

# GLOBAL AND REGIONAL PERSPECTIVES: Reducing the harmful use of alcohol

**Dr Susan Mercado**

Director

Division of NCDs and Health through the Life Course

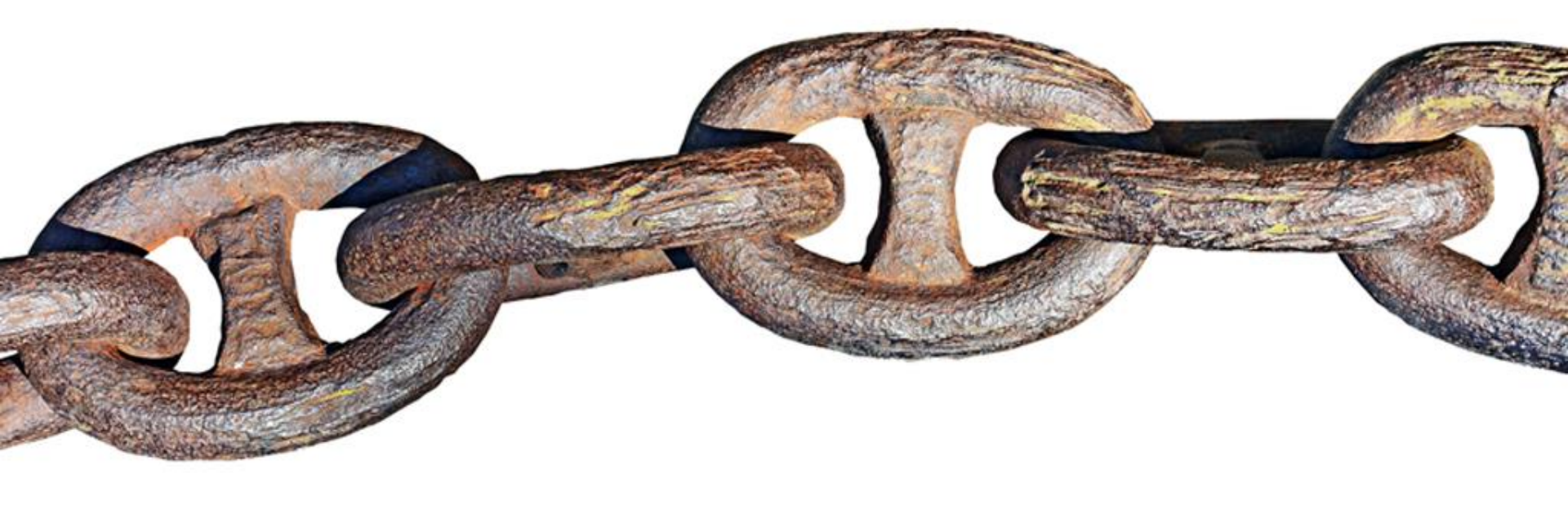
WHO Western Pacific Region

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29 - 30 April 2016 | Hong Kong (SAR), China

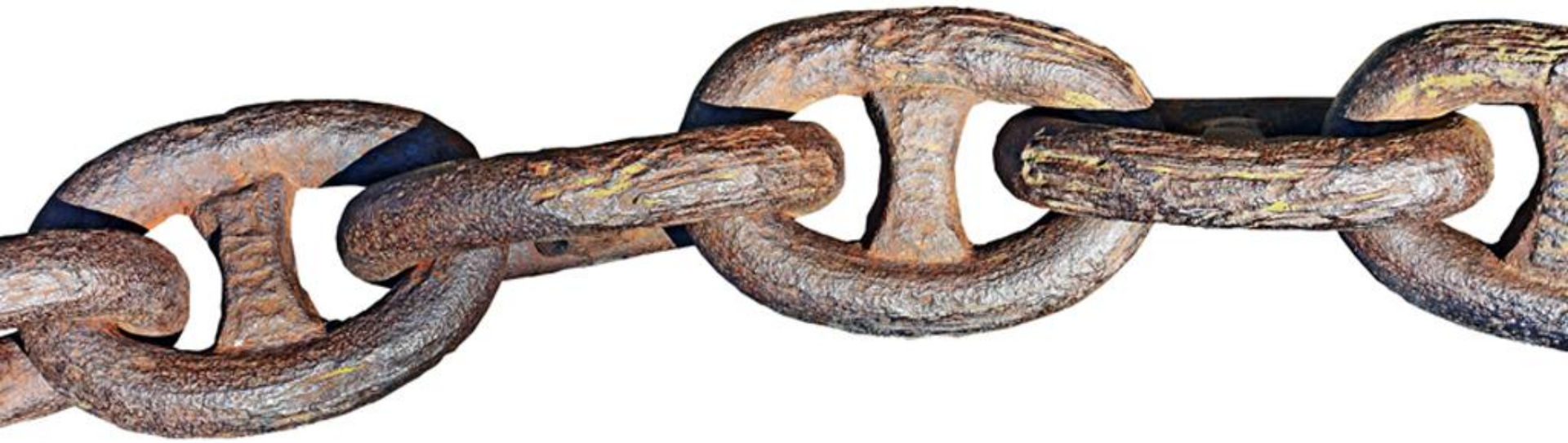
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What chains us to poor health?

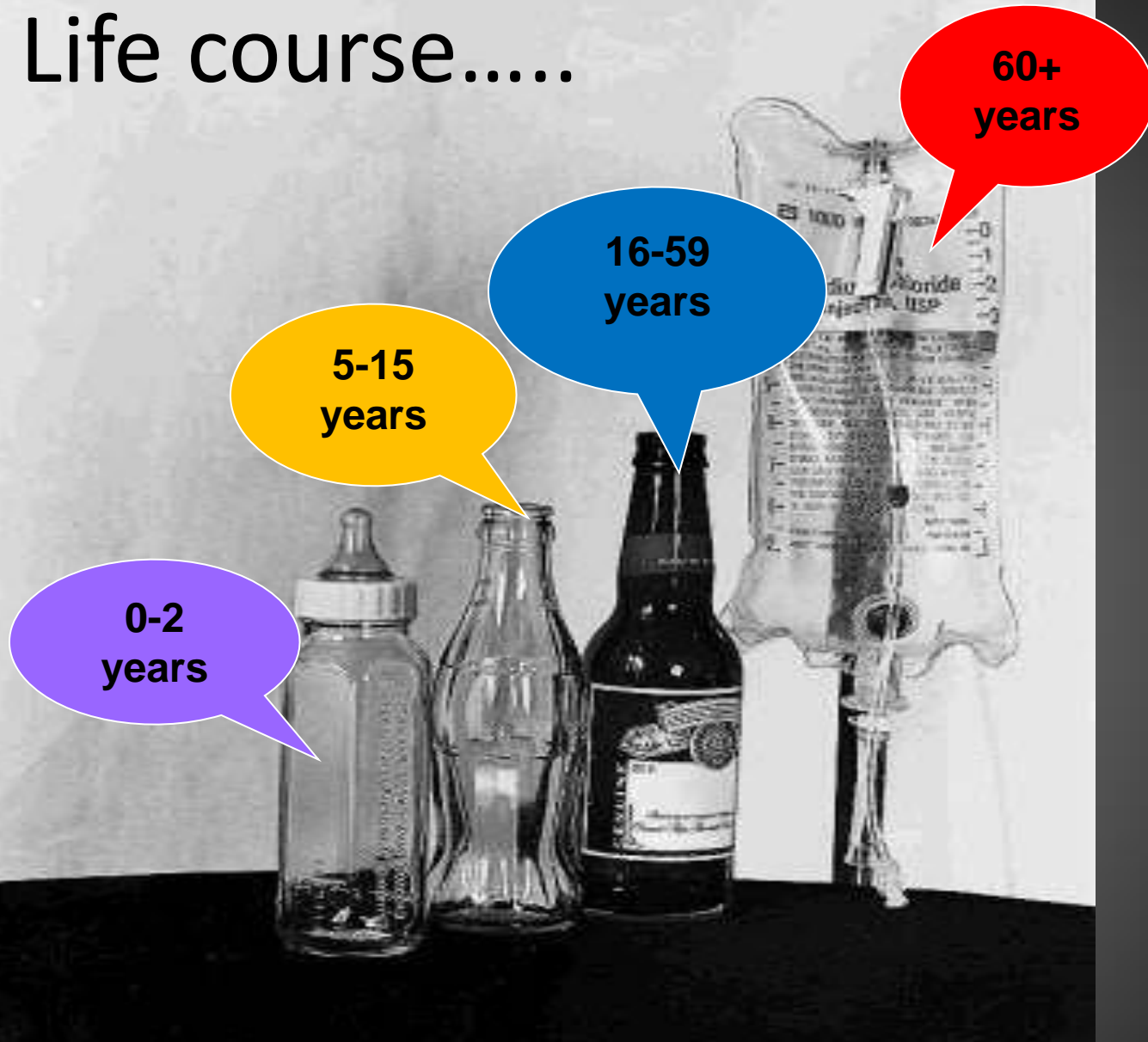




Unhealthy behaviours and unsafe environments



# Life course.....



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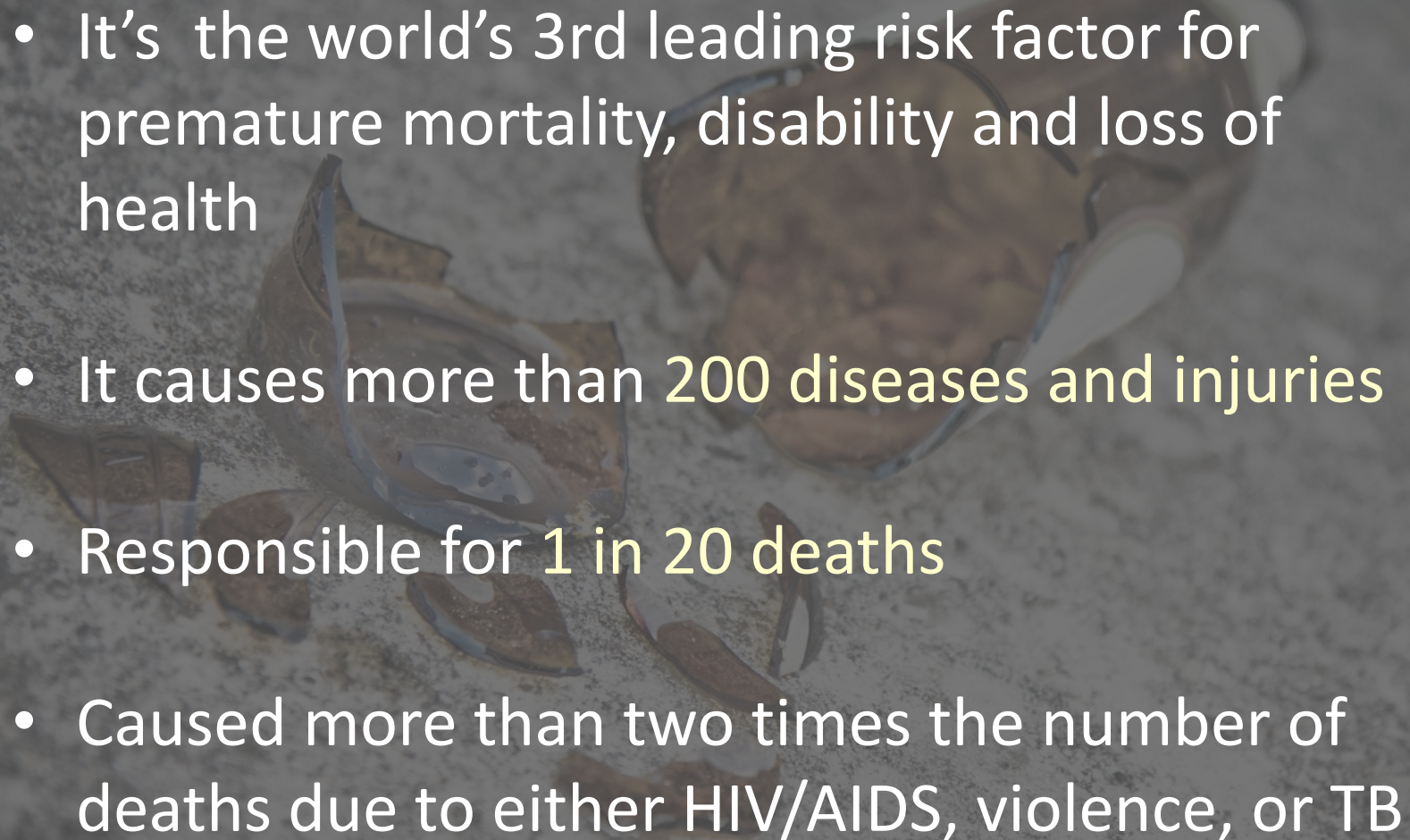
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# Alcohol harms.

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- 
- It's the world's 3rd leading risk factor for premature mortality, disability and loss of health
  - It causes more than 200 diseases and injuries
  - Responsible for 1 in 20 deaths
  - Caused more than two times the number of deaths due to either HIV/AIDS, violence, or TB

Globally: **3.3 million deaths**

WPR: **767,196 deaths**

One person dies every  
minute



The harmful use of alcohol kills and disables people at a relatively young age.

Approximately 25 % of the total deaths in the 20 – 39 year age group are attributable to alcohol.



# Alcohol harm costs.

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# Social & Economic Costs of Alcohol harm



Direct costs.

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# Social & Economic Costs of Alcohol harm



Direct costs.



Indirect costs.

# Social & Economic Costs of Alcohol harm



Direct costs.



Indirect costs.



Intangible costs.

# Social & Economic Costs of Alcohol harm



Direct costs.



Indirect costs.



Intangible costs.

- US\$ 141.4 billion in the EU (2003)
- US\$ 233.5 billion in the US (2006)
- US\$ 42.1 billion in the UK (2009)
- US\$ 11.9 trillion in Australia (2010)

**Alcohol harm is expected to increase in the next decade.**

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# Alcohol per capita (15+) consumption

*In litres of pure alcohol per year, age 15+ years, crude-adjusted*  
 2008, 2010 and 2012 comparable estimates, Western Pacific, both sexes



# Alcohol harms young people.

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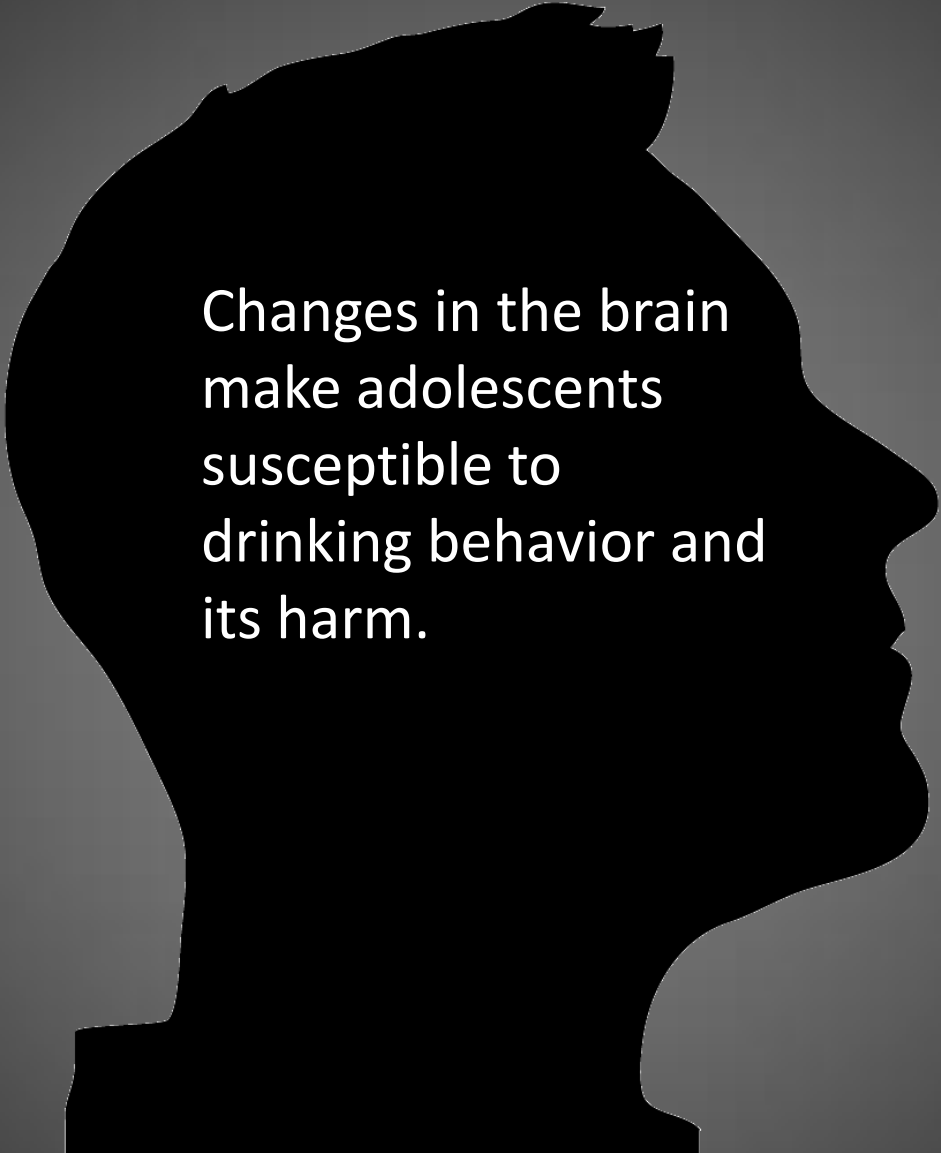
# Alcohol was the single biggest risk factor for deaths in young people



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Changes in the brain  
make adolescents  
susceptible to  
drinking behavior and  
its harm.

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**There are 1.8 billion  
young people in the  
world today.**

**In the Asia-Pacific Region,  
750 million individuals are 15-24 yrs old**

**In the Western Pacific Region,  
235 million people are 10-19 years of age**



**ALCOHOL BRANDING**  
is dominated by imagery of  
**SEXY WOMEN, SPORTS OR FRIENDSHIP**  
because this is more enticing to the target market.



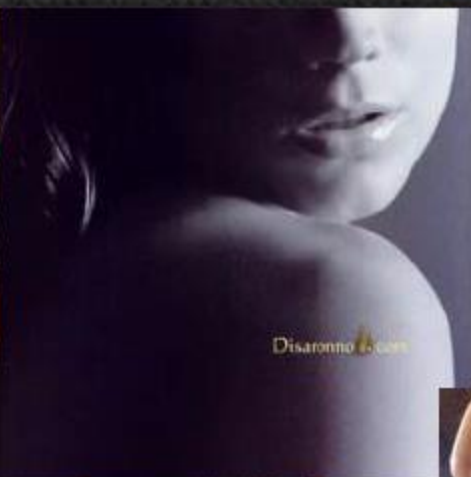
[http://apapaonline.org/data/National\\_Data/Philippines/Alcohol\\_Media\\_Philippines.pdf](http://apapaonline.org/data/National_Data/Philippines/Alcohol_Media_Philippines.pdf)

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**BRANDS HAVE SHIFTED**  
from traditional advertising  
**TO NEW MEDIA ADVERTISING**  
through digital and on-ground events.



[http://www.pacificregion.org/Docs/National\\_Data/Philippines/Alcohol\\_Media\\_Philippines.pdf](http://www.pacificregion.org/Docs/National_Data/Philippines/Alcohol_Media_Philippines.pdf)

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What Does The Booze You Used To Drink Say About

USER-GENERATED ARTICLES



24 Gifts All Boozehounds Should Ask For This Year

Illustration by Mike Dwyer

& QUIZZES ON ALCOHOL

Lance denied using drugs, but he was a peddler.

PEDDLER



LIFESTYLE PENETRATION: LIVING THE GOOD LIFE. (XXXX GOLD)

JOIN THE GREAT MONTEITH'S MEATPACK HUNT



NEW ZEALAND TUI BEER

ICE PNG IDOL 2015



KOREA BEER BRO-QUET



MOZZIE BEER PACK (ANTI-MOSQUITO), PNG



EXPERIENCE THE WORLD (HAHN SUPERDRY)

**DIAGEO** Diageo shared: Sponsored

A little gratitude goes a long way. Johnnie Walker introduces The Gentleman's Wager II which follows the journey of a man attempting to win a priceless car by racing from Rome to Monaco. Watch how his success is fuelled by the joy that... show more

LINKEDIN DIGITAL ADVERTISEMENT

**Who:** Heineken  
**What:** At Coachella this year, the beer brand sent cropped snaps to followers as clues to surprise shows on any given day during the festival. Users who responded with the right band or artist got an early confirmation of an act scheduled for the Heineken House, the beer sponsor's stage.  
**Why It Works:** Again, and we can't emphasize this enough—Exclusive. Content. Making it timely and tied to a specific event, much like Minkoff's Fashion Week efforts, just fits the platform and users' expectations even better.

HEINEKEN SNAPCHAT "SNAPWHO"

To make sure the ads are only shown to folks of legal drinking age, they're served based on a user's location, age, and other factors.

JIM BEAM SNAPCHAT

Wish you were  
**HERE**

BUD LIGHT SNAPCHAT

**YOU SAW YOUR GIRLFRIEND ON TINDER.**

**YOUR BOYFRIEND COMMENTED HIS EX'S PHOTO ON INSTAGRAM.**

ADS ABOUT APPS ON SOCIAL MEDIA





**MUSIC FESTIVALS, PARTIES, SPORTS AND LIFESTYLE  
ARE KEY ENTRY POINTS FOR ALCOHOL BRANDS  
TO REACH THEIR CONSUMERS AND THE YOUNGER MARKET.**

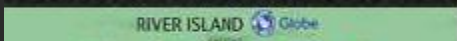




THIRST MALAYSIA (HEINEKEN)



CIRCUIT BREW FESTIVAL



Brand sponsored beer & music festivals are very common. Usually music festivals are visited by friends, comrades and those who want to have a night out that's fun and exciting. More often, there will always be a drink in the hand with good music and great company.



WANDERLAND PHILIPPINES (SMIRNOFF)



ZOUKOUT SINGAPORE (HEINEKEN)



OKTOBERFEST PHILIPPINES (SAN MIGUEL)



LAOS SPORTS



FIFA WORLD CUP (BUDWEISER)



FIJI INTERNATIONAL TEAM (PARADISE BEVERAGES)

PROBABLY THE BEST KUNG FU RUGBY TEAM IN THE WORLD



RUGBY TEAM HK (CARLSBURG)



FIFA WORLD CUP (BUDWEISER)



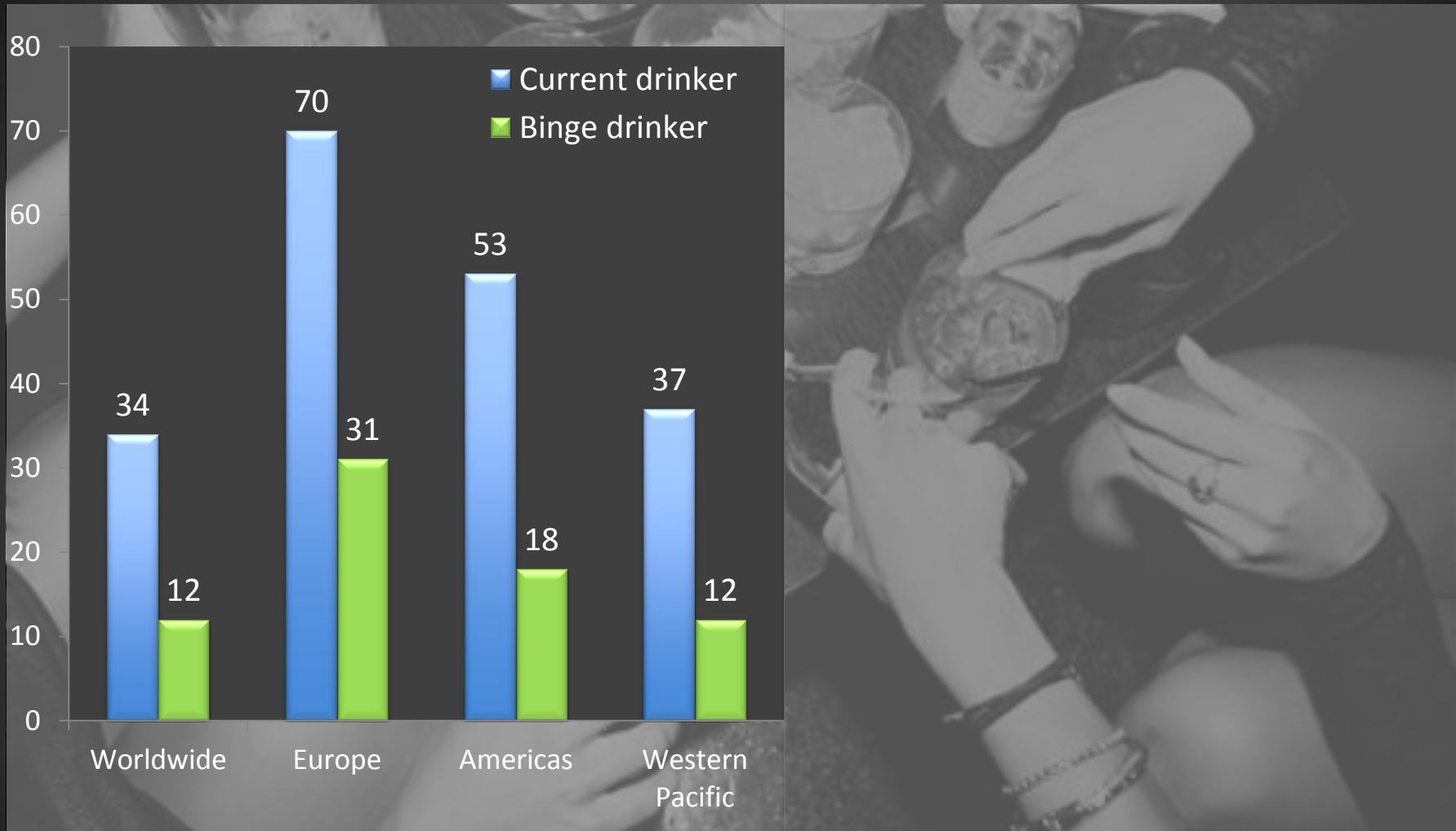
CRICKET WORLD CUP NEW ZEALAND (TUI BEER)



PHILIPPINE NATIONAL BASKETBALL TEAMS (TANDUAY & GINEBRA SAN MIGUEL)



CRICKET WORLD CUP AUSTRALIA (VICTORIA BEER)



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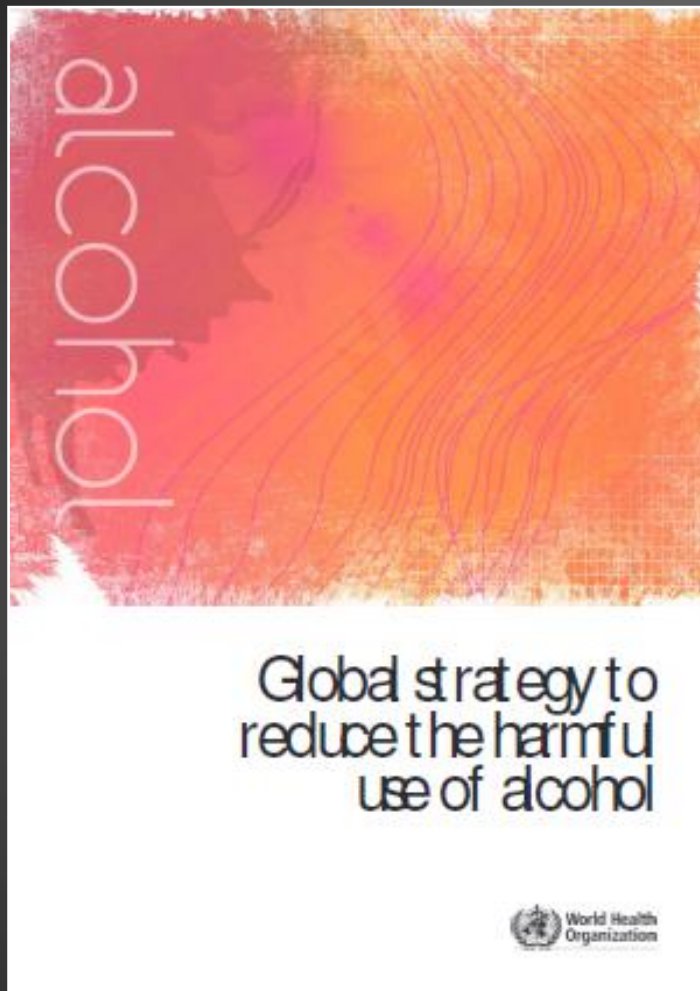
A close-up photograph of a desk with various items. In the foreground, a blue pen lies diagonally across a document. To the right, a ruler is visible. In the background, there are more papers and a calculator. The overall scene suggests a workspace or a place of study and work.

We need policy and action.

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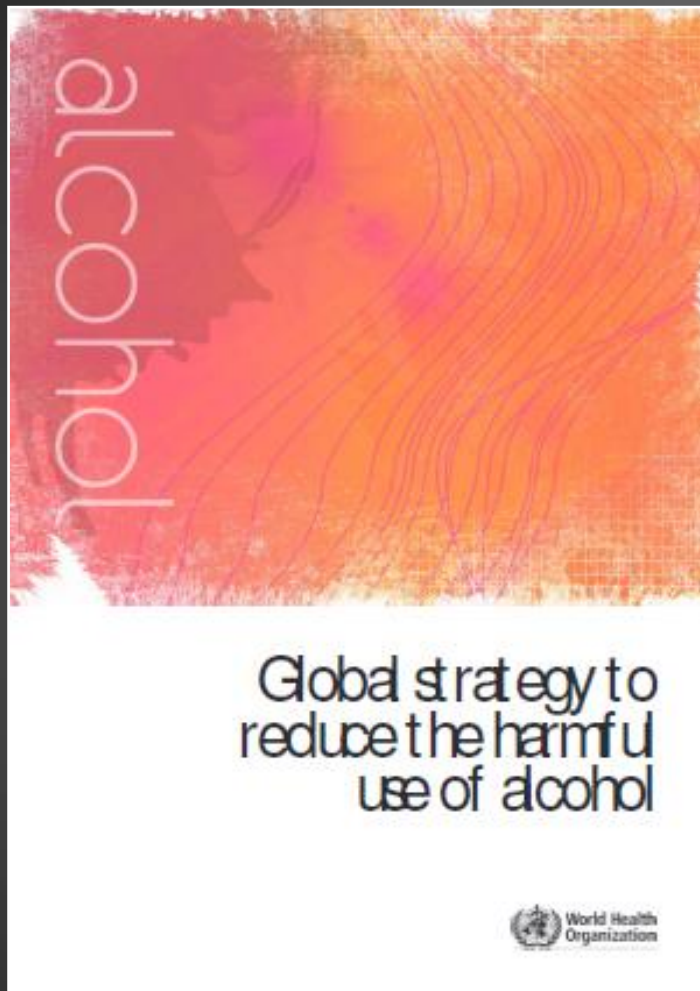
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## 10 target areas

1. Leadership, awareness & commitment
2. Health services response
3. Community action
4. Drink-driving policies & counter measures
5. Availability of alcohol
6. Marketing of alcoholic beverages
7. Pricing policies
8. Reducing the negative consequences of drinking & alcohol intoxication
9. Reducing the public health impact of illicit alcohol & informally produced alcohol
10. Monitoring & surveillance

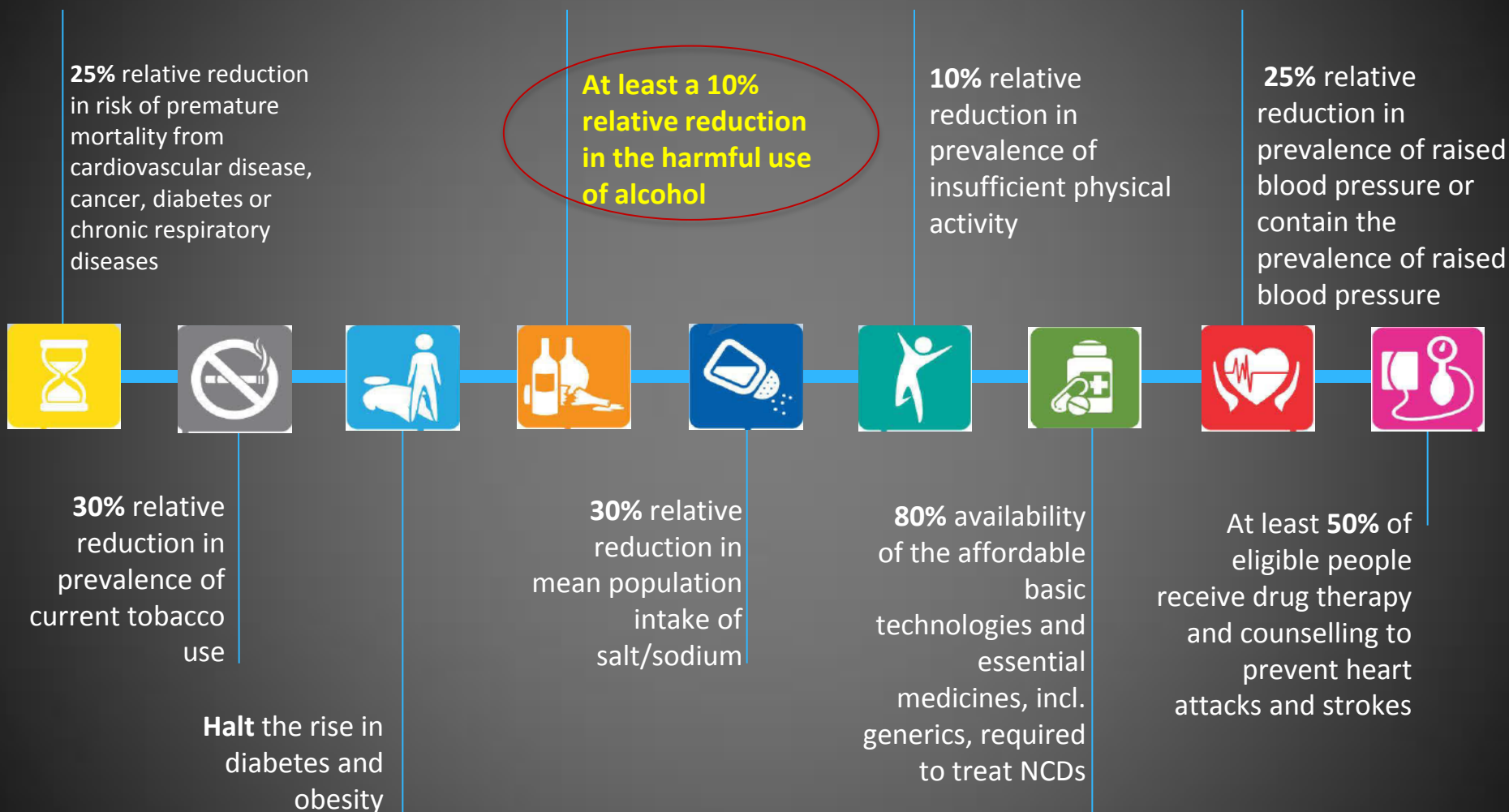


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# 9 GLOBAL NCD TARGETS TO BE ATTAINED BY 2025

(against a 2010 baseline)



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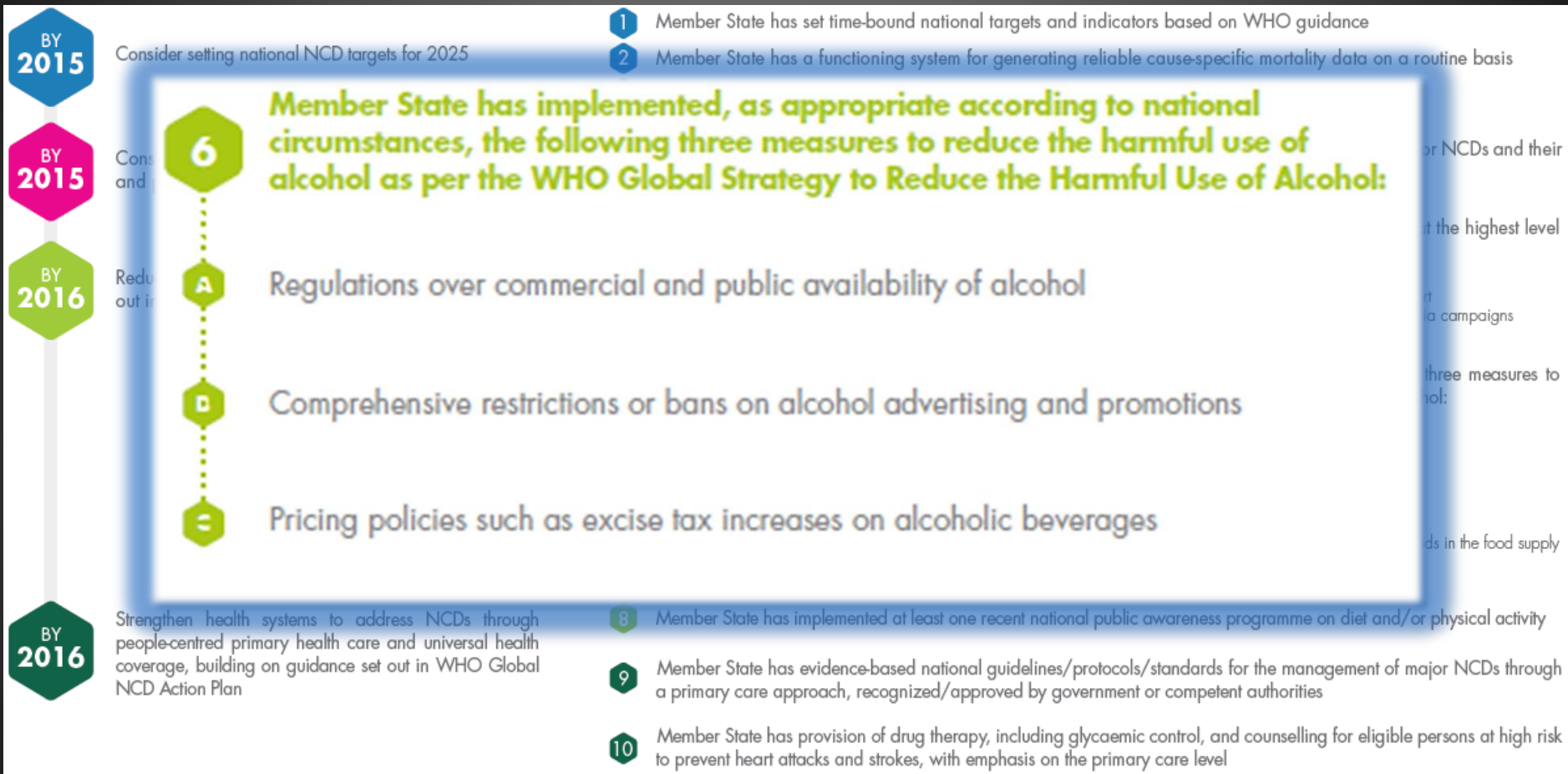
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<b>Framework elements</b>	<b>Behavioural Risk Factor Harmful use of alcohol</b>
<b>Target</b>	<b>At least 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context</b>
<b>Indicator</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Total (recorded and unrecorded) alcohol per capita (aged 15+ years old) consumption within a calendar year in litres of pure alcohol</b></li> <li><input type="checkbox"/> <b>Age-standardized prevalence of heavy episode drinking among adolescents and adults</b></li> <li><input type="checkbox"/> <b>Alcohol-related morbidity and mortality among adolescents and adults</b></li> </ul>

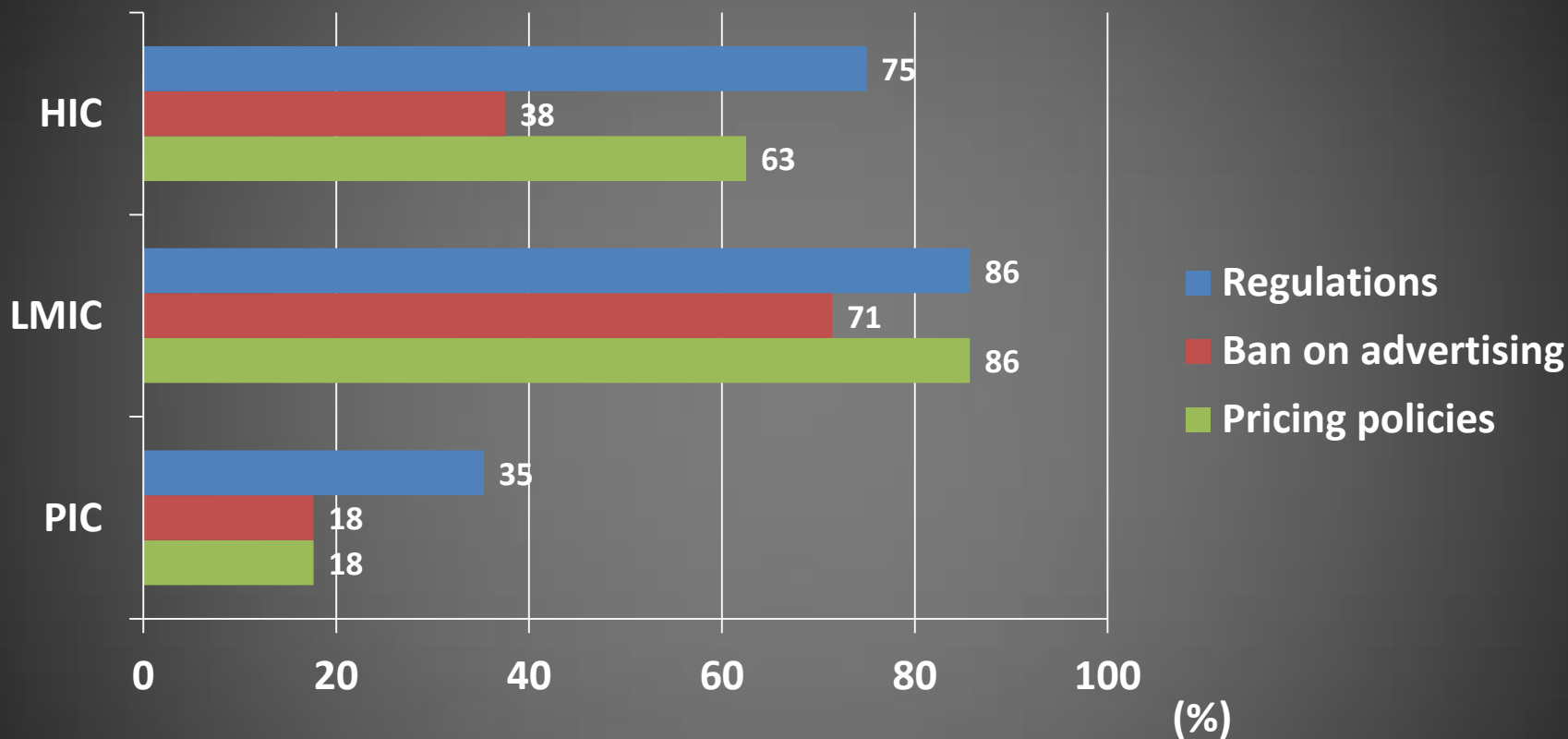
# Getting to 2018: Progress Monitor on NCDs



# WHO NCD Progress Monitor 2015: Progress is insufficient

Indicator	Fully met	Partially met	Not met
1. National NCD targets and indicators	59	29	69
2. Mortality data	70	51	73
3. Risk factor surveys	55	99	20
4. National NCD policy/strategy/action plan	64	23	86
5.a. Tobacco taxation	3	65	117
5.b. Tobacco smoke-free policies	48	76	70
5.c. Tobacco health warnings	42	93	59
5.d. Tobacco advertising bans	29	106	59
6.a. Alcohol availability regulations	30	146	3
6.b. Alcohol advertising and promotion bans	38	84	57
6.c. Alcohol pricing policies	42	98	37
7.a. Salt/sodium policies	62		98
7.b. Saturated fatty acids and trans-fats policies	40		118
7.c. Marketing to children restrictions	42		118
7.d. Marketing of breast-milk substitutes restrictions	72		60
8. Public awareness on diet and/or physical activity	119		41
9. Guidelines for the management of major NCDs	50	47	48
10. Drug therapy/counselling for high-risk persons	28	11	92

# Measures to reduce harmful use of alcohol



Based on data from 32 of 37 countries and areas  
(WHO NCD Progress Monitor 2015)

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## High-level champions

- Mongolian PM at New Year, Cambodian PM at elections



## Non-health leadership

- Police (PNG)
- Mongolia = National Council on Prevention of Crime (Ministry of Justice & Ministry of Health)



## Taxation (Australia)



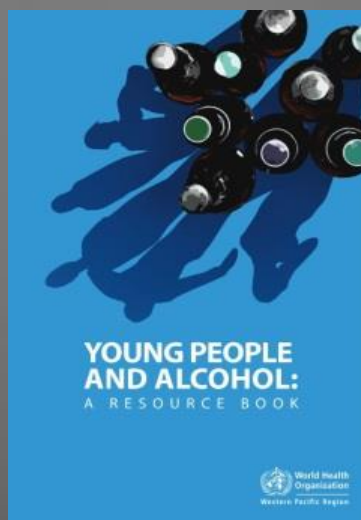
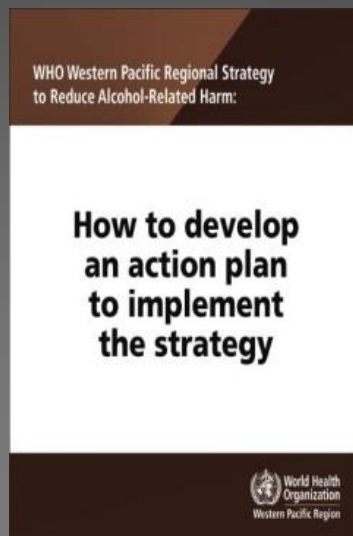
## Restricting availability & promotion (Korea)



## “Industry-led” MSA – discouraging certain tools



## International pressures can undermine (eg removal of alcohol tariffs in China when joined WTO)



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World Malaria Day  
25 April 2016



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## Noncommunicable diseases and mental health

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- Global Coordination Mechanism on NCDs

### Target 2: Reduce harmful use of alcohol

Global Monitoring Framework for NCDs

**Target 2 - At least 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context**

The global monitoring framework for NCDs will track the implementation of the NCD action plan through monitoring and reporting on the attainment of the global targets in 2015-2020. The 25 indicators and the 9 voluntary global targets of the framework provide overall direction and the action plan provides a road map for reaching the targets.

#### Tools

- Global information system on alcohol and health  
Information tool for policy-makers and service managers  
Indicators 3-5, target 2, objectives 3,6
- Global status report on alcohol and health 2014  
Information tool for public health sector, health-care providers, policy-makers, service managers, and general public  
Indicators 3-5, target 2, objective 3
- Manuals for the alcohol, smoking and substance involvement screening test  
Information and implementation tool for public health sector, health-care providers, service managers, and general public  
Indicators 4,5,9-10, targets 2,5, objective 3
- Alcohol use disorders identification test: Guidelines for use in primary care  
Information and implementation tool for public health sector, health-care providers, service managers, and general public  
Indicators 4-5, target 2, objective 3
- Brief intervention for hazardous and harmful drinking  
Manual for use in primary care  
Information and implementation tool for public health sector, health-care providers, service managers, and general public  
Indicators 4-5, target 2, objective 3
- mhGAP Intervention guide  
Mental, neurological and substance use disorders in non-specialized health settings  
Implementation tool for public health sector, health-care providers and service

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NCD tools home page

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**The Self,**



**Others,**



**Society.**



**We HAVE the power.**

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# Regional meeting on Addressing the Harmful Use of Alcohol by Young People

12-14 November 2013  
Hong Kong, China



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**World Health Organization**

Western Pacific Region



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**Create Health.**