



LESS ALCOHOL WEBINAR SERIES

POPULATION-WIDE INTERVENTIONS FOR REDUCING ALCOHOL CONSUMPTION: WHAT IS THE PER CAPITA CONSUMPTION INDICATOR TELLING US?

16 NOVEMBER 2021 – 15:00–16:30 CET

Why is this webinar needed?

Population-wide interventions are the most cost-effective approach to tackle the root causes of and reduce the overall alcohol consumption and harm (1). Many global commitments and surveillance systems use this population-wide approach to track progress in the implementation of alcohol control policies. The *alcohol per capita consumption*¹ is used as the indicator for that purpose, e.g. The United Nation's Sustainable Development Goals 3, Target indicator 3.5.2 (2); the WHO Global Monitoring Framework for Noncommunicable Diseases global target of a 10% reduction in the harmful use of alcohol by 2025 (3) and proposed by the

Global alcohol action plan 2022-2030 to strengthen implementation of the Global Strategy to Reduce the Harmful Use of Alcohol - Second draft² (4). The *alcohol per capita consumption* has been collected by the World Health Organization since 1996 within the Global Information System on Alcohol and Health (5) and is available for almost all countries on a yearly basis.

The trends of *alcohol per capita consumption* have consistently shown a direct association with alcohol harm and mortality (6,7). The *alcohol per capita consumption* is also sensitive to variations in the implementation of alcohol control policies (8). More recently, the *alcohol per capita consumption* has been used in

¹*Alcohol per capita consumption* is defined as the total alcohol consumption (including recorded sales and unrecorded consumption) per capita among those aged 15 years and older within a calendar year in litres of pure alcohol adjusted by tourist's consumption.

² Global target 1.2.1: At least a 20% relative reduction in the harmful use of alcohol achieved by 2030, baseline 2010.

modelling alcohol consumption worldwide (9).

What do we aim to achieve?

This event aims at discussing the validity and reliability of *alcohol per capita consumption*, its sensitivity to describe changes in alcohol control policies and reflect on the implication of COVID-19 pandemic in alcohol consumption projected trends by 2030.

Who should participate?

The target audience includes policymakers, government officials and civil servants, civil society groups, media

and researchers with an interest on this topic.

Participation in this event is by invitation. If you have not received one, you can still register; your application will be considered.

The event is co-organized by the World Health Organization Regional Office for the Americas/Pan-American Health Organization, the World Health Organization Regional Office for Europe, Office for Prevention and Control of Noncommunicable Diseases, the Less Alcohol Unit of the Health Promotion Department and the Alcohol, Drugs and Addictive Behaviours Unit of the Department of Mental Health and Substance Use at the World Health Organization headquarters.

For more information, contact us:

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References

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5. World Health Organization. Alcohol, recorded per capita (15+) consumption (in litres of pure alcohol). [cited 2021 Oct 18]. Available from: [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-\(15-\)-consumption-\(in-litres-of-pure-alcohol\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-(15-)-consumption-(in-litres-of-pure-alcohol))
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