



Alcohol-pricing policies in Europe



**World Health
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**Всемирная организация
здравоохранения**

Европейское региональное бюро

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Alcohol policy scoring

- How do we rate the implementation of the European action plan to reduce the harmful use of alcohol?
- Has the alcohol policy environment in a certain country become stricter or more relaxed over time?
- How is the European region faring in terms of alcohol control?
- How can we convince stakeholders that more needs to be done to reduce alcohol-related harm?

A composite index that captures
overall completeness of national alcohol strategies
One country → One score (per action area)

Overarching Framework

- *European action plan to reduce the harmful use of alcohol 2012-2020*

1) Leadership, awareness and commitment

2) Health services' response

3) Community and workplace action

4) Drink-driving policies and countermeasures

5) Availability of alcohol

6) Marketing of alcoholic beverages

7) Pricing policies

8) Reducing the negative consequences of drinking and alcohol intoxication

9) Reducing the public health impact of illicit alcohol and informally produced alcohol

10) Monitoring and surveillance

Scoring Scheme: Indicators

33 summary indicators

► **Leadership, Awareness and Commitment**

- 1.1 National policy on alcohol
- 1.2 Definitions of alcoholic beverage and standard drink
- 1.3 Budget line
- 1.4 Awareness activities

► **Health Services' Response**

- 2.1 Brief interventions for health promotion and disease prevention
- 2.2 Counselling

► **Community and Workplace Action**

- 3.1 School-based prevention and reduction of alcohol-related harm
- 3.2. Workplace-based alcohol problem prevention and counselling
- 3.3 Community-based interventions to reduce alcohol-related harm

► **Drink-driving Policies and Countermeasures**

- 4.1 Maximum legal blood alcohol concentration limit when driving a vehicle
- 4.2 Enforcement using sobriety checkpoints
- 4.3 Enforcement using random breath testing
- 4.4 Enforcement using harsh penalties

► **Availability of Alcohol**

- 5.1 Lowest age limit for alcohol sale
- 5.2 Control of retail sales
- 5.3 Restrictions on availability by time
- 5.4 Restrictions on availability by place
- 5.5 Restrictions on sales at specific events
- 5.6 Alcohol-free public environments

► **Marketing of Alcoholic Beverages**

- 6.1 Legally binding restrictions on alcohol advertising
- 6.2 Legally binding restrictions on product placement
- 6.3 Legally binding restrictions on industry sponsorship for events
- 6.4 Legally binding restrictions on sales promotions

► **Pricing Policies**

- 7.1 Adjustment of taxation level for inflation
- 7.2 Affordability of alcoholic beverages
- 7.3 Other price measures

► **Reducing the Negative Consequences of Drinking and Alcohol Intoxication**

- 8.1 Server training
- 8.2 Health warning labels

► **Reducing the Public Health Impact of Illicit Alcohol and Informally Produced Alcohol**

- 9.1 Use of duty paid or excise stamps on alcohol containers
- 9.2 Estimates of unrecorded alcohol consumption
- 9.3 Legislation to prevent illegal production and sale of alcoholic beverages

► **Monitoring and Surveillance**

- 10.1 National system for monitoring
- 10.2 National surveys

Scoring Scheme: Raw Scores

- Tiers introduced to reflect different degrees of a policy attribute
 - Strictness (e.g. legal age limits) and comprehensiveness (e.g. scope of monitoring system)

Summary Indicator 1.1: National policy on alcohol

Status:	Raw Score
Does not exist and is not being developed	0
Does not exist but is being developed	1
Exists but is not accompanied by a national action plan for implementation	2
Exists but was formulated (newly adopted/revised) more than five years ago	2
Existing policy was formulated (newly adopted/revised) within the last five years and is accompanied by a national action plan for implementation	3

Scoring Scheme: Weighted Scores

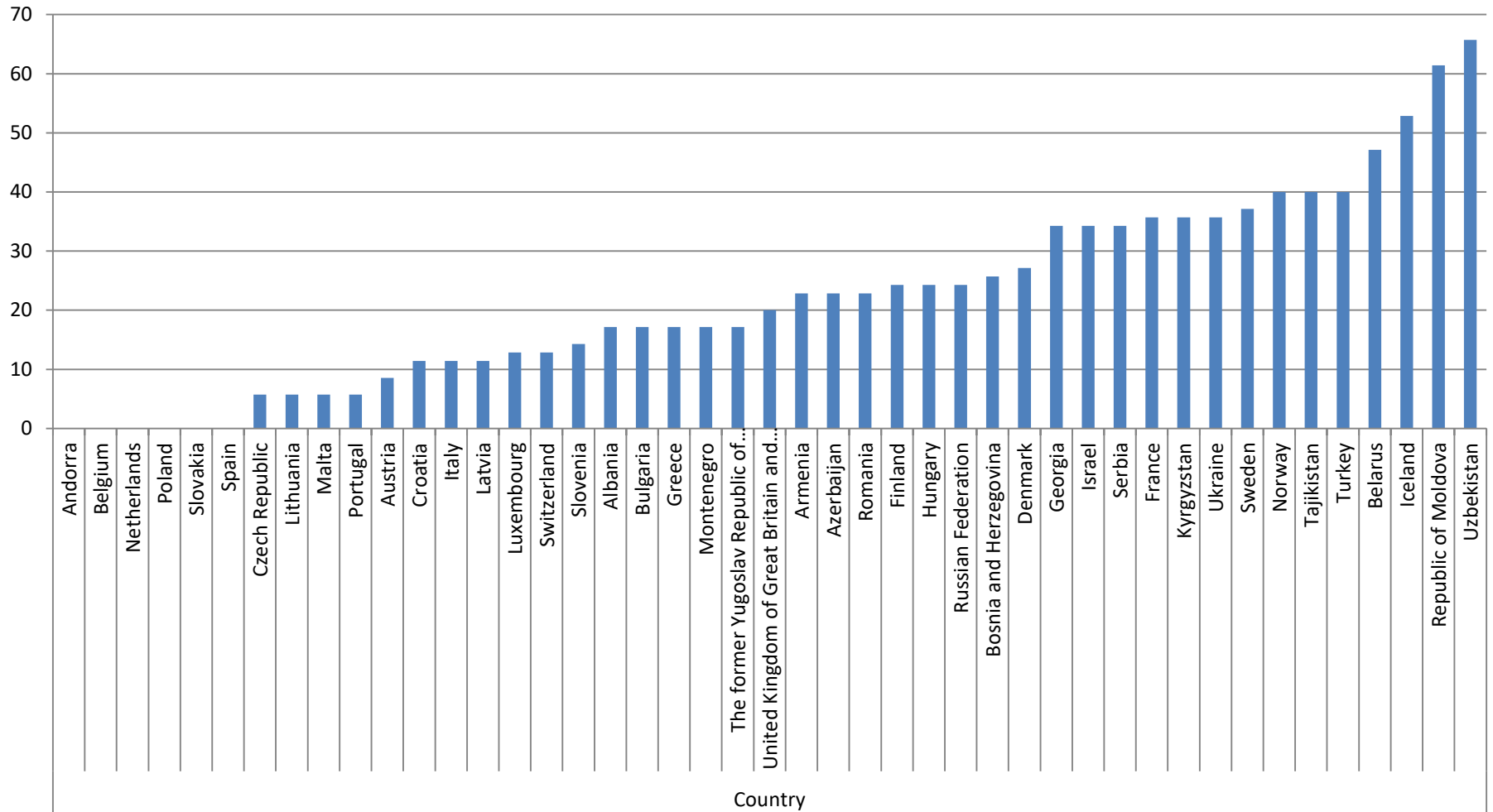
Multiplier levels attached to indicators depending on level of effectiveness

	Definition
5x	High level of effectiveness demonstrated consistently across different populations OR Fundamental public health infrastructure needed to initiate and sustain an effective response
4x	High level of effectiveness demonstrated in a limited number of studies and populations OR Moderate effectiveness demonstrated consistently across different populations
3x	Moderate effectiveness demonstrated in a limited number of studies and populations
2x	Limited effectiveness OR Insufficient evidence to conclude degree of effectiveness
1x	Not shown on its own to be effective but may be valuable as part of a package of policy measures

Pricing policies

	Max raw score	Multiplier level	Weighted score
Adjustment of taxation level for inflation	4	3	12
Affordability of alcoholic beverages	4	4	16
Other price measures (MuP, additional levy on specific products, non-alcohol cheaper than alcohol, ban on below-cost selling, ban on volume discounts)	14	3	42

Pricing policy implementation



Conclusion

The composite indicator(s) will provide a rounded evaluation of national alcohol strategies.

- How do we rate the implementation of the European action plan to reduce the harmful use of alcohol?
 - Facilitates a simple way to monitor country progress over time in the 10 action areas
- Has the alcohol policy environment in a certain country become stricter or more relaxed over time?
 - Facilitates internal benchmarking – monitoring country progress over time
- How is the European region faring in terms of alcohol control?
 - Facilitates external benchmarking – can also compare countries/regions
- How can we convince stakeholders that more needs to be done to reduce alcohol-related harm?
 - Simplifies communication – big picture view is easier to grasp than separate trends across different indicators

More information on the WHO website



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<http://www.euro.who.int/alcohol>

