RESOLUTION OENO 1/98

EDUCATIONAL PROGRAM, «WINE AND SOCIETY»

THE GENERAL ASSEMBLY,

ON PROPOSAL of the Subcommittee, «Nutrition and Wine» after study by the Group of Experts, «Social Aspects on the Consumption of Wine,»

CONSIDERING the tasks assigned to the Subcommittee, «Nutrition and Wine,» especially as it concerns information, education and prevention;

CONSIDERING matters of prevention and education, in particular for young persons living with insufficient information;

CONSIDERING that education of young persons in school is a means which leads to the development of lessening that insufficiency;

DECIDES, within the scope of the program of work pertaining to the Subcommittee, «Nutrition and Health,» to adopt the following recommendation 2-relative to the subject, «Education of Young Persons:»

OBJECTIVES:

WHEREAS the O.I.V. is continuing with an informational program on the use of alcoholic beverages, including wine[1];

WHEREAS the public health model connected to the control of consumption appears to be not only ineffective but running counter to the reduction of alcohol abuse[2], and despite the positive efforts on the part of several generations, the abusive consumption of alcohol still continues[3]. With the availability of worldwide communications, ethnic values, that had allowed for the control of abusive consumption of alcohol, have disappeared from our society, and without an appropriate education and moral support as a means towards controlling the abusive consumption of alcoholic beverages[4];

WHEREAS certain behaviors lead to abuse and excess [5]; it is important to develop systems of education and information while taking into account legislative specifics related to member countries of the O.I.V.;

One of the priorities is to encourage some responsible life styles in order to reduce the problems related to the abusive use of alcoholic beverages[6]. However, the concept of responsibility varies greatly according to cultural and social factors.

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The school is one of the fundamental institutions in all societies that especially offers the possibility of heightening awareness and improving the behavior of young persons as that relates to issues of health[7]. This learning period, therefore, is fundamental for building a cultural base for younger generations[8]. In fact, whereas knowledge can be easily enhanced, behavior is not so easily modified[9].

WHEREAS some children are able to acquire good practices within their families, there are those who must be supported by means of school. While children are growing, they will be, in one form or another, exposed to whatever family practices exist, but without effective and totally credible education, not only to these children but also in their peer groups, the abusive consumption of alcoholic beverages, by both children and adolescents, will always be a temptation[10].

In being made aware of all dangers, the school must aid young persons not only to become sensitive to the risks of alcohol, but to assist them in instilling some basic practices that will allow them to make responsible decisions[11], especially in those things that concern their behavior as it applies to alcoholic beverages and more so to that of wine.

Even if this approach is insufficient, it is still essential.

This educational program adapted to various levels of schooling should allow, as much as possible, the reduction or prevention of deleterious consequences of the abusive consumption of alcoholic beverages, including wine, as well as improve knowledge of these products.

This educational program meant for young persons must take into account the social, legal, economic and cultural aspects suitable to each country.

The conveying of knowledge should bring together the following concepts[12]:

- The quality of life to health
- Positive and negative aspects of drinking alcoholic beverages
- Nutrition and a well-balanced diet
- Effects related to the amount of alcoholic beverages consumed
- Powers of critical and responsible thought

Finally, in order that the receiver may obtain knowledge and positive attitudes so that he, too, may become a formative force and transmit these concepts to others.

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[1] O.I.V. Resolution Oeno 9/95

[2] Hanson, D.J., Preventing Alcohol Abuse, 1995

[3] Mendelson, J.H., Alcohol Use and Abuse in America, 1994

[4] Whitten, D.N., Lipp, M.R., To Your Health, 1994

[5] David, J. P. OIV/FAO Report on the Consumption of Wine and Health. 1994, Santiago (Chile).

[6] Moskowitz, J., Journal of Studies on Alcohol, 1989; 50: 54-88

[7] Health Education and Health Promotion Unit, WHO, Geneva

[8] Rivella E., Groupe d'experts de l'O.I.V., Rapport-A.S. 2349/280296

[9] Goodstadt, M., Journal of School Health, 1986; 56: 278-281

[10] Chafetz, M.E., Drink Moderately and Live Longer, 1995

[11] Davies, J. & Coggans, N., Edinburgh, Edinburgh University Press, 1992 pp. 75-81

[12] Cabanis, J.C., Groupe d'experts de l'O.I.V., Rapport-A.S. 2275/010695

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