

SAFER

A WHO EUROPEAN REGION FREE FROM HARM DUE TO ALCOHOL

A SAFER WHO European Region free from harm due to alcohol

The SAFER/Euro initiative aims at supporting the implementation of the most effective and cost-effective alcohol policies across WHO European Region, in line with the global SAFER initiative. Guided by the following cross-cutting principles and approaches, so that all of its activities:

1. Recognise and take into account the multifaceted determinants of harm due to alcohol → **Evidence based interventions** 
2. Promote evidence-based practice and the multisectoral actions that are required to implement effective interventions → **Multisectoral approaches** 
3. Build on public-health oriented partnerships, safeguarding the integrity of SAFER → **Protection of public health policies** 
4. Support the empowerment of communities for effective societal responses → **Community empowerment** 

The most effective and cost-effective SAFER interventions include:

STRENGTHEN	ADVANCE	FACILITATE	ENFORCE	RAISE
restrictions on alcohol availability	and enforce drink-driving countermeasures	access to screening, brief interventions and treatment	bans or comprehensive restrictions on alcohol advertising, sponsorship and promotion	prices on alcohol through excise taxes and other pricing policies

Objectives:

- 1 **To highlight SAFER/Euro exemplar countries where evidence-based alcohol policies are improving the health and well-being of individuals and communities**

Activities include: SAFER/Euro Country Ambassadors

- 2 **To promote sharing of technical expertise and develop technical guidance so as to strengthen implementation of SAFER/Euro priority areas and to overcome obstacles to implementation of effective and cost-effective alcohol policies**

Activities include: Establishment of a network of countries committed to a SAFER WHO European Region; WHO technical publications; NCD Advisory Council tax share initiative and pilot studies to document evidence and progress

- 3 **To promote and support a civil society movement that can successfully advocate for the implementation of effective and cost-effective alcohol policies**

Activities include: WHO European Region SAFER week and a SAFER/Euro communications campaign throughout the year

SAFER/Euro Country Ambassadors for high-impact alcohol policies

SAFER/Euro countries have a track record of achievement in implementing effective and cost-effective alcohol policies. SAFER/Euro countries are invited by WHO Regional Office for Europe to nominate ambassadors, who will be senior politicians such as ministers and former ministers, with influence and commitment to multilateral cooperation, to support and champion the vision of an entire SAFER WHO European Region free from harm due to alcohol.



Dr Tedros Adhanom Ghebreyesus, WHO Director-General, with Dr Hans Henri P. Kluge, WHO Regional Director for Europe.

Specific activities of the SAFER/Euro Country Ambassadors are to:



- Use their efforts to galvanize politicians and policy makers across the WHO European Region to increase their commitment to high impact alcohol policies



- Promote SAFER measures across different policy domains, so that harm due to alcohol is reduced and lives are saved



- Lead and participate in high-level international events related to alcohol policies, with support from the WHO European Region secretariat to disseminate key messages and inspire policy change



- Promote transnational cooperation to share experiences and to promote evidence-based alcohol policies, including supporting a network of countries committed to a SAFER WHO European Region



- Provide advice to WHO Regional Office for Europe that will support the shaping of the future architecture of the alcohol political agenda at European, national and subnational levels

Target audiences for the activities of the SAFER/Euro Country Ambassadors include:

- ▶ Senior politicians and policy makers
- ▶ Key influencers and decision makers in relevant international bodies, including the European Union, the Eurasian Economic Union, EFTA, OECD
- ▶ Civil society organisations
- ▶ The general public