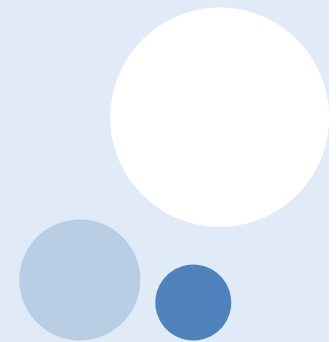


Public – Private – Partnership in Danish Public Health

Johan Damgaard Jensen, dir.
Alcohol & Society Denmark



ALCOHOL & SOCIETY DENMARK

The size of the problem today

Heavy drinking
860.000
20 % of 16+

Harmful consumption
585.000
13 % of 16+

Addicted
140.000
3 % of 16+

15+ : 11,3 litre pure alcohol a year (2010)

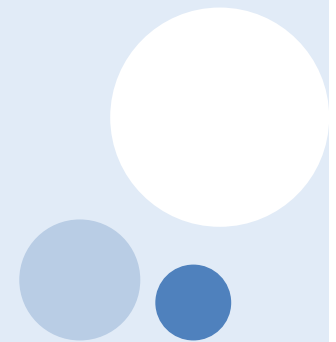
Danish adolescents among the heaviest drinkers compared to other adolescents, especially binge drinking

Hvidtfeldt U A et al. Alkoholforbrug i Danmark. SIF 2008

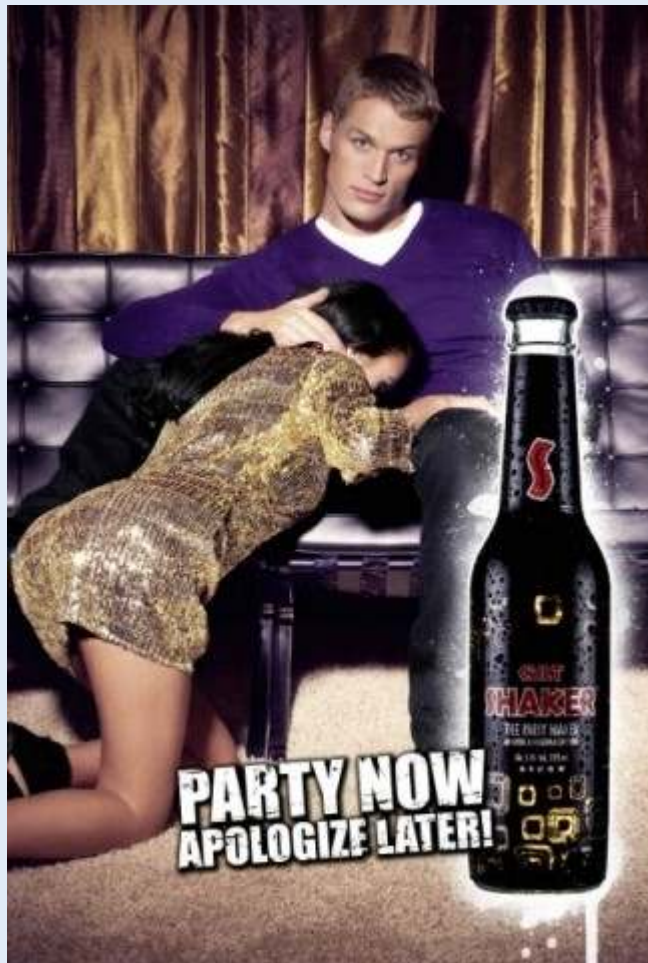
Why do Danes drink so much alcohol?

It is easy to get, it is accepted and it is everywhere

- Availability
- Acceptance – wet culture, many social occasions
- Marketing

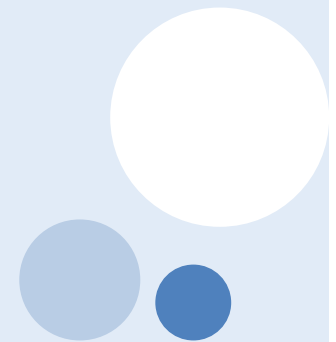


The work of Alcohol and Society in Denmark




The Role of Alcohol & Society in reducing the harmful use of alcohol

- Networking
- Raise awareness
- Be a watchdog
- Advocacy




The work of NGO's in Denmark



**Reduce the harmful
use of alcohol**


The work of Alcohol and Society in Denmark



**Reduce the harmful
use of alcohol**

Passionate concerned
Civil Society organisations
NGO's

The work of Alcohol and Society in Denmark

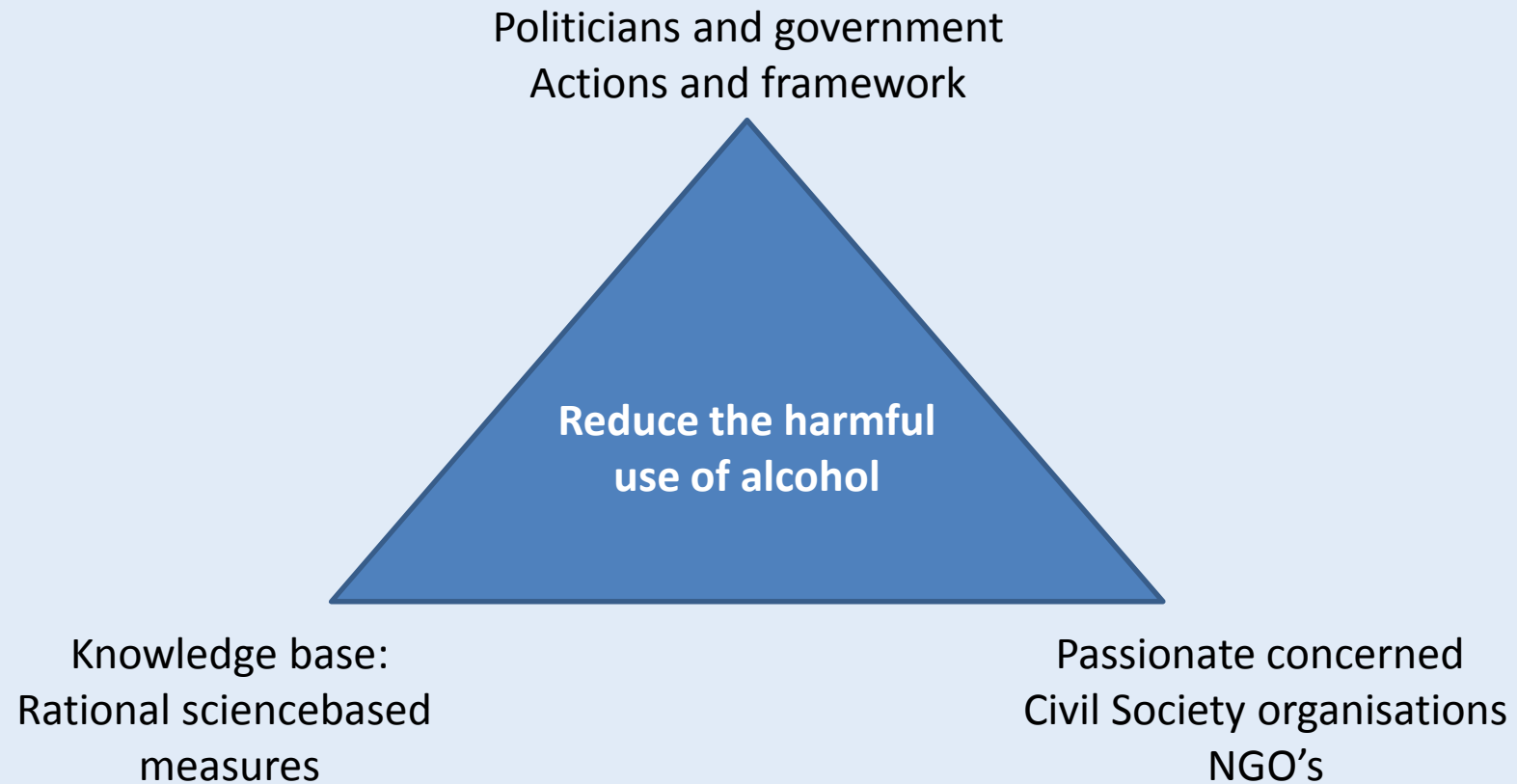


**Reduce the harmful
use of alcohol**

Knowledge base:
Rational sciencebased
measures

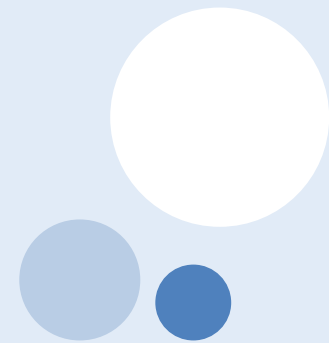
Passionate concerned
Civil Society organisations
NGO's

The work of Alcohol and Society in Denmark



More Healthy life for all

National Targets for public Health for the
next 10 years

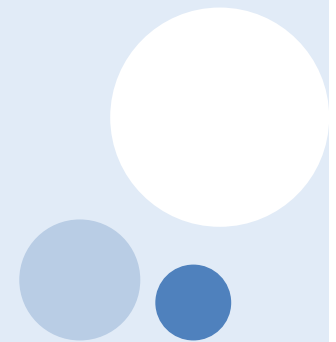


More Healthy lives for all

The Government defines new national targets for the Danes health for the next ten years.

Everyone who want's to live a healthy life, should have equal possibilities for doing that.

”More healthy lives for all” is a new framework for an ambitious prevention policy. The road goes via partnerships including public institutions, civil society and the private sector



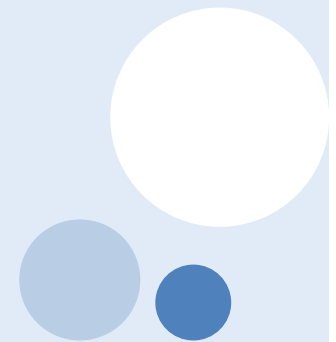
More Healthy lives for all

Target 1: The social inequality in health must be reduced

Target 2: More children must be doing fine and have good mental health

Target 3: More adults must be doing fine and have good mental health

Target 4: More must choose a smoke free life

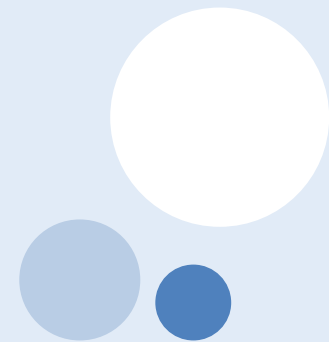


More Healthy lives for all

Target 5: Fewer people must have a harmful alcohol consumption and the alcohol debut among young people must be postponed

Target 6: Obesity among children must be reduced

Target 7: More people must exercise during the day



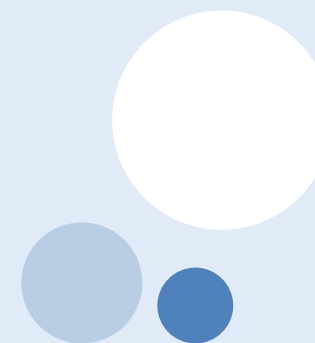
Alcohol – line of sight

Target 5: Fewer people must have a harmful alcohol consumption and the alcohol debut among young people must be postponed

Line of sight:

Proportion of Danes drinking more than 14/21 units a week, must be reduced by one third

Proportion of 15 year old children having been drunk before age of 15, must be reduces by one third

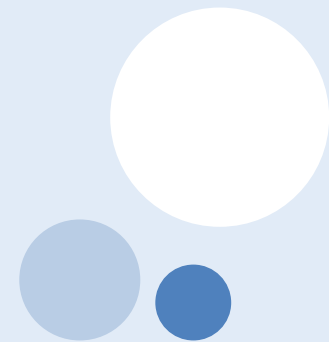


Partner Ship Strategy

The aim is to engage all, who can and want's to contribute to the prevention efforts

The government wants to involve civil society and the business community

- create results in common
- Engage every positive forces
- Create prevention, where needed, close to the individual
- Financier support (16 mio. Euros)



Partner ship-Young people and alcohol



KØBENHAVNS KOMMUNE

**ALKOHOL
& SAMFUND**



Hjørring Kommune



TrygFonden



FREDERIKSBERG
KOMMUNE



Lemvig Kommune

AARHUS
KOMMUNE



ROSKILDE
KOMMUNE



Kræftens Bekæmpelse



RUDERSDAL
KOMMUNE

ALCOHOL & SOCIETY DENMARK

Public Health Award 2014



ALCOHOL & SOCIETY DENMARK

Public Health Award 2014

Why:

- The Danish Society of Public Health assigned Alcohol & Society on the grounds of the organization's proactive approach to strengthen the prevention of alcohol-related problems.
- ...awarded the prize because the organization keeps the focus on the structural factors affecting the Danish population's high alcohol consumption and the damage caused by the consumption

Public Health Award 2014

- points in its motivation especially Alcohol & Society effort to stop alcohol marketing to children and young people and a sustained effort to keep the alcohol industry firmly on the rules and laws that exist for the marketing of alcohol.
- - Alcohol marketing goes close to the legal line and sometimes above. We know that advertising and other marketing has a huge impact on young people's use, and when you even have legislation, it is good that there are some who insist that it must be respected

Public Health Award 2014

- Alcohol and Society also receive the prize for having assembled leading organizations in Public Health on common alcohol political appeal with concrete proposals for action to the politicians in parliament.
- - Alcohol Policy Appeal follows the line taken by the UN High Commission in 2011, and we want to reward the efforts to get politicians to take leadership and make a commitment to the public health problem as the Danish alcohol culture represents

Alcohol Policy Appeal

Alkoholpolitisk Appel til regeringen og Folketinget



Ergoterapeutforeningen



Børnerådet



Aarhus Kommune



Efterskolerne



Dansk Selskab for Folkesundhed



GLADSAXE

Gladsaxe Kommune



Dansk Socialrådgiverforening



De Samvirkende Købmænd



Jordemoderforeningen



Psykiatrifonden



Dansk Sygeplejeråd



Fagligt Fælles Forbund



Kræftens Bekæmpelse



Rådet for Sikker Trafik



Danske Gymnastik- og Idrætsforeninger



Hjertereforeningen



Lægeforeningen



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