Påverkan av globala förändringar
Drogfokus 2016
Oro för ökad alkoholkonsumtion 1981 - 2014


Alkoholskatt, fast penningvärde

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>2,33</td>
<td>26,2</td>
<td>474,00</td>
</tr>
<tr>
<td>2016</td>
<td>1,58</td>
<td>20,47</td>
<td>415,91</td>
</tr>
</tbody>
</table>

Systembolagets försäljning 1995-2015, 100 % ren alkohol/invånare 15+

Källa: Folkhälsomyndigheten (Tillståndsregistret) (16).
REKLAMINVESTERINGER FÖR ALKOHOLHALTIGA DRYCKER I MEDIA*, 1 JANUARI 2000–31 DECEMBER 2014, KRONOR.

1 376 mk

Ökad samsyn på alkolreklam mellan Konsumentverket och branschen

Pressmeddelande • Okt 06, 2016 14:38 CEST

Efter dialog med branschföreträdare så har Konsumentverket nu reviderat sin rekommendation för utformning av alkolreklam. Konsumentverket har närmast sig näringslivets syn i flera frågor. Branschen ska därför revida sin egen rekommendation vilket kommer att göra det enklare för företagen.

Efter att de tidigare allmänna råden införts agerade Sveriges Annonsörer, Sprit och Vinleverantörsföreningen och Sveriges Bryggerier gemensamt eftersom vi ansåg att de allmänna råden saknade rättsligt stöd på en del punkter. Organisationerna, företrädda av Mattias Grundström, Alkoholgranskningsmannen och Niklas Briselius, jurist hos Sveriges Annonsörer träffade sedan vid ett par tillfällen representanter från Konsumentverket i syfte att precisera och förklara branschens synsätt.

När vi nu tar del av reviderade allmänna råden kan vi konstatera att den goda dialogen gett resultat och att Konsumentverket har närmast sig vår syn.
EXEMPEL SOM SLUTSATS?

Och hur kan vi omsätta det här i praktiken?
The population mean predicts the number of deviant individuals

Geoffery Rose, BrMedj 1990;301:1031-4
The population mean predicts the number of deviant individuals

It suits society to alienate its problem minorities and to regard them as independently responsible for their problems;

... The way that most people eat, drink, and behave, even if it were harmless to themselves (which is often not the case), may determine how many others, more vulnerable, will suffer as a consequence. The health of society is integral.

This view is unwelcome to governments. It is cheaper, and politically safer, to support special measures for needy minorities than to change general social and economic policies that affect the whole population.

Geoffery Rose, BrMedj 1990;301:1031-4
Findings
A 1-litre increase in total consumption was associated with a 13% increase in sickness absence among men (P<0.05). The relationship was not statistically significant for women.

Conclusions
Previous research has documented that aggregate alcohol consumption is related to a large number of harm indicators, such as cirrhosis and accident mortality. The present findings add yet another indicator to this list.
Does a pint a day affect your child’s pay?
The effect of prenatal alcohol exposure on adult outcomes
by
J Peter Nilsson
August 11th, 2008

Abstract
This paper utilizes a Swedish alcohol policy experiment conducted in the late 1960s to identify the impact of prenatal alcohol exposure on educational attainments and labor market outcomes. The experiment started in November 1967 and was prematurely discontinued in July 1968 due to a sharp increase in alcohol consumption in the experimental regions, particularly among youths. Using a difference-in-difference-in-differences estimation strategy we find that around the age of 30 the cohort in utero during the experiment has substantially reduced educational attainments, lower earnings and higher welfare dependency rates compared to the surrounding cohorts. The results indicate that investments in early-life health have far-reaching effects on economic outcomes in later life.

Keywords: Infant health, education, earnings, alcohol policy
JEL-codes: I12, I18, J24
Konsumtionsutveckling enligt alkoholbranschen
Alkoholkonsumtionen i Sverige 2011, SoRAD, Bilaga 1

Figur 2. Trender i totalkonsumtion (liter 100% alkohol per invånare) i enlighet med ”branschens” och SoRADs data, 2004-2010.
Vested interests in addiction research and policy
Why do we not see the corporate interests of the alcohol industry as clearly as we see those of the tobacco industry?

Sally Casswell

SHORE (Social and Health Outcomes Research and Evaluation), SHORE and Whariki Research Centre, School of Public Health, Massey University, Auckland, New Zealand

ABSTRACT

Aims To compare the current status of global alcohol corporations with tobacco in terms of their role in global governance and to document the process by which this difference has been achieved and the consequences for alcohol control policy. Methods Participant observation in the global political arena, review of industry materials (submissions, publications, conference presentations, websites) and review of published literature formed the basis for the current analysis. Results Recent events in the global political arena have highlighted the difference in perception of the alcohol and tobacco industries which has allowed alcohol corporations to participate in the global governance arena in a way in which tobacco has not been able. The transnational producers of alcohol have waged a sophisticated and successful campaign during the past three decades, including sponsorship of intergovernmental events, funding of educational initiatives, research, publications and sponsoring sporting and cultural events. A key aspect has been the framing of arguments to undermine perceptions of the extent of alcohol-related harms to health by promoting ideas of a balance of benefits and harms. An emphasis on the heaviest drinkers has been used to promote the erroneous idea that ‘moderate’ drinkers experience no harm and a goal of alcohol policy should be to ensure they are unaffected by interventions. This leads to highly targeted interventions towards the heaviest drinkers rather than effective regu-
<table>
<thead>
<tr>
<th>Conclusion statements</th>
<th>Evidence</th>
<th>Comments and references</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Increases in tobacco excise taxes that increase prices result in a decline in overall tobacco use.</td>
<td>X</td>
<td>There is a negative relationship between cigarette prices and cigarette consumption in countries at all levels of income based on aggregated data. Individual- or household-level data corroborate an inverse relationship between cigarette price and total demand [4,5]</td>
</tr>
<tr>
<td>13 Tobacco tax increases that increase prices improve population health</td>
<td>X</td>
<td>The reductions in tobacco use that result from higher taxes and prices lead to reductions in the death and disease caused by tobacco use [29, 30]</td>
</tr>
<tr>
<td>14 Higher and more uniform specific tobacco excise taxes result in higher tobacco product prices and increase the effectiveness of taxation policies in reducing tobacco use.</td>
<td>X</td>
<td>Specific excise taxes (those assessed based on quantity or weight) have a greater public health impact than ad valorem excise taxes (those assessed based on value) because they lead to relatively higher tobacco product prices [31]</td>
</tr>
<tr>
<td>15 Tax avoidance* and tax evasion* reduce, but do not eliminate, the public health and revenue impact of tobacco tax increases.</td>
<td>X</td>
<td>Experiences in many countries demonstrate that tobacco use falls and revenues rise following a tax increase, even when there is increased tax avoidance and evasion. [32,33]</td>
</tr>
<tr>
<td>16 A coordinated set of interventions that includes international collaborations, strengthened tax administration, increased enforcement, and swift, severe penalties reduces illicit trade in tobacco products.</td>
<td>X</td>
<td>Countries have successfully reduced illicit trade in tobacco products through strong and coordinated multilateral efforts. However, relatively few countries have adopted comprehensive interventions and their longer term impact is not known or difficult to assess given that forms of tax avoidance/evasion can adapt/change in response to interventions to crack down on them. [34]</td>
</tr>
<tr>
<td>17 Tobacco tax increases increase tobacco tax revenues.</td>
<td>X</td>
<td>Higher tax rates result in higher tax revenues given that taxes account for a fraction of prices and that reductions in consumption are usually less than proportional to the increases in price that result from higher taxes [19]</td>
</tr>
<tr>
<td>18 Tobacco tax increases do not increase unemployment.</td>
<td>X</td>
<td>Job losses in tobacco-dependent sectors are offset by increases in other sectors. [35-37]</td>
</tr>
</tbody>
</table>
Riskökning alkoholkonsumtion individuell nivå

Corrao G m fl. A meta-analysis of alcohol consumption and the risk of 15 diseases, Preventive Medicine 38; 2004: 613–619

Fig. 1 Relative risk functions and corresponding 95% confidence intervals describing the dose-response relationship between alcohol consumption and the risk of 15 alcohol-related conditions obtained by fitting meta-regression models.
FRÅGA: Alkoholkonsumtion kan ha både positiva och negativa konsekvenser. Sammantaget, anser du att alkoholkonsumtionens positiva eller negativa konsekvenser överväger?