# GLOBAL NCD TARGET
# REDUCE THE HARMFUL USE OF ALCOHOL

## Background

Heart disease and stroke, cancers, diabetes, and chronic respiratory diseases and other noncommunicable diseases (NCDs) cause tens of millions of deaths per year, the majority of which occur during the most productive years of life. NCDs reduce economic output and prevent people around the world from living lives of health and wellbeing. Creating the conditions that favour sustainable development means taking action to prevent and control NCDs **now**.

Nine global NCD targets provide a vision for progress by 2025. The *WHO Global NCD Action Plan 2013-2020* and other resources provide a roadmap of policies and interventions to realise this vision. When implemented, they will put countries on track to meet the commitments made on NCDs at the United Nations General Assembly in 2011 and 2014, and in the *2030 Agenda for Sustainable Development*, including target 3.4 to reduce premature NCD deaths and target 3.5 to strengthen the prevention and treatment of substance abuse, including narcotic drug use and harmful use of alcohol.

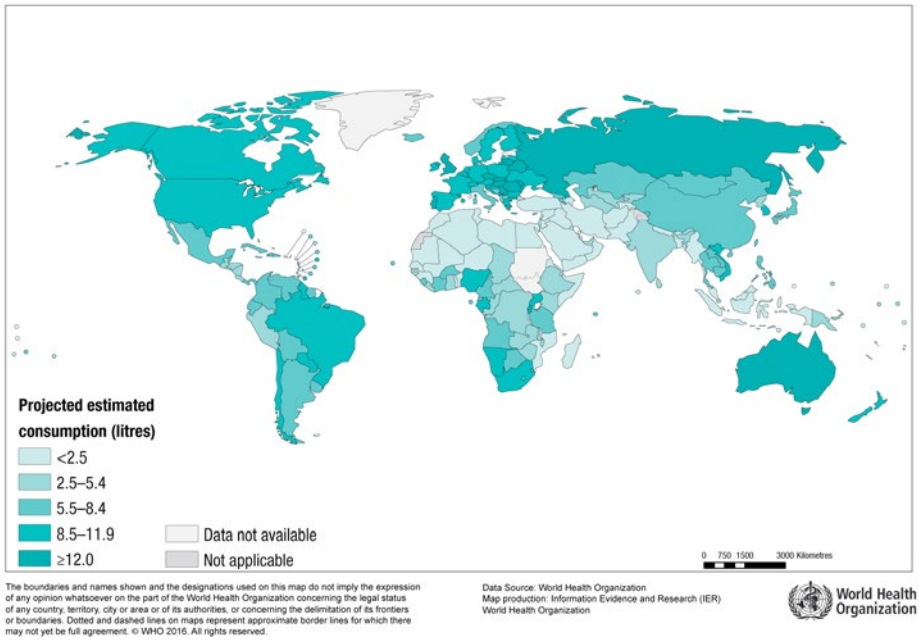
## Global Target

At least a 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context by 2025.

## Fast Facts

- 3.3 million deaths – 5.9% of all deaths worldwide – were attributable to alcohol consumption in 2012. More than half of these deaths were caused by NCDs.
- 5.1% of the global burden of disease is attributed to alcohol consumption.
- Worldwide, alcohol consumption was estimated in 2015 at 6.3 litres pure alcohol per person (aged 15 years and over).
- Both total consumption of alcohol and drinking patterns like heavy episodic drinking contribute to alcohol-related harm.
- The harmful use of alcohol causes heart diseases, cancers, liver diseases, a range of mental and behavioural disorders, other noncommunicable conditions, and communicable diseases.

**The harmful use of alcohol has a detrimental impact on health and overall wellbeing.**




*Total alcohol per capita consumption in liters of pure alcohol in persons aged 15 years or older, projected estimates, 2015*

## Priority Actions

Meeting this target is possible if action is taken now. The diverse nature of both the problems and the solutions related to the harmful use of alcohol require a comprehensive approach. The WHO Global strategy to reduce the harmful use of alcohol highlights ten policy areas for multisectoral national action to protect the health of populations and reduce the alcohol-attributable disease burden. These ten areas align with the policies and recommendations in the WHO Global NCD Action Plan 2013-2020. Partnerships between government and civil society will be key to supporting policy implementation. Very cost-effective population-based policy options include:

- Using **taxation** to help regulate demand for alcoholic beverages.
- **Restrictions on the availability** of alcoholic beverages.
- Comprehensive restrictions or **bans on alcohol advertising.**

## Tweet!

Raising taxes on alcohol = improved **#health**, more $$ for governments, and a step forward to **#beatNCDs**

## For more information

WHO site: http://www.who.int/beat-ncds/en/
Tell your story at "NCDs&me": http://www.who.int/ncds-and-me
@who
**#beatNCDs**

## Key Resources

*Global Information System on Alcohol and Health (GISAH) online database*. WHO, 2016.
http://www.who.int/gho/alcohol

*Global status report on alcohol and health 2014*. WHO, 2014.
http://www.who.int/substance_abuse/publications/global_alcohol_report/en/

*Global strategy to reduce the harmful use of alcohol*. WHO, 2010.
http://www.who.int/substance_abuse/activities/gsrhua/en/

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WHO/NMH/NMA/16.187
September 2016