

EUROCARE STRATEGIC PLAN



2021-2024



WHO WE ARE

The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governmental and public health organisations with 52 member organisations across 21 European countries and California, including 8 international organisations advocating the prevention and reduction of alcohol related harm in Europe. It was established in 1990. The Secretariat has been based in Brussels since 1996 and consists today of 2,4 positions.

Eurocare and its members are not affiliated to and does not receive any funding from the alcohol industry or any of its social aspect organisations.

GOVERNANCE

Eurocare is organised as an International not-for-profit organization (association internationale sans but lucratif (AISBL) registered in Belgium since 1996.

The General Assembly is the supreme organ of the Association and is composed of all the Full Members and Associated Members of the Association. The Association is managed by a Board composed of ten members. The Board members are appointed and dismissed by the General Assembly at its sole discretion. The Board may delegate specific management or representation powers of the Association for legal or extra-legal actions to one or more Board members, Members, third parties or to the Secretary General.

EUROCARE CORE VALUES

Eurocare's **vision** is a Europe where alcohol related harm is no longer one of the leading risk factors for ill-health and pre-mature death. European decision makers recognise the harm done by alcohol and apply effective and comprehensive policies to tackle it. Eurocare is recognised as the leading European public health organisation in alcohol related dialogue and policy development.

Public health is about creating the conditions for a healthy society as stated in the Universal Declaration of Human Rights¹. But public health is far more than basic medical care and adequate living conditions and should be the core business of every government.

Good health means that people live longer and enjoy more healthy years of life. A healthy population is a precondition for economic growth and prosperity and will reduce the pressure on health and social care systems.

Equality in health is vital, unfortunately there are still large differences between population groups, regions and countries. Many threats to health cannot be solved by national authorities, coordinated action at EU level is increasingly important.

Participation of civil society is significant in shaping and delivering health outcomes at all levels. Eurocare seeks to mobilise civil society for the promotion of alcohol policies which safeguard individuals, the family and society from the negative consequences of alcohol use.

The public good must take precedence over commercial interest. Eurocare seeks to build a Europe where the collective social and health interests take precedence over commercial interests.

Evidence based policies should be the basis for alcohol policies across Europe and Eurocare advocacy efforts.

EUROCARE MISSION

The **mission** of Eurocare is to promote policies to prevent and reduce alcohol related harm, through advocacy work. The message, regarding alcohol consumption, is “less is better”. To achieve its mission Eurocare:

-  Advocates for the prevention and reduction for alcohol related harm in Europe.
-  Influences European policy makers by advocating effective evidence-based alcohol policy.
-  Monitors policy initiatives and informs its members
-  Creates and nurtures ties between organisations at EU level concerned with alcohol related harm
-  Disseminates information on alcohol related issues
-  Publishes reports and position papers

¹ Article 25 in Universal Declaration of Human Rights – adopted and proclaimed by General Assembly resolution 217 A (111) of 10 December 1948

ALCOHOL – A CAUSE FOR ACTION



Men consumed on average



Measured in pure alcohol, data for 2016
WHO Europe, 2018, Fact sheet on alcohol consumption, MOPAC project



Women consumed on average



Main causes of death due to alcohol in 2016

- 1** cancer
29% of alcohol-attributable deaths
- 2** liver cirrhosis
20% of alcohol-attributable deaths
- 3** injury
18% of alcohol-attributable deaths

WHO Europe, 2018, MOPAC project, Fact sheet on alcohol-attributable harm and alcohol policy response in EU, Norway and Switzerland

EUROCARE SUCCESS STORY

The organisation was established in 1990 with 9 member organisations, based in UK (Institute of Alcohol Studies IAS) and with a French President (Association Nationale de Prévention en Alcoologie et Addictologie ANPAA). There were growing concerns over the impact of the single market on national alcohol policies.

Over the years the organisation has grown from 9 members in 9 countries to today 52 active member organisations across 21 European countries, including 8 international organisations and 1 associated member in California.

Member organisations are involved in advocacy and research, as well as in the provision of information and training on alcohol issues and the service for people whose lives are affected by alcohol problems.

The Maastricht Treaty (1992), for the first time, makes public health an explicit concern of the European Community. This paved the way for Eurocare's work over the next thirty years. Eurocare's stance has been to advocate effective, evidence based policies, to reduce alcohol related harm; this grounding in scientific evidence and commitment to a population wide and integrated approach, is encapsulated in the message first formulated by the World Health Organisation: "**Alcohol: Less is Better**".

France's pioneering ban on Advertising ("Loi Evin") in 1991 sets the bar high for EU public health advocates. At the time, the European Court Judgement in regard to the ban on the advertising on certain alcoholic beverages, claimed: *"It must be recognised that the connection made by the French Government between the control of advertising in respect of alcoholic drinks and the campaign against alcoholism does exist. It is in fact undeniable that advertising acts as an encouragement to consumption and that the disputed rules are not therefore a matter of Indifference from the point of view of the requirement of public health."* Later, the French were to ban TV advertising of all drinks above 1% of alcohol by volume.

Eurocare has over the years published many reports outlining the negative impact of alcohol consumption. Already in 1995, Eurocare establishes its position as "industry watchdog" with the publication of "Counterbalancing the Drinks Industry". The aim of the report was to provide a critical

response to the Amsterdam Group² Report to the EU. This was followed up with a publication on Alcohol Problems in the Family (1998) and Medical Education in Alcohol and Alcohol Problems. For a full list see: <https://www.eurocare.org/publications.php>

From 2000 Eurocare has been actively involved in the preparations and support of **Council Conclusions**. Progress has been achieved, from the first mention in the 1986 Council Resolution, through 2006 EU Alcohol Strategy, set of Council conclusions on alcohol (2011,2012,2015,2017) .

In 2014/2015 Eurocare worked closely with MEPs in the **European Parliament** and were delighted when they in April 2015 adopted a call for a renewal of the European Strategy to reduce and prevent alcohol related harm (Alcohol strategy European Parliament resolution of 29 April 2015 on Alcohol Strategy (2015/2543(RSP))

In 2004 **Eurocare embarks upon its first ambitious EU funded projects, either as a lead or as partner** *Alcohol Policy Network in the Context of a Larger Europe: Bridging the Gap*. Since then Eurocare has been involved in projects related to commercial communication, labelling of alcoholic beverages, alcohol in the workplace, youth organisations, joint action with Member States and finally the ongoing FYFA project – Focus on youth football and alcohol.

EUROCARE PRIORITIES 2021-2024

Our work is guided by the World Health Organisation's policy recommendations, outlined in the 2010 Global Strategy to Reduce Harmful Use of Alcohol. There is a need for a combination of policy tools and interventions to prevent and reduce alcohol related harm. Eurocare primary goal is to work towards the European Union institutions to ensure that EU's policies across a spectrum of areas from trade to agricultural policy, consider alcohol as a risk factor for disease and ill-health.

Eurocare supports a combination of policy tools and interventions that are needed to prevent and reduce alcohol related harm. For the forthcoming period, considering the political situation within the European Union context, Eurocare Members and Board identify the following three main areas for action on alcohol related harm: Alcohol and Cancer, Labelling of alcoholic beverages and Commercial communication in the digital area.

² Known today as the [European Forum for Responsible Drinking](#) (EFRD)



IF YOU DRINK ALCOHOL OF ANY TYPE, LIMIT YOUR INTAKE. NOT DRINKING ALCOHOL IS BETTER FOR CANCER PREVENTION.

#ALCOHOLANDCANCER
INCREASE AWARENESS ABOUT THE RISK

European Code Against Cancer



SECTOR BY SECTOR REGULATION ON ALCOHOL LABELLING

MAKES LIFE HARDER FOR CONSUMERS

AND SHOULD THEREFORE BE REJECTED

END ALCOHOL LABELLING EXEMPTION



“ EXPOSURE TO ALCOHOL MARKETING IS ONE CAUSE OF DRINKING DURING ADOLESCENCE AND ALSO ONE CAUSE OF BINGE DRINKING. ”



*The Relationship Between Exposure to Alcohol Marketing and Underage Drinking Is Causal' 2020. James D. Sargent. & Thomas F. Babor

At the same time Eurocare must be flexible and have the capacity to change direction and follow ongoing political discussions and challenges.

2020 has been a good example for the need to be flexible. Within a couple of months more than 1 million people were infected with the novel coronavirus and more than 100,000 dead. When Europe is in the middle of an unprecedented health crisis, Eurocare needs to adopt and change its planned activities.

EUROCARE OPERATIONAL OBJECTIVES 2021 - 2024

- ■ Eurocare will work with the European Institutions, national European countries and relevant international organisations (WHO, OECD) to create a broad and competent policy input to the alcohol policy agenda at European level.
- ■ Eurocare being recognised as a key stakeholder and the leading network of NGOs in the field of alcohol at European level.
- ■ Strengthening the Eurocare structure by improving its governance, engage its members and members commitments across Europe.
- ■ Strengthening the financial sustainability of Eurocare.

GOALS AND POTENTIAL ACTION AREAS 2021 – 2024

Eurocare will advocate for effective alcohol policy and increase support for regulation by:

- ■ Produce Alcohol Policy Briefs every second year 2020, 2022 if new data are available
- ■ Promote the European Award for Reducing Alcohol Harm (EARAH) 2020 and 2022
- ■ Co-host the European Alcohol Policy Conference 2022
- ■ Coordinate Alcohol Awareness Week every third week in November
- ■ Support European FASD Alliance
- ■ Support European Mutual help Network for Alcohol related problems (EMNA)
- ■ Support Youth Health Organisations work on alcohol policy (YHO)
- ■ Support Road Safety Initiatives related to drink driving
- ■ Support initiatives to mental health and wellbeing connected to alcohol related harm
- ■ Support initiatives to link alcohol to Sustainable Development Goals
- ■ Support initiatives related to alcohol and tourism
- ■ Support initiatives to alcohol prevention in the workplace