



## **Work Package 3**

***Socio-cultural, economic & demographic determinants  
of unplanned alcohol consumption changes  
and preventive alcohol policies***

**a 12-country European study**



## **WP3- 12 Participating European Institutions**

*Culture, social, demographic  
determinants and alcohol policy*

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Our study assumption is  
that policy measures  
by themselves  
cannot simply explain the changes  
of alcohol consumption  
which have occurred in Europe  
since the 1960s.





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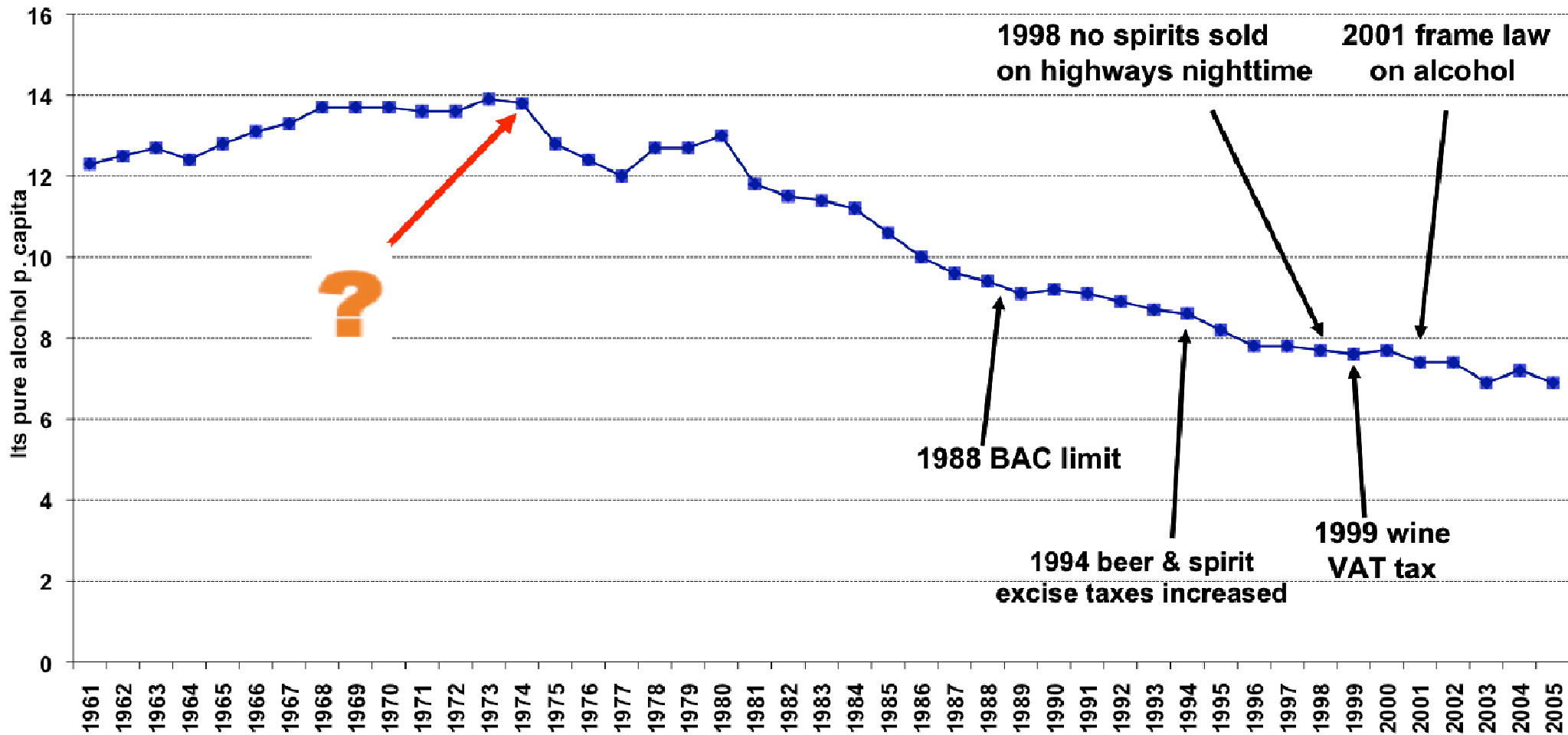
The following examples  
of consumption trend figures  
in Southern, Northern, Eastern Europe  
over the last 5 decades  
clearly illustrate  
that changes in alcohol consumption  
appear not easily explicable  
just through the impact  
of alcohol policy measures.



# Southern Europe- Italy

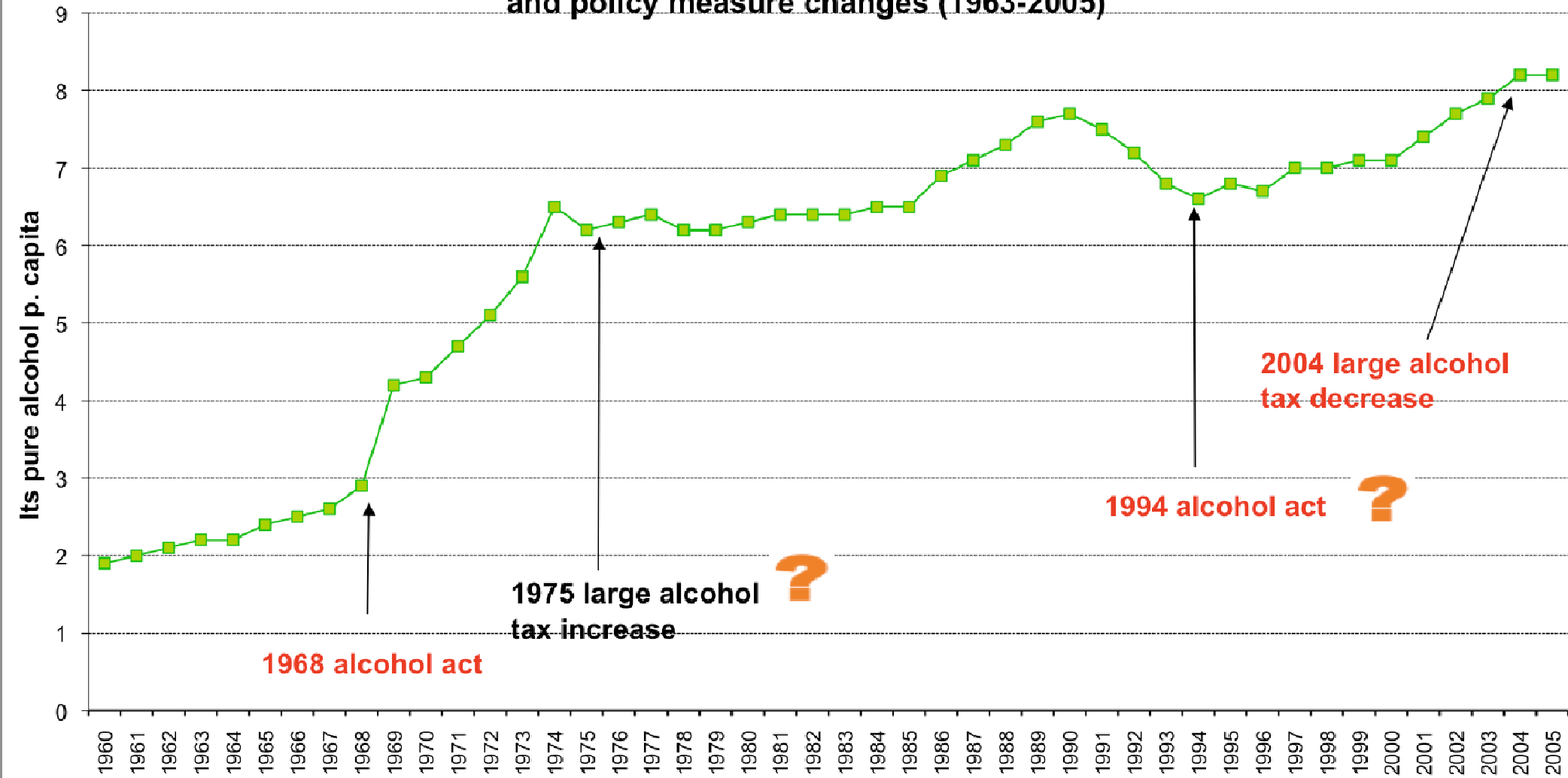
(WDT 2005, WHO HFA-DB 2009)

Figure - Recorded alcohol consumption trends in Italy and policy measure changes (1963-2005)

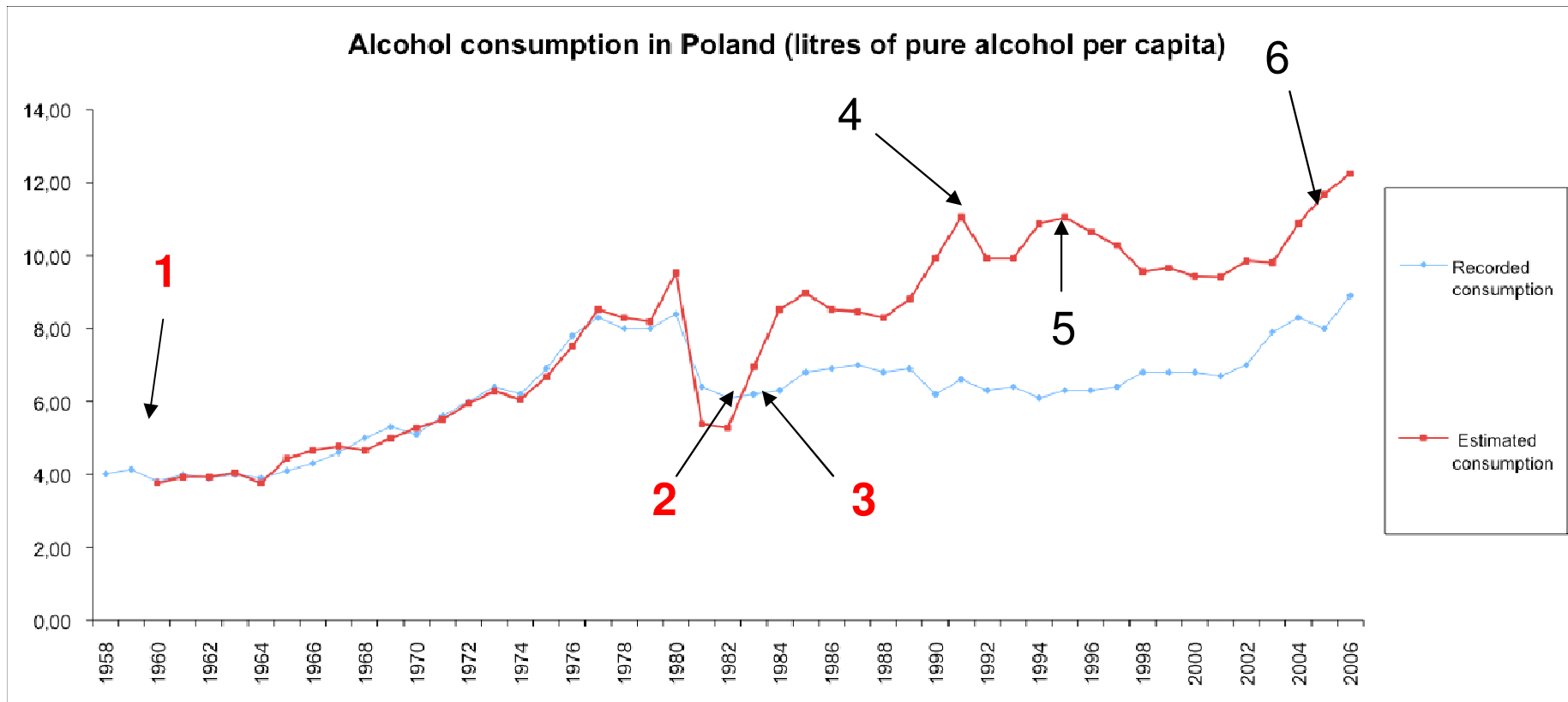


# Nordic Countries- Finland (WDT 2005, WHO HFA-DB 2009)

Figure - Recorded alcohol consumption trends in Finland and policy measure changes (1963-2005)



# Eastern Europe - Poland




1. 1959 – parliament passed “Act against alcoholism” Act contained many limitation for alcohol availability
2. April 1981 – March 1983 - food stamps had been implemented in Poland. Every month Polish inhabitants received stamps enabling to buy defined amounts of such goods like: sugar, flour, meat, and others. **That time every adult, each month received stamp for half a liter of vodka**
3. 1982 - parliament passed Law on upbringing in sobriety and counteracting of alcoholism, more comprehensive and with more repressive regulations regarding alcohol availability than Act from the year 1959
4. Amendment from July 1990 –liquidation of the state monopoly in bulk sales of alcohol and liquidation of restrictions as to sale hours (originally since 06:00 to 13: 00 ban on sale)
5. Amendment from 1993 – shifted competence regarding number of alcohol outlets from central (every year on limits for whole country decided state government) to local level (community level). Most of local governments decided very fast to increase the number of outlets
6. October 2002 - 30% reduction of VAT on spirits



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## Why policy measures do not affect consumption change in a consistent manner?

(1) the impact of policy measures depend on their interaction with culture, enforcement, different strength, and delay & cumulating effects of measures;

(2) there are determinants, which are not-planned and not linked to preventive alcohol policies, but can produce alcohol consumption changes as well... 





→ ..and researchers have carefully identified 37 cultural, social, economic, demographic factors, which are either specific to each country or common to European countries. They include the following:

- urbanization, industrialization, demographic changes
- increasing expenditure in soft drinks and in non-food items
- higher female labour force participation
- change in family organization and in women's role as to home meals
- devaluation/appreciation of wine
- health awareness
- market forces and industry interests
- consumerism & drinking practices globalization
- border import of alcoholic beverages
- immigration from countries with different culture and religion
- major national socio-political changes, like entering the EU or processing the transition from a centrally planned to a market economy.



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In order to analyse how and under which circumstances alcohol consumption changes really occur, the WP3 AMPHORA study is presently collecting a large amount of information related to the unplanned factors of change and to the planned policy measures as well. The study outcomes will appear in 2012.

