

Contents

Acknowledgements	iv
Abbreviations	iv
Foreword	v
Introduction	1
Part 1 Trends in alcohol consumption and alcohol-attributable mortality in the EU in 2010 . .	3
Background	4
Objectives	4
Underlying methods and data	4
Trends in consumption	5
Interpretation of consumption trends	6
Alcohol-attributable harm	7
Drinking and harm to others	10
Conclusions	11
References	11
Part 2 European survey on alcohol and health 2012	15
Background	16
Leadership, awareness and commitment	16
Pricing policies	20
Availability of alcohol	22
Marketing of alcoholic beverages	26
Community and workplace action	31
Health services' response	32
Drink-driving policies and countermeasures	32
Reducing the public health impact of illicit alcohol and informally produced alcohol . .	35
Reducing the negative consequences of drinking and alcohol intoxication	35
Monitoring and surveillance	36
References	37
Part 3 Country timelines	39
Background	40
Annex 1 Adult per capita consumption of recorded alcohol by country in Europe from 1990 to 2010	155
Annex 2 Alcohol-attributable standardized mortality rates (per 100 000 people) for liver cirrhosis, cancer and injury, Europe, 2010	159
Annex 3 Estimations of average retail prices of alcoholic beverages	161
Annex 4 Selected European surveys since 2006	165