



**Conclusions of the AER Conference**  
**'What does Alcohol do to your Region? And what can you do about it?'**  
**AER Social Policy and Public Health Committee**  
*Unanimously adopted at the Committee plenary meeting on 12 May 2010 in Barcelona*  
*(Catalunya-E)*

Alcohol-related harm is a problem evidenced in all regions. Alcohol is estimated to cost the EU 125 billion Euro per year in tangible costs. 1 in 4 deaths of young men and 1 in 10 deaths of young women (aged 15-29) is caused by alcohol. Regional decision-makers have a responsibility to respond to and prevent this harm.

Meeting in Barcelona (Catalunya-E) on 12 May 2010, the member regions of the AER Social Policy and Public Health Committees strongly encourage all AER member regions to:

- 1) Develop a regional alcohol policy in cooperation with relevant stakeholders.
- 2) Focus on **effective** and **sustainable** measures to ensure the long-term impact of your policy.
- 3) Reinforce **controls over the availability of alcohol**, for example by:
  - ▶ Raising the minimum drinking age
  - ▶ Cooperating with shops, pubs, restaurants
  - ▶ Reducing serving hours
  - ▶ Increasing prices
- 4) **Enforce** existing legislation and **review** its impact.
- 5) **Link education and mass-media campaigns** to other interventions, to increase the efficiency and effectiveness of your actions.
- 6) Develop your **leadership** and demonstrate **your political will** by standing up for a movement among politicians and citizens.
- 7) Give special attention to **youth issues**
  - ▶ Develop strategies to counter alcohol marketing
  - ▶ Work on delaying the onset of alcohol drinking
- 8) **Map and learn** from those who know more than you, so that you can make informed decision-making.
- 9) **Develop networking** within your region and with your peers and **involve all stakeholders** (social services, police services, local authorities, hospitals, NGOs...).
- 10) Don't be afraid to be innovative: shift from a focus on the drinker to a focus on the drinker's environment.