

Ireland Country Report – Alcohol Policy Profile

Infrastructure	
Written national policy on alcohol	Yes, written national policy
Coordinating centre for implementation of national policy on alcohol	Yes, Ministry of Health
Regular comprehensive report on alcohol situation	No
Role played by NGOs in prevention of underage drinking / targeted support for harmful and hazardous drinkers / prevention of drink-driving / public policy development to reduce alcohol-related harm	High / high / medium / high importance
Role played by alcohol retailers and HORECA businesses in prevention of underage drinking / targeted support for harmful and hazardous drinkers / prevention of drink-driving / public policy development to reduce alcohol-related harm	Low importance
Role played by academia and research organisations in prevention of underage drinking / targeted support for harmful and hazardous drinkers / prevention of drink-driving / public policy development to reduce alcohol-related harm	Medium importance
Laws and regulations	
1. Nation-wide awareness raising activities	Yes, in the following areas: young people's drinking, drink-driving
Health warning labels legally required on alcohol advertisements / bottles and containers of alcoholic beverages	No
School-based education	Yes, educational programmes and legal obligation for alcohol prevention as part of school curriculum, and national guidelines for prevention and reduction of alcohol-related harm in school settings
2. Primary Health care response	
Brief intervention introduced as method of health promotion and disease prevention	Yes

Clinical guidelines for brief intervention approved or endorsed by at least one health care professional body	Yes
Regular training in screening and brief interventions introduced	Yes
Counselling to children in families with alcohol problems/ to pregnant women with alcohol use disorders or alcohol problems	Yes
3. Community action, including work places	
Community-based interventions/projects involving stakeholders	Yes, involving NGOs
National guidelines for implementing effective community-based interventions	Yes
Interventions/projects actively involving young people and civil society	Yes
Prevention or counselling programmes at workplace	Yes
National guidelines for prevention and counselling at workplace	No
4. Drink-driving policies and countermeasures	
Maximum legal blood alcohol concentration (BAC) when driving a vehicle for general population / young and novice drivers / professional and commercial drivers (in mg %)	0,08
Check points and breath testing	Other enforcement measure(s)
Mandatory driver education / treatment programme for repeated/habitual offenders	No
Alcohol locks	No
5. Addressing the availability of alcohol	
Retail monopolies (National control for production and sale of alcohol)	No
License system (National control for production and sale of alcohol)	Yes, licencing for production, on- and off-premise sales of beer, wine, and spirits
Minimum legal drinking age	No
Legal age limits for on- and off-premise sales for beer / wine / spirits	18 years
Hours, days, places of sales and density of outlets are restricted for on- and off-premise sales of beer / wine / spirits	Yes
Alcohol-free public environments	Partial statutory restriction for educational buildings, public transport, parks, streets etc., sporting events, and leisure events Voluntary /self-regulation for health care establishments, government office, workplaces and religious places

6. Addressing marketing of alcohol beverages	
Legally binding regulations on alcohol advertising	Yes, at the national level: - partial statutory restrictions on national and private TV, national and local radio, - voluntary/self-regulations for printed newspapers/magazines, billboards, points of sale, cinema, internet for beer / wine / spirits
Legally binding regulations on alcohol product placement	Partial statutory restrictions for beer / wine /spirits on national and private TV
Regulations on alcohol sponsorship and sales promotion	Yes, at the national level: - partial statutory restrictions on sales promotions from producer and from retailers, from owners of pubs/bar - no restrictions on industry sponsorships of sports and youth events
7. Pricing policies	
Excise duty tax on beer / wine / spirits	Yes
Price measures other than taxation	No
8. Drinking environments	
Regular server training courses	Yes, organised on a voluntary basis by businesses and trade organisations
9. Reducing the public health impact of illegally and informally produced alcohol	
Rules to prevent illegal production and sales of home- or informally produced alcoholic beverages	Yes, enforcement by criminal law, penalties: prison & fines
10. Monitoring and evaluation	
Regular comprehensive report on alcohol situation	No

Reference: WHO European Survey on Alcohol and Health, 2011