

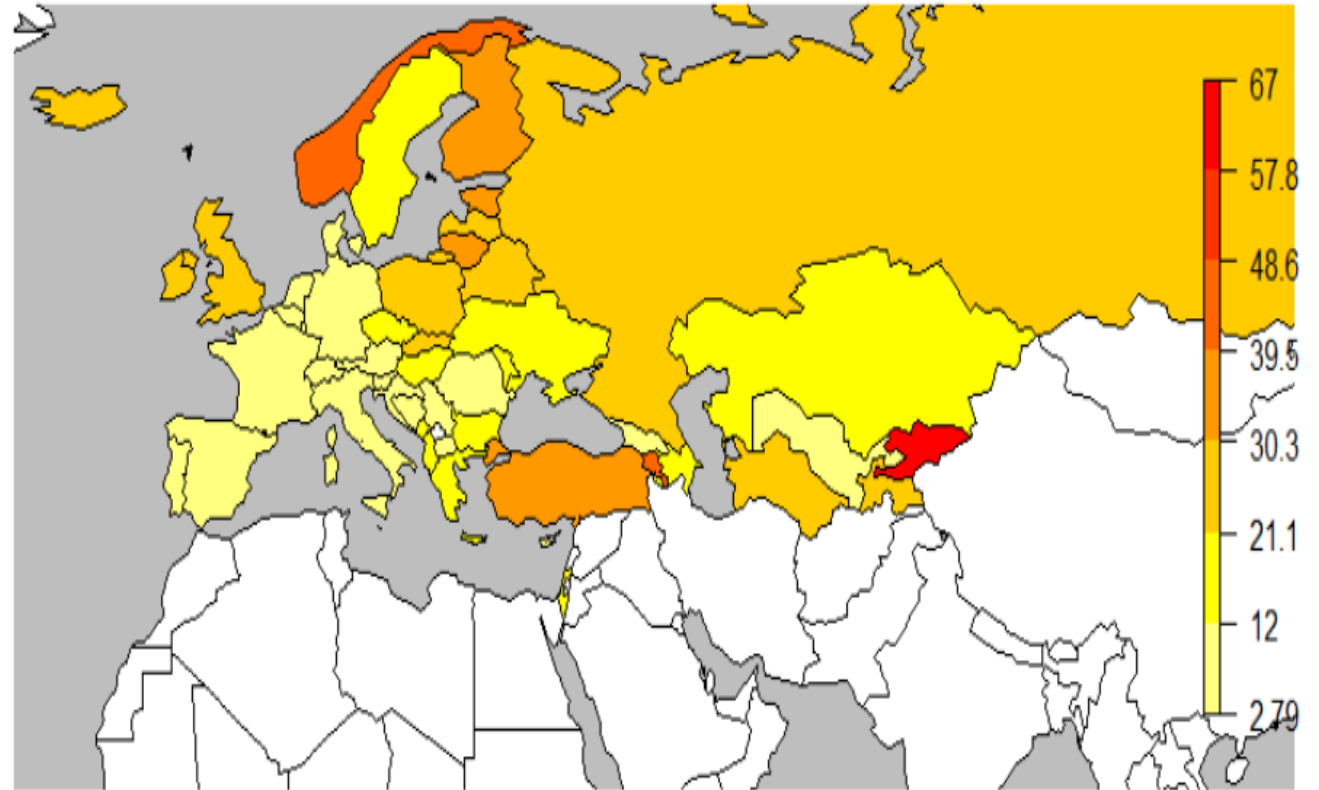
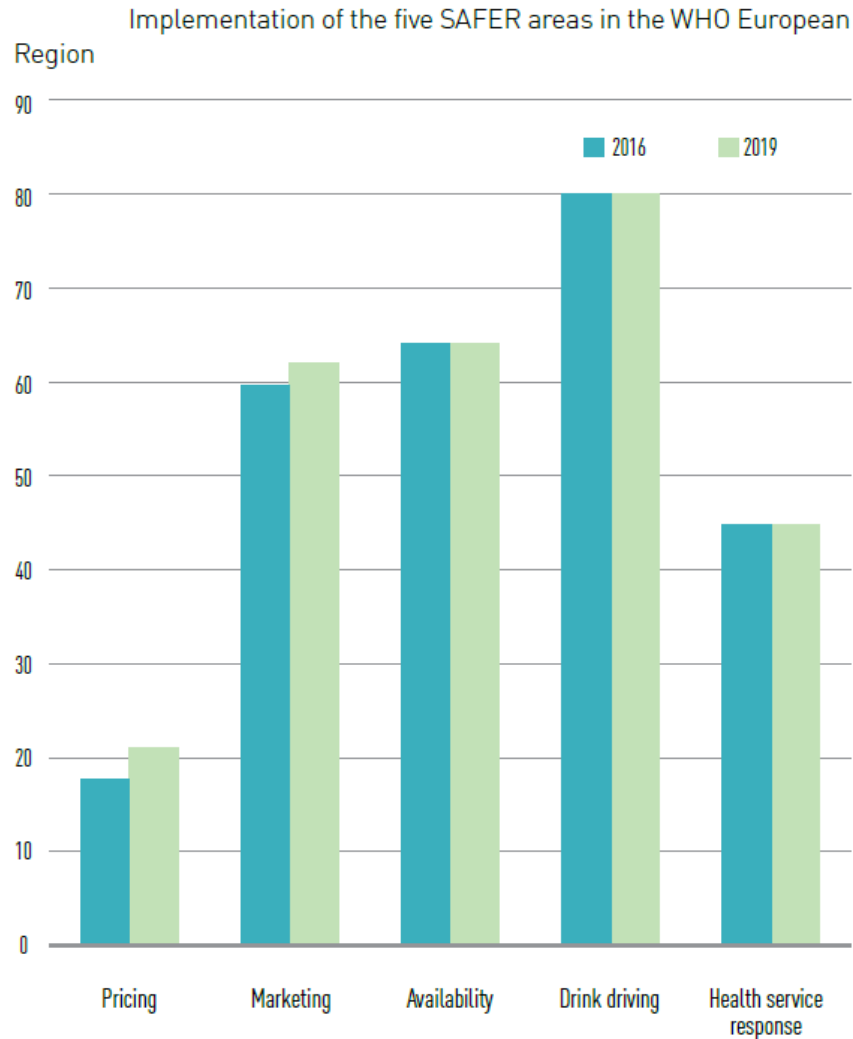
Building capacity for country impact: what  
can and what needs to be done to reduce  
alcohol affordability in our Region?

A commentary on the report

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# The financial alcohol control policies in WHO-European region are weak



Proportion of tax in the final price for all alcoholic beverages [for tobacco, the regional average is about 75%].

Most countries do not adjust alcohol tax for inflation and 22 countries (15 of them EU countries) do not have a tax on wine!

And several countries have asked WHO for assistance in reducing alcohol-attributable harm and increasing revenue

Meetings with several stakeholders, minimally with representatives of the Ministries of Finance and Health

- Step 1: analyse alcohol-attributable harm in the country (by SES, by cause of death, by hospitalizations)
- Step 2: analyse the situation with respect to financial measures: what is the taxation structure, what other financial means are applied in the country?
- Step 3: where is the country situated, and how real is the chance for an increase in unrecorded consumption?
- Step 4: what are revenue expectations?

## Develop a model to improve the situation

- Joint working groups to draw conclusions based on modelling the specific situation in the country (e.g., 5-year-predictions based on increase in excise taxation and Minimum Price for a specific beverage with inflation adjustment, measures to reduce unrecorded consumption, measures to better monitor alcohol trade)
- Suggest changes based on the models
- Explore chances to implement such changes via decision-making bodies (e.g., Parliament)
- Revise to fit the specific situation in the country
- Implement plan and monitoring/surveillance of expect results
- Include decision points to evaluate and adapt

# Each country needs a specific solution!

But all can be derived with the same tools and principles:

- Involvement of all necessary stakeholders
- Situational analyses
- Joint working groups, modelling potential results based on best evidence (and this is where the report on minimum pricing and minimum unit pricing comes in!)
- Selecting best possible solution under the circumstances



**Don't be SCARED.  
Be Bold.  
Go SMART Health Taxes!**

**H  
W** **E** **A** **L** **T** **H**

**Thank you!**

**<https://www.who.int/health-topics/health-taxes>**