



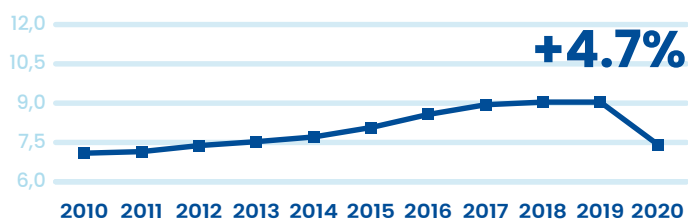
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in Malta are drinking more alcohol

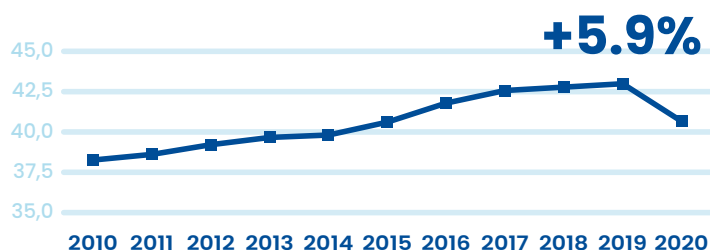
Alcohol consumption per capita (litres of pure alcohol)



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 on increase

Heavy episodic drinking (%)

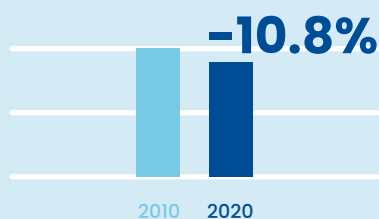


Source:
WHO - Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-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

BUT

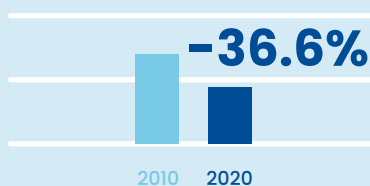
Malta is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



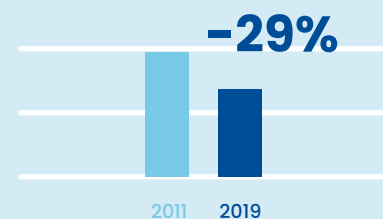
Source:
WHO Global Burden of Diseases 2021 - IHME -
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>

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:
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



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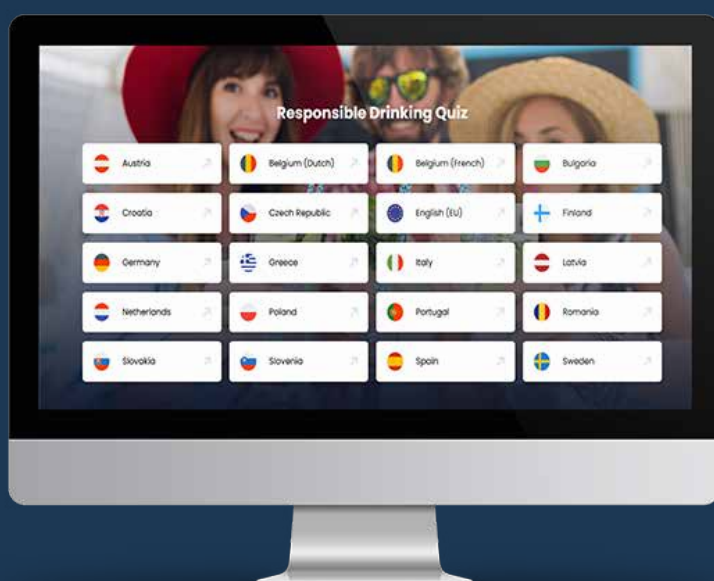
Drinks initiatives in Malta



The consumer information website aims to raise awareness of the responsible consumption of alcoholic beverages. It has **around 100 visitors per month**.



Yearly mass media and social media campaign which focusses on the risks related to drink driving. The campaign has reached up to **4 million people** in total.



Each month, an average of **12,000 visitors** explore the ResponsibleDrinking.eu website — a central hub guiding consumers to **25 national sites** and the interactive #RDQ quiz.

Find out more at
www.drinksinitiatives.eu

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