

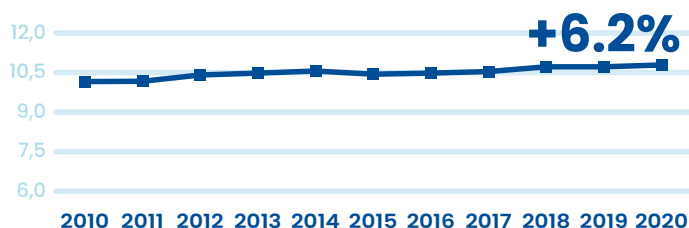
# ALCOHOL TRENDS THE BIGGER PICTURE



## OVER THE LAST DECADE...

### Alcohol consumption in Portugal increased

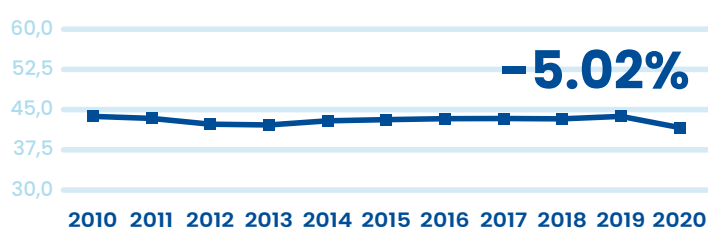
#### Alcohol consumption per capita (litres of pure alcohol)



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))

### However, harmful drinking patterns are on the decline

#### Heavy episodic drinking (%)

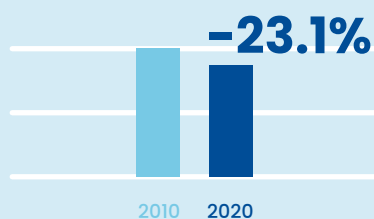


Source:  
WHO - Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized  
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-day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

AND

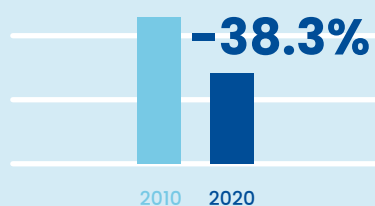
### Portugal is on-track to reach the objectives of reducing alcohol-related harm

#### Overall alcohol mortality



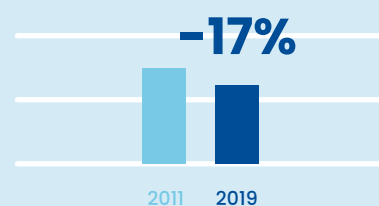
Source:  
WHO Global Burden of Diseases 2021 - IHME -  
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6be582ebad97a1f444e68a34f>

#### Alcohol attributed road traffic injuries



Source:  
WHO - Global Burden of Diseases - 2021 - IHME -  
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6be582ebad97a1f444e68a34f>

#### Underage drinking



Source:  
ESPAD.- 2019 - Any alcohol use over the last 30 days by 15-16 yo in EU 23 - [www.espad.org](http://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 Portugal



The **“Serve Well, Drink Better”** server training programme aims to promote the responsible serving of alcoholic beverages and is intended for those who serve and/or sell alcohol like hoteliers, restaurants, and cafés. It was developed by and is implemented in partnership with Turismo de Portugal. It has reached over 2,400 staff.



The **“Drink with your head”** website aims to raise awareness of the alcohol unit as the best means of promoting moderate and responsible consumption among 18–40 year olds. It is supported by social media, promotional materials such as a measure cups handed out at events, posters and billboards. An alcohol drinks calculator app is also available for download. It has reached up to 200,000 people through all means.



Developed by ANEBE, **100% Cool** represents a mission alliance between public and private organisations committed to separating alcohol from driving. The initiative has promoted responsible driving for over two decades, designating more than 30,000 sober drivers across the country.



Find out more at  
[www.drinksinitiatives.eu](http://www.drinksinitiatives.eu)

