

# RESET Alcohol

A Global Alcohol Policy Initiative

## Alcohol is an overlooked cause of death and suffering

Alcohol contributes to approximately 2.6 million deaths each year. It is the leading risk factor globally for death and disability for people between the ages of 15 and 49. Alcohol plays a significant role in homicide, child abuse, violence against women, suicide, car crashes and falls. Alcohol is also a carcinogen and toxin. Consumption of alcohol causes liver disease, heart disease and several types of cancer including mouth, throat, esophagus, breast, liver, colon and rectal.

Alcohol consumption is a major source of harm to the health and well-being of individuals, families, communities and economies. Alcohol is promoted by an industry that glamorizes consumption in all areas of life and creates positive norms around its products, while ignoring its harms.

Despite the clear harms that alcohol causes, this public health threat has not been adequately acknowledged or addressed through public policies and remains a low priority among governments globally. RESET Alcohol supports countries to implement best practice policies that will recalibrate the public policy environment that influences how alcohol is bought, sold and marketed to more appropriately reflect the burden of alcohol consumption on public health and to reduce its harms.

## RESET Alcohol's Goal

RESET Alcohol brings together civil society, researchers and global technical experts to assist national governments to implement best practice alcohol policies from the World Health Organization's SAFER ([www.who.int/SAFER](http://www.who.int/SAFER)) technical package aimed at reducing alcohol harms. The primary focus of the initiative is to increase alcohol taxation to levels that will increase prices and reduce consumption, which is known to be the most effective intervention to reduce alcohol harms. The initiative also seeks targeted opportunities to regulate availability and restrict marketing.

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

## RESET Alcohol support to country partners

RESET Alcohol provides financial and technical support to research institutions, civil society organizations, and governments in focus countries to:

1. Conduct policy-relevant research: Partners generate the evidence needed to convince policymakers of the benefits of increasing alcohol taxation for health and social gains.
2. Advocate: Partners develop and implement evidence-based advocacy for higher alcohol taxation and other high-impact policies.
3. Communicate: Partners develop and implement evidence-based strategic communication on alcohol harms and policies, including message-tested media materials and strategically placed media campaigns.
4. Conduct legal analysis: Partners provide guidance to support stronger and more effective laws to curb alcohol harms.
5. Monitor policies and analyze epidemiologic data: Partners analyze and use epidemiological data on alcohol consumption and harms, and monitor local policies to inform advocacy, communication and policy planning.

## Partnership

Led by Vital Strategies and funded by Open Philanthropy, RESET Alcohol is a partnership of national governments, local civil society and research partners, and the following global organizations: Johns Hopkins University Tobacconomics team, Movendi International, Global Alcohol Policy Alliance and the World Health Organization. We also collaborate with organizations with shared goals, such as the NCD Alliance, UNDP, U.N. Interagency Task Force on NCDs, and SHORE & Whariki Research Centre, Massey University.