

Lessons learnt in Raising Alcohol agenda:

In a non response state: a case for Uganda

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Outline of presentation

- Back ground on Uganda
- Alcohol situation in Uganda
- Characteristics of Non response
- Role of civil society and NGOs.
- Lessons
- Way forward

View link

- See link first
- <http://www.youtube.com> search for 2013
- Report children being exposed to alcohol.

Uganda

- Located in East Africa,
Land locked,
- Population- 32
million, predominantly
rural-75%
- Income per capita USD
300 and 25% live below
the poverty line
- Adult literacy -65%.

Alcohol situation in Uganda

- Unrecorded local alcohol dominates the share of market.
- In 2003, 54% of Ugandan abstained from Alcohol.
- 40% admissions at the national referral mental hospital are due to alcohol
- 2005 Uganda was number one drinker in the world.



Alcohol Challenges in Uganda

- Mental health services are least priority.
- Few existing comprehensive Alcohol policies in Africa to draw lessons.
- Alcohol contributes to huge revenue.
- Wide spread among vulnerable populations.
- few neutral alcohol experts in the region.
- Government commitment to fight alcohol has been reactive rather than proactive.

Development defective Alcohol Policy

- Drafted and supported by the brewery and smuggled to Ministry of Health.
- National standards body, revenue, Local Government, Police, consumer bodies deliberately left out.
- No representation of the informal sector.
- Failure to involve the civil society.
- Copy cat (Malawi, Swaziland)



Experience with Alcohol Industry

- Under-declared amounts of alcohol content.
- Small cheaper packaging easy for young people to carry in pockets.
- Opening bars as early as 8am in towns.



Industry Targeting children.

- Alcohol adverts are not well balanced, appealing to young people & distort facts.
- Marketing and zero compliance to age

Kind of alcohol sales point	Amount of visits	Number of times of compliance	Compliance rate(%)
Little shop	11	0	0%
Big supermarket	6	0	0%
Bar or Pub	5	0	0%
Discotheque	3	0	0%
Total	25	0	0%

Free Alcohol promotions to children in public places



Characteristics of a non responsive state

- Oblivious of effects of burden consumption - poisonous, children,
- No alcohol policy in place.
- Refuse to enforce alcohol laws, review and update since 1966.
- Works on assumptions that industry beer industry will regulates itself.

Quote from one government official

- "Fighting against alcohol is to fight against a lot of households and their livelihood," he says, adding that alcohol handouts are sometimes used to buy votes and attract support at rallies. In other words, the issue is highly political

Characteristics of a non responsive state 2

- Most times is in bed with alcohol industry allows monitor.
- Taxations policy favors alcohol and mid way reduce taxes.
- Cultural issues are intertwined in drinking culture.
- Failure to regulate Alcohol industry.
- Protect children who appear the target of alcohol industry.
- Alcohol retailers have no local marketing code of conduct that prevents minors from buying alcohol.

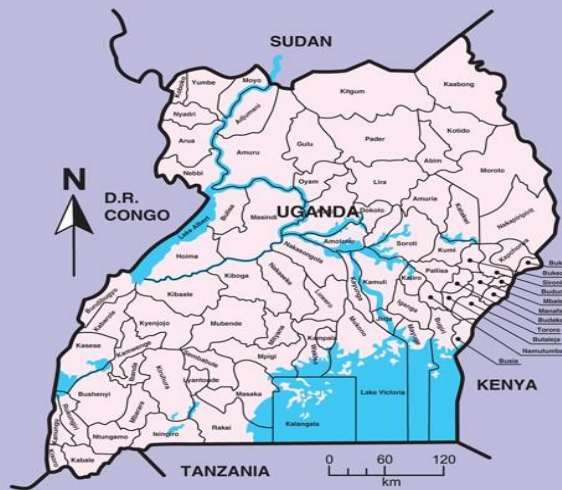
Critical role of civil society in influencing political actors

- Research data and facts.
- Petitions to government ministries.
- Engaging in public dialogues.
- Media briefs and TV discussions.
- Public seminars.



Critiquing the law and conducting regular action research.

**Stay alive,
Say NO to Alcohol
Keep Minors away!**



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Review of the **Alcohol Laws** in **UGANDA**

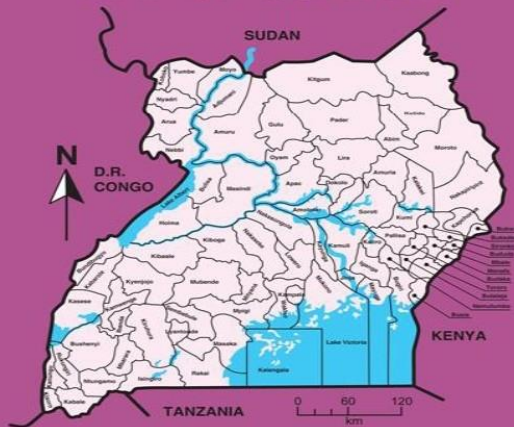
A working guide for stakeholders

Uganda Youth Development Link
September, 2009

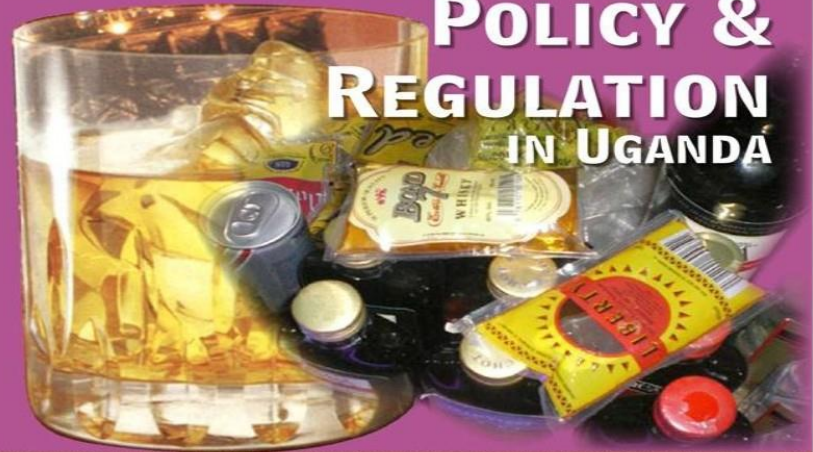
Alcohol Road map in Uganda

**Stay alive,
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Keep Minors A-w-ay!**

MAP OF UGANDA



THE ROAD MAP TO **Alcohol** POLICY & REGULATION IN UGANDA



NGO Perspective



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With support from



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Monitoring and providing National Data

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**Uganda Youth
Development Link**
 June 2008

**State of
Alcohol Abuse
in
Uganda**

**Uganda Youth
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Uganda Youth Development Link Uganda Alcohol Policy Alliance IOST-AYD Movement

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**STATE OF
ALCOHOL**

**AND
SUBSTANCE ABUSE IN UGANDA:
Policy and Practices**

Second Edition - 2013

Media engagement and regular press briefs



Role of civil society

- Engage the public to see Alcohol issues and demand for action from the public to report the problem to policymakers in Parliament and Government sectors.
- Evaluate the interventions mid and end to assess impact outcome.
- Identify key stakeholders to integrate activities e.g. Alcohol free University campuses.
- Build capacity of other actors.

Engage government key policy makers

- Petitions to Members of Parliament , ministries, media council and Prime minister office.
- Ministry of Trade about Trading licenses
- National Bureau of Standards.
- Send briefs about why alcohol law is not being enforced and urge government to allocate resources to curb the problem.

Alcohol Policy Alliance in Uganda and East Africa

- Building of coalitions and networks
- Formation of East African Alcohol Policy alliance/ GAPA.
- National Anti Alcohol policy alliances and networks in Tanzania, Burundi and Rwanda is on the way.
- Positive engagement of key stakeholders on Alcohol Policy.
- Promote debate, research, networking on alcohol.

Capacity building , Workshops and Conferences

Bringing Conferences



Kettil Bruun Society
SOCIAL AND EPIDEMIOLOGICAL RESEARCH ON ALCOHOL

INTERNATIONAL MEETING ON ALCOHOL EPIDEMIOLOGY AND POLICY

*"Alcohol Epidemiology and Evidence - based Policy: Translating
Research into Effective Prevention, Treatment and Policy"*

November 15 - 18, 2010

Kampala, Uganda



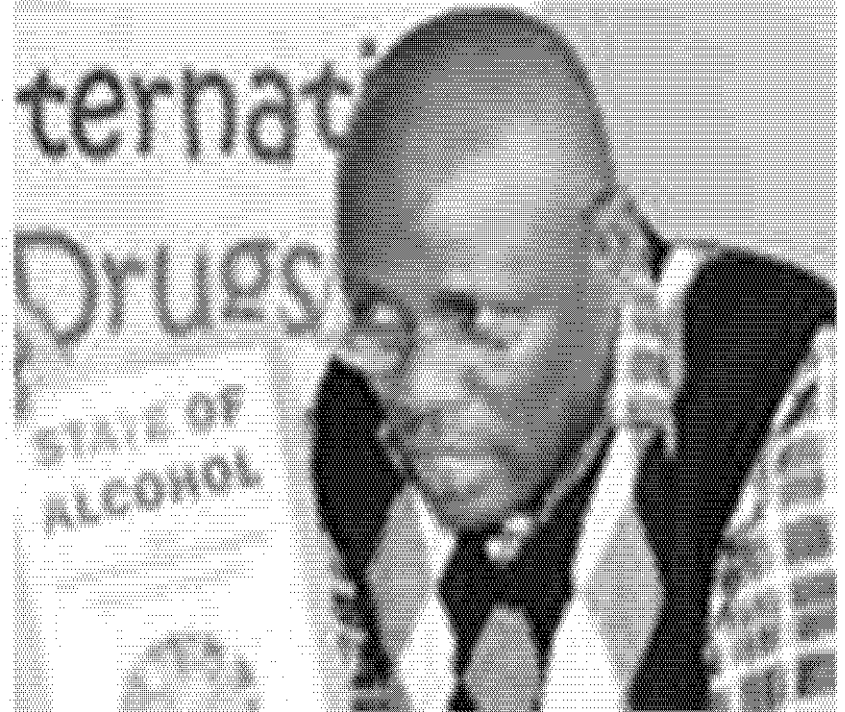
Information www.kbsthematic2010.musph.ac.ug
Location Speke Resort Munyonyo
DEADLINE FOR SUBMISSION OF ABSTRACTS: July 15th, 2010
Inquiries: kbsthematic2010@musph.ac.ug
Tel: +256-791-142195 / +256-312-297565



Training workshops



Allying and seeking support of media



Lessons learnt

- Provide hard data and facts to the media/government.
- Increase/expand networks and people working with you.
- Train other NGOs to increase critical mass.
- Drum continuously.
- Track changes and scan environment.
- It takes a while –you have to be patience.

Rehabilitation



Prevention activities



Watch out for Alcohol Industry tactic

- Joint activities proposed by industry and their allies.
- Self regulation tactics e.g Red card, 78 bars trained, big Posters, sponsorships, adverts
- Partnering with NGOs.
- Involvement with key agencies like police and MPs to soften their stand.
- Appoint key national figures on their bodies to lobby with fat allowances.

Uganda need to.....

- Reactivate alcohol licensing boards
- Update the law.
- Draft new policy involving all stake holders.
- Massive sensitization of the current legal regime-Enguli Act 1964.
- Regulate the industry and the media
- Enforce underage drinking & ban sachet packaging.
- Invest in research on alcohol.
- Tax increase

Thank you!

- **Acknowledges support.**
- From IOGT-NTO institutes.
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- Partners
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