

# Alcohol Interventions and Impact on NCDs

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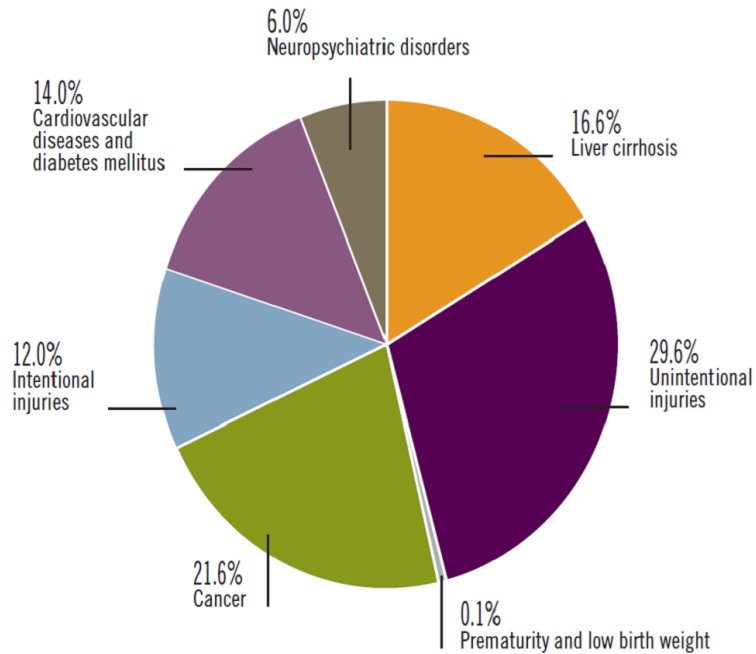
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Health  
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World Health  
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REGIONAL OFFICE FOR THE Americas

# Strong links with NCDs



**Global distribution of all alcohol-attributable deaths by disease or injury**

		Causative risk factors			
		Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Non-communicable diseases	Heart disease and stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic lung disease	✓			

# Health effects of alcohol

- Intoxicating effects
- Toxic effects
- Immunosuppressant effects
- Teratogenic effects
- Rewarding effects
- Injuries and violence
- Liver disease
- Brain damage
- Cancer
- Infections
- Hypertension/stroke
- Fetal alcohol syndrome
- Dependence

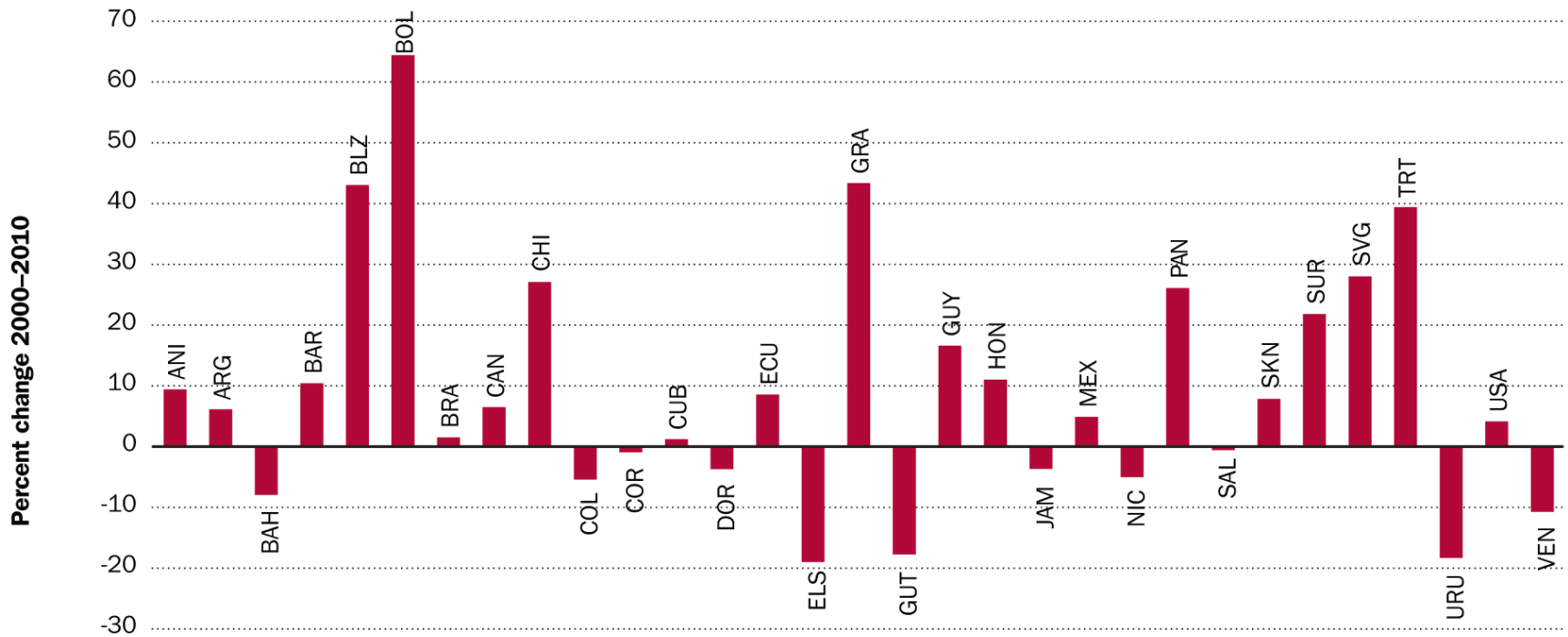
***Beneficial effects are questionable;  
Net effect is always negative at  
population level***

# Harm to Others from Alcohol

	Individual	Family	Work	Society
Health burden	Morbidity from diseases caused or worsened by AD and associated premature mortality	Injury; stress-related problems for other family members; FASD; interpersonal violence	Injury	Acute care hospitalisations for health problems caused by alcohol; injuries; infectious diseases; FASD
Social burden	Decreases in functionality associated with AD (blackouts, hours of drunkenness); decrease in social role; loss of friendships; stigma	Problems with parental roles, partnership roles, and roles as caregiver in general (e.g., to parents)	Team problems; others having to compensate for lack of productivity	Social costs of alcohol; vandalism
Economic burden	Dependent on society and on SES of person with AD; often cost of alcohol plus cost of possible job loss or absenteeism; possible social drift downwards	Financial problems resulting from health and social consequences of alcohol impacting on family budget and household expenses	Absenteeism and other productivity costs (mainly suboptimal performance when working and disability, short- and long-term); replacement costs in case of premature mortality or long-term disability	Productivity losses; health care costs; costs in the legal sector (police, court, prisons)

# Recorded consumption is increasing

FIGURE 6. Changes in recorded adult per capita alcohol consumption (in liters of pure alcohol), countries of the Americas,<sup>b</sup> 2000 to 2010.

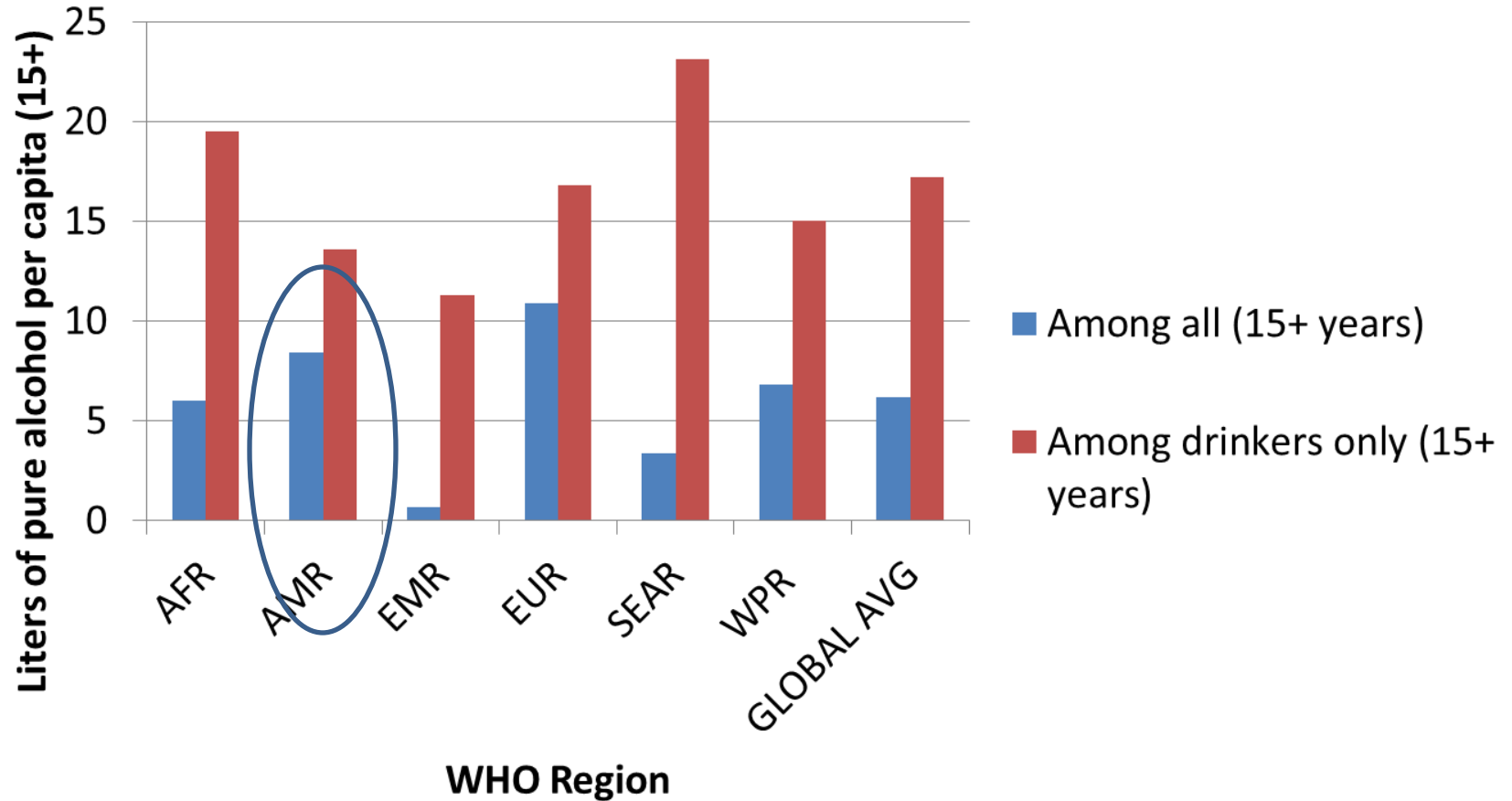


<sup>a</sup> Population 15 years of age and older.

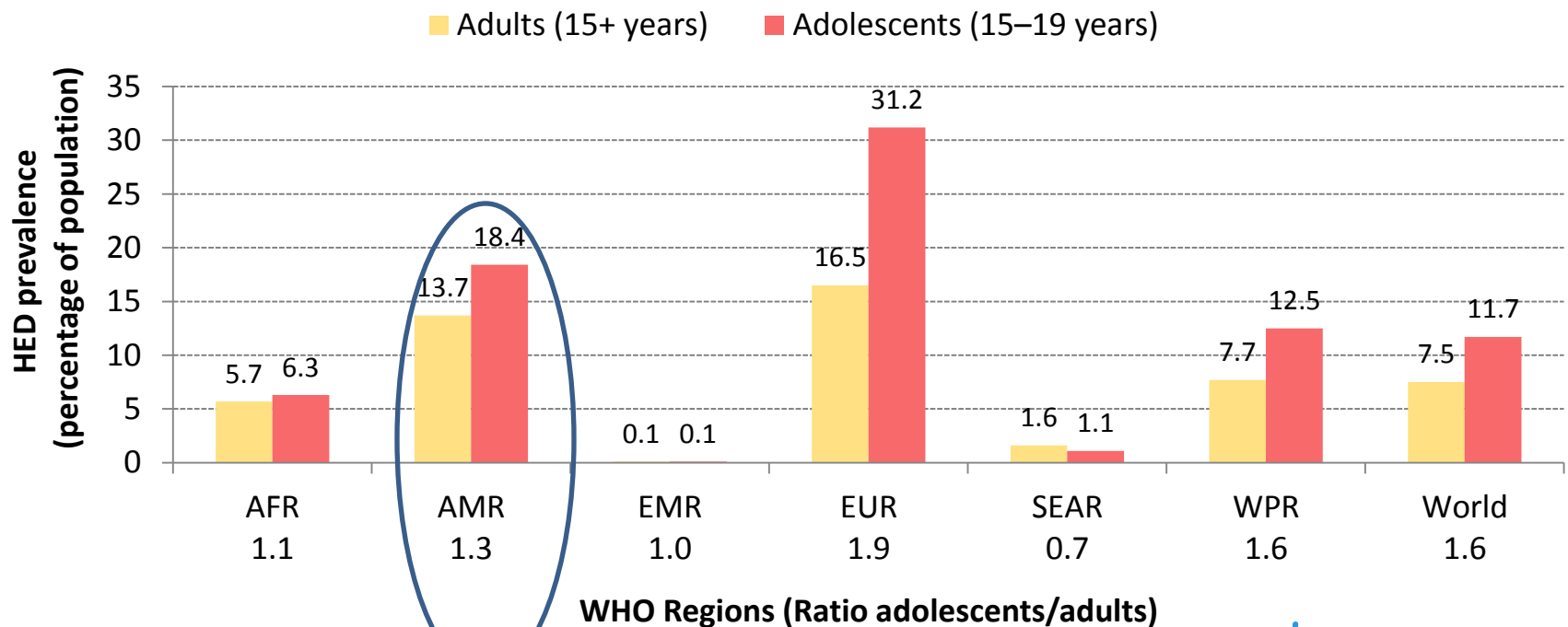
<sup>b</sup> 2010 data not available for DOM, HAI, PAR, PER.

**Source:** World Health Organization. Observatory Data Repository (Region of the Americas. Global Information System on Alcohol and Health, Total consumption by country. Available from: <http://apps.who.int/gho/data/node.main-amro.A1022?lang=en&showonly=GISAH> [last accessed on 18 December 2014].

# Total alcohol per capita consumption (in liters of pure alcohol) in total population aged 15 years or older (15+ years) and among drinkers (15+ years) by WHO region and the world, 2010



# Prevalence (%) of heavy episodic drinking (HED) among the total population aged 15 years and older and adolescents (15–19 years) and the corresponding adolescents-to-all ratios of HED prevalence by WHO region and the world, 2010



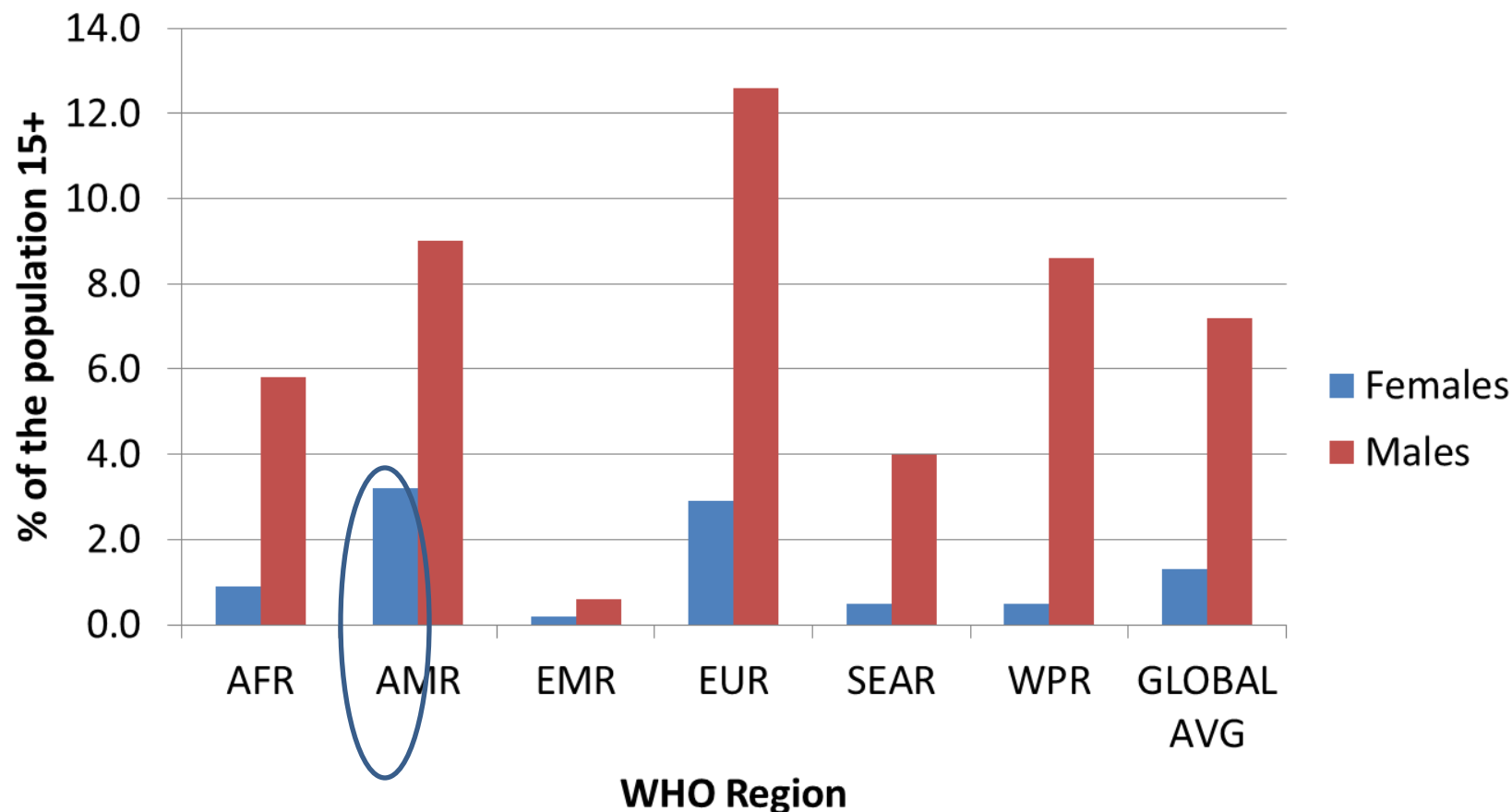
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# Percentage of the population 15 years of age and older with an alcohol-use disorder (AUD)\*, by sex, WHO Regions and worldwide, 2010

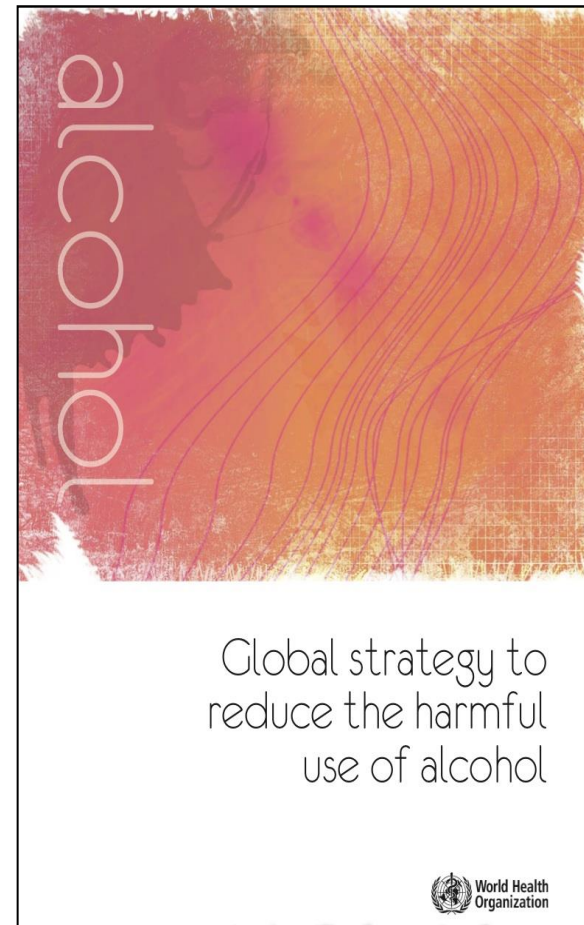


\* Alcohol use disorders include alcohol dependence and harmful use, according to ICD 10



# Global strategy to reduce the harmful use of alcohol (2010)

- Developed through a long and intense collaboration between the WHO Secretariat and Member States.
- All important stakeholders were consulted in the process, including the industry and NGOs.
- Represents a unique consensus among Member States on ways to tackle harmful use of alcohol at all levels.



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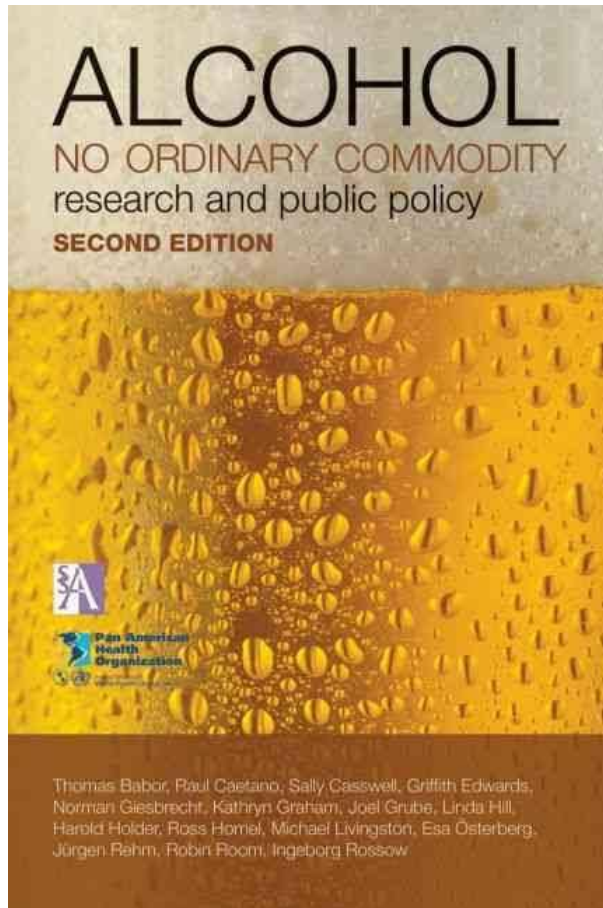
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# 10 TARGET POLICY AREAS

- (a) leadership, awareness and commitment
- (b) health services' response
- (c) community action
- (d) drink–driving policies and countermeasures
- (e) availability of alcohol
- (f) marketing of alcoholic beverages
- (g) pricing policies
- (h) reducing the negative consequences of drinking and alcohol intoxication
- (i) reducing the public health impact of illicit alcohol and informally produced alcohol
- (j) monitoring and surveillance.

# Alcohol control – what works?

## The evidence base...



# There is no silver bullet...



A comprehensive framework of policies is needed to effectively tackle alcohol harm

## BEST BUYS, ESPECIALLY FOR LOW AND MIDDLE INCOME COUNTRIES FOR MEN AND WOMEN

<b>Harmful use of alcohol</b> (> 50m DALYs; 4.5% global burden)	<b>Restrict access to retailed alcohol *</b>	Combined effect: 5-10 m DALYs averted (10-20% alcohol burden)
	<b>Enforce bans on alcohol advertising *</b>	
	<b>Raise taxes on alcohol *</b>	

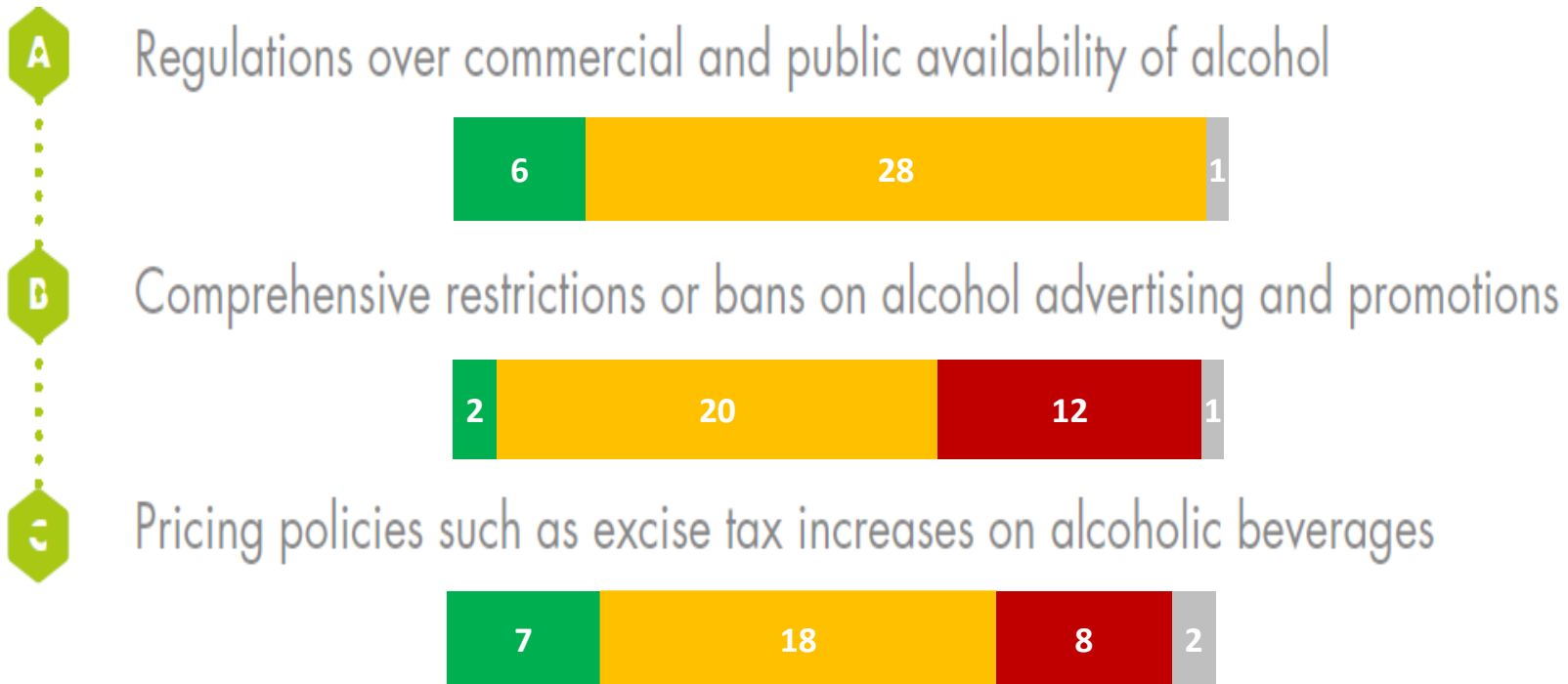
- very cost-effective (\$ per DALY prevented < GDP per person)
- very low cost in implementation and in principle feasible

# But Insufficient Progress Made on 3 Best Buys

## Time-bound commitment 3:

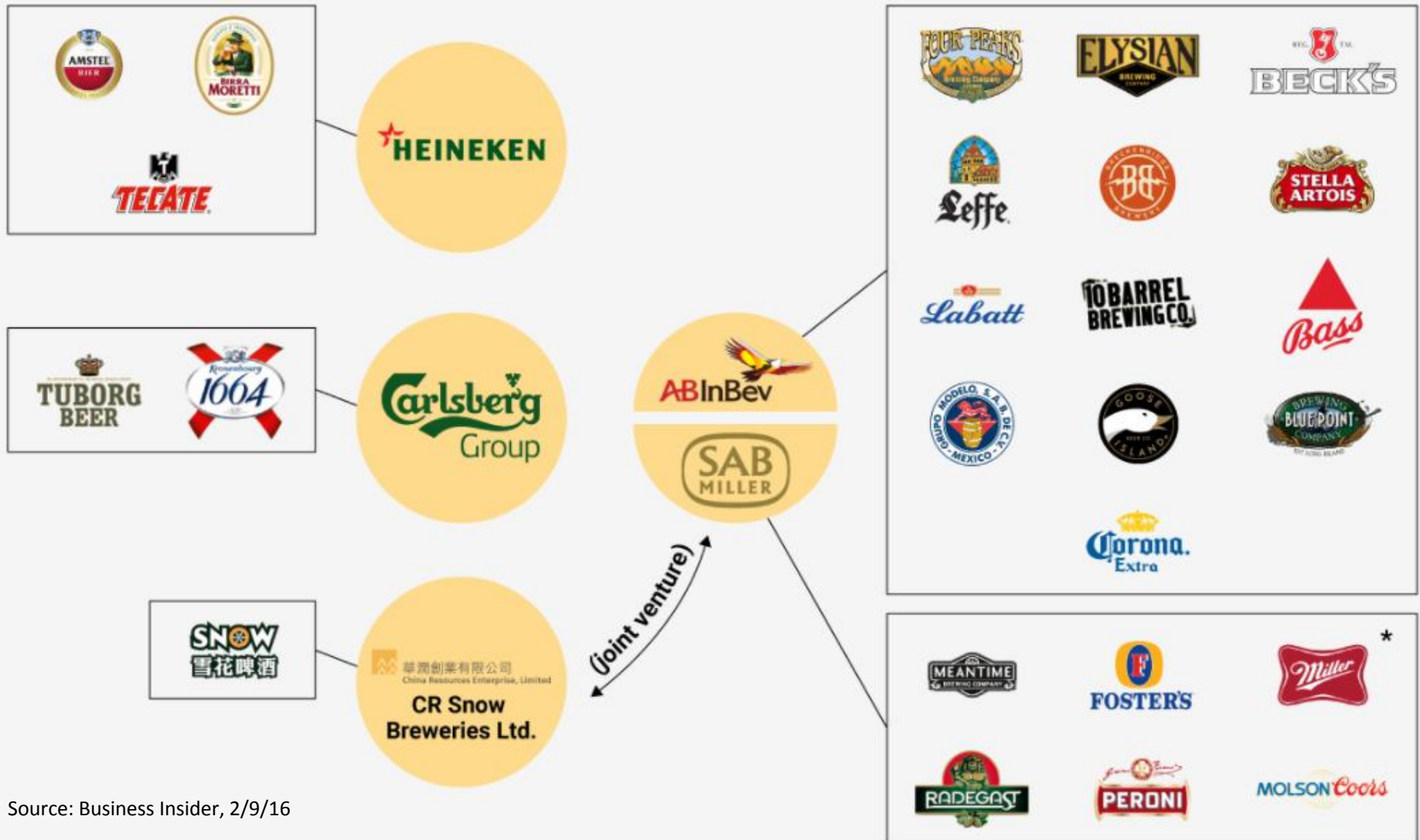
By 2025, reduce risk factors for NCDs, building on guidance set out in the WHO global NCD Action Plan

**6** Member State has implemented, as appropriate according to national circumstances, the following three measures to reduce the harmful use of alcohol as per the WHO Global Strategy to Reduce the Harmful Use of Alcohol:



fully achieved partially achieved not achieved data not available

# 5 BEER MAKERS OWN MORE THAN 50% OF THE WORLD'S BEER



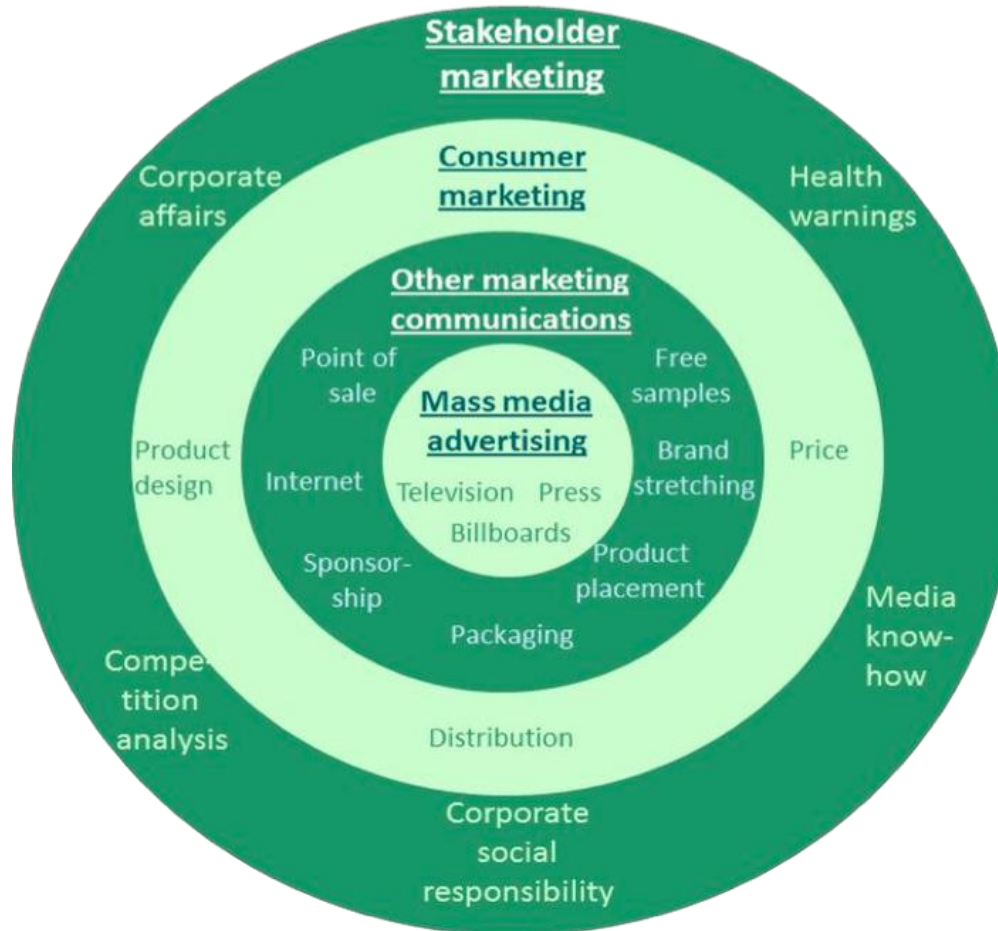
# Concentration in the global spirits market 2006-2013

Company	Headquarters	2006	2013
Diageo	United Kingdom	10.8%	21.1%
Pernod Ricard	France	8.3%	10.6%
Beam Suntory	Japan	3.7%	4.5%
Bacardi Ltd	Bermuda	3.7%	3.0%
Russian Standard Corp	Russia	*	2.2%
Allied Blenders and Distillers	India	*	2.0%
Gruppo Campari	Italy	1.7%	2.0%
Brown-Forman Beverages Worldwide	United States	1.8%	2.0%
Group La Martiniquaise – Bardinet	France	*	1.9%
Sazerac Co. Inc.	United States		1.8%
<b>TOTAL TOP 10</b>		<b>42.3%</b>	<b>51.2%</b>

Source: Impact Databank



# What is marketing?



From: Trends in Tobacco and Alcohol Brand Placements in Popular US Movies, 1996 Through 2009

JAMA Pediatr. 2013;167(7):634-639. doi:10.1001/jamapediatrics.2013.393

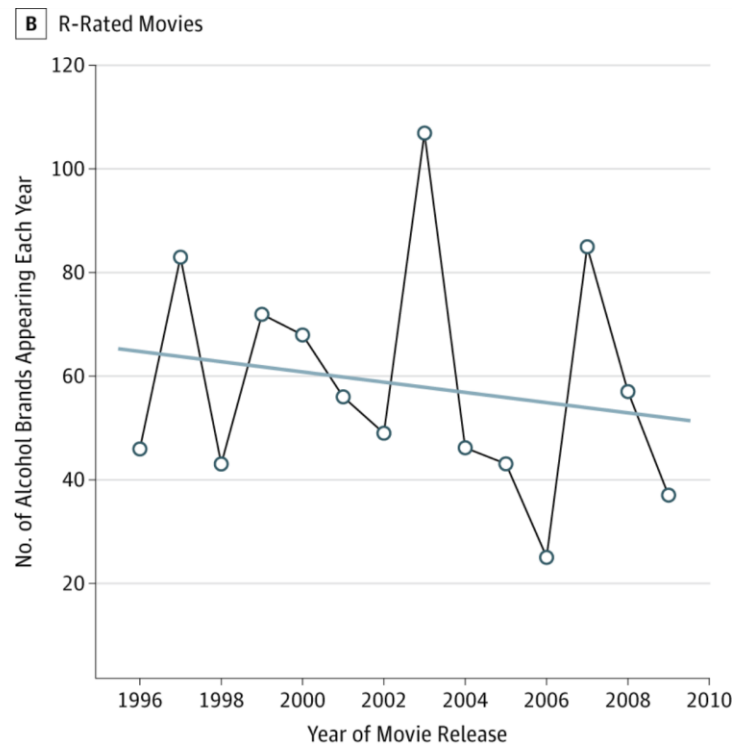
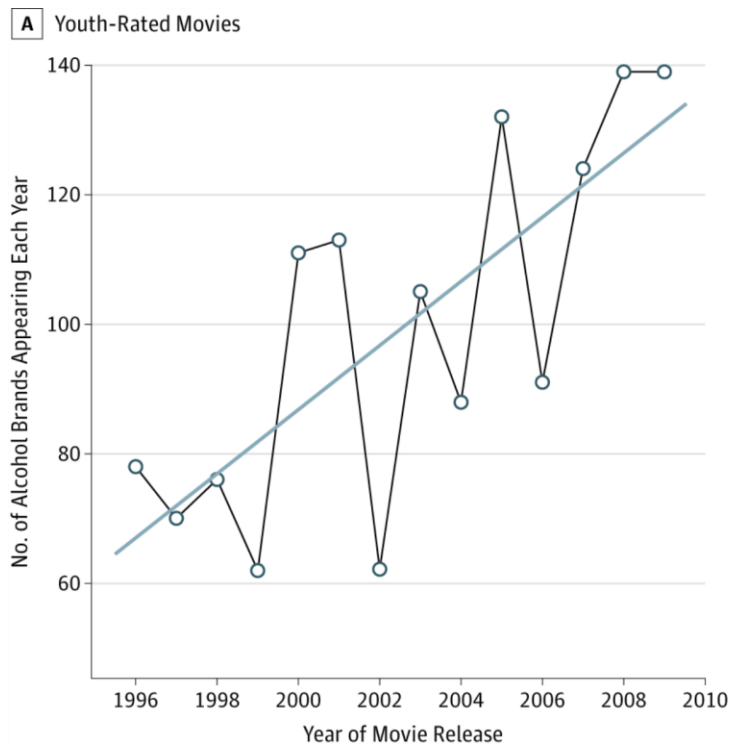


Figure Legend:

Trends of Movie Alcohol Brand Counts Trends of movie alcohol brand counts from (A) youth-rated and (B) R-rated movies, with a linear trend line. For youth-rated movies, slope = 4.97 (P = .002); for R-rated movies, slope = -0.99 (P = .52).

# Examples





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# Antioxidant beer

**INSTANT ENERGY!** 24 Fresh Ideas to Recharge Your Mind and Body

**Special Double Issue**  
Just \$3.50

# fitness

mind, Body + Spirit

**BURN MORE CALORIES**  
The New Science Behind A Faster Metabolism

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Solutions for a Gorgeous Summer

**Slim. Sexy. Confident!**  
Your Fast Track to Tight Abs, Butt and Thighs


**Stick-With-It Exercise Strategies**

**Eat Your Veggies**  
7 Tasty, Satisfying Dishes

**PIZZA, CHIPS, ICE CREAM...**  
Our Guilt-Free Shopping List, p.158

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JULY/AUGUST 2010 \$3.50  
FITNESSMAGAZINE.COM



## Beer With Benefits

What's hot in ale? Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you'll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of two brews in one tastes like? We chose our top three earls gone wild. —Sarah D'Angelo

### < BluCreek Zen IPA

The India pale ale-green tea mash-up was the fave. "It's refreshing—similar to a traditional IPA," says senior fitness editor Lindsey. (blucreek.com)

### MateVeza Yerba Mate IPA >

Testers enjoyed the fruity flavor of this brew, made with South American yerba maté. Special projects editor Caroline put it simply: "Yummy!" (mateveza.com)

### < Ineeka Organic Green Tea Bier

This ginger-tinged Belgian-style ale tastes more like herbs than hops. "A good option for people who don't love the flavor of beer," says associate beauty editor Ayren. (ineeka.com)





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[https://www.facebook.com/photo.php?fbid=10152337064444847&set=pb.73491349846.-2207520000.1404935249.&type=3&src=https%3A%2F%2Fscontent-a.xx.fbcdn.net%2Fphotos-xf1%2Fv%2Ft1.0-9%2F10247457\\_10152337064444847\\_2189706401456207093\\_n.jpg%3Foh%3Dc3b2f71cce0f500e34c613bead85f352%26oe%3D5446BEC8&size=900%2C675](https://www.facebook.com/photo.php?fbid=10152337064444847&set=pb.73491349846.-2207520000.1404935249.&type=3&src=https%3A%2F%2Fscontent-a.xx.fbcdn.net%2Fphotos-xf1%2Fv%2Ft1.0-9%2F10247457_10152337064444847_2189706401456207093_n.jpg%3Foh%3Dc3b2f71cce0f500e34c613bead85f352%26oe%3D5446BEC8&size=900%2C675)

[https://www.facebook.com/photo.php?fbid=10152337050749847&set=pb.73491349846.-2207520000.1404935270.&type=3&src=https%3A%2F%2Fscontent-a.xx.fbcdn.net%2Fphotos-xf1%2Ft1.0-9%2F10154434\\_10152337050749847\\_642684781573071833\\_n.jpg&size=900%2C675](https://www.facebook.com/photo.php?fbid=10152337050749847&set=pb.73491349846.-2207520000.1404935270.&type=3&src=https%3A%2F%2Fscontent-a.xx.fbcdn.net%2Fphotos-xf1%2Ft1.0-9%2F10154434_10152337050749847_642684781573071833_n.jpg&size=900%2C675)



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# Advertising: Internet

**STAG CUEBALL 6**  
No Red Cards. No Fouls. No Penalties. **A MAN'S GAME**

Get in the game when the **HUGEST** pool table you will ever see becomes a football field. We talking so big that we have to use footballs instead of your normal small pool balls, and it's even more action because you'll be up top using your feet to pocket the balls. **Remember - No hands allowed.**

On Sunday June 2nd we are in Maracas between the hours of 11am and 5pm at

- **Uncle Sam's Bar**

Buy your Stag, Play Stag Cueball and Win **BIG** Prizes!

**STAG A MAN'S BEER**  
ESTABLISHED 1988

**I AM PASSION**

**I AM A WARRIOR**

Drink Carib Beer... Support **Carib** SOCA WARRIORS

Winners of the 2010 World Cup, South Africa when we give passionate support to the team. Unleash your true spirit. Unleash your flag. Prepare for the battle ahead. Just drink. Stick. Support the Attack.

© Carib Breweries Limited



Minister of Sport Anil Roberts & Carib Managing Director congratulate the owners of CaribGuineas



**STAG A MAN'S BEER**  
ESTABLISHED 1988

**COMMAND YUH CROWN & WIN THE ULTIMATE MANCATION IN BRAZIL**

**Win Like a MAN!**

Look under the specially marked **ULTIMATE MANCATION CROWN** and instantly win the adventure of a lifetime. **6 winners will each receive an all-expenses paid trip to Brazil.** Plus, there are several other instant prizes to be won!

**The ULTIMATE MANCATION includes:**

- Taking in a football game
- A Safari at its Wildest
- A Night Club Tour
- Hang Gliding

• Promotion runs from 5th August to 5th October 2013  
 • Winners of Mancation will receive their trip next year  
 • All entrants must be 18-years and over  
 • Must be in possession of a valid passport and visa  
 • Employees of Caribbean Development Company & CARIB BREWERY LIMITED, Colter Morrison Belgium Limited and their immediate families, are not allowed to enter

**STAG A MAN'S BEER**  
ESTABLISHED 1988

APPROVED BY THE NLCB



NON ALCOHOLIC NOVA SCHIN



# Kaiser



1990-2011



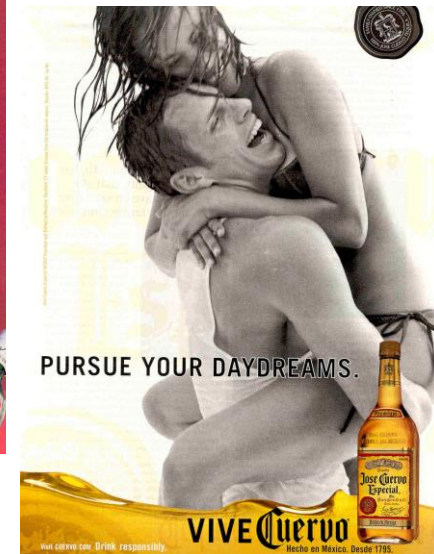
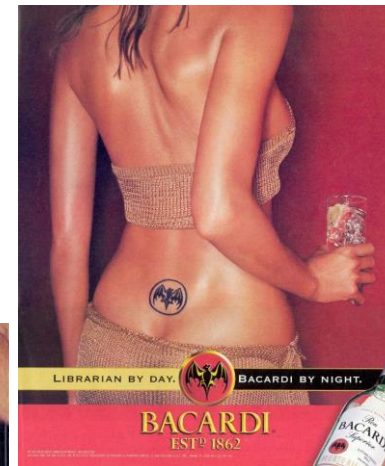
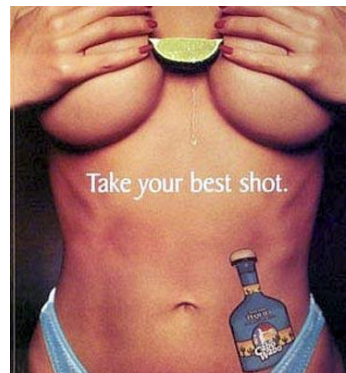
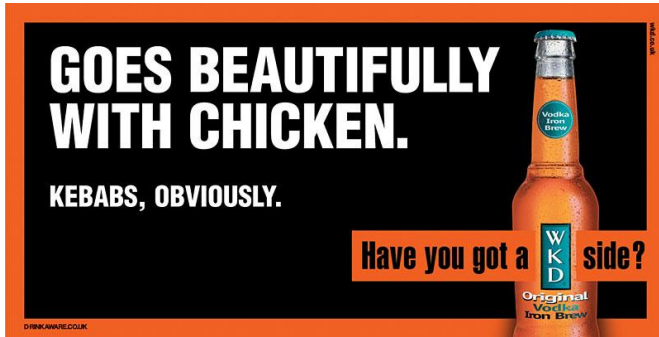
Kaiser. Sempre vai bem.  
R\$



BevWald

As informações são para fins informativos e não constituem oferta.

# Examples of alcohol marketing code violations



Images sourced from  
Google Images

# ALCOHOL, BREAST CANCER and MARKETING



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CHATEAU ST JEAN

SHARE YOUR NOTES OF HOPE AND YOU COULD WIN  
AN AUTOGRAPHED Gibson GUITAR

ENTER NOW

FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU  
BUY THIS OCTOBER, \$1 WILL BE DONATED  
TO HELP FIND A CURE FOR BREAST CANCER

*A Perfect Pairing*  
OF RELAXED ELEGANCE

Chardonnay

Chateau St. Jean



happy  
Bitch™

Special October Promotion

For every bottle of our  
Pink Chardonnay you purchase  
in October, we will donate \$1.00  
to breast cancer research.

Thank you for your support.

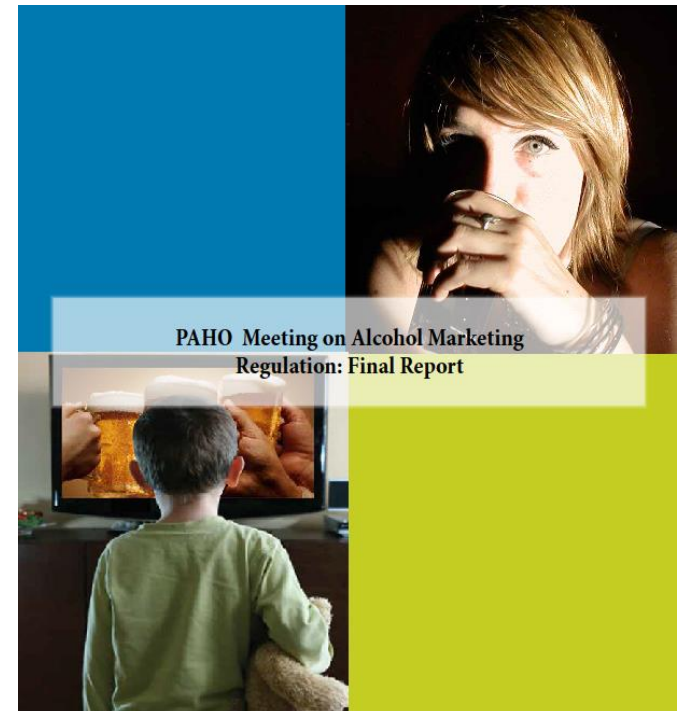
[www.happybitchwines.com](http://www.happybitchwines.com)



Materials researched by  
AlcoholJustice.org

# SUMMARY OF EVIDENCE

- Youth are more exposed than adults to alcohol advertising of various kinds
- Alcohol industry self-regulation is ineffective
- Youth exposure is generally associated with greater likelihood of early initiation and more drinking
- Brand exposure studies increase the size of the advertising effect
- Marketing increases purchase and consumption of alcohol



# Evidence

## ***Marketing increases the Purchase and Consumption of alcoholic beverages***

Addiction supplement: Alcohol marketing regulation: From research to public policy

<http://onlinelibrary.wiley.com/doi/10.1111/add.v112.S1/issuetoc>

- **PAHO Meeting on Alcohol Marketing Regulation: Final Report (2016)**
- **PAHO Technical Note on Alcohol Marketing Regulation 2017**

[http://www2.paho.org/hq/index.php?option=com\\_content&view=article&id=13130&Itemid=40342](http://www2.paho.org/hq/index.php?option=com_content&view=article&id=13130&Itemid=40342)

# Journal of Public Health, April 2017

**What does the alcohol industry mean by ‘Responsible drinking’? A comparative analysis**

<https://academic.oup.com/jpubhealth/article-abstract/doi/10.1093/pubmed/fox040/3111234/What-does-the-alcohol-industry-mean-by-Responsible?redirectedFrom=fulltext>

## **CONCLUSION**

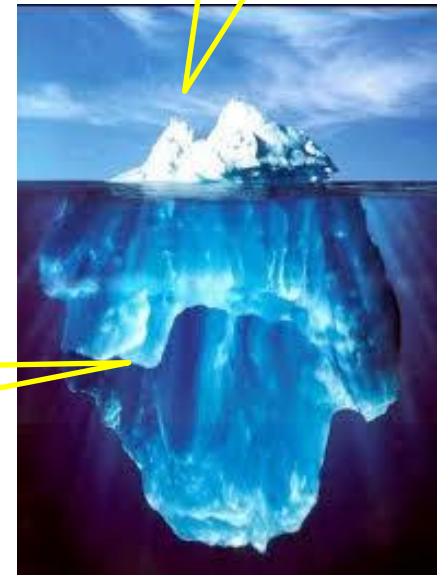
Responsible drinking is a strategically ambiguous, industry-affiliated term that allows for multiple interpretations. Industry sources rarely reference government drinking guidelines in the context of responsible drinking, stressing individual responsibility and risk management. Public health practitioners should be aware of these distinctions, and use clear language regarding lower risk drinking.

# HEALTH SERVICE RESPONSE IN A PUBLIC HEALTH PERSPECTIVE

- Early, opportunistic and brief interventions based in PHC
- Accessible and affordable treatment services, community based and based on scientific evidence
- Linked to recovery and rehabilitation
- Resource intensive, needs to be complemented by population wide policies

Treatment of dependence

Early interventions



# REGULATORY CHALLENGES

- Insufficient regulatory capacity
  - Overlap of functions
  - Lack of clarity of functions
  - Regulatory process is not systematic
  - There are no mechanisms for
    - technical consultations;
    - social participation;
    - protect the right to health; transparency;
    - risk assessment;
    - management of conflicts of interest
    - financing legal work;
    - enforcement of laws;
    - monitoring implementation





# Virtual courses

<http://www.campusvirtualesp.org/>

AUDIT-SBI (Spanish)

ASSIST-SBI (Spanish)

Alcohol policy and public health

Drug policy and public health

**COMING SOON:** Advocacy for Alcohol Policy; Alcohol and Pregnancy

# WHO E portals

[http://www.who.int/substance\\_abuse/activities/eh\\_ealth/en/index.html](http://www.who.int/substance_abuse/activities/eh_ealth/en/index.html)

## E- PORTALS

- <https://www.saberdealcohol.org.mx/> (Spanish)
- <https://www.informalcool.org.br/> (Portuguese)
- <https://www.alcoholwebindia.in/> (English)



***Thank You!***  
***monteirm@paho.org***



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