



INTEGRATED AND COMPREHENSIVE ALCOHOL PREVENTION - THE IOGT WAY

POLICY



Implement the 3 Best Buy	
Reduce affordability	Alcohol Taxation
Reduce availability	Raise age limit
Ban Advertising / restrict marketing	Decrease outlet Density
Enstate retail monopolies	Limit opening hours for on- and off-premise

INDUSTRY



bigalcohol .exposed

Counter-act economic forces promoting alcohol use	
Stop monetization of harmful industry	Encourage divestment from alcohol producers
Safeguard against conflicts of interest	End government subsidies for the alcohol industry
Corporate and media literacy	Expose unethical business practices
	Bust alcohol myths

NORMS



Maintain abstinence rates	Promote alcohol-free environment
Encourage quitting	Reduce attractiveness of the image of alcohol
	Reduce unfair privileges attached to alcohol use
	Prevent alcoholization of all social events

TREATMENT

Enable treatment	Ensure the provision of effective advice and brief interventions in healthcare settings
Faster recovery	Make treatment available for all who need it
	Provide support to all children of parents with alcohol problems
	End stigma attached to alcohol use disorders

AWARNESS

Increase public awareness and recognition of real alcohol harm	
Harm to others	Road traffic
	Children
	Women
	Workplace
Alcohol causes 7 types of cancer	There is no safe amount of alcohol use
Evidence for alcohol's health benefits is evaporating	



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