

A photograph of two women embracing warmly. The woman on the left is wearing a red ribbed sweater and has a bunch of autumn leaves tucked behind her ear. The woman on the right is wearing a white shirt with a blue pattern. They are both smiling and looking at each other. The background is a soft, out-of-focus white and grey gradient.

# Alcohol consumption and alcohol control policies in Estonia

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# Content

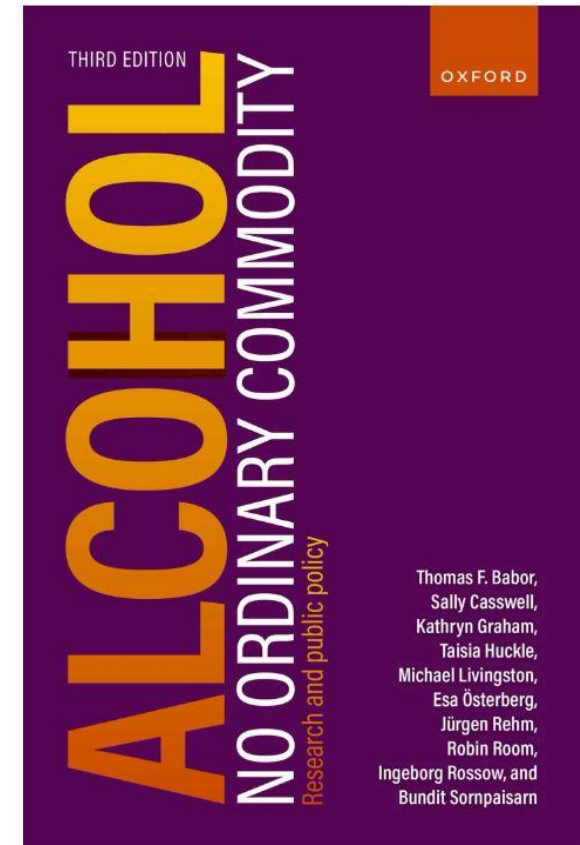
Introduction

Alcohol policy strategy in Estonia

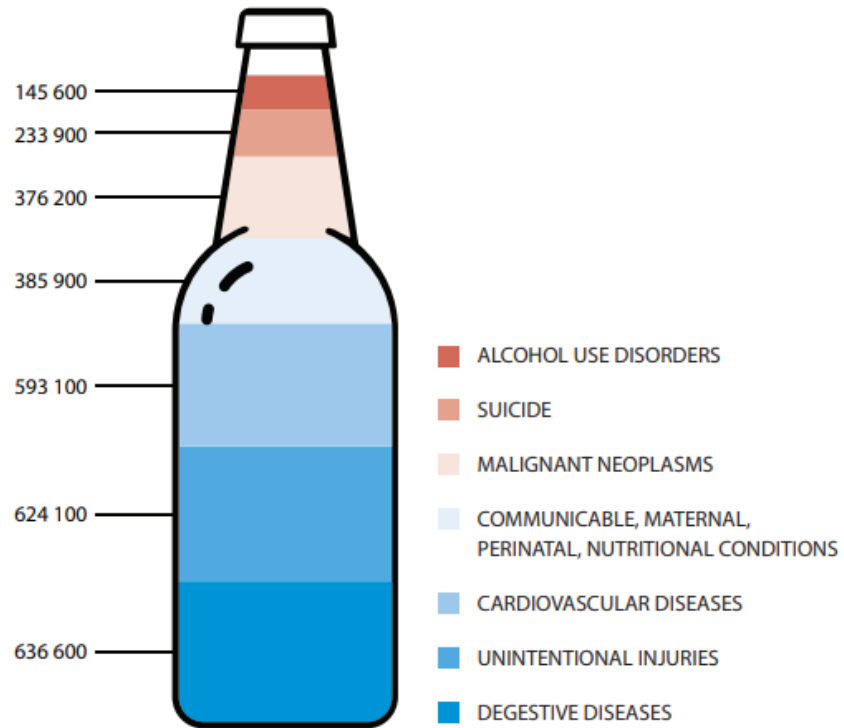
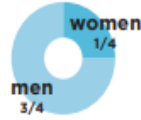
Assesment

Policy considerations

# Alcohol is NOT an ordinary commodity



**3 million** deaths  
6 deaths every minute  
from harmful use of alcohol  
every year



## Almost 1 million deaths in the WHO European Region (every year)

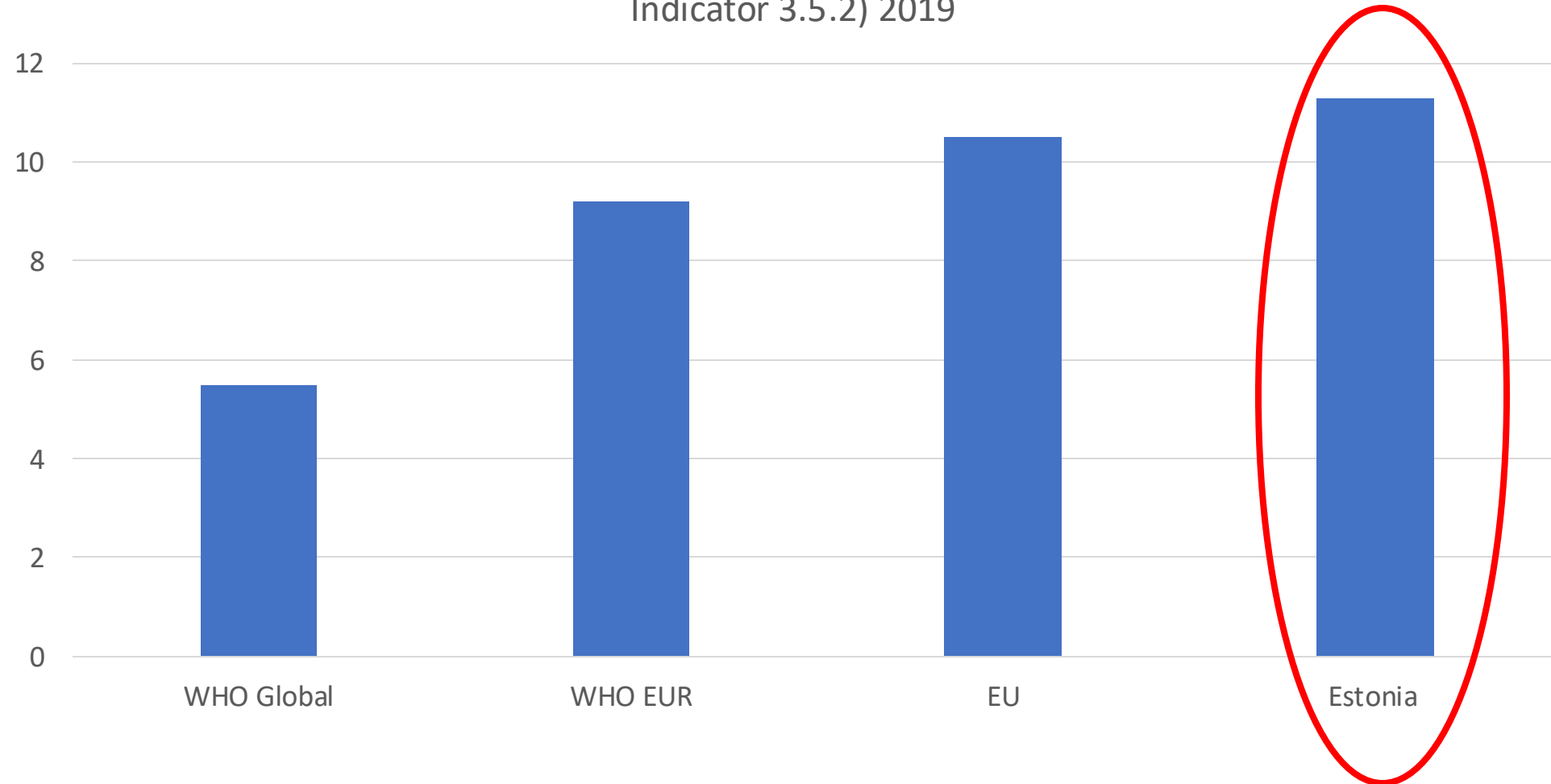


<https://iris.who.int/handle/10665/340727>

<https://iris.who.int/handle/10665/361975>

# Out of top 10 countries with highest drinking levels: 8 were in EU in 2019

Alcohol, total per capita (15+) consumption (in litres of pure alcohol) (SDG Indicator 3.5.2) 2019



Total alcohol per capita consumption (15+ years) in litres of pure alcohol in the EU, by country (2019).

Source: [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/total-\(recorded-unrecorded\)-alcohol-per-capita-\(15-\)-consumption](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/total-(recorded-unrecorded)-alcohol-per-capita-(15-)-consumption)



# WHO Best Buy policies on alcohol

1

Increase taxes



2

Restrict  
availability



3

Restrict or ban  
marketing of  
alcohol



# Alcohol policy strategy Estonia

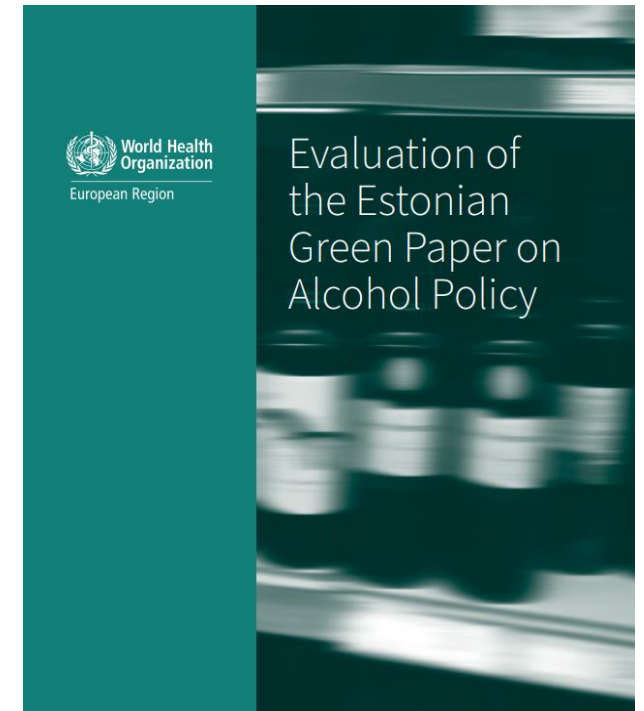
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- The Green Paper on Alcohol Policy 2013
- Its objectives
  - reducing alcohol consumption and curbing harmful drinking patterns;
  - preventing underage drinking;
  - minimizing alcohol-related crime, social problems and health damage;
  - and developing treatment and rehabilitation services for alcohol dependence.

# Alcohol policy assessment in Estonia

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- Adult per capita alcohol consumption in Estonia decreased notably in 2013-2019.
- Age-standardized all-cause mortality and life expectancy at birth, demonstrated positive trends until the onset of the coronavirus disease pandemic.
- Evaluation of specific indicators revealed mixed outcomes.
- Although policy implementation coincided with decreases in alcohol-attributable injuries and mortality rates, it is challenging to attribute these improvements solely to the Green Paper.



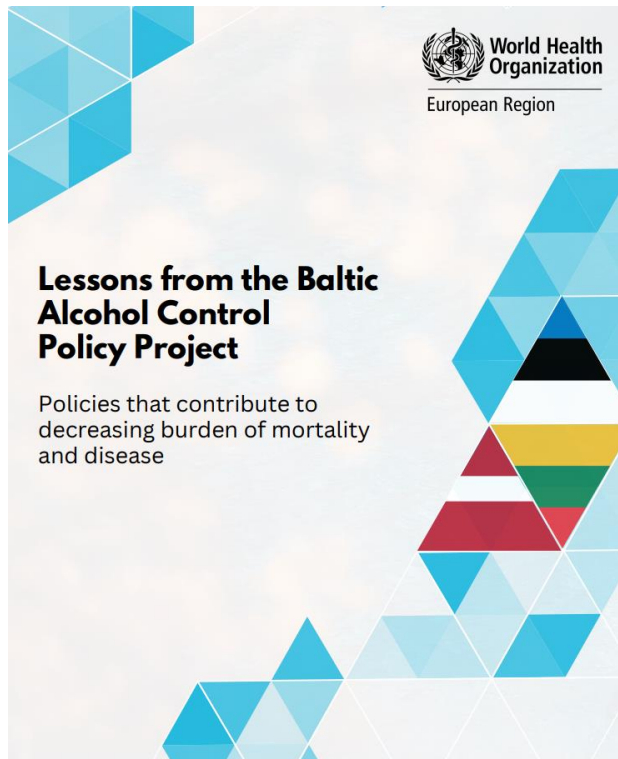


# Proposals to reduce alcohol consumption and related harms in Estonia

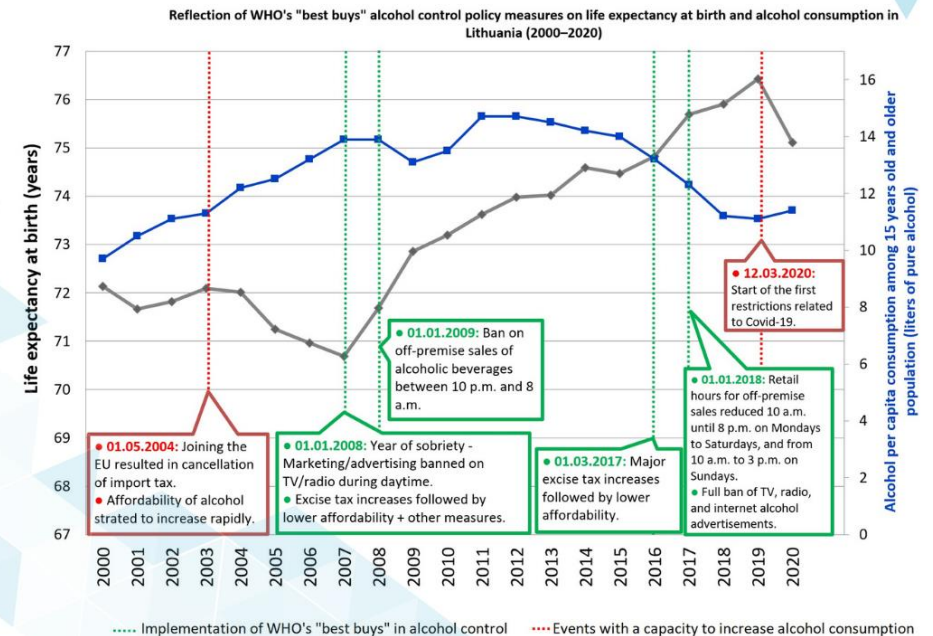
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- **Increasing alcohol excise taxation**
- **Increasing the capacity of the treatment and care system** for alcohol-attributable problems and alcohol use disorders;
- **Implementing further availability restrictions**, such as:
  - Limitations on the density of sales outlets
  - Limiting purchasing hours (e.g., on Sundays)
  - Prohibiting or limiting internet sales
  - Introducing a licensing system for alcohol sales
  - Prohibiting the sale of alcohol in gas stations
- Continue **monitoring and evaluate all alcohol policy interventions.**

# Case study: Life expectancy increases when alcohol consumption decreases



## Lessons from the Baltic Alcohol Control Policy Project\*



# Thank you

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## SUSTAINABLE DEVELOPMENT GOALS

