

WEBINAR

Reducing exposure to alcogenic environments among young people: What can be learned from community-led approaches?

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12:00–13:30 CET



World Health
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About the webinar

Alcohol consumption in young people carries significant health risks and no benefits (1). Minimising alcohol consumption among young people is a primary target of intervention to substantially reduce the global health loss attributable to alcohol consumption, particularly in low- and middle-income countries (1).

Living in an alcogenic environment increases young people's frequency of alcohol consumption (2) and the risk of experiencing harm related to alcohol consumption (3). For example, living within a ten-minute drive of more alcohol outlets has been associated with consuming larger quantities of alcohol among young drinkers (2). Alcohol outlet density may affect young people's alcohol consumption by influencing their drinking routines, pro-alcohol attitudes and social norms, or by creating competition, thus decreasing alcoholic beverage pricing (8). A high number of alcohol outlets and alcohol advertisements work synergistically to create an alcogenic environment (3). Alcohol advertising and marketing increase alcohol consumption via the normalisation of the behaviour and creation of *pro-alcohol* personal attitudes and social norms in young people (9, 10). Cheap or alcohol products in small containers increase affordability and, consequently exposure to alcogenic environments (11). Alcohol outlet density could, for example, be responsible for creating competition decreasing alcohol beverage pricing (12).

Addressing the multidimensional connotations of alcogenic environments require interventions targeting multiple points (13). Multi-pronged approaches that recognise the need for coordinated actions tackling the acceptability, availability and affordability driving alcohol consumption have shown to be more effective (14). A comprehensive health promotion approach engaging all decision-makers, advocates and policy-makers is critical (12, 15). Members of communities can advocate and legitimise policy actions and support the implementation and enforcement of these alcohol policy-relevant initiatives.

What do we aim to achieve?

This webinar will raise awareness of the importance of addressing alcogenic environments to reduce alcohol consumption in young people, present evidence and share examples of how civil society associations are addressing this phenomenon.

Who should participate?

The target audience includes policy-makers, government officials and civil servants, civil society, researchers, local authorities and the public.

Participation in this event is by invitation. If you have not received one and are interested in attending, contact us for more information on how to register for consideration at:

lessalcohol@who.int.

The event is co-organised by the Less Alcohol Unit of the Department of Health Promotion at the World Health Organization and Movendi International.

References

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