

How does the Estonian alcohol
policy on alcohol availability
reduction fit in the
European picture?

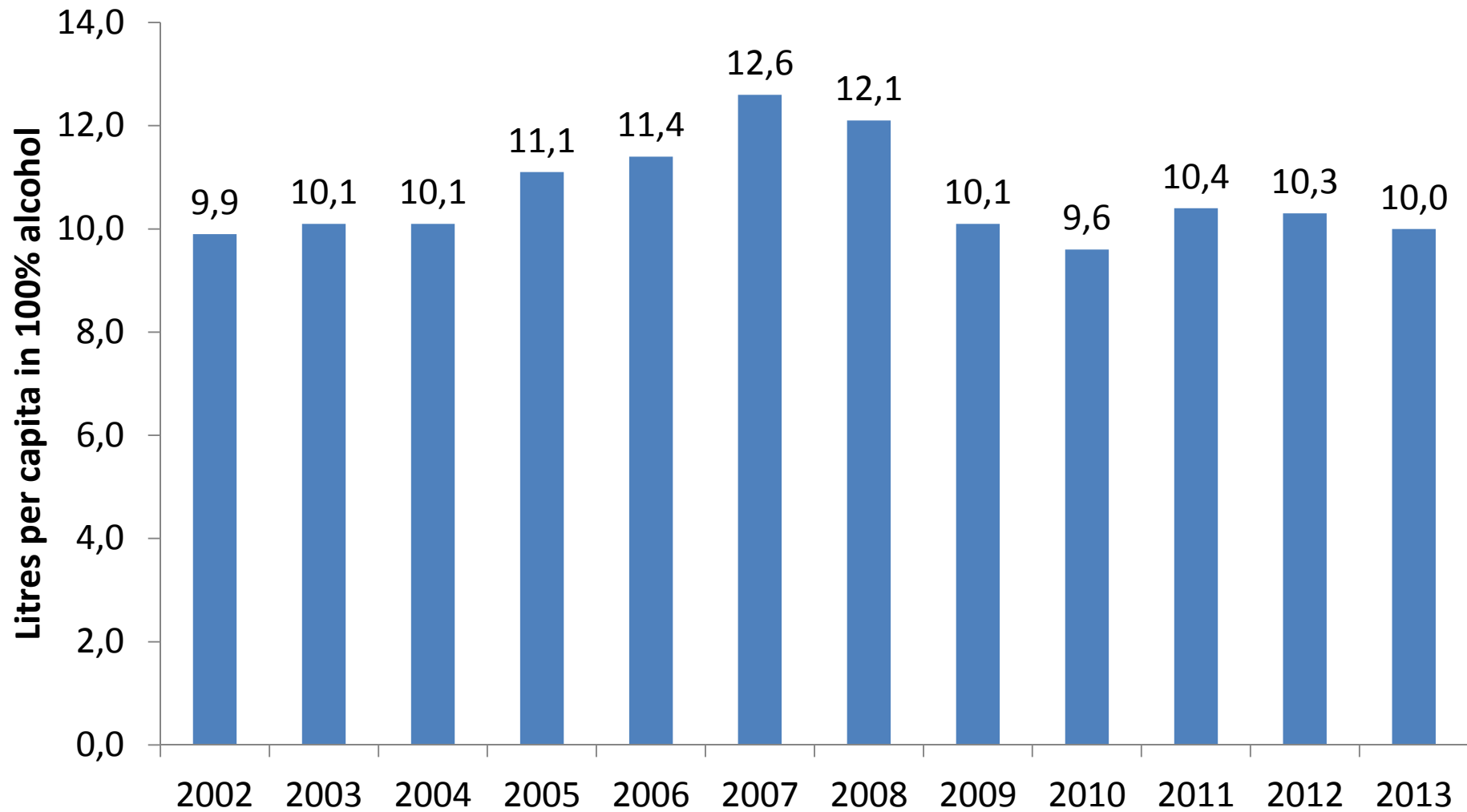
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Background to current situation: no written alcohol policy, yet quite many initiatives

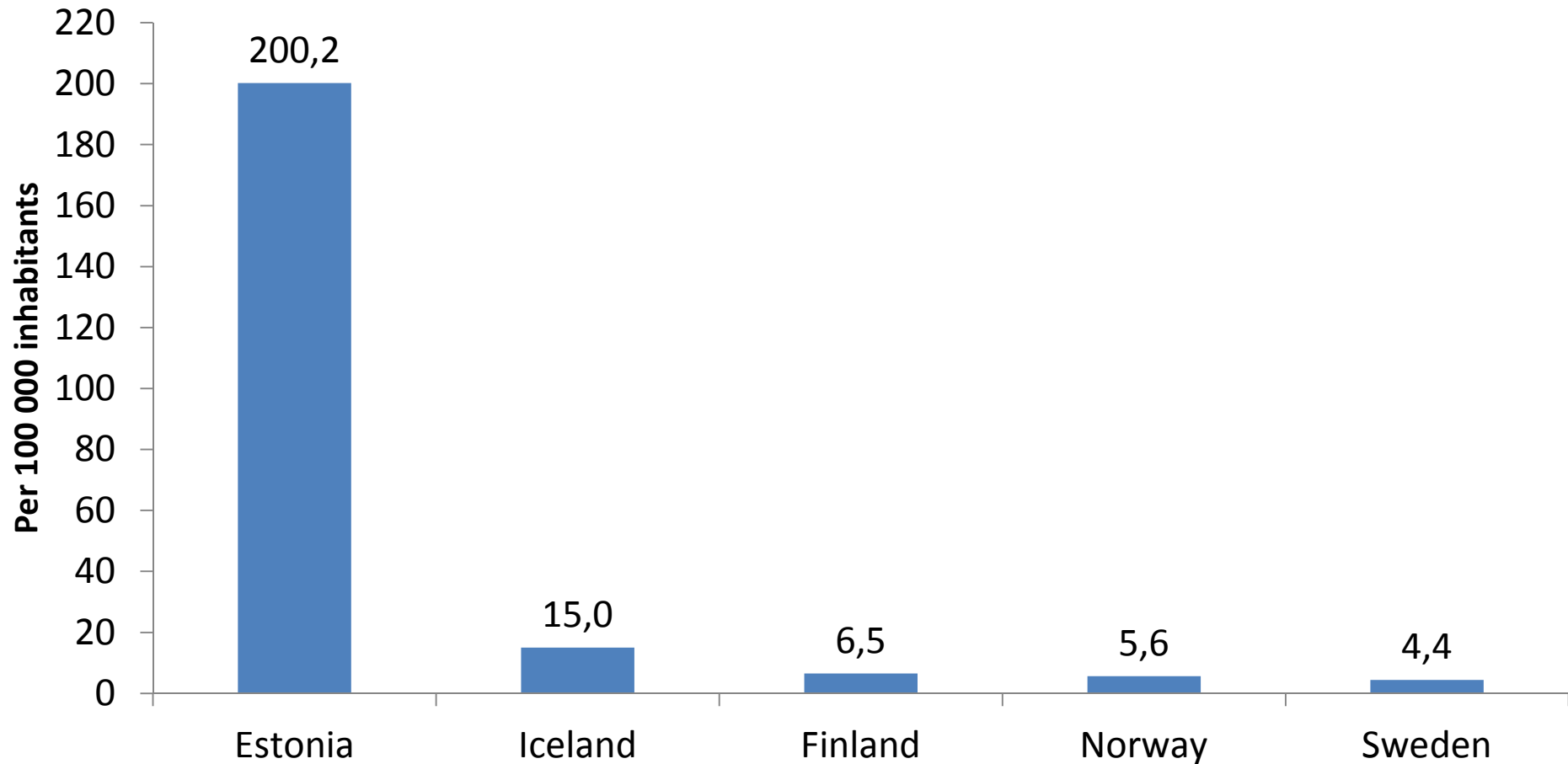
- 1992 Excise Act
- 1999 Alcohol Act
- 1997-2003 – National strategy to fight drug and alcohol abuse
- 2004-2005 drafting new alcohol strategy (aborted)
- 2007-2008 drafting new alcohol policy (ministerial working group)
- **2008 – advertising banned from 7-21 hr**
- 2008-2009 drafting new alcohol policy (political parties), discussed by government, legal status pending
- **2008 – off-trade ban 22-10 hr, excise duty raised 30%**
- 2007-2009 drafting new alcohol policy
- 2011 – a mandate from government to develop a comprehensive alcohol policy

Alcohol consumption in Estonia, 2002–2013



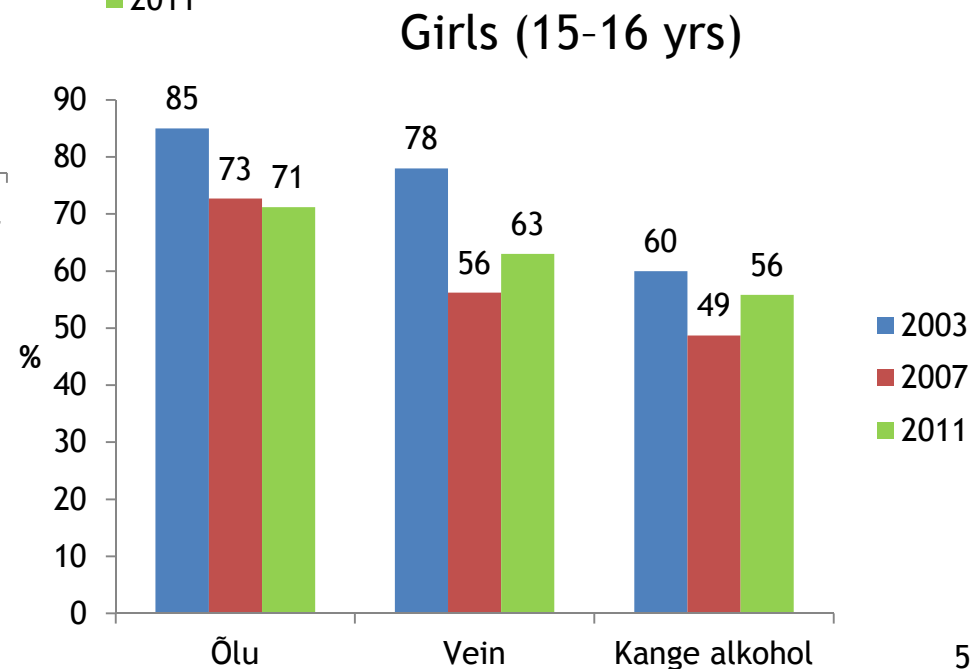
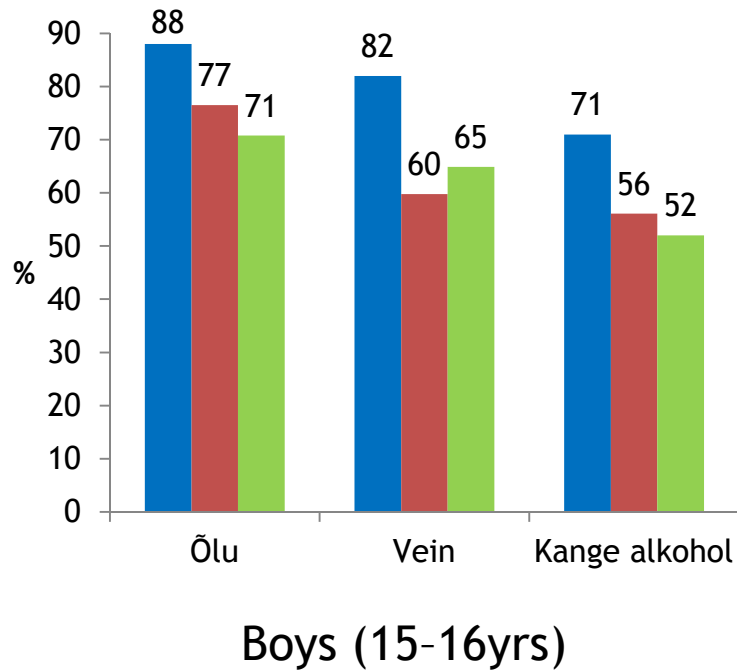
Source: Estonian Institute of Economic Research 2014

Strong alcohol retail shops – Estonia vs Nordic countries



Source: Alko, Ministry of Economic Affairs and Communications, Register of Economic Activities, Statistics Estonia 2013

The availability of alcohol to minors - the proportion of youngsters responding „easy“ or „very easy“



Source: ESPAD 2003, 2007, 2011

Green paper of alcohol policy

- Aims: to reduce youth drinking, to reduce harmful use of drinking, to reduce the alcohol consumption in general, less than 8 liters per capita
- Structured as WHO's global strategy (10 areas)
- Developed by a wide consultation with all the stakeholders, industry and commerce incl.
- Approved by government 20.02.2014

Availability

- Designated areas in the stores
- Strengthening surveillance over internet sales
- Strengthening law enforcement to prevent the availability for minors, incl allowing mystery shopping – legislation in parliament (Ministry of Justice)
- To develop programmes for minors caught consuming alcohol
- To raise awareness of parents, personnel in shops and general public to gain support for measures tackling availability for minors – campaigns and trainings started, private sector involved

Price and taxes

- excise duty raise until 2016 – legislated and enforced (Ministry of Finance)
- developing a framework for determining excises according to health, rather than fiscal needs
- Analysing the possibility to introduce minimum unit price – started (Ministry of Social Affairs)

Marketing

- Loi Evin type regulation for the content of adds – a proposition developed (Ministry of Economy)
- Ban on outdoor adds
- Extension of alcohol add-free time in TV and radio
 - industry self-regulation introduced
- Regulate advertising in the internet – discussions with mediacompanies for self-regulation
- Regulate cross-marketing
- Clarify the demands on health warnings
- Different health warnings

Other initiatives going on

- Ministry of Interior's proposals on strengthening enforcement of legal purchasing age
- The producers' initiative to lower the alcohol content of strong beers
- Traders Association's campaign on enforcing legal purchasing age (people looking less than 30 were asked for ID, posters and leaflets)

Other initiatives going on

- Let's drink less by a half! – a civil society movement
- Policy recommendations for local government, a NGO initiative to organise the pre-election debates
- Smart Parent – the web-based information source for parents on addiction, by Ministry of Interior