

Alcohol Measures for Public Health Research Alliance (AMPHORA)

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INTRODUCTION

The European Union is the part of the world with the highest proportion of drinkers and with the highest levels of per-capita alcohol consumption, being the third largest risk factor for all European ill-health and premature death. Although the harm done by alcohol is a major public health concern, the limited evidence base in Europe restricts the advice to policy and decision makers to implement effective interventions.

OBJECTIVES

The European Alcohol Policy Research Alliance involves over 30 research partners from 13 European countries and has created a common framework that takes into account different economical, social and cultural settings along the Member States. AMPHORA aims to advance the state of the art supporting effective translation and dissemination of the research findings in an understandable language for the most effective public health measures aimed at reducing the harm done by alcohol.

METHODS

The work groups in the research alliance will analyse the following factors:

- ✓ Socio-cultural determinants of the historic evolution of alcohol consumption
- ✓ Effectiveness and cost-effectiveness of policy measures
- ✓ Infrastructures: legislation and policies relating to trade, sale and consumption of alcohol
- ✓ Young people's exposure to commercial communications and their drinking behaviour
- ✓ Impact of changes in price and availability on alcohol-related harm and alcohol consumption
- ✓ Evaluation of need and service provision for early identification and management of alcohol use disorders
- ✓ Alcohol content and potentially health-threatening contaminants (i.e. heavy metals) in illegal and surrogate alcohol products.
- ✓ Public perceptions of alcohol and alcohol-related harm and how this impacts on policy development, implementation and outcomes.
- ✓ Factors associated with alcohol-related harm in drinking environments

Methodologies will allow tools for benchmarking and comparative analysis at the European level. Structured analysis of several aspects related to alcohol-related harm and public health interventions, considering different economical, social and cultural settings along the Member States will be used.

RESULTS

AMPHORA will provide:

- ✓ Further evidence on the impact of alcohol consumption in Europe
- ✓ Dissemination of the project outcomes through publications in peer-reviewed journals and a database of cost-effective measures available on the project web site (www.amphoraproject.net) and participation in relevant workshops, conferences and networks.
- ✓ Consolidation and continuity of the collaborative framework among European researchers.
- ✓ Organization of two expert and counterpart meetings (2010 and 2011) and the European Alcohol Policy Conference (2012)

CONCLUSIONS

Because of the scale of the study and methodology used, AMPHORA will be one of the most relevant research projects on alcohol consumption up to the time.