

# Structures & Instruments of an effective Alcohol Policy

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# Players in Alcohol Policy

## Government

national, regional, local

## Alcohol Industries

Beer, wine, spirits

## Advertising Industries

TV, Radio, Internet, Print

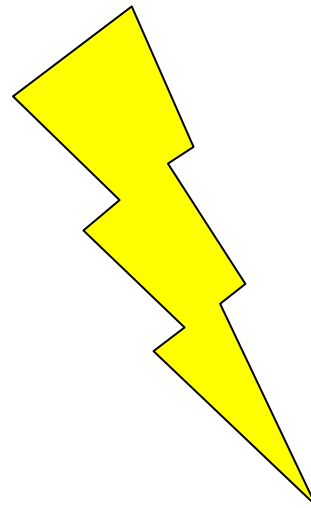
## NGOs

directly & indirectly  
linked to Alcohol

## Other Alcohol related Industries

Retailers, Catering &  
Hotel trade

## Research Institutions



# Alcohol Policy Action Areas

## Tax & Price

- Alcohol tax rates for beer, wine & spirits
- Taxes on alcopops

## Young People

- minimum legal age to buy alcohol
- enforcement of current law

## Risky environments

- Drink-driving measures
- workplace restrictions
- Restrictions on drinking on public places

## Market restrictions

- licensing
- Off-licence sales restrictions

## Marketing controls

- restrictions on TV, print or billboard adverts
- Sports sponsorship restrictions

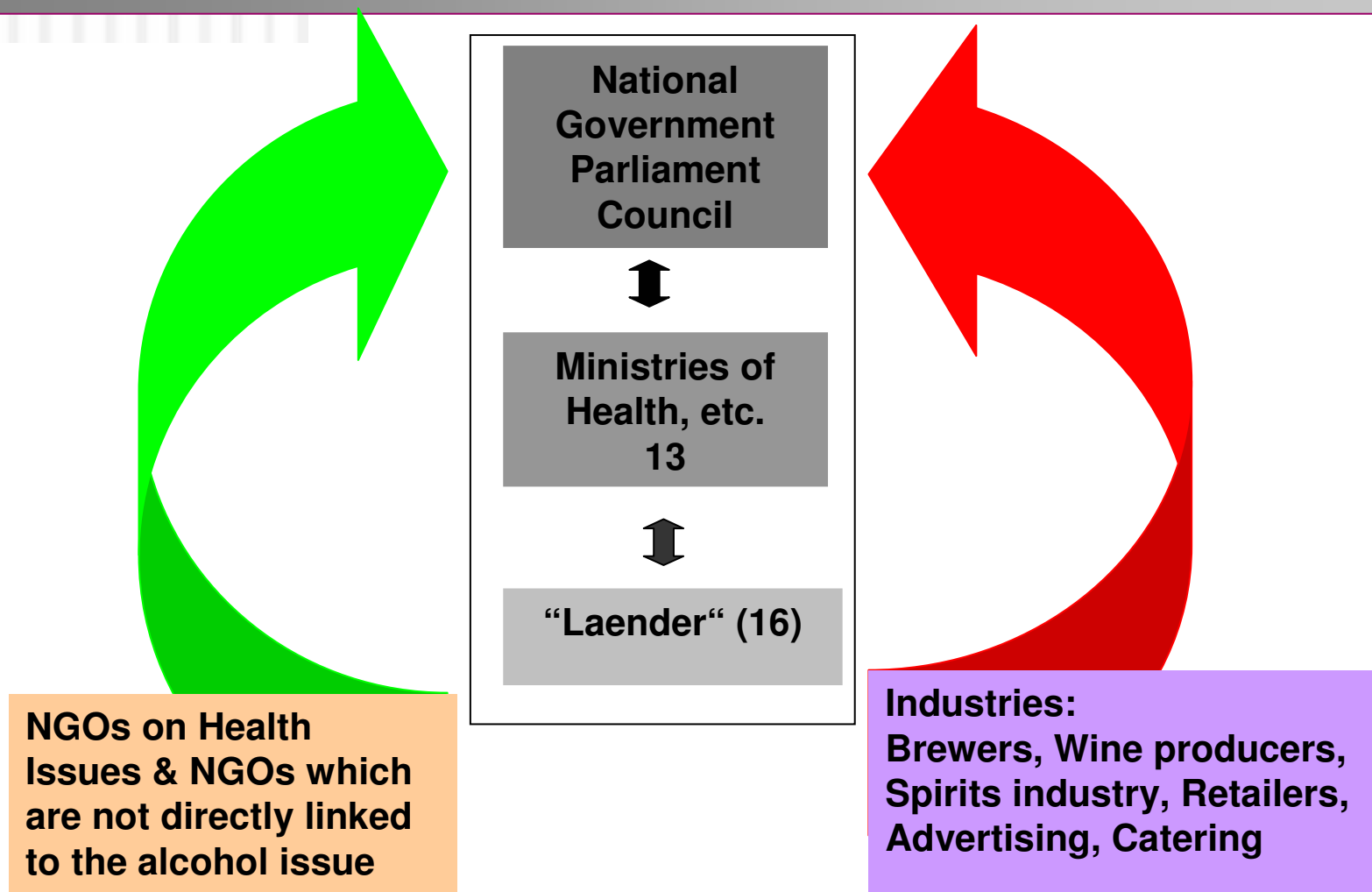
## Prevention (Education)

- workplace & drink-driving campaigns
- school-based education

# Elements & Instruments

- **Strategies & action plans**
- **Public Relations**
- **Research**
- **Monitoring & surveillance**
- **Avocacy & Lobbying**
- **Networking**

# Players in Alcohol Policy in Germany



# Action on Alcohol in Germany

- **Recommendations for a National Action Plan for alcohol prevention (2008)**
- **Addiction Week (2009)**
- **Alcohol Advertising (2008/2009)**
- **Test purchases of alcoholic beverages by minors (2008~)**
- **Improvement of protection of children and young people**
- **Alcohol and workplace (2008-2010)**
- **Consumer labelling and alcoholic drinks (2009)**

**Thank you for attention!**