

# RESET Alcohol

A Global Alcohol Policy Initiative

Reducing alcohol-related harms for health, economy and society

**Alcohol use claims millions of lives a year, results in violence, burdens health systems, and costs billions. RESET Alcohol supports countries to implement cost-effective policies that will reset the environment, cut harms, and raise revenues for positive social change.**

Alcohol use is a major source of harm to health, to families and communities, and to national development. Alcohol is promoted by an industry that glamorizes consumption in all areas of life and creates positive norms in children around alcohol consumption. Smart policies can reset the environment and reduce the health and social burden of alcohol. RESET Alcohol puts proven policies, technical expertise and financial resources at the fingertips of governments who are ready to act towards a healthier, more prosperous future.

This initiative brings together national governments, civil society, and global leaders in public health and alcohol policy towards implementing evidence-based alcohol policies from the World Health Organization's SAFER technical package.

## Alcohol is an overlooked killer

Alcohol is a leading driver of global deaths, contributing to millions of deaths each year. Often the underlying connection of alcohol consumption between these deaths—from liver disease, heart disease, cancer, violence, vehicle crashes, falls, tuberculosis, HIV/AIDS, and other conditions—is overlooked. Alcohol is among the top 10 leading global risks for mortality. For adults 25–49, alcohol is the leading cause of death and disability globally based on the Global Burden of Disease analysis. In addition to these health harms, alcohol contributes to substantial adverse social and economic effects on individuals, families, and communities.

## RESET Alcohol Goals

- RESET Alcohol provides governments with technical and financial assistance to advance alcohol policies and supports local civil society advocates and research institutions to promote these policies.
- Partner governments agree to work on two or more policies that can reduce alcohol-related harms prioritizing:

- Smart pricing strategies that use taxes and other pricing policies to reduce access by kids and dissuade heavy drinking

Plus one or more of the following:

- Regulate availability by limiting days or hours of sales or licensing restrictions
- Restrict alcohol advertising, sponsorship, and promotion.

These policies are articulated in the World Health Organization's technical package, SAFER ([www.who.int/SAFER](http://www.who.int/SAFER)).

Learn more at [www.vitalstrategies.org](http://www.vitalstrategies.org)

## RESET ALCOHOL POLICY

### RESET Alcohol provides Technical Expertise

RESET Alcohol will provide participating governments with technical assistance from leading global alcohol policy and public health organizations and top experts in the field. Areas of technical assistance include:

- 1. Policy Development:** The Initiative will provide technical assistance to relevant government agencies to support and strengthen capacity for effective policy analysis, planning and drafting, including on economic/tax policy.
- 2. Strategic Communication:** Strategic communication can increase public understanding of alcohol harms and create a more positive environment for acceptance of alcohol policy measures. The Initiative will support design, testing, and implementation of communication campaigns.
- 3. Advocacy:** Advocacy support will address mobilization of stakeholders and countering of opposition, conducted and coordinated by governments and civil society.
- 4. Alcohol Data and Monitoring Systems:** Data should underpin the entire policy development and implementation process. The Initiative will support national statistics agencies, ministries of health, and other relevant governmental agencies to create a robust set of data sources, analytic practices, and dissemination products and pathways.

### RESET Alcohol provides financial support for policy development

The Initiative will provide initial grants of up to US\$50,000 for governments to create a policy development and implementation plan. Based on successful completion of the plan, the Initiative will provide additional financial resources of US\$500K-\$1M to participating countries over 2 years towards implementation of the policies identified. Funds can be used for new staffing, communications, stakeholder engagement, policy-relevant research, data system improvements, and other costs.

### Collaborators and Funder

**This Initiative is a collaboration between participating governments and the following leading global public health and alcohol policy organizations:**

The Initiative is led by **Vital Strategies**, a global organization focused on supporting governments to strengthen their public health systems via technical assistance in legal policy development, data systems, and strategic communication.

The **World Health Organization**, in collaboration with international partners, launched the SAFER initiative in 2018. SAFER is an acronym for the five most cost-effective interventions to reduce alcohol-related harms, such as strengthening restrictions on availability and raising prices on alcohol.

**Movendi International** is the leading global civil society organization working to prevent and reduce alcohol harm on all levels, using evidence-based solutions in prevention, recovery, community mobilization and policy advocacy.

**The University of Illinois Chicago (USA) Institute for Health Research and Policy** conducts economic research to inform and shape fiscal policies for health and supports country-based researchers to develop the local evidence to inform government tax system policymaking.

**The Global Alcohol Policy Alliance** is a network of non-governmental organisations and people working in public health who advocate for effective alcohol policies, free from commercial interests.

**The NCD Alliance (NCDA)** is an NGO dedicated to supporting a world free from preventable suffering, disability and death caused by noncommunicable diseases (NCDs). It comprises more than 300 members, including 66 national and regional NCD alliances, in more than 80 countries.

Funding for the Initiative comes via a grant directed to Vital Strategies from GiveWell, a nonprofit dedicated to finding outstanding giving opportunities and publishing the full details of its analysis to help donors decide where to give. GiveWell recommends high-impact, cost-effective charities backed by evidence and analysis. The funding for the RESET Alcohol Initiative comes from sources without conflict of interest.

**How to join:** The RESET Alcohol Initiative will initially partner with four country governments who are committed to advancing alcohol policies and demonstrating regional and global leadership. Interested governments, with Initiative collaborators, will create a policy development and implementation plan. The plan must strive toward a significant increase in alcohol taxes and the enactment of at least one other SAFER policy that will maximize prevention of death and other harms. The initiative will provide each government with up to \$50,000 to complete this plan over a three-month period. Once a detailed plan has been developed and endorsed by leadership at relevant government ministries, governments will put their policy plan in action, with two years of additional technical and financial support from the Initiative partners as described above.

**For more information, contact: [resetalcohol@vitalstrategies.org](mailto:resetalcohol@vitalstrategies.org)**