



World Health  
Organization

REGIONAL OFFICE FOR  
Europe

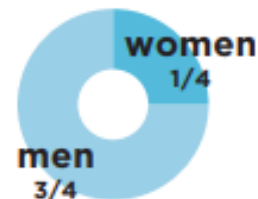
# The need of effective alcohol product labelling in alcohol control policy

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# Alcohol and health



**3** million **deaths**  
6 deaths every minute  
from harmful use of alcohol  
**every year**



**1 million deaths  
every year**

## Cardiovascular disease (CVD)

Leading causes of death are diseases of circulatory system (accounting for 45,3% of deaths)



## Cancer

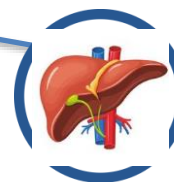
Neoplasms the second main cause of death, accounting for 14%



WHO Europe  
1 million deaths / year

## Liver cirrhosis

Accounting for 11.7%



## Violence Suicides

Accounting for 7,2% of alcohol attributable deaths, and for 39% of all deaths from violence



## Unintentional deaths

Like falls, drownings, road traffic accidents, accounting for 12% of alcohol attributable deaths, and for 30% of all injury deaths



## Early-onset dementia

Alcohol use disorders were a major risk factor for onset of all types of dementia



## Communicable diseases

Communicable diseases account for 4,1%



# WHO recommended interventions

Best buy interventions

✓ **Regulate alcohol distribution**

✓ **Restrict or ban advertising**

✓ **Increase prices**

More key interventions



**Prevent and treat alcohol use disorders**



**Raise awareness of alcohol-attributable health burden**



**Support community action to prevent and reduce the harmful use of alcohol**



**Provide consumer information on alcohol containers**



**Regulate informally produced alcohol**

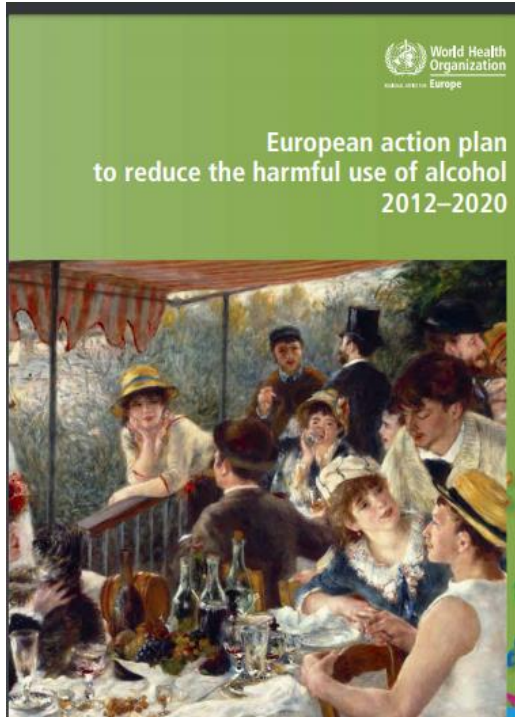


**Implement drink-driving policies**



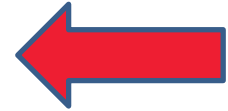
**Develop surveillance systems for alcohol consumption, health consequences and policy**

# WHO recommended interventions



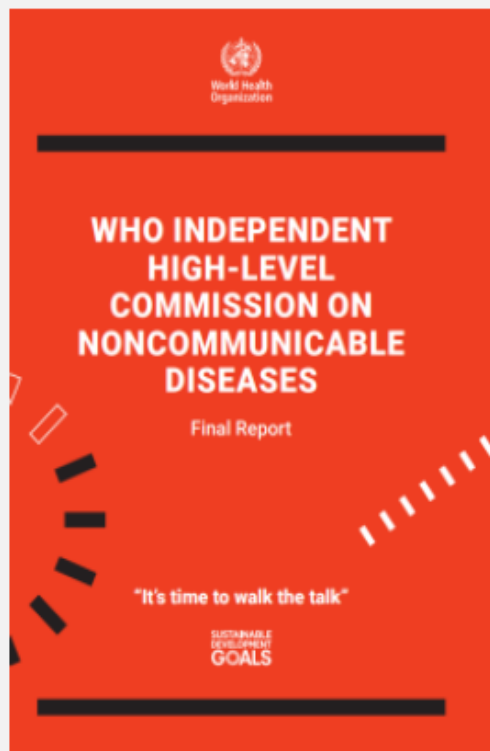
Europe has been at the forefront of action to reduce the harm done by alcohol

Measures could be taken to introduce a series of warning or information labels on all alcoholic beverage containers and on all commercial communication materials for alcoholic beverages. The content of the messages can usefully be advised by public health bodies. The focus of such messages might be to address issues of immediate concern such as drinking during pregnancy or while driving, or to cover the long-term risks of alcohol use, such as high blood pressure and cancer.



Product labelling similar to that used for foodstuffs, including alcohol and calorie content, additives, allergens etc, can be introduced where possible.

# Recommendations of WHO High level Commission on NCDs



1	WHO should encourage Heads of State and Government to fulfil their commitment to provide strategic leadership for NCD responses, by promoting policy coherence and coordination for the development of whole-of-government and whole-of-society approaches, including by establishing <u>national multi-sectoral and multi-stakeholder mechanisms</u> (NCM)
2	WHO should support countries in their efforts to empower individuals to make the healthiest choice the easiest choice, including through the creation of enabling environments and the promotion of <u>health literacy</u>
3	WHO should encourage countries to invest in the prevention and control of NCDs and mental health conditions as a key opportunity to enhance <u>human capital</u> and accelerate economic growth
4	WHO must advise countries to make NCDs and mental health conditions essential components of <u>UHC, PHC, and affordable health services</u> for all
5	WHO should encourage governments to promote meaningful engagement with <u>civil society</u> for the prevention and control of NCDs and the promotion of mental health
6	WHO should increase its engagement with the <u>private sector</u> to promote their effective and meaningful contribution to NCDs targets and goals
7	WHO should promote <u>social protection</u> as a mechanism for financing the prevention and control of NCDs, especially the care aspect of NCDs
8	WHO should advocate for the establishment of a Multi-Partner <u>Trust Fund</u> for the prevention and control of NCDs based on public health needs



# WHO Health Promotion and Health Literacy

More recently, the *Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development (17)* highlighted health literacy as a global pillar of health promotion and health equity. In the declaration, Member States committed themselves to prioritize the empowerment of their citizens by promoting health literacy and to:

- ensure that consumer environments support healthy choices through pricing policies, transparent information and clear labeling (17).

9<sup>th</sup> WHO Global Health Promotion Conference



# Creating awareness and interventions harnessing community health literacy

**Alcohol labelling** provides consumer information on the ingredients, nutritional values, and harms of a product

→ WHO-recommended practice, in line with:

- Principles of consumer protection
- WHO Global Strategy to reduce harmful use of alcohol
- WHO Regional Action Plan
- Independent HL Commission on NCDs
- ....





# Alcohol labelling in the WHO EURO Region

- In most European countries effective alcohol labeling is **not in place**
- The availability of **easily understood consumer information on the containers** to protect health of consumers and facilitate informed choices needs to be ensured
- Existing research shows that:
  - Alcohol warning labels, when implemented in a clear and visible way, can not only communicate important health information to consumers but also discourage them from purchasing alcohol.
  - Enhanced alcohol labels are noticed and may be an effective population-level strategy for increasing awareness and knowledge of health risks and national drinking guidelines, where they exist.

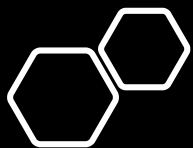
# Alcohol labelling in the WHO EURO Region

- In the framework of the efforts for achieving the SDGS, more efforts are needed to ensure that recommendations are implemented
  - Effective and meaningful actions are needed from all stakeholders in their specific roles (EAPA, 2012).
- Deliver !
  - And do not undermine community concern, debates and evidence of alcohol labelling



**THE CHALLENGE IS NOT ONLY TO GAIN POLITICAL SUPPORT, BUT ALSO TO GUARANTEE IMPLEMENTATION, WHETHER THROUGH LEGISLATION, NORMS AND STANDARDS SETTING, OR INVESTMENT.**

“Time to Deliver”, Report of the WHO Independent High-Level Commission on Noncommunicable Diseases



# Alcohol labelling in the WHO EURO Region

*“It’s time to walk the talk”*



“Time to Deliver”, Report of the WHO Independent High-Level Commission on Noncommunicable Diseases

# More information on the WHO website



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<http://www.euro.who.int/alcohol>

