

# The SAFER Initiative

## Action Package

### **S**

Strengthen restrictions on alcohol availability

### **A**

Advance and enforce drink driving counter measures

### **F**

Facilitate access to screening, brief interventions and treatment

### **E**

Enforce bans/comprehensive restrictions on alcohol advertising, sponsorship, & promotion

### **R**

Raise prices on alcohol through excise taxes and pricing policies

## Action at the National Level

### **1. Implement:**

Strong political will, adequate resources and technical and institutional capacity are critical to enacting the SAFER interventions at the country level.

### **2. Monitor:**

Strong monitoring systems must support SAFER implementation, to enable accountability and track progress

### **3. Protect:**

Alcohol control measures must be guided and formulated by public health interests and protected from industry interference and commercial interests.

## Global Support

### **WHO Technical Guidance:**

- Technical document
- Policy briefs
- Factsheets
- Implementation toolkits
- Monitoring framework
- Guidance on protection from industry interference

### **WHO/UN Programme**

- Capacity building
- Support networks
- Technical support

### **Communication & Advocacy**

- Networks
- SAFER events & conferences
- Resource mobilization
- SAFER initiative visibility