

**ALCOHOL
ACTIONNZ**

Call for action

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Harm from alcohol is clear

Harm from other people's drinking

- Physical violence
- Sexual violence
- Traffic injuries, fires
- Child abuse and neglect
- Wellbeing of drinkers families
- Effects on co-workers
- Property damage, neighbourhood amenity

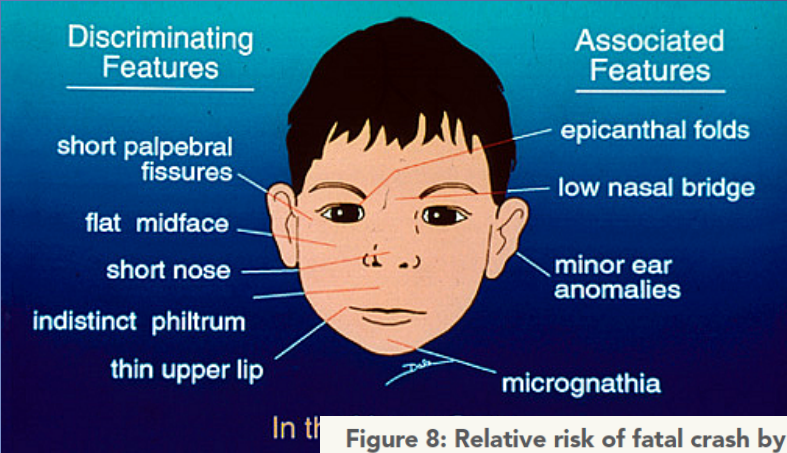


Figure 8: Relative risk of fatal crash by blood alcohol level

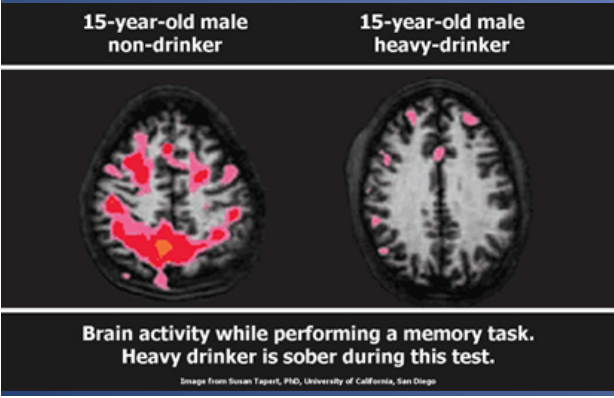
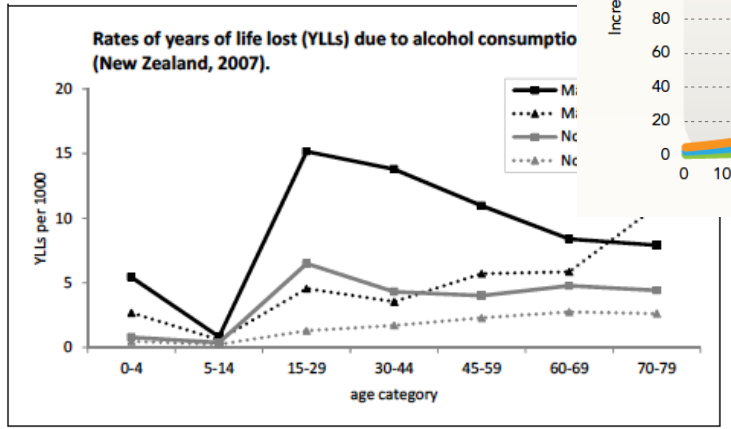
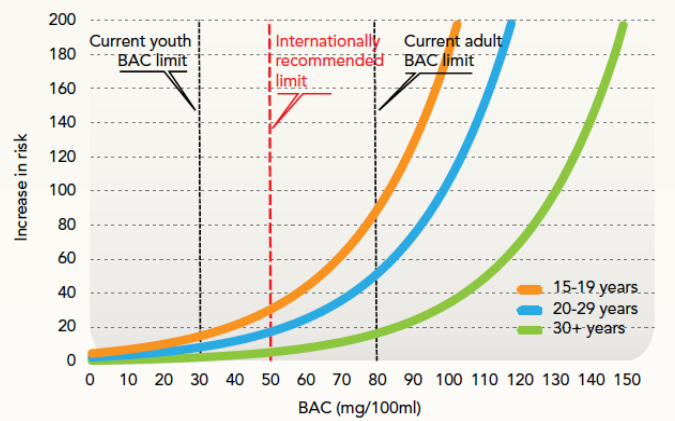
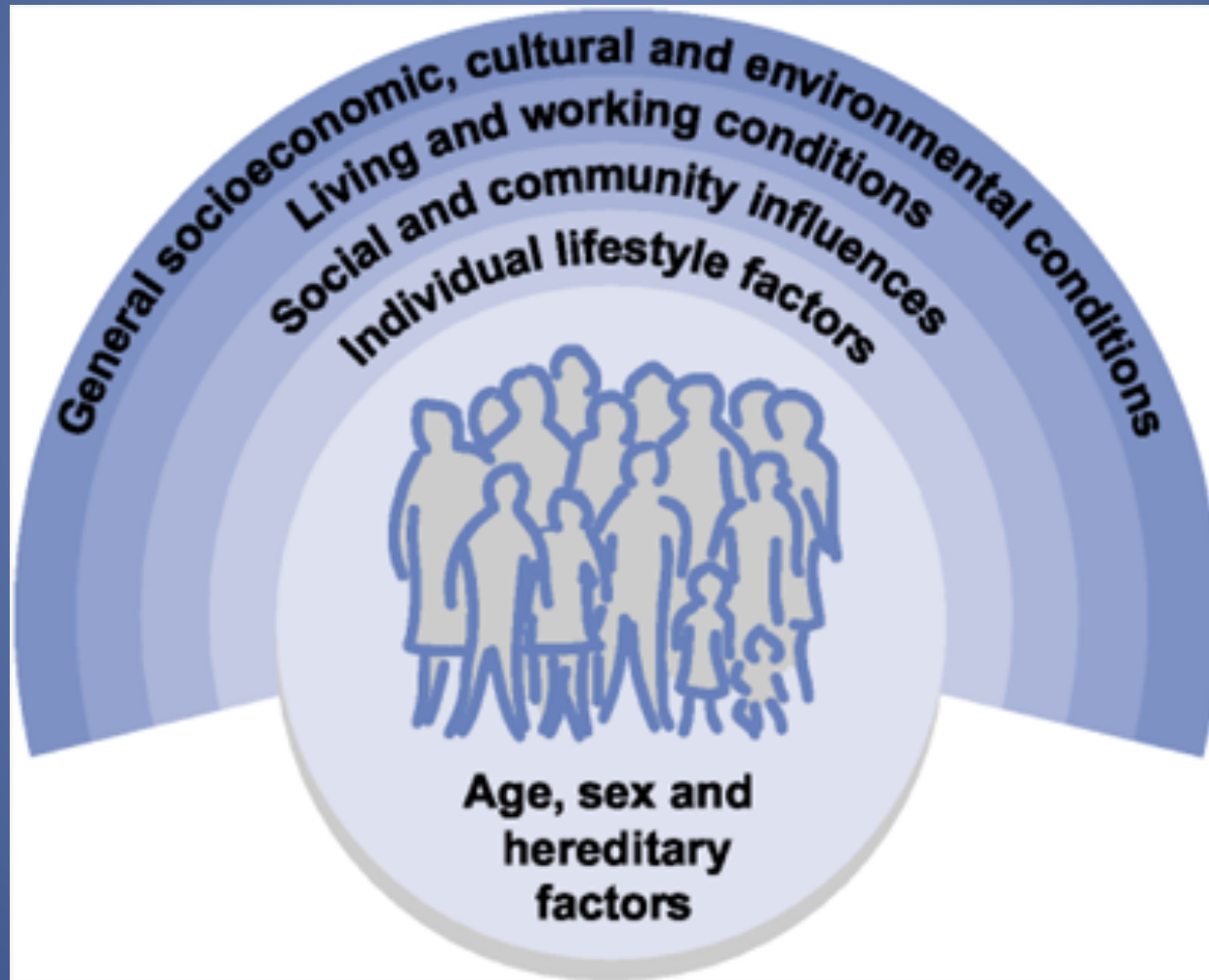
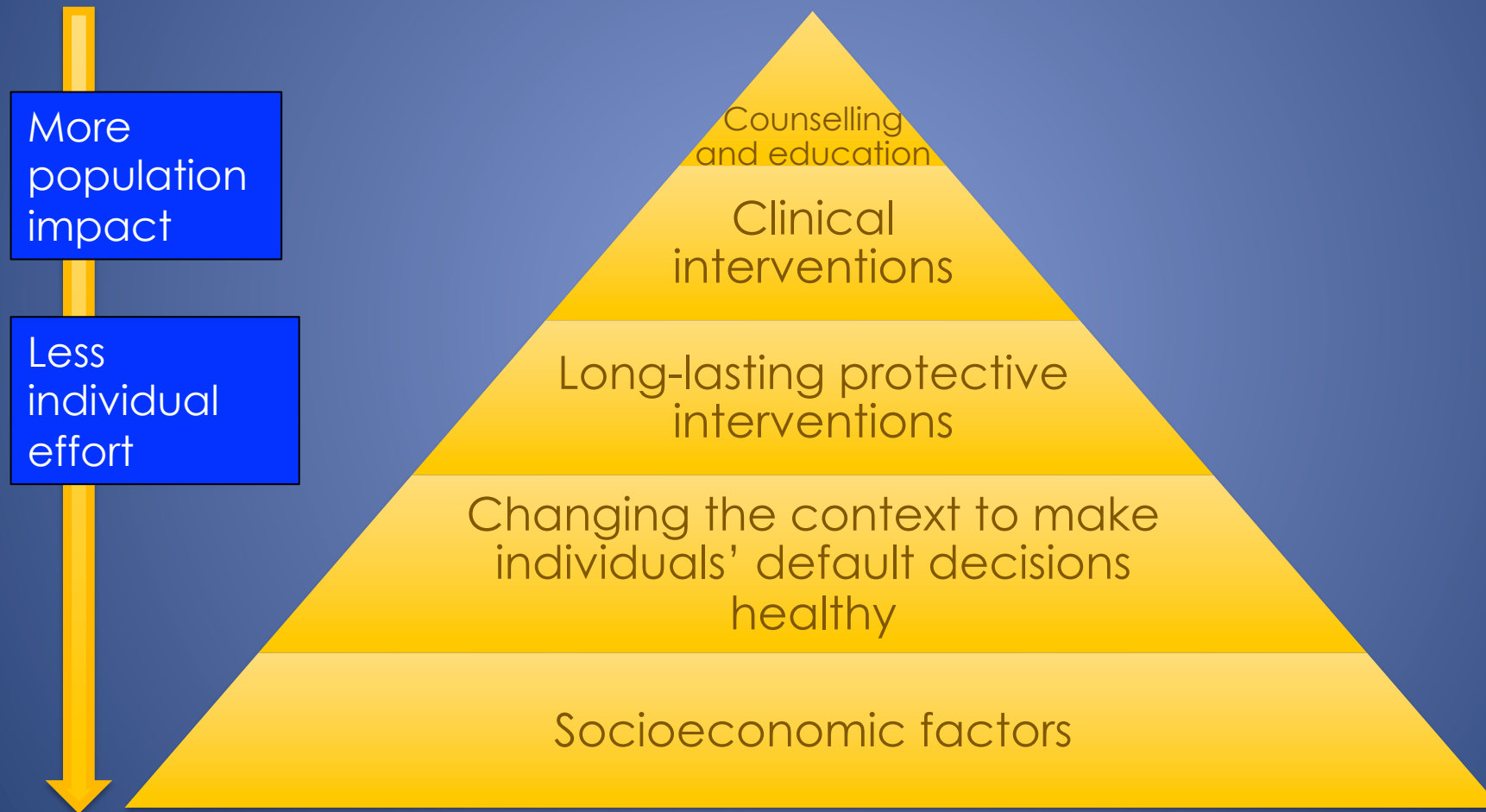


Image from Susan Tapert, PhD, University of California, San Diego

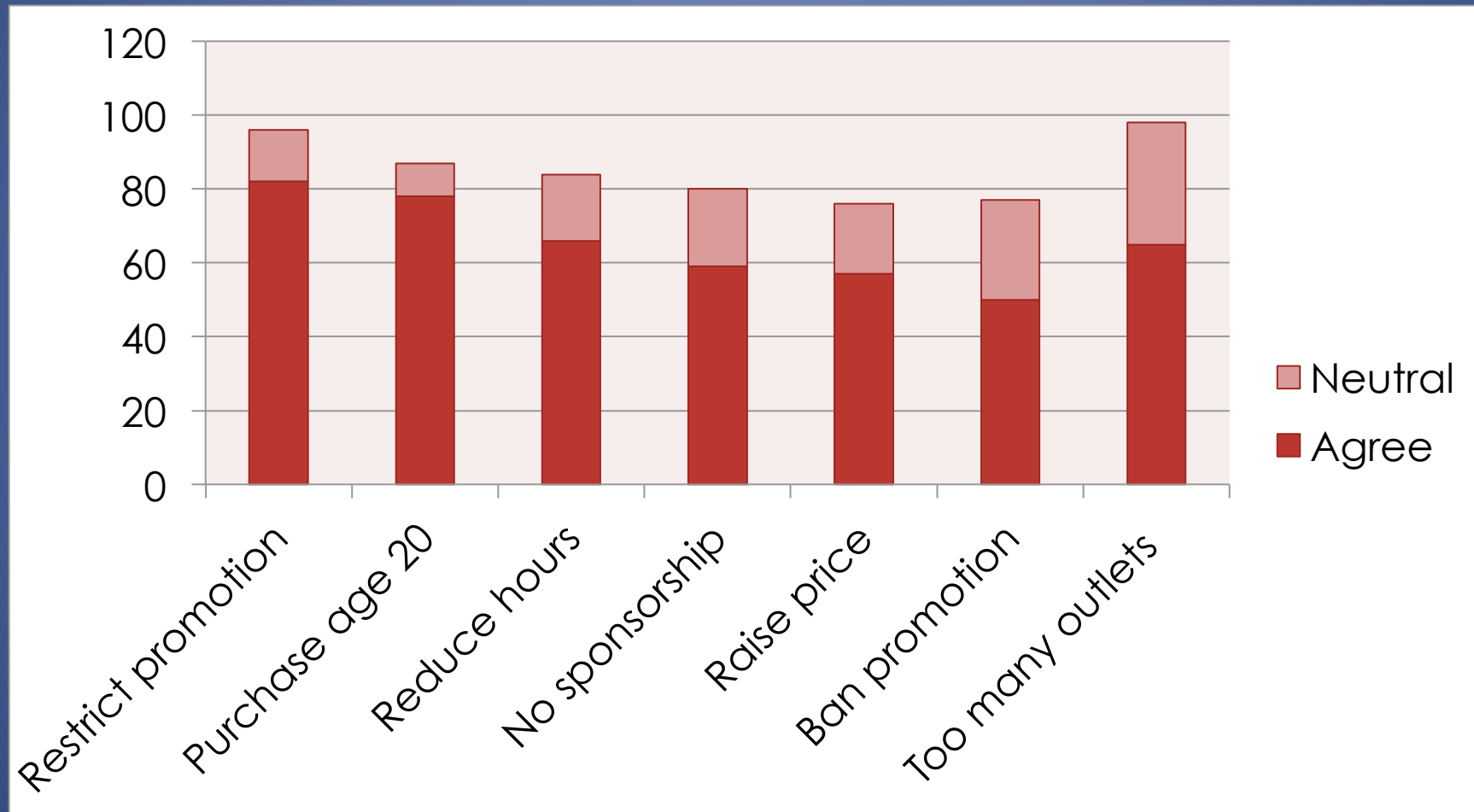
Dahlgren & Whitehead model of determinants of health (1991)



Health impact pyramid



Health Sponsorship Council Survey 2010



The 5+ Solution

- 1. Raise alcohol prices**
 2. Raise the purchase age
 3. Reduce alcohol accessibility
 - 4. Reduce advertising and sponsorship**
 5. Increase drink-driving counter-measures
- PLUS: Increase treatment opportunities for heavy drinkers.**

Advertising and sponsorship

We have devised a plan in three stages to bring alcohol promotions, advertising and sponsorship under greater regulation. The process will take **five years**.

The ultimate aim will be to bring about a situation where no alcohol advertising should be permitted in any media other than that which communicates objective product information, including the characteristics of the beverage, the manner of production and the price.

Stage 1: stronger measures against excessive promotion of alcohol, especially to minors

Stage 2: plan and implement a programme to limit exposure to alcohol promotion and restrict the content of alcohol promotion messages. Second phase with further reductions, with particular emphasis on reducing exposure of young people.

Stage 3: implement the ultimate aim

The price of alcohol

The public is not “in the mood” for more taxes

- Excise tax
 - 50% increase in tax = 10% increase in price of all alcohol products = 5% reduction in consumption
- Minimum Unit Pricing
 - \$1.20 minimum per standard drink
 - Only affects cheap alcohol
 - \$9 for a bottle of wine

What we ask of policy makers

- Take action
- Ask the experts
- Be skeptical of commercial interests
- Show strong leadership
- Apply the precautionary principle
- Work to increase freedom and autonomy

Action is needed

- *Phase out alcohol advertising and sponsorship*
- *Institute a minimum price for alcohol*
- *Increase the excise tax on alcohol*