

# Reducing alcohol consumption: policy and practice

## EuroHealthNet Country Exchange Visit

Dates: 14:30 CET on Monday 19 June – 12.30 CET on Wednesday 21 June 2023

Place: [Beffroi de Montrouge](#), 2 place Emile Cresp, 92120 Montrouge, Paris, France (the venue of the “[Rencontres de Santé publique France](#)”)

## Introduction

Alcohol consumption constitutes one of the key risk factors for poor health and societal wellbeing, contributing to significant gaps in health outcomes across the life course, between and within European countries. Even if lower socioeconomic groups tend to consume less alcohol overall, they experience higher levels of alcohol-related harm than wealthier groups with the same level of consumption. Binge drinking, for example, constitutes a stronger bearing on alcohol-related harm than overall alcohol consumption and is more frequently observed in low socioeconomic groups.<sup>1</sup> Like COVID-19, alcohol harms exacerbate existing health inequalities.<sup>2</sup>

Alcohol consumption can be reduced and the health sector has an important role to play in designing and implementing policies and programmes that reduce alcohol consumption as a part of a multi-sectoral approach. There are substantial returns on investment from alcohol control measures, with significant productivity gains and savings to health and social care systems.<sup>3,4</sup> For instance, the six policy domains prioritized in the 2022-2025 WHO European framework for action on alcohol are: alcohol pricing; alcohol availability; alcohol marketing; health information, with a specific focus on alcohol labelling; health services’ response; and community action.<sup>2</sup>

---

<sup>1</sup> Loring, Belinda. (2014). Alcohol and inequities: guidance for addressing inequities in alcohol-related harm. World Health Organization. Regional Office for Europe. <https://apps.who.int/iris/handle/10665/344496>

<sup>2</sup> [European framework for action on alcohol 2022–2025](#),

<sup>3</sup> Neufeld, M., Rovira, P., Ferreira-Borges, C., Kilian, C., Sassi, F., Vergy, A., & Rehm, J. (2022). Impact of introducing a minimum alcohol tax share in retail prices on alcohol-attributable mortality in the WHO European Region: A modelling study. *The Lancet Regional Health-Europe*

<sup>4</sup> OECD (2021). Preventing Harmful Alcohol Use. OECD Health Policy Studies, OECD Publishing, Paris, <https://doi.org/10.1787/6e4b4ffb-en>.

This Country Exchange Visit (CEV), hosted by our member [Santé publique France](#) (SpF), will enable representatives of national or regional public health agencies from across the EU to explore:

- The main alcohol-related policy challenges across the EU and at Member State level to maximise synergies and discuss tools to address them.
- How to address the societal, economic and commercial roots of health inequalities related to alcohol consumption within a legal remit of the health and social policies of the European countries.
- How to define indicators to both monitor alcohol consumption in the general population and help building social marketing campaigns.
- How to create effective partnerships, that avoid any conflict of interest, and that reach remote populations.

Participants will have the opportunity to discuss policies and examples of national or community level programmes and strategies and explore the practical, cultural and policy challenges related to their implementation. During the meeting, we will also explore European level policies and tools that can support such efforts and help build capacities in this area.

The Country Exchange Visit (CEV) will take place at the same time as the “[Rencontres de Santé publique France](#)”, the annual event of the French National Public Health Agency (SpF). A [session](#) dedicated to reducing the burden of alcohol at the “Rencontres” will form part of the CEV.

### **About Country Exchange Visits**

EuroHealthNet Country Exchange Visits are member-only events that are open to senior delegates. Participants should be comfortable making contributions in English.

The aim is two-fold, namely (1) to exchange good practices and policies on selected core themes and showcase members’ work to a selection of senior European colleagues and, at the same time, (2) discuss how related EU policy instruments may support at national, regional and local levels.

This event is free to attend, but places are limited. Travel and accommodation will be reimbursed for one delegate per organisation. For any questions or to express interest to participate, please contact [Lina Papartyte](#).



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of EuroHealthNet only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

# Agenda

Co-moderators: *EuroHealthNet and Santé publique France*

## Day 1 – Monday 19 June 2023

14:00 Registration

14.30 Welcome and introductions

- Santé publique France
- EuroHealthNet
- Tour de table, expectations and needs

### **Public policies to reduce alcohol consumption: effectiveness and challenges at the European level**

15.15 Setting the scene “WHO Best Buys for reducing alcohol consumption and harms” – Irish example, *Helen MacAvoy, Institute of Public Health, Ireland*

15.23 European alcohol policy agenda, *Florence Berteletti, Secretary General, Eurocare*

15.30 National policies and strategies across Europe focusing on prevention of harmful alcohol consumption

- Interventions / updates from participating EuroHealthNet members (5' per country)
- 15 minutes break in between

17.15 Tools and initiatives from EU Institutions, followed by a discussion on how they can be used to support (sub-)national organisations and advance the reduction of alcohol consumption, *Lina Papartyte, EuroHealthNet*

17.45 End of the Day 1

19.30 Dinner in town

## Day 2 - Tuesday 20 June 2023

9.00 Welcome and re-cap of Day 1

### Social marketing and consumption levels measurement

9.15 Indicators and targets in the general population: how to measure alcohol consumption? How to define an “at risk” consumption and how to help identifying priority targets for social marketing campaigns? *Raphaël Andler and Guillemette Quatremère, Santé publique France*

9.45 Practical cases of social marketing campaigns : priority targets, secondary targets, main messages and social health inequalities and territorial inequalities

Guided roundtable discussion among all participants

10.50 Coffee break

### Focus on regulatory measures

11.10 Overview and effectiveness of digital alcohol marketing regulations in 12 EU countries the ALHaMBRA project, *Sandra Rados-Krnel, Slovenian Public health Institute*

Guided roundtable discussion among all participants around marketing regulations, including digital marketing.

12.40 Networking lunch

### Session at the “Rencontres de Santé publique France”

14.00 Reducing the burden of alcohol: public policy challenges at the international level, a dedicated session at the “Rencontres de Santé publique France”. See a separate agenda [here](#).

17.00 Networking session; meeting with international experts who attended the session of the Rencontres.

17.30 Dining cocktail

## Day 3 - Wednesday 21 June 2023

### Partnerships and ethics

9.30 \*Field visit on partnerships and ethics to explore:

- How to create and foster partnerships to reduce alcohol consumption?
- What about those events that are sponsored by the alcohol industry?
- What ethical framework around partnerships, especially those with the private sector?

*\*If possible, field visit to meet the rugby world cup organisers in Paris.*

After the field visit, return to the main venue of the “Rencontres de Santé publique France”.

11:30 Conclusions and take-aways from participants and the host.

12:30 End of meeting and Networking lunch

There is a possibility to join other sessions of the “Rencontres de Santé publique France” starting at 14.00. See a separate agenda [here](#).



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of EuroHealthNet only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.