

ALCOHOL IN ALL POLICIES

Unleashing the power of alcohol policies

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This presentation

... is no presentation but an invitation...

- The idea: AiAP
- Four types of alcohol harm
- Implications of alcohol's four types of harm
- AiAP is... & AiAP is not...

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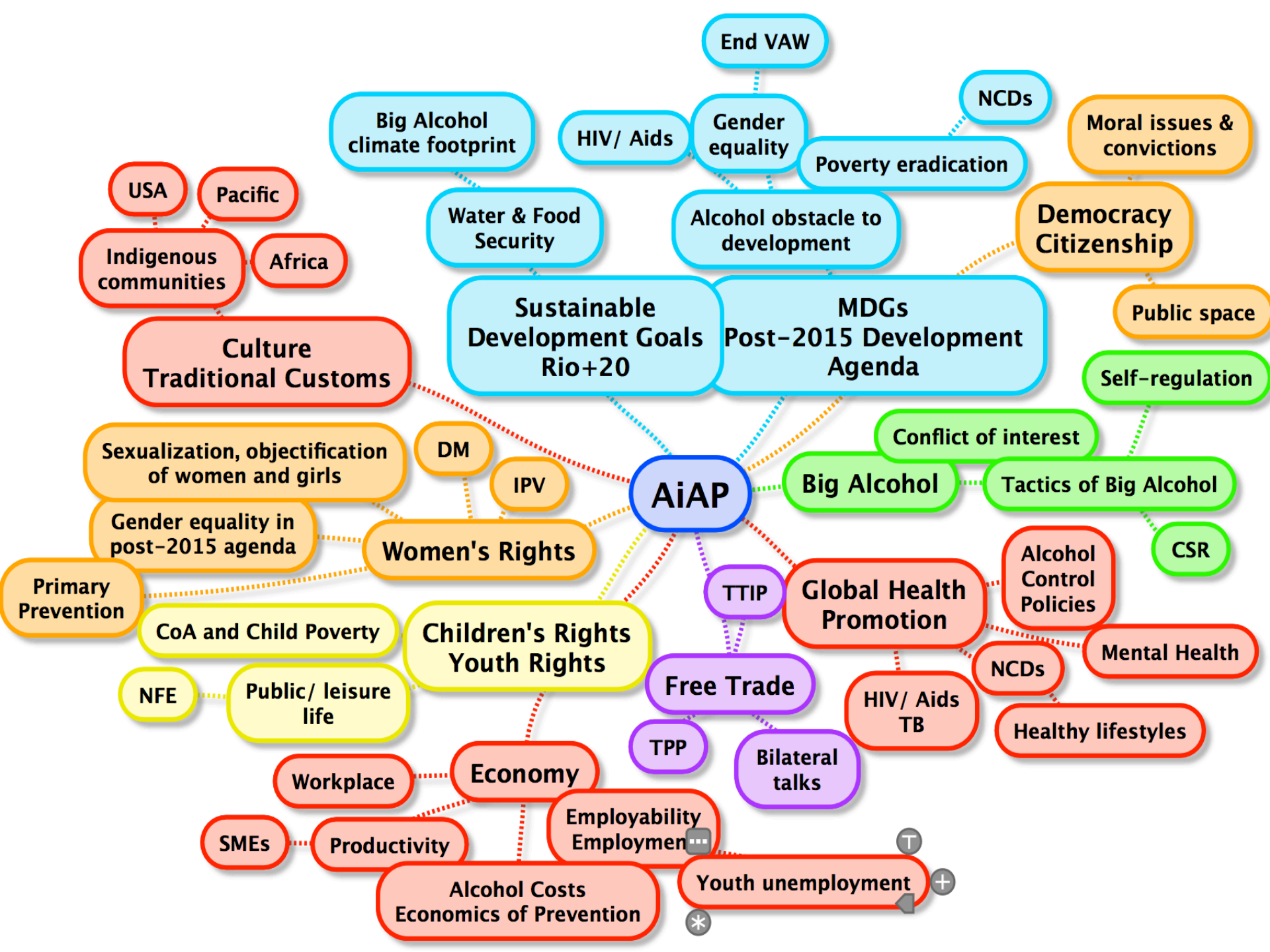
- Review of relevant documents
- Definition of AiAP: a proposal
- Key points: Unleashing the full potential of alcohol policies
- Conversation

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The idea: AiAP

... is colorful...



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Global alcohol harm

- Democracy
- Health and well-being
- Society and social fabric
- Economy

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Anything missing...?

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Alcohol harms Democracy

- Participation
- Meaning of life: Life Set Free
- Democratic institutions, policy space
- Aggressive Big Alcohol lobbying
- The media: Big Alcohol Buying Bias

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Alcohol harms Health and well-being

- 60 diseases and conditions
- NCDs
- Cancer
- Addiction
- Mental health and well-being
- Brain development

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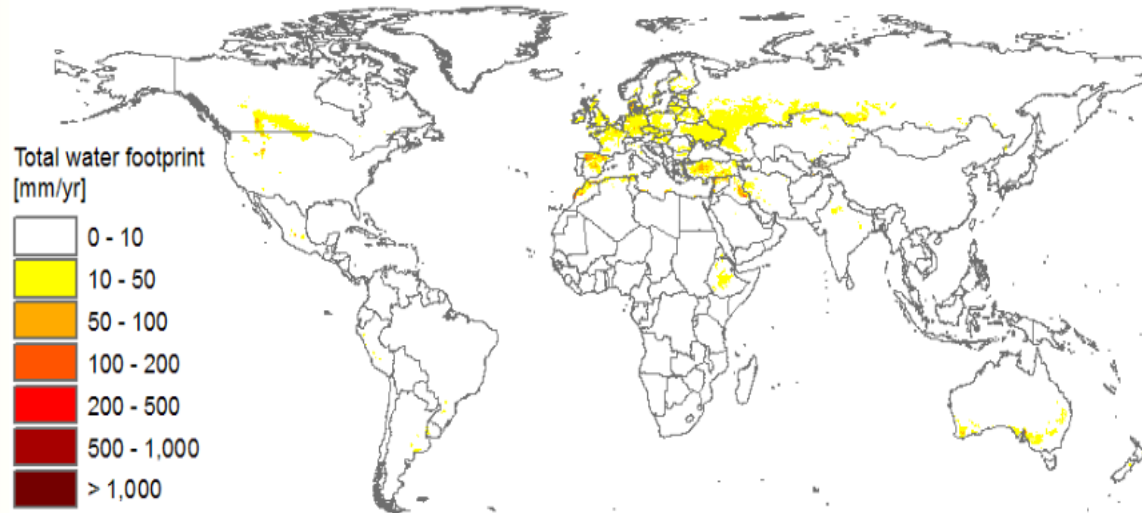
Alcohol harms Society and social fabric

- Costs of social harm in EU: €156 billion
- All harm caused to others than the user herself: CoA, Road traffic, GBV, HIV/ Aids
- Illogical advantages and flouting of social norms
- Environmental sustainability

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Beer (from barley)

The global average water footprint of barley is 1420 litre/kg. When we consider the amount of malted barley to produce beer, the water footprint of beer is 298 litre of water per litre of beer. This means that one glass of beer (250 ml) costs 74 litre. This excludes the water footprint of other (smaller) ingredients used in the beer production process.



The global water footprint of barley production. Source: [Mekonnen and Hoekstra \(2010\)](#).

Global Average Water Footprint

74 litre for a glass of 250 ml

85% green, 6% blue, 9% grey



Global Average Water Footprint

109 litre for a 125ml glass of wine

70% green, 16% blue, 14% grey

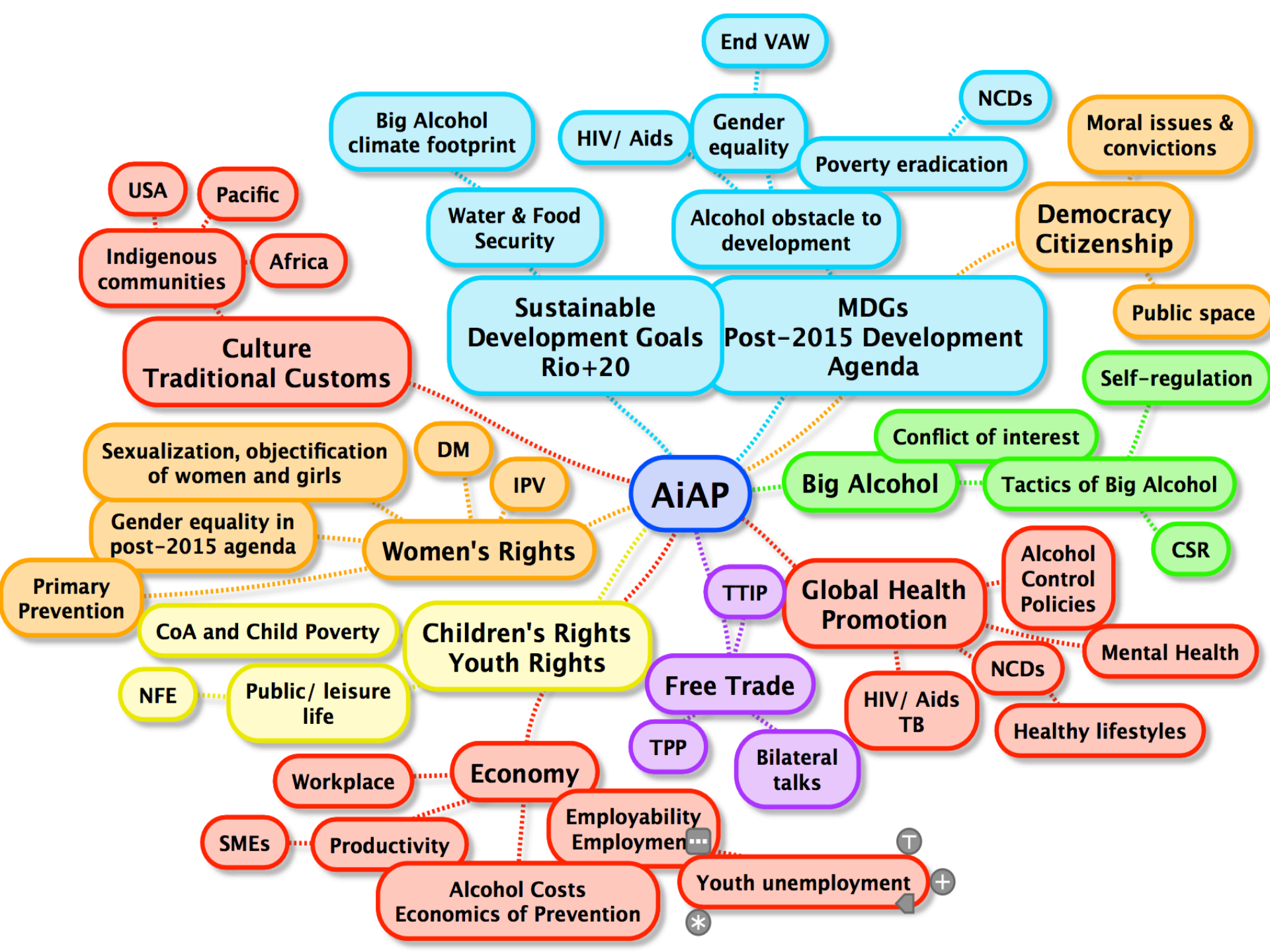


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Alcohol harms the Economy

- Absenteeism
- Presenteeism
- SMEs
- Employability & youth unemployment
- Loss of productivity in Economy
- DALYs: loss of human capital



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Mainstreaming alcohol into all policies

... is

- Learning a new language of a different policy area
- How do they see the world in the respective policy area?
- How can alcohol issues get lifted on political agendas?
- How are alcohol problems and intersectoral solutions identified and prioritized?

... and is not

- Inventing the wheel new

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Review of relevant documents

- According to strategic policy area **GLOBAL**
- Understanding the perspective of involved policy makers, technical staff **REGIONAL**
NATIONAL
- Identifying ways to mainstream alcohol

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Review of relevant documents

- NCDs global action plan **GLOBAL**
 - Appendix 4: UN programs, funds, agencies **REGIONAL**
 - Appendix 5: cross-sectoral government engagement to reduce alcohol harm **NATIONAL**
- Mental health global action plan
- CRC
- CEDAW

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Review of relevant documents

- EU 2020 Strategy GLOBAL
- Lisbon Treaty REGIONAL
- CoE Istanbul Convention NATIONAL

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Review of relevant documents

- National strategy against youth unemployment **GLOBAL**
REGIONAL
- Health in All Policies “movement” **NATIONAL**

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Definition: AiAP is...

... an approach to public policy making across sectors that systematically highlights and addresses the alcohol harm implications of decisions.

... seeking synergies, avoids harmful impacts for society, health, economy and potentially makes policy outcomes more sustainable and high-impact.

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Definition: AiAP is...

... rooted in a rights-based approach and the fact that alcohol harm often violates fundamental rights.

... founded on the understanding that addressing the implications of alcohol harm reaps benefits across societal sectors.

... is focusing on policy-making and is thus dealing with development and implementation of legislation, strategies, programs, decisions on resource allocation and collection.

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Definition: AiAP can...

... be used and applied on all levels.

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Key points: Unleashing the full potential of alcohol policies

... through AiAP

- Work on global level for local change
- Re-engineer social environments
- Form new alliances, coalitions, synergies
- Safeguard prevention and population-wide measures are on the table
- Make moral arguments without moralizing

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Unleashing the power of alcohol policies

Key points: Unleashing the full potential of alcohol policies

... through AiAP

- Way around deadlock of competing interests and “lost” political parties
- Determine and set political agenda
- Ensure that alcohol harm perspective is considered in policy-making, making policy outcomes more sustainable
- Benefit health equity by creating healthy environments which allow and foster healthy choices.

THANK YOU VERY MUCH FOR YOUR ATTENTION

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