

Does Europe have a drinking problem?

The Amphora project perspective



ARS TOSCANA
agenzia regionale di sanità



AMPHORA
Alcohol Public Health Research Alliance



SEVENTH FRAMEWORK
PROGRAMME



REGIONE
TOSCANA

Conference

**AMPHORA PROJECT AND ALCOHOL PREVENTION POLICIES
IN MEDITERRANEAN EUROPE AND IN ITALY**

Florence | December 6th 2013
Salone dei Cinquecento | Palazzo Vecchio | Firenze



Antoni Gual, MD, PhD.
Firenze, December 6th 2013

Alcohol Measures for Public Health Research Alliance 2009-2012



Who are the AMPHORA partners

13 European countries

33 partner organizations

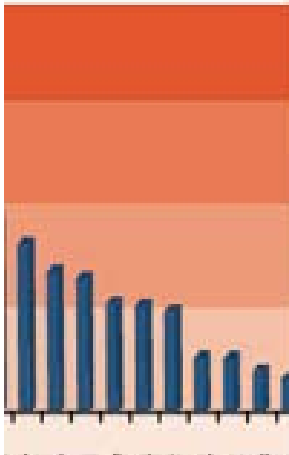
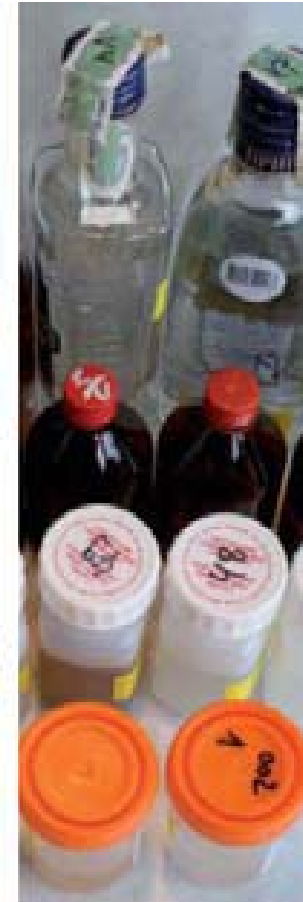
More than 50 researchers



Our goals:

To add European knowledge to alcohol policy

To disseminate this knowledge to those engaged in making policy



Berzelius Symposium 84
European Debate on Evidence-based Alcohol
Policy
Fifth European Alcohol Policy Conference
18 – 19 October 2012 in Stockholm - Sweden



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THE AMPHORA MANIFESTO ON ALCOHOL

Who we are

We are 71 scientists from 33 organizations from 14 European countries who present this manifesto to the European Debate on Evidence-based Alcohol Policy, the Berzelius symposium 87, and the fifth European Alcohol Policy Conference which met in Stockholm in October 2012.

The AMPHORA Project

Video of the AMPHORA Manifesto for effective alcohol policy:

The AMPHORA Manifesto: for effective

Compartir Más información



Addictions in Europe



Latest news

18-07-2012

[Study on the effect of alcohol portrayals in movies, music videos and soap operas among youngsters](#)

13-06-2012

[First ALICE RAP Policy Brief, 'Alcohol - the Neglected Addiction'](#)

11-06-2012

[Alcohol Policy Network Meeting \(Stockholm-Sweden, 17th October 2012\)](#)

12-06-2012

[AMMIE Sports Sponsoring Reports](#)

20-03-2012

[AMPHORA Final Conference \(Stockholm-Sweden 18-19th October 2012\)](#)



AMPHORA

[Read the full AMPHORA manifesto document](#)

The AMPHORA ebook

Alcohol Policy in Europe: Evidence from AMPHORA

This publication gives an overview of the findings of each study carried out under the AMPHORA project, with chapters written by the scientists responsible for the research:

[Download the AMPHORA ebook](#)

Alcohol Policy in Europe: Evidence from AMPHORA

Edited by Peter Anderson, Fleur Braddick, Jillian Reynolds and Antoni Gual



E-book

Second edition
available in the web



CHAPTER 2: WHAT ALCOHOL CAN DO TO EUROPEAN SOCIETIES

Jürgen Rehm

- We have estimated alcohol-attributable mortality and burden of disease
- Using the methodology of the Comparative Risk Assessment for alcohol within the Global Burden of Disease and Injury 2005/2010 Study (GBD).

Alcohol-attributable mortality (2004)

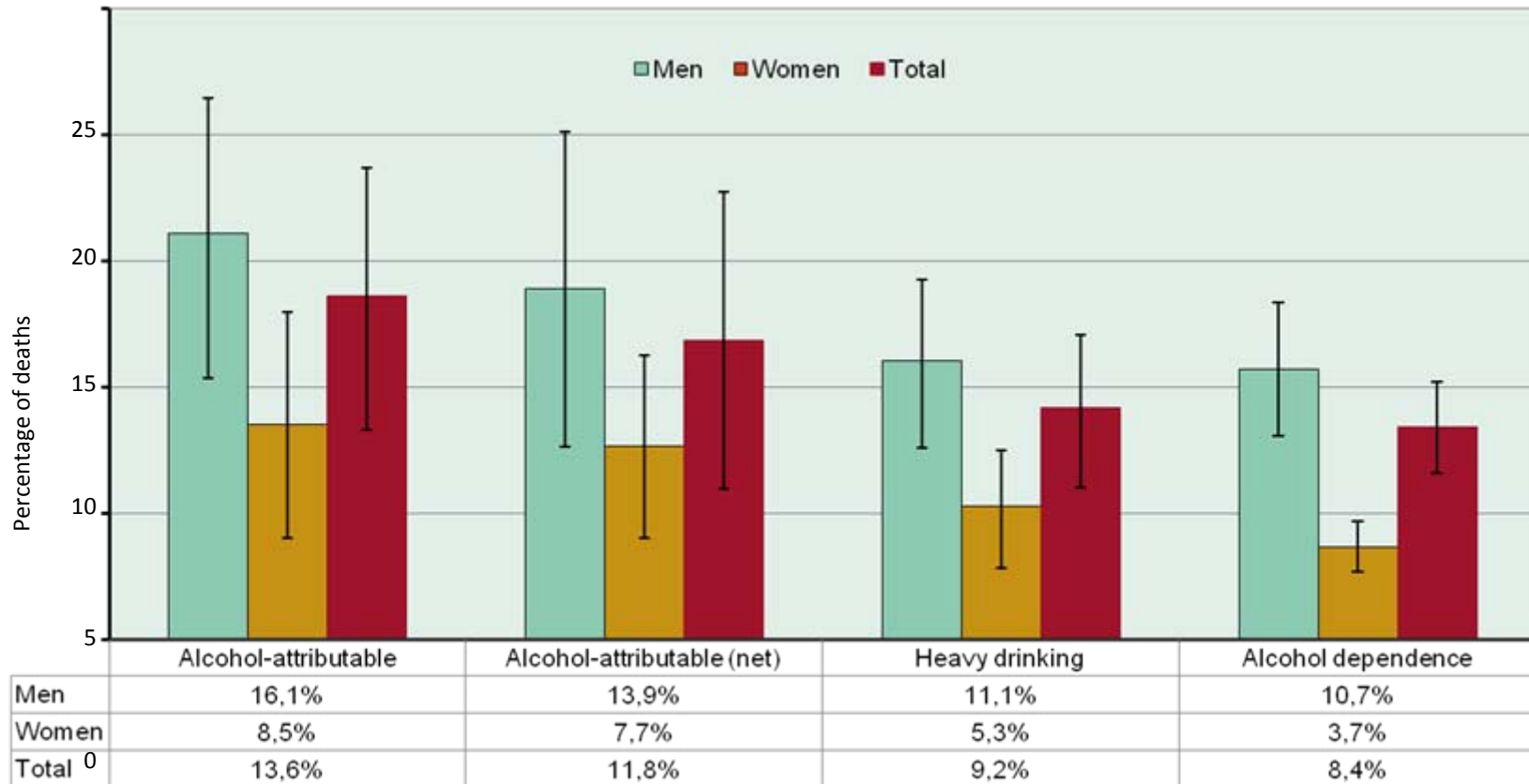
	Men	Women	Total
% of premature deaths	13,9%	7,7%	11,9%
95% CI	8,1 – 19,2%	3,1 – 12,1%	6,5 – 16,9%
Number of premature deaths	94.500	25.000	119.500
95% CI	55.500 – 130.500	10.500 – 40.000	66.000 – 170.500
Proportion	One in 7	One in 13	One in 8

- Premature deaths are defined as deaths in the age group between 15 and 64 years of age.

Alcohol-attributable premature deaths in the EU 2004 by sex and main causes

Detrimental effects	Men #s	Women #s	Men %	Women %
Cancer	17,358	8,668	15.9%	30.7%
Cardiovascular disease (other than Ischemic heart disease)	7,914	3,127	7.2%	11.1%
Mental and neurological disorders	10,868	2,330	9.9%	8.3%
Liver cirrhosis	28,449	10,508	26.0%	37.2%
Unintentional injury	24,912	1,795	22.8%	6.4%
Intentional injury	16,562	1,167	15.1%	4.1%
Other detrimental	3,455	637	3.2%	2.3%
Total detrimental	109,517	28,232	100.0%	100.0%
Beneficial effects				
Ischemic heart disease	14,736	1,800	97.8%	61.1%
Other beneficial	330	1,147	2.2%	38.9%
Total beneficial	15,065	2,947	100.0%	100.0%

Alcohol-attributable deaths for people 15 to 64 years of age



Heavy drinking accounts for 78 % (9,2% of 11,8%) of the net burden and 68 % of the total alcohol-attributable burden (9,2% of 13,6%)

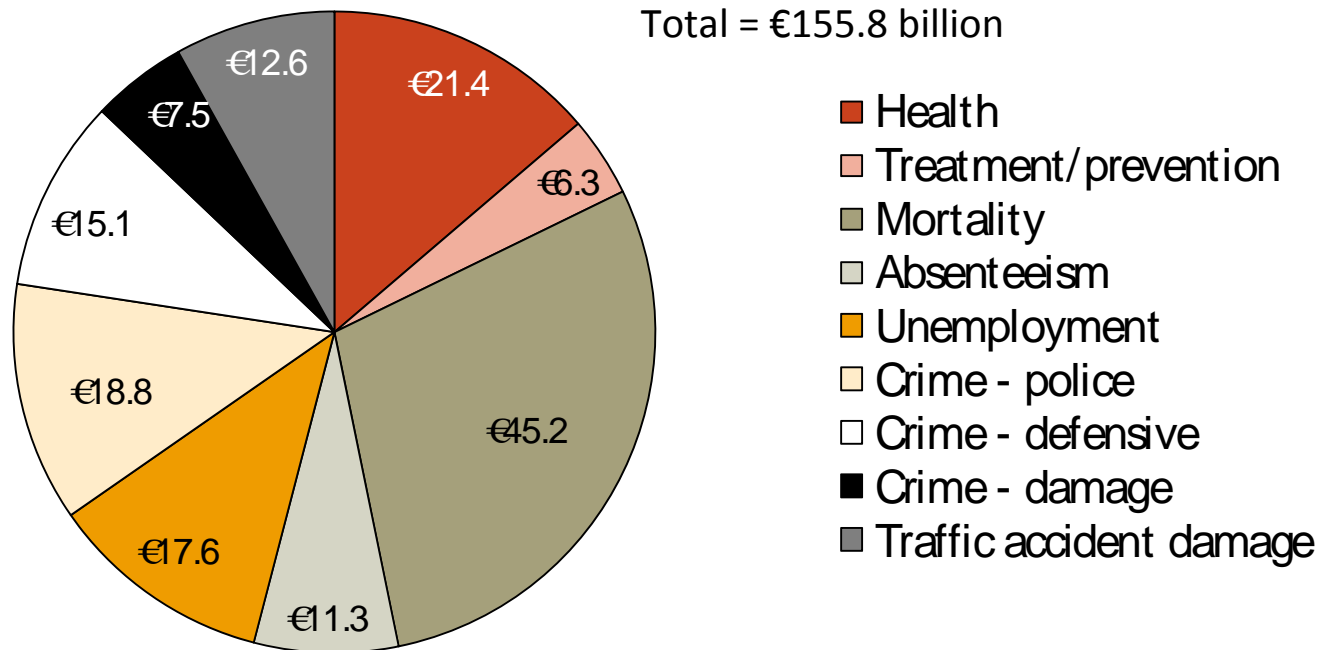
Alcohol attributable Disability Adjusted Life Years (DALYs) in the EU (2004)

	DALYs	95% CI
Men	3,359,000	2,477,000 to 4,191,000
Women	684,000	330,000 to 1,030,000
Total	4,043,000	2,807,000 to 5,221,000

- This corresponded to 10.2% of all DALYs (15.2% in men, 3.9% in women).
- Heavy drinking accounts for 90% of alcohol-attributable net DALYs

Alcohol dependence incurs an enormous financial burden on society

Breakdown of costs, in billions, attributable to alcohol-related problems in the EU in 2010



Social costs defined as costs to society, i.e., all costs arising from alcohol consumption that are not borne exclusively by the drinker, such as spending on the drinks

Alcohol-attributable harm to others

- Harm to others includes three major items, with different prevalence:
 - transport injuries
 - physical violence or homicide
 - babies born with low birth weight due to the mother's drinking (FASD)
- In the EU in 2004, the harm to others caused by alcohol consumption included
 - 7,710 deaths,
 - 191,151 potential years of life lost due to premature mortality
 - 27,410 years of life lost due to disability
 - 218,560 DALYs
- Overall, the above numbers are clear underestimates.

CHAPTER 3. DOES ALCOHOL POLICY MAKE ANY DIFFERENCE? SCALES AND CONSUMPTION

T. Karlsson, M. Lindeman & E. Österberg

- Constructing a scale measuring the strictness and comprehensiveness of formal alcohol policies, building on the previous ECAS scale
- Applying it in 33 European countries, to obtain an overlook on how alcohol is governed and controlled in Europe.

Table 1. Subcategories of alcohol policy measures

	Subcategory of alcohol policy measures	%	Max points
I	Starting points	0	0
II	Control of production, retail sale and distribution of alcoholic beverages	25	40
III	Age limits and personal control	15	24
IV	Control of drunk driving	15	24
V	Control of advertising, marketing and sponsorship of alcoholic beverages	15	24
VI	Public policy	5	8
VII	Alcohol taxation and price	25	40
	Total	100	160

Figure 1. Regional alcohol policy profiles in Europe²

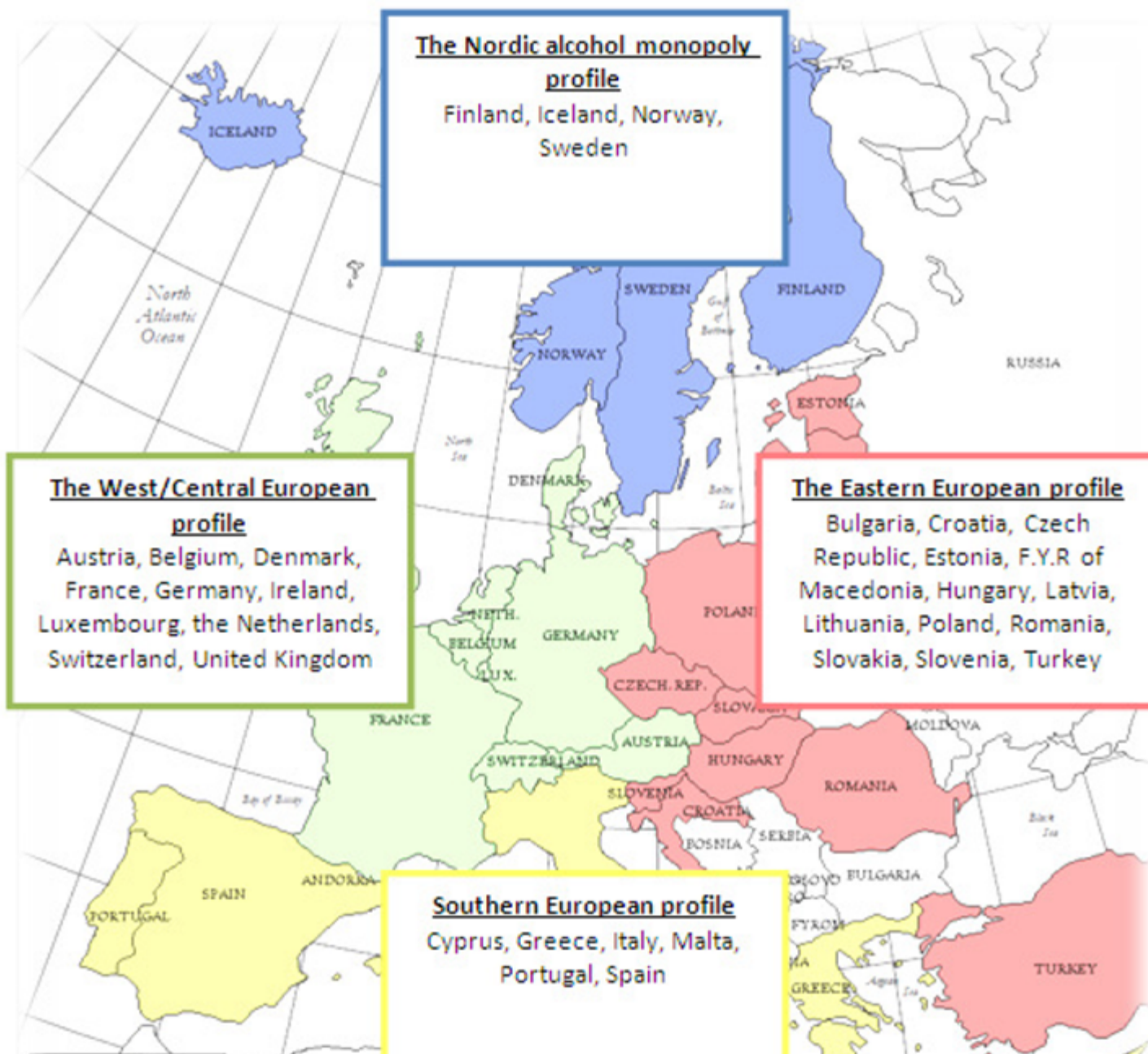
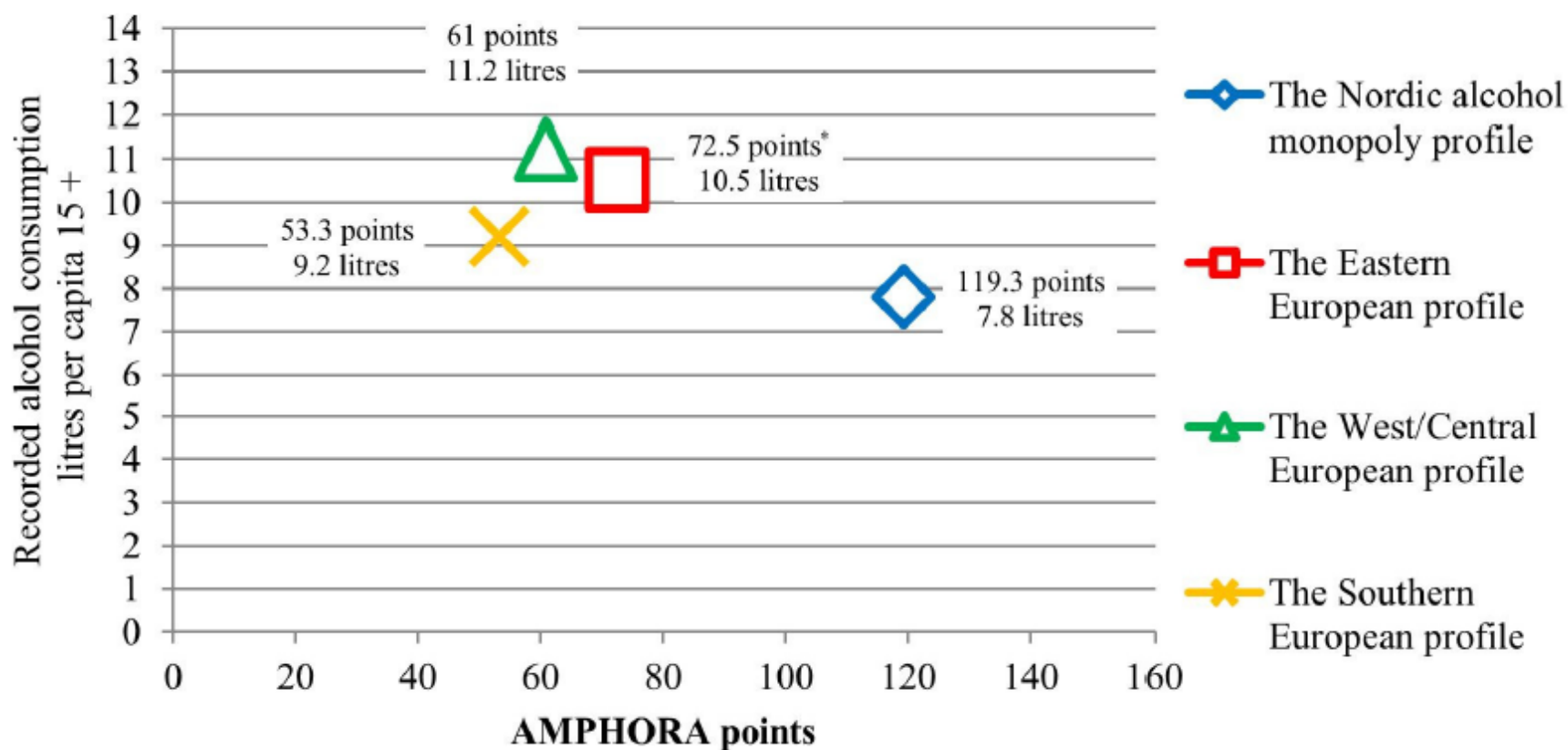


Figure 3. Consumption and policies³

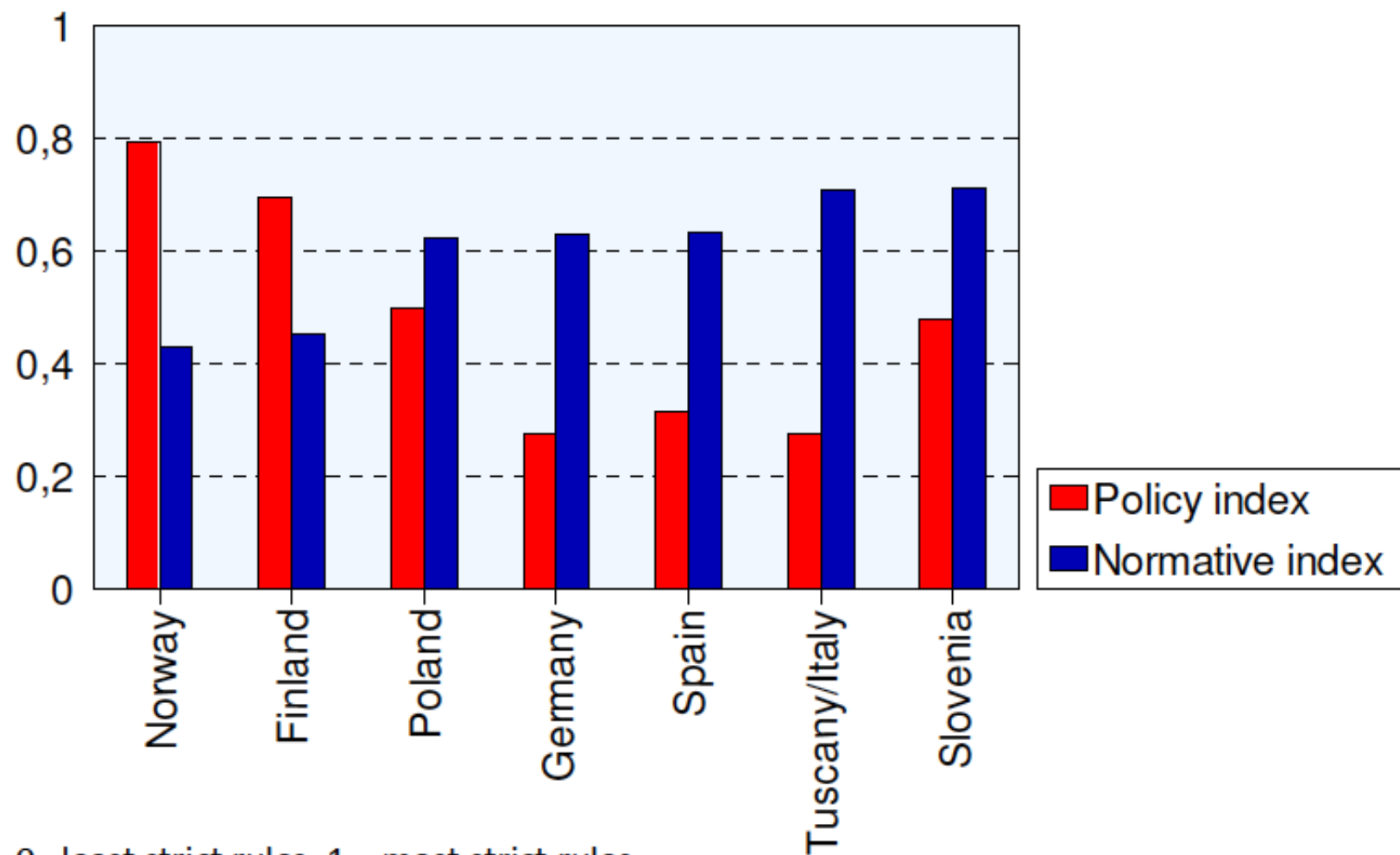


CHAPTER 4. POPULAR NORMS, ALCOHOL POLICY AND DRINKING BEHAVIOUR

Sturla Nordlund

The aim of this chapter is to study the dynamics between the informal rules (norms) for alcohol consumption and the formal rules (alcohol policy) in different parts of Europe.

Figure 2. Indices for the strictness of formal and informal rules for drinking behaviour in 7 countries



There seems to be a complementary relation between the informal norms for alcohol consumption and the formal alcohol policy in the European countries: where the norms are restrictive the policy is relatively liberal, and vice versa.

CHAPTER 5. BALANCE OF POWER IN ALCOHOL POLICY: SOCIETAL CHANGES AND ALCOHOL POLICY (Planned and unplanned determinants) Allaman Allamani et al

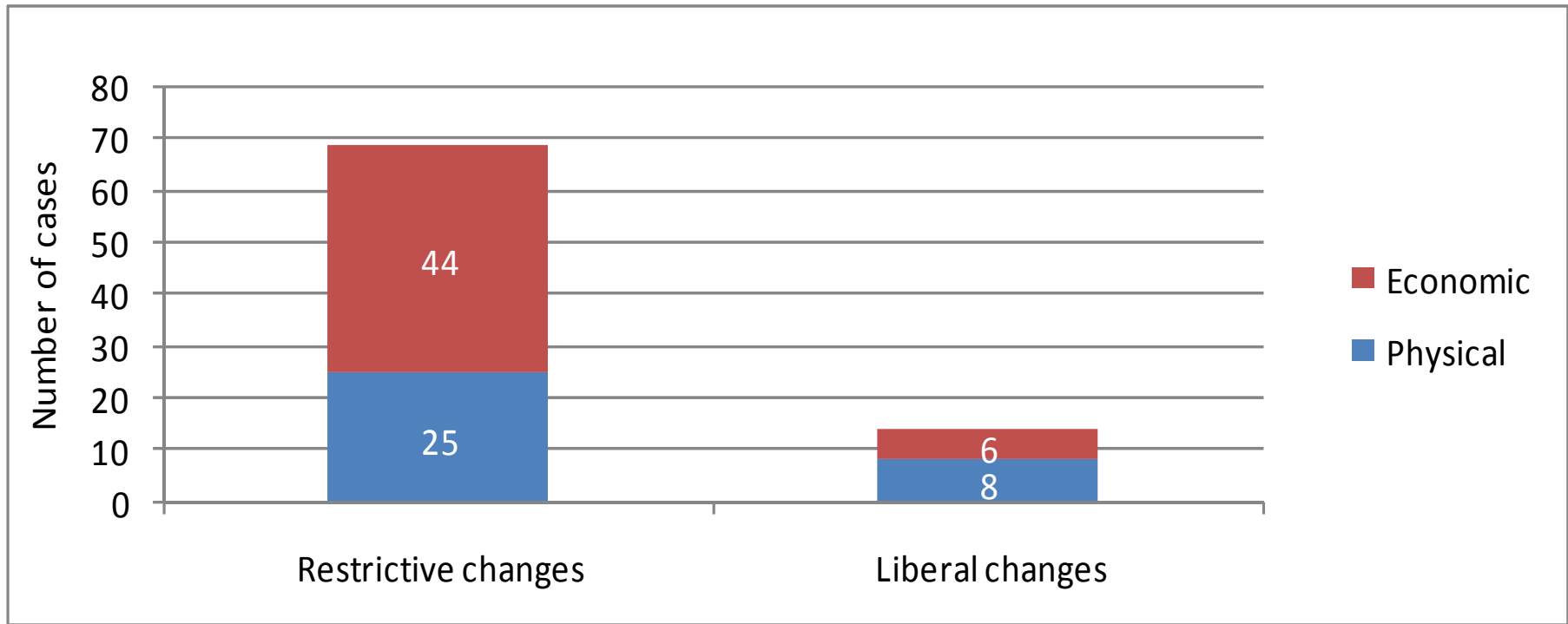
- This chapter examines 12 European countries during the period 1960-2008.
- The aims are to understand *which* forces have shaped alcohol consumption and the resulting harmful consequences
- The focus is both on alcohol policy and on other determinants affecting alcohol consumption in a country.

CHAPTER 6. EUROPE'S DIVERSE ALCOHOL POLICIES: WHAT ALL THE NATURAL EXPERIMENTS TELL US

T. Karlsson, M. Lindeman & E. Österberg

- literature search from 1980
- alcohol policy experts advice
- 383 studies reviewed
- 153 written after the year 2006

Recent unstudied cases in Europe



CHAPTER 7. ALCOHOL ADVERTISEMENTS. RECEPTION AMONG YOUNG EUROPEANS

Matilda Hellman

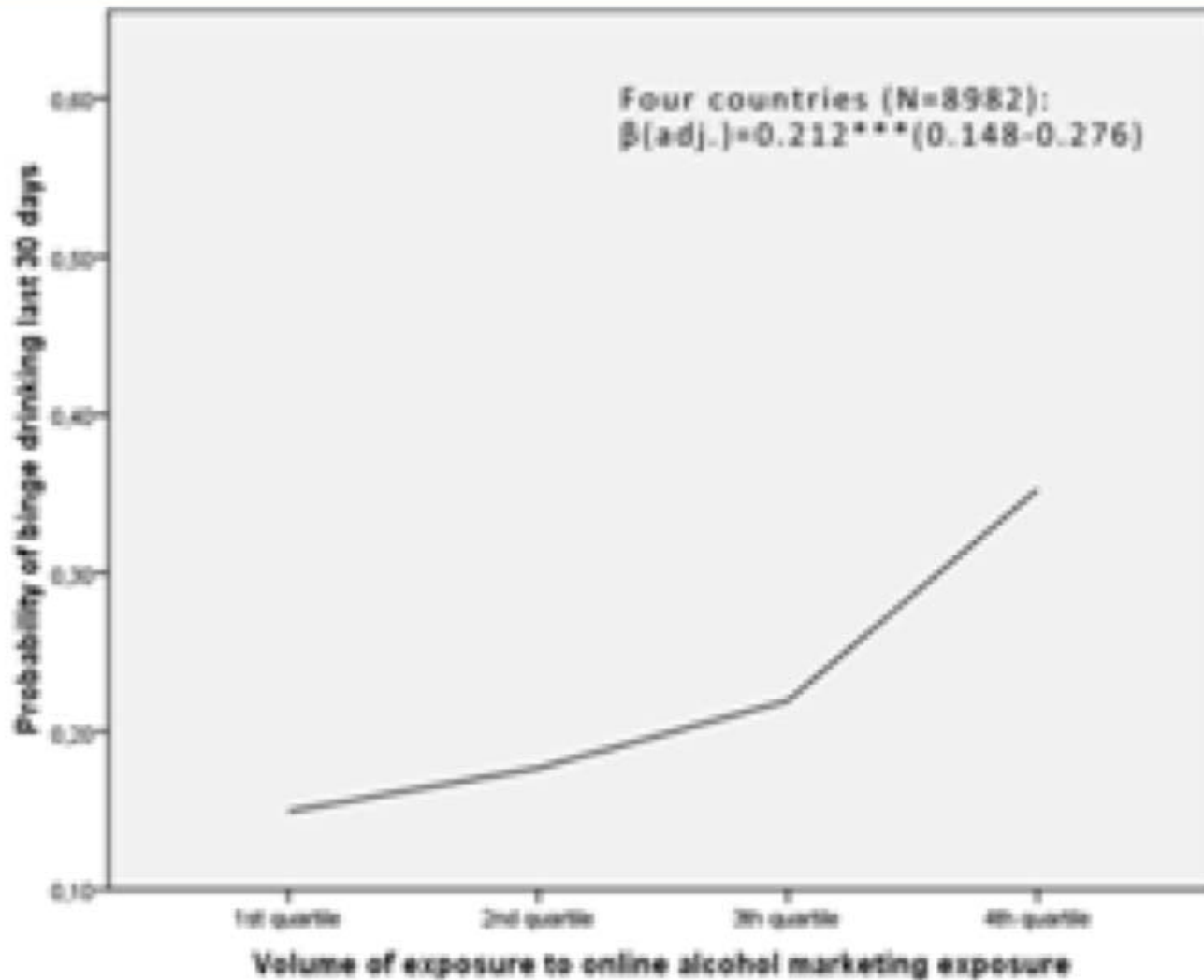
- 48 focus groups
- A total of 326 youngsters
- Age range of 13-16 years
- 6 countries: Finland, Italy, Denmark, Germany, the Netherlands and Poland.
- No desire on youth to be exposed to commercial messages on alcohol.

CHAPTER 8. EXPOSURE TO ONLINE ALCOHOL MARKETING AND ADOLESCENTS' BINGE DRINKING: A CROSS-SECTIONAL STUDY IN FOUR EUROPEAN COUNTRIES

Avalon de Bruijn

- To investigate associations between online alcohol marketing exposure and binge drinking
- Adolescents in Germany, Italy, the Netherlands and Poland.
- Cross-sectional cross-country survey data from a total of 9032 students with a mean age of 14 y.

Predicted probability of onset of binge drinking in last 30 days by levels of exposure to online alcohol marketing (adjusted for covariates)



A longitudinal perspective

The impact of alcohol marketing in digital media and alcohol sport sponsorship on subsequent youth alcohol consumption was studied amongst 6,651 students with a mean age of 14 years from Germany, Italy, the Netherlands and Poland in a longitudinal setting.

Results

Nearly one third of students reported using a social media site which contained alcohol advertisements, and two thirds reported noticing alcohol advertisements on an internet page.

14 months later....

- For every doubling of exposure to digital alcohol marketing at baseline, students were 20% more likely to have used alcohol during the previous 30 days.
- For every doubling of exposure to alcohol sponsored sports championships, students were 7% more likely to have used alcohol during the previous 30 days.

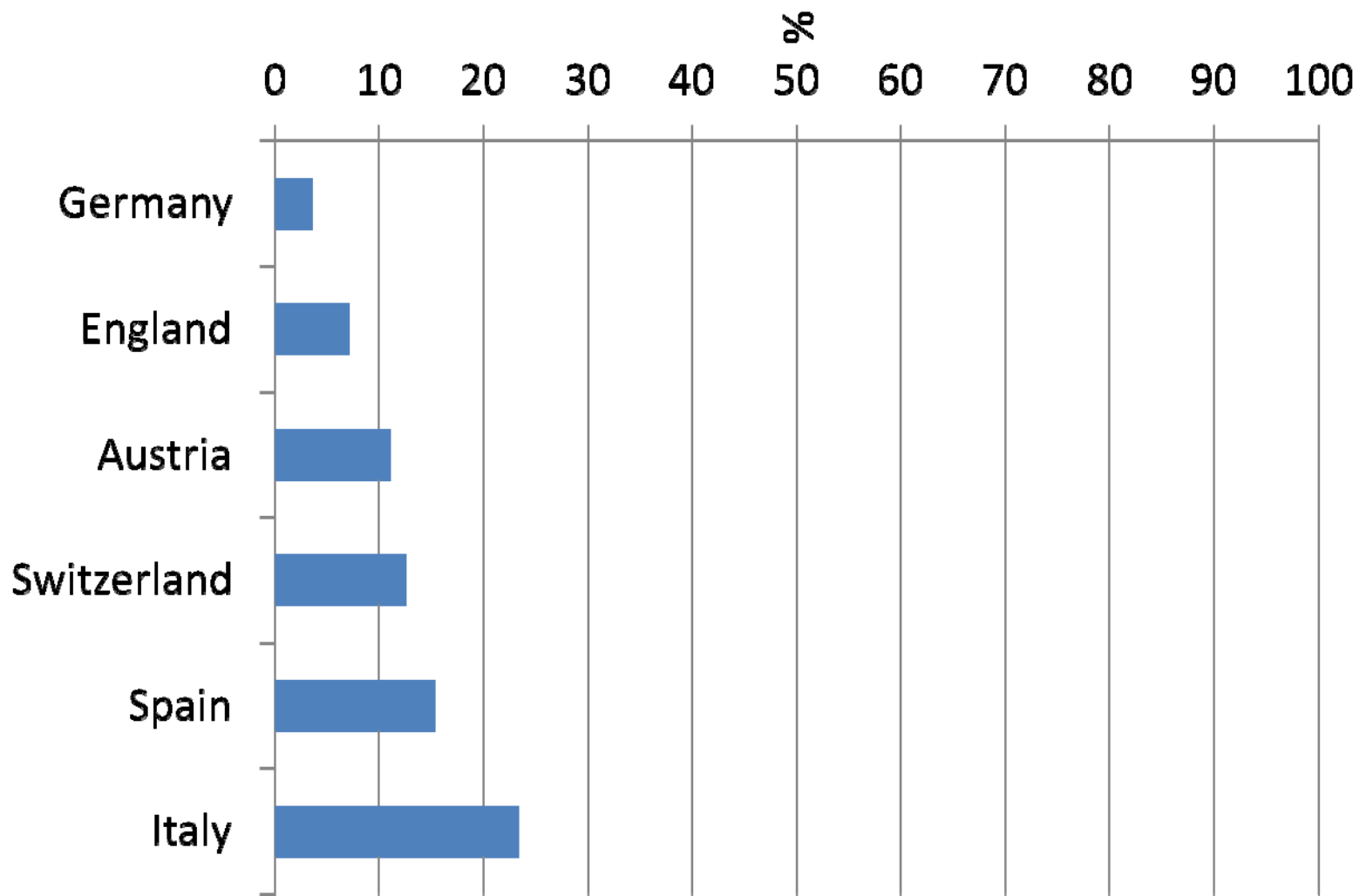
Take home messages

- European youngsters are highly aware of alcohol marketing on the internet and report high exposure to online alcohol marketing.
- Cross-sectional findings indicate that higher exposure to online alcohol marketing is associated with higher odds of being a binge drinker, with a dose-response effect.
- Longitudinal data demonstrate that exposure to alcohol advertisements increases drinking
- Results of the analysis give reasons to support a ban on online alcohol marketing to protect youngsters.

CHAPTER 9. ALCOHOL INTERVENTIONS AND TREATMENTS IN EUROPE

Amy Wolstenholme, Colin Drummond et al.

- Six European countries (Austria, England, Germany, Italy, Spain and Switzerland)
- To assess similarities and differences in three main areas relating to, and influencing, service provision for alcohol use disorders (AUD) and service utilisation:
 - PHC
 - Specialized centres



Per cent of adults who would benefit from treatment for sustained heavy alcohol use who actually receive treatment

CHAPTER 10. FROM HOME TO PUB

Karen Hughes, et al.

- Study of drinking behaviours and bar environments in four diverse European nightlife areas: Liverpool, Ljubljana, Palma de Mallorca and Utrecht.
- Cross-sectional survey combined with breathalyser tests among young drinkers
- Quantitative observational study in bars

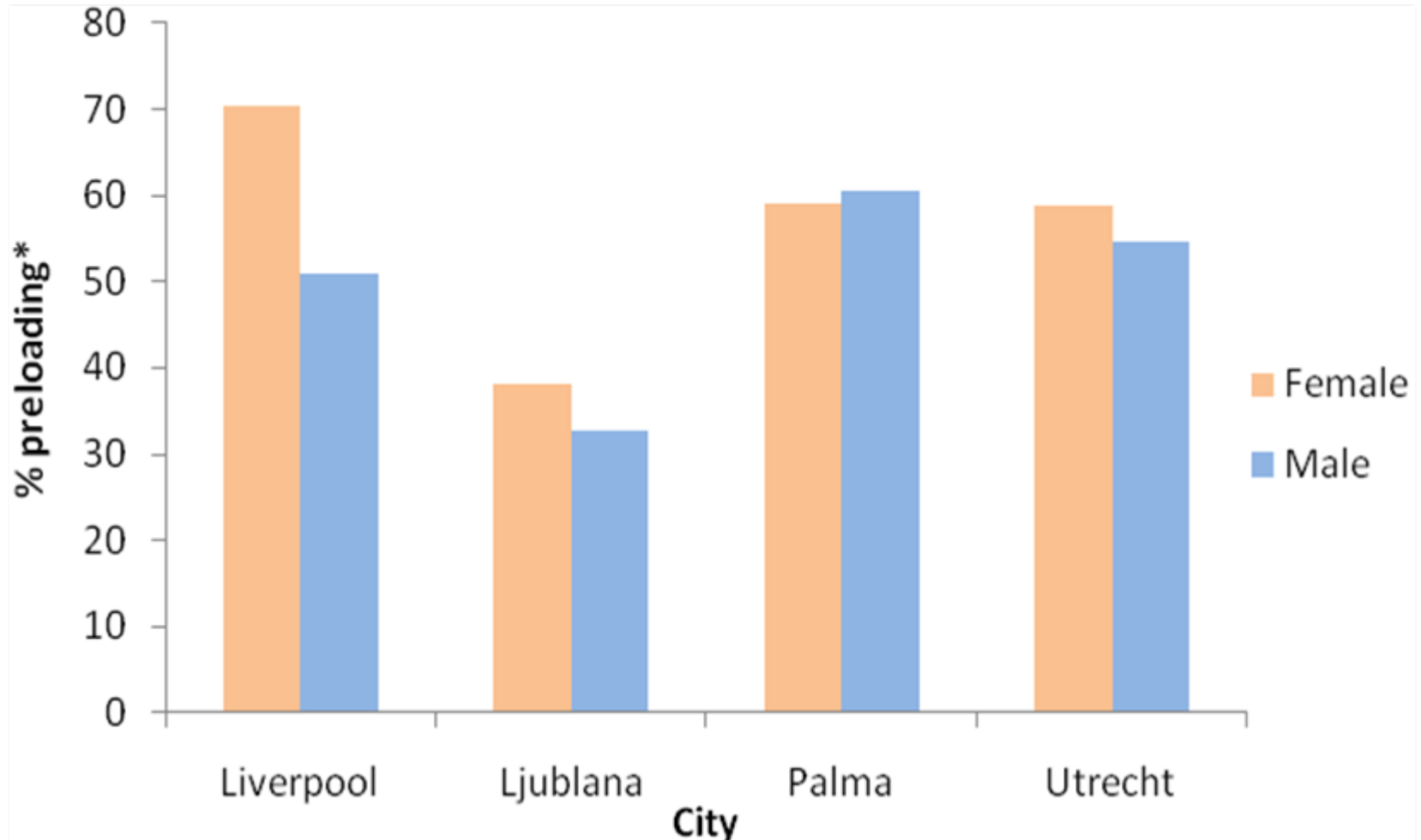
Methods

- Survey and breathalyser test with young drinkers (aged 16-35 years) using nightlife environments: a total of 838 interviews (Liverpool n=222; Ljubljana n=221; Palma n=191; Utrecht n=204)
- Structured observations in bars were undertaken on weekends during peak nightlife hour: 15 youth-focused bars in each city were visited up to four times for a one hour period

Recorded blood alcohol concentration (%BAC) at interview and reported alcohol consumption during the night out, by gender and city

	Liverpool	Ljubljana	Palma	Utrecht	P
Females					
Median %BAC at interview	0.10	0.05	0.06	0.07	<0.001
Median grams of alcohol reported by interview	56.8	50.4	50.4	54.4	0.147
Median grams expected over remainder of night	40.0	17.6	16.8	22.4	<0.001
Median total grams of alcohol	104.8	66.4	72.0	76.8	<0.001
% expecting to binge drink that night*	82.5	67.9	63.8	80.5	<0.05
Males					
Median %BAC at interview	0.13	0.08	0.07	0.09	<0.001
Median grams of alcohol reported by interview	104.0	64.0	70.4	92.8	<0.001
Median grams expected over remainder of night	62.4	18.4	16.8	33.6	<0.001
Median total grams of alcohol	176.8	79.2	87.2	139.2	<0.001
% expecting to binge drink that night*	96.0	61.6	72.3	85.8	<0.001

Percentage of participants having preloaded, by city and gender



Does Europe have a drinking problem?

- We drink twice the world average
- We have 120.000 alcohol attributable deaths per year
- Our children get exposed to alcohol marketing and this increases underage drinking
- Young people drinking on weekends tend to drink heavily
- Just one in ten of those persons with alcohol problems do receive treatment

AMPHORA

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Thanks !!!
Grazie !!!

Alcohol Public Health Research Alliance