



GLOBAL NCD TARGET: REDUCING HARMFUL USE OF ALCOHOL



Background

While the annual number of global deaths due to infectious diseases is expected to decline in the future, deaths from noncommunicable diseases (NCDs) are expected to rise. Recognizing the social, economic, and public health impact of NCDs, the WHO *Global NCD Action Plan 2013–2020* and nine voluntary global NCD targets were adopted by the World Health Assembly in 2013. This document provides information about the voluntary global target to reduce the harmful use of alcohol by 2025. Reaching this target is also an important step toward realizing the commitments made at the UN General Assembly High-level Meetings on NCDs in 2011 and 2014, and the vision of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), including target 3.4 to reduce premature NCD deaths, and target 3.5 to strengthen the prevention and treatment of substance abuse, including the harmful use of alcohol.

Global Target

At least a 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context by 2025.

Fast Facts

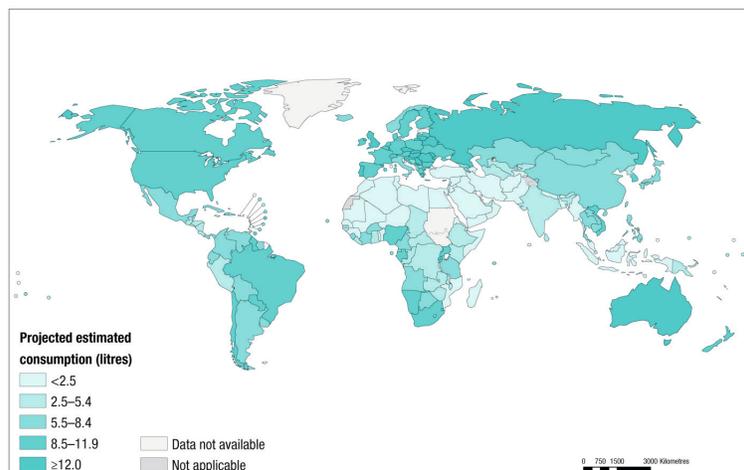
There is a causal relationship between the harmful use of alcohol and heart diseases, cancers, and liver diseases, a range of mental and behavioural disorders, other noncommunicable conditions, and communicable diseases.

Approximately 3.3 million deaths – 5.9% of all deaths worldwide – were attributable to alcohol consumption in 2012, with more than half of these deaths caused by NCDs.

An estimated 5.1% of the global burden of disease as measured in disability-adjusted life-years (DALYs) is attributed to alcohol consumption, with cardiovascular diseases, cancers and gastrointestinal diseases (largely liver cirrhosis) responsible for more than one third of this burden.

Worldwide alcohol consumption was estimated in 2015 at 6.3 litres pure alcohol per person aged 15 years and over. Both total consumption of alcohol and drinking patterns like heavy episodic drinking contribute to alcohol-related harm.

The harmful use of alcohol has a detrimental impact on health and overall wellbeing.



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement. © WHO 2016. All rights reserved.

Data Source: World Health Organization
Map production: Information Evidence and Research (IER)
World Health Organization



Total alcohol per capita (>15 years of age) consumption, in liters of pure alcohol, projected estimates, 2015



Priority Actions

Meeting this target is possible if action is taken now. The diverse nature of both the problems and the solutions related to the harmful use of alcohol require a comprehensive approach. The WHO's Global strategy to reduce the harmful use of alcohol highlights ten policy areas for multisectoral national action to protect the health of populations and reduce the alcohol-attributable disease burden. Here are the very cost-effective population-based policy options:

- Using taxation to help regulate demand for alcoholic beverages
- Comprehensive restrictions or bans on alcohol advertising.
- Restrictions on the availability of alcoholic beverages

Implementing these measures, along with the seven other policy areas covered in the WHO *Global strategy to reduce the harmful use of alcohol*, is essential for reducing the harmful use of alcohol.

By working in partnership, governments, relevant civil society and private sector entities can effectively prevent and control NCDs.



Tweet!

Raising taxes on alcohol = improved **#health**, more \$\$ for governments, and a step forward to **#beatNCDs**

For more information

WHO site: <http://www.who.int/beat-NCDs>

Tell your story at "NCDs&me": <http://www.who.int/ncds-and-me>

@who

#beatNCDs

Key Resources

Global Information System on Alcohol and Health (GISAH) online database. WHO, 2016.

<http://www.who.int/gho/alcohol>

Global status report on alcohol and health 2014. WHO, 2014.

http://www.who.int/substance_abuse/publications/global_alcohol_report/en/

Global strategy to reduce the harmful use of alcohol. WHO, 2010.

http://www.who.int/substance_abuse/activities/gsrhual/en/

© World Health Organization 2016. All rights reserved. All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the materials lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.

WHO/NMH/NMA/16.198
July 2016