

Alcohol harm in the world

The facts and the stories

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Scoop for this presentation

Alcohol harm in the world. The facts and the stories.



Structure for this presentation

Alcohol harm in the world. The facts and the stories.

Background

- Democratic harm
- Economic harm
- Medical harm
- Social harm

Alcohol harm around the world

- Independent evidence
- Human stories
- Discussion

Conclusive remarks

- Evidence-based + heart-driven work

Background

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Democratic harm

- Escapism versus participation
- Circumstances & meaning
- Pacifying people, inhibiting civic potential
- Alcohol industry: corruption, lobbying

Background

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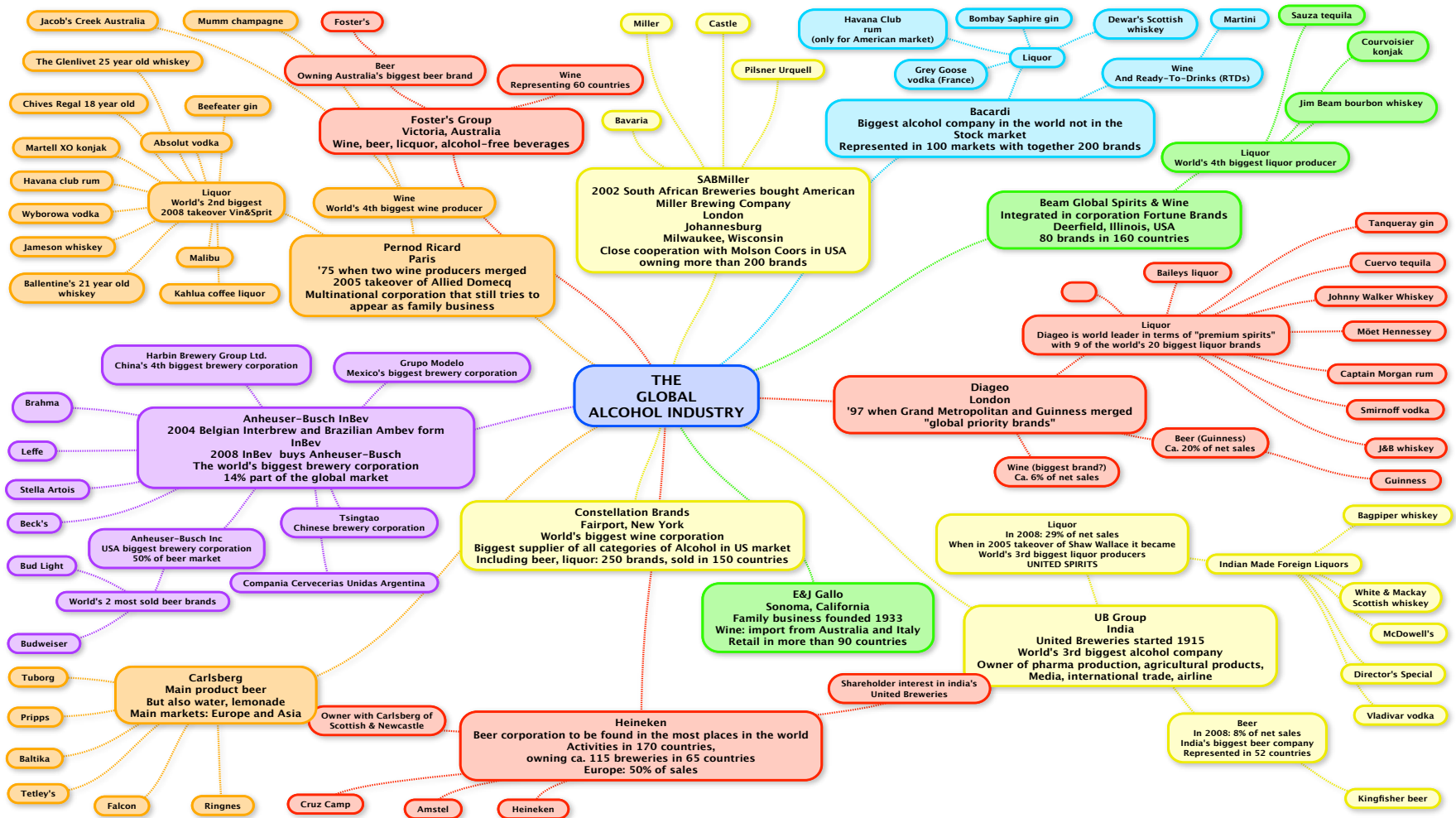
Who is Big Alcohol?

- Alcohol producers
- Alcohol retailers
- Alcohol marketing industry

What is it they communicate?

- Perpetuate myths about effects of alcohol
- Supply policy makers with biased information
- Buy their own research
- Promote stereotypes and target youth to market their products
- Aggressive tactics in developing world

Who is Big Alcohol?



Background

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Economic harm

- Income versus costs
- Absenteism
- Presenteism
- Loss of productivity
- Tremendous costs
- DALYs

Background

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Background

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Medical harm

- Alcohol harms all organs of the body except the inner ear
- 60 diseases and conditions
- Brain development
- Mental health
- Toxic substance, foreign to human body

Background

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Social harm

- Harm to others than the alcohol user him/ herself
- Children of alcoholics & FAS
- Violence
- Road traffic
- Illogical advantages, eroding social norms

Background

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Alcohol harm around the world

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Seeing the world and feeling it

- Independent evidence
- Human stories
- Discussion

Alcohol harm around the world

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Independent evidence: social harm

- 9 million CoA in the EU
- 16% of all cases of child abuse and neglected are alcohol related
- USA: mothers/ fathers convicted of child abuse are 3 times/ 10 times more likely to be alcoholics
- CoA are 4 times more likely to develop addiction

Alcohol harm around the world

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Human story



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Independent evidence: social harm

- In Australia, a country of 21 million, more than 10 million have been negatively affected by a stranger's alcohol use
- Rio de Janeiro, during carnival season: at least 16,800 people were hurt due to violence, fights, car crashes, accidents from excessive alcohol use
- Costs of social harm, Australia: 20.6 billion dollars
- Costs of social harm, EU: €125 billion
- Costs of social harm, USA: 223.5 billion

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Human story



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Discussion: social harm

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Independent evidence: economic harm

- Every minute alcohol harm costs the UK economy 48,000 pounds
- Every hour more than 100 people go into hospital in England and Wales due to alcohol harm
- Every day more than 40 people die as a result of alcohol in England and Wales
- Every week more than 100 children call Child Line for help because of their parents' alcohol use – some as young as 5 years

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Human story



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Independent evidence: economic harm

- NCDs
- DALYs
- Families
- Communities

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Discussion: economic harm

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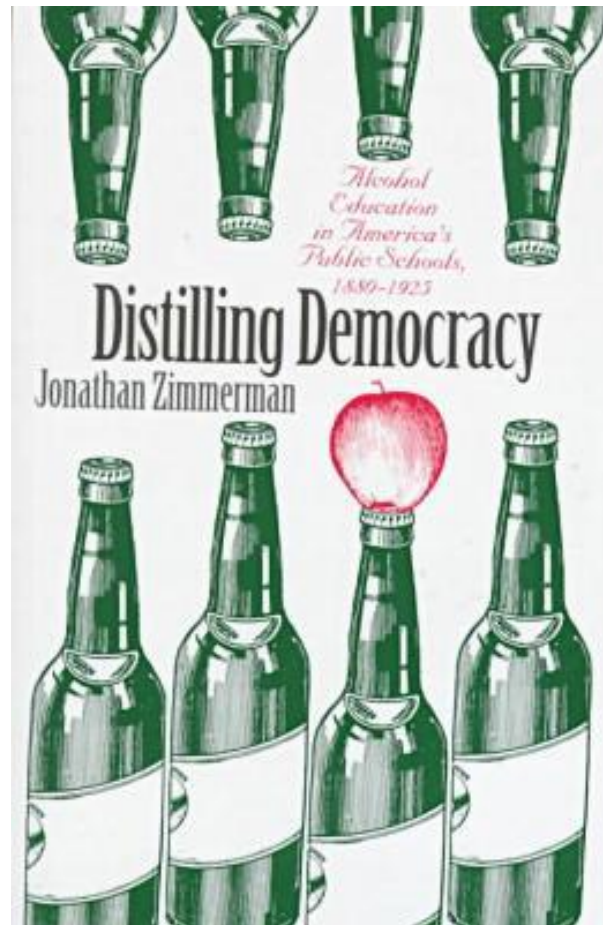
Independent evidence: democratic harm

- Gender equality
- Alcohol marketing
- Alcohol free environments
- Development
- Politics, workplace and Big Alcohol

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Discussion: democratic harm

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Independent evidence: some links

- GISAH > <http://apps.who.int/ghodata/?theme=GISAH>
- Bubble diagrams > <http://www.gapminder.org>
- Alco Stats Global > <http://www.iogt.org/policyofficerupdate/6/statistics-that-speak-to-you/>
- Alco Stats Sweden > google search: "google public data iogt"

Conclusive remarks

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Evidence-based work

- Truth, honesty, values
- Credibility
- Effective, high-impact measures

Heart-Driven work

- Experience
- Communicating what's behind the facts

Conclusive remarks

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#Evidence #HeartDriven



Conclusive remarks

Alcohol harm in the world. The facts and the stories.

What does the global picture mean for you?

- On the grass roots
- In your community?
- Your local club?
- Your everyday life?



Human Rights



Thanks for your attention and participation...

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