

EU ALCOHOL STRATEGY: MONITORING OF GOOD PRACTICES IN EU-27 AS OF 1 JANUARY 2007

DENMARK

Theme 1: Actions to protect young people, children and the unborn child

Existing national 18 year age limit for selling and serving alcohol B= Beer W= Wine S= Spirits	Other restrictions on serving or selling to young people ⁱ (other than age limits and proof of age cards)	National restrictions on commercial communication targeting young people ⁱⁱ	Activities involving Multi stakeholders community interventions ⁱⁱⁱ	National media campaigns ^{iv} ^v	Counselling to support children in families with alcohol problems and measures to protect the unborn child ^{vi} ^{vii}	Nation wide educational programmes part of curriculum ^{viii}	National pricing policy as a part of alcohol policy ^{ix}	National BAC limits for young drivers	Statistics on young peoples drinking volumes and patterns ^x
No 16 years for buying alcohol 18 year for being served alcohol	No	No Self-regulation only and no information on effectiveness	Yes Community project in 19 municipalities – will also involve young people	Yes One campaign directed towards young people, several directed towards parents	Yes National project in all municipalities to secure support to children in families with alcohol problems	Yes Alcohol policy programmes in schools and high-schools and educational programmes	Increased taxes on Alco pops	No 0,5 for all	Yes ESPAD Decreasing trend but one of the highest HBSC

Theme 2: Actions to reduce injuries and deaths from alcohol-related road traffic accidents

National Blood Alcohol Concentration limit (BAC) Below 0,5 g/l	Random Breath Testing (police has the <u>right</u> to test drivers without suspicion) ^{xi}	Special national BAC limits for inexperienced drivers, drivers of public transports or commercial vehicles.	Types of enforcement (other than RBT) and application of dissuasive sanctions, interventions for repeated drink drivers. ^{xii}	Statistics - National data on; Drivers/ victims found with blood alcohol (all BAC limits) Number of killed/injured in alcohol-related road accidents Number of drivers found above national BAC limits
0,5 g/l	Yes	No	Yes You can loose your driving license alcohol and traffic courses for drink drivers	Yes 2006: 2.509 alcohol related traffic accidents 18% of all traffic accident. 2.528 drivers or pedestrians with blood alcohol are involved

Theme 3: Prevent alcohol-related harm among adults and reduce the negative impact on the workplace

National alcohol policy adopted by Government or Parliament – (targeting adults)	National restrictions on advertising /sponsorship - targeting adults	Brief/ early advise by doctors and nurses in primary health care, ^{xiii}	Treatment/ Rehabilitation of high risk drinkers	Training for health professionals (on a regular basis)	National price policy targeting adults	National licence system of retail sale (shops) and production ^{xiv}	National licence system on - premise (serving on pubs restaurants) ^{xv/}	Server training ^{xvi}	Prevention activities at work places/ providing help and specialised care for employees/	Community based intervention – multi-stakeholder cooperation (including local communities)
	No Only voluntary codes	Not systematically	18.000 out of the 160.000 people with alcohol-dependence	No	No	No	Restrictions on hours of sales and place of sales and some settings/public places	No	Not systematically	Yes In 19 municipalities

Theme 4: Inform, educate and raise awareness

Consumer information on <u>points of sale</u> ^{xvii} Both regulation or non-regulation	Health warning labels on <u>beverage containers</u> or <u>advertisements</u> Both regulation or non-regulation	National awareness raising campaigns on alcohol and pregnancy ^{xviii}	National awareness raising campaigns on alcohol's impact on working performance ^{xix}	National awareness raising campaigns on alcohol's impact on health	National awareness raising campaigns on children in families with alcohol problems ^{xx}	Publicly funded alcohol research and monitoring programmes ^{xxi}
No	No	No	No	Yes	Yes	Yes

Theme 1

ⁱ Indicate if there is any ban to sell/serve alcoholic beverages close to schools or in vending machines (proof of age cards should be indicated under enforcement of age limits)

ⁱⁱ Use ELSA project information to check this.

ⁱⁱⁱ Indicate only if this is major activities including local governments or local authorities or a broad number of stakeholders. The target group must be **young people, children and pregnant women**.

^{iv} Indicate only nation-wide or regional media campaigns targeting **or involving young people, children (could also include parents) or pregnant women that are monitored or evaluated in some way**.

^v Indicate in what way the campaign is evaluated / monitored.

^{vi} Indicate if there are special activities for children or special structural programmes used and in which settings the counselling take place.

^{vii} Here you should **not** mention Health warning labels on alcohol during pregnancy - health warnings are reported under theme 4 Information, education and awareness raising activities.

^{viii} Small scale actions in one or two classes are not included. Indicate **only** if there are any national, regional or local (municipality) educational programmes implemented.

^{ix} This could be taxation but also regulation on one cheaper non-alcoholic drink than any alcoholic drink.

^x Indicate only in **what way** you are collecting data on young people and children's consumption/drinking patterns and if you collect data on Foetal Alcohol Syndrome/Effects, data **which data** do you have at national level.

Theme 2

^{xi} Indicate if you have any information on the number of RBT carried out (or any approximately data). Remember that you will be asked to report back in 2008 on the development, could be good to have a benchmark (baseline).

^{xii} Indicate if you have any brief interventions/treatments of repeated drunk-drivers, any penalties for drunk drivers, Alco lock projects etc. Also here it would be good to report quantities.

Theme 3

^{xiii} Indicate the degree of implementation (national, regional, municipalities, private medical doctors etc).

^{xiv} Indicate if there is any licensing system, the main criteria for licences and if there are any sanctions (This information can be found in WHO Country Reports – Bridging the Gap web site).

^{xv} Indicate if there is any licensing system, the main criteria for licences and if there are any sanctions (This information can be found in WHO Country Reports – Bridging the Gap web site).

^{xvi} Indicate if this is arranged by economic operators and/or if it is part of requirement in a national licensing system.

Theme 4

^{xvii} Indicate if you have any regulation or self-regulation on consumer information on points of sales or on-premises.

^{xviii} In addition to health warning labels, could be awareness raising campaigns, cooperation with medical professionals, schools, universities etc.

^{xix} Indicate if you have any ongoing cooperation with trade unions, employers in order to develop work place alcohol policy/brief interventions for people at risk or national campaigns.

^{xx} Under theme 1 you were asked to indicate if you have any counselling activities with children in families with drinking problems. Under this heading you are asked to indicate if you have any awareness raising campaigns to raise awareness among citizens or professionals.

^{xxi} Indicate if there are programmes and approximately how many (if possible the amount of money spent).

These tables were produced by using information provided by the members of the Commission of National Policy and Action. The European Commission does not guarantee the accuracy of the data included in these tables, nor does it accept responsibility for any use made thereof.