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MOVENDI INTERNATIONAL STATEMENT**14/09/22****WHO EUROPE RC72 AGENDA ITEM 10****FRAMEWORK FOR ACTION ON ALCOHOL (EUR/RC72/12)**

Movendi International members work in communities across the region to protect people from the harms caused by the alcohol industry. We commend WHO Europe for the extensive consultation process where many of our members contributed since 2019. We endorse the Framework for Action on Alcohol.

This discussion marks a crossroads for the European response to alcohol harm.

In the last decade we saw alcohol taxation being the most ignored alcohol policy solution, even though it is the single most cost-effective one. While cheap alcohol is damaging our societies and draining our economies, alcohol became even more affordable.

Alcohol causes massive social harm. When alcohol's second-hand effects are added to the direct harms to alcohol users, the total alcohol burden is double that from tobacco. But the most vulnerable members of our communities are still left unprotected.

Science knows since 1988 that alcohol causes cancer. But the public still doesn't know that there is no safe or healthy amount of alcohol use. The alcohol industry is still allowed to keep people in the dark by sowing doubt about scientific evidence.

That's why we welcome the Framework's ambition, its focus on the alcohol policy best buys, and its evidence-based language.

We call on Member States and WHO Europe to:

- Adequately resource full implementation of the Framework, including at community level,
- Facilitate regular review of progress, and
- Ensure effective mainstreaming of alcohol policy considerations in all relevant policy areas in health and beyond.

Alcohol policy is a catalyst for sustainable development, universal health coverage, and economic productivity.

Movendi International is ready to support efforts to use the vast potential of alcohol policy to save lives, prevent harm, and promote of human potential.

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