

# WEBINAR

## Women, men and alcohol: Why is gender important in alcohol control policies?

25 October 2022

9:30–11:00 CET



World Health  
Organization



### About the webinar

In nearly every country in which research has been carried out, men consume more alcohol than women, and are more likely than women to drink heavily and to develop alcohol problems (1). While women and men's consumption patterns have become more similar in some countries recently, there is substantial variation in the magnitude of gender differences across the world. Men and women's alcohol consumption is often judged differently, and these responses reflect wider gender norms in different societies (2,3). Gendered understandings of identity are also exploited in alcohol product development, targeting and marketing, with some brands aligning with masculinity and potency, and others with 'girly' femininity or women's empowerment (4,5).

Structural gender inequality and other social determinants of health, legal and corporate structures, access to alcohol and the physical and social contexts of drinking interact with men and women's perceptions and consumption of alcohol, which in turn impact on alcohol-related health and social harms (6). Despite these differences, the potential impact of gender on population-level alcohol control policies has been largely ignored (7). It is important to understand how attempts to reduce alcohol-related harm might impact differently on men and women and to address any unintended consequences. Alcohol

control policies should support equality, reduce risks to women and girls where alcohol is consumed and contribute towards ending discrimination if they are to meet the Sustainable Development Goals.


This webinar will address the following questions: what evidence do we have about whether gender impacts policies which seek to address alcohol availability, affordability and acceptability? What is the role of gender in declining youth drinking? How does alcohol digital marketing target women and men? What can we learn from civil society and community initiatives which focus on gender and alcohol?

### What do we aim to achieve?

This webinar will raise awareness of the importance of gender when addressing alcohol-related harms, present current research evidence and share examples of how communities are addressing these issues.

### Who should participate?

The target audience includes policy-makers, government officials and civil servants, civil society, researchers, local authorities, and the public.



**Participation in this event is by invitation. If you have not received one and are interested to attend, please contact us for more information on how to apply for consideration at: [lessalcohol@who.int](mailto:lessalcohol@who.int).**

*The event is co-organized by the Less Alcohol Unit of the Department of Health Promotion at the World Health Organization, the Research Centre for Health (ReaCH) at Glasgow Caledonian University, and Centre for Addiction Research, University of Auckland and School of Health, Victoria University of Wellington.*

## References

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