

## **New Global Alcohol Strategy of the WHO supports limiting the impact of alcohol marketing**

**Utrecht- May 21, 2010**

On the 20th of May, the World Health Assembly passed a resolution that endorsed a Global Strategy to Reduce the Harmful Use of Alcohol. The strategy highlights the effectiveness of focusing on evidence-based policies regarding pricing, availability and marketing of alcoholic beverages.

When addressing alcohol marketing, the strategy describes the need to limit the volume of alcohol marketing in order to decrease alcohol-related harm. Additionally, alcohol advertising appealing to youth is a serious issue mentioned. International marketing techniques and advertising and sponsorship of alcohol in various new media is mentioned as a significant concern in some countries. The strategy addresses, in particular, the potential harmful effects to young people in lower and middle-income countries with a current low prevalence of alcohol consumption or high abstinence rates.

The Global Alcohol Strategy recommends the following policy options and interventions:

(a) setting up regulatory or co-regulatory frameworks, preferably with a legislative basis, and supported when appropriate by self-regulatory measures, for alcohol marketing by:

- (i) regulating the content and the volume of marketing;
- (ii) regulating direct or indirect marketing in certain or all media;
- (iii) regulating sponsorship activities that promote alcoholic beverages;
- (iv) restricting or banning promotions in connection with activities targeting young people;
- (v) regulating new forms of alcohol marketing techniques, for instance social media;

(b) development by public agencies or independent bodies of effective systems of surveillance of marketing of alcohol products;

(c) setting up effective administrative and deterrence systems for infringements on marketing restrictions.

The network of EUCAM already works very hard pushing forward a more effective alcohol marketing legislation that limits the harmful effects of youth exposure to alcohol advertising and sponsorship in Europe. It is the aim of EUCAM to stimulate the monitoring of alcohol marketing by independent bodies. The new Global Alcohol Strategy supports these principles and might increase the effectiveness of future alcohol marketing policies.