



The Role of Local Communities in Planning and Implementing Alcohol Policy

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Development process of Estonian alcohol policy

Why local governments?

What works on local level?

Recommendations



Estonia started to develop it's first national alcohol strategy in 2008.



If failed. Government didn't support it.



Current government has written alcohol policy development into it's coalition agenda.

In 2011 Ministry of Social Affairs started to develop national alcohol policy green paper, that is presented to government this month.



Based on WHO's Global strategy to reduce harmful use of alcohol and its topics:



1. leadership, awareness and commitment

7. pricing policies



2. health services' response

8. negative consequences of drinking and alcohol intoxication

3. community action

4. drink-driving policies and countermeasures

9. illicit alcohol and informally produced alcohol

5. availability of alcohol

6. marketing of alcoholic beverages

10. monitoring and surveillance



Global strategy to reduce the harmful use of alcohol





WHY LOCAL GOVERNMENTS?



It's mostly local communities who have to face the wide range of difficult social problems and remarkable harm to health that alcohol misuse causes.

It can lead to significant decline in human capital, that in turn can limit development of local economy and drain local social/health services



Since the scope and nature of alcohol related problems can vary in different communities, the local governments can decide if and what kind of alcohol policy is needed or accepted.



Also, local governments play a significant part in enforcing national regulations and laws (for example age-limits of alcohol sales or marketing restrictions).



Many researches and policy guidelines acknowledge that local multi-component alcohol policies can be effective



Alcohol policy measures are as effective as motivated are local residents, specialists and decision-makers to implement them.

It might take time (even years) to achieve that state of motivation and common understanding that these measures are needed.



The main measures that effective multi-component community alcohol policies consist:



- Lowering the number and density of alcohol outlets



- Strengthening control and enforcement measures on alcohol outlets (on-premise and off-premise), e.g. stricter licensing

- Mandatory server trainings for alcohol outlets (limited effects when voluntary and higher effects when implemented with outlet alcohol sales control measures)

- Strengthening control and enforcement regarding drinking in public places and public events

- Mobilizing communities – development and activation of local networks and workgroups

- Raising the awareness of local decision makers and residents to create more support for local alcohol policy measures

- Co-operation with local media to increase the proportion of alcohol counter-marketing



The main advantage that communities have (compared to national level) is the opportunity to effectively **change the environment where people drink**, by making drinking environments safer.



Environments: local bars, nightclubs, parks, parking lots, street corners, festivals, concerts



Proven results: less drinking and driving, less underage drinking, less violence



It's been shown that limiting the days and hours of alcohol sales can help to achieve decline in murders and other criminal assaults.

But in order to see these results communities need to be patient, because these changes take time and became statistically measurable during longer time periods.



POLICY RECOMMENDATIONS



1. Stricter alcohol sales regulations at public events:



1.1. Allowing alcohol sales (and use) only in enclosed territories, that have enforced age-limits (18 years). This means that alcohol sales are not allowed in events that don't have enforced age-limits



1.2. State the types of public events, where alcohol sales (and use) are not allowed. For example sports events, family events, children events etc.

1.3. Not allow sales of alcoholic beverages that have higher consistency of alcohol. For example $\leq 6\%$.

1.4. Not allow sales of alcoholic beverages in bottles, glasses or cups $\leq 0,33$ litres or $\leq 0,5$ litres.

1.5. Forbid alcohol sales 1 hour before the end of an event.



2. Stricter rules for alcohol sales and outdoor advertising:



2.1. Specify in meters how close to a children institution (schools, kindergardens etc) can alcohol outlets be located
(what about supermarkets?)



2.2. Forbid alcohol outlets in residential buildings
(what about residential buildings that already have an outlet?)
(is it against free enterprise principles?)

2.3. Specify in meters how close to a children institution (schools, kindergardens etc) is alcohol outdoor advertising allowed

2.4. Forbid outdoor advertising

-  **3. Implementation of evidence-based and local-needs-based alcohol policy:**
-  3.1. Affirm main standpoints of local alcohol policy
-  3.2. Draw an action-plan that derives from local needs and is sustainably implemented
-  3.3. Organize a sustainable and multisectoral team of local specialists and decision-makers to implement the action-plan

-  **4. Enforcement and control!**
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THANK YOU!

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