

Article title: A Framing Analysis of Consultation Submissions on the WHO Global Strategy to Reduce the Harmful Use of Alcohol: Values and Interests

Journal name: International Journal of Health Policy and Management (IJHPM)

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Supplementary file 2. Identified Framing Defining the Problem

Table S2. Expanded table of the identified frames, submitting stakeholders and exemplifying quotes.

Frames		Quotes	Stakeholders
Defining the (harmful) use of alcohol	Harmful use of alcohol, especially by individuals in at-risk groups or who engage in risky behaviours, is the problem	<p>“Put more emphasis on harm indicators related to HED, Underage drinking, mortality and morbidity linked to harmful use of alcohol instead of focusing only on national average pro capita consumption.” (CEEV, trade association)</p> <p>“A recent study looking at British consumption suggests that average alcohol consumption is not evenly distributed across all consumption levels and that drops in the population average may mask increase among heavy drinkers. The indicators of HED and alcohol related mortality and morbidity are much more relevant in</p>	<p>Member States and governmental institutions Permanent Representation of Italy to the International Organizations United States of America</p> <p>UN system and other international organisations (IGOs) United Nations Conference on Trade and Development</p> <p>Private sector entities Alcohol Awareness Foundation Ireland (trading as Drinkaware) Alcohol Beverages Australia Asociación Dominicana de Productores de Ron (ADOPRON) AssoBirra Association for Alcohol Responsibility and Education (aware.org) Association of Alcohol Manufacturers and Importers Australian Grape and Wine Inc. Australian Grape & Wine Beer Canada Beer Institute Belgian Brewers Brazilian Beer Trade Association (SINDICERV) Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. (BSI)/Federal Association of the German Spirits Industry and Importers (BSI)</p>

		<p>measuring progress against the Global Alcohol Strategy than changes in per capita consumption. The focus going forward should continue to be on tackling harmful drinking.” (The UK alcoholic drinks trade associations, trade association)</p>	<p>Caribbean Breweries Association (CBA) CEEV, Comité européen des entreprises vins Cerveceros de España Cerveceros Latinoamericanos CTA – Confederation of Business Associations of Mozambique Distilled Spirits Council of the United States Drinks Ireland DrinkWise Educ'alcoola FEDERACIÓN ESPAÑOLA DEL VINO (FEV) Fédération des Exportateurs de Vins et Spiritueux de France (FEVS) FIVS Fundación de Investigaciones Sociales A.C. (Foundation of Social Research) International Alliance for Responsible Drinking (IARD) ISWAI International Spirits & Wine Association of India Japan Spirits & Liqueurs Makers Association (JSLMA) Mexican Chamber of the Tequila Industry México’s National Chamber of Beer and Malt Regional Beverage Alcohol Alliance (RBAA) Representantes-Importadores de Vinos y Licores Asociados (RIVLAS) South African Liquor Brand owners Association Spirits New Zealand, New Zealand Winegrowers and the Brewers Association of New Zealand spiritsEUROPE STIVA (Foundation for responsible alcohol consumption) The Brewers of Europe The UK alcoholic drinks trade associations: British Beer & Pub Association, National Association of Cider Makers, Scotch Whisky Association and Wine and Spirit Trade Association Trinidad & Tobago Beverage Alcohol Alliance (TTBAA) Vinos de Chile West Indies Rum & Spirits Producers Association (WIRSPA) World Spirits Alliance Worldwide Brewing Alliance</p>
<p>Alcohol use (i.e. per capita consumption) is the problem</p>	<p>“The term “harmful use” is misleading given the Global Burden of Disease Study suggested the level of consumption that minimizes health</p>	<p>Member States and governmental institutions Centre for Diseases Prevention and Control, Latvia Cook Islands Ministry of Health Federal Office for Public Health, Switzerland Instituto sobre Alcoholismo y Fármacodependencia (IAFA), Costa Rica</p>	

		<p>loss is 0.” (School of Public Health, The University of Hong Kong, academic institution)</p> <p>“For example, the concept of “harmful use of alcohol” is highly problematic. It’s a term that is confusing and supports the narrative and myths of the alcohol industry. The term disguises both the real magnitude of the alcohol burden (see above) as well as the motives of the alcohol industry for the public and policy makers. (...) But nearly ten years after the adoption of the WHO GAS it is now important to revisit, rethink and reframe - to allow WHO and other UN partners to communicate more effectively, clearly and compellingly about alcohol harm and the alcohol policy solutions.” (IOGT, NGO)</p>	<p>Ministry of agriculture, Latvia Ministry of Health of the Republic of Latvia Ministry of Health, National Commission Against Addictions, Mexico Ministry of Health, New Zealand Ministry of Health, Republic of Slovenia Ministry of Health, Welfare and Sport, The Netherlands Ministry of Public Health, Thailand Ministry of Social Affairs of Estonia NCPHA, MoH Bulgaria Permanent Mission of Georgia to the United Nations Office in Geneva and other international organizations South African Medical Research Council Spanish Ministry of Health, Consumer Affairs and Welfare The National Institute of Public Health, Czech Republic UN system and other IGOs European Centre Social Welfare Policy and Research The Pacific Community (SPC) (on behalf of Pacific Island Countries and Territories) UNDP Academic institutions Community Action on Youth and Drugs National Coordination Team, Massey University MRC/CSO Social and Public Health Sciences Unit, University of Glasgow School of Public Health, LKS Faculty of Medicine, The University of Hong Kong SHORE Research Centre SPECTRUM (Shaping Public hEalth poliCies To Reduce IneqUalities and harM) TRAPS (Transformative Research on Alcohol Policy and Science programme at the University of York) Non-governmental organisations (NGOs) Abstinentenverband des Kantons Zürich AESKAN AFGHANISTAN GREEN CRESCENT ORGANIZAION (AGCO) Alcohol & Drug Information Centre (ADIC), India Alcohol Action Ireland Alcohol Action New Zealand Alcohol and Drug Information Centre (ADIC) Alcohol Focus Scotland Alcohol Health Alliance Amardeep India</p>
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<p>Narrowing versus broadening the scope of the problem</p>	<p>Negative consequences for individuals in at-risk groups or who engage in risky behaviours</p>	<p>“Alcohol related harms are not experienced uniformly across the population. With evidence (in Australia) that more consumers who drink are choosing to moderate their consumption, identifying cohorts where alcohol issues exist and addressing those risks should be the focus.” (DrinkWise, industry-funded NGO)</p> <p>“WHO also points to the average per capita consumption and establishes a direct relationship of alcohol consumption with damage to health, while reality shows that there are specific groups, whether by age or unhealthy habits of life (high in sugars and fats, spirits consumption and high intake episodes alcoholic) those whose (sic.) are scientifically related to major health problems” (Vinos de Chile, private sector entity)</p>	<p>Member States and governmental institutions Ministerio de salud y proteccion social de Colombia Permanent Mission of Georgia to the United Nations Office in Geneva and other international organizations The State Agency for Prevention of Alcohol Related Problems, Poland</p> <p>Private sector entities Alcohol Awareness Foundation Ireland (trading as Drinkaware) Alcohol Beverages Australia Asociación Dominicana de Productores de Ron (ADOPRON) AssoBirra Association for Alcohol Responsibility and Education (aware.org) Association of Alcohol Manufacturers and Importers Australian Grape and Wine Inc. Australian Grape & Wine) Beer Canada Beer Institute Belgian Brewers Brazilian Beer Trade Association (SINDICERV) Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. (BSI)/Federal Association of the German Spirits Industry and Importers (BSI) Caribbean Breweries Association (CBA) CEEV, Comité européen des entreprises vins Cerveceros de España Cerveceros Latinoamericanos CTA – Confederation of Business Associations of Mozambique Distilled Spirits Council of the United States Drinks Ireland DrinkWise Educ'alcool FEDERACIÓN ESPAÑOLA DEL VINO (FEV) Fédération des Exportateurs de Vins et Spiritueux de France (FEVS) FIVS Fundación de Investigaciones Sociales A.C. (Foundation of Social Research) International Alliance for Responsible Drinking (IARD) ISWAI International Spirits & Wine Association of India Japan Spirits & Liqueurs Makers Association (JSLMA) Mexican Chamber of the Tequila Industry México’s National Chamber of Beer and Malt Regional Beverage Alcohol Alliance (RBAA) Representantes-Importadores de Vinos y Licores Asociados (RIVLAS)</p>
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<p>Negative health, social and economic consequences for wider society</p>		<p>“Recognising and applauding the fact that WHO defines health broadly, we note that the adverse effects of alcohol are not limited to health, even in WHO’s broad definition; alcohol consumption risks harm to the welfare not only of the drinker but also of others, and can impede sustainable social and economic development.” (Kettil Bruun Society for Social and Epidemiological Research on Alcohol, NGO)</p> <p>“In this context, alcohol’s harm to others could become a crucial dimension to unlock synergies across different policy areas by facilitating the recognition of alcohol harm in the affected policy areas. This recognition of the real harm of alcohol in turn fosters understanding of the need for alcohol policy solutions to achieve</p>	<p>Member States and governmental institutions Federal Office for Public Health, Switzerland FPS Public health, Food chain safety and Environment, Belgium Guyana Mission Ministerio de Salud Pública de la República de Cuba Ministry of agriculture, Latvia Ministry of Health, New Zealand Ministry of Health, Republic of Slovenia Ministry of Health, Welfare and Sport, The Netherlands Ministry of Public Health, Thailand Ministry of Social Affairs of Estonia</p> <p>UN system and other IGOs European Centre Social Welfare Policy and Research UNDP United Nations Conference on Trade and Development</p> <p>Academic institutions MRC/CSO Social and Public Health Sciences Unit, University of Glasgow School of Public Health, LKS Faculty of Medicine, The University of Hong Kong SHORE Research Centre</p> <p>NGOs Abstinentenverband des Kantons Zürich AESKAN Alcohol & Drug Information Centre (ADIC), India Alcohol Action Ireland Alcohol Action New Zealand</p>

		<p>sustainable outcomes in affected policy areas.” (IOGT, NGO)</p>	<p>Alcohol and Drug Information Centre (ADIC) Alcohol Focus Scotland Alcohol Health Alliance Amardeep India APABurkina Association for Promoting Social Action (APSA) Balance, the North East Alcohol Office Canadian Centre for Substance use and Addiction (CCSA) EHYT Finnish Association for Substance Abuse Prevention European Alcohol Policy Alliance FORUT Foundation for Alcohol Research and Education Foundation for Innovative Social Development (FISD) Global Alcohol Policy Alliance Hāpai Te Hauora Tapui Limited Healthy India Alliance Hope and Beyond HRIDAY Humankind Charity Institute for Research and Development "Utrip" Institute of Alcohol Studies International Blue Cross International Federation of Medical Students' Association (IFMSA) International Youth Health Organizations IOGT Germany IOGT Guinea-Bissau IOGT Iceland IOGT International IOGT Norway IOGT Switzerland IOGT-NTO Junis Juvente Juvente Switzerland Ketil Bruun Society for Social and Epidemiological Research on Alcohol Liberia Alcohol Policy Alliance Lithuanian Tobacco and Alcohol Control Coalition McCabe Centre for Law & Cancer movendi slovakia</p>
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