

# European framework for action on alcohol, 2022–2025

**Vision: A SAFER European Region free from harm due to alcohol**

## A call to action

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The European framework for action on alcohol, 2022–2025 has been developed through consultations with Member States and civil society organizations and the public. The framework lays out priority areas for action. It further contributes to the realization of the European Programme of Work, 2020–2025 (EPW), including the achievement of the target of a 10% relative reduction in alcohol per capita consumption by 2025 (from a 2010 baseline) and to targets 3.4 and 3.5 of the Sustainable Development Goals. These priority actions will also pave the way towards implementation of the global Action Plan (2022–2030) to effectively implement the Global strategy to reduce the harmful use of alcohol as a public health priority that was adopted by the World Health Assembly in May 2022.

### Priorities for action on alcohol

Six priority areas for action and implementation at the national and subnational levels have been identified and proposed by Member States. Additional measures to those outlined in the framework may be considered by Member States in response to their national circumstances and specific needs.

#### Pricing



- Pricing policies, specifically increasing excise taxes and complementing them with minimum pricing policies, based on best available evidence and regularly updated in line with inflation
- Intersectoral dialogue and planning across Ministries of Health and Finance
- Transnational and intersectoral collaboration to address cross-border trade issues.

#### Marketing



- Multisectoral working groups to prevent and reduce risks of harms associated with traditional and digital marketing contexts
- Intersectoral dialogue and planning across Ministries of Health and ministries responsible for digital technologies
- Restrictions on content and volume of commercial communications
- Regulatory codes that state what is permitted, rather than what is not
- Establishment of relationships with Internet platform providers, with new regulations where necessary
- Consideration of actions to oblige alcohol producers to share market data on consumers in different media for public health purposes
- Partnerships and collaborations with other countries and with international agencies
- Consideration of new taxation systems related to alcohol marketing

#### Availability



- National licensing systems and mandated server and salesperson training as conditions for licensing
- Restrictions on the number and density of outlets, days and hours of sale, and outdoor drinking
- Minimum age restrictions
- Support for enforcement and the right to alcohol-free spaces
- Consideration of total restrictions in and around sporting events and cultural events that include minors



## Health information, with a focus on labelling



- Independent mandating, monitoring and enforcement, working in the interests of public health and consumer rights and free from influence or interference from corporate interests
- Statutory labelling, informed by WHO guidance, including nutrition and ingredients and health warnings
- If self-regulation is permitted, requirements that the advice of independent and nationally recognized public health agencies has been sought and followed
- Research to understand the effects of health warning labels
- Consideration of principle of a statutory “right to know” in relation to alcohol content and risks

## Health services’ response



- National guidance and investment to integrate health service information and screening and brief intervention services, and combine biopsychosocial treatment strategies with community support, with active linkages to recovery communities
- Actions to reduce stigma and discrimination
- Expanded provision of alcohol-related screening and brief interventions in primary health care settings and in other contexts based on evidence
- Adequate provision of psychosocial treatment and pharmacological treatments and outreach
- National clinical guidelines for all alcohol-related services
- Raising awareness about alcohol risks and harms, including harms to families and to children through fetal alcohol spectrum disorder, through community support and specialist services that are available



## Community action



- Empowering local communities to inform and/or make decisions that affect their alcohol risk environments
- Evidence-informed school, community and workplace programmes, with no involvement or interference from economic operators in alcohol production and trade
- Raising awareness about harms that alcohol consumption can cause to others, including families and children
- Engagement with young people to develop coherent strategies
- Alignment of national and local strategies so that community resources can contribute to the recovery of individuals, families and communities

WHO will support Member States in implementing the priorities laid out in the European framework for action on alcohol, 2022–2025 and will monitor implementation across the WHO European Region

## Harms due to alcohol consumption in WHO European Region

Globally, the Region has the highest level of alcohol per capita consumption and the highest proportion of drinkers in the population



One in every 10 deaths in the Region is result of alcohol use



Alcohol is a toxic, psychoactive and dependence-producing substance, and a Group 1 carcinogen, causally linked to seven types of cancer

That is almost

**1 MILLION DEATHS**  
every year