

# **Contribution of Economic Operators to the Reduction of Underage Drinking**

European Alcohol & Health Forum, 18<sup>th</sup> May 2015

# Introduction

All Forum members agree that:

- Underage alcohol consumption is a key issue that needs to be addressed in the fight against alcohol related harm
- Effectively tackling this requires a holistic approach to a complex issue
- Laws exist in all EU Member States on the sale of alcohol to minors
- All stakeholders can have a role to play in tackling the issue and reducing underage access to alcohol requires a collective effort from all stakeholders, including economic operators
- Collective effort does not have to mean all parties working together in all areas at all times, but all parties working together in the same direction through:
  - Implementation and enforcement
  - Information and education
  - Empowerment and training
  - Responsibility and engagement

# The role for economic operators

**Economic operators are neither in a position to police the law nor to speak to minors on the dangers of underage drinking.**

**However economic operators have a responsibility and a role to play working throughout the value chain.**

These include:

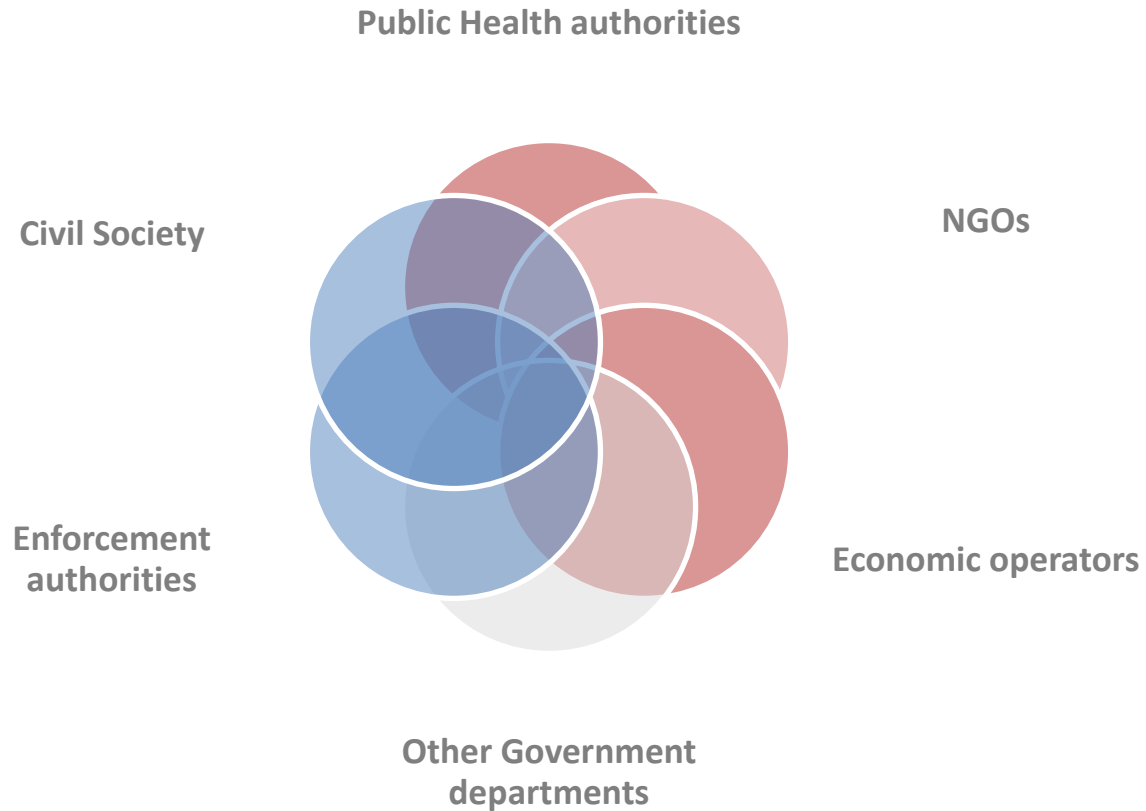
- To conduct our business in a responsible manner
- Information and awareness raising amongst the general population of the law and the message re. underage drinking
- Vocational education and training to ensure servers and sellers know the legislation and are appropriately equipped to follow the law
- Supporting the development of tools that can empower key influencers to act against underage drinking

# Conclusions

A **genuine and active commitment** to bring our contribution to the reduction of underage drinking

**the key to success :**  
a targeted and holistic approach  
in partnership with all stakeholders concerned  
in order to deliver relevant programs with proper scale to make a difference in reducing underage drinking

# A healthy mix to reduce underage drinking



## What could be achieved if we all worked together?

POSSIBLE INDICATORS AVAILABLE AT EU LEVEL	SOURCE / STUDIES	WHO CAN CONTRIBUTE ?		WHAT CAN THEY DO DIRECTLY ?
<ul style="list-style-type: none"> <li>▪ % of abstainers</li> </ul>	<ul style="list-style-type: none"> <li>▪ ESPAD</li> <li>▪ HBSC</li> </ul>	Parents	→	<ul style="list-style-type: none"> <li>Set an example with their own behaviour</li> <li>Talk to their children about alcohol</li> </ul>
		Peers	→	<ul style="list-style-type: none"> <li>Contribute to change social norms</li> <li>Help develop resistance skills</li> </ul>
<ul style="list-style-type: none"> <li>▪ Reported consumption</li> </ul>		Teachers	→	<ul style="list-style-type: none"> <li>Educate</li> <li>Inspire to abstain</li> <li>Identify minors with problems</li> </ul>
<ul style="list-style-type: none"> <li>▪ Frequency of reported drunkenness</li> </ul>		On and off trade operators	→	<ul style="list-style-type: none"> <li>Adhere to the legal purchase age</li> <li>Publicise legal purchase age rules</li> </ul>
<ul style="list-style-type: none"> <li>▪ Amounts consumed/type of beverage</li> </ul>		Enforcement authorities (police, licensing, etc.)	→	<ul style="list-style-type: none"> <li>Strictly and visibly enforce legal purchase laws</li> <li>Penalise violators</li> </ul>
<ul style="list-style-type: none"> <li>▪ Hospital admissions due to alcohol abuse</li> </ul>		Health Community	→	<ul style="list-style-type: none"> <li>Provide understandable information on the impact of drinking on minors</li> <li>Engage more in test purchases</li> </ul>
	Producers and related economic operators	→	<ul style="list-style-type: none"> <li>Contribute to positive social norms</li> <li>Develop prevention initiatives with partners</li> <li>Avoid appeal to minors</li> </ul>	