

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

IRELAND

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
<p>Yes</p> <p>National 18 year age limit serving and selling all alcoholic beverages.</p> <p>It is an offence to sell alcohol to a person less than 18 years of age.</p> <p>It is an offence for a person under the age of 18 to purchase alcohol.</p>	<p>No</p> <p>There is no legislation in place to ban alcohol sales close to schools or in vending machines.</p>	<p>No</p> <p>Voluntary code in place not to have alcohol ads around programmes primarily intended for young people.</p> <p>Voluntary code based on audience survey monitoring TV, Radio, Cinema, Media advertising of alcohol.</p>	<p>Yes</p> <p>Inter-Ministry group established, including industry representatives, statutory agencies and voluntary sector, to monitor implementation of 29 recommendations is aimed at reducing alcohol related harm.</p>	<p>Yes</p> <p>Several national campaigns have been undertaken.</p> <p>Campaigns were focus tested at development stage and evaluation undertaken after campaign.</p>	<p>Yes</p> <p>Mainstream programmes for adults usually have capacity to involve other family members.</p> <p>Where children have clinical symptoms they may be referred to child guidance services</p>	<p>Yes</p> <p>Education and awareness programme on alcohol included in the school curriculum as part of the Social, Personal and Health Education (SPHE).</p> <p>Available up to junior cycle in Second Level education.</p>	<p>Yes</p> <p>Taxation through Excise duty is applied to all alcohol products sold. There are no separate pricing policies for non-alcohol drinks</p> <p>Excise duty on "alcopops" was increased to the highest level of duty – same as spirits – in 2003.</p>	<p>No</p> <p>BAC limit is 0.8mg for all drivers.</p> <p>Level of enforcement High</p>	<p>Yes</p> <p>The Health Behaviours of School-Going Children (HBSC) project is undertaken every 4 years which includes data on alcohol usage by children.</p> <p>Data on 16 year olds is also provided by the ESPAD study.</p>

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Level of enforcement Medium		No On regional/federal /municipality level Level of enforcement Medium Independent complaint procedures in place.	The target group is broader than younger people. Community based interventions have been proposed and Government funding sought.		No There are no specific measures in place for the unborn child				No data collected on Foetal Alcohol Syndrome /Effects

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
No (0,8 g/l)	<p>Yes</p> <p>RBT introduced July 2006.</p> <p>Detections for drink-driving increased by 34% between 2005 and 2006 (from 13,370 to 17,868). This is mainly due to an increase in the police traffic corps and the introduction of RBT as well as greater targeting of police checkpoints.</p>	No	No	<p>Yes</p> <p>On fatal road accidents</p> <p>Irish Survey of Fatal Road Crashes 2003 showed that alcohol was a factor in 36.5% of fatal crashes.</p> <p>34% of drivers killed were above the legal BAC.</p> <p>No</p> <p>Number of injured or drivers/victims found with BAC</p>

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)
<p>Yes</p> <p>National Alcohol Policy published in 1996. There were no specific targets identified as part of the policy</p>	<p>No</p> <p>Voluntary advertising codes in place being overseen by a Monitoring Body.</p> <p>There are no legal restrictions in place.</p> <p>No</p> <p>Regional/federal level</p>	<p>No</p> <p>There is no national programme in place. Pilot projects have been arranged as part of the PHEPA Project</p>	<p>Yes</p> <p>Services are available in the primary and secondary care settings in addition to the voluntary sector</p>	<p>No</p> <p>There are formal structures in place nationally for the regular training of health professionals</p>	<p>Yes</p> <p>Ireland has one of the highest levels of alcohol taxation in EU. However, it is now legal to sell alcohol at below-cost if an off-licence or supermarket wishes to do so.</p>	<p>Yes</p> <p>Licensing system in place for production and retail sale</p>	<p>Yes</p> <p>Licensing system restrictions on hours of sales and place of sales</p>	<p>Yes</p> <p>Voluntary code in place for pubs.</p> <p>Some training in place in off-trade stores on a voluntary basis.</p>	<p>No</p> <p>There are no national initiatives in place. However, individual companies and organisations may have arrangements in place to cater for the needs of employees.</p>	<p>Yes</p> <p>Some Community based interventions in place.</p> <p>Multi-stakeholder co-operation is in place through a Group aimed at tackling alcohol misuse</p>

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 regulation in place for consumer health information on alcohol. Industry supported campaign in place urging consumers to drink responsibly	No No health warning labels	No	Yes (not targeted) General media campaigns are ongoing around the dangers of alcohol misuse.	Yes (not targeted) General media campaigns are ongoing around the dangers of alcohol misuse	No	Yes Questions on alcohol included in the National Health and Lifestyle Survey (SLAN) undertaken every 4 years. The Health Behaviours of School-Going Children (HBSC) project is undertaken every 4 years which includes data on alcohol usage by children. Data on 16 year olds is also provided by the ESPAD study.

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).

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