



BALTIC REGION HEALTHY CITIES ASSOCIATION

WHO Collaborating Centre
for Healthy Cities and Urban Health
in the Baltic Region



Finnish cross-sectoral co-operation experience in reducing alcohol use

www.marebalticum.org

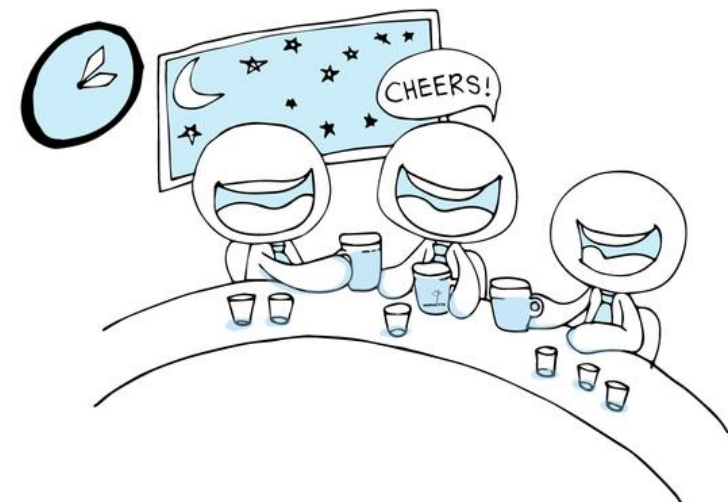
Johanna Reiman
Riga, 29 January 2015

**Promoting Health
of the Cities**



Misuse of alcohol must be combated on

- national
- regional
- personal level





Common goal in the city

- youth work
- schools
- healthcare
- shops
- restaurants
- police





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Take up the issue!

- cities can ban alcohol in their receptions
- WIS conference alcohol-free www.wis.fi

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Alcohol in different age groups

- a problem for middle-aged
- increasing problem for the elderly
- young people have healthier habits





When/how do people drink?

- Wednesdays
- Fridays-Sundays
- alone, with a spouse, in groups of 4+ people



JOULUN TÄHTI, ÄLÄ SAMMU!

Juhlien aikaan tapaturmien ja rattijuopumusten riski kasvaa. Kulut voivat olla korkeat itse juhlijolle, työnantajille ja yhteiskunnalle tapaturmaisten loukkaantumisten vuoksi.



Culture of not hiding the issue

- work places must take up personal problems
- addictive - postponing the start is wise
- drinking women a new problem





Finding other activities in life

- Friday evening activities for fathers and children
- peer groups can be useful





Industry can be active

- volunteer checking of identity card from young people under 30
- try purchases
- no serving to drunk customers
- media involvement





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Alcohol causes problems and joy Alcohol is OUR problem, not THEIRS

Northern Europe has major challenges in alcohol use
Alcohol causes costs to society and individual tragedies
Courage to make difficult decisions

www.marebalticum.org

ESTÄ ÖVERIT
– hauskaa huomennakin



Alkoholi on työ-
ikäisten suoma-
laisten yleisin
kuolin-
syy

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