



# Conference of Baltic Municipalities

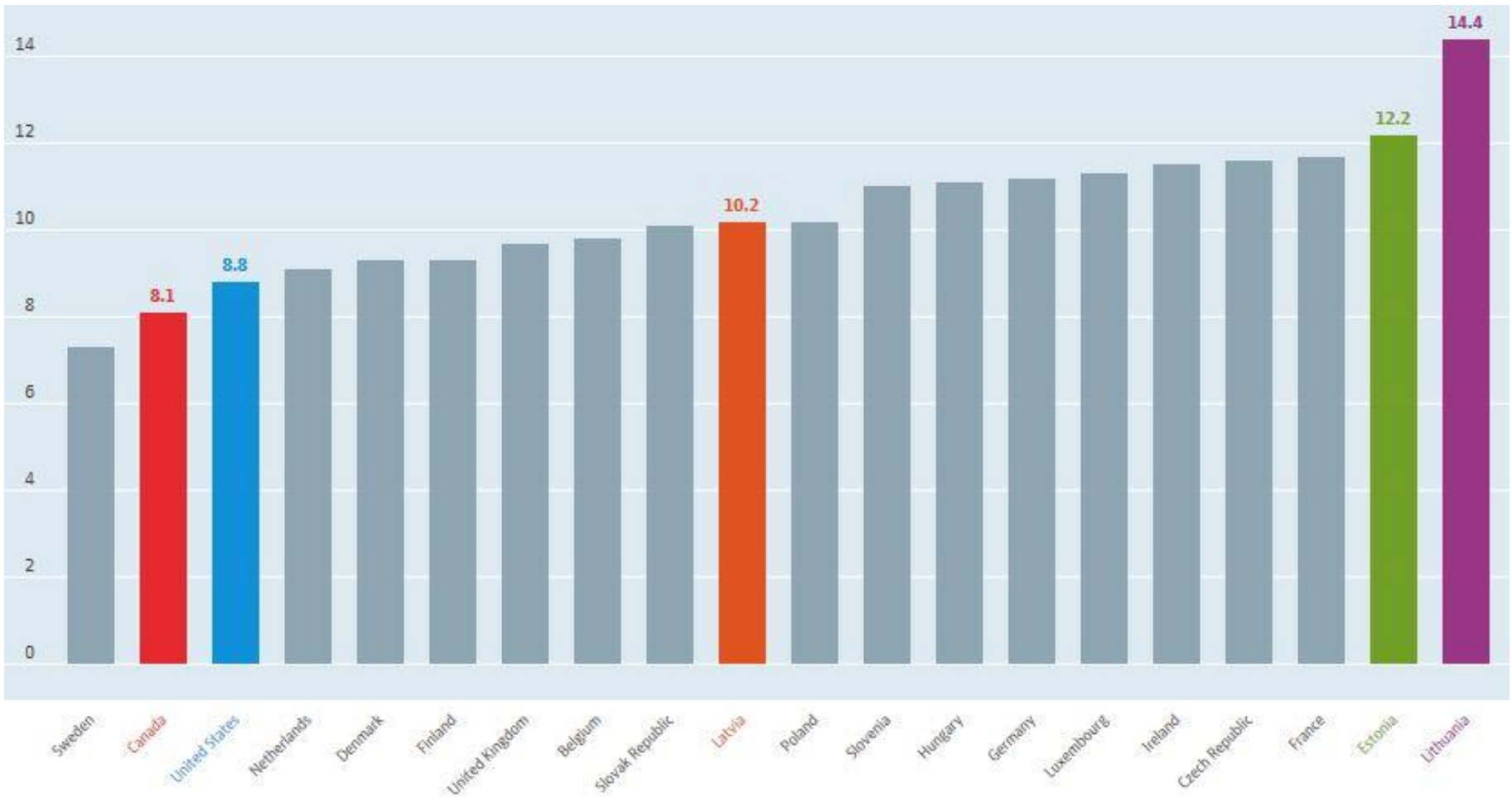
**Riga, 29th January**

**Vytenis Andriukaitis, Commissioner  
for Health and Food Safety**

# Definition of health (WHO)

*"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."*

# Alcohol Consumption Comparison EU-US-CA



# Alcohol abuse causes productivity losses worth around 1% of GDP

**€139,205 million in EU**

Absenteeism at work and  
avoidable treatment

=

**160 billion.**



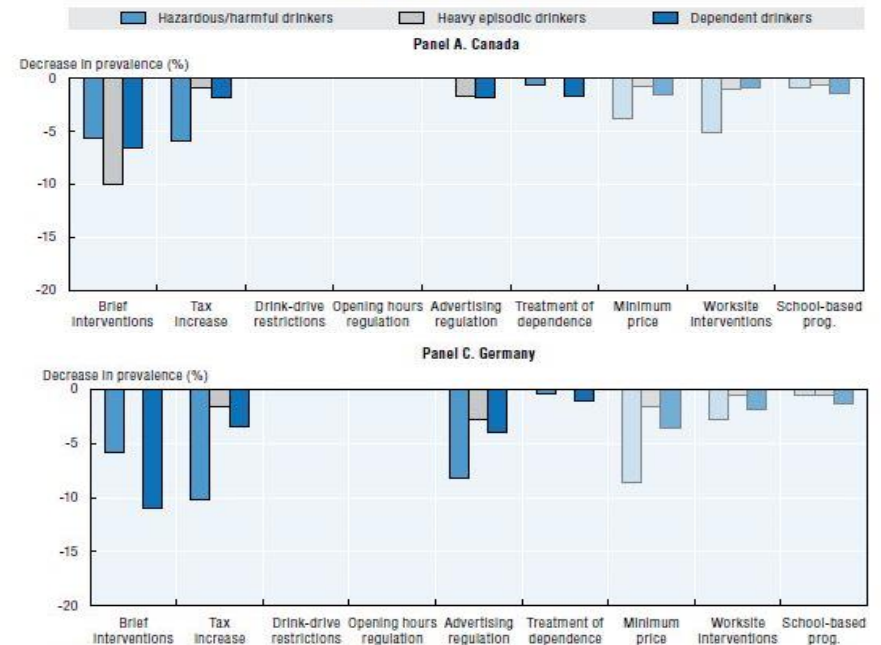
## APPLICABLE PREVENTION MEASURES AGAINST RISK FACTORS

Prevention measure\Health Factors	Alcohol	Tobacco	Salt, Sugars, Trans-Fats	Anti-stress
Pricing Policies	+			
Marketing Policies	+			
Availability	+			
Consumer Information/ Product Labelling	+			
Evidence Based Public Awareness Communication	+			
School-Based Education to help reduce risk factors	+			
Protection of family and children	+			
Prevention with special focus on the workplace	+			
Research, Data collection, Monitoring	+			
Drink-driving Policies and Counter-measures	+			
Tobacco-free Living (children, pregnant women)				
Health Sector Responses for early detection, brief interventions and treatment	+			
Awareness of dangers from drinking alcohol or smoking during pregnancy	+			

Table 5.1. Alcohol policy options assessed in the analysis

Target	Price policies	Regulation/enforcement	Education	Health care
All consumption	Tax increase	Advertising regulation		
Heavy use / dependence	Minimum price		School-based programmes	Brief interventions treatment of dependence Workplace interventions
Injuries		Drinking-and-driving restrictions Opening hours regulation		

Figure 5.1. Decrease in prevalence rates at the population level over the simulation period



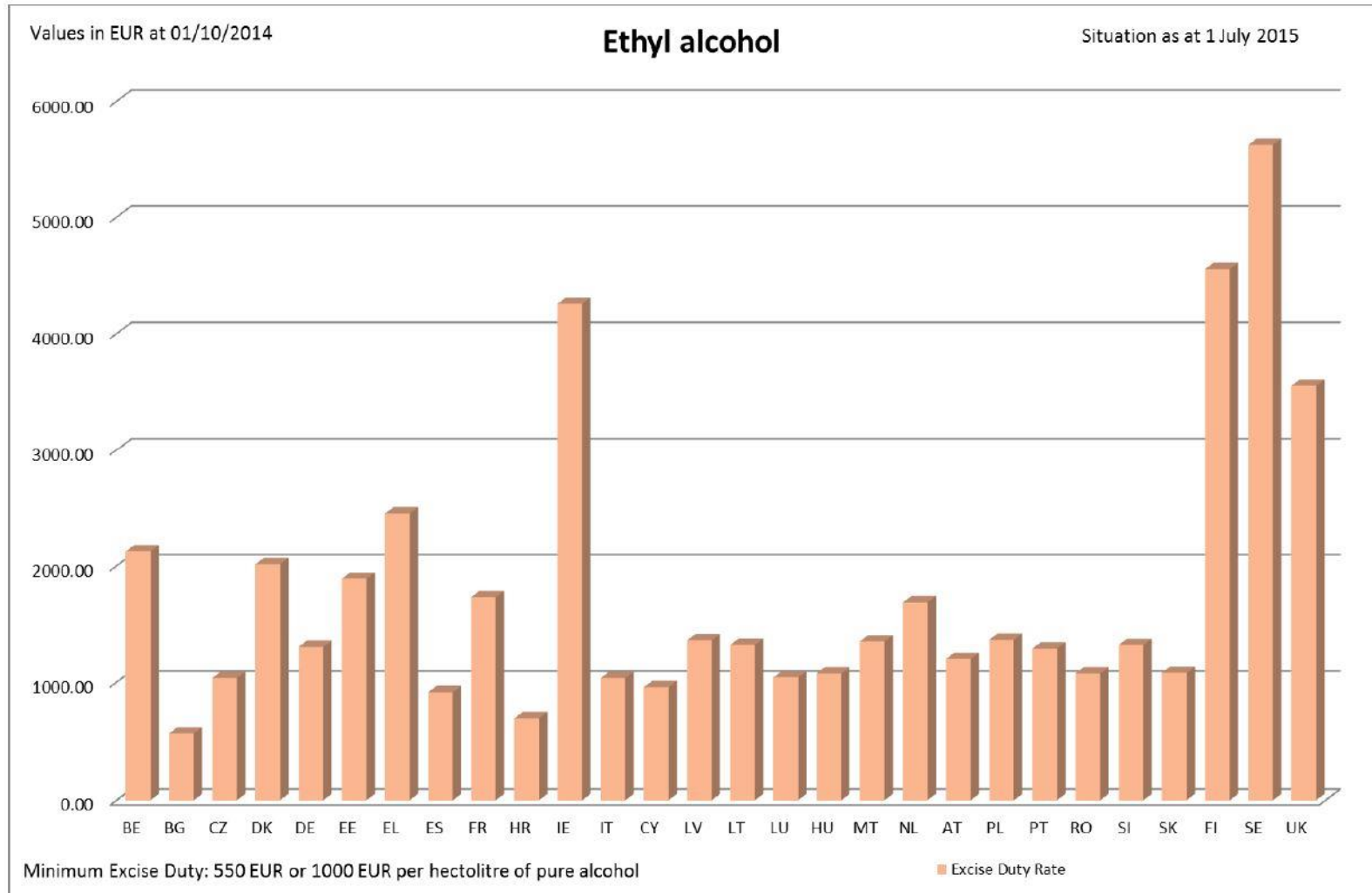
# Alcohol for individual use...





European  
Commission

# Excise Duty on alcohol in the EU



Source: European Commission, 2015



European  
Commission







# Thank You