



To:

The Parliament of the Republic of Lithuania - [priim@lrs.lt](mailto:priim@lrs.lt)  
The Government of the Republic of Lithuania - [LRVkanceliarija@lrv.lt](mailto:LRVkanceliarija@lrv.lt)

Reykjavík, May 10th 2017.

Iceland has achieved amazing results in counteracting alcohol, tobacco and drug use among young people. In fact, such good results that many nations now consider Iceland as a role model in this field.

Many bodies have dedicated themselves to achieve these good results, each taking a role within their fields and authorities; the Parliament and the Government, municipalities, institutions, NGOs and parents. It has been important that the general consensus has prevailed over the goal - keeping alcohol and other drugs away from young people and encouraging them to choose a drug-free lifestyle.

Nevertheless, these impressive results have not been achieved in a political vacuum. The importance of our alcohol monopoly system, alcohol and tobacco advertising ban is supported by the research and has helped us to create an environment where children and young people were protected against pressure to start smoking and drinking.

Other crucial political contributing factors were: 20 years age limit for buying, holding and consuming alcohol and high alcohol prices (based on high alcohol taxes). We also want to emphasize that alcohol prices should rise alongside with increasing income of the population, otherwise it ceases being an effective deterrent for consumption.

One additional important issue worth mentioning in this context is the foundation of the National public health fund (Lýðheilsusjóður), which was used for funding alcohol prevention projects and research, which has strengthened NGOs in their preventive role and helped establishing cooperation between partners.

There is no doubt in our minds that the current alcohol policy measures in Iceland (alcohol monopoly, high prices, advertising ban and high age limits) have resulted in obvious benefits and the very positive situation regarding alcohol and drugs amongst children and youth in Iceland, and the fact that the total consumption of alcohol in Iceland is lowest in Europe. It is doubtful that without these important basic political measures we would have been able to achieve these positive results.

All these above mentioned measures are cornerstones of a cost-effective prevention policy and reduce the likelihood of underage drinking and smoking and inevitable components in a comprehensive alcohol and drug prevention policy and recommended by the World Health Organization. We believe that it is worthwhile for other countries, when considering alcohol, tobacco and drug policy issues, to take into account our experience in Iceland and adopt the prerequisites which determined the positive prevention result among young people.

On behalf of FRAE and SAFF,

Árni Einarsson

**FRAE: Information Center on Alcohol and Drug Prevention (Fræðsla og forvarnir)**

...is a non-governmental, non-profit information service

...with the aim to encourage research and evidence based measures and foci in alcohol and drug prevention and while implementing alcohol and drug policy by

...providing information on the effects of alcohol and other drugs on society, families and individuals and improving the availability of information on evidence based alcohol and drug prevention and effective policy through

...publication, education, guidance, project leadership and by operating an on-line website and data base.

**SAFF: Co-operative network on alcohol- and drug prevention (Samstarf félagasamtaka í forvörnum)**

...is a co-operative forum for Icelandic non-governmental organizations working on public health and welfare and effective alcohol and drug control policy

...with the aim to activate and strengthen cooperation between Icelandic non-governmental organizations which want to support an active alcohol and drug control policy in the country.