

# Addressing alcohol consumption and socioeconomic inequalities: how a health promotion approach can help



World Health  
Organization

Webinar

**Friday, 4 June, 2021 – 14:00 – 15:30 CET**

Interpretation in French, Russian and Spanish

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## ABOUT

This session will reflect on recent evidence and illustrate initiatives across countries aimed at addressing the availability, affordability and acceptability of alcohol in socially and economically disadvantaged populations. The discussion will apply a health promotion approach to identify possible policy options for local and national public authorities, supportive actions by civil society and priority areas for future research by academia.

## AGENDA

### Opening remarks

#### **Welcoming and Background**

Rüdiger Krech – Director, Health Promotion Department, World Health Organization

#### **Decreasing alcohol consumption to accelerate progress towards healthier population environments**

Naoko Yamamoto – Assistant Director-General, Healthier Population Division, World Health Organization

### Inequalities exacerbated by the harmful use of alcohol

#### **Alcohol and cross-sectoral policies to tackle alcohol use as a driver of socioeconomic health inequalities globally**

Charlotte Probst – Research Group Lead, Heidelberg Institute of Global Health, Heidelberg University; Independent Scientist, Institute for Mental Health Policy Research, Centre for Addiction and Mental Health

#### **Alcohol outlets in disinvested neighborhoods: reflecting and reinforcing inequality**

Pamela Trangenstein – Assistant Professor, Department of Health Behavior, UNC Gillings School of Global Health, The University of North Carolina

### Spotlight on Countries

#### **A case in Australia**

#### **When people come together, change can happen to prevent alcohol harm – a case study from Australia**

Caterina Giorgi – Chief Executive Officer, Foundation for Alcohol Research and Education – FARE

## **A case in Brazil**

### **Smart affordability: alcohol industry strategy targeting the poorer**

Paula Johns – Co-founder and Director, ACT Health Promotion

## **A case in Sri Lanka**

### **Tackling influence of alcohol marketing on youth**

Pubudu Sumanasekara – Executive Director, Alcohol & Drug Information Centre

## **The case of sub-Saharan Africa**

### **Alcohol consumption, harms and policy developments: the case for stronger national and regional responses**

Charles Parry – Director, Alcohol, Tobacco & Other Drug Research Unit, South African Medical Research Council; Extraordinary Professor, Department of Psychiatry, Stellenbosch University

## **Lessons from other sectors**

### **Reducing health inequities exacerbated by producers of unhealthy products: lessons for alcohol from tobacco, food and social media companies**

Nicholas Freudenberg – Distinguished Professor of Public Health, CUNY Graduate School of Public Health and Health Policy; Director, CUNY Urban Food Policy Institute, The City University of New York

## **Questions & Answers**

### **Interaction with the audience**

## **Final remarks**

### **How can policymakers, civil society and academia address the availability, affordability and acceptability of alcohol consumption**

Carina Ferreira-Borges – Acting Head, World Health Organization European Office for Prevention and Control of Non-Communicable Diseases

**Contact us: [Lessalcohol@who.int](mailto:Lessalcohol@who.int)**