

## Creative thinking workshops

# New ideas for Alcohol Policy – Widening the scope

**Jillian Reynolds**  
Amphora project Science Officer

## Alcohol and Global Health 2

### Effectiveness and cost-effectiveness of educational and information programmes to reduce the harm caused by alcohol

Peter Anderson, Don Chisholm, Danie

Lancet 2009; 373: 2234-46  
See Editorial page 2171  
See Comment pages 2173, 2174, and 2176  
See Perspectives page 2191  
See Series pages 2223 and 2247

This is the second in a Series of three papers about alcohol and global health  
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This paper reviews the evidence for the effectiveness and cost-effectiveness of educational and information programmes to reduce the harm caused by alcohol, in the areas of education and information under the influence of alcohol (drink-driving), availability, manufacturing, and informally produced alcohol. Systematic reviews and meta-analyses of alcohol are marketed (particularly its price and availability). Enforced legislative measures to reduce drink-driving and in drinkers are also effective. However, school-based education and information and education-type programmes have a role in reducing the acceptance of alcohol on political and public agendas. Making alcohol advertising, are highly cost-effective strategies to reduce alcohol production and consumption, increasing the proportion of alcohol policy than a simple increase in tax.

#### Introduction

The first paper in this Series<sup>1</sup> summarised the global burden of ill health and the economic cost attributable to alcohol use and alcohol-use disorders, noting that 4-6% of all ill health and premature death worldwide is due to alcohol, with poorer populations and lower-income countries having a greater disease burden per litre of alcohol than higher-income populations and countries. This second paper in the Series reviews the evidence for the effectiveness of policies and programmes to reduce the avoidable harm caused by alcohol, largely on the basis of an analysis of published systematic reviews and meta-analyses, which were identified through searches of the Cochrane library, Medline, Web of Science, and Web of Knowledge with specific search terms for each

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# Alcohol Policy in Europe: Evidence from AMPHORA

Edited by Peter Anderson, Fleur Braddick, Jillian Reynolds and Antoni Gual



Pricing policies

## Availability



## Informal and surrogate alcohol



## Drink-driving policies



**Alcohol  
selling  
premises**

**New  
technologies**

Pricing policies

Education

Availability



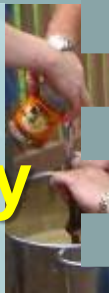
Pricing policies

Education

Availability



**Informal  
Civil  
society  
surrogate  
alcohol**



Informal  
and  
surrogate  
alcohol



Marketing



Community  
programmes



Health  
Sector



**The alcohol  
industry**



Health  
Sector

Serving  
practices



Drink-driving  
policies



Serving  
practices



Drink-driving  
policies



**Other government  
areas**

policies



**Join in and be creative!**

**11.00 in the Board Room (1st Floor)**