Contents

Ackn	owledgements	i
Abou	t the authors	iii
Prefa	се	v
Summary		1
Conclusions		11
Reco	mmendations	13
1.	Introduction Methods, structure and terminology	19 21
2.	A brief history of alcohol in Europe Alcohol in everyday life Drinking through the industrial revolution	37 37 39
	Mass movements and alcohol The idea of addiction Alcohol in Europe: past and present	40 40 41
3.	The economic impact of alcohol The alcohol economy The social cost of alcohol in Europe	47 48 59
4.	The use of alcohol in Europe The population level of drinking Ways of drinking Alcohol and population sub-groups What explains European drinking trends	75 77 86 97 115
5.	Alcohol and individuals Alcohol and social-wellbeing Alcohol and the risk of ill-health Alcohol and the risk of heart disease Is there a risk-free level of alcohol consumption? What determines risk for alcohol-related ill-health? Does reducing alcohol use reduce ill-health?	131 135 141 158 163 166 169
6.	Alcohol and Europe Social harms Health harms The burden of alcohol in Europe The burden of harm and changes in consumption	195 196 205 218 223

7.	The effectiveness of alcohol policy	239
	Reducing drinking and driving	242
	Education, communication, and public awareness	251
	Regulation of the alcohol market	258
	Reducing harm in drinking environments	288
	Advice and treatment	295
	Cost-effectiveness of policy options	299
8.	Alcohol policy in Europe	343
	World trade law and alcohol	344
	Alcohol trade in the European internal market	348
	Alcohol as an economic commodity	355
	Alcohol policy across borders	360
9.	Alcohol policy in the countries of Europe	373
	Social context of alcohol policies	374
	Alcohol policy in the countries of Europe	376
	Tax and price	383
	Comparing countries	388
10.	Conclusions and recommendations	397
	Conclusions	397
	Recommendations	403
Annexe Glossary of terms		419