



fighting heart disease
and stroke
european heart network

Mr Jüri Ratas, Prime Minister,
Mr Jevgeni Ossinovski,
Minister of Health and Labour,
Government of the Republic of Estonia

Brussels, 15 December 2016

RE: Support for Estonia's brave move forward to protect the population against alcohol related harm and high sugar consumption

Dear Mr Jüri Ratas, Dear Mr Jevgeni Ossinovski,

I am writing to you on behalf of the European Heart Network (EHN), a Brussels-based alliance of heart foundations and likeminded non-governmental organisations throughout Europe, with member organisations in 25 countries. The EHN plays a leading role in the prevention and reduction of cardiovascular diseases, in particular heart disease and stroke, through advocacy, networking, capacity-building and patient support, so that they are no longer a major cause of premature death and disability throughout Europe.

We understand that Carlsberg and Olvi have informed the Estonian Government that they will be reconsidering their investments in Estonia should the Estonian government move forward in its policy plans, which aim to reduce alcohol and sugar consumption to improve the health of its population. EHN would like to congratulate Estonia for prioritising the health of its citizens over the interests of sector-specific industries. The policy plans that Estonia is proposing are based on high-level international policy declarations and agreements.^{1,2} Reducing sugar consumption and limiting child exposure to marketing of unhealthy foods and drinks are some of the actions mentioned in the WHO Action Plan for the Prevention and Control of Non-communicable Diseases (2016-2025).³

Do not hesitate to contact us for any further information, either with respect to alcohol or sugar or the marketing of foods high in fat sugar or salt (HFSS foods).

Yours respectfully,

Susanne Løgstrup
Director, European Heart Network

¹ [UN Political declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases \(September 2011\)](#)

² [A comprehensive monitoring framework and voluntary global targets for the prevention and control of NCDs \(WHO, December 2011\)](#)

³ http://www.euro.who.int/_data/assets/pdf_file/0011/315398/66wd11e_NCDActionPlan_160522.pdf?ua=1