

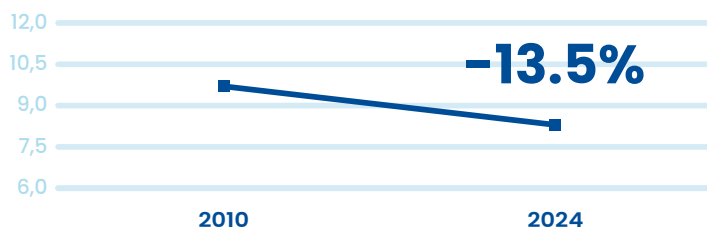
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in Germany are drinking less alcohol

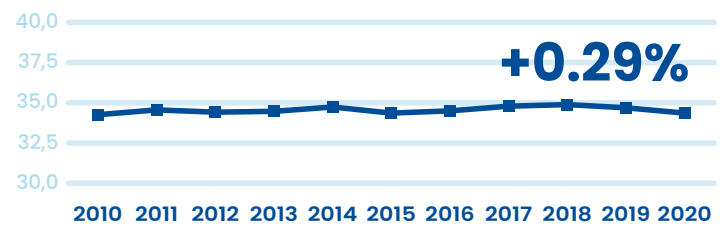
Alcohol consumption per capita (litres of pure alcohol)



Source:
ifo Institut – Leibniz Institute for Economic Research at the University of Munich (e.V.) – ,
<https://www.ifo.de/en/ifo-homepage>

Harmful drinking patterns remain steady

Heavy episodic drinking (%)

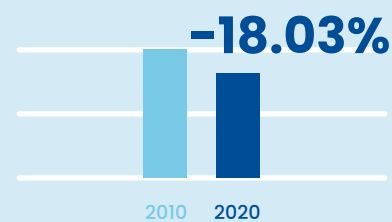


Source:
WHO – Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-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

AND

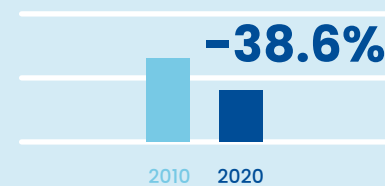
Germany is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



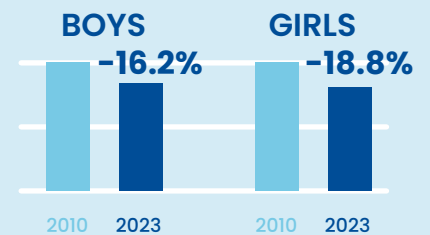
Source:
WHO Global Burden of Diseases 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>

Alcohol attributed road traffic injuries



Source:
WHO – Global Burden of Diseases – 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>

Underage drinking



Source:
Boys & Girls, 12–17 yo – Die Drogenaffinität Jugendlicher in der Bundesrepublik Deutschland 2023 –
BIÖG: Suchtprävention

SHARED GOALS, SHARED RESPONSIBILITY

The 'Working Group on Alcohol and Responsibility' has been in existence in Germany for two decades, carrying out, evaluating and constantly updating education and prevention measures exclusively with scientists. The prevention activities of the 'Working Group on Alcohol and Responsibility' are indirectly supported only by BSI members in Germany.

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Drinks initiatives in Germany



“Klartext reden!” (Tell it straight!) is an initiative promoting alcohol prevention in families launched in partnership with the BundesElternRat (Federal Council of Parents). It aims to inform, motivate and support parents and guardians to fulfil their important role in educating their children about alcohol and responsible consumption. 327 parent information evening and 1 webinar have been held with a total of 8,202 participants. Around 50,000 leaflets have been printed and distributed.



“Don’t drink and drive” (DDAD) is the oldest ongoing road safety campaign in Germany and primarily targets young drivers aged 18 to 25, who as a group are disproportionately frequently involved in alcohol-related road accidents. Events aim to raise awareness of the dangers of drink-driving. Over 117 “DDAD” events have been held and the “DDAD” website has reached over 2 million since the launch of the campaign. In 2023/2024, the initiative achieved a total reach of around 15.4 million on social media channels.



The Consumer Information website “Massvoll-genießen.de” aims to raise awareness of the responsible consumption of alcoholic beverages. The website and the associated social media channels (Facebook, Instagram and YouTube) reach over 4.2 million users.

Find out more at
www.drinksinitiatives.eu