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# Working Together to Reduce Harmful Drinking

Edited By  
**MARCUS GRANT**  
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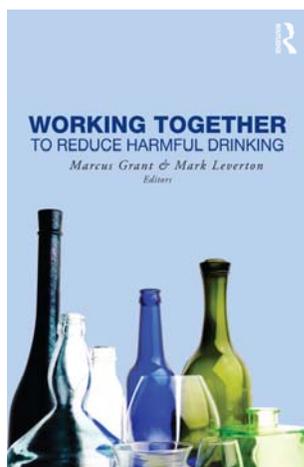
*"This book provides helpful insights into how alcohol producers can and do constructively contribute to reducing alcohol-related problems and lays out areas where that contribution can be maximized. I welcome it, particularly at a time when WHO is discussing the role different stakeholders can play."*

**-The Hon. Trish Worth**, former Parliamentary Secretary to the Minister for Health and Family Services, Australian Government

This book is intended to contribute to the World Health Organization's (WHO) global strategy to reduce the harmful use of alcohol. It explores areas where alcohol producers' technical competence can and does make a positive contribution to reducing harmful drinking and where industry input has been welcomed by WHO. The book describes each of these areas: producing beer, wine, and spirits; addressing availability of noncommercial beverages; pricing, marketing, and selling beverage alcohol; encouraging responsible choices; and working with others. The final chapter sets out views of how alcohol producers can contribute to reducing harmful drinking in countries where they are present. The messages recurring throughout the book are that reasonable regulation provides the context for good alcohol policy, excessive regulation often leads to unintended negative consequences, leading producers have a proud record of making positive contributions to implementing effective alcohol policies—but there are opportunities to do much more.

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*Y qtnkpi 'Vqi gjj gt* will be launched on 26 November 2009 in London. This book was produced by the International Center for Alcohol Policies (ICAP) and is published by Routledge, a global publisher of books, journals, and online resources in the humanities and social sciences.



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*Grant, Leverton*, Introduction. *Simpson*, Producing Beer, Wine, and Spirits. *Botha*, Understanding Alcohol Availability: Noncommercial Beverages. *Sinclair*, Marketing Beverage Alcohol. *Robson*, Pricing Beverage Alcohol. *Willersdorf*, Selling and Serving Beverage Alcohol. *Martinic*, Making Responsible Choices. *Bivans, Orley*, Working Together. *Leverton, Grant*, Implementing the WHO Global Strategy to Reduce Harmful Use of Alcohol: The Producers' Contributions.

**2009: 224pp.**

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