

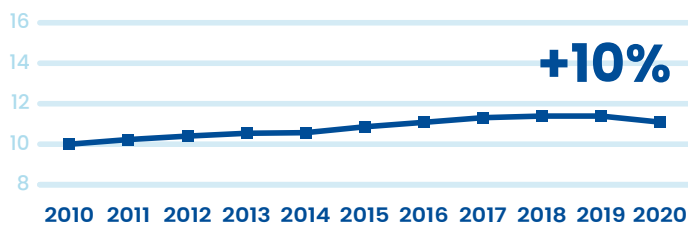
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in Bulgaria are drinking more alcohol

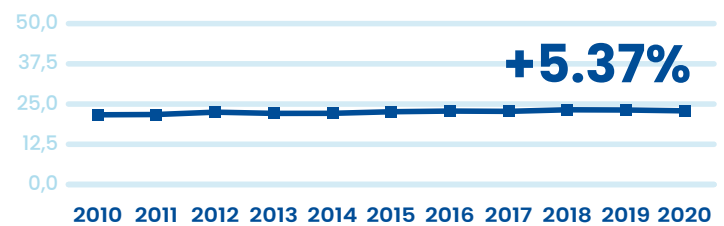
Alcohol consumption per capita (litres of pure alcohol)



Source:
WHO – Recorded alcohol consumption per capita, 15+
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-\(15-\)-consumption-\(in-litres-of-pure-alcohol\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-(15-)-consumption-(in-litres-of-pure-alcohol))

Harmful drinking patterns are increasing

Heavy episodic drinking (%)

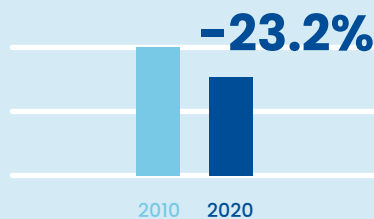


Source:
WHO – Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-)-age-standardized-with-95-ci)

BUT

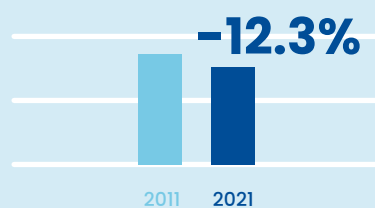
Bulgaria is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



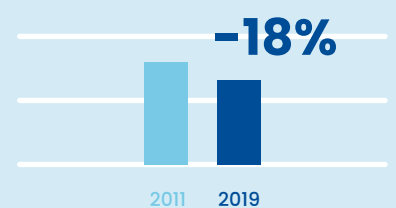
Source:
WHO Global Burden of Diseases 2021 – IHME
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f5e582ebad97a1f444e68a34f>

Alcohol attributed road traffic injuries



Source:
WHO – Global Burden of Diseases – 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f5e582ebad97a1f444e68a34f>

Underage drinking



Source:
ESPAD – 2019 – Any alcohol use over the last 30 days by 15-16 yo in EU 23 – www.espad.org

SHARED GOALS, SHARED RESPONSIBILITY

“For decades, the spirits sector has invested —through public-private partnerships—in education and information campaigns, helping to promote moderation and reduce harm.”

Hervé Dumesny,
Interim Director General of spiritsEUROPE

ALCOHOL TRENDS THE BIGGER PICTURE



Drinks initiatives in Bulgaria



BULGARIA – “WHEN AND HOW MUCH”

“When and How Much?” is a students’ contest firstly launched at New Bulgarian University in 2022 by spiritsBULGARIA. It is aimed at young people between 18 and 25 years old. The format includes educational seminars and a competition for digital campaign depicting moderate alcohol consumption. The winner for 2024 is the project “ШОТ ИЛИ ДВА, А РЕАКЦИЯ КАКВА” (“A Shot or Two – And What a Reaction”), developed by Varti Mavreva and Gergana Dimitrova from NBU – an engaging game that tests reaction time after alcohol consumption. It encourages young people to recognize their personal limits and make responsible decisions. As of the academic year of 2024–2025, the competition is already being held at 4 universities (National Academy of Arts, Sofia University “St. Kliment Ohridski”, UNWE and NBU), with over 300 participating students and 38 submitted projects. Our winners are going to participate in the European initiative “United in Moderation” 2025 and will see their idea realized in a real communication campaign to peers.



BULGARIA – “THE BILL YOU DO NOT WANT TO PAY”

spiritsBULGARIA is in a partnership with the Bulgarian road police and the Bulgarian Red Cross in the campaign “The Bill You Don’t Want to Pay”. From June to October, police officers and Red Cross volunteers handed out fictitious receipts during routine traffic road checks and special events. By the end of 2024, a total of 130,000 receipts had been distributed in 27 regions of the country.

These “Bills” highlight the potential financial and emotional consequences of drunk driving, while providing a strong and tangible message. On the back of each receipt, there are the QR codes that link to the winning projects from the “When and How Much” contest, effectively upgrading the effect of both initiatives and expanding their reach.

The campaign continues in 2025.



BULGARIA – “LET’S TALK ABOUT ALCOHOL”

This program is supported by the Ministry of Education and Science and the Ministry of Internal Affairs. Educational materials are available at <https://www.mon.bg/bg/1> and www.predil8.org. The program targets Bulgarian schools, where specially trained teachers talk to and educate young people (12–16 years old) about the harm caused by underage drinking. The goal is to influence students’ attitudes and behavior by increasing knowledge and awareness, as well as protecting them from peer pressure. The focus is on promoting a healthy lifestyle, delaying the first drink, and building confidence to make informed choices about whether to drink at all in the future. Around 300 teachers in 165 schools and over 100 police officers are certified to work with students on the topic.



BULGARIA – “PARENTAL MEETINGS IN A BAR”

A program for early prevention of alcohol use in the family through conversations with parents of children 8–11 years old in an informal setting. Trained psychologists and public figures lead a dialogue, encouraging the family to discuss the topic openly. In total, 725 primary school teachers, 90 psychologists and 2,500 parents participated directly.

Find out more at: www.predil8.org.



Find out more at
www.drinksinitiatives.eu

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