

EVID-ACTION NEWSLETTER

Vol. 8 - September 2025

Welcome to this new edition of the WHO/EU Evidence into Action Alcohol (EVID-ACTION) project newsletter. As the project enters its fourth year in October 2025, it is an opportunity to reflect on recent progress. The EVID-ACTION networks continue to advance important work across countries, the evaluation of the Redefine Alcohol campaign has provided valuable insights, and interest in the project's webinars and meetings remains strong among partners and stakeholders. All of these activities are designed to support Member States in implementing effective alcohol policies and to translate evidence into concrete impact, in line with Europe's Beating Cancer Plan and national public health priorities.

We look forward to building on this momentum together in the final year of the project.

ABOUT THE EVID-ACTION PROJECT

New to this newsletter? Get an overview of the EVID-ACTION project:



Specific Objective 1:

Health warning
labels for alcoholic
beverages



Specific Objective 2:

Capacity building, health
literacy, public knowledge and
advocacy



Specific Objective 3:

Screening and
brief interventions

[Learn more about the project here](#)

[Read the project launch report here](#)



TECHNICAL WORK

SCIENTIFIC PAPERS FROM EVID-ACTION NETWORKS



Beyond the label: analyzing the presence and information behind the QR codes on alcohol containers in 13 European countries

In May 2025, the EVID-ACTION Youth Network research group has analyzed QR codes on alcoholic beverages across Europe. They found that only 31% of alcoholic products had QR codes to begin with, and that most were hidden on the back of the bottle, with no explanatory text about their purpose. The QR codes led to websites that often offered a mix of promotional and health information.

Find out more in the paper:



Help us raise awareness and share the results on social media:

- [Link to LinkedIn post](#)
- [Link to Instagram post](#)



Labelling the debate: a thematic analysis of alcohol industry submissions to the EU consultation on alcohol health warnings in Ireland

Members of the Early Career Researcher network published a paper on alcohol labelling in May 2025, analyzing the alcohol industry's submissions to the European Commission regarding health warnings in Ireland. Apart from four main themes of arguments, the paper identified novel industry strategies, such as coordination of activities across multiple governance levels.

Find out more in the paper:



MORE ON LABELLING: A NEW WHO/EUROPE WEBSITE

Interested in alcohol labelling? WHO/Europe set up a new website containing all relevant resources on alcohol labelling to be easily accessible, including videos, news and publications. Check it out [here](#).

REDEFINE ALCOHOL COMMUNICATIONS CAMPAIGN REPORT

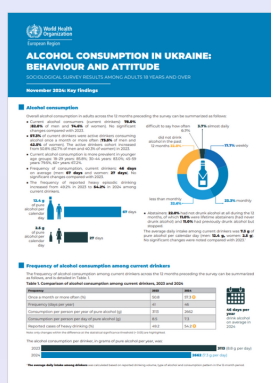
Remember the #RedefineAlcohol communications campaign? WHO/Europe has now published a report summarizing the campaign's strategy, reach and lessons learned. The campaign generated more than 700 media hits worldwide and potentially reached over 150 million people on social media, making it the best-performing organic digital campaign run by WHO/Europe since COVID-19. The report provides insights into which messages resonated most strongly with audiences, why partnerships were essential for amplifying impact, and how evidence-based communication can help shift public perceptions of alcohol.



[Access the report here](#)

[Learn more about the campaign](#)

FACTSHEET ON ALCOHOL CONSUMPTION, BEHAVIOUR AND ATTITUDES IN UKRAINE



In 2024, WHO carried out its second telephone survey on alcohol use in Ukraine since the invasion. The results have now been summarized in a factsheet. Findings show alcohol remains widely consumed, especially among men and younger adults, with more frequent and heavy drinking than in 2023. The factsheet also highlights lasting harms, as many reported negative impacts from living with heavy drinkers in both childhood and adulthood.

[Access the factsheet in English](#)

[Access the factsheet in Ukrainian](#)



EVENTS & ACTIVITIES

ALCOHOL LABELLING: THE ONGOING MOMENTUM IN EUROPE

On 6 June 2025, WHO/Europe hosted a webinar on alcohol labelling to discuss current developments in alcohol labelling policies in the European context. WHO presented what labelling activities we engage in globally and regionally. We also heard from 3 countries in the Region – Ireland, Latvia and Norway – that highlighted their recent alcohol labelling policy development and implementation.

[Watch the recording of the webinar](#)

[More information about the webinar](#)

[WHO/Europe labelling report](#)

TAX AND PRICE POLICIES - THE ECONOMIC APPROACH TO REDUCING ALCOHOL HARM

The second webinar of the WHO/Europe and IARC webinar series took place on 18 June 2025, focusing on alcohol taxes and price policies. The session presented the latest findings on alcohol taxes, prices and affordability, gave practical insights from countries and introduced the new [WHO/Europe taxation toolkit](#).

[More information about the webinar series](#)



[Watch the webinar](#)

WORKSHOP ON ALCOHOL AND CANCER

On 24 June 2025, 37 participants, incl. representatives from national cancer organizations in 15 European countries, pan-European organizations, health professionals, researchers, and



[Learn more about the event](#)

people with lived experience, gathered in Paris for a 1-day meeting on alcohol and cancer. The meeting offered an interdisciplinary programme that highlighted the voices of people with lived experience and facilitated group discussions on awareness gaps, policy needs, the role of cancer organizations and opportunities for joint action. The meeting was collaboratively organized by WHO/Europe and the French National Cancer Institute, with the support of the Association of European Cancer Leagues.

BUILDING CAPACITY AT THE ANNUAL SYMPOSIUM FOR SOCIAL AND EPIDEMIOLOGICAL RESEARCH ON ALCOHOL

As part of the 50th Annual Alcohol Epidemiology Symposium of the Kettil Bruun Society (KBS25), WHO/Europe and the EVID-ACTION project supported 3 sessions from 8-9 June 2025 in Glasgow.

Workshop: Evaluating multicomponent alcohol policies as natural experiments for health impact

On 8 June 2025, a full-day technical workshop on Evaluating Multi-Component Alcohol Policies as Natural Experiments brought together 23 participants from research, policy, and practice.



Sober science: Welcome, mentoring and networking for early career researchers

Later that evening, the “Sober science” event, co-organized by WHO/Europe’s EVID-ACTION Early Career Researcher (ECR) network, gathered around 50 early-career professionals and senior mentors for an alcohol-free, inclusive space for peer networking, mentoring, and critical reflection on the normalization of alcohol in academic and public health settings.

Workshop: Alcohol labelling – research, policy and practice

On 9 June 2025, a lunch workshop on Alcohol Labelling: Research, Policy and Practice brought together 41 participants across academia, public agencies, and civil society. Presentations from WHO/Europe, the University of Melbourne, and The George Institute for Public Health showcased emerging evidence and international experiences with alcohol health warning labels, including implementation case studies from Ireland and Australia.

[Learn more about the different sessions here](#)

SELFCARE MONTH COMMUNICATIONS CAMPAIGN



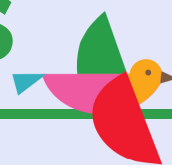
During selfcare month, which was from 24 June 2025 to 24 July 2025, WHO/Europe has launched the digital communications campaign [#AnatomyOfSelfcare](#). During the campaign, we shared messages on selfcare practices that nourish the body and mind, while clearly stating that alcohol is toxic and harms mental and physical well-being, calling out the industry’s lie

of selling alcohol as selfcare. If you are interested in the tiles, reach out to dannav@who.int.





UPCOMING EVENTS



WHO & IARC webinar series: Reduction of alcohol consumption and cancer prevention: What can we learn from the new IARC handbooks? [More info.](#)

03 Sep 2025 Webinar #3: Availability Policies - Regulating Access to Reduce Consumption
Online | 10:00 - 11:00 CEST | [Link to register](#)

24 Sep 2025 Webinar #4: Marketing Bans - The Role of Advertising in Alcohol Consumption
Online | 15:00 - 16:00 CEST | [Link to register](#)

28 - 29 Sep 2025 EVID-ACTION and the European Health Alliance on Alcohol at the European Emergency Medicine (EUSEM) Congress
Vienna, Austria

09 - 10 Oct 2025 'Communicating for impact: Changing health narratives together'
A joint WHO/Europe, JA Prevent NCDs and JACARDI event
Copenhagen, Denmark | Hybrid event

Series of events in Copenhagen with WHO/Europe and IARC

14 Oct 2025 Launch of the IARC Handbook for Cancer Prevention, Volume 20b
10.00-11.30 CEST | Hybrid event

14 - 15 Oct 2025 EVID-ACTION Multi-Stakeholder Meeting
Hybrid event

15 - 16 Oct 2025 Meeting of the Technical Advisory Group on Alcohol Labelling
Hybrid event

04 - 05 Nov 2025 'Capacity building in policy making'
A Eurocare-led workshop for the Youth Network
Brussels, Belgium

01 Dec 2025 Training on Brief Interventions for Alcohol
In collaboration with the WHO Country Office in Croatia and the Croatian Institute of Public Health's Division for Addiction Policies
Zagreb, Croatia

Thank you for making it to the end of this newsletter! We appreciate your interest in the EVID-ACTION project and our work. We are sending the newsletter on a quarterly basis, but don't hesitate to reach out to us with any questions or queries in the meantime.

With best regards,

The EVID-ACTION team at WHO Regional Office for Europe



evidaction

