



Preventing Harmful Alcohol Use

Alcohol can be a source of enjoyment and is an important part of the economy in many countries. Yet harmful alcohol use is a leading risk factor for premature death, injuries and many non-communicable diseases. Harmful alcohol use can also affect others, for example in the case of violence and foetal alcohol syndrome. These diseases and injuries, in turn, have an impact on healthcare budgets and the productivity of the labour force.



Japan

Japan has a relatively low level of alcohol consumption – **8 litres of pure alcohol** per capita per year, roughly equivalent to 1.6 bottles of wine or 3.1 litres of beer per week per person aged 15 and over. In addition, in Japan, some population groups are at higher risk than others; specifically:



Men consume 12.3 litres of pure alcohol per capita per year while **women consume 3.9 litres** per capita per year



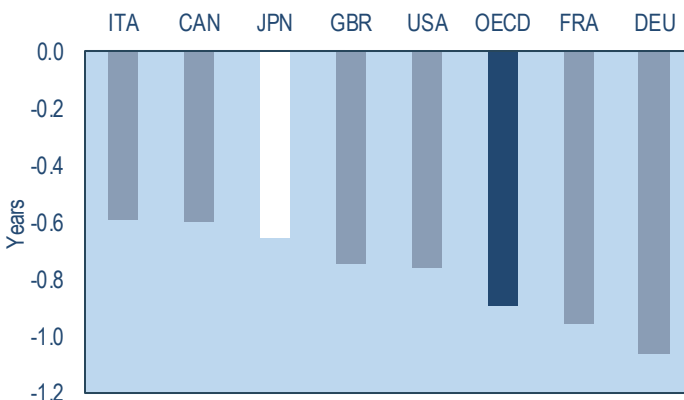
23% of adults engage in binge drinking at least once a month. This corresponds to drinking more than 80% of a bottle of wine or 1.5 litres of beer per occasion.



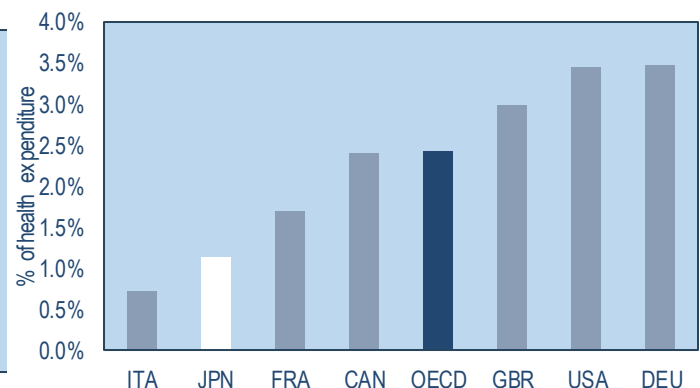
1.1% of adults are dependent on alcohol

Life expectancy is **0.7 years lower** over the next 30 years due to diseases and injuries caused by drinking more than 1 drink per day for women and 1½ drinks per day for men reduce, on average in the whole population, according to OECD simulations.

Impact on life expectancy



Impact on health expenditure



Based on current consumption patterns in Japan, OECD simulations estimate that diseases and injuries caused by drinking above the 1-1½ drinks per day lead to treatment costs equal to **1.1% of health expenditure** and a reduction in the workforce productivity. Consequently, Japan's **GDP is estimated to be 1% lower** on average between now and 2050, excluding any impact on the alcohol industry. Due to a lower GDP, and to maintain a constant public debt-to-GDP ratio, Japan has to raise additional revenues equivalent to an increase in tax of **JPY 11 452** per person per year.

Implementation level of policies to address harmful alcohol use in Japan



1-lower level of implementation, 4-higher level. Countries with a maximum score can still enhance policy implementation and enforcement.

*Limited data available which contributed to a lower score

OECD analysis of WHO data reflects the implementation status across policy areas within the WHO's *Global Strategy to Reduce the Harmful Use of Alcohol*.

Japan performs well in certain policy areas, but there are opportunities for further action. Policy priorities could include:

- Strengthening **regulation of advertising** on social media and new media, which are frequently used by young people;
- Strengthening **pricing policies** targeting cheap alcohol to protect heavy drinkers and young people;
- Strengthening **restriction on availability** of alcohol to vulnerable and high-risk groups, for instance by time or place;
- Upscaling action to **tackle drink-driving** for example by enforcing sobriety checkpoints;

OECD analyses looked at enhanced policy package to tackle harmful alcohol use. The package contains many of the policy priorities for Japan, including:



Strengthening sobriety checkpoints to counter drink-driving



Complete ban on alcohol advertising to children via traditional and new media, sponsorships, branding and point-of-sale displays



Alcohol taxation



Strengthening screening and counselling in primary care



Strengthening regulation on alcohol advertising, sponsorships, branding and point-of-sale displays



Minimum unit pricing targeting cheap alcohol

In Japan, investing JPY 250 per person per year in the enhanced policy package to tackle harmful alcohol use will:

- prevent **4.2 million non-communicable diseases and injuries** by 2050;
- save **JPY 85 billion** per year in health costs;
- increase employment and productivity by the equivalent of **62 thousand full-time workers** per year.

For every **JPY 1 invested** in the policy package, **JPY 16** are returned in benefits, not considering any impact on the alcohol industry.