

Europe-wide action for labels on alcoholic beverages to warn women not to consume alcohol during pregnancy

Organizations and individuals in over 20 European countries are calling for messages on alcoholic drinks to warn women not to drink during pregnancy. In the coming days, 15 000 postcards illustrating the demand for warning labels will be sent to national and EU health ministers and policymakers or distributed to the general public throughout Europe.



The postcards show outlines of bottles of alcoholic drinks with stickers provided to stick onto the bottles. The stickers carry the internationally recognized warning pictogram. Either this pictogram or a warning text are mandated on alcoholic beverages sold in France. In other countries, some brands bear labels, but most do not. **We believe that all European women have the right to know of the dangers of drinking during pregnancy.** We support standardized, mandatory health warning labels on containers of alcoholic drinks and on advertisements for these products.

Drinking alcohol during pregnancy can cause brain damage and physical birth defects to the unborn child. The whole range of these effects is known as Fetal Alcohol Spectrum Disorders (FASD). FASD is believed to affect at least 1% of babies born in Europe. Both the European Union and the World Health Organization have made it a priority to protect the unborn child from prenatal exposure to alcohol. According to the [Eurobarometer Survey of 2010](#), 79% of European citizens support labels to warn the public of the risks of drinking during pregnancy.

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