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# Third WHO Forum on Alcohol, Drugs and Addictive Behaviours (FADAB)

Accelerating public health actions and addressing new challenges during the pandemic

**22-25 June 2021**

Web-based from

Geneva, Switzerland



The Hong Kong Alliance for Advocacy Against Alcohol was invited to attend the virtual WHO FADAB in June 2021, with particular attention to alcohol as a substance of abuse. The primary goal of FADAB was to strengthen partnerships and collaboration among public health-oriented organizations, networks and institutions to accelerate and sustain public health actions in a rapidly changing world.

In February 2020, the WHO Executive Board requested the WHO Director-General to develop an action plan for 2022-2030 to effectively implement the Global strategy to reduce the harmful use of alcohol as a public health priority and to develop the technical report on the harmful use of alcohol related to cross-border alcohol marketing. The Third FADAB provided a timely opportunity to discuss drafts of the global action plan, cross-border alcohol marketing and implementation of the SAFER initiative to reduce harmful use of alcohol.