RESOLUTION OIV-SECSAN 729-2025

EDUCATION AND COMMUNICATION TO MINIMISE WINE MISUSE IN ADULTHOOD

THE GENERAL ASSEMBLY,

CONSIDERING that article 2 of the Agreement of 3rd April 2001 establishes the objects and functions of the OIV, such as to inform its members of measures whereby the concerns of producers, consumers and other players in the vine and wine products sector may be taken into consideration. To achieve these objectives, the OIV's activities shall be:

g) to help protect the health of consumers and to contribute to food safety (ii) by promoting and guiding research into appropriate nutritional and health aspects; and

n) to gather, process and disseminate the most relevant information and to communicate it;

CONSIDERING the OIV's Strategic Plan 2020-2024 (Axe III. A) to encourage research and to collect and disseminate scientific data on the effects of wine consumption, grapes and other vine-based products on health, together and consistent with the WHO and other relevant organisations;

CONSIDERING the following OIV resolutions:

- Resolution ECO 6/83 on providing better information and formation to consumers;
- Resolution ECO 1/97 on young adult's education and the promotion of responsible consumption;
- Resolution OENO 1/98, indicating the importance of developing education and information systems that consider the specific legislation of Member States;
- Resolution OENO 73/2000 recommends that Member States, if they choose to publicly highlight the potential benefits to human health of regular and moderate wine consumption, accompany and balance any such statement with caveats highlighting the adverse effects and harms of excessive alcohol consumption to the individual and the community;
- Resolution OIV-SECSAN 679-2022 on recommendations on the dissemination of information on wine consumption. The risk associated with harmful consumption of alcoholic beverages beyond national drinking guidelines and information to

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mitigate risk;

CONSIDERING the WHO Global Action Plan (2022-2030) to reduce the harmful use of alcohol and the health risk associated with alcohol use and abuse during adolescence; In particular, questions to prevent marketing, advertising and promotional activities related to alcoholic beverages targeting or reaching out to children, adolescents and young people and the prevention of the initiation of drinking among children and adolescents.

CONSIDERING the work of the Consumption, Nutrition, and Health Expert group, and especially the collective expertise document on "Wine consumption among adolescents", published in 2023.

CONSIDERING that public health is an area that falls within the competence of Member States, these recommendations should be implemented **at the discretion of each Member State in line with national public health priorities**, considering national circumstances, such as religious and cultural contexts, national public health priorities, as well as resources, capacities, and capabilities.

CONSIDERING that adolescence is between 12 and 17 years old and young adults between 18 and 24 years old.

CONSIDERING that adolescents must not drink alcoholic beverages.

CONSIDERING that adolescence is a critical period in shaping of drinking patterns.

CONSIDERING the critical role of parental influence.

CONSIDERING that in case they drink, young adults must only to do it in moderation.

CONSIDERING that young adults who decide to consume alcohol should do it in moderation.

DECIDES to recognise that the identified literature suggests that it is important to consider that :

- Adolescence is a defining period in the development of drinking patterns and abuse habits in adulthood, as well as the impact on health.
- Parent communication plays a role in preventing wine overconsumption.
- Wine does not represent the main problem of alcohol abuse during adolescence.
- The decision to consume an alcoholic beverage depends on the context, influences and partners. The influence of peers, electronic media, social media, and parent's alcohol socialisation influence adolescent alcohol use and abuse.

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- Continuous and regular alcohol drinking during adolescence must be prevented.
- Prohibition-based information do not provoke responsible drinking practices, but moderation-based information and sensitisation for moderate wine consumption make adults more knowledgeable about wine and more responsible in drinking practices.
- Family communication and education is essential to prevent adolescent wine and others alcohol beverages use and misuse (Mass media campaigns, parenting school or family therapy).

DECIDES to recommend:

- Not targeting adolescents in wine communication or promotion campaigns, as implemented in various countries.
- Enhance moderate-based messages among adolescents, young adults and families.
- Implement prevention programmes targeting young population in vulnerable and risksituations, such as parties, bars and around schools or universities.
- To offer educational programmes, such as proposed by the organisation Wine in Moderation, in wine-related training centres.
- Implement prevention programmes targeting families. I.e., mass media campaigns, parenting school or family therapy.
- To promote research considering the different types of alcoholic beverages and specific consumption patterns in the following fields:
    - Possible social mechanisms behind the association between different types of beverages and adolescent's harmful/binge consumption.
    - How alcohol drinking patterns during adolescence impact adulthood harmful alcohol consumption.
    - The influence of parent's education in responsible wine consumption and other alcoholic beverages.
    - How early education raises moderate wine and other alcoholic beverages consumption and influences responsible consumption in adulthood.

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