



# **Finnish Association for Substance Abuse Prevention**

**EHYT is a preventive substance abuse work organisation that operates in all of Finland and among the entire population to promote healthy ways of life.**

**The work extends from children and young people to working-aged and pension-aged people.**

**In addition to preventive work in alcohol, tobacco and drug-related issues, EHYT promotes a positive culture in digital games and gambling.**



# We work in three level



## Individual

- pupils
- parents
- Social media
- etc.



## Community

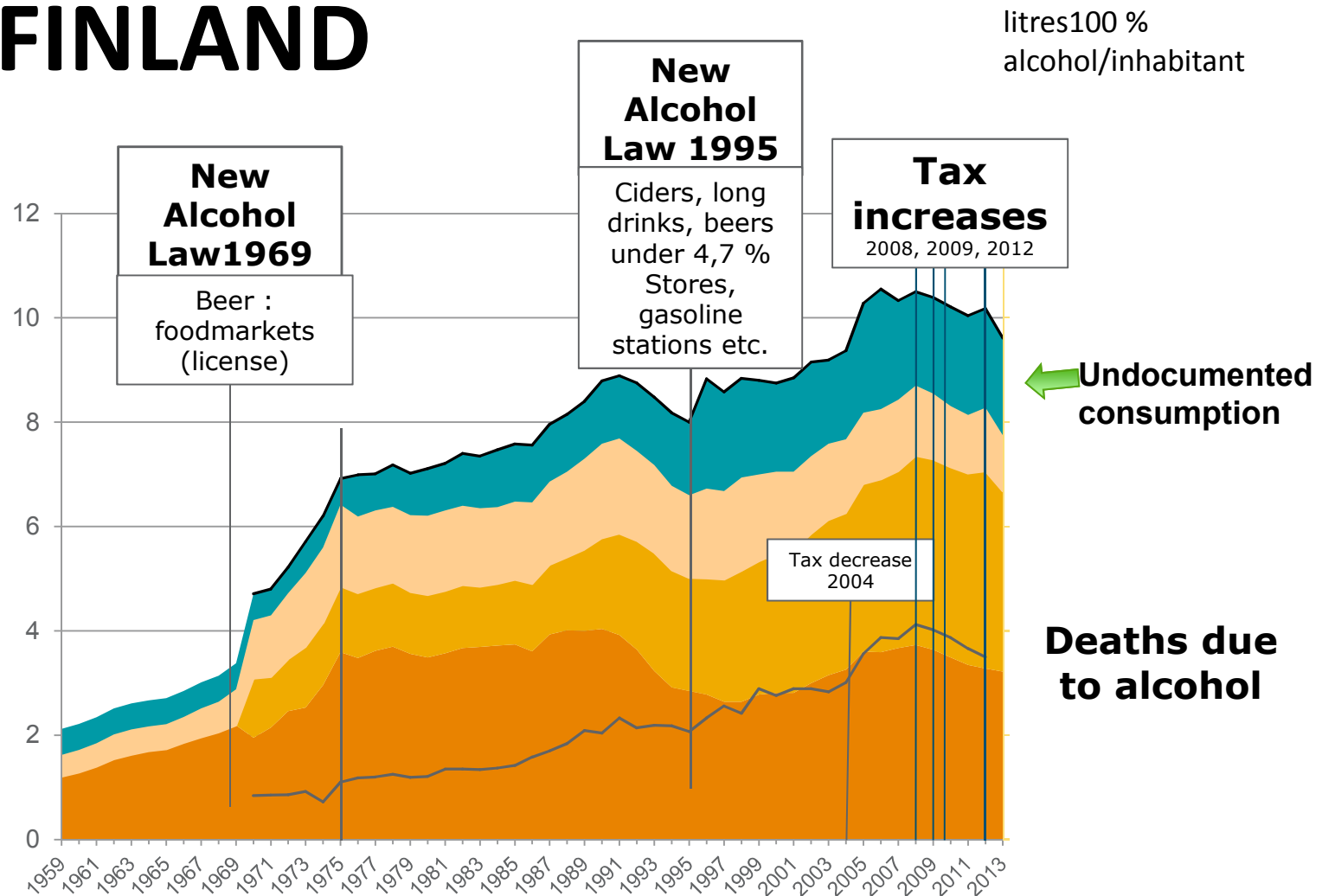
- schools
- workplaces
- municipalities
- jne.



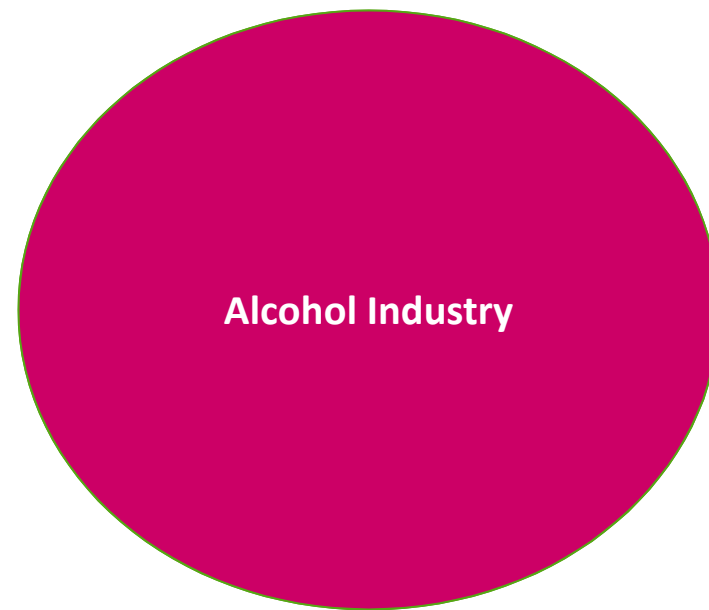
## Sociaty

- advocacy, media
- etc.

# ALCOHOL CONSUMPTION IN FINLAND



When we talk about alcohol...





**Economylife**



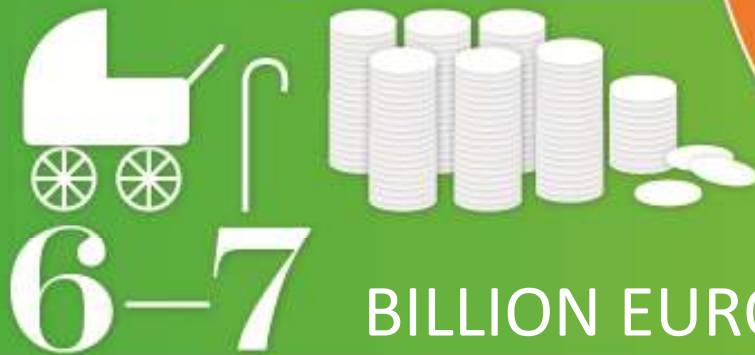
**Alcohol  
Industry**

Jobs within the alcohol industry and the threat of losing them because of too much regulation are often brought up in discussions about alcohol policy. The strain of alcohol on the Finnish economy, however, is a question of entirely different magnitude. Alcohol is the single most significant factor taking off years from working life in Finland.

# ALCOHOL INDUSTRY VS. THE BIG PICTURE OF ECONOMY

ALCOHOL  
INDUSTRY

OTHER  
ECONOMY

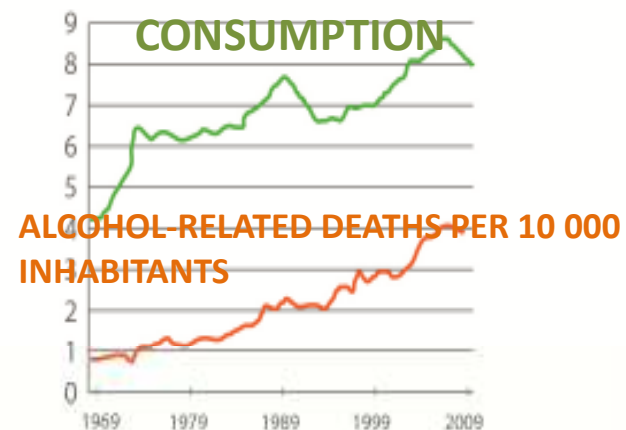


BILLION EUROS Source: THL

Every year, alcohol causes direct and indirect expenses of 6-7- billion euros to the Finnish society. That is enough to cover the costs of both child benefit and elderly care every year.

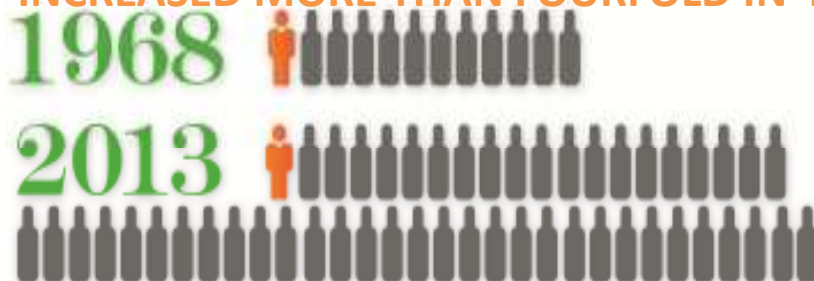
## TOTAL CONSUMPTION → ALCOHOL RELATED HARMS

Total consumption goes hand in hand with alcohol-related harm. The more alcohol is consumed in Finland, the larger the cost to national economy and industry. Source: THL



**2**  
MILLION  
WORKING  
DAYS

THE TOTAL CONSUMPTION OF ALCOHOL HAS  
INCREASED MORE THAN FOURFOLD IN 45 YEARS



EVERY YEAR, 2 MILLION WORKING DAYS ARE LOST BECAUSE OF ALCOHOL.  
THE COST OF THIS, ACCORDING TO EVEN THE MOST CONSERVATIVE ESTIMATES, IS  
AROUND 500-700 MILLION EUROS PER YEAR. SOURCE: HUUGO/EHYT RY

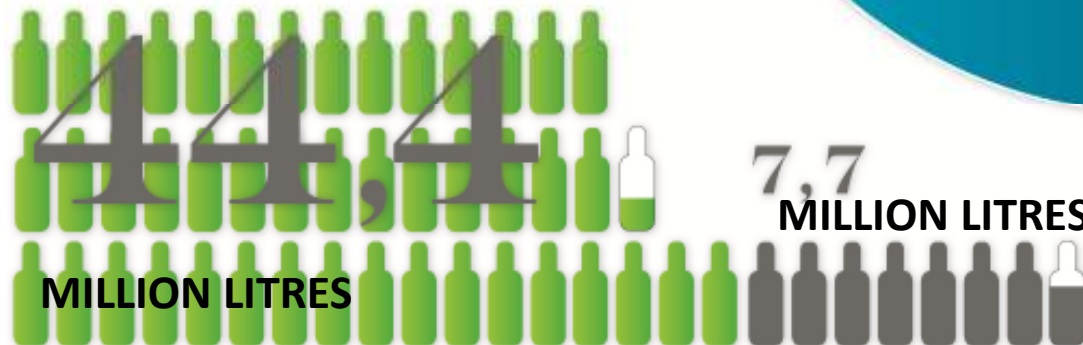
Raising alcohol tax is believed to lead to an increase in passengers importing alcohol from Estonia. This will certainly happen to an extent. The effect of a tax increase on total consumption will however be many times larger. A tax increase therefore decreases alcohol-related harm and also brings the state tax income, thereby producing benefits that will outweigh the possible increase in importing by passengers.

# WHAT ARE THE EFFECTS OF RAISING ALCOHOL TAX?

INCREASE IN IMPORTING BY PASSENGERS

**BENEFITS GAINED FROM TAX INCREASE:**

DECREASE IN TOTAL CONSUMPTION AND ALCOHOL-RELATED HARM + INCOME FROM TAX



TOTAL CONSUMPTION

52,1  
MILLION LITRES

The figure shows the number '52,1' in a large, green font, with 'MILLION LITRES' written below it.



# IT CONCERNS US ALL

Alcohol regulations are often opposed on the grounds that limiting the rights of the majority because of a small minority is not justified. But most alcohol-related harm is experienced by others than those who drink the most. Also, every problem user is first a regular user of alcohol.

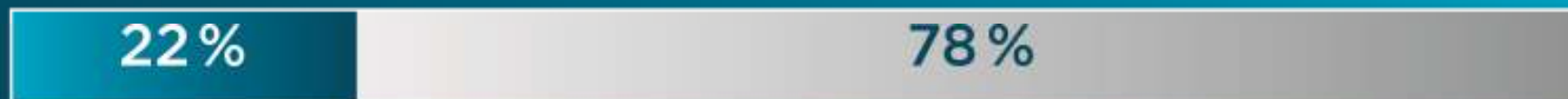
PROBLEM  
USERS

”REGULAR  
PEOPLE”

In short: the more Finns drink on average, the more alcohol-related harm there is – and the more problem users.

## THE MAJORITY OF ALCOHOL-RELATED HARM IS EXPERIENCED BY OTHERS THAN PROBLEM USERS

22 % of alcohol-related harm to men is experienced by problem users



12 % of alcohol-related harm to women is experienced by problem users



Source: THL/Juomatapatutkimus

# 40%

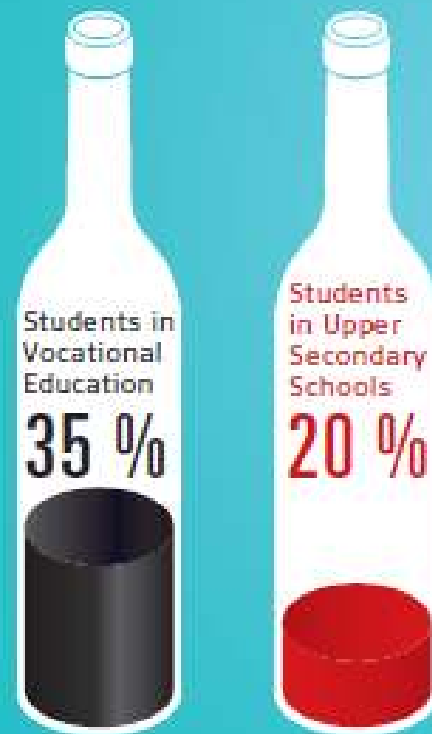


**Up to 40 % of working age men drink on a high-risk level.**

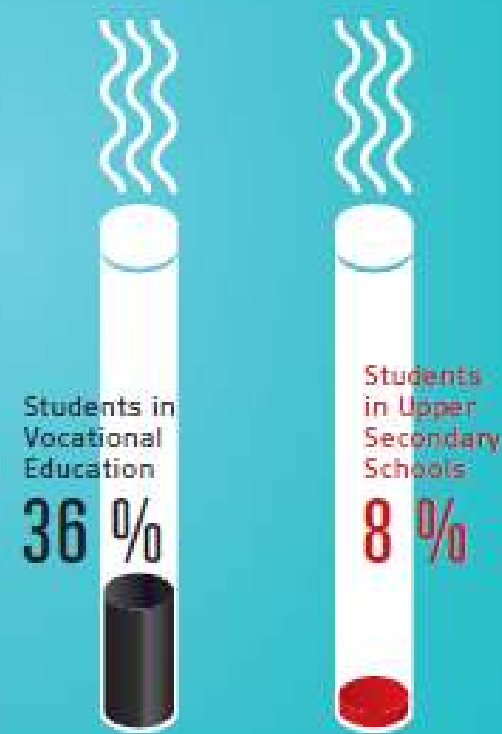
Source: Finnish Institute of Occupational Health Alkoholi ja Työpaikka 2010

# Differences in alcohol use and smoking

Very drunk at least once a month



Smokes daily



(percentage of students who are very drunk at least once a month)

(percentage of students who smoke daily)

# Differences in life expectancy



Social trust means trusting other people and the society in general.

Between the highest and lowest income groups

Men	Women
12,5 years	6,8 years

(Gustafsson et al (2011) *International Journal of Epidemiology* 40: 1200-1207. <https://doi.org/10.1093/ije/dyq367>)

Between groups with the highest and lowest education

Men	Women
6,4 years	3,3 years

(Gustafsson & Hamerle (2012) *Social Science Research*, 41: 1069-1080. <https://doi.org/10.1016/j.ssres.2012.04.001>)

# A BALANCED ALCOHOL POLICY

In shaping alcohol policy, many kinds of means need to be used.

A balanced alcohol policy is formed with community-based preventive work, active raising of awareness and a reasonable amount of regulation.





# ALKOHOLIELINKEINO VS. TALOUDEN ISO KUVA

Alkoholipolitiikasta käytyä keskustelua puhutaan usein alkoholielinkeinon työpäikoista ja siitä kuinka sääntely uhkaa niitä. Aivan toisen kertaluokan kysymys on kuitenkin alkoholin suomalaiselle talouselämälle aiheuttama rasitus. Alkoholi on suurin yksittäinen suomalaisten työuria lyhentävä tekijä.

ALKOHOLI-TEOLLISUUS

MUU TALOUS-ELÄMÄ



## KOKONAISKULUTUS → HAITAT

Kokonaiskulutus kuluu lähi kädessä alkoholihaittojen määrän kanssa. Mitä enemmän alkoholia Suomessa kulutetaan, sitä suurempi on lastu kansantaloudelle ja suomalaiselle elinkeinoelämälle. [Luvut 2013](#)

### HAITTOJEN TASO NYKYSUOMESSA

Alkoholijärjestelmän tilasto kuluista ja aiheuttamista haittoista



ALKOHOLIN KOKONAISKULUTUS ON YHTEIN KERTAISTUNUT 45 VUODESSA



Miltä alkoholielinkeino näyttää talouden isossa kuvassa?

# MITEN ALKOHOLIVERON KOROTUS VAIKUTTAA?

Alkoholiveron korotuksen uskotaan johtavan makustajatuonnin kasvun Virosta. Näin varmasti jossain määrin käykin. Veronkorotuksen vaikutus kokonaiskulutuksen vähenemiseen on kuitenkin monin veroin suurempi. Veronkorotus siis pienentää päihdehaittoja ja tuo kaiken lisäksi verotuloja moninkertaisesti kasvun verrattuna.

MAKUSTAJA TUONNIN KASVU

VERON-KOROTUKSILLA SAADUT HYÖDYT: MM. KOKONAISKULUTUS JA PÄIHDEHAITAT LASKUUN + VEROHYÖTY



KOKONAISKULUTUS

**THANK YOU!**