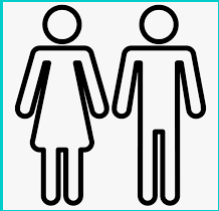


DRINK LESS

7,423 DEATHS WERE WHOLLY ATTRIBUTABLE TO ALCOHOL LAST YEAR. THIS IS A **20% INCREASE** FROM 2019 AND THE **HIGHEST ANNUAL TOTAL EVER** RECORDED BY THE ONS.



MEN LIVING IN THE **MOST DEPRIVED AREAS** WERE **4.2 TIMES MORE LIKELY TO DIE** FROM ALCOHOL-SPECIFIC ISSUES COMPARED TO THOSE LIVING IN THE LEAST DEPRIVED AREAS. THE SAME TREND IS SEEN FOR **WOMEN, WHO ARE 3 TIMES MORE LIKELY TO DIE** IN THE MOST DEPRIVED AREAS.

WHO'S SAFER INITIATIVE

STRENGTHEN RESTRICTIONS ON ALCOHOL AVAILABILITY

ADVANCE AND ENFORCE DRINK DRIVING COUNTER MEASURES

FACILITATE ACCESS TO SCREENING, BRIEF INTERVENTIONS AND TREATMENT

ENFORCE BANS OR COMPREHENSIVE RESTRICTIONS ON ALCOHOL ADVERTISING, SPONSORSHIP, AND PROMOTION

RAISE PRICES ON ALCOHOL THROUGH EXCISE TAXES AND PRICING POLICIES

ONE YOU LINCOLNSHIRE SUCCESS:
MAY:

40% ACHIEVEMENT RATE
58% DECREASE IN UNITS

JUNE SO FAR:
35% DECREASE IN UNITS



ADOLESCENTS AGED 11-17 GENERALLY FIND ALCOHOL ADVERTS APPEALING AND SUBSEQUENTLY ARE MORE LIKELY TO DRINK.



PAUL POGBA HAS FOLLOWED CRISTIANO RONALDO'S COCA-COLA STUNT BY REMOVING AN ALCOHOL BRAND FROM A EURO 2020 PRESS CONFERENCE