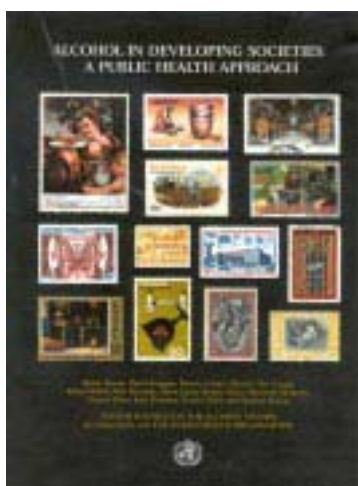

JUST PUBLISHED!

World Health Organization



Alcohol in Developing Societies

A Public Health Approach



Finnish Foundation for Alcohol Studies in collaboration with the World Health Organization

2002, 263 pages
ISBN 951-9192-63-8
Swiss francs 23.—/US \$20.00
In developing countries:
Sw.fr. 16.10
Order no. 1930199

From the book...

"...Alcoholic beverages are global commodities and drinking is a widespread social custom, but alcohol is also a major source of health and social problems, in developing societies as elsewhere. Through controls and other prevention measures, the burden of disease and disability can be reduced. Under the auspices of the World Health Organization, an international group of scholars analyzes the many sides of the picture, with a focus on Africa, Latin America, Asia, Oceania and indigenous societies within developed countries."

The present book's inception was an initiative of the World Health Organization, Geneva. The initiative reflected the fact that WHO has responsibility for public health on a global basis, which implies a special responsibility for developing societies. The question which the WHO staff found themselves facing was, what could be said in the context of developing societies about rates, patterns and trends in drinking and in alcohol-related problems, and about evidence on the effects of different alcohol policies and prevention programs? Reflecting the available literature, the analyses and arguments in *Alcohol Policy and the Public Good* had been based almost entirely on material from developed societies.

The original idea of this book, then, was to prepare a volume in the tradition of *Alcohol Policy and the Public Good*, but drawing on material from developing societies, and directed at audiences in those societies.

The primary audience for which this book is written is those involved in dealing with alcohol problems in developing societies. This includes not only public health workers, and those involved in work in health, social work, law enforcement and public administration, but also policymakers and concerned citizens. We had in mind also an audience of students and scholars in developing societies. Besides these primary audiences, we hope that scholars, public health workers, policymakers and others from developed societies will also find that a sustained look at alcohol issues in the context of developing societies sheds new light and opens interesting perspectives on major issues in the field.

Note to reviewers :

Please indicate languages of publication, price, ISBN, and address of local sales agents.

A copy of the review or notice would be appreciated.

Publications

WHO, Marketing & Dissemination, 1211 Geneva 27, Switzerland
Tel +41 22 791 24 76 - Fax +41 22 791 48 57 - Email: publications@who.int

Table of contents

1. Introduction
 2. Drinking in Developing Societies: The Economic, Social and Cultural Context
 3. Global Patterns and Trends in Alcohol Production and Consumption
 4. Alcohol as a Commodity in Developing Economies
 5. Drinking Patterns in Developing Countries
 6. Problems Related to Drinking
 7. Targeting Individual Behaviour Change to Reduce Alcohol-related Problems
 8. Targeting Environmental Change to Reduce Alcohol-related Problems
 9. Building an Effective Response to Alcohol Problems
- References and Index

Contributors:

Robin Room, David Jernigan, Beatriz Carlini Marlatt, Oye Gureje, Klaus Mäkelä, Mac Marshall, Maria Elena Medina-Mora, Maristela Monteiro, Charles Parry, Juha Partanen, Leanne Riley and Shekhar Saxena

Orders in the USA:

Please contact **WHO Publications Center USA**,
Email: qcorp@compuserve.com
Tel +518 436 9686
Fax +518 436 7433

Orders at APHA Annual Meeting 2002:

Please visit the WHO booth and check on the recent WHO information products published in 2002

Also available from:

Rutgers University Center of Alcohol Studies,
Piscataway, New Jersey, USA
http://www.rci.Rutgers.edu/~cas2/pub_catalog.html

ORDER FORM

- Please send me _____ copies of **Alcohol in Developing Societies** at the price of Sw.fr. 23.--/US \$20.00;
In developing countries Sw.fr. 16.10 (order no. 1930199)

Name _____

Address _____

- Payment enclosed

- Please charge to my credit card

Visa American Express Diners Club

Eurocard/Access/Mastercard

Card No. _____

Expiry date _____

Date of order _____

Signature _____

Tel/Fax _____

Email _____

MDI.DOS.199