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**NEW ROADMAP TO ALCOHOL POLICY DEVELOPMENT RELEASED:
DRINKING PATTERNS, TARGETED INTERVENTIONS AND PARTNERSHIPS**

WASHINGTON, D.C., [Thursday, August 11, 2005] – The International Center for Alcohol Policies (ICAP) has released a new and comprehensive guide for developing pragmatic and realistic policy approaches around alcohol issues that can be applied at the local, national or regional level.

“For policies to be effective, people need to be able to relate to them,” says Marcus Grant, ICAP’s President. “This means that measures have to be responsive to how people actually drink, the decisions they are likely to make, and how alcohol is viewed in a particular culture or society.”

The *ICAP Blue Book: Practical Guides for Alcohol Policy and Prevention Approaches* provides a roadmap for developing balanced alcohol policies and prevention measures. It offers options that can easily be integrated into existing policies and involve government, communities, health providers and educators, as well as the private sector.

The *ICAP Blue Book* addresses a range of issues relevant to including specific populations (young people, women, the elderly), drinking patterns (binge drinking, drunkenness, alcohol dependence), and settings (drink-driving, workplace, responsible hospitality). For each issue, a menu of policy options offers measures that can be applied to reduce the risk for harm. The flexibility of the approach allows it to be implemented where robust alcohol policies already exist, as well as where they are inadequate or altogether absent.

The information included in the *Blue Book* outlines how the drinking environment can be changed to make it safer, and how individuals can best be equipped to make responsible choices about drinking. The information is relevant to a broad number of stakeholders who can play a role in ensuring that the risk for harm is kept as low as possible. Included are also examples of best practice from around the world, highlighting approaches that have been successful in a range of countries and settings.

Materials included in the *Blue Book* were produced in collaboration with leading public health and alcohol experts from around the world and rely on a review of the best available scientific evidence.

The Blue Book is available at no cost on the ICAP web site at www.icap.org, and will be updated on an ongoing basis.

Established in 1995 to promote global public/private partnerships in the area of alcohol policy, ICAP is a not-for-profit organization supported by nine major international beverage

companies with a mission of helping to reduce the abuse of alcohol worldwide and to promote understanding of the role of alcohol in society through dialogue and partnerships involving the beverage industry, the public health community, and others interested in alcohol policy.

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