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Our position

OPHA and its members have been in support of alcohol warning labels on alcohol products since 1996. [OPHA asserts](#) that:

1. Existing legislation in many jurisdictions does not adequately recognize alcohol as a drug, or indeed, as a product that is clearly associated with significant risk to public health and safety.
2. Any agent responsible for the manufacture, distribution, promotion, and sale of alcohol has a moral duty and a social responsibility to warn the public of the potential harm associated with its products.
3. Consumers have a right to know what constitutes "responsible consumption", the potential consequences of use and where to go for assistance.

We are writing to express support for the Draft Regulation. There is clear evidence that such labels containing factual s (including cancers and liver disease), the dangers of consuming alcohol while pregnant, and information on alcohol content and calories, are an effective way to inform Irish consumers of the potential risks of alcohol consumption.

1. Alcohol harms

Alcohol is a significant cause of health harms in Ireland. As per an analysis performed by [UCC College Cork and Alcohol Action Ireland](#) potential harm

Implementation of rotating display of mandatory front-

