



R E S O L U T I O N

REGIONAL COMMITTEE FOR
THE WESTERN PACIFIC

COMITE RÉGIONAL DU
PACIFIQUE OCCIDENTAL

WPR/RC76.R4
23 October 2025

ALCOHOL CONTROL

The Regional Committee,

Recalling the Regional Committee endorsement of the *Regional Action Framework for Noncommunicable Disease Prevention and Control in the Western Pacific* in 2022 (WPR/RC73.R2) and the 2022 World Health Assembly adoption of the *Global alcohol action plan 2022–2030* (WHA75.10);

Recognizing that alcohol use is a leading risk factor for death and disability in the Western Pacific Region, causing more than 485 000 deaths annually, and that harms done by alcohol fall disproportionately on youth, women, Indigenous peoples and disadvantaged populations, undermining health equity, social well-being and economic development;

Stressing that effective alcohol control policies – particularly taxation and pricing measures, restrictions on availability, and bans or comprehensive restrictions on alcohol marketing – are WHO best-buy interventions for reducing alcohol use and its related harms, including the prevention of noncommunicable diseases;

Noting that drink-driving countermeasures, as well as access to screening, brief interventions and treatment, are also proven measures included in the WHO SAFER technical package to reduce harms from alcohol;

Emphasizing that raising awareness of alcohol harms and the benefits of effective policies must complement strong regulation, not supplant it;

Concerned that alcohol remains widely available, relatively affordable and aggressively marketed, including via digital platforms, and that industry interference continues to undermine and delay evidence-based policy-making;

Alarmed that both alcohol consumption among adults and heavy episodic drinking among adolescents remain high, and that overall consumption, after a decline during the pandemic, is projected to rebound or exceed pre-pandemic levels unless stronger regulatory action is taken, thereby undermining the global target of a 20% reduction in per capita consumption by 2030;

Acknowledging that progress has been slow and uneven across the Region's countries and areas, and that stronger regulation, sustained investment and multisectoral collaboration are urgently needed to accelerate implementation of effective policies,

1. ENDORSES the draft *Accelerating Implementation of the WHO Global Alcohol Action Plan 2022–2030 in the Western Pacific Region*;
2. URGES Member States:
 - (1) to strengthen national alcohol policies, legislation and regulatory frameworks, aligned with the Global alcohol action plan and WHO SAFER interventions;
 - (2) to prioritize the introduction, implementation and enforcement of alcohol taxation and pricing measures, restrictions on availability, and bans or comprehensive restrictions on marketing, in tandem with strengthened drink-driving countermeasures, expanded access to prevention and treatment services, and awareness-raising on alcohol harms and the benefits of effective control policies, according to country and community contexts;
 - (3) to protect public health policies from alcohol industry interference through whole-of-government and whole-of-society action, in line with principles of transparency and accountability;
 - (4) to dedicate adequate resources and strengthen multisectoral collaboration to ensure sustained implementation and monitoring of alcohol control measures;

3. REQUESTS the Regional Director:

- (1) to provide tailored technical support to Member States in developing and enforcing evidence-based alcohol policies and laws that are adapted to country and community contexts;
- (2) to facilitate collaboration, capacity-building and the exchange of evidence, experiences and good practices in alcohol control across the Region;
- (3) to report periodically on progress in the implementation of alcohol control policies in the Western Pacific Region.

Seventh meeting, 23 October 2025