

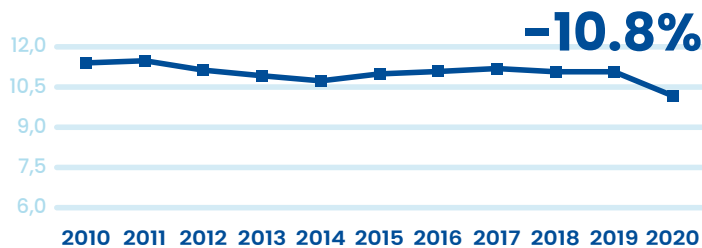
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in Ireland are drinking less alcohol

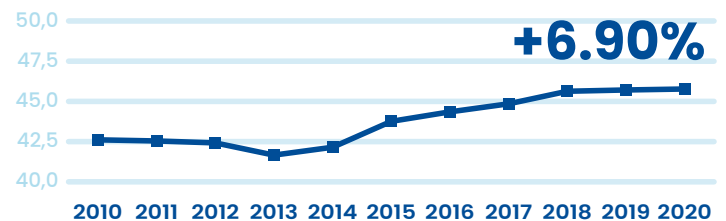
Alcohol consumption per capita (litres of pure alcohol)



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 increases have eased since 2018, reflecting the overall moderation trend

Heavy episodic drinking (%)

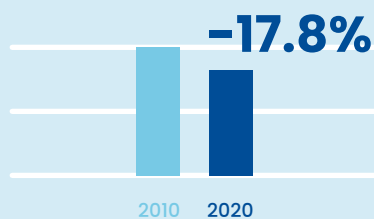


Source:
WHO - Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-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

BUT

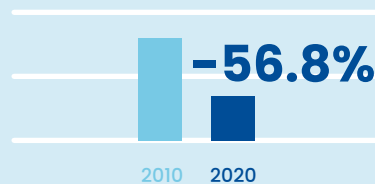
Ireland is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



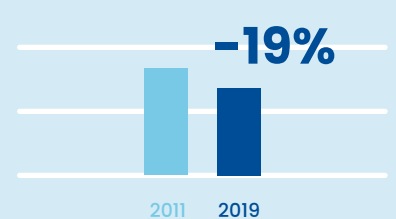
Source:
WHO Global Burden of Diseases 2021 - IHME -
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6e582ebad97a1f444e68a34f>

Alcohol attributed road traffic injuries



Source:
WHO - Global Burden of Diseases - 2021 - IHME -
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6e582ebad97a1f444e68a34f>

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



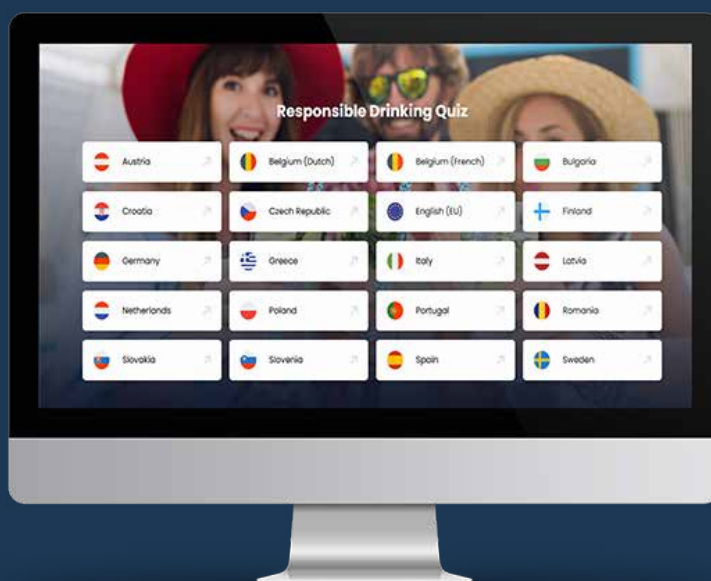
Drinks initiatives in Ireland



The Drinkaware team went on the streets to gather public reactions on responsible alcohol consumption. The output offered memorable soundbites and in-person storytelling to reinforce the key numbers for low risk drinking guidelines.



Drinkaware has run multiple drink-driving campaigns, from the 2011 "Morning After" with the Road Safety Authority to 2012's "Pacing Campaign" and 2019's "Change the Trend" focussing on young men below 34. In 2020, the Xmas Campaign – in response to the COVID-19 pandemic- encouraged adults to develop healthy coping strategies that did not involve alcohol.



For over 20 years, Drinkaware.ie – funded largely by retailers and the drinks industry sector – has supported moderation and the responsible consumption of alcohol, using targeted tools for specific groups and the wider society. In 2024, the "Know The Low" campaign was launched to drive awareness of low-risk weekly alcohol guidelines. A key focus was educating people on standard drink measures and the risks of drink driving—including the morning after. By promoting the use of the drinks calculator, the campaign aimed to help individuals understand their intake and make safer, more informed choices.



Find out more at
www.drinksinitiatives.eu

DRINKAWARE

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