

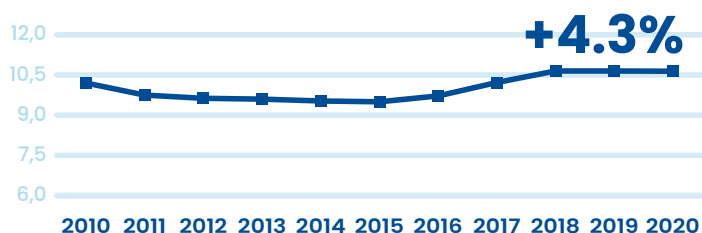
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in Romania are drinking more alcohol

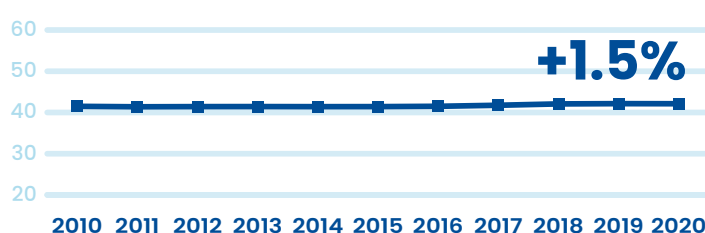
Alcohol consumption per capita (litres of pure alcohol)



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 marginally increasing

Heavy episodic drinking (%)

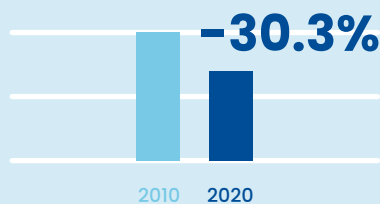


Source:
WHO - Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-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

BUT

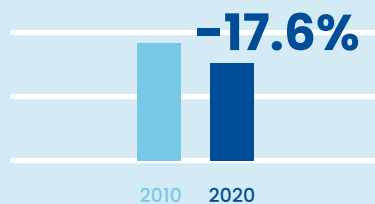
Romania is on-track to reach the objectives of reducing alcohol-related harm, except for underage drinking

Overall alcohol mortality



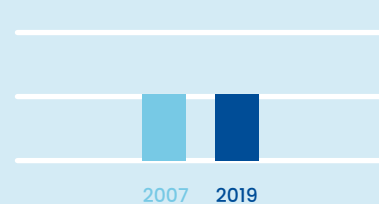
Source:
WHO Global Burden of Diseases 2021 - IHME -
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>

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

ALCOHOL TRENDS THE BIGGER PICTURE



Drinks initiatives in Romania



In 2015 Spirits Romania initiated the **“We are many” campaign** aimed at raising awareness on the negative effects of underage alcohol consumption. The campaign had four editions.

We had a yearly reach of +800.000 people through activities developed together with our partners (retail chains Penny and Carrefour, the Romanian Football Federation and the Romanian Consumer Protection Authority), as well as through the media engagement activities, social media activations and influencer endorsers.



The fourth edition of ‘We are many’ campaign (2023), focused on direct engagement with our target audience. We organized **3 online workshops for teachers**, which resulted in 656 professors directly engaged, 1,500 participants, 1,500 brochures distributed. +300.000 people were reached in total by the end of the campaign, following complementary media and social media campaigns.



In 2024, Spirits Romania focused on a new campaign, focused on raising awareness on the risk associated with drunk driving. **“NO alcohol behind the wheel #DrinkResponsibly”** was conducted in partnership with political stakeholders involved in changing legislation on drunk driving, the Romanian Road Police and a well known Psychology Clinics chain. We directly engaged 1.250 university students through three workshops and reached 4,5mln people nationwide through media campaign.



Find out more at
www.drinksinitiatives.eu

