

GLOBAL ALCOHOL ACTION PLAN 2022-2030

A Summary for Economic Operators in the Americas

WHAT IS THE GLOBAL ALCOHOL ACTION PLAN?

The World Health Organization action plan (2022-2030) was endorsed by the Seventy-fifth World Health Assembly in May 2022 to effectively implement the global strategy to reduce the harmful use of alcohol as a public health priority (1).



It has six action areas:

1. Implementation of high-impact strategies and interventions
2. Advocacy, awareness and commitment
3. Partnership, dialogue and coordination
4. Technical support and capacity-building
5. Knowledge production and information systems
6. Resource mobilization.

For each area, actions are proposed to different types of stakeholders, including economic operators in alcohol production and trade.

WHO ARE THE ECONOMIC OPERATORS IN ALCOHOL PRODUCTION AND TRADE?

Manufacturers of alcoholic beverages, wholesale distributors, major retailers and importers that deal solely and exclusively in alcoholic beverages or whose primary income comes from trade in alcohol beverages, as well as business associations or other non-state actors representing any of the aforementioned entities in the Americas.

WHAT ARE THE ACTIONS PROPOSED BY THE ACTION PLAN FOR ECONOMIC OPERATORS?

The proposed measures for economic operators in alcohol production and trade are limited to their core roles as manufacturers, distributors, sellers and marketers of alcohol products.

They are also in line with the mandates provided in the global strategy and other relevant policy guidance and policies, including but not limited to the WHO's framework of engagement with non-state actors. Summary as follows:

- Abstain from interfering with alcohol policy development and refrain from activities that might prevent, delay or stop the development, enactment, implementation and enforcement of high-impact strategies and interventions.
- Contribute and take concrete steps towards eliminating the marketing, advertising and sales of alcoholic products to minors and other high-risk groups and, where relevant, towards developing and enforcing self-regulatory measures on marketing and advertising in conjunction with statutory regulations or within co-regulatory framework.
- Refrain from promoting drinking, eliminate and prevent any positive health claims related to alcohol, and ensure the availability of easily understood consumer information on the labels of alcoholic beverages.
- Substitute, whenever possible, higher-alcohol products with no-alcohol and lower-alcohol products in their overall product portfolios, while avoiding the circumvention of existing regulations for alcoholic beverages and the targeting of new consumer groups.
- Implement capacity-building activities for reducing the harmful use of alcohol within their core roles and sectors, and refrain from engagement in capacity-building activities outside their core roles that may undermine or compete with the activities of the public health community.
- Disclose data of public health relevance to contribute to the improvement of WHO estimates of alcohol consumption in populations.
- Refrain from funding public health, policy-related activities and research to prevent any potential bias in agenda-setting emerging from the conflict of interest; and cease the sponsorship of scientific research on the public health dimensions of alcohol consumption and alcohol policies and its use for marketing or lobbying purposes.
- Focus on the allocation of resources and implementation of measures stringently within their core roles aimed at reducing the harmful use of alcohol.



PAHO/NMH/MH/22-0021

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References

1. World Health Organization. Appendix: Draft Action Plan (2022-2030) to Effectively Implement the Global Strategy to Reduce the Harmful Use of Alcohol as a Public Health Priority. In: World Health Organization. Political declaration of the third high-level meeting of the General Assembly on the prevention and control of non-communicable diseases. Executive Board 150th session, 11 January 2022, Provisional agenda item 7. Geneva: WHO; 2022. Available from: https://apps.who.int/gb/ebwha/pdf_files/EB150/B150_7Add1-en.pdf.