Translating into action in Estonia the “European action plan to reduce the harmful use of alcohol 2012–2020”

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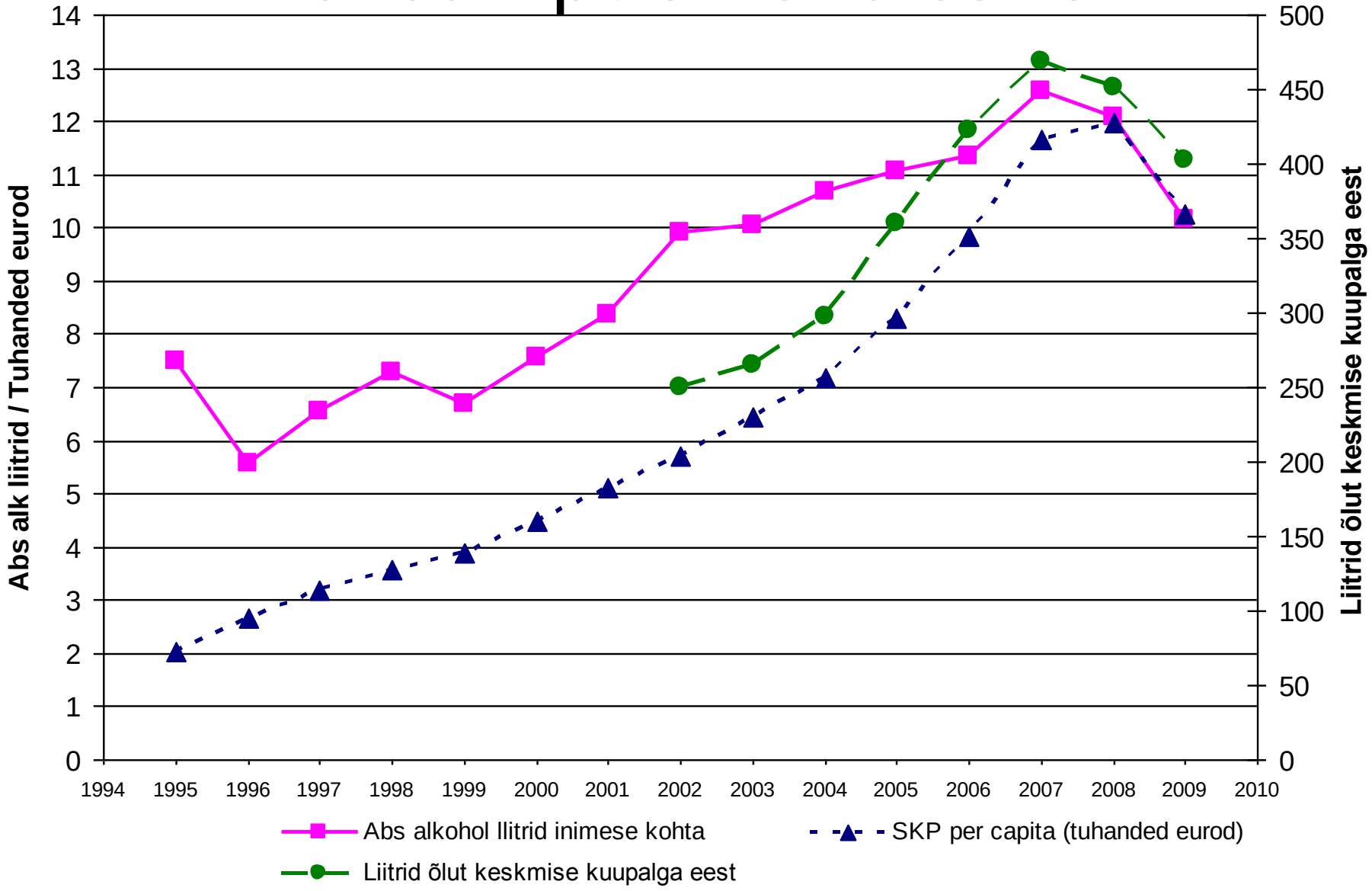
8.10.2011

Consumption of alcohol



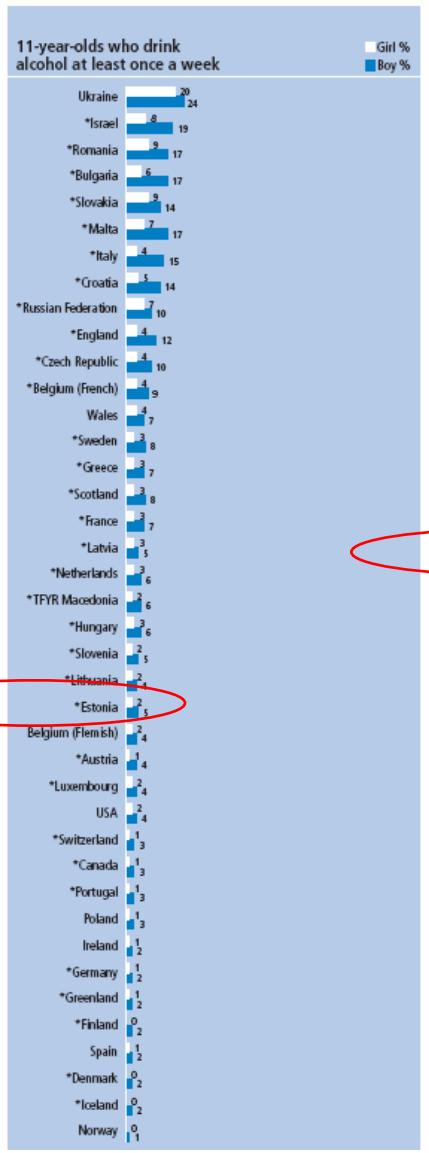
Allikas: KI, Eesti Pank

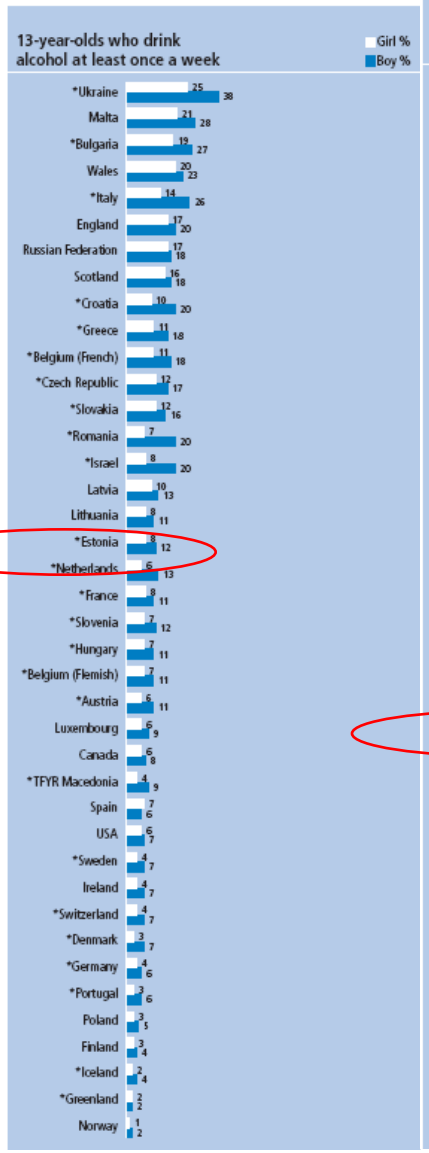
Harms in Estonia

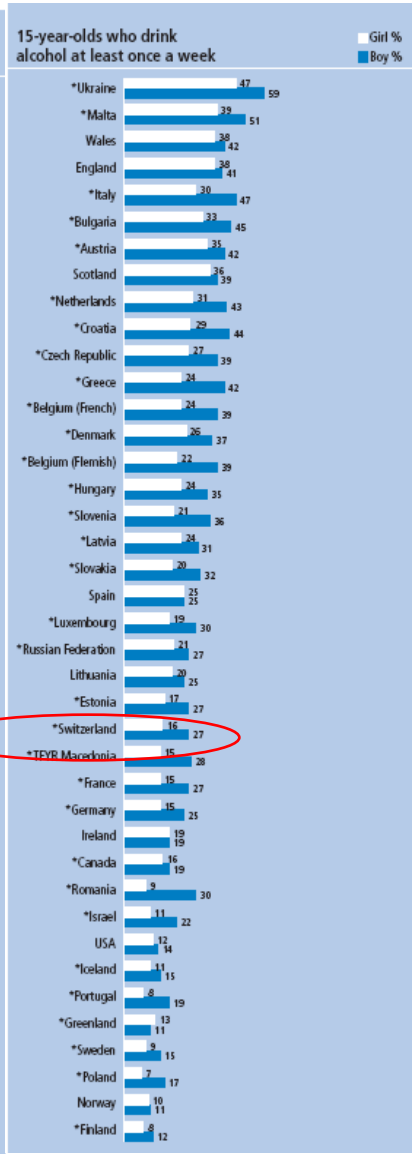
- Causes approx. 6,6% of disease burden
- Causes 12% of male and 2% of female early deaths
- High prevalence of injuries - death rate from injuries is more than twice as high as european average
- High prevalence of cardio-cascular diseases
- High prevalence of liver diseases
- High crime rate, e.g 6,12 murders per 100 000 inhabitants take place in a year
- Child neglect and abuse
- High prevalence of drinking amongst youth
- Long-term unemployed

Estonia's youth's alcohol consumption is european average…

% 11,13 ja 15 year-old, consuming alcohol at least once a week



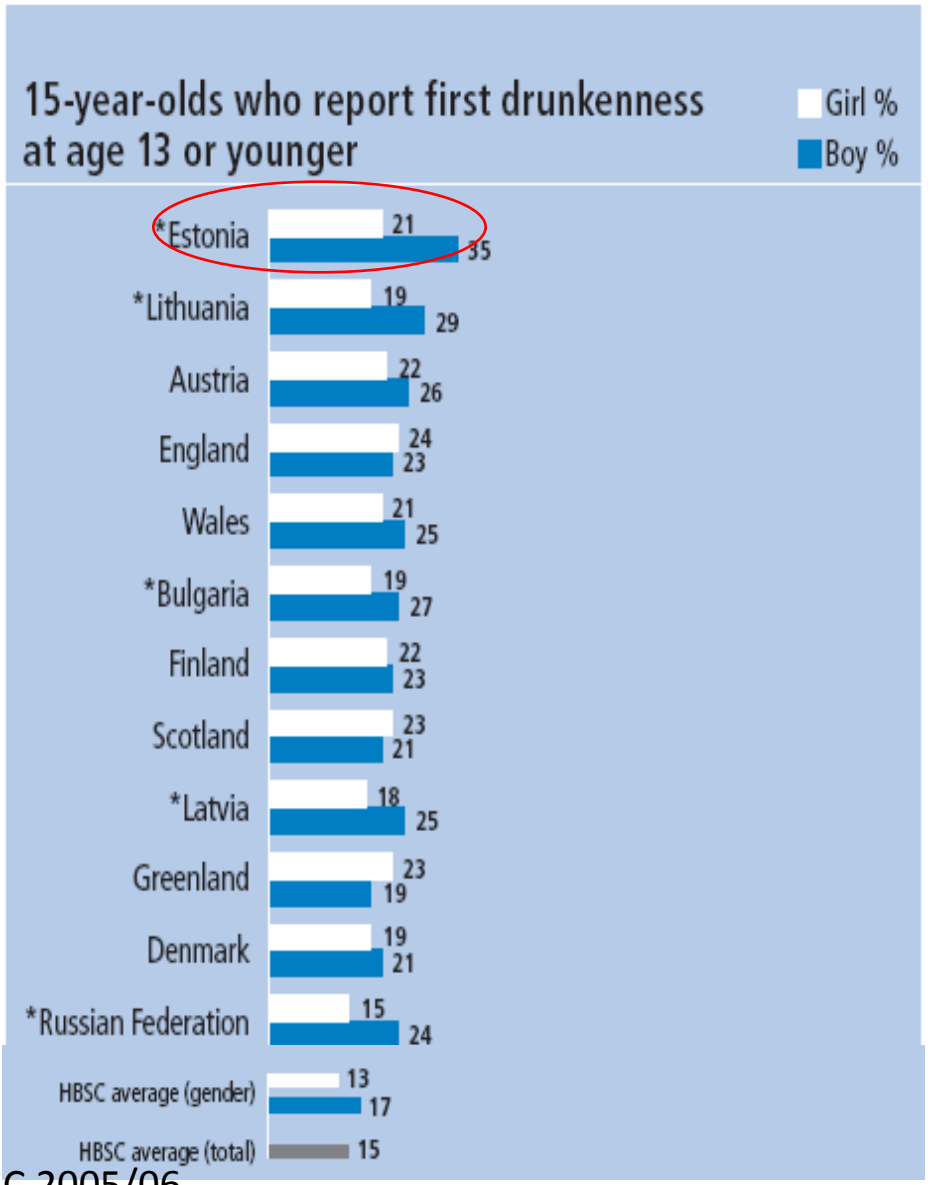




Allikas: Inequalities in young people's health, HBSC 2005/06

But drink themselves drunk younger than anybody else in Europe

% 15 aastastest kes olnud purjus 13 aastaselt või nooremalt



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Brief history

- 1997-2003 – National strategy to fight drug and alcohol abuse
- 2004-2005 drafting new alcohol strategy
- 2007-2008 drafting new alcohol policy (ministerial working group)
- 2008-2009 drafting new alcohol policy (political parties)
- 2011 – a mandate from government coalition to draft „the green paper“ of alcohol policy

Priorities of alcohol policy

- ...as stated in governments memorandum in 2009:
  - Preventing consumpiton minors
  - Reducing harmful drinking
  - Reducing overall consumption

What we rely on compiling „the green paper“?

- The priorities agreed by political parties and government institutions and stated in government memorandum in 2009
- The evidence and structure from:
  - WHO global strategy to reduce the harmful use of alcohol
  - European action plan to implement global strategy to reduce the harmful use of alcohol

10 areas of „the green paper“

- leadership, awareness and commitment;
- health services' response;
- community action;
- drink-driving policies and countermeasures;
- availability of alcohol;
- marketing of alcoholic beverages;
- pricing policies;
- reducing the negative consequences of drinking and alcohol intoxication;
- reducing the public health impact of illicit alcohol and informally produced alcohol;
- monitoring and surveillance.

Hot topics

- Reducing availability – how?
- Limiting marketing – how? French model? Ban? Webmarketing?
- Pricing policies
- Developing (and financing) early identification and brief intervention and other health servicies

Vision

- The proposed aim of „the green paper“ – consumption of absolute alcohol per capita per year should be under 8 litres
- Low consumption rates among youth
- Low occurence of harmful drinking
- Alcohol-free environment for children
- Available health services