

Addressing alcohol consumption and socioeconomic inequalities: how a health promotion approach can help



World Health
Organization

Webinar

Friday, 4 June, 2021 – 14:00 – 15:30 CET

Interpretation in French, Russian and Spanish

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ABOUT

This session will reflect on recent evidence and illustrate initiatives across countries aimed at addressing the availability, affordability and acceptability of alcohol in socially and economically disadvantaged populations. The discussion will apply a health promotion approach to identify possible policy options for local and national public authorities, supportive actions by civil society and priority areas for future research by academia.

AGENDA

**Opening
remarks**

Welcoming and Background

Rüdiger Krech – Director, Health Promotion Department, World Health Organization

Decreasing alcohol consumption to accelerate progress towards healthier population environments

Naoko Yamamoto – Assistant Director-General, Healthier Population Division, World Health Organization

**Inequalities
exacerbated
by the
harmful use
of alcohol**

Alcohol and cross-sectoral policies to tackle alcohol use as a driver of socioeconomic health inequalities globally

Charlotte Probst – Research Group Lead, Heidelberg Institute of Global Health, Heidelberg University; Independent Scientist, Institute for Mental Health Policy Research, Centre for Addiction and Mental Health

Alcohol outlets in disinvested neighborhoods: reflecting and reinforcing inequality

Pamela Trangenstein – Assistant Professor, Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina

**Spotlight on
Countries**

A case in Australia

When people come together, change can happen to prevent alcohol harm – a case study from Australia

Caterina Giorgi – Chief Executive Officer, Foundation for Alcohol Research and Education – FARE

A case in Brazil

Smart affordability: alcohol industry strategy targeting the poorer

Paula Johns – Co-founder and Director, ACT Health Promotion

A case in Sri Lanka

Tackling influence of alcohol marketing on youth

Pubudu Sumanasekara – Executive Director, Alcohol & Drug Information Centre

The case of sub-Saharan Africa

Alcohol consumption, harms and policy developments: the case for stronger national and regional responses

Charles Parry – Director, Alcohol, Tobacco & Other Drug Research Unit, South African Medical Research Council; Extraordinary Professor, Department of Psychiatry, Stellenbosch University

Lessons from other sectors

Reducing health inequities exacerbated by producers of unhealthy products: lessons for alcohol from tobacco, food and social media companies

Nicholas Freudenberg – Distinguished Professor of Public Health, CUNY Graduate School of Public Health and Health Policy; Director, CUNY Urban Food Policy Institute, The City University of New York

Questions & Answers

Interaction with the audience

Final remarks

How can policymakers, civil society and academia address the availability, affordability and acceptability of alcohol consumption

Carina Ferreira-Borges – Acting Head, World Health Organization European Office for Prevention and Control of Non-Communicable Diseases

Contact us: Lessalcohol@who.int