Dag Endal, FORUT:
Key issues in alcohol harm-prevention and policies today
A Public Health Approach:

> A focus on the general population to understand alcohol problems;

> A broad definition of health; "Alcohol-related harm"

> To address the larger population with interventions.
An Individualistic Approach:

> Some unfortunate individuals are the problem;

> A narrow definition of alcohol problems; harm to the drinker

> To identify the problem drinkers and do something to them.
The recommended knowledge base
The recommended knowledge base
The recommended knowledge base
The recommended knowledge base
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Key publications:

*Alcohol; No Ordinary Commodity* (Babor, Thomas et al)
*Alcohol in Developing Societies* (Room, Robin et al)
*Global Health Risks (WHO)*
*The Global Status Report on Alcohol and Health (WHO)*
*The Global Strategy to Reduce the Harmful Use of Alcohol (WHO)*
*Addressing the Harmful Use of Alcohol (WPRO/WHO)*
Evidence based
Knowledge based
Experience based
Reduce harm from alcohol consumption, but not «harm reduction»
Factors influencing levels of harm:

1. Consumption level
2. Consumption patterns
3. Drunken behaviour
A framework for understanding the complexity of the alcohol problem

A call for action, globally and nationally

A framework for national and regional action

A menu for national alcohol policy making

## Priority areas

### Priority areas for national action:
- Leadership, awareness and commitment
- Health services' response
- Community action
- Drink-driving policies and countermeasures
- Availability of alcohol
- Marketing of alcoholic beverages
- Pricing policies
- Reducing the negative consequences of drinking and alcohol intoxication
- Reducing the public health impact of illicit alcohol and informally produced alcohol
- Monitoring and surveillance

### Priority areas for global action:
- Public health advocacy and partnership
- Technical support and capacity building
- Production and dissemination of knowledge
- Resource mobilization

Draft strategy to reduce harmful use of alcohol | September 21, 2012
Regional strategy for Africa:

- Public awareness is low in many countries
- High proportion of non-drinkers
- Drinkers have a risky consumption
- Few countries have recent policies
- Weak enforcement of existing legislation
- Few regulations on marketing
- Lack of monitoring systems
- NGOs are not engaged in addressing the problem
- Health systems often ignore alcohol problems
- Health personnel lack relevant skills
A textbook for understanding the complexity of the alcohol problem - and a guide to develop effective interventions

A review of 42 commonly used strategies and interventions to reduce alcohol-related harm

«A consumers’ guide»: Best practices in alcohol policies
Chapter 16
Alcohol policies:
A CONSUMERS’ GUIDE
Prevention strategies reviewed and evaluated

1. Pricing and Taxation
2. Regulating Physical Availability
3. Restrictions on Marketing
4. Altering the Drinking Context
5. Education and Persuasion
6. Regulating Alcohol Promotion
7. Drinking-Driving Countermeasures
8. Treatment and Early Intervention
### Pricing and Taxation

<table>
<thead>
<tr>
<th>Strategy or Intervention</th>
<th>Effectiveness</th>
<th>Research Support</th>
<th>Cross-cultural Testing</th>
<th>Cost</th>
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<td>Alcohol taxes</td>
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<td>Low</td>
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<td>Minimum price</td>
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<td>Bans on price discounts and promotions</td>
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<td>Differential price by beverage</td>
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<td>Special or additional taxation on alcopops and youth-oriented beverages</td>
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</tbody>
</table>
Best Practices (effectiveness, breadth support, cross-cultural testing, relatively low cost)

1. Alcohol taxes
2. Minimum legal purchase age
3. Government monopoly of retail sales
4. Restrictions on hours or days of sale
5. Outlet density restrictions
6. Restrictions on marketing
7. Sobriety check points
8. Lowered BAC limits
9. Administrative license suspension
10. Graduated licensing for novice drivers
11. Brief interventions for hazardous drinkers
Not addressed:
Where do effective alcohol policies come from?
The prevention triangle

Control policies

Education

Mobilization
The prevention triangle

- A broad set of interventions
- Interlinked and coordinated
- Each type of interventions serve their specific purpose
Training program based on Alcohol; No Ordinary Commodity:

* Understanding the challenge
* «Real life» – alcohol problems as participants see them
* Alcohol-related harm - the case of (country)
* The global picture – alcohol in a global context
* A comprehensive approach to the prevention of alcohol-related harm
* Existing policies and legislation in (country)
* Evidence-based policies to reduce alcohol-related harm
* The role and goal of the alcohol industry (in Africa)
* Next steps: Identification of local needs and planning of follow-up activities
Structural drivers (1):

“As economic development occurs, alcohol consumption and resulting problems are likely to rise with increasing incomes.”

*Room et al.*
The Scramble for Africa

Health or profits?
“Emerging markets”

The future consumers in the South
Structural drivers (2):
The alcohol industry: Global actors... ...with global ambitions ...in a global market
"Africa continues to be a dynamic growth market for SABMiller and we continue to look for opportunities to grow there,"

(Just-Drink, 7 October 2010)
The Scramble for Africa:

- Lobbying and policy development
- Positioning in national markets
- Product development
- Traditional marketing
- Modern, digital marketing
- Research and documentation
- Alliance building (partnership)
- Corporate Social Responsibility
‘The Government will encourage active participation by all levels of the beverage alcohol industry as a key partner in the policy formulation and implementation process.’
The Scramble for Africa:

- Lobbying and policy development
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Online resources:

FORUT:  
www.add-resources.org

WHO Global Strategy:  

WHO Substance abuse:  
http://www.who.int/substance_abuse/en/

WHO Global Status Report on Alcohol and Health:  
http://www.who.int/substance_abuse/en/
FORUT electronic newsletter: ADD Bulletin

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