un consumo moderado de alcohol.

Desarrollar un Proyecto de Prevención de Accidentes de Tráfico como una estrategia de Atención Primaria de Salud, que se centre en la definición de políticas que generen conciencia en los riesgos de conducir bajo los efectos del alcohol y establezcan regulaciones para establecer límites de alcoholemia en los conductores y mecanismos de control y sanciones.

Woman's Christian Temperance Union of Southern California

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.wctusocal.com>

WCTU of Southern California offers students through age-appropriate school contests (Poster, Essay, Picture Coloring and Oratorical) the opportunity to learn the harmful effects of alcohol and other addictive, harmful drugs.

WCTU also reaches out to the community at large with exhibits of literature, charts, and graphs demonstrating the real effects of alcohol and other harmful drugs on the individual as well as society in general.

Women's Organisations Committee on Alcohol and Drug Issues

Nongovernmental organization

Country: Sweden

Funding or support from alcohol industry? No information

Web site: www.ksan.se

WOCAD welcomes the decision by the World Health Assembly to develop a global strategy for prevention of alcohol related harm.

It is of great importance that WHO assumes the global leadership in this area. We thank the WHO for giving us the opportunity to contribute in this process and wish to raise the need of gender specific analyses in each and every step in developing a global strategy.

Leena Haraké

General Manager

WOMEN'S ORGANISATIONS COMMITTEE ON ALCOHOL AND DRUG ISSUES

WOCAD [Women's Organisations Committee on Alcohol and Drug Issues] is the Swedish women's organisations' collaborating body for issues concerning alcohol, narcotics and addictive drugs. WOCAD's main work is preventive. Our target groups comprise girls and women of all ages.

WOCAD is a politically independent and non-denominational organisation with 30 member organisations. WOCAD embraces a total of over 270 000 women.

WOCAD is a member of ICAA (International Council on Alcohol and Addictions), EWL (European Women's Lobby), NordAN (Nordic Alcohol and Drug Policy Network) and a representant at the EU Civil Society Forum on Drugs in the EU.

World Association of the Clubs of Alcoholics in Treatment

Nongovernmental organization

Country: Italy

Funding or support from alcohol industry? No

Summary:

An outline of our belief is that only through a general change in behaviour, not only in the individual, but also in the population, on a worldwide basis, can we reduce the harmful use of alcohol. W.H.O. should therefore continue to encourage governments to take measures to limit and restrict the distribution of alcoholic beverage and point to the fact that the family is the most important target group in these efforts. Community programmes like ours must also be encouraged, as one of the most effective way to change the general culture from the bottom.

Full text: Nr. 28

World Medical Association

Nongovernmental organization

Country: France

Funding or support from alcohol industry? No

Web site: www.wma.net

Summary:

The World Medical Associations (WMA) welcomes the opportunity to contribute to WHO public hearing on ways of reducing use of alcohol and reiterates its genuine willingness to engage in the fight against the harmful use of alcohol worldwide.

The WMA has a long-standing commitment towards the reduction of the harmful impact of alcohol on health and society. In 2005, the Association adopted a Statement on Reducing the Global Impact of Alcohol on Health and Society, stressing the causal relationships between alcohol consumption and more than 60 types of disease and injury including traffic fatalities. Alcohol consumption is the leading risk factor for disease burden in low mortality developing countries and the third largest risk factor in developed countries.

The global burden related to alcohol consumption is considerable, contributing to unemployment, crime and violence – in particular domestic violence against women and children – health care costs, fetal alcohol syndrome, traumatic injury and high-risk sexual behaviour leading to sexually transmitted diseases, including HIV.

As part of the recommendations, WMA urges National Medical Associations and all physicians to take a range of actions to help reduce the impact of alcohol on health and society, including:

1. To advocate for comprehensive national policies that include measures to educate the public about the dangers of unsafe and unhealthy use of alcohol.
2. To promote national policies that follow 'best practices' from the developed countries that, with appropriate modification, could also be effective in developing nations.
3. The statement includes the restriction of the promotion, advertising and provision of alcohol to youth as well as the development of partnerships with other concerned civil society groups in this area.
4. National medical associations are also required to undertake to screen patients for alcohol use disorders and at-risk drinking, and to provide specialized treatment and rehabilitation for alcohol-dependent individuals and assistance to their families.
5. Finally, WMA recommends promoting consideration of a Framework Convention on Alcohol Control similar to that of the WHO Framework Convention on Tobacco Control that took effect in 2005.

Full text: Nr. 116

Youth Leadership Institute

Nongovernmental organization

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.yli.org>

Summary:

As an organization concerned with public health and safety, substance abuse prevention and treatment, fiscal responsibility, and the well being of young people and families, we strongly urge the UN community throughout WHO to seriously consider new strategies that allow communities, organizations and governments to tackle from an environmental prevention perspective the alcohol industry's negative influence in building a public health environment. Children and teenagers are among those at highest risk of alcohol-related problems, including fetal alcohol syndrome and a wide range of other alcohol effects, domestic and social violence, heavy and addictive drinking, accidental and intentional trauma, unintended sex and the spread of sexually-transmitted diseases.

Full text: Nr. 260

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Anheuser-Busch Companies

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.anheuser-busch.com>

Summary:

Anheuser-Busch Companies, one of the world's largest brewers, is headquartered in St. Louis, Missouri. We are the largest brewer in the United States where we operate 12 breweries with a domestic market share of approximately 50%. Anheuser-Busch produces more than 30 different brands, including our flagship brand Budweiser, and employs more than 31,000 people worldwide. Where possible, we buy raw materials from local sources, and we use local businesses like malting companies to add value to the production chain.

Outside of the United States, we operate 17 breweries – 15 in China, one in India and one in the United Kingdom. We also have equity, licensed brewing and/or distribution agreements in Ireland, Italy and Spain as well as in Argentina, Canada, China, Japan, Mexico, Russia and South Korea. As a global company distributing our products in more than 80 countries around the world, we have learned that a single business model that does not take into account local cultures, norms and laws is doomed to fail. The same is true for promoting responsibility and reducing alcohol abuse: a single, inflexible model will not succeed. The approaches that work best respond to each market's local culture, norms and traditions.

Anheuser-Busch has earned the reputation of being the industry leader in promoting responsibility among those who choose to drink our products. Brewers do not benefit when their products are abused, and our employees – both as parents and as active members of their communities—adamantly support this belief. They have no special immunity from societal problems such as drunk driving, and they share our commitment to playing an active role in reducing alcohol abuse, drunk driving and underage drinking. As ambassadors of our company, our employees are proud of the broad range of programs we sponsor to promote responsibility.

Over the years, Anheuser-Busch has developed or supported numerous responsibility programs beginning with the Know When To Say When designated driver campaign in 1982 (all of our current designated driver efforts can be found at www.designateddriver.com). Other programs the company supports include but are not limited to server training programs, promoting designated drivers, encouraging parents to talk with their children about drinking, and retailer proof of age decals and references. More information about all of our responsibility programs is available on our web site www.beeresponsible.com.

Solving these difficult problems requires a team approach: one that involves parents, teachers, community organizations, law enforcement officials, the alcohol beverage industry, treatment and prevention authorities, and many others. Each member of the team has an important and legitimate role to play.

Our attached submission focuses on what works – and what does not work – when it comes to reducing alcohol misuse.

Full text: Nr. 262

APCV - Portuguese Brewers Association

Alcohol Industry, trade and agriculture

Country: Portugal

Web site: <http://www.apcv.pt>

Summary:

APCV represents 100% of the Portuguese beer production.

In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:-

- Be evidence based and practical;
- Differentiate between alcohol consumption and alcohol misuse;
- Understand and target the problems;
- Identify and classify the drivers of behaviour;
- Consider fully the diversity of societies, cultures and traditions;
- Take account of the fact that consumers choose their drink on the basis of numerous factors (including taste, occasion, culture, tradition, weather), not just alcoholic strength;
- Recognise the importance of education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:-

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches;
- The need for WHO to encourage screening and brief interventions in the health-sector.

An interesting initiative, and one which could be considered as a template for similar platforms at all levels, is the EU Alcohol and Health Forum, which aims to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

APCV, and its member associations (breweries) has delivered one commitment to the Forum on self-regulation for beer commercial communications. An important feature of our self-regulation Code is that the trade associations representing the off-trade and on-trade sectors jointly co-signed the portuguese brewers self-regulation code, extending in this way the responsible conduct to the point of sale.

APCV and its members remain committed to developing new campaigns addressing alcohol misuse-related issues as diverse as binge drinking, alcohol and pregnancy, underage drinking, and drink-driving and also to ensuring that their implementation is monitored and evaluated. In this way best practice can gain further support and be transferred and adapted to tackle similar alcohol misuse-related problems in other countries.

Concrete recent examples of the leading role played by APCV include:-

- 1 commitment under the EU Alcohol and Health Forum;
- Signing the European Road Safety Charter;
- Founding Member of the independent European Research Advisory Board for funding alcohol research.
- Contributing to the Worldwide Brewing Alliance's (WBA) Drinking and Driving Reports;
- Creating and implementing the Self-regulation Code for Commercial Communications on Beer
- Implementing several national actions on drink and driving (eg. Crash initiative; outdoors on Portuguese roads)

Full text: Nr. 186

Association des Industries des Cidres et Vins de Fruit de l'U.E.

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://aicv.org>

Summary:

Alcohol harm and misuse are a result of many complex factors which need to be effectively researched to be able to successfully change attitudes. Simplistic approaches such as increased regulation, increased taxes, prevention of promotions and advertising will not address the issue of harm. Only targeted measures will achieve this. Industry has a legitimate partner role in providing a solution to this problem

Full text: Nr. 67

Associazione degli Industriali della Birra e del Malto - Italian Brewers and Malsters Association

Alcohol Industry, trade and agriculture

Country: Italy

Web site: <http://www.assobirra.it>

Summary:

The Associazione degli Industriali della Birra e del Malto (Italian Brewers and Malsters Trade Association), from here on called AssoBirra, represents approximately 95% of the Italian beer production. In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:

- Be evidence based and practical;
- Differentiate between alcohol consumption and alcohol misuse and abuse;
- Understand and target the problems;
- Identify and classify the drivers of behaviour;

- Consider fully the diversity of societies, cultures and traditions;
- Take account of the specificities of beer and other categories of alcoholic drinks;
- Recognise the importance of education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:-

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts, taking also into account regional diversity at national level;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches.

AssoBirra has been committed for years to being a leading and pro-active player in the dissemination of a “responsible drinking culture” in Italy through our contribution to the creation of the Osservatorio Permanente sui Giovani e l’Alcool, a well known, highly respected independent alcohol research body, established in 1991 to monitor and investigate alcohol consumption patterns.

A further interesting initiative, and one which could be considered as a template for similar platforms at all levels, is the EU Alcohol and Health Forum, which aims to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

AssoBirra, through its umbrella European Association (The Brewers of Europe), is a committer to the Forum, with a commitment addressing alcohol and pregnancy together with a prestigious scientific medical society, the Italian Society of Obstetricians and Gynecologists (SIGO).

This is part of a Global Program launched by Asobirra in 2007 and called “Guida tu la vita. Bevi responsabile” [“Drive your life. Drink responsibly”]. The Program consists of a set of initiatives to inform and sensitize on the risks connected to the abuse and/or misuse of alcohol and the intervention areas are:

- Alcohol and pregnancy
- Alcohol and driving
- Alcohol and young people

Full text: Nr. 148

Bacardi Limited

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.bacardilimited.com>

Summary:

Bacardi Limited has participated in the WHO consultation with economic operators held in Geneva on November 6, 2008 concerning the harmful use of alcohol. This contribution supplements the verbal and written contributions previously made by Bacardi Limited, the International Center for Alcohol Policies (ICAP) and the Global Alcohol Producers Group (GAPG) by providing a few examples where Bacardi Limited contributes to programs and initiatives in the areas of Responsible Marketing, Responsible Awareness and Educational Programs, and Effective Public Policies.

Full text: Nr. 314

BAVARIA S.A.

Industria del alcohol, comercio y agricultura

País: Colombia

Página web: <http://www.bavaria.com.co>

Resumen de la contribución:

Las estrategias que son eficaces para reducir los daños relacionados con el alcohol deben Incorporar a todos los grupos de interés, Las decisiones deben basarse en información transparente, científicamente comprobada, Atacar la raíz de los problemas, Impulsar leyes que muestren resultados claros y consistentes.

La mejor forma de reducir los problemas relacionados con el uso nocivo del alcohol a nivel mundial es trabajar en estrategias que busquen Educar desde edades tempranas al no consumo de alcohol, educar a los adultos en el no suministro de alcohol a menores, Reforzar las leyes que hacen referencia a la NO venta de alcohol, trabajar con todos los interesados para que sea un tema de corresponsabilidad y Dar acceso a la información sobre el consumo de alcohol y sus efectos.

En cuanto los modos en que se puede contribuir a reducir los problemas de este uso nocivo de alcohol se deben desarrollar estrategias que contribuyan a mejorar el patrón de consumo por parte de adultos y desestimular el consumo de alcohol por parte de menores de edad, así como trabajar en alianzas para implementar acciones efectivas para la prevención del consumo de alcohol por parte de menores y promover el consumo responsable.

Nuestras acciones como empresa se han centrado en desestimular el suministro de alcohol a menores de edad, basándonos en lo que se sabe a nivel científico, y apoyados por entidades expertas en el tema.

Contribución íntegra: Nr. 291

Beam Global Spirits & Wine

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: <http://beamglobal.com>

Summary:

Effective strategies should be targeted, evidence-based, multi-disciplinary and sympathetic to local cultural conditions, environment, and reflect relevant market realities. Producers can and do make a positive contribution by marketing their products responsibly within publicly stated codes of practices, responsible consumption messaging to consumers, and partnering with others on targeted interventions. Producers should be stakeholders in a strategy process.

Full text: Nr. 277

Beer Institute

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.beerinstitute.org>

Summary:

Beer Institute (BI) is the trade association for the United States brewing industry, representing large and small brewers, importers, and industry suppliers. Our members are committed to preventing and reducing alcohol abuse because responsible consumption of alcohol is a priority for us.

With a growing body of credible research suggesting that some health benefits are associated with moderate consumption of alcohol beverages, it is appropriate to focus not on overall consumption, but instead on the drinking contexts, patterns, and behaviors that may result in harm. We therefore commend this consultation's focus on the reduction of harm which results from illegal, irresponsible or excessive consumption of alcohol beverages. We support a number of harm-reduction approaches. We also sponsor and help implement various regulatory and educational approaches reinforced by industry self-regulation and voluntary compliance to minimize the risk of harm.

Alcohol licensing and regulatory regimes help to ensure that appropriate taxes are collected on alcohol beverages, reduce the risk of illegal underage sales, and maintain transparency, accountability, and quality of product. Available data, however, do not support a global control-of-consumption agenda. Broad, population-based programs aimed at discouraging all responsible drinking of alcohol beverages are not effective interventions to reduce health problems associated with alcohol abuse.

Alcohol consumption patterns and health effects differ by culture, within countries, and certainly among different countries. Differences among alcohol beverages exist as well. Because the patterns and products are not the same everywhere, neither can be the solutions to irresponsible consumption. We support culturally specific programs created in consultation with all stakeholders for targeted populations that are identified by credible research. No "one-size-fits-all" policy solution exists.

Our experience has shown that voluntary self-regulation coupled with government oversight can achieve alcohol policy goals while preserving government resources. Strong self-regulation in advertising and other business practices can also be more prompt with enforcement than government regulation can be. For example, BI and its members are committed to the voluntary self-regulation of their advertising and marketing practices. The system we currently in place has been affirmed by the U.S. Federal Trade Commission as effective in reducing the likelihood

that alcohol marketing will target underage youth and provides guidelines for content, placement, and regular audits of placement.

BI members have invested substantial resources in the U.S. and abroad to sponsor initiatives that strengthen their longstanding commitment to help ensure their products are consumed responsibly. For example, our members are leaders in providing information to encourage responsible alcohol consumption among legal drinking age adults, supporting retailer training, and creating materials to help parents talk with their children about the dangers and consequences of underage drinking. They also work with law enforcement, regulators, communities, educational institutions, and parents to enhance enforcement of existing underage-drinking and drunk-driving laws.

BI and its members strongly believe that their historic and ongoing efforts contribute to the reduction of the illegal and excessive consumption of alcohol beverages and the risks associated with that behavior.

Full text: Nr. 302

Belgian Brewers

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.beerparadise.be>

Summary:

The Federation of 'Belgian Brewers' represents approximately 99,5 % of the Belgian beer production. In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:

- Be evidence based and practical;
- Differentiate between alcohol consumption and alcohol misuse;
- Understand and target the problems;
- Identify and classify drivers of behaviour;
- Consider fully the diversity of societies, cultures and traditions;
- Take account of the fact that consumers choose their drink on the basis of numerous factors, not just alcoholic strength;
- Recognise the importance of education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches;
- The need for WHO to encourage screening and brief interventions in the health-sector.

An interesting initiative, and one which could be considered as a template for similar platforms at all levels, is the EU Alcohol and Health Forum, which aims to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

The Brewers of Europe and ourself, we are by far the number one committers to the Forum, with over a third coming from the brewing sector - 36 in total. These commitments are aimed at addressing alcohol misuse-related issues as diverse as binge drinking, alcohol and pregnancy, underage drinking, and drink-driving. An important feature is also the number and diversity of partnerships with those who wish to support, finance and associate themselves with these commitments. For example:

- National, regional and local governments;
- Road safety and police authorities;
- Civil society;
- Young people's groups (18-30);
- Health and medical associations;
- Consumer Groups;
- Self-regulatory organisations;
- Media.

The 'Belgian Brewers' and its members remain committed to developing and further improving these campaigns, and also to seeing to it that their implementation is monitored and evaluated. In this way best practice can gain further support and be transferred and adapted to tackle similar alcohol misuse-related problems in other countries.

Concrete recent examples of the leading role played by our European Association 'The Brewers of Europe' include:

- 25 commitments under the EU Alcohol and Health Forum;
- Signing the Alcohol and Health Forum's Charter;
- Contributing to the Worldwide Brewing Alliance's (WBA) Drinking and Driving Reports;
- Contributing 300 of the initiatives identified in the WBA's "Global social responsibility initiatives" publication.

Full text: Nr. 166

Bodegas de Argentina, A.C.

Alcohol Industry, trade and agriculture

Country: Argentina

Web site: <http://www.bodegasdeargentina.org>

Résumé de la contribution no disponible.

Contribución íntegra: Nr. 182

Brasseurs de France

Industrie, commerce et agriculture en rapport avec l'alcool

Pays: France

Adresse du site Web: <http://brasseurs-de-france.com>

L'Association des Brasseurs de France représente environ 98% des producteurs de bières en France, tant les grands groupes internationaux que les entreprises artisanales.

Les Brasseurs de France avec leurs membres sont engagés depuis plusieurs années dans la promotion d'une consommation responsable de la bière, dans un contexte légal de vente des boissons alcoolisées déjà très encadré (Loi Evin) et en voie de possibles nouvelles évolutions restrictives (Loi Patients, Santé, Territoires).

Depuis une dizaine d'années, les brasseurs

- ont diminué le degré moyen de leurs principales références (entre -0,5 et -0,7%alc),
- développé des marques à faible degré alcoolique (entre 2 et 4,5°)
- amélioré la qualité et la disponibilité des bières sans alcool.

A partir de 2006, l'association des Brasseurs de France a mené plusieurs actions:

- Création d'un site reperes-alcool.com en 2006, pour informer sur les seuils d'une consommation modérée en unités d'alcool, telle que recommandée par l'OMS;
- Lancement d'une campagne en presse quotidienne nationale "La bière s'apprécie avec responsabilité" en 2006, reprise en 2007 et 2008;
- Mention du nombre d'unités d'alcool par contenant et du nom du site sur les conditionnements des principales marques du marché dès 2007.

L'ensemble de ces actions a été accompagné d'un dispositif de relations presse qui ont généré de nombreux articles sur cette démarche de consommation responsable.

Parallèlement à ces actions, Brasseurs de France participe aux ateliers de réflexion et d'échanges organisés par Alcool Assistance, principale association de soutien et d'écoute à l'attention des consommateurs excessifs.

Les principaux brasseurs, membres d'Entreprise et Prévention, association qui réunit les différents producteurs de boissons alcoolisées dans le but de promouvoir des actions de prévention notamment auprès des jeunes, ont soutenu et utilisé les outils d'information sur la mise en place du "conducteur désigné" dans les établissements de nuit et discothèques (Celui qui conduit, c'est celui qui ne boit pas).

Face à l'émergence de nouveaux modes de consommation excessive (binge drinking), les brasseurs sont favorables à une meilleure éducation et information auprès des jeunes.

Limiter l'offre en magasin ou reculer l'âge d'accès à certaines boissons ne saurait résoudre ces phénomènes de consommation excessive des jeunes et risque au contraire de radicaliser leur comportement. Les brasseurs sont favorables à une meilleure information de tous les publics et des jeunes en particulier, sur les risques associés à l'excès et sur les repères d'une consommation responsable.

Au sein du Conseil de Modération et de Prévention, mis en place par le gouvernement, les Brasseurs de France dispose d'un siège et sont en charge plus particulièrement des actions d'éducation et de prévention.

Brewers Association of Australia and New Zealand Inc,

Alcohol Industry, trade and agriculture

Country: Australia

Web site: <http://www.brewers-association.net>

Summary:

The Brewers Association of Australia and New Zealand Inc represents Australia and New Zealand's major manufacturing breweries on regulatory and broader public policy issues. The Brewers Association has a proud history of contributing to public debate across a variety of areas including taxation, advertising, and alcohol education.

The Brewers Association believes that any strategy to reduce alcohol-related harm must necessarily be founded on a strong evidence base. Consequently, a robust alcohol strategy will seek to both maximise the benefits and minimise the harms, and have as its starting point that most consumers drink moderately, enjoy it and benefit from it, thus recognising the strong distinction between alcohol consumption and alcohol misuse.

Alcohol misuse is not a problem of simple, linear cause and effect relationships. Instead, a raft of complex and interacting factors underlie a society's attitudes and actions towards alcohol use, dramatically reducing the likely effectiveness of any intervention taken in isolation. Therefore, it is essential that the background and diversity of societal and cultural settings be fully considered in any strategy.

The Brewers Association strongly believes that a partnership approach must be taken in formulating any strategy to reduce alcohol-related harm. This approach considers all stakeholders on an equal footing and recognises and actively seeks the input of all stakeholders in a debate.

The Brewers Association is a strong supporter of targeted education and social responsibility initiatives and continues to support responsible drinking initiatives in Australia and New Zealand.

Full text: Nr. 96

Brewers Association of Canada

Alcohol Industry, trade and agriculture

Country: Canada

Web site: <http://www.brewers.ca>

Summary:

The Brewers Association of Canada (BAC) is the national association representing brewers licensed to operate from coast to coast in Canada. Brewers have been operating businesses in Canada for over 350 years. Each year the brewing industry generates more than 1.2% of the GDP (over \$12 billion) and direct full-time employment for more than 13,000 Canadians with another 153,000 jobs generated indirectly.

The Canadian brewing industry has long promoted the responsible consumption of its products, and most Canadians consume and enjoy alcohol beverages in a responsible manner. More than three decades of medical and scientific research shows that the moderate consumption of alcohol is associated with a wide range of health benefits.

Over the years, the Canadian brewing industry has worked closely with partners and stakeholders in seeking to reduce alcohol misuse in its various forms, including addressing issues of alcohol and general health, fetal alcohol spectrum disorder (FASD), impaired driving, binge drinking, and misuse among specific populations including young adults. These cooperative initiatives have involved a wide variety of programs and partnerships involving: the National Alcohol Strategy, the Screening, Brief Intervention and Referral (SBIR) program, the Canadian Foundation on Fetal Alcohol Research (CFFAR), the Fetal Alcohol Canadian Expertise (FACE) Conference, the Motherisk Program of the Toronto Hospital for Sick Children (toll-free helpline), the Student Life Education Company, the Traffic Injury Research Foundation (TIRF) and the ABMRF/The Foundation for Alcohol Research, among others. In addition to these efforts, since 1981, the Canadian brewing industry has strived to effect changes in the social conscience of Canadians when it comes to alcohol consumption and misuse, utilizing all available media and collateral materials, including public service advertisements.

On an international level, through the Worldwide Brewing Alliance (WBA) the BAC contributes to the publication of the "Global Social Responsibility Initiatives" report which details activities by brewing companies and their Associations at the global level in addressing alcohol misuse. The WBA also produces a global report on impaired driving, which on a country by country basis, describes the legislation governing impaired driving, legislative changes, statistical trends and industry programs.

Within Canada, the National Alcohol Strategy (NAS) recognizes the health benefits of moderate consumption, differentiates between responsible consumption and misuse, emphasizes the importance cooperative efforts involving industry and other stakeholders, and stresses importance of research.

Similarly, an effective framework for a global alcohol strategy should include long-term cooperation between industry, medical and addiction experts, NGOs and governments in order to develop and deliver programs and educational initiatives which engage those directly at risk. At the same time, these efforts must be balanced with the recognition that moderate alcohol consumption can be part of a healthy lifestyle and that a culture of moderation, if encouraged and sustained, will lead to the reduction in alcohol misuse and harm.

Full text: Nr. 305

Brewers Association of Japan

Alcohol Industry, trade and agriculture

Country: Japan

Web site: <http://www.brewers.or.jp>

Summary:

The Brewers Association of Japan (BAJ) was founded in 1953 and has been granted the state of a specially approved Non-Profit Organization in accordance with, and under the terms of Liquor Industry Association Act.

Members of BAJ are Asahi, Kirin, Sapporo, Suntory and Orion.

One of the main objectives of the Association is to carry out promotion activities of preventing underage drinking, moderate consumption of alcohol. BAJ believes the effective measures to reduce the risk of harmful use of alcohol require following key initiatives;

- Full understanding of the diversity of societies, cultures and tradition surrounding drinking environment
- Pragmatic and cost effective measures based on evidence , taking consideration of a given specific social infra-structure of the market
- Engagement of all stakeholders and close partnership among them.

In our submission, we would like to stress particularly the importance and the value of the involvement of economic operators. We will demonstrate this by introducing the integrated activity to combat underage drinking problems organized in Japan for the past several years.

The nature of alcohol related problems is different from country to country due to the vast diversity of national culture and drinking pattern under the different social and economic domain. Therefore in order to ensure the most effective and pragmatic solutions for the reduction of risks caused by the harmful use of alcohol, it is critical to have an accurate understanding of the drinking pattern in each country.

Participation of the economic operators is therefore essential in formulating national strategy and actual implementation of the plans since they have vast and profound knowledge and experience of the issues. They can take proactive and major role in implementing most effective programs.

The characteristics and the biggest contributing factors of the success of the campaign we have conducted can be described as the collaboration of key stakeholders. While economic operators have been central force to make the project forward, the plan has been strongly supported and endorsed by Ministry of Health, Labor and Welfare , National Tax Agency, Ministry of Education and Culture, schools, trade associations and public health sectors.

In order to ensure the effectiveness and impact of the project, this exercise has been carefully synchronized with supporting advertising programs. Direct educational activities voluntarily organized by economic operators has also supported the success of this project

The program has been conducted since 2005 and the performance of the campaign has been regularly evaluated. Government statistics clearly shows the favorable outcome. We are pleased to note the drastic decline of the underage drinking experience among Japanese student It is worth emphasizing following elements as the key success factors:

- Integrated communication program and in-store activity
- Involvement of target population
- Support of all stakeholders
- Utilization of eye-catching symbol and POS materials
- Continuous educational and awareness program

We hope this will make a useful model case for other countries to refer in planning their own strategies.

Full text: Nr. 139

Brewers of Romania Association

Alcohol Industry, trade and agriculture

Country: Romania

Web site: <http://www.berariiromaniei.ro>

Summary:

The Brewers of Romania Association represents over 80% of the Romanian beer industry. In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:-

- Be evidence based and practical;
- Differentiate between moderate alcohol consumption, which has a number of benefits, and alcohol misuse;
- Understand and target the problems;
- Take account of the specificities of beer and the reasons why consumers choose to consume the different drinks;
- Recognize the importance of education and training;
- Encourage responsible behavior;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:

- Interventions that educate the consumers, showing them the benefits of a moderate and responsible consumption on the one hand, and the harmful consequences of alcohol misuse (when: drink-driving, heavy drinking, underage drinking) on the other hand
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches.

Concrete recent examples of the role played by The “Brewers of Romania” Association in the EU include:-

- 2 commitments under the EU Alcohol and Health Forum;
- Signing the European Road Safety Charter.

The “Brewers of Romania” Association’s commitments, until now, address three main issues in Romania: underage drinking, drink-driving and self-regulation of commercial communications. An important feature is also the number and diversity of partnerships with those who wish to support and associate themselves with these commitments. For example:

- The Romanian Ministry of Education, Research and Youth;
- Road safety and crime-prevention police authorities;
- Teachers and high school students;
- The Human Relations Institute;
- Self-regulatory organizations;
- Media.

The “Brewers of Romania” Association and its members remain committed to developing and further improving the two social campaigns and the self regulation commitment, and also to ensuring that their implementation is monitored and evaluated.

Full text: Nr. 75

Cámara Nacional de la Industria de la Cerveza y de la Malta (México)

Industria del alcohol, comercio y agricultura

País: Mexico

Página web: <http://www.canicerm.org.mx>

Resumen de la contribución:

Los Cerveceros Mexicanos hemos manifestado el compromiso con la prevención y combate de las pautas de consumo nocivo, junto con las autoridades de Salud y Educación.

Estas acciones han sido llevadas a cabo por medio de educación, capacitación y orientación a la población para alentar la cultura de la responsabilidad frente al alcohol y fortalecer la observancia de la ley.

Para las políticas publicas en torno al tema del alcohol deberían de tomar en cuenta aspectos, regionales, sociales y culturales de cada región o país.

La OMS debe poder ser un facilitador de este proceso de colaboración. Para ello, necesita proporcionar herramientas para el diseño de investigaciones así como difundir métodos para la adecuada evaluación de las intervenciones públicas, generando elementos objetivos de comparación y aprendizaje entre regiones y países.

Hay muchas acciones que coordinadas con la industria, el comercio y la autoridad se pueden adecuar y reforzar con lineamientos modernos que ayuden a evitar las consecuencias de los daños relacionados con un consumo abusivo de alcohol.

Una estrategia que parte con bases sólidas y reales, debe de considerar una base de datos con estadísticas confiables para poder contemplar acciones puntuales en lugares, momentos y segmentos en que la incidencia de daños sea más frecuente, así como cambiar los patrones de consumo para una conducta responsable en torno al alcohol.

Tomar acciones contundentes para frenar y disminuir el consumo y oferta de bebidas alcohólicas sin controles sanitarios y/o adulteradas, para evitar la oferta de estas bebidas y evitar que se consuman y dañen a la población.

Contribución íntegra: Nr. 295

Cervecería Nacional S.A.

Industria del alcohol, comercio y agricultura

País: Ecuador

Resumen de la contribución:

Cervecería Nacional S.A., es la más grande empresa de la industria Cervecera en el Ecuador, con más de 120 años de trabajo haciendo historia y apoyando al desarrollo del país, directamente a través de la generación de empleo y fuentes de riqueza a miles de ecuatorianos, así como por sus planes de desarrollo sostenible e inversión social, apoyo a la educación, cultura y deporte.

Cervecería Nacional actúa responsablemente con la comunidad en la que opera y con sus consumidores, llevando a cabo campañas permanentes para disminuir los efectos nocivos del abuso del alcohol, así como erradicar el consumo de cerveza en los menores. Para lo cual cuenta con políticas de alcohol claramente definidas para sus empleados y códigos de autorregulación comercial para evitar la exposición a menores de publicidad que pueda incentivar o promover el consumo, liderando campañas de prevención y concientización

En ese sentido, y en relación con los daños producidos por el alcohol, debemos dejar sentado que dichos efectos surgen como consecuencia del abuso y del consumo irresponsable de bebidas alcohólicas, ya que un consumo moderado está perfectamente en armonía con un estilo de vida saludable.

Aceptando esta realidad, en el diseño de una adecuada estrategia para reducir el impacto de los efectos nocivos, provocados por el abuso y/o consumo irresponsable del alcohol, se debe de tener en cuenta lo siguiente:

- a) La corresponsabilidad de todos los actores de la sociedad en el combate del abuso del alcohol y sus efectos.
- b) La importancia de contar con información cierta y objetiva sobre los verdaderos efectos del consumo irresponsable, así como de las distintas realidades locales que deben de tenerse en cuenta el momento de establecer políticas en este sentido.
- c) Combatir el mercado ilegal de alcoholes, cuya actividad es de alta peligrosidad por la falta de control sobre la inocuidad de sus productos. Las políticas restrictivas al comercio legal, constituyen un estimulante para el desarrollo de estas actividades ilícitas afectando gravemente la salud de la población, evadiendo sus responsabilidades sociales y fiscales.

Tal como hemos dicho anteriormente, este es un problema en cuya solución debemos aportar todos. En tal sentido consideramos que a nivel global la actuación de la Organización Mundial de la Salud es de relevante importancia para promover la adecuada investigación y proveer a los profesionales de la salud de la información necesaria para los distintos programas de prevención a nivel local, así como articulando espacios de discusión como el actual.

Cervecería Nacional S.A. de manera permanente, siguiendo su compromiso con la comunidad, con los consumidores, con el desarrollo sostenible, con el medio ambiente, con nuestros colaboradores, con la autorregulación, respetando las obligaciones del estado, lleva a cabo programas específicos tendientes a concientizar e intervenir en la población desalentando el consumo irresponsable y erradicando el consumo de menores.

Guayaquil, 14 de noviembre de 2008.

Contribución íntegra: Nr. 285

Cerveceros Latinoamericanos

Industria del alcohol, comercio y agricultura

País: United States of America

Página web: <http://www.cerveceroslatinoamericanos.com>

Resumen de la contribución:

1. Estrategias eficaces.

1.1 Las estrategias costo-eficientes deben tratar de reducir patrones de consumo perjudiciales y considerar las importantes diferencias de contexto señaladas por la OMS.

1.2 Nuestra posición descansa tanto en nuestro propio conocimiento de la región como en recomendaciones formuladas por la misma OMS.

1.3 Las estrategias eficaces requieren que:

- Estén dirigidas al consumo nocivo y no al consumo en general.
- Estén enfocadas al cambio de patrones de consumo nocivo.
- Promuevan el cambio con una sociedad bien informada sobre las consecuencias de ese tipo de consumo y esté motivada adecuadamente
- Estén basadas en conocimiento científico provenientes de los países y regiones.
- Sean evaluables.
- Promuevan la cooperación entre todos los sectores.

1.4 Las estrategias dirigidas a una regulación para controlar la oferta legal conducen al alcohol ilícito, se afecta gravemente la salud pública y resultan más costosas para el Estado.

1.5 La cerveza tiene la posibilidad de ofrecer una amplia gama de opciones con gradación alcohólica a partir de cero alcohol.

1.6 Problemas que pueden y deben ser atendidos con acciones por el sector gubernamental, con la participación de otros sectores de la sociedad:

- Consumo por menores;
- Consumo por embarazadas;
- Conducir vehículos habiendo consumido;
- Consumo concurrente con algunas enfermedades.

1.7 Intervenciones dirigidas a prevenir el consumo en estas situaciones:

- Establecimiento y aplicación de límites de alcohol en la sangre.
- Programas dirigidos a jóvenes y embarazadas.
- Programas dirigidos a pediatras y obstetras.
- Códigos de autorregulación.
- Programas educativos dirigidos a padres, maestros y comunidades.
- Programas de comunicación para la población en general que contribuyan a modificar los patrones de consumo nocivo.

2. Perspectiva global.

2.1 Una perspectiva “global” debe ver el problema del uso nocivo del alcohol dentro del contexto de las diferentes realidades culturales, sociales y económicas de los diferentes países y regiones.

2.2 Una estrategia global única puede incrementar los costos gubernamentales en su aplicación y no alcanzar su objetivo en algunos países, aún siendo costo-eficientes en otros.

3. Modos en que Cerveceros Latinoamericanos contribuye a reducir el uso nocivo del alcohol.

3.1 Estamos comprometidos a asignar recursos y a participar activamente con otros sectores involucrados en la reducción del consumo nocivo de alcohol.

3.2 Investigación sobre patrones de consumo.

3.3 Código de autorregulación. La mayoría de las empresas cerveceras latinoamericanas han establecido códigos y los aplican conjuntamente con estrategias para contribuir a evitar la venta de sus productos a menores.

3.4 Programas dirigidos a la prevención del consumo de alcohol por menores.

3.5 Programas dirigidos a padres de familia y educadores con el objetivo de facilitar la comunicación con los menores sobre los efectos del alcohol y contribuir a prevenir su uso.

3.6 Alianzas con ONGs en la realización de estudios para conocer mejor la realidad del consumo de alcohol en varios países o para desarrollar programas preventivos.

3.7 Centro de Información sobre Salud y Alcohol, ente independiente que contribuye a la difusión del conocimiento científico sobre este tema (Brasil).

Contribución íntegra: Nr. 256

Cerveceros Latinoamericanos (English version)

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.cerveceroslatinoamericanos.com>

Summary

1. Efficient strategies.

1.1 Cost-efficient strategies should aim at changing harmful alcohol consumption patterns and consider the differences of context stated by WHO.

1.2 Our position relies on our own knowledge of the region, as well as on recommendations by WHO.

1.3 Efficient strategies must:

- Be aimed at harmful use and not at general use of alcohol.
- Be directed to changing harmful consumption patterns.
- Promote change within a society that is well informed about the consequences of that type of consumption and that is also motivated to change.
- Be based on scientific knowledge that comes from the countries and regions.
- Be subject to evaluation.
- Promote cooperation among all stakeholders.
- Allows local adjustments based on evaluation and experience.

1.4 The strategies aimed at controlling the legal offer lead to illegal alcohol, public health is severely affected and results in a higher expense to the nation.

1.5 Beer offers the possibility of a wide range of options in alcohol strength from zero alcohol on.

1.6 Problems that can and must be solved by the governmental sector, along with the participation of other sectors of society, including the alcohol industry:

- Consumption by minors;
- Consumption during pregnancy;
- Consumption before or while driving;
- Consumption while having some diseases or being ill.

1.7 Possible ways of preventing alcohol consumption in these situations:

- Establishing and enforcing blood alcohol limits.
- Programs aimed at under age people and pregnant women.
- Programs aimed at pediatricians and obstetricians.
- Self regulation codes.
- Educational programs aimed at parents, teachers and communities.
- Communication programs, aimed at the population as a whole, to contribute to change harmful consumption patterns.

2. Global perspective.

2.1 A “global” perspective should perceive the problem of harmful use of alcohol within the context of the different cultural, social and economic realities of all the different countries and regions.

2.2 A single strategy could increase governmental expenses and, even though it could be cost-efficient in some countries, it might not achieve its purpose in some others.

3. Ways in which Cerveceros Latinoamericanos contributes to reducing harmful alcohol use.

3.1 We are committed to assign resources and to participate actively along with other stakeholders in the reduction of harmful alcohol use.

3.2 Research about alcohol consumption patterns in the Latin-American Region.

3.3 Region-wide self-regulation code; most Latin-American brewing companies have established and apply their own codes.

3.4 Strategies to stop selling alcohol to under age people.

3.5 Programs aimed at the prevention of alcohol consumption by minors.

3.6 Programs aimed at parents and teachers to facilitate communication with minors about the effects of alcohol; contributing to the prevention of its consumption.

3.7 Alliances with NGOs with the purpose of researching and studying the reality of alcohol consumption in several countries and/or to develop prevention programs.

3.8 Information Center on Health and Alcohol (Centro de Informação sobre Saúde e Álcool), independent organization that contributes to spreading scientific knowledge about this issue (Brazil).

Full text: Nr. 257

Comision para la Industria de Vinos y Licores (CIVyL) de Mexico

Industria del alcohol, comercio y agricultura

País: Mexico

Resumen de la contribución:

La existencia del mercado informal de bebidas con contenido de alcohol es, en algunos países, uno de los principales problemas para reducir el uso nocivo del alcohol. El mercado informal, por definición, está fuera de cualquier control y, en muchas ocasiones, se alimenta precisamente de la ventaja desleal que implica el no cumplimiento de la ley y los estándares sanitarios.

Los operativos contra la producción y venta de bebidas informales son necesarios pero no suficientes para atacar la principal causa del mercado informal; es decir el incentivo que genera el diferencial de precios entre el mercado formal que paga impuestos y cumple con las disposiciones legales aplicables, por una parte, y el mercado informal que no paga impuestos y se encuentra fuera del control de las autoridades sanitarias o de otra índole, por otra parte.

La aplicación de altas tasas impositivas puede resultar contraproducente. Si bien es cierto que según la teoría económica, a un mayor precio corresponde un menor consumo, en el caso de las bebidas con contenido de alcohol se puede dar, y de hecho se da en algunos países como México, una sustitución de bebidas formales por informales que mantiene o incluso aumenta el consumo.

El nivel de impuestos a las bebidas con contenido de alcohol debe tomar debidamente en cuenta el contexto nacional y las diferencias de recursos, capacidades y medios de cada país para evitar que dichos impuestos se vuelvan un incentivo para el desarrollo del mercado informal.

El supuesto según el cual entre mas alto sea el impuesto habrá un menor consumo, no es universalmente correcto. La realidad muestra que a partir de un determinado nivel, en algunos países, en vez de reducir el consumo se incrementa el mercado informal y por ende el uso nocivo del alcohol.

Finalmente, CIVyL considera que la industria de vinos y licores puede apoyar el combate al mercado informal:

- Realizando campañas en los medios de comunicación exhortando a los consumidores a no comprar bebidas con contenido de alcohol de dudoso origen;
- Informando a la población sobre los riesgos que conlleva el consumo de bebidas con contenido de alcohol de dudoso origen;
- Proporcionando a los consumidores información sobre las características de las bebidas con contenido de alcohol en las que hay que fijarse para no caer en engaños
- Colaborando con las autoridades competentes para localizar los centros de producción y venta de bebidas con contenido de alcohol informales.
- Facilitando a las autoridades competentes el apoyo técnico o el equipo necesario para identificar si un producto dado corresponde a la marca que ostenta o se trata de una bebida falsificada.

Contribución íntegra: Nr. 259

Confédération Européenne des Vignerons Indépendants

Industrie, commerce et agriculture en rapport avec l'alcool

Pays: France

Adresse du site Web: <http://www.cevi-eciw.eu>

Résumé de la contribution:

Pour la Confédération Européenne des Vignerons Indépendants, une stratégie mondiale de réduction de l'usage nocif de l'alcool doit avant tout être une stratégie en mesure d'intégrer les initiatives et stratégies existantes, dans le respect de la culture de chacune d'elle et des intervenants qui la portent.

Par ailleurs, concernant les moyens pour mettre en œuvre cette stratégie, la CEVI est convaincue (de part les expériences et modèles de plusieurs pays) que la stratégie la plus efficace est celle de l'éducation, basée sur la prise en compte des schémas de consommation. A ce titre, il nous semble aussi important de souligner que la consommation modérée de vin est tout à fait compatible avec un mode de vie sain.

Les vignerons indépendants sont déjà engagés, concrètement, dans la lutte contre la consommation abusive d'alcool. Au niveau individuel, chaque vigneron est en lien direct avec le consommateur. Les vignerons indépendants respectent les vins qu'ils élaborent eux-mêmes. Ils sont naturellement des ambassadeurs d'une consommation respectueuse de leur produit, donc responsable.

Au niveau de nos associations, nous sommes engagés dans le programme Wine in Moderation (www.wineinmoderation.eu) dont l'objectif est la promotion de la consommation modérée de vin et la lutte contre la consommation abusive d'alcool en Europe.

Contribution intégral: Nr. 86

Copa-Cogeca

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.copa-cogeca.eu>

Summary:

Copa-Cogeca represents European farmers and their cooperatives. Therefore they represent wine producers.

Most of the population that consumes alcohol does so in a way which is not harmful. However part of the population misuses alcohol and put themselves and their families in danger. For Copa-Cogeca it is therefore necessary to differentiate between measures aimed at tackling harmful alcohol consumption and measures aimed at preventing alcohol misuse.

Since this is a complex problem, both types of measures need to be based on sound and extensive scientific evidence.

Furthermore, in order to be effective, measures have to be tailored to the target population and to the result to be achieved. These measures should be targeted at risk groups such as pregnant women and children to prevent them from consuming alcohol, at consumers to prevent them from misusing alcohol or to people with alcohol consumption problems to help them solve them.

Restrictive measures are not necessarily the solution to the problem of harmful alcohol consumption. However, Copa-Cogeca strongly believes in the role of education to prevent harmful alcohol consumption.

Copa-Cogeca is very much concerned about harmful alcohol consumption. This is why it has created, together with CEEV (wine industry and trade) and CEVI (independent vineyards), a programme named Wine in Moderation (WIM) which aims at promoting moderation and responsibility in wine consumption.

Full text: Nr. 110

Danish Brewers' Association

Alcohol Industry, trade and agriculture

Country: Denmark

Web site: <http://www.bryggeriforeningen.dk>

No summary available.

Full text: 240, 241 and 242

Deutscher Brauer-Bund e.V. (German Brewers Association)

Alcohol Industry, trade and agriculture

Country: Germany

Web site: <http://www.brauer-bund.de>

Summary:

The German Brewers' Association represents approximately 75% of the German beer production. In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:

- Be evidence based and practical;
- Differentiate between alcohol consumption and alcohol misuse;
- Understand and target the problems;
- Identify and classify the drivers of behaviour;
- Consider fully the diversity of societies, cultures and traditions;
- Take account of the specificities of beer and other categories of alcoholic drinks;
- Recognise the importance of education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches.

An interesting initiative, and one which could be considered as a template for similar platforms at all levels, is the EU Alcohol and Health Forum, which aims to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

Under The Brewers of Europe's umbrella, the German Brewers have submitted a commitment to the Forum. The German Brewers felt that, although the law providing that beer should not be sold or served to individuals under 16 was largely known by retailers and sellers, there was room for improvement, particularly where adults were the ones buying the drinks for the minors. We therefore committed to provide tools (logos, posters, leaflets, guidance documents, a website etc.) that recall the law

An important feature of the 36 commitments so far coming from the brewing sector is also the number and diversity of partnerships with those who wish to support, finance and associate themselves with these commitments. For example:

- National, regional and local governments;
- Road safety and police authorities;
- Civil society;
- Young adults;
- Health and medical associations;
- Consumer Groups;
- Self-regulatory organisations;
- Media.

Further concrete examples of the German Brewers' engagement, in addition to our commitment under the EU Alcohol and Health Forum include:

- Signing and committing, through our activities against drinking and driving, to the European Road Safety Charter Alcohol (2008);
- Developing and adopting a Code of Behaviour (Brewers' Code 2007) as well as guidelines for responsible commercial communication (2003 and ongoing);
- Contributing to the Worldwide Brewing Alliance's (WBA) Global Social responsibility initiatives and Drinking and Driving Reports;
- Support of our members fight against alcohol abuse, providing material, expertise and personnel.

Full text: Nr. 157

Diageo

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: www.drinkiq.com

Summary:

Alcohol is a special product - enjoyed responsibly by most, misused by a minority. Diageo is aware of the positive, and sometimes negative role alcohol can play in the lives of individuals and in society. In aspiring to change consumer attitudes and behaviour, we recognize that we cannot achieve behavioural or cultural change by ourselves, and we will continue to find opportunities to work in partnership with others to bring about change.

We understand our responsibility to produce, market and sell our brands responsibly. We also believe that there is a shared responsibility with individuals, families, governments, law enforcers and educators to address alcohol misuse with respect to diverse cultures around the world.

Diageo has experience of understanding and communicating with consumers which we use to make our Responsible Drinking campaigns relevant to at-risk groups. We work in a range of ways with many different stakeholders running over 110 programmes in over 45 markets to raise awareness, promote responsible drinking and combat misuse such as drink driving, excessive drinking, underage drinking and irresponsible serving of alcohol.

We believe we have particular experience and expertise to share in the following three areas, above and beyond the significant level of activity industry is already involved with, to contribute to reducing the harmful use of alcohol.

- Marketing responsibly, and particularly our focus on compliance and controls;
- Marketing responsibility, and using our marketing tools and consumer insights to craft relevant responsible drinking messages; and
- Equipping all our stakeholders, including our employees and partners, to promote and be ambassadors for responsible drinking via DRINKiQ and DRINKiQ.com

Full text: Nr. 64

Distilled Spirits Council of the United States

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://discus.org>

No summary available.

Full text: Nr. 319

Dreher Breweries

Alcohol Industry, trade and agriculture

Country: Hungary

Web site: <http://dreher.hu>

No summary available.

Full text: Nr. 78

European Forum for Responsible Drinking (EFRD)

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.eprd.org>

Summary:

It is well-established that most people who consume alcohol do so in moderation. Alcohol-related harm is largely related to high risk drinking behaviour among a minority of people and therefore it is patterns of alcohol consumption, rather than overall consumption that provide the best predictor of harm. Therefore, if strategies for minimising harm are to be effective they need to be targeted to address risky drinking patterns rather than average per capita consumption of the population.

Effective interventions to reduce health-related problems associated with alcohol consumption:

1) Drinking patterns vary across Europe, gender and age groups. These patterns, rather than over-all consumption of alcohol, are the best predictors of harm. Therefore, to achieve long-term sustainable results, only interventions which have proven to effectively address harmful drinking patterns should be eligible.

2) The evidence does not support any one single approach to harm-minimisation, but instead flexible approaches are needed that can be adapted to address specific needs of target populations. National strategies are likely to be more effective if supported by local community-based programmes involving all relevant stakeholders.

3) Effective enforcement of legislation such as on drink driving has been shown to be effective in reducing harm. It is also essential that existing legislation on minimum Legal Purchasing Age be enforced and this should be backed up by server training for bar and retail staff.

4) Education and information campaigns can be effective as part of a broader harm-reduction strategy. Evidence shows that education will be most effective when clear goals are established; campaigns are targeted to the audiences most at risk, programmes are realistic when considering their audience needs; and education is part of a broader community approach.

5) Effective examples developed in public/private partnership include a number of initiatives:

- To discourage underage drinking and enforce legal purchasing age: e.g., awareness campaigns on legal purchasing age and sanctions for infringements; education programmes to help young people resist peer-pressure, social norming campaigns, support for parents, actions during nightlife.
- To promote responsible drinking: e.g. consumer information on responsible drinking guidelines (including for pregnant women). Interactive tools, with relevant messages talking directly to the consumers, including tips to adopt a responsible behaviour.
- To discourage drink-driving: e.g., designated driver campaigns, promotion of alternative transportation, easy access to breathalyzers, server training and more public transport at night,.
- To promote responsible service of alcohol through training: development of knowledge and skills of those selling/serving alcoholic beverages on how to implement the law (e.g., not serving people under the legal purchasing age or intoxicated people) and how to promote a safe drinking environment.
- To minimize harm at workplace: e.g., adoption of specific alcohol policy, including road safety plans.
- Support to health professionals both through their primary education and long-life vocational training.
- Brief interventions in emergency rooms

6) In addition, effective industry self-regulation and co-regulation of marketing is also important to prevent marketing that encourages irresponsible drinking patterns. .

Full text: Nr. 126

FEBED (Federation of Belgian Drinkwholesalers) - member of CEGROBB

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.febed.be>

FEBED is representing 650 drinkwholesalers in Belgium and deliver, through her members, 75% of the existing number of horeca-outlets.

To be effective, a strategy for the reduction of alcohol-related harm has to:

- be understandable for everybody
- make a distinction between alcohol consumption and alcohol misuse
- take in account the culture and/or tradition of people
- be linked to education (schools/parents/...) and training
- be based on evidence and practice
- stimulate responsible behaviour
- target the problems
- identify the target groups

For the reasons, mentioned above, FeBeD (via CEGROBB) is member of the Alcohol and Health Forum. This Forum is a good initiative to create a common platform for a lot of stakeholders at EU level to take actions for alcohol mis-use/harm.

FeBeD is associated partner (CEGROBB is co-owner) for the commitment "Respect 16", submitted by the Belgian Brewers. This campaign is designed to increase the awareness concerning restrictions for serving and selling alcohol to youngsters (<16y). The main ideas are:

- encourage responsibility of retailers, bar staff, restaurateurs,...

- inform the concerned parties of how to refuse alcohol to youngsters on a respectful way
- inform the general public, the youngsters and their parents about the risks of underage drinking

FED. Ho.Re.Ca Vlaanderen

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.fedhorecavlaanderen.be>

Summary:

FED. Ho.Re.Ca Vlaanderen is a member of the Arnolus Group. This is a group set up on the initiative of the Belgian brewer federation. The group aims at contributing in the prevention against alcohol abuse and a promotion of judicious alcohol consumption. Besides the Belgian breweries are also the federations of the horeca and distribution companies member of the Arnoldus Group.

On 12 mai 2005 the covenant concerning behaviour and publicity concerning alcoholic drinks was signed together with the minister of public health.

The covenant is the proof that all professional associations concerned from the sector of beer and alcoholic drinks take their social responsibility. Together with the government one reaches an efficient self-regulation, which is enforceable and sanctionable and where all consumers are protected, especially the young people, in an effective manner. The form and the scope of this covenant is unique and offers an effectiveness larger than a traditional legal framework.

FED. Ho.Re.Ca Vlaanderen has always been and will stay committed to promoting this covenant to its members.

Link to further information about the covenant: <http://www.beerparadise.be/emc.asp?pageId=340> (in dutch)

In Belgium the age limit for serving and selling alcoholic drinks is 16, imposed by law. The covenant contains a number of provisions concerning publicity for alcoholic drinks with respect to minors.

In the fight against drinking and driving, the Arnoldus Group has cooperated in a partnership with the Belgian institute for traffic safety (BIVV) for the development of the "Bob" campaign, which is a great success (significant decrease in traffic casualties). Link to further information about the "Bob" campaign: <http://www.bob.be/index.htm> (in dutch or french)

Finally, Inbev Belgium has also set up a sensibilisation campaign for the respect of the minimum age of 16 for the consumption of beer: "respect 16". Link to further information: <http://www.respect16.be/nl/index.cfm> (in dutch)

Full text: Nr. 115

Federación Española de Bebidas Espirituosas

Industria del alcohol, comercio y agricultura

País: Spain

Página web: <http://www.febe.es>

Resumen de la contribución:

En FEBE fomentamos la responsabilidad en el consumo de nuestros productos, mediante la información a los consumidores con el uso de nuevas tecnologías (www.consumo-responsable.es), mediante formación a los camareros (Tu sirves, tu decides). Además desarrolla programas de prevención para luchar contra los accidentes de tráfico (Programas los noc-turnos). Además apoya a la Fundación Alcohol y Sociedad en un ambicioso programa escolar que demuestra que la educación es la mejor manera de cambiar los comportamientos.

Contribución íntegra: Nr. 11

Forum der Deutschen Weinwirtschaft

Alcohol Industry, trade and agriculture

Country: Germany

Summary:

Forum der Deutschen Weinwirtschaft, Bonn, Germany

14.11.2008

The „Forum der Deutschen Weinwirtschaft“ represents the entire German wine sector and we are determined to play a constructive role in reducing alcohol misuse and alcohol-related harm.

However, it should be emphasized that the majority of wine drinkers consume wine responsibly and as part of a healthy lifestyle.

In our opinion, effective and realistic measures to reduce alcohol related harm should

- distinguish between alcohol consumption and alcohol misuse
- take into account the various regional, cultural and traditional differences;
- target the risk groups;
- focus on and encourage responsible drinking pattern;
- be evidence-based;
- recognise the importance of education;
- integrate all relevant stakeholders, including the economic partners/industry;
- recognize the effectiveness of industry self-regulation;
- support the enforcement of existing laws and regulations.

The goal is not to establish an alcohol-free society but a society where alcoholic beverages are consumed in a responsible manner and where moderate drinking pattern are established as a social norm. In this context, the pleasure and health benefits of moderate wine consumption have to be recognized. We oppose a one-size-fits-all approach with population based restrictions such as taxation, commercial communications and availability aiming to reduce the alcohol consumption of society as a whole.

Educating consumers and providing them with accurate information will enable them to make responsible drinking decisions. We support prevention programs tailored to risk groups such as pregnant women, children, young people and drivers.

Commitment to collaboration and social responsibility

The German Wine sector is committed to collaborate with WHO, Member States and others to tackle alcohol misuse and related harm. Our commitment to the Alcohol & Health Forum –a common European platform for all stakeholders- is implementing the pan European programme -“Wine in Moderation”. It aims to educate about and to reduce the risks of alcohol misuse. Topics include wine as an agricultural product with a long tradition and culture, responsible drinking pattern, moderate wine consumption as part of a healthy lifestyle, relevant existing laws, national self regulation codes. Initially, the target group for this programme are trainees of the wine and sparkling wine sector at trade schools, sommeliers schools, colleges and universities as multipliers.

For more than a decade, so long before the WINEinMODERATION initiative, “Guidelines For Responsible Wine Consumption” have been disseminated by the German Wine Sector. These guidelines are included in all seminars for health professionals such as physicians and nutritionists.

Full text: Nr. 282

FORUM PSR

Alcohol Industry, trade and agriculture

Country: Czech Republic

Web site: <http://www.forum-psr.cz>

Summary:

According to our opinion and experience we believe that the best approach to the reduction of harmful use of alcohol is targeted prevention and education, which goes hand in hand with the enforcement of existing reasonable laws (reasonable means, that there is no significant gap between the practise and the law itself).

Full text: Nr. 284

German Advertising Council

Alcohol Industry, trade and agriculture

Country: Germany

Web site: <http://www.werberat.de>

Summary:

The German Advertising Council handles citizens' complaints regarding individual advertisements – including complaints about commercials for alcoholic drinks.

The Council, which is funded by 44 organisations allied in the German Advertising Federation (ZAW), develops and applies codes of conduct such as its code on advertising for alcoholic beverages. Member organisations include alcohol producers associations and alcohol importers, the whole media- and advertising agencies- sectors. The

German Advertising Council first issued its Code of Conduct on Commercial Communication for Alcoholic Beverages in 1976. In 1986, the European Commission incorporated the Code into the EU 'Television Without Frontiers' directive. The scope of the Code was extended by resolution of the ZAW member associations to include teleshopping in 1998 and to means of all commercial communication in general in 2005, "media neutral approach".

Alcohol and alcohol abuse continue to be extremely topical subjects for discussion in our society today; it can be positioned between enjoyment and risk, between damnation and euphoria, between well-being and selfdestruction. The vast majority of persons in Germany consume alcoholic beverages responsibly without harming themselves or others. In this context the advertising industry is of the firm opinion that commercial communication is a fundamental and indispensable part of free and fair competition. Recognising that harmful consumption of alcoholic beverages can have serious consequences for the consumers, their families and friends, and for society as a whole, the advertising industry is fully aware of its responsibilities when promoting alcoholic beverages, takes them seriously and acts accordingly. Core element of the advertising industrie's actions is a well-functioning system of advertising self-regulation. This has been improved within the last decades and will be further developed in the future.

The European Unions commissioner Viviane Reeding stated in a speech on September 2nd 2007 in Liverpool that in the area of advertising self regulation has made enormous progress. She expressly said that therefore: "The increasing sense of responsibility of the industry could in my view lead to deregulation in the field of advertising".

From a global perspective, we strongly believe that the most effective approach needs to reflect: the diversity of the social and cultural circumstances of the nations worldwide. A one-size-fits all approach can not be successful when trying to reduce alcohol-related harm worldwide. Each nation has to tailor their national approaches based on its particular economic, social and cultural contexts. In particular with regard to the advertising and commercial communications for alcoholic beverages each measure has to be conducted within the context of the existing legal, cultural and social enviroment. There are different ways for each nation to achieve the optimal solution for its circumstances.

Never the less it is appropriate to exchange views and experiences on a broader level but a single global measure would be contra productive.

For the advertising sector we highly recommend to encourage the set up and the further developing of self regulatory systems as a global approach. Where advertising self regulation exists it works sufficiently as a prompt and effective way of preventing irresponsible commercial communication.

Full text: Nr. 164

Heineken International BV

Alcohol Industry, trade and agriculture

Country: Netherlands

Web site: <http://www.heinekeninternational.com>

No summary available.

Full text: Nr. 281

InBev

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.inbev.com>

Summary:

InBev firmly believes in the importance of promoting responsible drinking and fighting alcohol misuse. Responsible consumption is not only more favorable for individuals and society as a whole; it is also in the long-term interest of our company and the reputation and commercial health of its brands.

InBev believes in promoting responsible drinking, a drinking pattern demonstrated by the vast majority of our consumers. We do not condone inappropriate drinking: we have a clear position against drink driving, against drinking under the legal drinking age, against drinking when pregnant or drinking without moderation ('binge drinking').

We do not, however, believe in measures that are aimed at lowering the overall alcohol consumption in the hope that at least part of the misuse might also be lowered. Such lack of targeting is most likely to have the biggest impact on those who do not drink in an unhealthy or irresponsible way, without really having an impact on those with negative drinking patterns. We cannot support strategies which seek to de-normalize responsible drinking; it needs to be

recognized that the majority of consumers drink responsibly and that there is a strong and consistent relationship between moderate consumption and health benefits.

We believe that any effective strategy aimed at reducing harmful use of alcohol will need to take into account the underlying causes to the harmful use: the drivers of alcohol misuse. The strategy needs to be targeted towards those drivers and will need to be multi-compound, existing of a combination of legislation, education and information and self-regulation. Different actors can play different roles, we know from experience that partnerships can be very effective. We also need to stress the importance of enforcement of existing laws.

In terms of reducing harmful use of alcohol; as a responsible brewer, we do two kinds of initiatives:

- general awareness raising about the importance of responsible drinking; and
- awareness raising and sometimes interventions re the dangers of irresponsible drinking

At the moment, we have at least one responsible drinkign program running in every market where we have a brewery. We feel that our programs illustrate that we can play a role in the fight against alcohol-related harm, along with other stakeholders. Through our programs, we also know that what works in one country, will not in others. There are different drinking cultures, different habits and they will need tailored approaches.

We can also share best practice in terms of ensuring that our advertising and marketing practice do not condone irresponsible drinking, so that they do not contradict the messages we are giving in the responsible drinking campaigns.

Full text: Nr. 294

Industrias La Constancia

Industria del alcohol, comercio y agricultura

País: El Salvador

Página web: <http://www.laconstancia.com>

Resumen de la contribución:

En Industrias La Constancia estamos convencidos que el uso responsable del alcohol es una actividad social y culturalmente aceptada y que forma parte de las costumbres de la mayoría de las personas adultas.

Desafortunadamente existen personas que utilizan mal el alcohol y que ponen en riesgo su salud y seguridad y la de otros.

Por esta razón, es necesario participar en procesos de consulta en los que se aborde esta problemática y se puedan reflejar todos los contextos nacionales, culturales y sociales, así como las iniciativas desarrolladas por diversas organizaciones en diferentes países.

Como empresa creemos que un factor determinante para la efectividad de las estrategias de alcohol es que todos los actores que se relacionan con el alcohol (productores, vendedores, padres de familia, consumidores y autoridades) deben formar parte activa dentro de las estrategias propuestas.

Contribución íntegra: Nr. 273

Kompania Piwowska SA

Alcohol Industry, trade and agriculture

Country: Poland

Web site: <http://www.kp.pl>

Summary:

Effective strategies should not be targeted at curbing the overall consumption of alcohol, but rather address certain risk areas, identified by the European Commission in its communication of 2006. They should be based on scientific knowledge identifying the reasons of harmful consumption, allowing to design robust and effective programs.

Kompania Piwowska together with the Association of Polish Brewers, as well as on its own, has been contributing to the reduction of the harmful use of alcohol for many years through long-term education programs supported with public communications, preventingf drink driving and minor access to alcohol.

Full text: Nr. 82

Korea Alcohol & Liquor Industry Association

Alcohol Industry, trade and agriculture

Country: Republic of Korea

Web site: <http://www.kalia.or.kr>

Summary:

Korea Alcohol & Liquor Industry Association (KALIA) is the only association representing major alcohol manufactures in Korea. KALIA has 13 multi alcohol (mostly Spirits such as So-ju) manufacturers, 2 beer manufacturers, 3 whiskey manufacturers and 10 ethanol manufacturers as members.

One of the main objectives of KALIA is to promote responsible drinking in Korea.

KALIA has conducted many activities for reducing alcohol related harm with its member companies, and of course KALIA will contribute to reduce alcohol related harm with WHO and Ministry of Health Korea.

KALIA believes that effective strategies to reduce alcohol related harm require followings

- Balanced approach considering regional circumstance, culture and drinking pattern
- Long term plan with step-by-step process
- Guarantee moderate drinkers' right and freedom to enjoy their responsible drinking

Full text: Nr. 252

Korea Alcohol Research Center

Alcohol Industry, trade and agriculture

Country: Republic of Korea

Web site: <http://karc.re.kr>

Control policy is not work well in oriental countries, and we need to develop alternatives in social lives, self-leadership(individual perspective), and self regulation(firm perspective) methodology.

1. Education of scientific knowledge, leadership training, campaign for reducing the harm, self-regulation for safer use etc.
2. Stress minimization, reinforcement of cultural activities like as music, dance, exercise, play etc. in the leisure time etc.
3. Research, survey for reducing the harm at school and workplace, national campaign etc.

Miller Brands UK Ltd

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Summary:

1. What are your views on effective strategies to reduce alcohol-related harm?

Effective strategies should:

- Incorporate stakeholders from industry (including retailers, media, producers and others), government, civil society, NGOs and others taking joint responsibility.
- Incorporate individual responsibility as a key aspect.
- Should be based on transparent evidence for Government and others to evaluate within the context of their national culture and circumstances.
- Should be relevant to long-term aims to educate and inform consumers and to encourage people to make informed choices in relation to alcohol whilst not unnecessarily punishing the majority of consumers that enjoy alcohol as part of their national culture in a way that is safe, sensible and social.
- Incorporate a flexible menu of policy interventions that can be adapted to national contexts.
- Should be based on long-term sustainable solutions and not for short-term political or economic gain whilst mindful of the positive economic and social contribution that alcohol can play in national and social contexts and the potential for unintended consequences of policy decisions.

2. From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

Best ways to reduce harmful use of alcohol:

- Improved guidance for healthcare professionals on dealing with alcohol-related harm.
- Providing accurate and balanced information about alcohol consumption.
- Educating consumers through a variety of media on developing healthy attitudes to responsible alcohol consumption.
- Developing multi-stakeholder partnerships to lead innovative and targeted interventions.

- Including individual responsibility as part of any messaging.
 - Advocating policies that discourage the informal alcohol market and do not steer consumers to illicit products.
 - Ensuring retailers, amongst other stakeholders, are involved in interventions.
 - Ensuring the effective enforcement of existing laws to prevent alcohol harm and abuse.
3. In what ways can you or your organisation contribute to reduce the harmful use of alcohol?
- Providing accurate and balanced information about alcohol consumption to our consumers, including online information and best practice in consumer information on our labelling and packaging.
 - Working in partnerships with others to address alcohol responsibility issues including: youth access prevention, irresponsible consumption, drink driving, and reminding consumers of health and other societal considerations of alcohol consumption.
 - Establishing workplace policies and actions that reinforce high levels of employee conduct in relation to alcohol consumption.
 - Ensuring our marketing meets best practice in terms of responsibility messaging and adherence to both mandatory and voluntary regulations and codes in both spirit and letter.
 - Sharing best practice both within our company and among wider stakeholders.
 - Leveraging industry capabilities, in partnership with other stakeholders, and accessing consumers with messages and information to foster positive attitudes and choices with regard to alcohol.

Full text: Nr. 191

MillerCoors

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.millercoors.com>

Summary:

When it comes to alcohol responsibility MillerCoors has a single goal: Responsible enjoyment and use of our products by consumers; and we firmly believe there is a role for the alcohol industry to play in reducing the irresponsible consumption of alcohol beverages, which increases various well known risks of harm to the consumer and to others. We carry out this significant role by providing effective solutions to deal with the many challenges arising from access of alcohol to underage, irresponsible over consumption and driving drunk. We do this through getting involved and working with industry stakeholders, concerned organizations in our communities where we do business, and leaders in education and government representing important perspectives and valued experiences. Our partnerships focus on working together on youth access prevention, issues arising from irresponsible over-consumption and driving drunk. Furthermore, we are committed to meaningful self-regulatory practices in selling and marketing our products, and we advocate for effective public policy in legislative and regulatory bodies of our federal government and in each of the various states.

MillerCoors ensures all its products are clearly labeled to present consumers with information about the type of alcohol beverage they consume, and we strictly comply with all federal laws and regulations that prohibit use of misleading information and graphics, require clear warnings, and provide consistent information about the alcohol content when it is displayed on labels.

We believe we are part of the solutions to reducing alcohol-related harm in the U.S. and Puerto Rico, and we will continue to join our efforts with other key stakeholders to make an even greater impact in the communities where we work and live.

Full text: Nr. 298

National Beer Wholesalers Association

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://nbwa.org>

Summary:

I am writing to you and your committee as the World Health Organization (WHO) prepares to consider a global strategy to combat the harmful use of alcohol. I respectfully caution you and the WHO to remember the vast difference in alcohol practices between countries; the diverse institutional structures for regulating alcohol beverage manufacturing, distribution, sales, and consumption; and the particular historical dynamics by which national drinking cultures and regulation have evolved. Different countries and cultures have varied alcoholic beverage

traditions and problems with abuse. They have created diverse methods of response and intervention through regulation and behavior modification.

Full text: Nr. 180

Pernod Ricard S.A.

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: <http://www.pernod-ricard.com>

Summary:

Pernod Ricard enjoys a proud tradition of corporate social responsibility activity, first in its home country of France, and now in many member states around the world. This was most recently recognised by the Swedish Government during our recent acquisition of Vin & Sprit, a Swedish state company. The Swedish Government designated a socially responsible corporate profile as one of the criteria for a successful bid.

The Company has developed a growing programme of responsible drinking initiatives, as well as promoting a better understanding of alcoholic beverages and how they should be consumed. Pernod Ricard appreciates that our business can only be sustainable over the long-term if the drinks industry takes action to mitigate the potentially negative social consequences associated with alcohol abuse.

In developing an alcohol strategy, it is important to focus on risky drinking patterns rather than concentrating on overall alcohol consumption. The strategy should also factor in the local drinking cultures so that there is an understanding of drinking patterns and what types of beverages are being consumed. Ultimately, consumers need the appropriate information on alcohol in order to make informed drinking choices.

The WHO should avoid drafting a single strategy for all member states, and permit local flexibility in the final strategy. At the same time, member states should consider improving its enforcement of its laws against the production and distribution of illicit alcohol products. Education tools should be developed to inform consumers on the facts about alcohol. The WHO should also consider utilising the social norming approach when addressing drinking by young people.

Pernod Ricard continues to expand its many programmes around the world to promote responsible drinking. We look forward to working with new partners in the future. Separately, Pernod Ricard works within the International Federation of Spirits Producers (IFSP) to investigate and, eventually, eliminate the production and distribution of illicit alcoholic drinks. This can only be done in cooperation with the local law enforcement officials.

We at Pernod Ricard stand ready to work with other interested stakeholders in developing new initiatives to promote responsible and intelligent drinking decisions.

Full text: Nr. 174

Pivovary Topvar, a.s.

Alcohol Industry, trade and agriculture

Country: Slovakia

Web site: www.pivovarytopvar.sk

1. What are your views on effective strategies to reduce alcohol-related harm?

Effective strategies should be based on reducing the harmful effects of irresponsible alcohol consumption not overall consumption of alcohol. Targeted interventions to combat alcohol abuse should be a key focus. In the Slovak Republic it is legal for persons of 18 years of age to drink alcohol, as adults they are best placed to decide when and how much to drink depending on their particular circumstances at that moment. For some people and some occasions that will mean not to drink at all, particularly when driving or taking medication. There is an amount of personal responsibility that must be taken into consideration as well as society's role in holding individuals accountable for their actions. Irresponsible alcohol consumption benefits no-one and is certainly not in the interests of the Company Pivovary Topvar. It is illegal in the Slovak Republic to sell alcohol to youths. Pivovary Topvar discourage sales to minors through working with their customers and displaying responsible messages on packaging. Enforcement of these laws are vitally important in effective strategies to reduce alcohol-related harm as well as parental education and guidance.

2. From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

The best way to reduce problems related to harmful use of alcohol is first of all to enforce national legislation. http://www.infodrogy.sk/index.cfm?module=ActiveWeb&page=WebPage&s=zakon_c_219/1996_z. This legislation should go hand in hand with the self regulatory activities of alcohol producers. They should also be

viewed as a valuable stakeholder and a responsible partner to help raise awareness through educational campaigns in the area of:

- Responsible Drinking
- Drink and Drive
- Pregnancy and Alcohol
- Youth Access Prevention

3. In what ways can you or your organization contribute to reduce the harmful use of alcohol?

Our organisation is already contributing to the reduction of harmful use of alcohol through educational campaigns. We communicate responsible messages on all our products and also point of sale material. The main slogan of the campaign is “Consumption of alcoholic beverages allowed from the age of 18”. This message is accompanied by a visible and recognisable stamp. We also communicate this message on the main stage at all the festivals we organise, or participate at. We also use moderators to stress to young people they are not allowed to drink alcohol when they are under the legal drinking age. This goes together with discouraging Drinking and Driving. We have launched the project 'Pro Mole Info' where people can calculate the level of alcohol in their blood by sending SMS, on Internet or through WAP. This is being distributed in all our off trade operations and also on all festivals we participate at. This project is done together with The Ministry of Transport of The Slovak Republic – Road Safety Dept.

Responsible alcohol consumption is also going to be communicated through all our marketing, our web pages and also a dedicated web page on responsible consumption.

Plzenský Prazdroj, a.s.

Alcohol Industry, trade and agriculture

Country: Czech Republic

Web site: <http://www.prazdroj.cz>

Summary:

1. What are your views on effective strategies to reduce alcohol-related harm?

Effective strategies must be strictly evidence based and balanced. It must be regularly evaluated. Effective strategies have to reflect all differences among countries, nations, markets and discussed with all stakeholders. It is necessary to clearly distinguish between illegally produced alcohol and legally produced alcohol.

2. From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

The best way to reduce harmful use of alcohol is prevention. It is necessary to provide accurate and balanced information about alcohol consumption to consumers. Such information should be easily accessible. All officially published information must be based on long term scientific researches provided by independent institutions. It is necessary to educate medical professionals to enable them to communicate the risks of harmful drinking to their clients. Educational campaigns addressing wide range of customers are an effective tool as well.

3. In what ways can you or your organisation contribute to reduce the harmful use of alcohol?

Plzenský Prazdroj provides accurate information on general alcohol consumption to all stakeholders, especially to consumers. Promoting responsible alcohol consumption is of our high priority.

All commercial communication is strictly monitored through self regulation system. The code of commercial communication prohibits advertising addressed to underage or any form of aggressive advertising. There have been no consumer complaints in the last 5 years in the Czech Republic. We expect our employees to aspire to high levels of conduct in relation to alcohol consumption. Clear policy and guidelines are in place.

We engage stakeholders and work collectively with them to address irresponsible consumption, focusing mainly on issues such as drinking and driving and underage drinking. The text message service Promile.INFO organised in partnership with local NGO Sananim has been educating consumers for 3 years. This service provides drivers with information about blood alcohol content after drinking of alcohol and time to be sober again. Education of customers (clubs owners and employees) is ensured by Safer Clubbing programme organised in cooperation with local municipality. The programme commenced in 2008 and addresses under age drinking and violence.

Polish Spirits Industry

Alcohol Industry, trade and agriculture

Country: Poland

Web site: <http://www.pps.waw.pl>

No summary available. Full text: Nr. 51

Rexam Beverage Can North America,

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.rexam.com>

Rexam is the largest beverage can manufacturer in the world. One of its key customers is Anheuser-Busch. Rexam is committed to establishing policies that support reduction in alcohol abuse. In fact, in addition to consistent employee assistance programs, we recently initiated a policy where there is an alcohol limit for all company-sponsored events. The company would compensate and approve no more than two drinks during dinner. Our leadership is modeling this behavior, setting the tone for professional, respectable conduct across our stakeholder groups in order to sustain our company and employee reputation.

SABMiller India

Alcohol Industry, trade and agriculture

Country: India

No summary available.

Full text: Nr. 141

SABMiller plc

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: <http://www.sabmiller.com>

Summary:

SABMiller welcomes this opportunity to introduce its views on reducing harmful use of alcohol. We hope to engage in an ongoing exchange with the WHO, its members, and all relevant stakeholders, to develop and implement a successful global strategy.

Effective alcohol-related policies and strategies must address local realities, including the importance of markets for informal and illicit alcohol. To reduce harms related to informal alcohol, reliable data must be collected, and balanced and transparent information on best practices widely disseminated. Policies should be designed to encourage regulated production of a wide range of quality alcohol beverages that are affordable to adults who choose to drink – offering an alternative to informal alcohol and the additional public health risks it brings. We attach a chart describing the spectrum of beverage alcohol in Sub-Saharan Africa – including the supply of informal alcohol, which will not subside through taxation and restrictions on regulated products.

Effective strategies must be rooted in comprehensive national and sub-national alcohol policies, crafted through participatory processes that engage stakeholders from all relevant sectors – including health, law enforcement, justice, trade, and education, as well as NGOs, producers, and retailers. Broad participation brings the benefits and checks and balances of a range of experience and perspectives, raises awareness among participants, instills political commitment, and lays the ground for successful implementation of the policy.

We concur with WHO that health sector responses are effective and cost effective. Developing adaptable public health sector tools and making them widely available is among WHO's core competencies, and will be a critical part of the WHO's contribution to the global strategy.

With its expertise, reputation and global reach, the WHO's role is vital. WHO can promote broad participation and assist members' efforts to develop and implement national alcohol policies. WHO can facilitate public-private partnerships to: (i) collect and make available transparent data, (ii) design and disseminate adaptable health sector tools to identify and treat harmful use of alcohol, and (iii) collect and disseminate best practices, supported by transparent data sets for ease of analysis and transferability.

With their intimate knowledge of local markets around the world, and experience implementing alcohol-harm reduction programmes, producers like SABMiller also have a vital role, and should engage and partner with the WHO, its members, and other stakeholders to: (i) offer on-the-ground expertise and commitment to the development, implementation, and evolution of comprehensive national alcohol policies, (ii) collect and make available transparent data, (iii) translate policies and data into programmes that effectively respond to local realities, (iv) identify and share best practices and related data, and (v) commit to responsible business practices.

Indeed, SABMiller believes that, notwithstanding the success of its alcohol harm reduction programmes, its most significant contribution to reducing the harmful use of alcohol stems from the deep social and economic benefits it

brings to host countries, promoting achievement of the UN Millennium Development Goals, and helping to eradicate the extreme deprivation that fosters alcohol abuse.

Finally, we would encourage the WHO to give full effect to member states' request in resolution WHA61.4 by consulting with stakeholders throughout the development and implementation of the global strategy, on all ways they could contribute to reducing harmful use of alcohol. The WHO's recent roundtable consultation with economic operators covered only three of the nine action points described in the Secretariat's report – though participants sought to discuss other areas where they could offer meaningful input – including reducing harms of informal alcohol.

Inclusive, participatory processes are necessary to develop successful alcohol policies – not only for national approaches, but also for the global strategy. Multi-stakeholder debate incorporates the checks and balances of a broad range of experience and perspectives, and ensures the necessary buy-in for successful implementation. We hope the WHO will consider hosting multi-stakeholder consultations to address each of the action points to reduce harmful use of alcohol – and that it will host another public hearing to solicit comments once the draft of the global strategy has been prepared.

Full text: Nr. 288

Stichting Verantwoord Alcoholgebruik STIVA

Alcohol Industry, trade and agriculture

Country: Netherlands

Web site: <http://www.stiva.nl>

Summary:

Question 1: What are your views on effective strategies to reduce alcohol-related harm?

- Treat the alcohol industry as a partner.
- Know the problem and take pragmatic measures
- Emphasize on pragmatic solutions - best results especially in public-private partnership

Question 2: From a global perspective, what are the best ways to reduce problems related to harmful use of alcohol?

Bring ideas together. The EU Alcohol and Health Forum is a good example of how this can be done.

Question 3: In what ways can you or your organization contribute to reduce harmful use of alcohol?

STIVA:

1. Enforces the national Advertising Code for Alcoholic beverages; by advising the alcohol industry how to uphold this Code both by; by giving training to marketing departments.

www.alcoholcode.nl (website dedicated to informing 'users' of the code), www.stiva.nl

2. Uses the slogan: Alcohol onder de 16, natuurlijk niet (Alcohol under 16, certainly not) Still a lot of parents in the Netherlands are not aware of the legal purchasing age of 16 years and moreover if they do know the LPA they don't think it's necessary to be strict on their children. The slogan is shown in every television advert from producers and importers for alcoholic beverages and in printed advertising for alcoholic beverages with less than 15% abv. There is also a website supporting the slogan: www.alcoholonderde16natuurlijkniel.nl

3. Funds a campaign in retail called: "Drank kopen kent zijn leeftijd". (Buying alcohol means knowing the legal purchasing age).

www.pvad.nl

4. Participates in the Dutch catering industry campaign: "Eerst denken, dan schenken". (Think before you serve).

5. Participates intensively in the Dutch designated driver campaign called BOB. www.veiligverkeernederland.nl, www.jebenttopbob.nl, www.teamalert.nl

6. Puts the message across that people of a legal drinking age should only drink moderately. This is a very old and well known STIVA slogan in the Netherlands called: "Geniet, maar drink met mate". (Enjoy, but drink moderately). www.genietmaardrinkmetmate.nl

7. Has created a website to help parents to communicate with their children on subjects relating to alcohol, such as legal purchasing age, when not to drink, information on alcoholic beverages, etc. STIVA has started this initiative in the Netherlands.

www.pratenoveralcohol.nl

Full text: Nr. 258

The Brewers of Europe

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.thebrewersofeurope.eu>

Summary:

The Brewers of Europe represents approximately 95% of the EU's beer production. In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:-

- Be evidence based and practical;
- Differentiate between alcohol consumption and alcohol misuse;
- Understand and target the problems;
- Identify and classify drivers of behaviour;
- Consider fully the diversity of societies, cultures and traditions;
- Take account of the fact that consumers choose their drink on the basis of numerous factors, not just alcoholic strength;
- Recognise the importance of education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:-

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches;
- The need for WHO to encourage screening and brief interventions in the health-sector.

An interesting initiative, and one which could be considered as a template for similar platforms at all levels, is the EU Alcohol and Health Forum, which aims to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

The Brewers of Europe, its member associations and companies are by far the number one committers to the Forum, with over a third coming from the brewing sector - 36 in total. These commitments are aimed at addressing alcohol misuse-related issues as diverse as binge drinking, alcohol and pregnancy, underage drinking, and drink-driving. An important feature is also the number and diversity of partnerships with those who wish to support, finance and associate themselves with these commitments. For example:

- National, regional and local governments;
- Road safety and police authorities;
- Civil society;
- Young people's groups (18-30);
- Health and medical associations;
- Consumer Groups;
- Self-regulatory organisations;
- Media.

The Brewers of Europe and its members remain committed to developing and further improving these campaigns, and also to seeing to it that their implementation is monitored and evaluated. In this way best practice can gain further support and be transferred and adapted to tackle similar alcohol misuse-related problems in other countries.

Concrete recent examples of the leading role played by The Brewers of Europe include:-

- 25 commitments under the EU Alcohol and Health Forum;
- Signing the Alcohol and Health Forum's Charter;
- Contributing to the Worldwide Brewing Alliance's (WBA) Drinking and Driving Reports;
- Contributing 300 of the initiatives identified in the WBA's "Global social responsibility initiatives" publication;
- Signing the European Road Safety Charter;
- Founding the independent European Research Advisory Board.

Full text: Nr. 63

The British Beer & Pub Association

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: <http://www.beerandpub.com>

Summary:

The British Beer & Pub Association represents about 98% of the UK beer production and about two thirds of pub owning Companies.

To have an effective and sustainable impact on the harms caused by the misuse of alcohol, interventions should:

- Be evidence based and practical;
- Be targeted towards misuse and the misuser rather than alcohol consumption per se;
- Recognise and account for the diversity of societies, cultures and traditions;
- Recognise and account for the public health benefits of alcohol consumption – medical and psycho-social;
- Be founded on the importance of education;
- Involve all relevant stakeholders.

Consumer access to and enjoyment of alcohol commonly takes place through the retail environment. The framework that surrounds alcohol retailing plays a vital role in tackling and reducing harms. Such a framework should:

- Clearly establish the shared responsibility of the leisure and hospitality sector and other retailers (shops, supermarkets etc);
- Establish partnership between legislators and business – recognising business developed good practice as an effective mechanism for rapidly deploying flexible solutions;
- Be based on a formal retail licensing system that establishes appropriate checks and balances on retail practices together with appropriate sanctions and penalties;
- Establish a legal minimum age for the sale of alcohol;
- Be complemented by a legal framework that clearly defines expected standards of individual behaviour;
- Ensure that the legal and regulatory system is transparent and visibly enforced at both the corporate and individual levels;
- Achieve a balance between a formal legal and regulatory framework and effective self-regulation;
- Encourage a training structure that enhances the professionalism of the retail sector;
- Recognise that alcohol misuse can take place at home and around the home as well as when people are out socialising in the leisure and hospitality sector.

The BBPA has a recognised reputation for the development and implementation of good practice standards throughout the sector. The Association has a long-standing track record of active and effective partnership working with local and regional authorities and national government.

Concrete recent examples of the leading role played by The British Beer & Pub Association include:-

- Financial support for independent medical research;
- Promotion of the Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK which has brought together all the existing codes;
- Standards on Point of Sale Promotions;
- Challenge 21 which supports greater enforcement of laws preventing underage sales;
- Endorsement of the Proof of Age Standards Scheme;
- Backing of Best Bar None which aims to award and encourage high standards in the licensed trade;
- Support for Business Improvement Districts (BIDs);
- Support for Drinkaware ;
- Funding for National Pubwatch which aims to achieve a safe and secure social drinking environment;
- Support for a Risk Assessment tool for pub safety.

Full text: Nr. 112

The European Spirits Organisation - CEPS

Alcohol Industry, trade and agriculture

Country: Belgium

Web site: <http://www.europeanspirits.org>

Summary:

The European Spirits Organisation – CEPS is the representative body for the spirits industry at the European level. Its membership comprises 36 national associations representing the industry in 29 countries, as well as a group of leading spirits producing companies.

Reducing alcohol related harm is one of the EU spirits industry's key objectives which it seeks to implement via a host of targeted initiatives. To demonstrate its commitment to the fight against alcohol misuse, the European Spirits Organisation adopted its Charter on Responsible Alcohol Consumption in November 2005. Each year, a report on progress made, independently audited, is made public. The European Spirits Organisation - CEPS welcomed the European strategy to tackle alcohol related harm adopted in 2006 which represents a balanced approach to tackling alcohol related harm across Europe, identifies specific areas for action, recognises the role of the industry and fosters partnership with other stakeholders via the Alcohol and Health Forum, where CEPS plays an active role.

The issue of alcohol related harm is complex and there is no “one-size-fits-all” approach, Members of the WHO must be able to adapt strategies to the national/local needs. The European Spirits Organisation – CEPS believes that successful strategies to address alcohol-related harm need to be culturally relevant, targeted to address risky drinking patterns and look at how to ensure proper enforcement of existing rules. It has been demonstrated that better consumer information, education and awareness campaigns are effective approaches to tackle alcohol misuse, as well as proper implementation of industry’s commitments to responsible marketing, via self-regulatory codes and enforcement mechanism.

The European Spirits Organisation – CEPS supports measures to tackle illicit alcohol production, and strongly opposes any increased tax burden for its products which would encourage illicit production and have no demonstrated impact on harm reduction

Full text: Nr. 144

The Federation of the Finnish Brewing and Soft Drinks Industries

Alcohol Industry, trade and agriculture

Country: Finland

Web site: <http://panimoliitto.fi>

Summary:

The Federation of the Finnish Brewing and Soft Drinks Industries represents approximately 95% of the Finland's beer production. In our opinion, sustainable, effective strategies to reduce alcohol-related harm need to:-

- Be evidence based and practical;
- Differentiate between alcohol consumption and alcohol misuse;
- Understand and target the problems;
- Identify and classify drivers of behaviour;
- Consider fully the diversity of societies, cultures and traditions;
- Take account of the fact that consumers choose their drink on the basis of numerous factors, not just alcoholic strength;
- Recognise the importance of education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore, the most effective approach needs to reflect:-

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, including the brewing sector, to explore and identify effective approaches;
- The need for WHO to encourage screening and brief interventions in the health-sector.

An interesting initiative, and one which could be considered as a template for similar platforms at all levels, is the EU Alcohol and Health Forum, which aims to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

The Federation of the Finnish Brewing and Soft Drinks Industries as a member of the Brewers of Europe is one of the committers to the Forum. Our commitment "Drunk You're fool" -education campaign is aimed at binge drinking in Finland.

Full text: Nr. 83

The Scotch Whisky Association

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: <http://www.scotch-whisky.org.uk>

Summary:

The Scotch Whisky Association welcomes the opportunity to make a submission to the World Health Organisation's online consultation on ways of reducing harmful use of alcohol.

The overwhelming majority of individuals who choose to drink do so because they enjoy it and because it is a sociable activity. They generally drink in an appropriate manner and not to excess, causing no impact to themselves or others. Their drinking pattern is often directed by the culture in which they live.

Focusing effort on changing culture to reduce harmful use requires a long term approach - there are no quick fixes such as high taxes as advocated by some. Effective strategies to reduce alcohol-related harm must be realistic with regards to timescale and be sympathetic to the culture of the country in which the initiatives are being implemented. It is important to focus on patterns of drinking so that those who choose to drink do so in an appropriate way.

There are certain key principles which we consider to be fundamental to reducing problems related to harmful use. These are:

- Targeted interventions towards those who misuse alcohol
- Better understanding of what drives individuals to drink to excess
- Recognition of cultural sensitivities
- Education
- Partnership working with all stakeholder groups
- Effective enforcement of legislation (e.g. legal purchase age, drink drive offences)

The Scotch Whisky Association represents producers. An important contribution producers can make is to ensure their brands are consistently marketed and promoted in a responsible manner across the globe. Scotch Whisky brands are governed by a strict Marketing Code. The Code will shortly become mandatory across the whole of the EU, and it already is regarded as best practice guidance for Scotch Whisky marketing and promotion globally. The Code is backed by a complaints panel, members of which are independent of the industry.

We also believe that through regular dialogue to exchange views and share best practice on initiatives and our experience of partnership working, we can help to drive standards.

Full text: Nr. 151

Unión de Cervecerías Peruanas Backus y Johnston S.A.A.

Industria del alcohol, comercio y agricultura

País: Peru

Página web: <http://www.backus.com.pe>

Résumé de la contribution no disponible.

Contribución íntegra: Nr. 185

Union of the Brewing Industry Employers in Poland – Polish Breweries

Alcohol Industry, trade and agriculture

Country: Poland

Web site: <http://www.browary-polskie.pl>

Summary:

Effective strategies need to:

- Be based on strong evidence and best practice
- Educate and encourage responsible behavior
- Take into account diversity of societies, traditions and cultures
- Engage all interested parties / stakeholders

From global perspective, the best ways to reduce problems related to harmful use of alcohol need to reflect:

- Individual approach of Member States

- Involvement of all stakeholders
- Fair and balanced approach between intervention and education

The Union's local initiatives cover:

- Submitting commitments on underage drinking, drinking and driving, self-regulation
- Joining the National Self-Regulation Organization
- Signing the European Road Safety Charter
- Establishing cooperation with local road safety and police authorities
- Setting up a collaboration with local Road Safety Partnership
- Conducting social campaigns (Alcohol – underage no access, Don't drink and drive)

Full text: Nr. 122

UNIZO FOOD RETAIL

Alcohol Industry, trade and agriculture

Country: Belgium

1. Make a difference between alcohol consumption and alcohol misuse. Recognise the importance of a global and positive - no repressive - approach: alcohol misuse is a problem of all the stakeholders and can't be solved by confronting industry and retailers with extra legislation and control. Try to encourage responsible behaviour in a broad social approach;
2. Promoting responsible consumption. Commercial communications may not encourage inappropriate drinking behaviours.
3. Sensitise in a positive way customers of the damage that misuse of alcohol may effect.

Verband der Brauereien Österreichs - Austrian Brewers Association

Alcohol Industry, trade and agriculture

Country: Austria

Web site: <http://www.bierserver.at>

Summary:

The Verband der Brauereien Österreichs (Austrian Brewers Association) represents the Austrian brewing industry.

Effective strategies to reduce alcohol-related harm need to

- Be evidence based and practical;
- Differentiate between moderate alcohol consumption and alcohol misuse;
- Understand and target the problems;
- Identify and classify the drivers of different, both positive and negative, drinking behaviours;
- Consider and respect national and regional societies, cultures and traditions;
- Take account of the fact that consumers are buying a specific beverage, not just alcohol, and selecting their beverage on the basis of numerous factors, not just alcoholic strength;
- Recognise the importance of prevention, especially education and training;
- Encourage responsible behaviour;
- Engage stakeholders through partnerships.

From a global perspective, therefore the most effective approach needs to reflect

- The diversity of Member States, and not imply a one-size-fits all policy prescription;
- The need for Member States to consider tailoring their national approaches based on what is feasible, effective and relevant to their particular economic, social and cultural contexts;
- The search for effective interventions that do not unduly restrict the responsible consumption by most consumers, nor their rights and freedoms, and that are based on all the evidence;
- A fair and balanced approach, engaging all legitimate stakeholders, to explore and identify effective approaches to alcohol policy;
- The need for to encourage screening and brief interventions in the health-sector.

An interesting initiative involving all relevant stakeholders is the EU Alcohol and Health Forum, launched at the initiative of the European Commission, which is based on a positive, action-oriented, multi-sectorial, multi-stakeholder approach to addressing the problems associated with inappropriate alcohol consumption. We trust that such an approach as the Alcohol and Health forum may be considered as a template for similar platforms at all different levels.

The Austrian Brewers Association has the issue of tackling alcohol misuse on the top of its agenda, and is - being a member of The Brewers of Europe - also committed towards the EU's Alcohol and Health Forum.

Furthermore the Austrian Brewers Association is involved in the national Austrian Alcohol Forum established by the Austrian Ministry of Health, Family and Youth.

Over the last years the Austrian Brewers Association has cooperated in different prevention and education programs with other stakeholders such as

- National, regional and local authorities;
- Road safety authorities;
- Driving schools;
- Civil society;
- Young people's groups (18-30);
- Health and medical associations;
- SROs;
- Horeca and Retailers.

Initiatives supported by the Austrian Brewers Association aimed at self-regulation, education, training, and tackling misuse, particularly with a view to addressing underage drinking, and include:

- "Kommunikationskodex der österreichischen Brauwirtschaft" which was signed by all Austrian Brewers;
- Youth Work of a Vienna Soccer Club – a project in cooperation with a psychiatrist;
- "Zero" – an internet game on the dangers of drinking and driving;
- "BierWissen" – comprehensive educational material for students;
- Beer & Health Symposium and leaflet "Bier und Gesundheit".

Full text: Nr. 111

Vin et Société

Industrie, commerce et agriculture en rapport avec l'alcool

Pays: France

Adresse du site Web: <http://www.vinet societe.fr>

Résumé de la contribution:

Vin & Société fédère tous les acteurs de la filière vitivinicole française et a pour mission de promouvoir une consommation qualitative, conforme aux repères de modération et aux normes de santé publique. Vin & Société initie un ensemble d'actions pour promouvoir un modèle de consommation responsable et soutient des actions citoyennes, notamment celles menées par les pouvoirs publics, pour lutter contre les conduites à risque. Notre travail s'intègre au Plan européen Vin et s'inspire de ce qui est fait au Québec par Educ'Alcool.

Pour réduire efficacement l'usage de l'alcool, il est important de prendre en compte les éléments suivants :

- l'éradication de toute consommation d'alcool n'est pas envisageable, les seules mesures d'interdit et de discrédit de l'alcool ont prouvé leur inefficacité sur l'usage nocif de l'alcool (voir période de la prohibition aux Etats-Unis), elles doivent être accompagnées de programmes d'éducation à la modération et au bien boire ;
- les conséquences de la consommation d'alcool dépendent du mode de consommation, si une consommation abusive est nocive, une consommation modérée, particulièrement de vin, peut avoir certains effets bénéfiques sur la santé ;
- ces modes de consommation doivent être remis dans leur contexte pour que l'on puisse trouver des solutions adaptées efficaces ;
- des études ont prouvé que les modes de consommation des différentes boissons alcoolisées sont fortement influencés par des facteurs culturels qui varient en fonction des régions, des pays.

Une approche mondiale pour réduire la consommation nocive d'alcool sera d'autant plus efficace qu'elle prendra en compte les points suivants :

- ce n'est pas la consommation d'alcool en elle-même qui pose problème mais la consommation abusive ;
- les mesures proposées doivent s'adapter aux différents contextes nationaux, culturels, religieux impactant sur le mode de consommation ;
- il existe différentes parties prenantes et notamment les opérateurs économiques dont le rôle prescripteur auprès des consommateurs doit être exploité ;
- l'approche constructive adoptée au niveau européen peut servir d'exemple pour une approche pluriculturelle.

En tant que producteurs, nous estimons pouvoir contribuer à la prévention des consommations à risque et à l'éducation à un mode de consommation responsable. En effet, nos actions nous permettent à la fois de sensibiliser

les consommateurs de vin à la consommation responsable mais aussi d'éduquer l'ensemble des professionnels de notre filière à un message de modération responsable auprès de leurs clientèles.

En 2008, nous avons plus particulièrement insisté sur deux actions :

- la diffusion d'éthylotests pour inciter les conducteurs à se tester avant de prendre le volant, dans le cadre d'un partenariat avec la Sécurité routière française.
- l'élaboration d'un site internet pour promouvoir la modération dans la consommation de vin : <http://vinetsociete.fr>.

En 2009, nous envisageons de mener les actions suivantes :

- un programme pédagogique pour sensibiliser les 12-15 ans aux risques liés à la consommation d'alcool.
- des outils de promotion de la consommation responsable (brochures, posters et autres visuels) seront mis à disposition des professionnels de la filière et de nos partenaires.

Contribution intégral: Nr. 278

Vinos de Chile A.G.

Alcohol Industry, trade and agriculture

Country: Chile

Web site: <http://www.vinosdechile.cl/>

REDUCING THE HARMFUL USE OF ALCOHOL IN CHILE

Vinas de Chile, the national trade association of the Chile Wine Industry, which represents 95% of the domestic and export production and sales of Chilean wine, is pleased to provide comments related to reducing the harmful use of alcohol.

We believe that local market public/private coordination is the most effective means of developing and implementing solutions to harmful use of alcohol. Chile has a unique culture and tradition related to alcohol beverages. We are a very proud of our local wine, beer and spirits industry. Each sector benefits from the other sectors' self-regulatory efforts to reduce harmful use of alcohol. We also work closely with our government to fashion legislation to address the harmful use of alcohol.

The laws in Chile were developed to encourage the moderate consumption of alcohol and to limit the harmful use of alcohol products. To summarize key provisions of the law,

- There is a prohibition against selling alcohol to individuals under 18 years old.
- Strict driving measures.
- Consumption of alcohol in public places such as streets, squares, at sports arenas or game events is prohibited.
- Advertising of alcohol products on the Radio and TV is permitted only after 11pm at night.
- Alcoholic products cannot be sold in areas near to educational facilities.
- Only specially allowed specialty shops may sell alcoholic products after certain hours.
- A Governmental body in charge of examining the authenticity of the products which has strict regulations on the elaboration of products and of its ingredients.

Included in the law are national programs for the prevention of excessive drinking. This is a particularly important aspect of the Chilean commitment to limiting harmful use of alcohol.

Congress is currently considering new regulations to improve the present approach to the alcohol regime. The main area of focus is requiring warning labels on the products and advertising.

The need to focus on local factors related to drinking patterns and harmful use of alcohol is underscored by a simple fact that, unlike other countries, the sale and use of illicit or informal products, is not prevalent in Chilean society. Simply what works in Chile may not work in other countries. Locally developed and implemented strategies stand the best opportunity for producing meaningful reduction in the harmful use of alcohol.

Wine and Spirit Trade Association

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: <http://www.wsta.co.uk>

Summary:

The Wine and Spirit Trade Association (WSTA) fully recognises that there is a minority of the population which cause damage to their health and to the wider community through their misuse of alcohol. The industry believes in working in partnership with governments to tackle these serious problems and reduce harm from alcohol misuse.

In drawing up policies to reduce harm from problem drinkers, it is essential to base solutions on the facts and evidence of what works. It is also crucial, not least to maintain the vital support of the public, that policies are seen to be both effective and fair. While not underestimating the scale and seriousness of alcohol misuse, any strategy must recognise that the vast majority of people drink responsibly and that the majority of businesses behave in a responsible manner and should be seen as part of the solution.

We consider that any future policy development must be based on the principles of good policy making and should be:

- Evidence-based
- Fair
- Proportionate
- Effective
- Consistent
- Avoid unintended consequences

The WSTA believes that any effective strategy to address alcohol problems needs to be broad-based, involve a multi-component approach, and should be implemented in concert with other measures to address behavioural and social issues. Such an approach should involve more rigorous enforcement of existing laws designed to combat alcohol misuse and deploy the efforts of all community stakeholders to deliver cultural change.

Clearly, any global strategy must take account of the many cultures of the world and differing attitudes to alcohol. In some countries, for example, illicit trading of alcohol products is far more prevalent than any issues surrounding the alcohol misuse of those buying alcohol legally. Enforcement of the existing law must be the first priority for any strategy before any ameliorative approach can be explored.

Full text: Nr. 228

Wine Institute, Trade Association of California Wineries

Alcohol Industry, trade and agriculture

Country: United States of America

Web site: <http://www.wineinstitute.org>

Summary:

On behalf of more than 1,100 California winery members and affiliated businesses, Wine Institute engages in an active dialogue with policy leaders, educators and media, as well as health, social and environmental organizations to establish high standards for our agricultural and business practices. Each of the Wine Institute programs are designed to address specific populations and needs. Some are national, some are specific to a state or region and others are locally based. This directed program approach is critical to the success Wine Institute programs have experienced over the past 75 years.

Programs and efforts to reduce harmful use of alcohol should focus on the differences of the populations they seek to address. One program will not serve the goal nor will a series of centrally developed programs. In order to achieve the goal of reducing harmful use of alcohol governments, NGO's, economic operators, cultural and religious leaders must all work together to develop realistic programs that make a difference.

Full text: Nr. 93

Winemakers' Federation of Australia

Alcohol Industry, trade and agriculture

Country: Australia

Web site: <http://www.wfa.org.au>

Summary:

The Winemakers' Federation of Australia (WFA), provides policy leadership on the issues of business climate, social responsibility, environmental sustainability, innovation, trade, and benchmarking issues that are critical to the enduring viability of Australia's wineries.

The Australian wine sector welcomed WHA Resolution 61.4 on Strategies to Reduce the Harmful Use of Alcohol and the WFA, on behalf of the Australian wine sector, will positively contribute to the development of the global strategy at every opportunity.

The resolution identifies differences between Member States and the differences in policy responses therefore required to address the complexities associated with alcohol misuse. It is clear the most effective policies and programs will be long-term, tailored to specific circumstances at which they are directed, and must include a holistic consideration of potential unintended consequences, as well as intended outcomes. Put simply, one size does not fit all, and the suggested solution must not be more damaging than the problem it seeks to address.

WFA is committed to a regulatory regime to address misuse of alcohol that balances self-regulation and co-regulation, education and empowerment to facilitate personal responsibility, and government legislation.

The WFA would advocate a new approach in developing the Global Strategy to Reduce the Harmful Use of Alcohol. The standard calls for increased taxation, increased government regulation and restrictions on supply fail to take into consideration the complex nature of those consumers who do consume alcohol to excess and the drivers behind their decisions.

Interventions that target harmful consumption of alcohol, as opposed to all consumption, can be effective if conducted through long-term, funded programs on a partnership basis between government, economic operators, non-government organisations and other stakeholders.

The WFA has taken a leadership role in promoting health and social responsibility initiatives addressing alcohol consumption. When consumed in moderation, in a manner consistent with the Australian Alcohol Guidelines – Health Risks and Benefits (October 2001), wine is part of a healthy lifestyle.

At the same time, WFA recognises that wine is not always consumed in moderation. The wine sector has a responsibility to produce, promote and sell wine in a manner that is sustainable and responsible.

The Australian wine sector is committed to continue working with the Australian Government and the wider community to ensure the benefits of moderate wine consumption are maximised and excessive consumption and associated harms are minimised in every possible way.

From the Australian perspective, it is essential that consideration be given of the impact of any proposed strategies on wine businesses and the associated employment and economic contribution to regional economies. In the context of the global strategy, recommended policy and program responses must take account of the unique characteristics of member states, existing government efforts, and potential impacts on all stakeholders in seeking to deliver improved health outcomes.

The WFA looks forward to ongoing participation in the consultation process in the development of the global strategy, and ultimately to continuing to contribute to reducing irresponsible consumption of wine in Australia.

Full text: Nr. 235

World Spirits Alliance

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Summary:

The World Spirits Alliance (WSA) is an umbrella organisation for the spirits industry around the world. Members include the industry's leading trade associations in each region, such as The European Spirits Organisation, the Distilled Spirits Council of the United States (DISCUS), the Scotch Whisky Association, Distilled Spirits Councils of Australia and of New Zealand, plus similar bodies in South Africa, Mexico and Brazil, and leading spirits companies from around the world. Our members have longstanding experience participating in and implementing programmes to tackle the harmful use of alcohol, and the development of strategies that lie behind these.

The reasons for alcohol misuse are complex, yet solutions are often simplistic, based around increased regulation. Yet, misuse is still a significant problem in countries that apply the greatest restriction on the availability of and levy among the highest tax rates on alcohol.

New solutions need to be found therefore. These must be multi-faceted and culturally sensitive. They should not be so wide as to try and reach the entire population, and thus deliver a message that is not credible for the majority that drink responsibly, but rather must be relevant to properly identified at risk target groups.

Strategies that foster and generate partnerships offer considerable scope for changing attitudes, reducing the acceptability of inappropriate drinking and preventing and reducing harmful use of alcohol. Partnerships can allow development of a broad consensus and establish agreement for a unified programme. Properly embraced, partnerships with a broad range of stakeholders can reach a wide audience with consistency of focus.

There is a need for appropriate legislation, one that is proportionate and does not encourage development of illicit production and sales which would undermine efforts to reduce harmful use of alcohol.

No one size fits all solution for tackling misuse of alcohol exists. There are wide cultural differences across, and even within, regions. WHO member states must retain flexibility to adopt strategies that focus on misuse within the culture of their country while avoiding unintended negative consequences. This would permit countries to develop strategies to meet their own cultural circumstances and their own health priorities.

The WSA allows industry members to learn the lessons and successes of a range of initiatives. In Europe many WSA members are active contributors to the European Commission's Alcohol and Health Forum, in addition to being active at national level. In the USA, partnership with medical bodies has assisted doctors and other professional deal with patients' alcohol issues through development of a comprehensive tool kit. In many countries a Code of Responsible Marketing has delivered effective self-regulation.

The WSA has gone further than merely being an exchange of good practice and in 2005 published Five Basic Principles of Social Responsibility.

WSA members are committed to working through effective partnerships with WHO member state governments and to develop and implement programmes to prevent and reduce alcohol misuse.

Full text: Nr. 289

Worldwide Brewing Alliance

Alcohol Industry, trade and agriculture

Country: United Kingdom of Great Britain and Northern Ireland

Web site: The WBA does not have a logo or a website

Summary:

The Worldwide Brewing Alliance (WBA) is an informal alliance of brewing trade associations which represent brewers of all sizes from around the world (approximately 88% of the global beer production).

The WBA is opposed to the irresponsible consumption of its members' products. It is a fully committed partner in searching for appropriate, targeted and balanced solutions.

The view of its members is that to be effective strategies to reduce alcohol-related harm need to:-

- Take into account all the evidence;
- Focus on encouraging responsible behaviour;
- Target the individuals who consume alcohol beverages irresponsibly instead of compromising the pleasure and possible health benefits enjoyed by the millions of consumers who drink responsibly;
- Place consumer education at the heart of the equation;
- Be designed and conducted over many years;
- Involve all stakeholders.

Specific examples of interventions that, when tailored to meet local needs, have been successful include:-

- Enforcement of existing minimum purchasing age and drink driving laws / raising public awareness;
- Education / parental guidance;
- Screening / brief interventions;
- Social norming;
- Responsible retailing including server training;
- Targeted drinking and driving reduction schemes such as alcohol interlocks for recidivists.

It is important to remember that:-

- Most adults who drink do so moderately;

- There is no compelling evidence that measures designed to reduce per capita consumption are effective in reducing problems. Such measures would interfere unnecessarily with people's legitimate right to drink;
- Measures that force the reduction in overall consumption risk reducing the consumption of many light consumers below the level at which benefits may occur;
- There is a diversity of societies, cultures and traditions around the world and initiatives to deal with a problem in one country will not necessarily work elsewhere.

The brewing sector worldwide:-

- Is opposed to the irresponsible consumption of its products and actively works to help ensure they are consumed responsibly;
- Is committed to searching for appropriate, targeted and balanced solutions;
- Has a long history of working in partnership at regional and national level with governments, organisations and communities to help develop effective measures to combat alcohol misuse;
- Is not aware of any global move towards increased alcohol content of beer.

The WBA is committed to build on its many partnerships, disseminate good practice and stimulate and inspire its members to commit to effective long term initiatives. Numerous examples of their commitments can be found in the first and second editions of the Worldwide Brewing Alliance publications "Global Social Responsibility Initiatives" and "Drinking and Driving Reports".

The WBA can contribute to the reduction of alcohol-related harm in a number of unique ways including the following:-

- Collating and circulating information about brewers initiatives worldwide;
- Organising regular sessions to exchange and share best practice;
- Encouraging and assisting brewing organisations to initiate new initiatives; and
- Encouraging responsible behaviour.

It could also, for example, investigate further the average strength of beer in order to provide more detailed information.

Full text: Nr. 267

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Alcaldes de unos Municipios de la Provincia de Trento en Italia

Otra: Propuestas apoyadas por unos alcaldes de unos Municipios

País: Italy

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Resumen de la contribución:

Propuestas para políticas de regulación en referencia al consumo de alcohol e de reducción de problemas relacionados con el alcohol formuladas con un trabajo conjunto entre operadores socio-sanitarios en colaboración con alcaldes y representantes políticos provinciales enviadas a las autoridades locales y nacionales

Contribución íntegra: Nr. 19

Advertising Standards Canada/ Les normes canadiennes de la publicité

Other: Non-profit

Country: Canada

Funding or support from alcohol industry? Yes

Web site: <http://www.adstandards.com>

Summary:

Advertising Standards Canada (ASC), the Canadian national advertising self-regulatory body, developed its submission to highlight the significant role that advertising self-regulation can play in developing and implementing strategies to reduce harmful use of alcohol. ASC submits that the unique Canadian framework for self-regulation of alcoholic beverage advertising, which involves preclearance of advertising to ensure it complies with specific alcoholic beverage regulatory codes and guidelines; the establishment and maintenance of additional advertising industry standards through the industry's self-regulatory code – the Canadian Code of Advertising Standards; and a robust system for accepting and adjudicating complaints from the public about advertising, has served Canada well. ASC strongly believes that advertising self-regulation should be an important component in an overall WHO strategy.

Full text: Nr. 70

Annette Padilla Consulting

Other

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.annettpadillaconsulting.com>

As research has shown, community-based approaches to reduce alcohol problems are best when applied at the population level. Restrictions on alcohol advertising, taxes, and trade issues should be considered. Assessing youth access to alcohol and overconsumption and themes across borders that when addressed by involving young people and others, can result in effective public policy. I am a consultant who works in the field. I can provide training and technical assistance in strategic planning, media advocacy, and evaluation to other county nonprofits and government groups. Currently, I engage in such work in the US.

Reflecting on the experience of coalitions in the US, the model of local control can be used effectively to address alcohol issues in both rich and poor countries. Local policy, ordinances, and laws are best practices used by both elected officials and community members who want to see community change. For example, the number and conditions under which alcohol outlets exist and do business in cities can also include input and consideration by those who reside near such businesses.

Using the US model called the Strategic Prevention Framework (Assessment, Capacity Building, Planning, Implementation, and Evaluation); action plans can be developed to launch effective campaigns for change. When combined by the Environmental Prevention Model of Research, Strategic Community Organizing, Policy, Enforcement, and Evaluation, initiatives can be developed, supported and passed to increase public health and safety (Institute for Public Strategies, 2008). These models can be used at the neighborhood level, city, county, state or territory. Looking at a nation's drug control policy can also be properly planned using this model.

The Alcohol Industry in its current unregulated state cannot operate at the local level due to the cultural traditions, respect needed to be a part of a community leadership infrastructure and access to decision makers. The industry is known for disrespecting such cultural traditions like Cinco de Mayo and other holidays. The people who live, work

and go to school have the most authentic voice to address alcohol issues. These efforts should be supported by prevention providers on an on-going basis. Often one time training is not enough for organizations or task forces. Groups require constant support to address alcohol issues with policy and advocacy. Providing skills to a community can increase skills and capacity of youth and adults. Fully assessing the problem and developing recommendations with participants is the best known model to address alcohol problems.

I am happy to support such efforts. Please contact me if I can be of service. Thank you for accepting public comment on the WHO strategy to address alcohol issues.

Full text: Nr. 251

Avominne Oy

Private sector: Other

Country: Finland

Funding or support from alcohol industry? No

Web site: <http://www.avominne.fi>

Summary:

I would answer for all those three questions, that I quit my old job in business about 8 years ago when I got sobered and I wanted to do something for this huge drinking problem in Finland. I started learn some new way to help abuser's and their families. I been worked now about 3 years in these drinking problems and my company Avominne Oy (www.avominne.fi) have best results by all outpatient clinics. About 50-80% of all, who starts our treatment, get sobriety. It's most important thing for all that understands what kind of disease is alcoholism and how it effects individual, family and society level. That's why I send to you my view, "What alcoholism is?".

Full text: Nr. 192

Cedar Isle Research

Private sector: Other

Country: Canada

Funding or support from alcohol industry? No

Summary:

Dangerous Cocktail

International trade treaties, alcohol policy, and public health
Report originally prepared for the World Health Organization
by Jim Grieshaber-Otto, Noel Schacter and Scott Sinclair
July, 2006

Executive Summary

There is an inherent tension between modern international trade treaties and public health policies that reduce the substantial harm caused by alcohol consumption. In general, the more effective an alcohol policy is in reducing alcohol consumption and resulting alcohol-related harm in a population, the more likely it is that the policy will clash with trade treaty rules. If governments continue to negotiate more far-reaching trade treaties in the future, such conflicts with alcohol policy will likely increase and intensify.

Governments have the ability to protect their much-needed alcohol regulatory flexibility from trade treaty constraints. To begin to do so, governments should consider:

- conducting a thorough review of their existing treaty commitments and treaty negotiating positions affecting alcohol policy.

In negotiations that are now underway on the General Agreement on Trade in Services (GATS), a protective approach could involve:

- making no commitments in alcohol-related services, and refraining from seeking such commitments from other countries;
- withdrawing GATS specific commitments that adversely affect alcohol policy and accommodating the withdrawal of such commitments, without penalty, by other countries;
- as a matter of urgency, withdrawing the “plurilateral” request on Distribution Services that places new pressure on alcohol policy flexibility in many countries;
- ensuring that alcohol policy is fully shielded from the planned imposition of a controversial new “necessity test” affecting domestic regulation.

In bilateral and regional investment treaties, a protective approach could include:

- ensuring that expropriation and compensation rules do not apply to alcohol-related public health initiatives.

More broadly, governments could act jointly to:

- place health-based alcohol policy beyond the reach of international trade treaty constraints, by incorporating broad protective exclusions for alcohol and alcohol-related services and investment.

However, since the current generation of trade treaties is likely to remain intrinsically at odds with health-based alcohol policy for the foreseeable future, a complementary approach, taken outside the trade treaty realm, could prove more efficient. Governments and citizens around the world could:

- pursue a global health-based approach to alcohol control, including the adoption of a Framework Convention on Alcohol Control, modeled on the Tobacco Convention that came into force in 2005.

A strong alcohol convention would provide an effective means to avoid future trade treaty interference in the vital task of reducing the global harm caused by alcohol consumption.

Full text: Nr. 303

Daugherty Systems, Inc.

Private sector: Other

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.daugherty.com>

A. DRUG AND ALCOHOL TESTING POLICY

Daugherty Systems believes that as a responsible business it must address this issue in order to have a safe and productive work environment for all of its employees. Thus, Daugherty Systems has adopted the following policies with respect to drugs and alcohol, which apply to all Daugherty Systems employees:

- Daugherty Systems conducts business with clients that require further testing for illegal drugs. Daugherty Systems will comply with these clients' policies and provide the testing necessary to meet the clients' requirements. The local Business Unit Human Resources Administrator will assist employees who need this testing before engaging work at these client sites.
- Daugherty Systems and/or Daugherty Systems clients reserve the right to randomly require any employee to take a Breath Analyzer, Urine test or a Urine and Hair test.
- The employee is subject to immediate dismissal or if warranted, may be placed on a 30 day leave of absence without pay. After the 30 day leave of absence, the employee will be retested at Daugherty Systems expense. If the employee tests negative, he/she will return to work immediately. If the employee test results are still positive for substance abuse then he/she will be terminated immediately.
- Daugherty Systems reserves the right to require current employees to be tested whenever Daugherty Systems has reason to believe that the employee may have drugs or alcohol present in their system. Some of the circumstances for which Daugherty Systems may require testing include, but are not limited to, exhibiting abnormal behavior, involvement in an on-the-job accident, anonymous tips, negligent or improper work performance and excessive absenteeism/tardiness. Refusal to submit to a drug or alcohol test will result in termination of employment.
- Alcohol or illegal drugs are not permitted on Daugherty Systems property at any time. No employee will report to work with any alcohol or illegal drug in their system. Any employee who is taking any prescribed medication which might affect their performance must report that fact to Daugherty Systems and must consult their physician to ensure their ability to work in a safe manner.

DM Marketing Social

Otra: Privado

País: Argetina

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Página web: <http://www.marketing-social.com.ar/>

Resumen de la contribución:

Aporte desde la óptica del marketing social, sobre como se puede promover un cambio favorable para la problemática del alcoholismo.

Contribución íntegra: Nr. 135

egta, Association of Television and Radio Sales Houses

Private sector: Other

Country: Belgium

Funding or support from alcohol industry? No

Web site: <http://www.egta.com>

Summary:

Taking into consideration the importance of television and radio advertising and its impact on society, egta members are well aware of the problem presented by the excessive consumption of alcoholic beverages and are fully complying with European and national regulations aimed at restricting irresponsible alcohol advertising.

egta fully supports the World Health Organisation comprehensive strategy whereby it tackles the root causes of the problem of excessive alcohol consumption but expresses strong concerns as to its approach to marketing communication.

egta emphasises that many safeguards are already efficiently applied to television advertising of alcoholic beverages and that further control measures, partial bans or limitation of volume or placement on television advertising would be disproportionate policy responses not fulfilling any public health objective.

Instead of further regulation, egta believes that the level of protection on broadcast advertising should be used as a benchmark for new media.

Full text: Nr. 169

Group of Experts in the Health Field

Other

Country: Brazil

Funding or support from alcohol industry? No information

Web site: <http://www.dinamo.org.br>

Summary:

To establish effective alcohol policies and interventions, we understand it to be necessary to:

- change the focus of public policies towards the harm reduction approach instead of restrictive measures,
- prioritize patterns of consumption instead of volume of alcohol intake,
- guarantee that legislation fits specific cultures of different countries.

Some other specific worries concern:

- FAS (fetus alcohol syndrome),
- the influence of family culture in creating inappropriate ways of consuming alcohol (mainly by youth)
- the strong influence of media on shaping alcohol related attitudes and behaviors

The way forward to address problems related to alcohol abuse should entail:

- gaining through knowledge and understanding of the realities in which alcohol related problems occur,
- the establishment of partnerships between civil society, government as well as the alcohol industry in order to design and implement effective measures to preventive alcohol related harm.

AUTHORS:

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Full text: Nr. 143

Groupe porteur "Jeunes et Alcool"

Secteur privé : autre

Pays: Belgium

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? No

Adresse du site Web: <http://www.jeunesetalcool.be>

Résumé de la contribution:

Depuis 2003, le Groupe porteur « Jeunes et Alcool » mène en Communauté française de Belgique, réflexions et actions pour une consommation plus responsable et moins risquée d'alcool par les jeunes. En effet, on observe une évolution de certaines tendances de consommation d'alcool, parfois inquiétantes : augmentation du "Binge drinking", féminisation et rajeunissement de la consommation et polyconsommation.

Les axes de travail doivent être multiples pour être efficaces et donc initiés avec les jeunes eux-mêmes, par leurs différents milieux de vie (famille, enseignement, maisons de jeunes, milieu sportif, etc.). Il paraît donc prioritaire d'associer les différents acteurs intervenant de près ou de loin dans la consommation d'alcool, afin d'adopter une politique globale et donc pertinente en la matière.

Contribution intégral: Nr. 84

Lewerth Communications

Private sector: Other

Country: Sweden

Funding or support from alcohol industry? No

Web site: <http://www.lewerth.biz>

Summary:

The Gate opener for raising awareness and political commitment. We want to focus upon a widely spread introduction film regarding our history concerning alcohol consumption. From the culture of it's creation, the measurement according to at first the positive concerns in behaviour. A widely spread picture which goes from ancient times towards our modern society. Then a contribution of the fatal consequences from a medical, psychological and violent side of the alcohol consumption in the world. This should be an introduction for WHO to confirm it's interest in the issue and to be broadcasted in every country at the same moment before launching the world wide campaign for a reduction of alcohol fatalities.

This should be the gate opener for the issue, supported by nations world wide. Sweden as the proactive country and in the position of leadership for EU in 2009, is able to guarantee in producing this film, supported by nations globally. We are able to fulfill every aspect of the problem, support with storyboard, interviews with researchers, expertise, psychologists, therapists, doctors from various countries in the world. We also guarantee the very best production equipment, production facilities and journalists to make this film to come. This will after been broadcasted be edited to support the web and as DVD:s to be useful for politicians, directors and organizations for taking action and and be a part of the solution and not the problem. To decrease the costs as well of dead or diseased persons in the world from WHO:s stand perspective.

Focus on contributed questions:

1. and 2.

Increase education, begin manageable lessons already in primary schools with effective preventive programs based on evidence. Support non profit organizations with tools and economy to encourage their efforts to prevent underage drinking and give more support to both children and their families in treatment possibilities.

To decrease availability of liquor to be sold illegally to minors, you got to increase our politicians world wide to accomplish the efforts to prohibit selling to minors. Contribute with programs that make the police force to manage this concerns even harder when it comes to punishment.

3. Use our affiliation with The Mothers Against Drunk Driving as well as doctors, psychiatrists, treatment centers and several other participating non profit organization, to build stronger networks on a global basis to create similar strategies to take care of the problem as good as we can.

LiveFree! Substance Abuse Prevention Coalition of Pinellas County

Private sector: Other

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.pinellascoalition.com>

Summary:

The LiveFree! Substance Abuse Prevention Coalition of Pinellas County is honored to contribute to this World Health Organization initiative to address alcohol-related problems. LiveFree! has submitted a document that includes research, prevention, treatment and legal intervention strategies along with suggesting best practices that have been proven effective in the United States. LiveFree! also has outlined what strategies this coalition has utilized to contribute towards reducing the effects of alcohol use and abuse among youth and young adults in Pinellas County, Florida, U.S.A. We thank the World Health Organization for taking on this initiative, and LiveFree! looks forward to assisting however possible.

Full text: Nr. 306

MSC Industrial Supply

Private sector: Other

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://mscdirect.com>

Summary:

MSC Industrial Supply is a Drug Free Workplace with strict standards of any drug or alcohol abuse. MSC teaches of the harmful effects of drug and alcohol abuse and offers a 800 toll free associate hot line for associates to reach out to a 3rd party for counseling. Our policies are there to protect all associates.

Full text: Nr. 33

Osservatorio Permanente sui Giovani e l'Alcool

Other: Non-profit

Country: Italy

Funding or support from alcohol industry? Yes

Web site: <http://www.alcol.net>

Summary:

The Osservatorio Permanente sui Giovani e l'Alcool, is a not for profit association founded in 1991 with the aim of gathering and supplying the scientific and national community with evidence based information about alcohol consumption and the alcohol-related problems of the Italian youth population. Its mission has been monitoring youth alcohol consumption, alcohol-related problems, patterns of consumption and lifestyles, according to a rigorous interdisciplinary scientific approach aimed at getting to a global view of the issue. This approach aims at involving the academic/scientific world, the alcohol producers, policy makers, health operators, mass media.

The scientific research, independent and unconditioned by ideological prejudices, is fundamental as a base for the interventions. In particular is necessary:

- To analyse risk factors which play a role in the alcohol abuse;
- To analyse the individual and collective contexts of those who consume without abusing (protective factors);
- To analyse the alcohol-related problems according to different drinking traditions and cultural models;
- To target education to responsible drinking addressed at the adults and, at an early stage, at young people;
- Evaluation of the results of the policies enforced at European and local level;
- To promote a harm reduction policy addressed to the alcohol abusers.
- Enforcement of laws and norms about
- Drinking & driving
- Alcohol & workplaces
- Alcohol & minors
- Alcohol & pregnancy
- Strengthening the protective factors through
- Adult education
- Consumer education

- Education and responsibility of producers and retailers
- Family policy
- Interventions on the mass media aimed at encouraging moderation.

The best approach should take into account:

- The differences in the Member States, which should make the EU policies more flexible and articulated,
- Working out local policies, tailored according to each Member State's cultural, economic and social conditions ("Think globally, act locally"),
- Promoting evidence-based and evaluated interventions,
- Increasing responsibility by the alcohol producers in promoting responsible drinking,
- Creation of spaces for consensus building, open and not ideologically oriented, where all the stakeholders can work for reaching concrete and feasible goals, balancing the individual and collective duties and rights.

The Osservatorio can supply a contribution in the following sectors:

- Epidemiology
- Psycho-social and anthropological research
- Education and prevention
- Training and information to teachers, Medical Doctors, health workers, journalists, etc.
- Implementation of a network of European researchers and experts, in order to compare analogies and differences in the whole alcohol field.
- Development of a research-action project, aimed at monitoring the evolution of the relationship of adolescents and young people with alcoholic beverages, in the frame of their lifestyles and contexts of reference.
- "Communication Project", aimed at favouring the development of a more adequate way of communicating the alcohol-related issues by any mass media.

Full text: Nr. 154

Pacific Institute for Research and Evaluation

Other: Non-profit

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.pire.org/>

Summary

Alcohol is the most commonly used drug, and its abuse contributes to deaths, injuries, disease, crime, social disorder and family disintegration. Pacific Institute for Research and Evaluation (PIRE) has been a leader in translating research findings into evidence based policies and programs that have proven effective in reducing alcohol abuse and related problems. PIRE research has established scientific prevention approaches that focus on the alcohol environment, including availability, access, enforcement and advertising.

The most effective way to reduce the harmful use of alcohol is to devise a comprehensive strategy that specifically includes policy and other environmental-based approaches. School-based and family-based prevention approaches have also proven effective at reducing harmful use of alcohol.

Nine aspects of alcohol should be addressed when devising a comprehensive strategy to reduce problems related to harmful use of alcohol.

1. **Advertising and Culture:** Advertising and marketing of alcohol are pervasive in our culture. Research indicates that such promotions can influence attitudes and behaviors related to alcohol, especially among youth.
2. **Alcohol Control and Enforcement:** Many of the most effective public health efforts to reduce harms associated with the use of alcohol involve the implementation and enforcement of laws and policies. Preventing underage drinking and drinking and driving are good examples of ways in which law enforcement can prevent death, injury and illness.
3. **Driving Impairment:** In recent years, over 17,000 Americans die annually in alcohol-related traffic crashes and hundreds of thousands more suffer serious injuries. As bad as this is, it used to be worse. Decades of research and evidence-based prevention policies have helped reduce the human toll.
4. **Crime and Violence:** By using spatial models, PIRE researchers have examined the availability of alcohol, (e.g. alcohol outlet density), as a factor related to drinking and driving, binge drinking, child abuse and neglect, accidental injuries, and violent assaults.

5. Health Effects: Health experts have conducted research on the relationship of alcohol use and the incidence of adverse health effects, as well as the effects of various policies and interventions.
6. Prevention: Research by PIRE demonstrates that the most effective prevention strategies are those that change the overall alcohol environment, especially through alcohol policies. Family and school based prevention strategies have also proven effective.
7. Individual Intervention and Treatment: There is a broad spectrum of alcohol problem drinking shading up into diagnosed alcoholism. Societies worldwide suffer considerable losses from persons whose alcohol consumption is far from qualifying for an ICD or DSM diagnosis. Corresponding to this spectrum of drinking problems, there is a spectrum of interventions that have proven effective.
8. Underage Drinking: The implementation of the 21 drinking age throughout the U.S. has been extremely successful in preventing impaired driving crashes and other alcohol-related harms among young people. But young people still drink and suffer tragic consequences. PIRE has been a leader in research, policy development, program development and evaluation in the area of youth alcohol use.

Full text: Nr. 293

Raymond Coalition for Youth

Other: Non-profit

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.rcfy.org>

As a whole we need to address the issue of Alcohol consumption, advertisement and sales. By educating the public on the harms we will address the issue of abuse and misuse.

Our society is led to believe that it is okay to consume alcohol in excess and that it is okay for young people to consume alcohol as well.

We need to change this Norm. We need advertisement, movies and media as a whole to be more vigilant in how the public, especially our youth perceive alcohol. It is our job as adults, public representatives and businesses to be responsible and part of the change.

Alcohol abuse has become a public health issue and should be treated as such. So many of societies problems are traced back to abuse that the world could be a better place with proper education.

We are not saying we have to eliminate alcohol. Just promote it in a responsible, educated, mature fashion.

Thank you.

Remembering Mary, LLC

Other: Non-profit

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://rememberingmary.net>

Our global strategy for combating the harmful affects of alcohol includes giving up some of the freedoms that Americans are so accustomed to. Our strategy involves moving this country into the next millennium. Some of our current strategies are dated and are not necessarily without its challenges because of our refusal to take a fresh look at environmental strategies that are old, lack the principles of a changing society and unfortunately, our fear of 'change' as a nation and a people.

For example, Americans aren't ready to give up some of the freedoms that they are so accustomed to. Unfortunately, some of these freedoms are self-destructive. As a nation, we are aware of some of these risky behaviors but we refuse to engage in the type of activity and necessary legislation to 'change' or eliminate some of those destructive and risk behaviors. Why does America refuse to enact the type of legislation that will create effective strategies and resolutions to alcoholism, reduce risky behaviors and combat the harmful affects of alcoholism? The answers lie with Big Business. Alcohol and tobacco companies are at the forefront of big business and american politics. How many politicians are willing to take on the big oil, alcohol and tobacco companies? To compound the dilemma is the fact that politicians and Presidential Candidates alike receive millions in campaign contributions from alcohol and tobacco companies. As Americans, we are conducting ourselves in an irresponsible fashion when we throw away millions of dollars each year on alcohol and tobacco because we aren't willing to give up the freedom of 'use'. Such use creates a financial burden on tax-payers. We are in an age of transition. Our country is broken. We could take the millions and billions that we spend on alcohol and tobacco, prevention and treatment each year and re-build

America. As a transitioning nation, we need to spend our money wisely. We need to spend money in researching, exploring and developing our nation, so as to create positive and productive outcomes in the fields of transportation, environmental strategies-global warming, humanitarian programs, exploring and preserving our nations natural resources so that we could become less dependent on foreign countries for trade, jobs and oils.

If America is ready to engage in 'safe practices' legislation and not have to give up the total freedom of 'use', Remembering Mary, LLC would like to offer, as an integrated approach to our nations alcohol dilemma the implementation of a voucher program as an effective strategy to reduce our nations burden of alcoholism. With proper research and study, I believe that this approach will prove to be most effective and promising in the fields of substance use and abuse.

The concept of the voucher program will take into effect the number of members in a household, their ages, weight and size. For those making such requests, vouchers will be distributed to each member of the household by the aforementioned criteria. A panel of professionals from every aspect of the community will be convened to determine exactly how many vouchers should be distributed to a household. The panel of professionals will determine exactly how many vouchers it would take per household that would allow each American (age appropriate) to enjoy the freedoms of 'use' but not the freedom of abuse or intoxication. These vouchers will be taken to liquor, grocery stores, etc to purchase liquor. Liquor stores owners will not be allowed to sell liquor to anyone without a voucher or card. Liquor store owners will be required to ask for identification when an individual attempts to purchase. Furthermore, this will allow us to determine if alcohol is being sold to underage youth because the name on the voucher or card must match the name on the drivers license when attempting to purchase. This program can be controlled and administered by the state. Cards (similar to credit cards) could be issued in the place of vouchers. This program will not only monitor alcohol consumption in each household, it will prevent the overuse of alcohol, monitor the age of the individual using the voucher or the card, assist college presidents with binge drinking on campuses, and allow us to spend our tax dollars on much worthy programs that will grow and re-build America by addressing some of the challenges and social issues that plagued our economy, the environment, the taxpayers, our health care systems and most importantly, our health.

Now is the time for Americans to engage in healthy and productive activities. We are running out of time. If anyone has a better suggestion, please pass it on. Most importantly, we must move now as a nation to protect the integrity of our people and our Country. Remembering Mary is submitting this idea as a way of engaging in positive and innovative solutions to resolve our nations alcohol problems. We are suggesting integrated approaches and offering a solution that will better serve the best interests of many children, stakeholders, law enforcement agencies, communities, preventionists, health care advocates, policy-makers, prosecutorial agencies, women, families, social services and many others.

Saint-Gobain Containers, Inc.

Private sector: Other

Country: United States of America

Funding or support from alcohol industry? Yes

Summary:

As the second-largest glass container manufacturer in the United States, and the leading supplier of glass bottles to Anheuser-Busch, Saint-Gobain Containers, Inc., recognizes the importance of the issues being addressed by the World Health Organization in regard to alcohol abuse.

With 14 manufacturing plants, two sales offices, a state-of the-art machine shop, distribution center and its headquarters in the United States, Saint-Gobain Containers holds an important role by providing jobs, wages and benefits to more than 4,500 employees in the various communities in which it operates.

In terms of benefits, all medical plans offered by Saint-Gobain Containers include coverage for Mental Health/Substance Abuse Services, including inpatient services, inpatient professional services and outpatient therapy sessions. Additionally, Saint-Gobain Containers partners with an outside firm to offer a comprehensive Employee Assistance Program, which provides employees and eligible family members with confidential professional assistance for the challenges of everyday living, including the use of alcohol or drugs.

Additionally, the Saint-Gobain Containers corporate office along with several manufacturing locations, participate in an annual United Way campaign. During the campaign, the company provides opportunities for employees to learn about the services offered by the various United Way agencies, including agencies that provide counseling and recovery services. In addition to the corporate donation, employees are encouraged to contribute to this important community organization each year.

Saint-Gobain Containers supports the efforts to reduce alcohol abuse by creating programs to assist employees and their families with this issue, as well as providing fair wages and benefits to our employees. Additionally, as an

important corporate citizen, we donate funds to charitable organizations and encourage our employees to give back to those in need in our local communities.

Full text: Nr. 65

Systembolaget

Other- State Retail Monopoly

Country: Sweden

Web site: <http://www.systembolaget.se>

No summary available.

Full text: Nr. 324

The BARS Program

Private sector: Other

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.barsprogram.com>

In the US, many of our clients voluntarily use our service to monitor behavior of employees asking for ID of persons under 30 buying alcohol. Our service is to send in persons aged 21-25 to perform a mock purchase of alcohol, instantly reminding the employee if he/she has passed or failed.

The next business day, store management is sent an email summarizing the visit result.

With our in-store visits and reporting after the fact, the outcome of our service is a reduced number of enforcement stings and documented proof of responsibility in the store.

We have found that consistent monthly store visits create a heightened awareness about carding, and discourages underage access to alcohol products.

Univar NV

Private sector: Other

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: <http://www.univarcorp.com>

Univar NV is a worldwide distributor of chemicals to customers in all industries, including the alcohol industry. While most drinkers enjoy alcohol responsibly during ordinary social activities, alcohol abuse and misuse can have serious public health effects.

Univar is committed to encouraging its employees to be responsible if they choose to drink. However, we prohibit the use of alcohol while on the job, and do not allow alcoholic beverages to be stored or used at our facilities. We also require random alcohol tests for our drivers for on-the-job alcohol use in some countries, and for-cause tests when we suspect an employee of using alcohol on the job.

At the same time, we are committed to supporting our employees when alcohol use becomes a problem. We provide substance abuse programs to help employees address alcohol abuse, including counseling through Employee Assistance Programs for employees and their families, medical benefits (including inpatient and outpatient clinics), and ongoing rehabilitation programs.

We believe people should have the right to drink alcohol, if they choose, as long as they do so responsibly. We also support the WHO's global efforts to address alcohol abuse.

World Federation of Advertisers

Private sector: Other

Country: Belgium

Funding or support from alcohol industry? Yes

Web site: <http://www.wfanet.org>

Summary:

The World Federation of Advertisers (WFA) fully supports WHO efforts to promote responsibility in marketing communications for alcoholic beverages.

Across all sectors, WFA members are committed to responsible marketing communications through systems of 'effective self-regulation'. Three elements are central to WFA's vision in this respect:

- (1) A clear legal framework to set the context in which self-regulation operates.
- (2) A set of shared values of openness, responsiveness and accountability.
- (3) A continuing effort to extend the coverage of self-regulatory systems both geographically and in terms of new marketing channels such as the internet.

WFA is committed to the global implementation of effective self-regulatory systems for marketing communications, including for alcoholic beverages, and significant progress has already been made.

WHO can play an important role in this field by providing guidance for best practice in collaborative approaches to promoting responsible alcohol marketing. A central element of such guidance should be a recommendation to encourage effective self-regulatory systems that meet recognized standards and operate both within and as a complement to clear legal frameworks.

Full text: Nr. 173

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Able, Laura

Individual

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No

Web site: <http://www.calderdalenetwork.org.uk>

My experience covers only the preventative and mild to moderate drinkers. I believe the only effective strategy to reduce alcohol related harm is through partnership working. This is related in the evidence provided below.

From a global perspective I think advertising should be severely restricted, the price of alcohol should go up, and the companies who make profits from alcohol need to return 75% back into the community, education for children and healthy lifestyles need to be promoted.

I consider the strategy the Project that I work for reduces alcohol related harm for mild to moderate drinkers. The approach is one of partnership between VCS organisations and the SMS service.

The Project which I work for encourages organisations to send people on the course, explains what its about and why it's a good idea and how it fits in with the local health priorities and community vision, books the training room and provides the drinks.

The SMS trains individuals from VCS groups on Alcohol Screening (from the WHO) and Brief Interventions. The training lasts about 2 hours which is a realistic amount of time and is accessible for groups. The training draws together knowledge which most people have or at least can relate to and provides support materials such as "Your at a Glance Guide to Units," "Methods for cutting down" drinks diary and a leaflet, information on drink and calories, alcohol and mental health.

These individuals then go and screen people in their group and in their communities and if those screened score between 8 and 20 a brief intervention is carried. They send this back to the SMS service, who pay them £25 for the Brief Intervention. The SMS contact the person 12 weeks later to see if the screening has had any impact so far the results have been favourable with over 90% indicating that the screening has had a result.

The VCS are not the only agency carrying out these screening in our area but they have contributed to engaging over half of all those carried out.

Adams Marin, Barbara

Individual

Country: United States of America

Funding or support from alcohol industry? No

The alcohol beverage industry spends billions of dollars annually to promote its products and develop new markets. In addition, the alcohol beverage industry has developed new products that appeal to young drinkers and women. These drinks are sweeter, brightly colored and disguise the alcoholic content, minimizing the risks to drinkers. Other new products combine alcoholic beverages with stimulants that blunt awareness of alcohol impairment.

The marketing of its products by the alcohol beverage industry also normalizes the use of alcohol in our society. When alcohol use becomes normal, it is integrated into more types of activities, and because alcohol consumption (and its consequences) are considered "normal", it becomes harder to see when alcohol use becomes a problem for the individual and the community. It is easier to excuse excessive drinking and out of control behaviors, thus reinforcing denial on the part of individuals. Rituals such as "21 on your 21" (drinking 21 shots on your 21st birthday to celebrate being able to drink legally) has encouraged binge drinking, a behavior accepted by young people as a right of passage. Binge drinking among college students is not viewed as exceptional or deviant behavior. Rather, heavy drinking is acceptable and normal in that culture, with little understanding of the immediate dangers or long term health risks. At the same time, there is increased stigma against those who do develop serious problems or cause death or injury to others when involved in DUI accidents.

In my area, young people report having their first drink around the age of 13, and over 30% of high school seniors report regular use with the intention of getting drunk. Almost 40% report getting the alcohol from an adult. Laws restricting the use of alcohol to those over 21 alone do little to promote "responsible" use, and these restrictions coupled with the heavy promotion of the products at concerts, sporting events and in the media may encourage irresponsible use. Restrictions on advertising and marketing of alcohol, as well as limiting the sponsorship of events by the alcohol beverage industry, are important ways to promote responsible use.

My area is also known for its high DUI rate. The number of DUIs reflects not only the level of alcohol use in my community, but also the strict law enforcement our sheriff provides. Recent legislation has mandated assessments for alcohol and other drug problems and requires treatment if necessary in addition to the use of community controls such as alcohol monitoring devices. Screening and brief intervention for alcohol abuse and dependence by doctors

and hospital emergency rooms is important. We must continue to educate an aging population that takes more medications about the risks of combining those medications with alcohol.

While the strategies that are effective will vary by region, WHO can provide leadership, support, and resources to developing nations as they seek to develop effective alcohol policies based on public health and safety principles and to offset the influence of the powerful global alcohol marketing industry all over the world. WHO can help develop global networks to strengthen collaboration about what works and to provide peer support and also coordinate efforts to reduce alcohol abuse and dependence.

Angué, Esimi Miko

Opinión a título personal

País: Equatorial Guinea

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? No

1. La primera estrategia para la reducción del consumo del alcohol, tomada por el gobierno, es el aumento de las tasas de los importadores del producto.
2. Para respaldar la ejecución de la estrategia, conviene llevar un control estricto de la importación del alcohol en el país; restringir su consumo en locales de bajo nivel, como lugares de acceso a los grandes consumidores; aumentar los precios de bebidas en el país.
3. Promulgar medidas más severas de control del consumo abusivo del alcohol; Restringir el consumo de los jóvenes.

Bejerrum Bach, Lena

Individual

Country: Denmark

Funding or support from alcohol industry? No

Through my working experience in the alcohol treatment field I find that the most important way to reduce harmful drinking is to help relatives and their children to address the harmful effects of drinking and help them work with the problems it brings in the family.

Addressing the partner/wife or other important others around the person drinking we will be able to prevent alcohol problems on a much earlier stage. It is the partner and children who feel the consequences of another person's drinking at first and therefore also have a need and motivation for getting help. Secondary this help will also lead to an effect on the person drinking and often motivate the person to change his or her drinking pattern in order to keep the family together and minimize the negative consequences for the family members.

Berlin, Dianne

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

SUMMARY OF RECOMMENDATIONS FOR A WORLD-WIDE ALCOHOL POLICY

1. Children learn how to be an adult by mimicking adult behavior they see. If we want children to grow up to be responsible adults, they should learn early in life that using alcohol or any other drug unnecessarily is not being a responsible person. A major focus needs to be placed on the adult use of alcohol. This means that the use of ALL drugs including needs to be seen as risky. The emphasis needs to be on the use of drugs for legitimate medical reasons when all other drug-free methods have been ruled out as ineffective. The "casual" use of alcohol has hidden the negative impact of this drug.
2. Treat alcohol as any other narcotic. It should be subjected to the tightest scrutiny just as would other drugs.
3. Alcoholic beverage producers and sales outlets should be required to pay for the damages that alcohol use costs.
4. There is no need to advertise alcohol. If there is any alcohol advertising, it should include ALL the negative first and secondhand effects of alcohol use and should meet all the strictest guidelines of truth in advertising.
5. NO public money should be used for treatment or costs of the negative impacts of gambling. The burden should be on the producers, sellers and users of alcohol.
6. For college or university students guilty of violating alcohol use laws, all public scholarship or public money should be withdrawn for that student and previous public money should have to be repaid.

7. There needs to be public education on the effects of alcohol on people of all ages. Senior citizens need to be aware of alcohol dementia, the heightened risk of falls when using alcohol and the mixing of alcohol and other drugs.
8. There should be a zero tolerance for the use of alcohol by anyone in charge of any form of transportation ... cars, trains, planes, boats, etc. If found guilty, licenses should be lost for life. There is no reason to put the rest of the population at risk.
9. The very serious result of alcohol use by mothers-to-be or those planning to become pregnant need to be exposed to the general population. The alcoholic beverage companies need to cover all costs for children with Fetal Alcohol Effects or Fetal Alcohol Syndrome.

Full text: Nr. 323

Beukes, Ludwig

Individual

Country: Namibia

Funding or support from alcohol industry? No information

Restriction on advertisement of alcohol, the advert of the alcohol industry is highly sophisticated and people find themselves doing what they see and hear from TV and radio.

Community base education programs on use and abuse of alcohol for rural communities.

I feel there is over protection of alcohol industry by governments in Sub Sahara Africa.

Bipinchandra, Jai Shree

Individual

Country: Malaysia

Funding or support from alcohol industry? No

As a person in-contact with another person who abuses alcohol, I need to establish that it's purely my personal viewpoint:

1. The one and only effective strategy is to get the person to admit that he / she has a problem and needs to overcome it
2. Have more rehabilitation centres, counsellors, psychiatrists - they need to know where to get help
3. We only need to provide a lot of support, care and love. The friends who drink should back-off and give them time to recover

Blomberg, Adam

Individual

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: <http://www.DrivingResponsibly.com>

Adam L. Blomberg, M.D. completed his training at Brigham & Women's Hospital, a teaching affiliate of Harvard Medical School in Boston in the Department of Anesthesiology, Perioperative and Pain Medicine. During his final year of residency, he served as Chief Resident.

After overcoming a Traumatic Brain Injury that he suffered in a motor vehicle crash as a senior in High School, he is now committed to public safety awareness. Adam co-founded "Driving Responsibly in Vehicles Education", or D.R.I.V.E. for short. D.R.I.V.E. is designed to provide a coalition of injury prevention initiatives. The first program under the D.R.I.V.E. coalition is "Adam - A Survivor's Story." This comprehensive multimedia program is based on his personal experience and depicts the dangers of not following simple safety precautions in a motor vehicle. After having tremendous success with this program in Miami, Adam is now working with other national Injury Prevention programs to broaden the audience base on a national level.

Botha, Adrian

Individual

Country: South Africa

Funding or support from alcohol industry? Yes

Web site: www.icap.org

Summary:

ALCOHOL AVAILABILITY: SUMMARY

Reasonable regulations concerning alcohol availability are a necessary component of any balanced alcohol policy. Excessive regulations run the risk of generating unintended and often negative consequences, such as driving consumers toward the informal (unregulated) market. Proper policy enforcement should be backed by education of the general public about drinking patterns and outcomes, the implementation of adequate prevention, and the involvement of the broader community.

This paper considers two specific issues relating to alcohol availability: legal age limits and the prevalence of noncommercial beverages.

Legal Age Limits

Teaching young people about responsible drinking patterns, strengthening the positive role of parents, family and peers, and enforcing local rules must accompany any laws in order to be effective. In this regard, the industry has and will continue to play its role through awareness programs, responsible hospitality initiatives, partnerships with community stakeholders, and working with governments to reinforce purchase and drinking age limits. However, this is not the sole province of producers, who are not directly involved in the sale and service of alcohol; therefore, all industry stakeholders—including in particular the retailers—must be active.

Noncommercial Alcohol

The amount of noncommercial alcohol consumed globally is considerable, particularly in developing regions. It is important for governments to gain effective control over informal alcohol production and distribution, not least because these beverages are not overseen by government quality controls, laws, or self-regulation. These beverages can be toxic, served in an unsafe manner, and accessible to minors.

A number of interventions can help reduce the harmful impact of noncommercial alcohol if undertaken by governments, NGOs, and industry members working individually and in partnership:

- Develop and pilot an international methodology to gauge noncommercial alcohol production, consumption, and outcomes so that the interaction between policies and drinking can be better observed and evaluated, and cross-country comparisons can be made.
- Enforce laws against the production and sale of noncommercial alcohol.
- Provide consumer education and information about noncommercial alcohol, raising awareness about potential risks and drinking patterns.
- Undertake broad public campaigns to raise awareness about existing laws, enforcement, and possible punitive measures.
- Where appropriate, institute competitions and awards for quality as incentives to legal home-producers to raise and maintain the standards of their beverages.
- Set and enforce standards for commercial alcohol production, distribution, retail, and consumption, particularly in developing countries.
- Encourage commercial producers (e.g., through tax incentives) to provide affordable alternatives to illicit alcohol.
- Offer training, incentives, and funding to assist noncommercial producers to establish alternative income-generating businesses.

Addressing noncommercial alcohol is in the best interest of governments, law enforcement, and the industry. As a result, there is ample room for cooperation and initiatives based on partnership and directed at a common goal.

*This paper was prepared by Adrian Botha on behalf of the companies sponsoring ICAP: Asahi Breweries, Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman Corporation, Diageo, Heineken, InBev, Molson Coors, Pernod Ricard, SABMiller, and Scottish & Newcastle. Referenced paper is available on the ICAP website at www.icap.org.

Full text: Nr. 21

Boyce, Nancy

Individual

Country: United States of America

Funding or support from alcohol industry? No

Alcohol use is a major cause of the dysfunctional aspects of society: breakdown in marriage and family relationships and health care costs, not to mention the costs in terms of lost productivity and personal well-being.

Bradbury, Sue

Individual

Country: Canada

Funding or support from alcohol industry? No

We have five sons with varying degrees of permanent brain damage done by prenatal alcohol consumption. I can't begin to tell you how difficult their lives are. Fetal Alcohol Spectrum Disorder is basically an invisible disability that impacts our family on so many levels. We absolutely **MUST** be proactive in spreading the word and letting people know of the harm and life altering effects that prenatal alcohol exposure can do. All bars, liquor and beer stores, any establishment selling alcohol should be required to post signs and enlighten their customers. Perhaps a portion of all products sold can go to treatment centres and other services to support persons whose lives are impacted by alcohol. We need to stop this totally preventable disability.

Bys, Pamela

Individual

Country: United States of America

Funding or support from alcohol industry? No information

Web site: <http://www.acupuncture5E.com>

Thank you for allowing me to submit my thoughts. I have written several ideas written.

First, I believe limiting the access to individuals in regard to an age limit often creates the desire to want to do it. If the limitations were not there perhaps the desire would not be as great. Adults and parent need to educate young people at home to the use of this substance and by allowing kids to have a sip with dinner and to know the effects before they reach 21 may help curb the desire to go out at 21 and get "wasted".

Second. Religion and geographical location in the world often dictate the use of drugs and alcohol in rituals. Again, it becomes a desire to drink more than enough to be rebellious against the rules. Teaching all people and learning why people go to an enebriated affect is something that could be better understood. That information can lead us to the cause of alcohol abuse and problem that are related to this substance.

Third. All people use alcohol for many reasons they desire alcohol and they have conjured up in their minds many reasons why they drink and cannot stop. Reasons I have seen in the public and in the hospitals are the following: pain, peer pressure, loneliness and depression(that leads to further deepening depression). Depression is often a cause to drink because people believe it will numb that pain from the lack of self esteem and self worth.

As a dietary problem it affects all the organs eventually. The acidity levels in the blood stream and the GI tract only produce the body to desire more sugar to feed the unhealthy bacteria in the colon, leading to a very acidic body chemistry and creating further medical problems including muscle pain, (again)depression, joint pain, vitamin deficiencies, etc.

Strategies to reduce the problems that I have identified will reduce the harmful affects related to alcohol are getting people to look at healthy living, promoting self esteem and developing a community amongst neighborhoods and in schools so people look after one another and help one another. Alcohol needs to be viewed as a harmful substance and educated to incorporate it in moderation. Learning about excess of anything can be harmful Although there will always be extreme type people in the world we need to develop a community of health conscious people and a new generation of a healthy community of people. Community is a key word, there is a lack of community since the era of computers. This has created more isolation in the world. Since the computer world is not going to end we need to develop programs that are human contact oriented. This would be to develop a "how to live a healthy lifestyle" role-modeling type of project to improve self esteem and self worth.

I am an Acupuncturist and promote healthy lifestyles. When one sees balance in their life and wants to have the best for themself and others around them there is a decrease in toxic affects on their lifestyle. I have seen their alcohol intake decrease and their desire to want to live! Living life to its fullest capacity and be alert and functioning into their old age is the world they want to create for themself and it affects the others around them.

I am not saying acupuncture stops you from drinking but the use of a particular style of acupuncture; Five Element Acupuncture will affect the body mind and the spirit. What this means is that with the use of preventative healthcare such as acupuncture, nutrition, exercise and a consistent someone to monitor them at a regular basis and to listen to their needs is what helps people stay healthier. If treated regularly (like going to the dentist) one stays healthy and would not want to pollute their body with toxins, it builds self esteem and connects people to their heart and the things that lead them to their passion in life and to gets them to believe in them self.

Thank you for allowing me to submit my thoughts and thanks for reading it all.

Caetano, Raul

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

It is well known that the most effective policies to prevent alcohol-related harms are alcohol control policies implemented at the population level (universal). Selective and targeted policies also have a place in responding to alcohol-related harms in the community, but because of their focus on smaller group of individuals (high risk drinkers, alcohol dependent individuals) their preventive impact is not as large as that of universal policies. Among these some of the most effective are taxation, restriction on hours of sale, minimum drinking age, outlet density restrictions, lower BAC. Educational interventions are usually not effective. Policies must be chosen based on effectiveness by disinterested parties, i.e., public health officials and representatives of others governmental institutions but without participation of the alcohol industry. Consultation with the industry is acceptable during the planning process. However, the industry should not be part of the decision making process.

It is particularly important to plan preventive actions and provide support to developing nations, which are being targeted by the industry in its market expansion. Examples of such countries are, as identified by the industry: Brazil, India, China, Russia. Public health interest must play a part when industry expansion is being discussed and considered in these countries. Public health interests must also be considered when developing and implementing international trade agreements. Global action is necessary and should be coordinated by WHO/PAHO because the alcohol industry is global. It is important to make developing nation governments and professionals aware of the threats posed by excessive alcohol consumption.

Governments should be made aware of the need to control per capita consumption, and of the policies that are effective in doing so. It is important to provide expertise to developing nations on alcohol policy development and implementation. WHO and PAHO have an important role to play as international health agencies in organizing global responses to prevent alcohol-related harm, calling attention to the problem, monitoring prevalence, developing a structure for the response, and supporting member nations in their efforts.

Full text: Nr. 248

Carton, Lonnie

Individual

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: Warm2Kids.com

The problem of alcohol abuse is global, but its solutions are largely local. The knowledge, skills and attitudes provided by WHO and its partners to confront alcohol abuse need to be continuously reviewed so that they are CUSTOMIZED to meet and respect the cultural and social mores of the communities and/or countries to which they are provided. This is also true of the age, gender and position of authority etc of the audience targeted. Just as one shoe will not fit all foot sizes the same message will not fit or teach all audiences.

My thirty year experience as a broadcast journalist validates the critical nature of customizing information into CONCRETE rather than ABSTRACT messages. As a psychologist, I know that successful behavioral change (i.e. attitudes about alcohol use, social responsibility of users, sellers, providers, etc) rarely results through warnings, lecturing, or, punitive measures. It is more likely these external forces only serve to alienate rather than educate.

Knowledge is POWER, not only the power to learn but to understand the short term and long term advantages of a change in behavior which avoids personal, family and community alcohol abuse. These informational, instructional, and insightful materials require REPETITION and REINFORCEMENT through the use of every kind of media and in a variety of INTERACTIVE learning forms such as questions and answers, scenarios, multiple choice fact checks, etc., all in an effort to PROMOTE socially and legally responsible alcohol use.

Careful CUSTOMIZATION of materials provided, VARIETY in the styles presented, CONCRETE RATHER THAN ABSTRACT messages and REPETITION and REINFORCEMENT of the concepts are some of the strategies which should help to make the vital information provided by WHO more effective.

Cerullo, Domenico

Individual

Country: Italy

Funding or support from alcohol industry? No

I am a teacher in primary school. I made a work in VHS "Ho bevuto. Guida tu" about abuse of alcohol and prevention. My idea, together to my cooperators is to teach a correct use of alcohol, in order to give responsibility to our young people. Police can not follow each boy or girl out of discos or pubs. Teaching and explaining is always better than punishing. Spreading our work in dvd in schools could be a step to reduce abuse of alcohol.

Chezem, Linda

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

The public policy debate on alcohol has not been well informed. Only recently has the research on alcohol began to support the view of alcohol misuse as a health concern. Instead, in the more urbanized countries, the justice system has been forced to deal with the efforts of alcohol abuse and dependence. We have develop a class for students seeking to enter professions in law, medicine, and public health.

Full text: Nr. 49

Christodoulou, Mariana Geanina

Individual

Country: Cyprus

Funding or support from alcohol industry? No

Full information of people regarding effects of alcohol in the human body. The presentations should be done by instructors in public places, conference halls, etc, and the groups should be made of people working in same professions (one group for factory workers, another group for students, a different one for people with high qualifications). Every presentations should be done in simple English language and sustained by images of alcohol related diseased organs and also small documentaries showing drunk people behavior.

The seminars should be completed by open discussions regarding psychological need of alcohol in some people and mentality changing in those people.

Participants to the seminars should be encouraged to become instructors as well and participate in Campaigns against alcohol consuming.

The consumable alcohol concentration in beverages should be decreased by law in stages reasoning the peoples health, till it gets down to a lower level.

The peoples attention should be directed towards non-alcoholic beverages.

In my quality of Registered Nurse in Cyprus, New Zealand and Romania I would be very proud to be the leader of a project called THE CAMPAIGN AGAINST ALCOHOL CONSUMING, project that will have as scope teaching people and forming new instructors in this area. The more the people are involved in a problem, the more they take responsibility and act positively.

Cristian Andrei

Individual

Country: Romania

Funding or support from alcohol industry? Yes

Web site: <http://www.iru.ro>

Summary:

In the last two years I gathered a significant experience in generating educative messages at the cross point between adolescents, educators, beer producers, parents, authorities and media. Since may 2007 I have had direct interactions

with more than 3.000 Romanian adolescents and another 162 000 young people received the message regarding the alcohol abuse. From what I understood during these interactions, our young people mix their views on alcohol with their general views on consumption and with their emotional development. Thus, the keywords of our educational messages were: friendship, love, freedom, sharing, failure, cool, party, loneliness, performance.

Full text: Nr. 176

Crozier, Cheri

Individual

Country: United States of America

Funding or support from alcohol industry? No

As a traveler I see alcohol as a major theme not only in my own city, state and country but others as well. I believe that the issue of abuse must be addressed in order for our world to be more productive.

It appears from the data I have read and just through my travels that alcohol consumption is growing everywhere. My biggest concern is that the youth of our world seem to be at greater risk of abuse and harm. I would like to see the alcoholic beverage industry take a more active role in educating people worldwide that their products should be used in moderation. It would not answer all the problems but I believe they need to limit the advertising targeted at the young. The use of alcohol should be more restricted around the world.

It is my belief that world leaders need to recognize the disease of addiction. Having increasing numbers addicted to alcohol can affect their local economy by creating a population that cannot function in a rational and productive manner. By recognizing the issue they can then move forward to education their populations and save lives.

Thank you for the opportunity to speak out.

DenHartog, Geritt

Individual

Country: United States of America

Funding or support from alcohol industry? No

Much study has been done, and many sound recommendations have already been advanced, during the past decade. It would be foolish to ignore them. I urge that two volumes be given careful reading, in their entirety rather than summaries only, and the most serious consideration: Alcohol: No Ordinary Commodity -- Research and Public Policy (Babor et al, Oxford University Press, 2003 -- and Reducing Underage Drinking: A Collective Responsibility (National Research Council, Institute of Medicine, 2004). It should be abundantly clear that the alcohol industry is unable or unwilling to police itself, so regulation of the industry should be done by government agencies, in the interest of public health and safety. Nothing is more important than changing public norms in the direction of public health and safety. This may necessitate counter-advertising campaigns which would define "responsibility" and "responsibility decision-making," rather than leaving the terms to subjective interpretation by the public. The questions "Responsible to whom? And for what?" should be addressed.

Desai, Vikas

Individual

Country: India

Funding or support from alcohol industry? No

For Effective strategies to reduce Alcohol related harm all policy makers need to read Mahatma Gandhi.

All need to project harmful effect related to alcohol instead of projecting health benefits which leads to excuse on the part of person who wants to drink.

It is evident that Alcoholism is creating more destruction of individuals, families, societies as well as Nation rather than doing any good.

Considering the overall damage produced due to rampant alcoholism ever increasing the preventive action should be an emergency like disaster prevention.

The self control, social control needs legal enforcement support like prohibition which needs to be implemented with commitment.

Women were empowered to do satyagrah to enforce closing of toddy shops which was a Gandhian way to protest. All women organisations, Medical organisations, socio religious organisations as well as education organisations need to speak same language " It is harmful for all", "Punishment and Rehabilitation services to be vigilant"

The contradictory policy of encouraging production for financial gains and then to prevent harm is never going to work. Nations have to select one out of two.

It is not impossible. There is a Prohibition for Alcohol in Gujarat state since independence. And Gujarat is a safest state including for women. Yes today Gujarat also needs to implement the police action with more commitment . But no political party dare to remove prohibition from the state.

Gujarat experience should be studied. Corrective action should be suggested to sustain it and needs to be replicated at other places.

Alcoholism is going to destroy mankind if policy makers shall continue to sit on the fence.

Domingue, Tammy

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

I lost a beautiful 19 year old son to alcohol poisoning the first time he drank. So yes, I think it's time we do something about alcohol. Put provisions in place, offer more treatment, educator more people, start educating at a younger age. So they'll know the dangers of alcohol. I have 3 more children and we fight to get things done so no one else will have to suffer what we went through. I have a bill going to legislature again for a toll free alcohol poisoning hotline in memory of my son, so no one else's son or daughter dies the way mine did. I have had this bill in legislature every year since 2003, when my son died, each year we get a little closer to getting it passed, maybe this year will be the year.

Full text: Nr. 217

Donnelly, Stephen and Mantak, Frances

Individual

Country: United States of America

Funding or support from alcohol industry? No

Don't allow the alcohol industry to dictate global health policies or strategy.

Public health research should be the only basis for a global strategy on alcohol.

The alcohol industry is becoming more global every day. These powerful corporations should stop exploiting poor, developing nations.

Eastcott, Beverly

Individual

Country: Canada

Funding or support from alcohol industry? No

1: All educators must be educated to the harmful effects of alcohol. Then from the first classes in "Family Life" through to "Sex Education" this message must be taught in an age appropriate manner. "I didn't know," should not be an answer from anyone in the future as they all will have been taught.

2: Educate! educate! Educate! You can't stop someone from drinking but you can tell them the effect of alcohol on their fetus. Safe sex stops more than HIV! FASD is totally preventable JUST DON'T DRINK! or practice safe sex.

3: I tell anyone and everyone who will listen. One person at a time if that is all who will listen. No one will stop me telling what I know about the damage that alcohol does to the fetus. I have already educated my daughters, adopted son and foster son.

Eskolinen, Tatjana

Individual

Country: Finland

Funding or support from alcohol industry? No

Question 1: To increase the price of alcohol by taxes. Not so many places to sell alcohol . Also wine and beer out off supermarkets and gas stations. Here in Finland you are allowed to buy beer when you are 18 years old, this age such

be increased to 21 (the same age as when you can get stronger drinks). The restaurants should close the doors earlier, not at 4 a.m. There should be enough nurseries to help if a man wants to stop drinking.

Question 2: Less poor people. Help them to study, to learn read, to get a job. It is important that a big organization like WHO make noise and publish investigations. Here in Finland our parliament has given a blessing to use a lot of alcohol. Here it is very cool to get drunk.

Question 3: I can also deliver material to my local people (to those who live in the same village).

Fowler, Barbara

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary

Alcohol is a teratogen, a Greek term meaning “monster maker.” It is known to cause brain damage, developmental disabilities, mental retardation, growth retardation, and premature birth. It can cause physical defects of the heart, ears, eyes, kidneys, and sensory issues that affect a person’s ability to function in a stimulating environment like preschool, school, work, or society at large. In order to prevent these 100% preventable disabilities, we must educate every sector of society about the causes and effects of drinking alcohol during pregnancy.

There are a number of wonderful intervention/prevention programs like Dr. Ira Chasnoff’s 4 P’s Plus Program, which uses a highly sensitive screening tool used at initial contact with a doctor or clinic when she is pregnant. It detects women who are candidates for brief or long-term interventions. While this is a great intervention, by the time many women seek medical care during pregnancy, they are already a number of weeks into the pregnancy and have frequently been drinking alcohol during the highly sensitive first trimester. Even if these women do not touch another drop of alcohol, they will still have a baby that was alcohol exposed. Many of these children will be diagnosed as ADHD, ODD, or a plethora of other mental health diagnosis that may have been caused by alcohol exposure *en utero*. The prevention part of this program is that in future pregnancies, the woman may be more careful to not drink when exposing herself to possible pregnancy.

If educating women through the brief intervention can make a positive difference, then educating children and adults about the life-long disabilities and damage caused by prenatal alcohol exposure (PAE) and the resulting fetal alcohol spectrum disorders (FASD), should be a part of every fourth grade health class and should be reiterated in some class each successive year all the way through grad school. This education should be given in schools world-wide, because PAE damage is no respecter of persons. The use of alcohol by the parent/s during the raising of a child can be a contributing factor in the development of secondary disabilities that are too often seen in individuals with PAE.

I have personally contributed thousands of hours to research, doing trainings, and have dedicated my life to helping families and individuals dealing with the effects of PAE. I was a foster parent for ten years and have worked with many children in the foster care system. Many of these children have suffered prenatal alcohol damage, postnatal abuse and neglect, suffered further at the hands of therapists and social service workers who were ignorant of the devastating effects of PAE. Their ignorance was the underlying reason that they first blamed the parent, then the child, and finally the foster parent when standard behavior modification therapies failed, and in fact, made the children worse. I am currently in a Masters of Social Work program to, hopefully, gain the respect of those who need to understand FASD in order to do their job successfully.

Full text: Nr. 271

Goldim, Jose

Individual

Country: Brazil

Funding or support from alcohol industry? No

Web site: <http://www.bioetica.ufrgs.br>

Question 1 - the effective strategy is education.

Question 2 - develop new strategies to educate young people about risk and uncertainty related to alcohol, specially in car accidents.

Question 3 - We have some instruments that evaluate uncertainty avoidance and coercion perception that could be used to monitor educational activities. We have research results useful to planning educational activities.

Grant, Tracy

Individual

Country: Canada

Funding or support from alcohol industry? No

As a foster parent and adoptive parent, I have seen many families struggle with addictions and alcohol related damage. Children's behaviours which may well be caused by their parents' alcohol use are blamed on poor parenting, and families who would benefit from programs and supports are separated, causing attachment issues for children and despair for parents. Many of our 72 foster children were likely alcohol exposed, but systems (children's services, justice, education) continue to avoid labeling (diagnosing), and use strategies that lead to frustration and cause secondary disabilities in affected individuals. Our own son was unsuccessful in a 3 day/week Developmental education program because of a lack of understanding of the nature of FASD. At 7 he was threatening suicide, and we are now caring for him 24/7, requiring immense commitment on our part. We need better diagnostics and service for alcohol affected individuals, and a massive education campaign for the prevention of FASD. Families who struggle with addictions and parenting could be far better served with an understanding of the nature of FASD and effective intervention strategies.

Haisler, Ann

Individual

Country: United States of America

Funding or support from alcohol industry? No

As a public health nurse working on an island in southeast Alaska, I have seen an acceptance of alcoholic use among much of the community. Many teens binge on the weekend. Very little is done about this situation.

On a local level, I believe that more activities for the youth that include mentors would be helpful. Having read studies on the development of teen brain, it appears to be important for youth to spend more time w/ adults who have a fully developed frontal lobe. It would be beneficial if teachers and parents became more informed about the development of the teen brain to better assist the youth focus on healthy choices. As many are aware the teen brain is still developing and is greatly affected by alcohol consumption.

On a more global level, I would like to see total restriction of any advertising of alcoholic products on the TV and magazines. In the US the advertisements are all focused towards the youth.

On a local level I have spoken with students at our local school on the subject of the teen brain and would like to speak with parents and teachers on this subject also.

Thank you for allowing me to share these concerns. Please forgive me for this is not as complete as I would like, but my time is limited.

Hartigan-Go, Kenneth

Individual

Country: Philippines

Funding or support from alcohol industry? No

Changing the way we educate our youth on taking responsibilities.

Stop glamorizing alcohol as a social relaxing, feel good product. (in movies, travelling in airplanes)

Control advertising through call for greater corporate social responsibility.

Our foundation has a training module to educate workplace about ills and harm of alcoholism.

Healy, James

Individual

Country: Ireland

Funding or support from alcohol industry? No

WHO provides guidelines on amount of alcohol that are considered a low risk of causing harm. This guidance is in Units of alcohol. The advice is the same for all countries.

However, the unit of alcohol is not a standardised amount. The amount of alcohol in a unit at level of each country can be substantially different. The guidance provided at member state level usually takes the WHO recommendations on amount of alcohol as expressed in the WHO unit system and issues local guidance in terms of local units without correction for the difference in alcohol content between the WHO and Local units.

Need for a universal Standard measure of alcohol content of drinks

Unit of alcohol as used in different member states does not refer to the same amount of alcohol. Thus when WHO guidelines are used in health messages the actual amount of alcohol that is being advised may differ substantially. The fact that alcohol products cross national boundaries and increasingly have labels with health messages that may be inconsistent will lead to under mining the credibility of the health promoting authorities. Likewise advertising content readily crosses national boundaries.

There is need for a single immutable way of quantifying the alcohol content of guidance messages and advice across all countries. The S.I. Unit system is gradually finding wide acceptance for quantifying liquid volume of most household/domestic purposes. It seems correct that WHO should consider using such a universal system when issuing guidance on a quantity of alcohol and associated health risk.

Hedrick, Bonnie, Skogerboe, Natalie and Vazquez - Defillo, Mary Jo

Individual

Country: United States of America

Funding or support from alcohol industry? No

1. General points

- Role of the alcoholic beverage industry: The industry may have a role in implementing alcohol policies (and thus the strategy); it should not have a role in developing policies or the strategy itself, due to the obvious conflict of interest of economic operators.
- Trends in consumption: Consumption in wealthy countries is flat or falling, and alcohol causes high levels of harm in these countries (third greatest risk factor in death and disability).¹ Consumption in the poorest countries is growing (2). Alcohol is the 11th greatest risk factor in death and disability here, (1) but is likely to rise with consumption, making prevention a critical task.

2. What are effective strategies:

- Numerous research reviews have determined that the following population-level strategies are the most effective (2-6):
- Excise tax increases (if the market is under control – if not, these can cause increases in “informal” or illegal production and/or sales) and other pricing policies that increase the cost of alcohol (e.g., happy hour bans)
- Full or partial bans on advertising and marketing, such as restrictions on youth exposure to alcohol advertising and marketing
- Minimum legal purchase age (e.g. 21 in the U.S.)
- Government monopoly of retail sales
- Restriction on hours or days of sale
- Outlet density restrictions
- Brief interventions and treatment
- Lowered BACs limits, random breath testing and administrative license suspension for drinking-driving
- Strict enforcement of existing alcoholic beverage control and traffic safety laws
- Community mobilization and citizen and media advocacy are critical to enacting, insuring compliance, and promoting public support for the above policies.⁷
- What is most effective will vary by region⁴ – what is critical is that WHO recommend what works, and let local groups decide what is politically feasible.

3. What are best ways to reduce alcohol-related harm from global perspective?

- Globally, public health interests must be represented in global trade negotiations, and trade agreements need to make exceptions for commodities like alcohol that pose a serious threat to public health and safety (8, 9).
- Global public health leadership is needed, in the form of WHO identifying and training governments and NGOs in how to implement best practices in monitoring and controlling alcohol-related harm.
- Leadership from WHO and governments in the developed world in providing support and resources to developing nations to insure effective alcohol policies that are based on public health and safety principles and to offset the influence of the global alcohol industry.
- Global networks are needed among NGOs to strengthen coordination, share lessons learned and peer support, and provide a civil society alternative to the globally well-organized and coordinated alcohol industry

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Ilonen, Anneli

Individual

Country: Finland

Funding or support from alcohol industry? No

High-prices and taxation of alcohol products have various effect, because this brings profit to the producers and revenues to the states. Instead I support to put restrictions on the availability and the publicity. But it is even more important to change attitudes and ways to handle alcohol. This is a more difficult issue, but it is important and necessary. It is conceivable by education and by modeling by adults.

Jernigan, David

Individual

Country: United States of America

Funding or support from alcohol industry? No

Web site:

http://faculty.jhsph.edu/default.cfm?faculty_id=2015&grouped=false&searchText=&department_id=0&departmentName=Health,%20Behavior%20and%20Society

Summary:

WHO has documented the impact of alcohol-related harm globally. In the United States, alcohol use is widespread among young people and causes as many as 5,000 deaths among persons under age 21 per year. The minimum purchase age of 21 has been effective in reducing alcohol-related harm among young people, but underage drinking continues to account for as much as one-fifth of alcohol consumption. Given the size of the market, there is some conflict of interest for alcohol producers. They have a role in implementing but not in designing public health strategies in this area. Restricting alcohol advertising and marketing and increasing taxes on alcohol are two of the most cost-effective strategies for reducing alcohol-related harm, and should be included in a global strategy. Community mobilization and citizen and media advocacy are important for enacting and insuring compliance and promoting public support for effective policies and programs. Global leadership is needed from WHO in identifying and training governments and NGOs in how to implement best practices in monitoring and controlling alcohol-related problems.. At the global level, public health interests must be represented in trade negotiations and agreements, and resources must be provided to less wealthy nations to promote public health policies and programs independent of commercial interests. NGO networks are also needed to strengthen coordination, share lessons learned, and counter-balance the influence of economic operators. As a public health researcher at the Johns Hopkins Bloomberg School of Public Health and the Center for Injury Research and Policy, my work has focused on policy approaches to reducing the harmful use of alcohol for more than two decades My comments are based on this expertise and do not reflect the official views of my University.

Full text: Nr. 316

Jewell, Jamie

Individual

Country: United States of America

Funding or support from alcohol industry? No

Please remember that all research should be considered and not any one group should make policy.

Just as we spread the word on unhealthy foods and on the use of tobacco and those things become "unpopular" so should the use of alcohol. No glamorizing alcohol in movies or ads.

Parents and community leaders must be held accountable for their actions in the use and abuse of alcohol. No free rides for government leaders.

Joshi, Rajendra

Individual

Country: India

Funding or support from alcohol industry? No

Implementation of anti alcohol laws to reduce alcohol consumption specially after driving is required. Most of the time it is seen that law enforcing agencies take a lenient view. Most of the time it is low importance given due to other hard pressing commitment. Moreover her will always a lack of staff. Enforcement should be privatised. Citizen volunteers who want to contribute to reduce alcohol consumption can be created under govt auth. These squads can check people indulged in drinking and driving. Instead of punishing the offenders they should be fined and the money can be distributed between the organization and govt on mutually agreed basis. The money collected through fines can be used by the govt exclusively for spreading awareness side by side. This will ensure that drunk drivers are discouraged.

Kalocsai, Zoltán

Individual

Country: Hungary

Funding or support from alcohol industry? No

Summary:

In my view, everyone in the world faces the problem of excessive alcohol drinking as in his/her family or in the more distant acquaintance, there may be a person suffering from being “detained” by alcohol. That is the reason for expressing opinions on this problem with intensive sensibility, overheated emotions and for discussing it in a “sober” way with difficulty. In order to realize results in the struggle against this illness, great deal of soberness and rationalism are needed. Taking into account these aspects, such a global strategy is required in the fight against excessive alcohol drinking which is based on professional grounds, and dominated by consistency and not by emotions coming down from personal experiences many times.

It is extremely important for the strategy-makers to see clearly the final goal they want to reach. Clarifying this is of the same importance at least as the way of achieving the target itself. It is natural that handling such a great problem can not be done from one day to the other, there isn't any one and only nostrum, a cure-all, that offers a solution for all, moreover up to my mind it would not be fortunate to act too quickly and forced driven by emotions. A strategy of more steps should be thought-out and introduced, more small achievements should rather be reached than a big fiasco. Let's progress step by step, for instance as a first step we should induce the young to get to know alcohol as late as possible, and not to be its detainees.

In the struggle against excessive alcohol consumption, it must be taken into account that each country and region has different economic, social system, conventions and traditions. If we try to force a method on everyone, it will surely fail. There is a need for a global target- setting and a strategy sketching the major directions – legal interventions, strengthening of the preventions/enlightenment, more efficient „marketing”.

As a journalist, I consider the responsibility of the media extremely important. On one hand, a correct presentation of the problems stemming in excessive alcohol drinking should be assumed as a constant task. On the other hand, more communications should be made on the factually existing results which have been achieved against the excessive alcohol consumption. Numerous types of media could be moved with the above aim.

Full text: Nr. 76

Kashakova, Venera

Individual

Country: Algeria

Funding or support from alcohol industry? No

Резюме

Еще до недавнего времени, в решениях столь важных и основных проблем , как борьба с зависимостью и защита населения от зависимости, что ведет за собой так же и борьбу с наркозависимостью, так как это, в какой-то степени, одна категория проблем, принимали участие только лишь отдельные организации и учреждения. Сегодня же эта система стала прозрачной, и внести свой вклад и принять участие в обсуждении может любой человек. Большая благодарность создателю идеи открытой дискуссии подобных проблем.

Полный текст

Я, Кашакова Венера , 31 год, мама троих детишек.

В первую очередь, как мать, меня очень волнует вопрос алкогольной зависимости и доступности алкоголя для населения в целом. Много думая и анализируя, также на основании моих знаний о внедрении ряда законов и правил в обществе, необходимо, как минимум, снизить употребление алкоголя среди подростков и взрослых. Конечно, сейчас много говорится об открытии специализированных лечебниц, реабилитационных центров, которые требуют огромных затрат и огромного времени. Мне представляется, что эти меры в целом не дадут результата, который продолжится на поколения.

Для того чтобы в корне предотвратить такое явление как раннее употребление алкоголя у детей (ведь многие дети и подростки в силу красивых телесериалов и рекламы имеют представление об алкоголе, как о чем-то увеселительном, как проявления шарма, самодостаточности, имиджа и праздника...), я считаю, что детям с 10 лет нужно в рамках учебных заведений проводить экскурсии по наркодиспансерам, тюрьмам и показывать документальные фильмы, возможно даже художественные фильмы (кстати, я являюсь автором сценария психологического романа "жизнь начнется вчера" про наркомана-подростка. (После полного завершения редактирования сценарий будет передан безвозмездно тем режиссерам которые проявят интерес к сценарию, написанному с целью профилактики наркозависимости в период переходного возраста у детей и подростков.) У детей очень острое восприятие информации, и если всюду идет реклама и красивая пропаганда спиртных напитков, то почему бы не пропагандировать обратную сторону этого явления. Так же результаты может принести, на мой взгляд, всемирная акция для учащихся школ и учебных заведений - сочинение на тему "победим алкоголь", а также выпуск компьютерной игры, где игрок является психологом, врачом, у которого большая клиника по лечению наркоманов и алкоголиков, и где больных людей подбирают на улицах, в барах, а затем лечат их. В конце игры этого когда-то больного и запущенного человека мы видим чистым, трезвым, ухоженным, благодаря игроку, который делает из запущенного алкоголика приятного здорового человека. Для взрослых эта игра не столь интересна и уникальна, но для детей это может быть настоящим достижением помочь и поставить человека на ноги.

Моя цель борьбы с алкогольной зависимостью - это не допустить ее начала как таковой. Что касается лечения и выхода из уже сложившейся жуткой ситуации, учитывая статистику в отношении зависимых от алкоголя людей. Как ни странно, но во многих странах молоко дороже бутылки пива. Считаю, что алкогольные напитки не должны стоить дешево, и дешевых алкогольных напитков не должно быть.

Вообще, в идеале, и это, конечно, может быть только в далеком будущем спиртные напитки могут продаваться исключительно в автоматизированных будках, по специальным индивидуальным карточкам, которые выдаются по месту работы. То есть цель в том, что если ты не работаешь, то не пьешь, а работающий человек, как правило, дорожит своей работой и алкогольные напитки употребляет только по праздникам. Сегодня спиртные напитки может купить любой, и даже дети, а если внедрить пластиковые карточки работающего человека для приобретения алкогольных напитков, то это радикально повысит престиж работы и предупредит сценарий "украл, выпил, сел...".

Огромное спасибо, за возможность принять участие в этом проекте.

С уважением,
Кашакова Венера

Kasumu, Chika

Individual

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? No information

1. Advertisements in schools, TV, magazines, newspapers, on increased awareness of health damage caused by alcohol.
2. Advertisements on accidents caused by dangerous driving as a result of increased alcohol consumption.
3. Increased taxes imposed on alcohol and reduced availability for public use.
4. Programmes such as those encouraged to help individuals stop smoking to be used.

Kaul, Yamini

Individual

Country: India

Funding or support from alcohol industry? No

Alcohol Consumption is a bane in present society and needs to be tackled because its effects are more pronounced and deadly than other similar addictive products.

The government policy in this regard is too lax and needs to be tightened.

I am ready to work as a volunteer to create awareness regarding the issue, enlists support from intellectuals and create pressure on the government to bring about policy change.

I am of the view that not much is being done in terms of reducing alcohol consumption in the country. If I take the issue within the geographical limits of my state only, licenses to sell alcohol were being distributed without remorse, even till two years ago. This was done by the government, following all the procedural directions and interested parties from among the business community were fighting tooth and nail with each other to lay their hands on the licenses.

As the international community is completely aware that Jammu and Kashmir is a sensitive state, which needs all the help that it can in terms of development of infrastructure and basic amenities for the people, the kind of impact allotting such wine licenses would have on the general public is not hard to guess.

There is a sizeable chunk of population, particularly in the adjoining areas of the main cities of Jammu and Srinagar, which are reeling under severe poverty. Majority of families are not able to send their children to school because the parents have more pressing issues to take care of, like providing the next meal to their children. In this scenario, it is more important that we pay attention to the kind of alcohol policy that the government is adopting within the state.

People who have money are selling wine because they earn tremendous profit out of it but ultimately, the most affected sections of the society would be those that are already short of money, so, instead of spending their monthly salary on their children's books, clothes, household expenditures, they would find it easy to squander the amount on alcohol, even more so, when it would be available at every nook and corner of the state.

In this regard, I offer to work in close co-ordination with WHO to bring public awareness regarding the issue, speak to alcohol addicts, talk to intellectuals among the societal ranks and enlist their support and, in turn, create pressure on the government to change its licensing policy.

Ketola, Jeanne

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

It is estimated that Minnesota, USA has at least 50,000 diagnosed cases of FAS. This is the equivalent of 833.3 school buses filled to capacity with individuals, mostly kids, who have permanent brain damage from prenatal exposure to alcohol. It affects more births than Autism, and Down Syndrome combined! This disability must be taken seriously and the full spectrum of FASD understood.

How Much Has FASD Cost Our Family?

- We estimate as a family, that we have spent over \$60,000 in the last four years on therapies and other professionals relating to Tim's diagnosis of FASD.
- We were a two income, self employed family. However, this past year, I gave up my career and business to find answers to support our son.
- We are a middle class family of five and have received very little or no supports from government agencies.
- We are paying for all of his therapies through insurance and out of pocket. Our co-pay is \$40.00 per visit which adds up quickly. Our costs are never calculated in studies that present statistics on FASD. Therefore, the cost of this disability is far more than what is reported of \$107.4 million, annually, for Minnesotans. Its cost worldwide probably reaches into the billions. However, statistically, data has not been collected to determine actual costs.
- We have changed school districts due to the lack of support in our own district for students with FASD. This means we directly pay the cost of transportation to the school.
- We have no respite care at this time to give ourselves a break from the tension in our home. The stress of fighting for services places families like ours at risk.

My son, who is 17 years old has a Performance IQ of 117, but is disabled from the effects of prenatal exposure to alcohol. There are no effective treatment strategies and everything offered to us by professionals is through experimentation.

Without proper funding, treatment strategies, availability of trained professionals and the proper supports from schools, our chances of success are slim. We are weary of professionals who claim to know how to help him only to find out that they are misinformed, not educated or lack experience. We are exhausted trying to communicate his issues to schools who either don't recognize FASD as a disability or doubt his diagnosis even though FASD has been a recognized disability for 30 years.

FASD is real and must first be fully communicated worldwide. This recognition and understanding is needed for schools, social services, medical professionals and the court systems to adequately train those who work with

individuals with FASD. Global campaigns must be implemented to educate about the dangers of pregnancy and alcohol. There must be fully supported awareness, funding for diagnostic clinics and for research and development of treatment strategies. Doctors must stop telling women that it is OK to drink during pregnancy and that there is no safe amount. This must be a worldwide message.

Full text: Nr. 88

Kishore, Jugal

Individual

Country: India

Funding or support from alcohol industry? No

Introduction: Majority of world population understand that alcohol is not good for their health. In Indian states women are the worst victims of alcohol problem because of drinking of male members. Alcohol is not only medical problem but also social, political, ethical, moral, economic, and environmental. Domestic violence and female gender exploitation are real concerns.

Slogan: No Alcohol means healthy mind and body - "Alcohol free world is a wise world"

Strategy: Emphasis Evidence Based Public health strategy. Sufficient evidence is available to convince civilized community. There is need of developing programs and legislation to empower people for making decision not to drink. In family life husband's alcohol abuse affects women and child. It is their human rights which demand legal protection. WHO can initiate global program to reduce alcohol production and consumption. Each member states should sign how and when they should reduce production of alcohol. Till that time revenue generated from alcohol tax should be used for rehabilitation of alcoholics and their families, and workers shifting to other occupations. A comprehensive program on alcohol prevention is required where each member states should participate. At the local level many experts and organizations will contribute at every step of program development and implementation.

Kuronen, Felix

Individual

Country: Finland

Funding or support from alcohol industry? No

Summary:

Alcohol industry has to take responsibilities of their actions, and they have to pay to those who suffer of alcohol, especially for those secondary sufferers, in this case children.

Full text: Nr. 56

Lenth, Jessica

Individual

Country: United States of America

Funding or support from alcohol industry? No

I am concerned with the increase in legislation that would edit Tied-House regulations. As the alcohol companies and companies in general take ownership alcohol companies and being able to make, distribute and sell to communities. Internationally this needs to be controlled to decrease alcohol abuse among minors in other countries as well as the U.S.

Lester, George

Individual

Country: United States of America

Funding or support from alcohol industry? No information

Sirs: The best, if not the only way, to reduce alcohol-related harm is to reduce alcohol consumption. The best ways to reduce alcohol consumption, particularly by young people, are with increased taxes on alcohol beverages, increased enforcement of alcohol possession laws (for young people) and increased enforcement of alcohol related traffic laws.

Liew, Sen Song

Individual

Country: Malaysia

Funding or support from alcohol industry? No

1 Stop the sale of all beers that is presently on the shelf - 100% stop.

2 Reintroduce the similar type of drink with 20% of liquor of the original content with the same brand. On top of that, add in healthy minerals into it. This will make it almost the quality of mineral water. So for people who drink a lot, example I know of people who drink 10 or 20 can of beer in one go, will now consume 80% less liquor content, while it also server as some form of healthy mineral that is good for the body. The more they consume the healthier they will be (like mineral water). At the same time, with less liquor content, the original taste would be reduced or difference. Therefore, there will be a large drop of alcoholic, as they don't find the same (harmful) kick anymore. Even for those who still stick back to the same old habit, will not get destroy so fast now as the liquor content is only 20% in each can of beer. In this way, I believe the world will become more healthier.

Lopez Montoya, Maria Conseulo

Opinión a título personal

País: Colombia

Recibe apoyo financiero o de otra índole del sector de bebidas alcohólicas? Desaparecido

Llevo 16 años de experiencia en el tema de adicciones como psicóloga tanto en prevención, como rehabilitación y tratamiento de adicciones con los pacientes, con sus familias y a nivel de la comunidad. Dentro de lo que he desarrollado y lo que se ha permitido desarrollar para prevenir el uso de alcohol y sustancias psicoactivas, considero que se debe desarrollar un programa preventivo a nivel de padres de familia, educador no solo en SPA, sino en estilos de crianza adecuados, basados en el ejemplo, desde la responsabilidad parental, involucrar los hijos niños y jóvenes en actividades de ocupacion del tiempo libre, fortalecimiento del dialogo familiar, desarrollo de su pesonalidad, autoestima y autocuidado. El desarrollo de este programa debe ser intersectorial para dar salidas a las personas que ya tengan la problemática con alternaitvas de rehabilitación, laborales, incorporación social y de habilidades para la vida. A nivel de otros sectores se puede promover los espacios saludables, parques con actividades deportivas dirigidas, rescatar líderes comunitarios haciendo una convocatoria de la ciudadanía como tal. El programa se puede proponer como una estrategia mundial, capacitando, sensibilizando y tomando conciencia de que ese problema puede ver con cada uno, no solo es un problemas del vecino, a su vez bajarlo hasta niveles comunitarios con facilitadores expertos en el tema, o a los cuales se capacite. Tambien empleando campañas mundiales a nivel de medios de comunicación que promuevan estilos de vida saludables, alternitivas de ayuda. Considero importante revisar mediante una investigación los dferentes modelos terapeuticos en rehabilitación y medir cifras de eficacia. Mi contribucion sería en la formulación del programa, tambien en la capacitación, estableciendo tablas para evaluar los resultados.

Matusovich, Rebecca

Individual

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.mainepublichealth.gov>

Summary:

As a public health professional I am extremely concerned about the impact of excessive alcohol use across the world. The best strategies are comprehensive and combine public education with strong government policies to reduce the availability and appeal of heavy drinking.

Full text: Nr. 184

Mauck, Julie

Individual

Country: United States of America

Funding or support from alcohol industry? No

As a mother of two boys affected by Fetal Alcohol Syndrome - THE LEADING CAUSE OF UNINHERITED MENTAL RETARDATION - I would love to see alcohol related drinking completely eradicated. Knowing that won't happen, there needs to be an anti-alcohol ad campaign blanketing the world with the harms of alcohol consumption. The damage has been grossly overlooked in society.

I am a mother to two little boys whom we adopted from a Bulgarian orphanage in 2004. One has been diagnosed with Fetal Alcohol Syndrome and the other with Partial Fetal Alcohol Syndrome. Simply because their birth mother drank alcohol when she was pregnant with them, they will never live a full and normal life. They have health issues, social, behavioral, growth and educational delays that they (we) have to deal with every day for the rest of their lives because of her alcohol consumption. This world would be a better place if alcohol related beverages were eradicated completely. There needs to be an effective, hard-hitting ad campaign similar to the anti-smoking campaigns that would educate society of the damage that alcohol can do - including to that of unborn fetuses. These ads should be paid for by a tax paid by the manufacturers of consumable alcohol-related products.

McCaville, Jamie

Individual

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://www.capitolneighborhoods.org>

1. We need to work with our elected officials at every level to aggressively pursue evidenced based substance abuse prevention, treatment and recovery strategies (NIAAA) to reduce substance abuse fueled crime.
2. Issue a "reportcard" on how nations implemented the evidenced based prevention , treatment and recovery strategies. Share with us how other nations implemented strategies.
3. This is what our neighborhood is doing to implementing prevention strategies. (Our website is www.capitolneighborhoods.org).

We are implementing :

1. A reportcard to our city, county, university, and state on how well they are doing in implementing evidenced based practice.
2. Alcohol licenses; We are screening the businesses in our neighborhood.
3. Media advocacy; We are sending letters to the editor, participating in community forums, holding neighborhood education programs, participation in local coalitions and providing annual updates to our reportcard.

McIntosh, Carie

Individual

Country: Canada

Funding or support from alcohol industry? No

Summary:

I am submitting a response as a member of our local Fetal Alcohol Spectrum Disorder committee and as co-chair of a provincial committee to address alcohol and pregnancy.

Full text: Nr. 328

Mendelsohn, Cara

Individual

Country: United States of America

Funding or support from alcohol industry? No

The way to reduce alcohol-related harm is through education, showing citizens that there is hope for a better life with moderate/no alcohol and by engaging in partnerships with community organizations to promote these messages.

Meyer, Hermann T.

Individual

Country: Switzerland

Funding or support from alcohol industry? No

Web site: <http://www.alkoholpolitik.ch>

Summary:

In Switzerland as in other countries alcohol politics are a rather unbeloved theme, because very often the own behaviour as consumers, personal economic interest or simply the social reality are a hinderance for an objective approach and way of acting.

In order to improve basic knowledge by spreading information I have started a website in 2001 which includes by now 927 URL-pages with total 44'247 Links (10'607 outbound Links).

In this critical and independent website I offer information, some with personal comment. I am fully in agreement with the policy of Eurocare and which is shown in T. Babor et al. "Alcohol - no ordinary commodity".

As it is nearly impossible to convince parliaments to rise alcohol taxes I have developed a Project Idea which tries to make such taxes acceptable for most of the people, even for parts of the alcohol industry.

Full text: Nr. 200

Morel, Joël

Point de vue d'un particulier

Pays: France

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? No

Absinent depuis maintenant deux années, j'essaie de tout faire pour aider les personnes en difficultés, et essaie de convaincre que l'alcool n'est pas quelque chose d'essentielle dans la vie, et que l'on peut vivre "sans", en étant beaucoup mieux, ce qui n'est pas trop difficile quand on a connu la dépendance. Je n'ai pas profité de la vie plusieurs années à cause de l'alcool, maintenant je me rattrape, et je ne veux pas que d'autres passent par où je suis passé.

1. Absence de publicité, prévention et répression sur la route

2. PREVENTION

3. ET ENCORE PREVENTION, sans avoir à craindre ou à choquer (un alcoolique l'est bien) style "l'état de vos poumons si vous fumer! pourquoi pas l'état du foie et son utilité organique

Morgan, Nivan

Individual

Country: Egypt

Funding or support from alcohol industry? No

Mouthwash is being widely used worldwide without prescriptions and it is not widely investigated whether it could affect the conscious level of individuals. So it may be dangerous, especially to drivers, early pregnant females that use it before discovering they are pregnant, and teenagers that could misuse it, and it is now also being added to toothpaste.

Natta, Paolo Andrea

Point de vue d'un particulier

Pays: Italy

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? No

Je crois qu'il faudrait approfondir scientifiquement la capacité des religions d'aider d'une façon importante à contraster l'utilise excessif de l'alcool, surtout dans les nouvelles générations. Très intéressant, à ce propos, le témoignage de sr.Elvira de la Comunità "Cenacolo" a Saluzzo (Cuneo, Italie). Elle a aidé des centaines de jeunes à sortir de l'alcool et de la drogue, avec un pourcentage impressionnant de succès. Bon Travail!

Orgogozo, Jean-Marc

Point de vue d'un particulier

Pays: France

Crédits ou un soutien du secteur de l'industrie des boissons alcoolisées? No

Résumé de la contribution:

Dans notre étude épidémiologique en population, portant sur 3777 sujets non-déments à la première visite, suivis à domicile de 1988 à 2008 en Gironde et Dordogne, une consommation moyenne de vin (3-4 verres par jour mais pas moins), la consommation régulière d'autres boissons alcooliques étant <5% dans cet échantillon âgé de 65 ans et plus dans le sud-ouest de la France, s'est avérée être associée à un risque de démence diminué de 65% et un risque de maladie d'Alzheimer de 75% (Orgogozo et al, Rev Neurol (Paris), 1997; Lemeshow et al, Amer J Epidemiol, 1998). Par la suite la réduction apparente du risque s'est stabilisée autour de 40-50% dans cette même cohorte. D'autres études épidémiologiques prospectives ont confirmé par la suite ce résultat inattendu d'après nos propres hypothèses: Rotterdam Study (Lancet, 2002), Copenhagen City Heart Study, Framingham Study, Canadian Study of Health and Aging, etc. Aucune étude récente n'a fourni de résultats contraires.

Interprétation: du fait des biais intrinsèques aux études d'observation (mortalité sélective liée à l'alcool avant le début d'observation, habitudes alimentaires, niveau socio-culturel et économique, attitudes de modération et de convivialité, etc..., aucune relation de causalité ne peut être attribuée à ces résultats concordants (mais parfois divergents sur le type de boisson alcoolique apparemment protectrice -le plus souvent le vin- ou la dose - de 1 à 4 verres standard par jour-.

Commentaire: aucune de ces études d'observation (des études d'intervention étant impossibles éthiquement du fait du potentiel addictogène de l'alcool) ne permet de recommander une consommation modérée d'alcool ou de vin pour diminuer le risque de démence et de maladie d'Alzheimer. A l'inverse ces données sont suffisamment robustes et concordantes pour recommander de NE PAS CONSEILLER aux personnes âgées en bonne santé consommant de l'alcool de façon modérée d'arrêter cette consommation pour réduire des risques de santé qui ne les menacent aucunement et probablement au contraire (Alzheimer, cf. supra, maladie coronarienne et mortalité totale, Doll et al, BMJ, 1994; Thun et al, NEJM, 1997, et de nombreux autres. En tant que Président du comité d'experts "Vin et Santé" de l'Office International de la Vigne et du Vin j'ai essayé, en vain pendant 4 ans, de proposer une résolution à l'assemblée mondiale annuelle pour favoriser une recherche rigoureuse dans ce domaine prometteur. Cette résolution a été constamment bloquée, en particulier par la Suède et la Finlande, pour des raisons qui m'échappent encore. Ce complément de recherche (aucun autre facteur d'environnement n'a un impact apparent aussi important sur la maladie d'Alzheimer) reste donc à faire.

Contribution intégral: Nr. 18

Page, Linda

Individual

Country: United States of America

Funding or support from alcohol industry? No

I believe that the alcohol industry is following the example so effectively set by the tobacco industry. In order to curb the normalization of addiction, we need to stop the advertising rampage the same way we did with tobacco. We need to educate the people about addiction and prevent it in adolescents. We need to support people in their efforts to quit abusing alcohol. And we need to make the people of the world understand that the effects of poisoning themselves is Not Fun, and what healthy fun really is. I work for a prevention coalition in a school.

Parish, Johnnie

Individual

Country: United States of America

Funding or support from alcohol industry? No

I have not used alcohol in my entire life, BUT I have seen far too many homes and lives that have been ruined by it use. In my public life as an elected official I have seen so much violence, crime and death caused by the use of this terrible drink. The American taxpayers have been stuck with the tab for so much of the expense of these tragedies and the alcohol industry has pocketed the income from the sales and feel no blame for the loss of property as well as the lives of those effected.

My wife of 62 years, suffered as a child, because her biological father was an alcoholic and treated his family very bad and lost all of the family holdings because of his addiction to this 'devils tool', alcohol.

If all religious minded individuals would work together dealing with the ills of alcohol use, perhaps that would be a start towards a better America for all or homes and livelihood in the future.

If all person could be as myself, and NOT purchase or use alcohol in any form, the industry would start to decline in sales and finally submit to the fact ALCOHOL IS BAD FOR EVERYONE.

Every time we see a person drinking try to encourage that individual that there is other forms of entertainment that can bring a more relaxing and healthy side of life rather than harm his body by alcohol intake. When we notice drunk drivers call the police and make sure that person is arrested for DWI and all other items of auto use denied from that individual.

Patel, Pooja

Individual

Country: United States of America

Funding or support from alcohol industry? No information

1) Effective strategies could be to provide information sessions or interventions to high risk populations of alcohol harm. Effective rehabilitation centers could also be important in helping those who are already at high risk.

2) From a global perspective, enforcing strict laws and regulations on alcohol purchase and intake could be the best way to reduce the harm of alcohol.

3) Individually, counseling relatives, friends and small community populations would be my approach of trying to reduce harmful use of alcohol.

Pauvaday, Keyvoobalan

Individual

Country: Mauritius

Funding or support from alcohol industry? No

Alcohol misuse is a major public health problem of which the dimension is seriously underestimated.

A significant number of medical conditions are directly related or indirectly related to alcohol misuse. This situation is particularly prevalent in low and middle income countries. Additionally alcohol contributes significantly to social and economic suffering in these countries. Alcohol leads to the spiraling down the poverty trap.

I do not know of any strategy which has been particularly effective in any liberal democratic country. I do not believe that any country can effectively combat the alcohol problem in an isolated and individual fashion. The alcohol industry is particularly powerful politically and financially in most countries.

I therefore strongly believe that an international partnership, using the model of a framework convention for tobacco control- A Framework Convention For Alcohol Control is long overdue. This would be the only effective strategy that would stand any chance of controlling the alcohol scourge.

Dr.K.Pauvaday.

Director Health Services (Mauritius)

M.B.Ch.B (Leeds) F.R.C.P (London)

Rhoads, Kirk

Individual

Country: United States of America

Funding or support from alcohol industry? No information

Tax alcohol heavily to reduce consumption and direct the proceeds to good works. Educate children to avoid drinking.

Robson, Godfrey

Individual

Country: United Kingdom of Great Britain and Northern Ireland

Funding or support from alcohol industry? Yes

Web site: <http://www.icap.org>

Summary:

PRICING OF BEVERAGE ALCOHOL: SUMMARY

The argument is often made that increasing the price of commercial beverage alcohol is an effective and cost-effective way to reduce overall consumption and, in particular, to reduce harmful drinking. Although both producers and, to a greater extent, retailers can affect the price to the consumer, it is mainly governments that determine price through taxes and price/marketing controls. The industry believes that real and effective solutions to harmful drinking lie elsewhere than in manipulating price. General price increases can have little effect on consumption and do not address harmful drinking. Moreover, price increases can have unintended consequences that can give rise to other difficulties.

The effects of increased alcohol prices would not be felt equally by all drinkers:

- Moderate and non-problem drinkers are most likely to be price-sensitive, so price increases hit them worst. Although the evidence in the case of young people is more conflicting, heavier or problem drinkers appear to be least affected—simply because their desire or dependence will lead them to find cheaper ways of maintaining consumption.
- This raises issues of equity (in relation to non-problem drinkers) and efficiency (in relation to problem drinkers). Taxes and price controls are regressive upon responsible consumers while failing to achieve their goal of reducing harm.

- Overall, most of the evidence points to relative inelasticity of demand. Thus, an increase in alcohol price results in a less than proportionate reduction in demand.
- This can be explained, in part, by the complexity of the alcohol market. There are different kinds of products, product sub-sets, brands, and venues where alcohol can be bought. This means that consumers can develop strategies other than buying less to compensate for price increases—e.g., drinking more at home, drinking cheaper brands, and so on.
- High prices on legitimate products sold through official channels may force consumers to seek cheaper alcohol through “informal” channels. This can bring extra health risks (in the case of poor-quality illicit drinks) but can also deprive governments of revenue.

The industry has two positive suggestions:

- There is some uncertainty in the literature concerning the sensitivity to price of young people (i.e., young people of legal drinking age). This topic would benefit from further consideration, and targeted local-area pricing initiatives might be part of a solution.
- Following from this and as noted earlier, the application of competition law in some jurisdictions may seriously impede what would otherwise be sensible schemes to reduce harmful drinking, particularly among young people. It may be helpful to review these laws or clarify their non-application to avoid potentially problematic volume discounting.

*This paper was prepared by Godfrey Robson on behalf of the companies sponsoring ICAP: Asahi Breweries, Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman Corporation, Diageo, Heineken, InBev, Molson Coors, Pernod Ricard, SABMiller, and Scottish & Newcastle. A referenced version of this paper is available on the ICAP website at www.icap.org.

Full text: Nr. 24

Sarajärvi, Sari

Individual

Country: Finland

Funding or support from alcohol industry? No

1. Preemptive activity such as education to increase the knowledge of the harm from alcohol use
2. Higher price, no advertising at all or no advertising by deceptive images. Warning labels to all bottles. Alcohol manufacture should have a tax that would be in use of organizations that reduce the harms of alcohol has done.
3. I've joined in a group called "kännikapina" eng. drunk mutinous it is a group by friends of soberness Finland

Schram, Elise

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

Alcohol consumption is not illegal for most adults and this is as it should be. It should be illegal for children to consume alcohol, because they are not capable of differentiating appropriate limits of healthy and enjoyable consumption.

The World Health Organization's role in strategizing programs related to alcohol abuse should go no further than advising member countries of potential for harm in youth. I do not regard the consumption of alcohol as an illegal or dangerous activity for most adults. All efforts at control should be focused on helping that extremely minute segment of society that abuses the substance by imbibing to that extent that it endangers others. Each member country must determine, on its own, when that encroachment into others rights begins.

Alcohol consumption by minors should be discouraged but is the responsibility of parents, not government or WHO. If a child becomes a societal liability because of his abuse, then law enforcement agencies must take action with both the parents and the child, or in some cases, a third party that may be involved in illegal distribution to the child.

Strengthening of the family unit would best serve to eliminate alcohol abuse. The WHO should encourage all measures to solidify two-parent homes and family stability. Funding to local churches that support families could be initiated. My organization, the PTA, should continue to educate children and their parents about the dangers children incur when they abuse alcohol and encourage our law making officials to enforce consequences on those who do not act responsibly.

Global Strategy Regarding Alcohol Abuse

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Schuckit, Marc A.

Individual

Country: United States of America

Funding or support from alcohol industry? No information

No summary available.

Full text: Nr. 340

Simpson, Ronald

Individual

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: <http://www.icap.org>

ALCOHOL PRODUCTION: SUMMARY

Commercial alcohol production can and does have substantial positive economic and social impact. Both in developed and developing countries, it provides employment opportunities and stable incomes to many people and a significant source of public revenue to governments. This is consistent with the social determinants of health approach, developed and promoted by WHO, as alcohol production helps to alleviate poverty and improve the local physical environment.

From a production point of view, most health-related issues arise from poor-quality alcohol, produced in an unsafe environment. All major producers of beer, wine, and spirits have developed strict quality and safety controls and are willing to share their expertise with governments. For example, the producers are willing to assist governments in developing quality and safety procedures and training police and quality assurance inspectors, but this process cannot be sustained without a strong and effective enforcement mechanism and support from other stakeholders.

Collaboration among the beverage alcohol industry, government, the local community, and others is well documented. Several recent examples include: providing specific industry data on product production and trade flows to WHO, implementing sustainable development practices, and working to reduce counterfeiting.

Going forward, the following areas should be considered for multi-stakeholder cooperation.

- Maintain reliable and safe sources of drinking water. This is necessary for a factory to continue operation but is also important to the local population.
- Where appropriate, train local farmers to grow crops that can be used as ingredients in the production of products being made at a factory.
- Develop simple, inexpensive, and rapid tests to identify contaminants in beverages. Methanol is the prime example of a toxic contaminant in beverages that is of interest to local health officials. Tests could be developed for other contaminants, such as Freon, battery acid, and other illegal additives.
- Collaborate in the provision of training in quality control to help legitimate small producers make safe products.

- Consider how best to take into account potential public health implications when developing new products.
- Provide resources to help local authorities identify sources of contaminated or counterfeit product before it reaches the local consumers and encourage local officials to randomly test these beverages.
- Where home production is widespread, inform the population about potential risks for contamination and the health consequences of consuming toxic beverages.
- Create an international technical resource pool from producer companies that can be made available to local officials to help address specific technical problems related to the production of alcohol. This resource pool could be coordinated through ICAP.

*This paper was prepared by Ron Simpson on behalf of the companies sponsoring ICAP: Asahi Breweries, Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman Corporation, Diageo, Heineken, InBev, Molson Coors, Pernod Ricard, SABMiller, and Scottish & Newcastle. A referenced draft of this paper is available on the ICAP website at www.icap.org.

Full text: Nr. 25

Sinclair, Roger

Individual

Country: South Africa

Funding or support from alcohol industry? Yes

Web site: <http://www.icap.org>

ALCOHOL MARKETING: SUMMARY

Marketers use message arguments to convince consumers in the category to buy their brands in favor of the alternative choices. However, marketing is not an effective or efficient way to build aggregate product category consumption. This is particularly the case for beverage alcohol marketers. A considerable body of literature demonstrates that the tools of marketing, especially advertising, are ineffective in building overall category consumption. When there is evidence, it is of small effects only.

Nevertheless, it is important to ensure that marketing is done in a responsible way—without promoting harmful or underage drinking. To that end, most developed and some developing countries have consumer protection laws; industry has also adopted self-regulatory codes of practice, often monitored by Self-regulatory Organizations (SROs). To complement its codes, the industry promotes the notion of moderate drinking for adults and abstinence for minors through social marketing campaigns and targeted interventions.

Government regulations and industry self-regulation can complement each other; some form of co-regulation is becoming the norm around the world. This combination retains an overarching government authority but helps avoid the unintended consequences of severe restrictions on marketing. Notably, a considerable share of alcohol consumed globally comes from the informal market, which does not advertise and is not subject to taxation or responsibility codes.

Going forward, the industry can:

- initiate an international survey of existing self-regulatory codes to establish where such practices do and do not exist;
- offer its expertise, network of branches, and offices to assist governments to introduce self-regulatory bodies and codes where none exist or where they are poorly applied and persuade companies operating in regions without such codes to commit themselves to a self-regulatory regime;
- encourage participants in its distribution channels to support SROs and their work;
- build on its existing social marketing campaigns targeted at specific groups of consumers, for example young adults;
- work to identify the new marketing approaches and technology to ensure that they are covered by responsible marketing codes;
- approach the major world media companies to involve them in the campaign against harmful drinking.

*This paper was prepared by Roger Sinclair on behalf of the companies sponsoring ICAP: Asahi Breweries, Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman Corporation, Diageo, Heineken, InBev, Molson Coors, Pernod Ricard, SABMiller, and Scottish & Newcastle. A referenced version of this paper is available on the ICAP website at www.icap.org.

Full text: Nr. 23

Spence, Richard

Individual

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://utattc.net>

Summary:

Developing countries need a basic set of strategies and a mix of resources for addressing needs, problems, and motivation for change among persons who drink too much. Strategies and methods should be based on an individuals level of risk and resources, and if they drink heavily, the severity of their alcohol problems.

Full text: Nr. 250

Srivastava, Varun

Individual

Country: India

Funding or support from alcohol industry? No

Web site: <http://www.worldpharmacopoeia.blogspot.com>

Govt. should not permit to mix more than 30% of alcohol in any beverage items. Don't use artificial flavors and coloring agents in beverage items. Promote simple syrup & alcohol as per USP & it should be legally approved by FDA.

I can launch awareness program via www.worldpharmacopoeia.blogspot.com and www.mayihelpyouonline.com to reduce use of alcohol.

Stockert, Nancy

Individual

Country: United States of America

Funding or support from alcohol industry? Yes

Web site: www.hawaii.edu/shs/

The Manoa Alcohol Project, the Brief Intervention Program (BASICS), and the LOKAHI program, all under University Health Services, use demonstrated effective strategies to reduce the harm associated with high risk drinking among college students. Primary prevention strategies include social norms, bystander effects, and self-efficacy marketing. We respond to high risk drinkers through individualized screening and brief intervention. We use service-learning students to provide classroom presentations; involve the campus community through a campus-wide task force, alcohol-free events, encouraging curriculum infusion, and assisting in policy development; and involve parents through a brochure mailed to parents of incoming freshmen, participation in parent orientation groups, etc. The first two years of the social norms project were focused on freshmen residential students; the first cohort reduced alcohol consumption by 44%.

Effective strategies are difficult to measure because most (including ours) use only correlational studies to evaluate results. In our opinion the social norms approach is important; however it's results vary by situation. We are attempting to incorporate findings from the bystander literature and the concept of self-efficacy, which is an original key concept in Ajzen and Fishbein's Theory of Planned Behavior. This theory includes social norms, but added the self-efficacy component, which has been found to be a key element in most models of health behavior.

From either a community or a global perspective, the best ways to reduce alcohol problems are to ban advertising, especially to young people and create/enforce underage, driving under the influence and other laws. However, as with all social problems, the global problem can only be solved by addressing the causes of poverty, lack of social cohesion, etc, all of which contribute to peoples' lack of hope and self-worth.

Taft, Hope

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

WHO should stress strategies with proven effectiveness that various countries and populations can chose from that have been selected by public health officials and not an industry which has an economic interest in people drinking.

Special emphasis on prevention should be targeted at vulnerable populations, such as youth, women of childbearing age, and those affected by a drinker and developing countries .

Full text: Nr. 97

Taylor, Gene

Individual

Country: United States of America

Funding or support from alcohol industry? No

As an addictions counselor I discuss the development of drinking patterns. Very consistently I see that the 'learning to drink' phase is almost always with peers with no oversight by a protective adult or parent. College students show this even more consistently with expectations of heavy drinking being a norm. The most successful students usually have begun drinking moderately along side of their parents who still don't allow drinking with their friends, since this is understood to be potentially harmful. Rather than expect that our youth understand the consequences of drinking it is better to teach them by drinking with them, while limiting other drinking.

The, Cindy

Individual

Country: Malaysia

Funding or support from alcohol industry? No

Summary:

This article is a view from an individual pertaining alcoholism or alcohol abuse or dependence. It is a discussion on the negative adverse consequences from alcoholism and the reason public tends to get addicted despite extensive efforts have been done by various authorities globally.

HARMFUL USE OF ALCOHOL

Alcohol has become a very common ingredient in our daily life, not only liquor, but also in certain traditional medicines. In fact, you may find candies , chocolates , skin care and hair care items which contain alcohol!

Every year millions of people die from alcohol-related causes, either car accidents after get drunk, dysfunctions in liver , heart attack, brain damage etc. Research has shown that drinking alcohol could increase the risk of cancers of the mouth, esophagus, pharynx, larynx and liver in men and women. Alcohol also is a risk factor for breast cancer. Prolonged heavy drinking has been associated in many cases with primary liver cancer. Fetal alcohol syndrome [FAS] is a disorder of permanent birth defects that occurs in the offspring of women who drink alcohol during pregnancy.

You might be wondering why is that effort has been done by various authority and agents to combat this harmful usage and yet it seems that public is still ignoring that?

Alcohol has become a common beverage in any functions such as business entertainment, social functions and gatherings. People tend to get drunk to release their stress especially in the high peak of emotions. When you get drunk, you might forget about your problems and troubles. They become addicted to the drinking to relief their frustration and gradually get caught in the alcohol. Finally, they indulge in alcoholism.

In fact, some models tend to take alcohol before doing their catwalking, some artists take it before performing on the stage, some working adults take it to brave themselves when they are assigned difficult and challenging tasks, gradually it becomes part and parcel of their life and they start depending on it before doing the job.

People has the perception of taking the alcohol for such purposes and they did not realize that eventually the alcohol itself will create a new problem for them instead of helping them to forget about their problems temporarily. Thus, the continued consumption of alcoholic beverages despite the health problems have created numerous negative social consequences such as violence in family.

Alcoholism or alcohol dependence is a serious abuse with tolerance, withdrawal and uncontrollable drive to drink. The adverse consequences are not only in the health aspects, it also cause social and moral harm to the drinker. However, the definitions of social and moral harm are highly subjective and therefore differ from individual to individual.

Thomas, Robert

Individual

Country: United States of America

Funding or support from alcohol industry? No

Alcohol, in most cases, impacts the human consumer in similar ways. It is a drug, although the manufacturers of the product will not advertise this attribute. Alcohol has a sedative/depressant effect on the central nervous system. Adults, who use alcohol in truly moderate (1 standard drink for a woman and 2 standard drinks for a man in a 24 hour period) ways, rarely experience any negative/dangerous consequences. If all people, who drink alcohol, would drink using these universal standards of moderation, the world would be a much healthier place. Harm reduction should be the major goal of our efforts. The only way to truly reduce harm is to reduce consumption. The alcohol industry will fight this concept because it would drastically impact their profits. What other industry fought and is still fighting regulation because it manufactured a product that caused excessive disease for its users and economic stress to the public and private health systems? We all know that to be the tobacco industry. The alcohol industry stands to lose close to 50% of its profits if we reduce underage use and all adult drinkers begin to use in moderation. The alcohol industry needs to become a full partner in this effort to reduce harm. The alcohol industry, in order to continue to produce a product that causes so many health problems, should begin to pay a share of the health care costs in the nations where it is produced and sold. We cannot allow the alcohol industry to continue self monitoring. It did not work for tobacco. Public health research should form the basis for a new global health strategy on alcohol.

Thomson, Arran E.

Individual

Country: United States of America

Funding or support from alcohol industry? No

In the United States alcohol has devastating effects on society. These effects are seen in public health and social issues. They are far and widespread. As of February, 2001 there were more than 100,000 deaths in the United States due to alcohol consumption. I have also seen it first hand in many recent incidents. I currently live with a alcoholic who is a father. He has two children from two different partners and is going on his third with a new partner. His alcoholism is used as a "medication" to treat bi-polar disorder and constantly effects his decision making abilities, thus resulting in dysfunctional relationships and family life. I also had a recent partner and mother of my child who had a drinking problem which also impaired her judgment and effected our family life. We now are separated and living away from each other which will have at least some effects on my daughter's well-being. According to Alcohol Health & Research World nearly 14 million Americans meet diagnostic criteria for alcohol use disorders.

The way I see it is that it is one of the most deadly, widely accessible, and commonly used drugs there are and must be treated as such. This must happen to prevent further societal collapse related to alcoholism. One of the most obvious ways of doing this is to make it less accessible. Currently there are liquor stores strategically placed in poor and usually minority neighborhoods. If these were all closed down it would make it less convenient for people to turn to alcoholism in these neighborhoods. More information must be provided to people to learn about healthy ways of dealing with stress, depression or other mood disorders which involve leading a healthy, drug-free life. These would be two effective strategies to reduce harm relating to alcohol, but there are many more which I cannot provide in 500 words.

Valkeapää, Janne

Individual

Country: Finland

Funding or support from alcohol industry? No

Summary:

In this text I have tried to show that one of the most effective way of reducing the alcohol caused harm locally, as well as globally, would be to abandon the alcohol advertising. I try to point out that alcohol advertising is clearly against the benefit of the society as a whole. Also I have tried to give picture of what are the reasons why alcohol advertising is not yet abandoned. In the end of the text I shortly handle the subject of reducing alcohol caused harm on individual and organizational level.

Full text: Nr. 181

Van Wormer, Katherine

Individual

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://katherinevanwormer.com>

The United States practices a zero tolerance for drinking under age 21. This practice has created a situation in which youths drink secretly and drink to get drunk. Moderate drinking cannot be taught due to the strict laws although youths can drink with their families in the home, but only their own home. Today, over 1,700 college students die each year according to government data because of binge drinking. In addition, there are hundreds of thousands of injuries and sexual assaults that are alcohol related.

We know from the World Health Organization data that countries in the Mediterranean parts of the world have high drinking consumption but low rates of excessive drinking in their youths. Among these countries are Italy, Greece, Macedonia in addition to Israel. In the US, according to global research 50% of students drink to get drunk compared to one in 10 in Southern Europe.

The fact is that Prohibition does not work; we need to teach moderate drinking at home as a part of meals. Drinking of hard liquor should be avoided.

Katherine van Wormer

Co-author of *Addiction Treatment: A Strengths Perspective* (2008)

Viens, Nancy

Individual

Country: United States of America

Funding or support from alcohol industry? No

Education is the most effective tool to reduce the harmful use of alcohol, especially among young people. We need to eliminate the idea in our country that using alcohol irresponsibly is a rite of passage, and that there is something admirable about binge drinking and throwing up in your shoes. We also need to stress the fact that alcoholism tends to be a hereditary disease, and that some people are more vulnerable to abusing alcohol than others. As far as a global perspective goes, finding ways to reduce poverty would be a step in the right direction. When there is no hope that life can improve, alcohol is often used as an escape from the pain of daily life.

Wagenaar, Alexander

Individual

Country: United States of America

Funding or support from alcohol industry? No

Web site: <http://myprofile.cos.com/wagenaar>

Summary:

Summary of recent research on effective policies for the prevention of alcohol-related problems is attached..

Full text: Nr. 198

Ward, Vicki

Individual

Country: United States of America

Funding or support from alcohol industry? No

I work in the field of substance abuse prevention and intervention. While alcohol products are a legal product for ADULTS, it is marketed and readily available to young people. The powerful alcohol industry is becoming for global every day and should not be allowed to continue to exploit the poor, the youth and developing nations. The societal cost of underage drinking is mounting. Please rely solely on public health research to shape the global strategy on alcohol. The alcohol industry should not be allowed to dictate global health policies or strategies.

White, Dee

Individual

Country: United States of America

Funding or support from alcohol industry? No

Too many adolescents and young adults have no concept that normal drinking is 1 drink for a female and 2 drinks for a male -- that is using the old standard for a drink being 1/2 ounce of alcohol per drink. And now, with fortified beer and wine, even that is not true. So the basis would begin at a young age working to establish this as a norm with parent and child education, perhaps in the form of computer games. Run a contest for game developers so that it would show the difference between a normal drinker and a drunk.

Wieringa, Glenn

Individual

Country: United States of America

Funding or support from alcohol industry? No

Summary:

Effective strategies to reduce alcohol-related harm involves primarily two complimentary approaches: 1) approaches designed to change the environment in which people consume alcohol; and 2) direct prevention services (e.g., school-based curricula) targeted at children/youth and other high-risk populations.

In our State of New Mexico, recent student survey data indicate that almost 31% of our students survey start drinking before the age of 13 ("age of onset") and that almost as many (27.4%) binge drink. Children and youth who drink "early and often" are almost 400% at increased risk for developing alcohol-related problems as adults.

My own experiences working in the arena for the past 40 years and the research leads me to believe that the environmental approaches such as increasing taxes, reducing alcohol outlet density, implementing alcohol screening in primary care settings, and increased sanctions for alcohol-related offenses, especially underage drinking and DWI, would be the most cost-effective way of impacting this problem of global alcohol-related problems. These approaches tend to focus on data-drive, evidence-based policy implementation and enforcement.

Environmental strategies can be applied globally with culturally-appropriate adaptations. All countries/nations can easily increase and collect higher alcohol taxes and ear-mark those funds for increased prevention, law enforcement, etc. Increased technology (e.g., the Interlock can significantly reduce DWI recidivism). Public education campaigns targeted at legal drinkers can promulgate the US's (USDA, HHS) federal "low-risk alcohol consumption guidelines to the general public and binge drinkers thereby providing appropriate role modeling for children and youth. Finally, these approaches target "populations" and as such as very cost-effective as these policies, when enforced, will change the alcohol culture whereas the more traditional direct services may not.

Willersdorf, Graeme

Individual

Country: Australia

Funding or support from alcohol industry? Yes

Web site: <http://www.icap.org>

Summary:

ALCOHOL DISTRIBUTION: SUMMARY

Alcohol distribution typically involves three major stages: production, wholesaling, and retailing. The retail stage forms the main interface between alcohol producers and consumers. Recognizing that the way in which alcohol is distributed to consumers can assist in developing approaches for positively influencing community impact, alcohol producers can work with governments, retailers, and community groups to implement harm reduction strategies within the retail and hospitality sectors.

Four key issues should be considered when analyzing alcohol distribution policies and programs:

- 1) Significant cultural variations exist in the place of alcohol in society and predominant drinking practices.
- 2) Like all public policies, alcohol distribution policy strategies can have both intended and unintended outcomes.
- 3) Most retailer-focused policies to reduce harm target all consumers, including the responsibly-drinking majority.
- 4) The success or failure of interventions at this level often relies on the broader legal framework and support from all stakeholders, including industry members, governments, law enforcement, and the community.

A range of initiatives, commonly introduced to address alcohol-related harms, involves retailers and focuses on:

- point-of-sale advertising;
- partnerships between retailers and other stakeholders, including on health promotion, consumer education, and preventing underage drinking where legal drinking or purchase age exists;
- licensing restrictions on outlet density, types of outlets, days and hours of sale, and other aspects of the retail environment;
- education and training of sellers, servers, and other staff at alcohol-serving establishments.

Retailer strategies that are well supported, solidly researched, and backed by complementary activities in other areas (e.g., consumer education and law enforcement) are generally more successful than those occurring in isolation.

The following suggestions can be made going forward:

Point-of-sale Advertising

While being careful not to run afoul of competition laws, retailers can work together to restrict point-of-sale promotions that may encourage risky drinking. Producers can assist governments in encouraging broader support (e.g., through law enforcement) for harm reduction strategies. And, as retailers—small retailers, in particular—often rely on promotional materials from alcohol suppliers, producers can see to it that their point-of-sale promotional materials so provided do not target groups at particular risk for harm.

Licensing Restrictions

The main stakeholders in developing and implementing effective licensing are governments, law enforcement, and retailers; effective measures require their input, as well as the ongoing support of producers.

Seller and Server Training

The main emphasis of training programs is to avoid serving alcohol to minors and intoxicated patrons. Programs can be successful when they are combined with reasonable licensing requirements and backed with enforcement and support from venue management. Modifications to the physical drinking environments and campaigns against underage alcohol purchase, many of which are supported by the producers, can also help minimize harm.

*This paper was prepared by Graeme Willersdorf on behalf of the companies sponsoring ICAP: Asahi Breweries, Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman Corporation, Diageo, Heineken, InBev, Molson Coors, Pernod Ricard, SABMiller, and Scottish & Newcastle. A referenced version of this paper is available on the ICAP website at www.icap.org.

Full text: Nr. 22

Дорофеев, Сергей

Individual

Country: Ukraine

Funding or support from alcohol industry? No

Резюме

Проблема употребления алкоголя – сложная и многоаспектная, так как помимо физиологического аспекта (вреда здоровью) необходимо принимать во внимание социокультурный аспект проблемы, а именно: культурные стереотипы потребления алкоголя, общественное мнение и отношение, стремительное омоложение употребляющих алкоголь, пропаганда потребления алкоголя, влияние алкоголизма на будущее государств и наций.

На сегодняшний день алкоголизм становится новым бедствием для человечества. Не весь вред от алкоголизма является очевидным и видимым. Он гораздо сильнее и больше отразится на будущих поколениях. Я живу в Украине. В нашей стране, к сожалению, борьбе с алкоголизмом не уделяется должного внимания. Реклама водки, слабоалкогольных напитков и пива заполонила телевизионные экраны и рекламные щиты на дорогах. Это возмущает! Этому хочется противостоять!

Полный текст 337

Кудашев, Артур

Individual

Country: Russian Federation

Funding or support from alcohol industry? No

Web site: <http://www.kudashev.ru>

Резюме

Я - врач психиатр-нарколог, сотрудник отделения реабилитации наркологического диспансера в г. Уфе, Башкирия. В 2008 г. я защитил кандидатскую диссертацию по теме "Антиалкогольная профилактическая программа в системе медицины труда и оценка ее эффективности", написанную по материалам практической реализации разработанного мною корпоративного антиалкогольного проекта в компании "Русский алюминий" в 2005-07 гг. Насколько мне известно, моя работа - первая в РФ после распада СССР попытка разработки современной методологии антиалкогольных и антинаркотических программ на рабочем месте именно на основе национальных материалов. Мною разработана авторская методика управления алкогольными рисками предприятия, зарегистрированная в Российском Авторском Обществе. Кроме того, я являюсь автором и владельцем русскоязычного интернет-портала www.kudashev.ru, продвигающего концепцию антиалкогольных профилактических программ на рабочих местах.

Я знаю, что за рубежом России это направление развивается весьма активно, достаточно упомянуть законы Drug Free Workplace Act 1988 и 1990 гг. в США и Канаде, соответственно, и разработанные МОТ Рекомендации 1996 г. Профилактические антиалкогольные программы на рабочих местах имеют 2 важных особенности, выгодно выделяющих их из ряда прочих: 1) почти 100% попадание в целевую аудиторию программ первичной и вторичной антиалкогольной профилактики (взрослое, активное, социально-благополучное население) и 2) возможность эффективно мотивировать (в рамках трудовых отношений) граждан к участию в профилактических программах.

В России, несмотря на острейшую ситуацию со злоупотреблением алкоголя (по некоторым оценкам, уровень потребления спиртного в стране достигает 18 л на душу населения при чрезвычайно негативной структуре потребления и высокой распространенности среди населения особо неблагоприятных паттернов потребления алкоголя) потенциал антиалкогольных профилактических программ на рабочих местах недооценивается ни на уровне государства, ни на уровне отдельных работодателей.

Своим участием в настоящей дискуссии я хочу: 1) используя высокую трибуну ВОЗ обратить внимание ответственных и заинтересованных лиц и организаций в России на необходимость и перспективность развития антиалкогольных профилактических программ на рабочих местах и 2) привлечь международных экспертов к широкому обсуждению накопленного в мире современного опыта реализации антиалкогольных, антинаркотических и антитабачных программ на рабочих местах. Со своей стороны, я готов предоставить для достижения этих целей все имеющиеся у меня самого материалы, а также необходимые для этого собственные время и энергию.

女士欣高

Individual

Country: China

否

应该努力和饮酒者一起寻找：饮酒给其带来的好处，如社交需要、借酒消愁等等，然后，再一起探讨用其他方式取代饮酒能否达到这些目的。

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**Department of Mental Health and Substance Abuse
World Health Organization
Geneva, 2009**