

Estonian alcohol policy in change

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History

- 1999 Alcohol Act
- 1997-2003 – National strategy to fight drug and alcohol abuse
- 2004-2005 drafting new alcohol strategy (aborted)
- 2007-2008 drafting new alcohol policy (ministerial working group)
- 2008 – advertising banned from 7-21 hr
- 2008-2009 drafting new alcohol policy (political parties), discussed by gouvernement, legal status pending
- 2008 – off-trade ban 22-10 hr, excise duty raised by more than 30%
- 2007-2009 drafting new alcohol policy

A mandate for the strategic approach

- In 2011 government adopted its action plan for 4 years, giving Ministry of Social Affairs a mandate and a task to develop strategies, „green papers“ of alcohol and tobacco policy

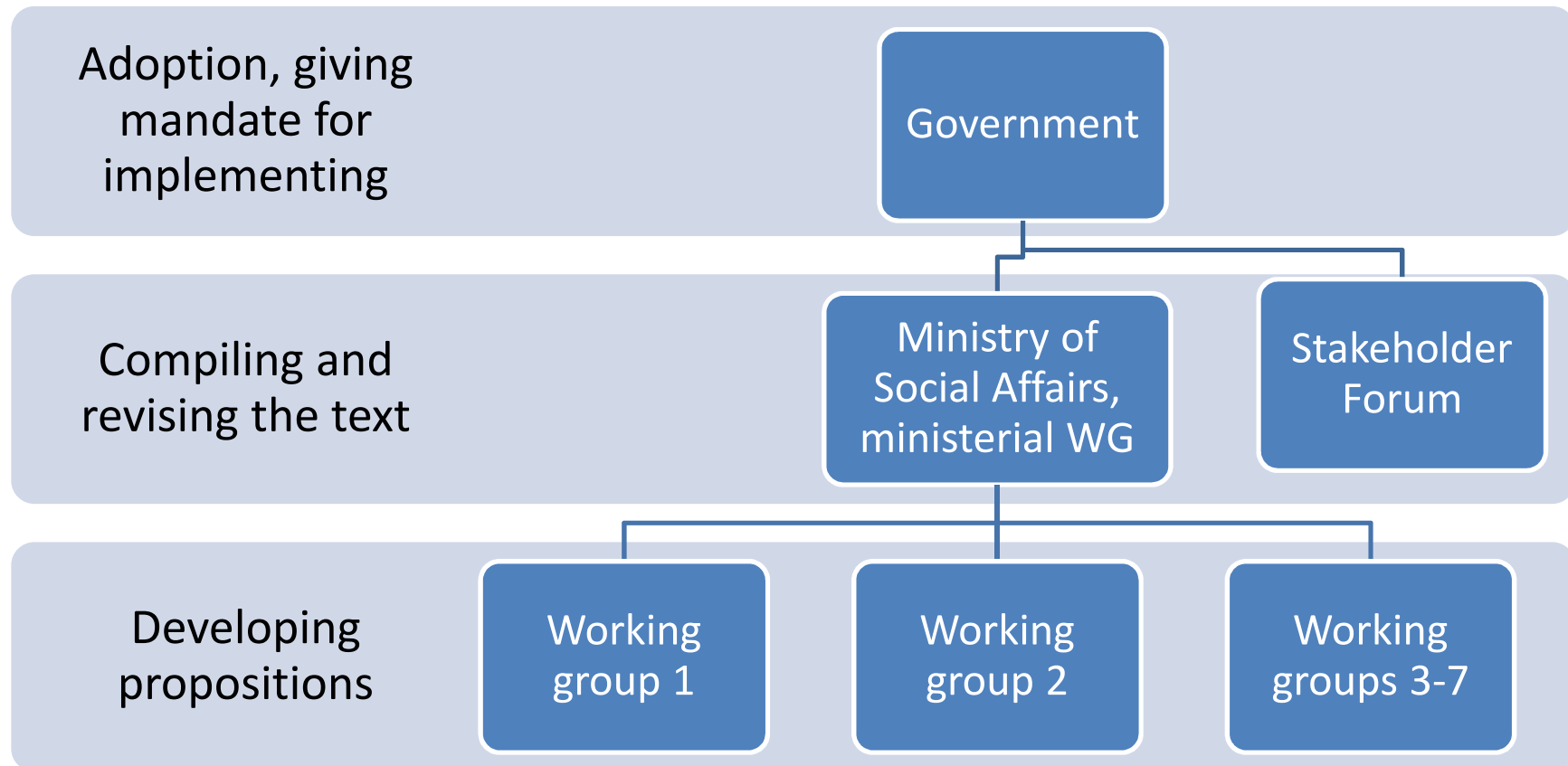
Vision and priorities of alcohol policy

- Main goals of alcohol policy is to protect children and youth and reduce alcohol-related harm
- Priority areas
 - Preventing consumption minors
 - Reducing harmful drinking
 - Reducing overall consumption
- Target
 - the overall yearly consumption under 8 litres absolute alcohol per capita

Starting points

- The priorities agreed by political parties and government institutions, stated in government memorandum in 2009, EU strategy to support MS in reducing alcohol-related harm
- The structure from WHO global strategy to reduce the harmful use of alcohol; European action plan to implement global strategy to reduce the harmful use of alcohol
- The publications of European Commission and WHO are used as validation of evidence and as the starting point for discussions, e.g. the stakeholders are asked to give their view on the policy options proposed in the European action plan

The process and the actors



10 areas of „the green paper“

- leadership, awareness and commitment;
- health services' response;
- community action;
- drink-driving policies and countermeasures;
- availability of alcohol;
- marketing of alcoholic beverages;
- pricing policies;
- reducing the negative consequences of drinking and alcohol intoxication;
- reducing the public health impact of illicit alcohol and informally produced alcohol;
- monitoring and surveillance.

Price and taxes

- 5% of excise duty raise until 2016
- developing a process of determining excises according to health, rather than fiscal needs
- Analysing the possibility to introduce minimum unit price

Marketing

- Marketing
 - Loi Evin type regulation for the content of adds
 - Ban on outdoor adds
 - Extension of alcohol add-free time in TV and radio
 - Regulate advertising in the internet
 - Regulate cross-marketing
 - Clarify the demands on health warnings
 - Different health warnings

Availability

- Designated areas in the stores
- Strengthening surveillance over internet sales
- Strengthening law enforcement to prevent the availability for minors, incl allowing mystery shopping
- To develop programmes for minors caught consuming alcohol
- To raise awareness of parents, personnel in shops and general public to gain support for measures tackling availability for minors

Treatment and counselling

- To create a treatment system
- To continue developing early identification and brief intervention
- To ensure education and training of the personnel
 - The programme for developing a treatment system has been developed for 2014-2020 (12 milion euros)
 - Early identification and brief intervention has been integrated into GPs educational curriculum, the training of primary care personnel (doctors and nurses) is going on since 2009

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Current state

- Green paper has been prepared by the working groups, revised by the ministerial group, been under public discussion, received tens of propositions from citizens.