The SAFER Initiative

**Action Package**

**S**
Strengthen restrictions on alcohol availability

**A**
Advance and enforce drink driving counter measures

**F**
Facilitate access to screening, brief interventions and treatment

**E**
Enforce bans/comprehensive restrictions on alcohol advertising, sponsorship, & promotion

**R**
Raise prices on alcohol through excise taxes and pricing policies

**Action at the National Level**

1. **Implement:**
   Strong political will, adequate resources and technical and institutional capacity are critical to enacting the SAFER interventions at the country level.

2. **Monitor:**
   Strong monitoring systems must support SAFER implementation, to enable accountability and track progress

3. **Protect:**
   Alcohol control measures must be guided and formulated by public health interests and protected from industry interference and commercial interests.

**Global Support**

**WHO Technical Guidance:**
- Technical document
- Policy briefs
- Factsheets
- Implementation toolkits
- Monitoring framework
- Guidance on protection from industry interference

**WHO/UN Programme**
- Capacity building
- Support networks
- Technical support

**Communication & Advocacy**
- Networks
- SAFER events & conferences
- Resource mobilization
- SAFER initiative visibility