Movendi International welcomes and endorses the WHO Global Alcohol Action Plan. We call on Member States and the Secretariat to:

- Resource implementation of the action plan
- Ensure biannual review of implementation at the governing bodies,
- Launch an inter-agency initiative for public health alcohol taxes, and
- Tackle cross-border alcohol marketing problems.

We remain concerned about elements in the action plan: the role of the alcohol industry, the WHO dialogue with the alcohol industry, and the concept of “harmful use of alcohol”. These shortcomings might hinder urgently needed action to protect people from the harms caused by the alcohol industry.

At the same time, we welcome key elements: more ambitious targets, focus on the alcohol policy best buys and SAFER, and improvements of the alcohol policy infrastructure at all levels.

It’s time to accelerate action on alcohol as public health priority.

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