



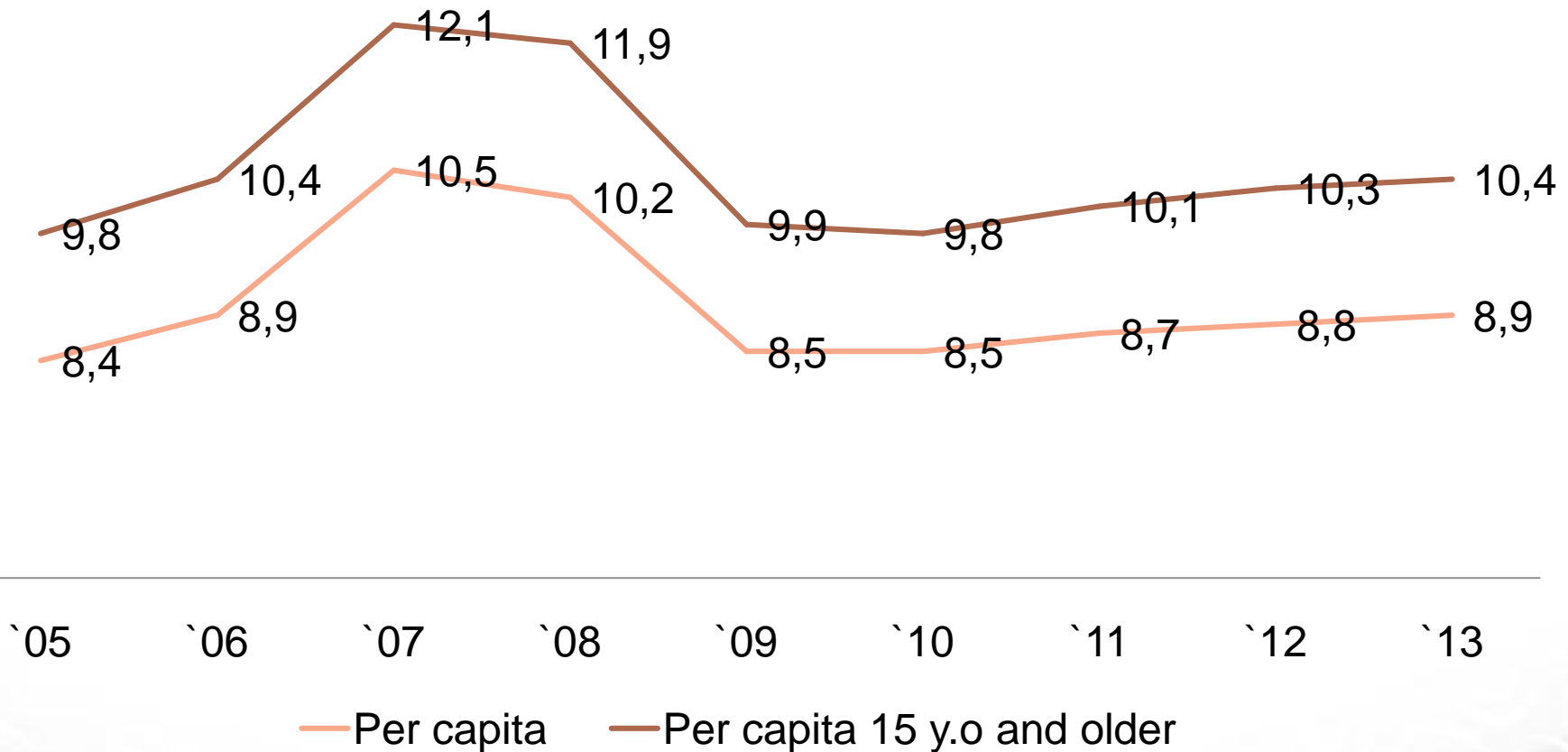
ALCOHOL POLICY IN LATVIA

Alise Krūmiņa
Senior Expert
Ministry of Health

alise.krumina@vm.gov.lv



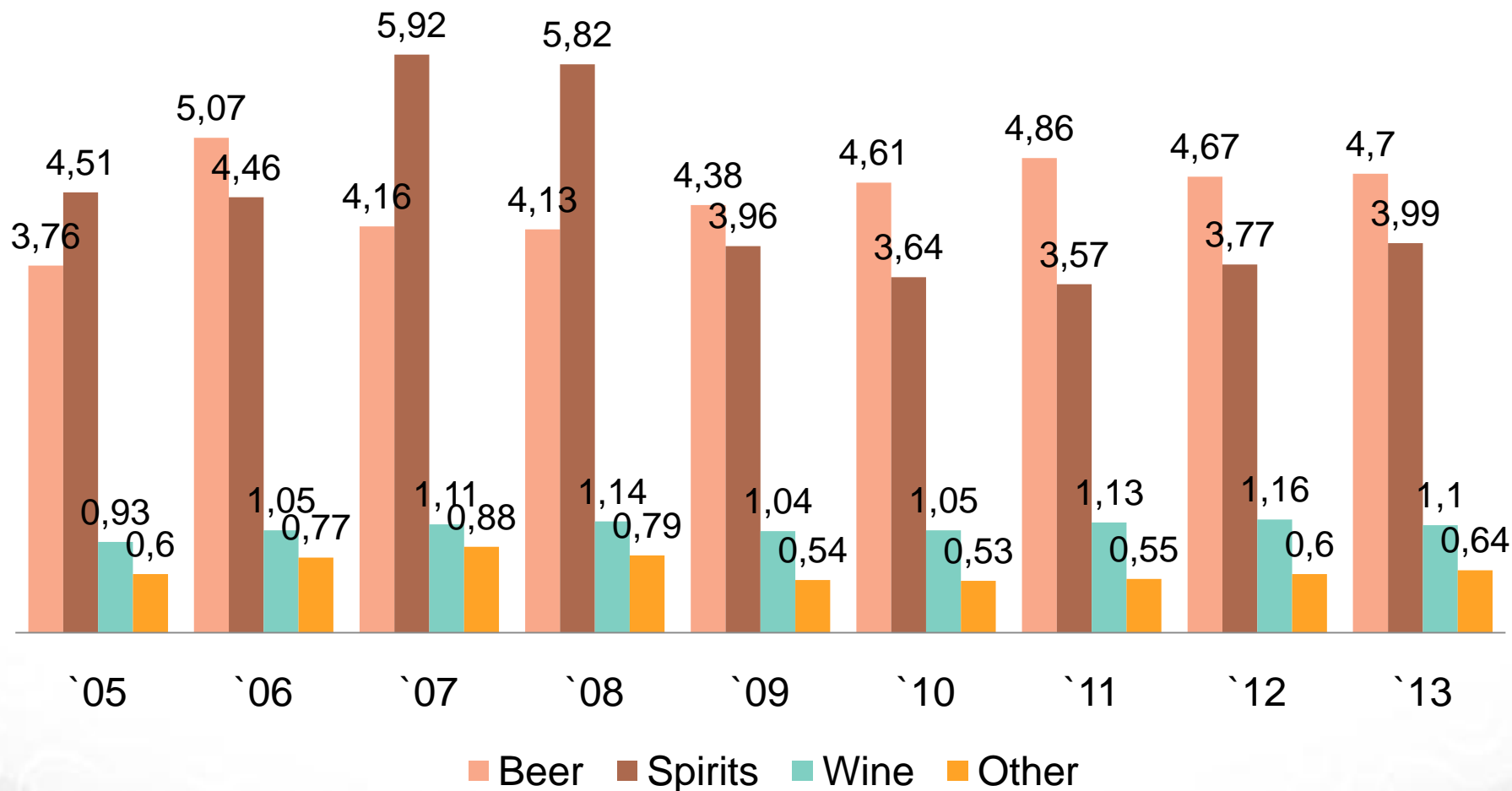
ABSOLUTE ALCOHOL CONSUMPTION IN LITERS PER CAPITA (2005-2013)



Data: Center for Disease Prevention and Control www.spkc.gov.lv /
State Revenue Service www.vid.gov.lv



REGISTERED ALCOHOL CONSUMPTION IN LITERS PER CAPITA 15 Y.O. AND OLDER

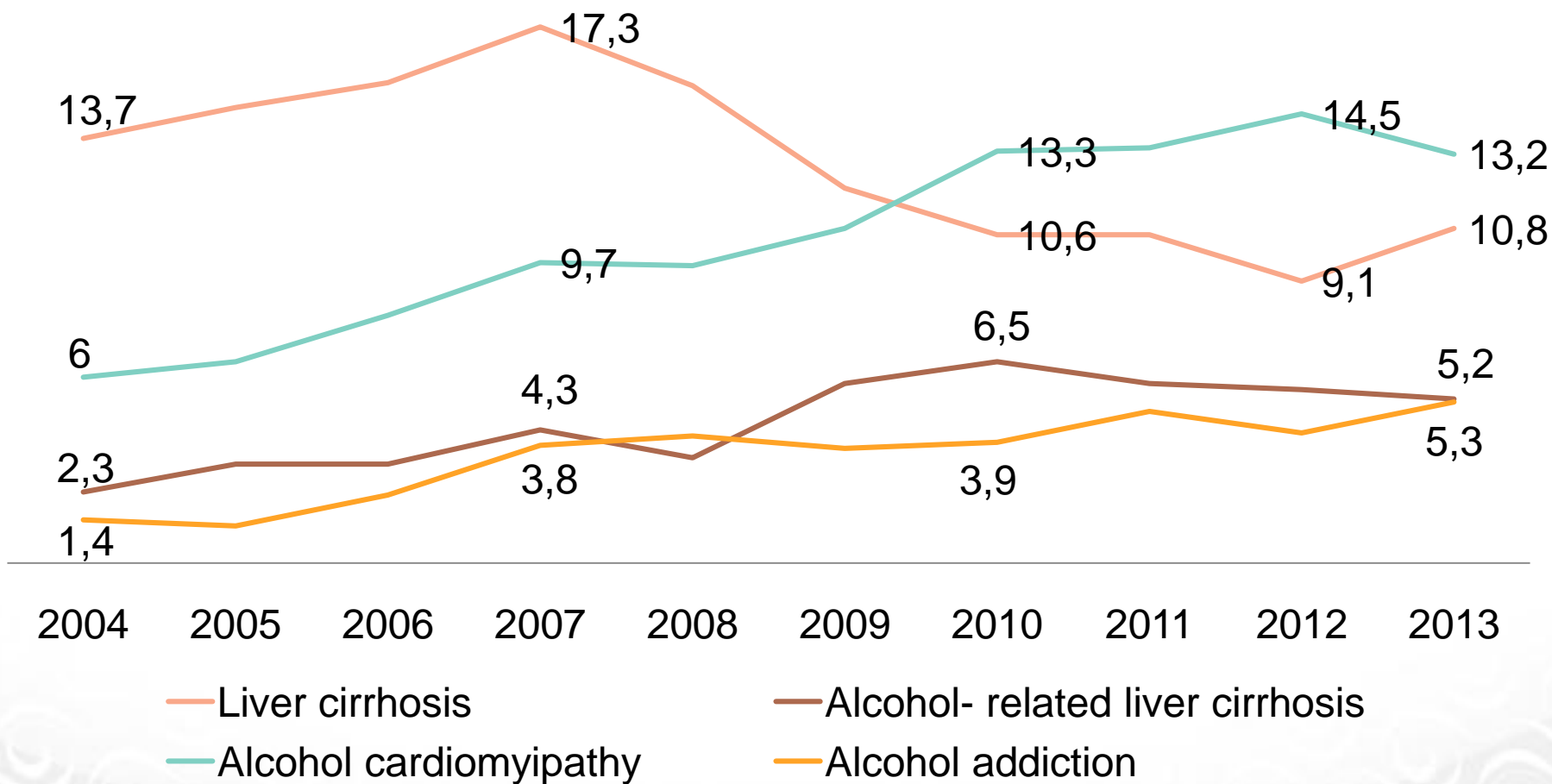


Data: Center for Disease Prevention and Control

www.spkc.gov.lv / State Revenue Service www.vid.gov.lv

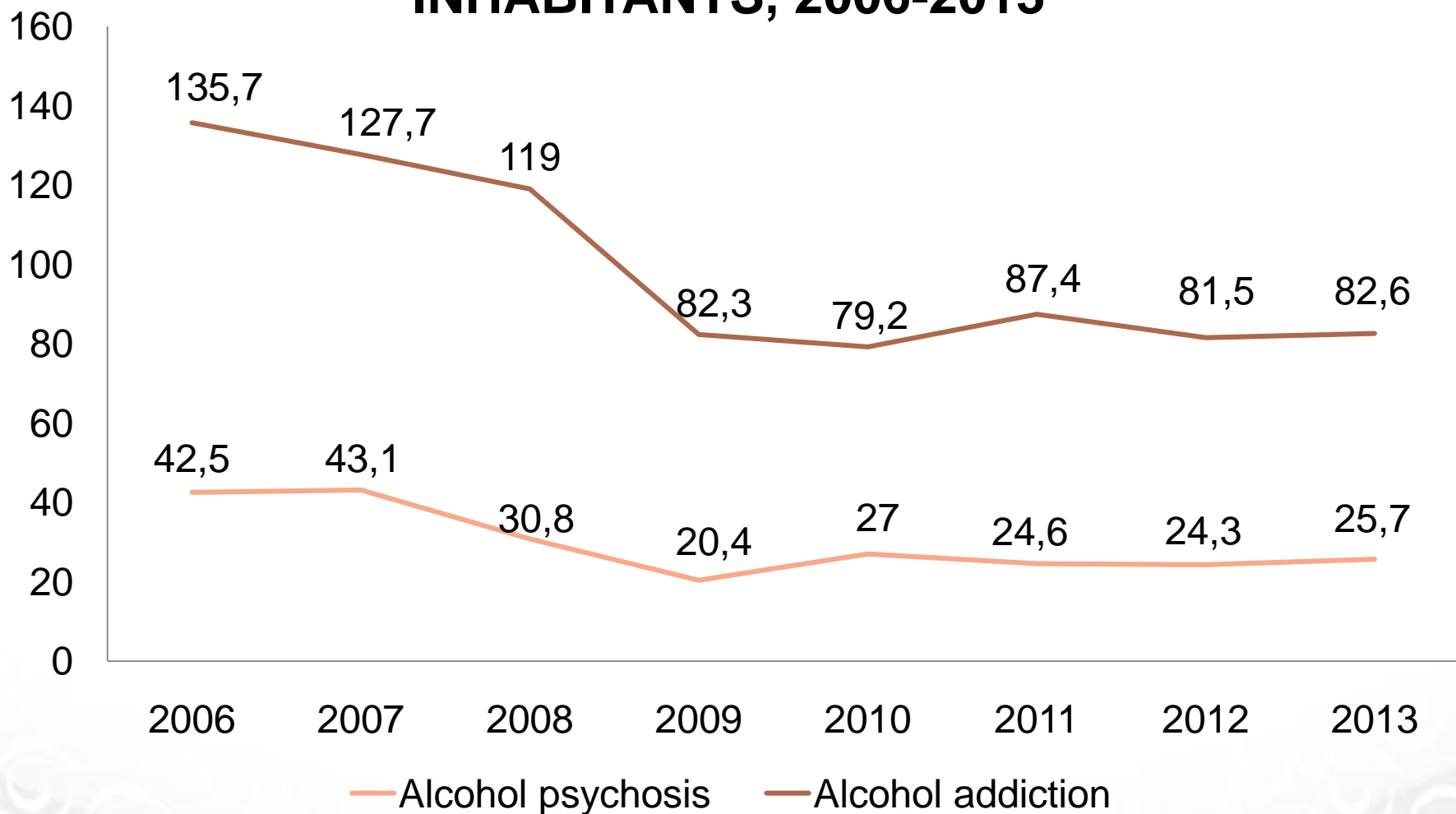


MAIN CAUSES OF DEATH RELATED TO ALCOHOL (PER 100 000 INHABITANTS)



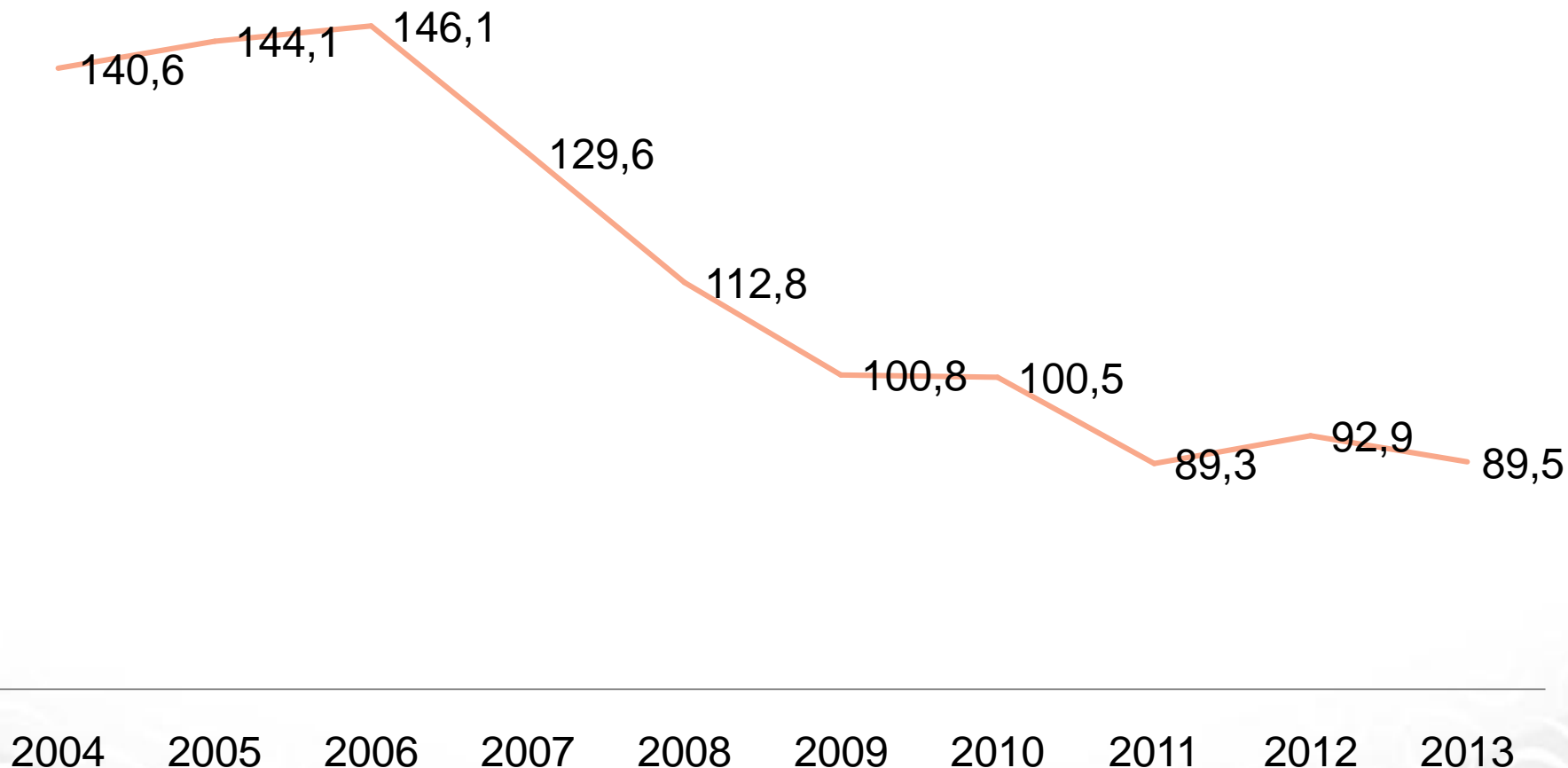


NUMBER OF PATIENTS DIAGNOSED WITH ALCOHOL PSYCHOSIS AND ALCOHOL ADDICTION PER 100,000 INHABITANTS, 2006-2013



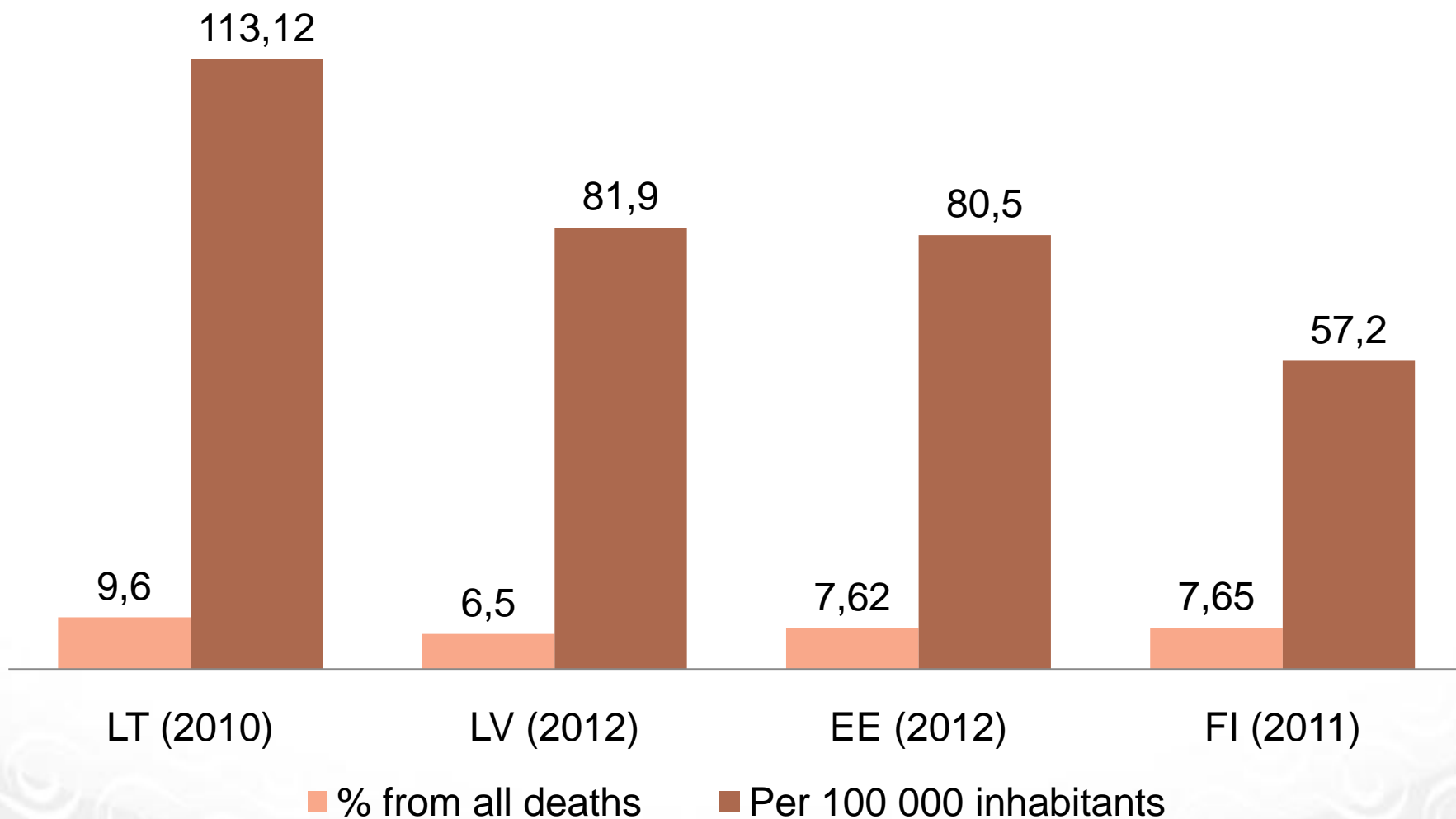


EXTERNAL CAUSES OF DEATH PER 100 000 INHABITANTS



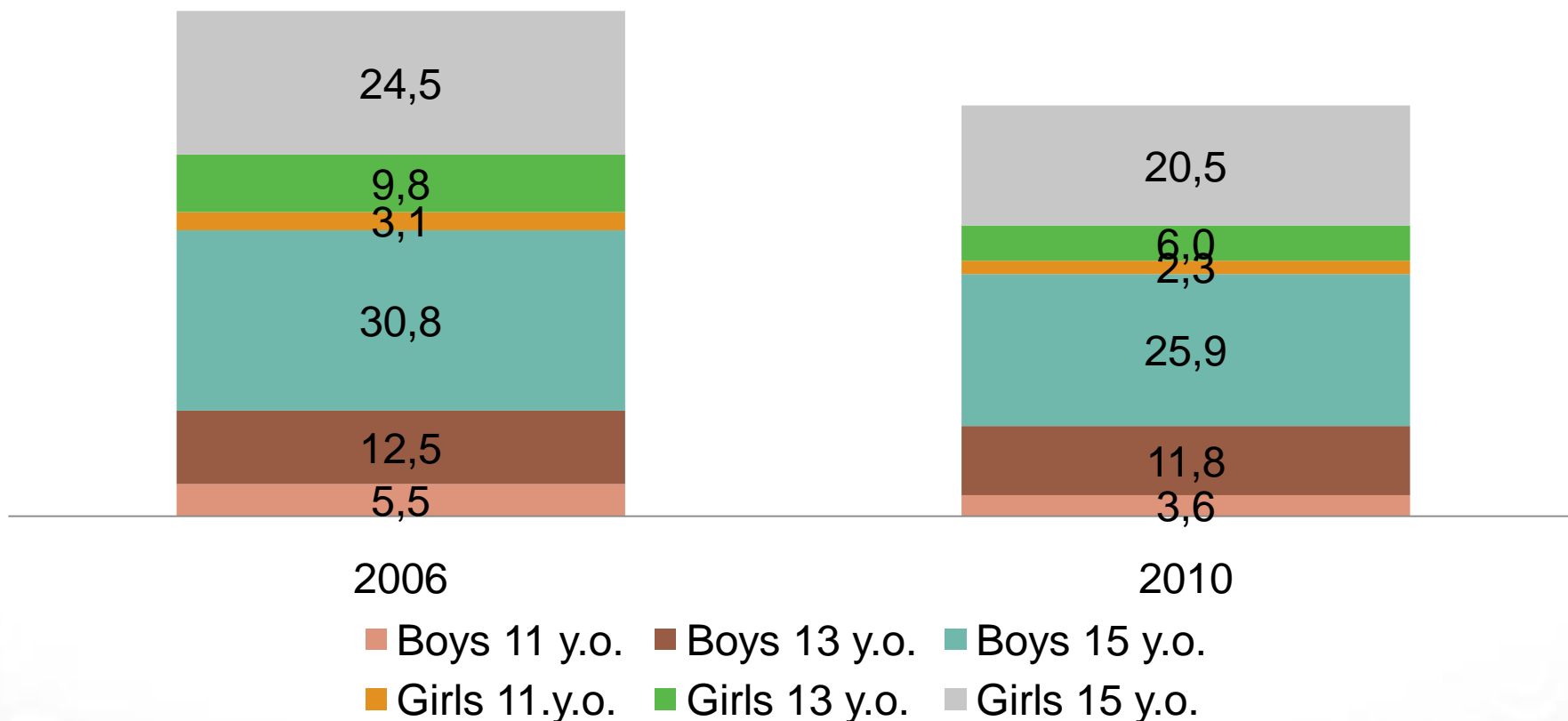


EXTERNAL CAUSES OF DEATH STANDARDIZED MORTALITY





PREVALENCE OF AT LEAST ONCE A WEEK ALCOHOL CONSUMPTION AMONG 11, 13, 15 Y.O. GIRLS AND BOYS



Data: HBSC, Center for Disease Prevention and Control

www.spkc.gov.lv

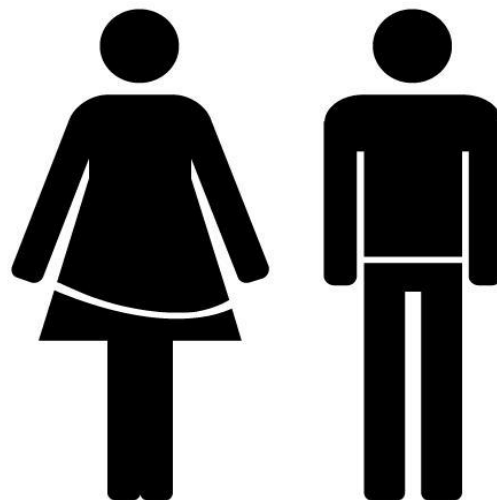


POTENTIAL YEARS OF LIFE LOST DUE TO ALCOHOL (15-64 Y.O.)

20.8% (18 977) of all PYLL in 2011

(1371 per 100 000 inhabitants)

17%
3136 PYLL
437/ 100 000



83%
15 841 PYLL
2373/ 100 000

- 79.6 million EURO



AN EXAMPLE: HEALTH CARE EXPENDITURE DIAGNOSIS F10 (ALCOHOL ADDICTION) (2013)

TOTAL	2 257 012 EURO
Outpatient service	254 065 EURO
Inpatient service	1 591 246 EURO
Emergency service for persons under influence of alcohol	411 701 EURO



- × **National Development Plan of Latvia for 2014-2020**
- × Healthy and Fit for Work (restricting the prevalence of addictive processes and substances, including treatment to integrate individuals into the labour market, reducing the availability of addictive substances)

- × **Public Health Strategy for 2014-2020**
- × to decrease morbidity and mortality from NCDs and to decrease the negative impact of risk factors



ALCOHOL ACTION PLAN 2012-2014

- × **Restriction and control of supply of alcoholic beverages** (control, advertising, ensure good practice).
- × **Reduction of demand for alcoholic beverages** (educate primary health care staff, improve “Parents diary”, ensure physical activity, availability of Motivation and Minesot Programme, ensure leisure time activities).
- × **Reduction of risky and harmful use of alcoholic beverages** (control of driving, analyze medicine and alcohol combination and consequences, solve sobering issue).
- × **Monitoring of indicators of alcohol consumption and its effects, and public information** (annual study “The prevalence and consequences of dependency inducing substances”, monitoring and informing society).



WHERE ARE WE AND WHAT WOULD WE LIKE TO ACHIEVE?

Alcohol			
Consumption of absolute alcohol per one inhabitant older than 15 years	10.3 (2012)	9.8 (2017)	9.5 (2020)
5+ drinks on one occasion, past 30 days (15 – 16 y.o.) (%)	49 (2011)	45.5 (2015)	43 (2019)
Percentage of the working age population who have abused alcohol during the last year (%)	43.7 (2011)	40 (2015)	38 (2019)



SALES RESTRICTIONS

- × Banned in:
- × premises and territory of educational (also dormitory (2013), treatment, social care institutions;
- × premises of state and local authorities, (except in cultural and sports facilities (2013));
- × in kiosks;
- × from 22.00 to 8.00, except of places where alcohol is sold on tap and the consumption is ensured at place;
- × vending machines;
- × distance sales (2013);



ADVERTISING RESTRICTIONS

- × It is prohibited to advertise alcohol:
- × in educational and medical treatment institutions and on the walls of such buildings and constructions;
- × on letter correspondence and postal parcel items;
- × on the external pages (cover) of books, magazines, newspapers and annexes thereof; on public means of transport and therein;
- × It is prohibited to advertise spirits on TV and radio;
- × General health warning must be displayed in alcohol adverts;
- × Alcohol advertising outdoors are prohibited since 01/07/2014;
- × Restrictions of the content of alcohol adverts accordingly to AVMSD.



ACTIVITIES BASED ON PLAN

- × **Amendments in legislative acts:**
- × prohibition on displaying persons in alcohol adverts, prohibition to advertise special offerings of alcoholic beverages (except of if placed in the point of sale and are not take-away);
- × restrictions of alcohol advertising on TV and radio from 6 am to 10 pm;
- × **Working group on alcohol excise revision (Ministry of Finance)**



ALCOHOL: NEXT STEPS

- × Report on possible changes of alcohol excise in next years (2014);
- × Amendments regarding alcohol advertising for approval;
- × Report on possible regulation of alcohol advertising on Internet (2016);
- × Development of Plan for 2017-2019;

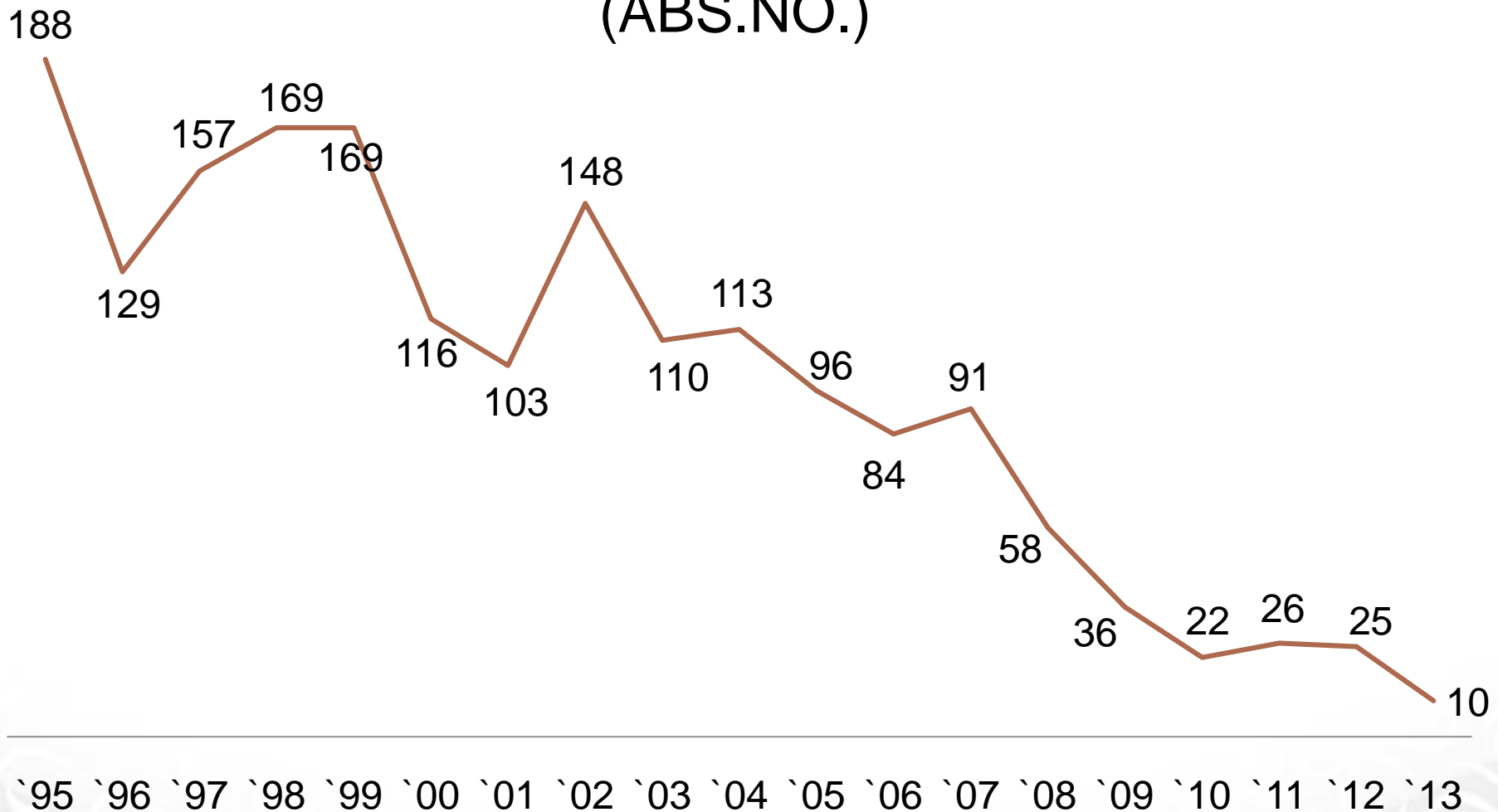


PREVENTION

- × Ministry of Health;
- × Municipalities;
- × Ministry of Education;
- × State and municipal Police;
- × Etc.....

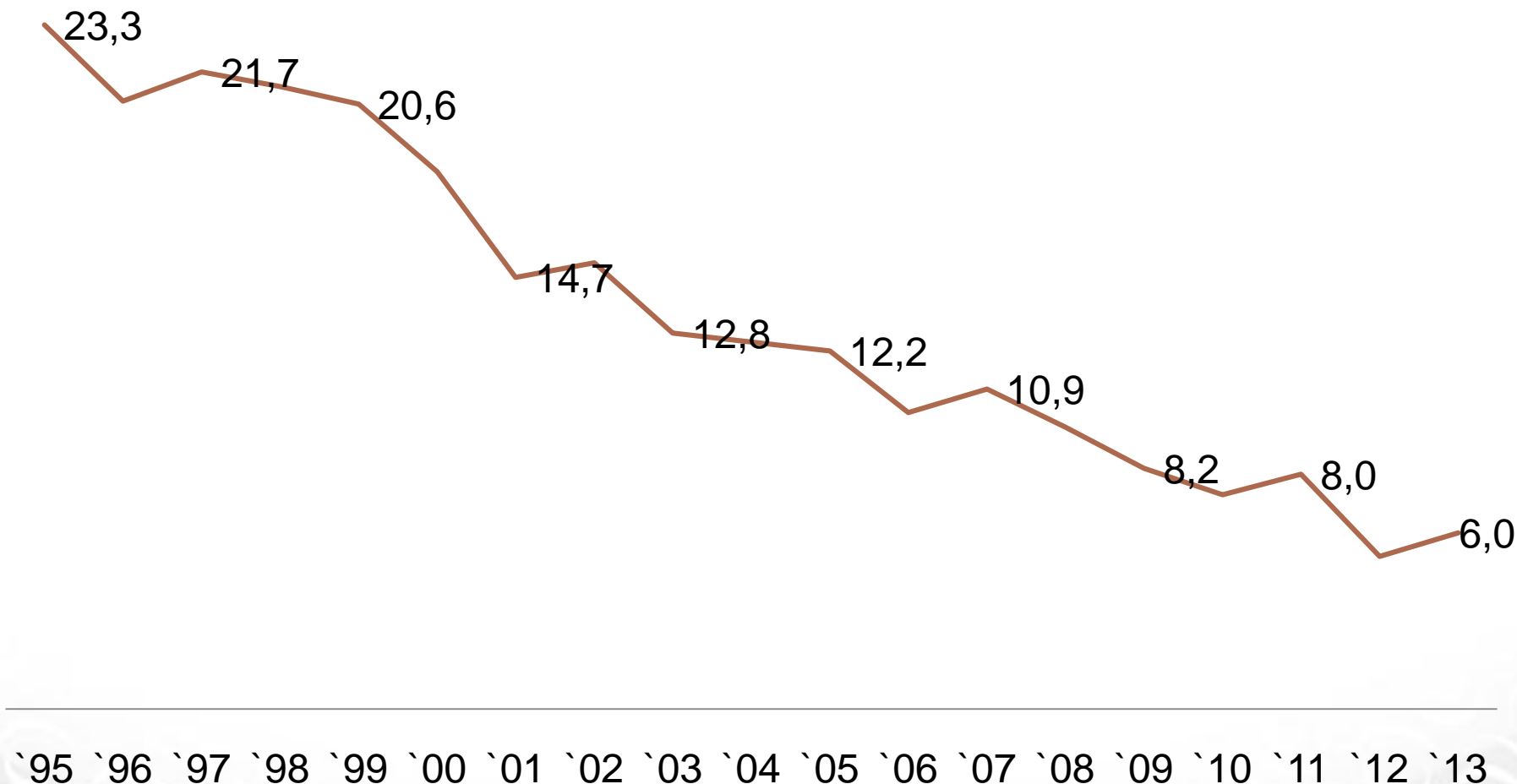


PEOPLE KILLED IN ALCOHOL-IMPAIRED DRIVING CRASHES (WITH ALCOHOL-IMPAIRED DRIVER) (ABS.NO.)





TRAFFIC ACCIDENTS WITH INJURED PERSONS CAUSED BY ALCOHOL-IMPAIRED DRIVER (% OF ALL TRAFFIC ACCIDENTS)* (1995-2013)





Alise Krūmiņa
Senior Expert

Ministry of Health

www.vm.gov.lv

alise.krumina@vm.gov.lv