



Alcohol Advertising Media Advocacy and Training in South Africa

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Organisational status



PHUZA WIZE
DRINK SAFE. LIVE SAFE.

- ❖ NGO -1992
- ❖ To promote health and well-being
- ❖ Mass media, advocacy and social mobilisation
- ❖ Multi- media and multi-language



Health Promotion Framework (Ottawa Charter)



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- ❖ Building healthy public policy
- ❖ Developing personal skills
- ❖ Creating supportive environments
- ❖ Promoting community action
- ❖ Re-orientating health services

Phuza Wize Campaign



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- ❖ alcohol reduction and violence prevention campaign with several objectives
- ❖ focus on the advocacy campaign to ban alcohol advertising (marketing) in South Africa from December 2010



Alcohol Advertising Ban



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Supportive stakeholders

- ❖ Research institutions
- ❖ Public Health sector
- ❖ Academic institutions
- ❖ Civil society
- ❖ Government Departments:
Health, Social
Development , Basic
Education, Transport
- ❖ General public

Opponents

- ❖ Media
- ❖ Department of Trade
and Industry
- ❖ Alcohol industry
- ❖ Advertising industry
- ❖ Free Market Foundation
- ❖ General public

Industry arguments



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- ❖ Brand choice
- ❖ Job losses
- ❖ Black economic empowerment
- ❖ Illegal outlets and home-brews
- ❖ Nanny state wanting to control personal choices
- ❖ Used business stakeholders, journalists and black commentators

Coverage against ban



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Ban on booze ads 'will cost SABC R400m'

CHANTELLE BENJAMIN
Media Editor

THE cash-strapped SABC stands to lose R250m-R400m if a total ban on alcohol advertising is imposed by the government, the broadcaster's acting CEO Robin Nicholson said yesterday.

"An outright ban on alcohol advertising on television and radio is one of the biggest risks to SABC's revenue," said Mr Nicholson. "It's a significant part of our advertising revenue."

The SABC has warned the parliamentary portfolio committee on communications that such a ban would see the SABC lose

about 8,5% of its advertising income. The SABC is the only public broadcaster in the world that has to rely almost exclusively on commercial revenue to fund its operations, with 80% of its revenue derived from advertising and 17% from licence fees.

A discussion document being circulated among the departments of health, social development and trade and industry, contains various proposals aimed at reducing alcohol consumption. These include limiting trading, a ban on sponsorships, higher taxes and a ban on advertising.

The SABC's financial problems have occupied headlines,

with the broadcaster indicating recently it did not intend to borrow more than the R1bn it received through a government guarantee, after a R1bn loss in the 2008-09 financial year. The broadcaster will still have to shed 699 out of 3 699 jobs in order to streamline the organisation and cut costs, according to reports.

Mr Nicholson was recently asked by Parliament to name the top 20 risks to SABC revenue. "Obviously there were the normal ones like risk to market share, the decline of advertising and threats like mobile advertising, but loss of alcohol advertising revenue was at the top of the list," he said.

Marketing analyst Chrystyke has warned that a ban has implications for all

He said of the R17bn of advertising last year, about 10% could probably be attributed to alcohol advertising in the mass media.

"Removing that from advertising and media income would achieve nothing but considerable job losses.

"So much so that one could easily argue that an increase in alcohol abuse creates unemployment as a result of advertising ban would

Continued on page 2

7 August 2013
Booze ad ban is 'on track'
THE TIMES

KATHARINE CHILD

A PROPOSAL that alcohol advertising be banned has been approved by an interministerial committee on substance abuse.

Health Minister Aaron Motsoaledi, announcing the decision this week, said he was sure that he would get his way on the booze marketing ban now that he had the backing of the committee.

The Health Department wants to reduce drinking by 20% by 2020.

The ministers who approved the latest draft of the Control of Marketing of Alcohol Beverages Bill include Sports Minister Fikile Mbalula, Minister of Trade and Industry Rob Davies, Minister of Transport Dipuo Peters and Social Development Minister Bathabile Dlamini.

The bill has not been released for public comment but includes:

- A ban on alcohol advertising;
- A ban on alcohol companies sponsoring sports events and teams;
- A ban on alcohol promotions

● Continued on Page 2

If your town needs an enema — vote to give it one

WHETHER local government elections around the corner, I can't help but wonder what happened to slogan.

Whenever I interact with government, particularly at local level, all I can hear are the words of Steve Biko: "Black man, you are on your own." It's a statement that holds true no matter your race.

Don't expect your city council to provide any of the services they gouge you for through rates and taxes.

The sight of Joburg's potholed streets now littered with black plastic bags full of rubbish owing to a Pikitup strike is evidence of this.

We've got used to the national government not being there for us, but this stinks. We know that it is our responsibility to ensure our own safety, pay for quality education for our children and cough up for medical aid.

We know that, to see our tax money

YADDA YADDA

Marvin Meintjies



hard at work, we have to take a trip to the One & Only in Cape Town to find Minister of Co-operative Governance Sicelo Shikoka.

So the thousands of rands spent per household on electric fencing, alarm systems, private healthcare and education (with little or no tax breaks for any of this) are taken in stride by the middle class.

That's fine. We've got to pay the cost of redressing all those apartheid legacies. But what has been done for the people of Alex or Ficksburg lately? And how well are councils managing these funds?

We all now accept that local government is an oxymoron and have set about doing the things councils should be attending to. We've taken the concept of public-private participation to a whole new level. It's now private citizens providing leadership, with some public participation, just to get a buy-in from the apparatchiks running your city. A campaign like LeadSA, commendable as it is, is only possible

We are a bipolar republic. On one hand we can't get the basics right, but we still want to be the world's leading nanny state, with the proposed ban on alcohol advertising

owing to an absence of leadership. That's why we've got insurance companies doing everything from fixing potholes to providing pointsmen when the traffic lights are down (all those accident and damage claims do hurt the bottom line).

But we pay for it ultimately — it's called an insurance premium.

We've even found a way around the Pikitup stink. Some entrepreneurial souls (striking workers maybe!) have taken to using their bakkies and trucks to clear your garbage for a nominal fee. There go a few more notes out of your wallet for a service the city already charges you for.

(For a fascinating insight into how deep a crisis Jozi is in, read the latest Financial Mail.)

We are a bipolar republic. On the one hand, we can't get the basics right, but we still want to be the world's leading nanny state.

Consider the latest nanny state intervention on the cards: the proposed ban on alcohol advertising.

The Mother Grundlies who punt this ban on alcohol advertising could make better use of their time fighting the scourge of illegal drugs in, say, the depressed areas of the Western Cape.

As far as I know, tik dealers don't advertise, but their product still sells and is evil. I've never seen an ad punting, "Primo tik... call Pappa on 08 yadda yadda."

These clueless do-gooders would do better by turning their attention to the socioeconomic factors that go hand in hand with the abuse of substances and people, like widespread unemployment and the despair that it engenders.

No, we'll ban dop ads instead. Druggies are not looking at that glossy cognac ad in a magazine and thinking, "I'm gonna spend R1 000 on that bottle of fine cognac, pour it all down my throat in one go and punch my neighbour."

Banning alcohol ads won't stop people from abusing alcohol,

providing education and treating them. Lastly, I think it speaks volumes about those barking the ban that the such low moral character one

Now back to local elections. Think about this before you your perimeter wall that a toddler scale your electric fence;

● If they promised you tarre and a toilet and you've got dust

● If their rubbish is piled so high your perimeter wall that a toddler scale your electric fence;

● If your city boasts a million traffic cops — howzit, Durban! — city fathers think it's fine; and

● If your local council has done nothing to improve your quality of life.

Then I give you the words of Nicholson's Joker: "This town enema."

COMMENT ON THIS: To tell us what you think, write to letters@times.co.za or at 3797.

Coverage against the ban



PHUZA WIZE
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Fighting the ad ban

Michael Farr holds the title Head of Reputation and Corporate Communications at SABMiller, a position created for him in the first quarter of 2007, and one which helps to illustrate just how seriously the global brewer takes its reputation. That is perhaps not surprising, considering that SABMiller operates in a highly – and increasingly – regulated market, where a negative perception could encourage a government to ban, say, alcohol advertising. But Farr, who spent three years as the head of communications for the South African Breweries Limited, and has also seen his share of politics as South Africa's Consul General in Hong Kong, doesn't think selling a product that makes for close scrutiny is a problem in and of itself – or that it is limited to those who sell alcohol.

"For a company like ours, which brews, markets and distributes beer and other alcoholic beverages as well as soft drinks, it is very different to selling insurance services, and the nature of the product is relevant," he says. "The inclination of people is to examine companies that are in the business of, say, alcohol, but the same can also be said of companies in the gambling business... There is an expectation of proper behaviour if you are selling a product that, if abused, can cause harm, and there are lots of things for which that is true, such as fast food. Society correctly has expectations of such businesses that they should make sure they are communicating openly and honestly about their products, and are also responsible for making sure consumers are aware that, if used irresponsibly, they can cause harm."

SABMiller prides itself on promoting its brands responsibly through advertising and marketing, and sees no problem with doing so. "What advertising essen-

tially does is inform people of what their brand choices are," Farr says. "There can be a misunderstanding if people think that advertising encourages people to start drinking because they see an ad for beer or wine. Motorcar advertising is not about saying you should drive, it is about saying that you should choose the following car because of the following value proposition. There is no compelling evidence anywhere in the world that says if you restrict or curb advertising it will result in a reduction of the harmful consumption of alcohol."

South Africa's Consul General in Hong Kong, doesn't think selling a product that makes for close scrutiny is a problem in and of itself – or that it is limited to those who sell alcohol.

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Threat to media

Government targets booze advertising a sobering thought

ban on alcohol advertising looms large – and has massive implications for our
FARBER and JEREMY DANIEL investigate.

8 | BusinessTimes

Writing on the Wall | A ban on liquor adverts will cripple small
rely on the industry's less visible side, such as billboard product

Signing away black businesses

IT IS quite unfortunate that the debate about the advisability of a total ban on alcohol advertising has focused on the likely effect on the profitability of the major liquor companies, the sponsorship of major sporting events and the loss of revenues across print and broadcast media.

Although all those concerns raised by large liquor industry players are legitimate, less attention has been paid to the effect on thousands of the downstream links of the advertising value chain. Their voices seem to be victims of their size in circumstances where, size does indeed appear to matter. As the saying goes, when two elephants fight, it is the grass that suffers.

Up to 40% of the income of small and medium enterprises comes from liquor adverts



Tshepo Matsepe

Johnson and Satchel & Satchel, or top South African alcohol sellers such as SAB, Diageo and K&V, are hundreds of small firms such as ours, active in fields as diverse as media buying, printing, design, sign-writing, direct mailing and outdoor billboards.

Many of these enterprises have foothold in the business world, thus advancing the government's commitment to the transformation of our economy.

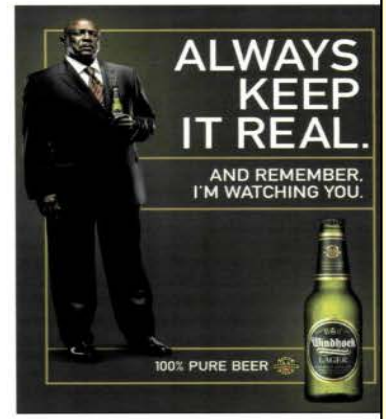
Beyond the industry giants, there are thousands of companies and individuals in the design, sponsorship and event industries who rely on the alcohol sector for much of their income. They include freelance graphic designers and catering companies, writers of advertising copy, commercial artists, advertising sales people, distributors and deliverers of advertising materials, printers of advertising materials in the market research, publishing and radio, television and film industries.

AN DRINK IT, YOU'RE balmy night, it's an got. And if you're in a walk-in fridge terparts get hysterical es, you're most probably

over the years, become selves. For a public enced by the lifestyle imates the commercials ubiquitous – and, many aimless.

The statement sent shock waves through the media and liquor industries, with outcries from all sides.

Robin Chalmers, head of media and communications at South African Breweries, acknowledges the "unacceptable level of alcohol abuse in South Africa", but states that "research, both in South Africa and abroad, does not show any convincing evidence that banning advertising leads to reduced per capita alcohol consumption. Nor does it encourage or convince non-drinkers to drink."



probably be tabled during 2012, is seen as the correct route by many inside and outside of government circles.

SUCH A PROBLEM WITH ALCOHOL ABUSE UNTRY," HE SAID, "THAT IT'S IMPORTANT TO BE DOING SOMETHING. WHETHER IT'S HELPING OR NOT IS NOT THAT RELEVANT.

Public health perspective



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- ❖ High levels of male-on-male interpersonal violence
- ❖ High financial cost of alcohol-related harm
- ❖ Hazardous drinking pattern
- ❖ Increased alcohol consumption among young people
- ❖ Long-term damage caused by alcohol to the under 25s



Public Health Perspective



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- ❖ Increasing prevalence of non-communicable diseases
- ❖ Voices from communities – not just big business and alcohol industry
- ❖ Linked to violence against women and children
- ❖ Drinking and driving
- ❖ Africa targeted as a market



Media Advocacy



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- Editor's forum – alcohol marketing booklet for journalists (media only event)
- Alcohol advertising panel discussion with the advertising industry, Departments of Trade and Industry, Social Development and public health specialist (media only event)
- Alcohol advertising panel discussion with 4-page supplement on alcohol advertising in the M&G (with general public)

Media Advocacy



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- Newspaper articles
- Radio interviews (5-10 minutes)
- Radio debates (30 mins – 1.5 hours)
- Television interviews (SABC, Soweto TV)
- Focused on higher LSM and those that set the national agenda and had the ear of policymakers – 702, Khaya Fm, Safm, Sunday Times, Times, Mail & Guardian, Sowetan

Coverage supporting ban



PHUZA WIZE
DRINK SAFE. LIVE SAFE.

KWELA XPRESS
08 Apr 2011, p.19

COMMUTER CORNER

Kwela Xpress gives South Africans something positive to read about and a platform to voice their concerns about public transport



Your views: Can the proposed alcohol age restriction to 21 years of age and the banning of alcohol advertising help curb the abuse of alcohol in South Africa?



Edmond Mashilwane, 18, Tembisa (student): The youth of South Africa are very aware of the dangers of alcohol, but still they take it. Tavern owners need money and the youth are a source of their income.



Eufonda Rakoma, 23, Braamfontein (student): No, due to the fact that the youth have easy access to purchasing alcohol. The banning of alcohol advertising won't make any difference.



Jeanet Mpsal, 20, Khutsong (student): I do not think it will stop because everyone has the right to do what he/she wants.



Misaal Molefe, 20, Tembisa (student): I think banning alcohol advertising will not help curb the abuse of alcohol because we don't abuse alcohol because it is being advertised we do it because it is available.



Henry Ramajoana, 33, Soweto (adult): Alcohol should be banned to most workers and students as it destroys work reputation and it affects lives.



Muzikayise Mbamba, 29, Jolis (adult): It will help because children won't go to shebeens, because when they go they will be raped and some quit school.

» HE SAID IT



"Business must seriously consider the impact of advertisements that glorify alcohol and which portray it as providing the ultimate enjoyment and fancy lifestyle..."

"If you visit KwaMashu, Umlazi or Soweto, you will notice many billboards that advertise alcohol, but if you go to Durban North you will not see one. I think that picture must change." — President Jacob Zuma at the Second Biennial Summit on Substance Abuse, 15 March 2011.

media and the small players battle to survive".

Sports teams, too – from amateur all the way through to professional – will suffer from a dramatic loss of revenue in the form of sponsorship advertising, while Groenewald says we can expect "legal constraints so tight that they reduce wine, whiskey and brandy festivals to no more than three people and a bottle in the boot".

But the government understands that it's far easier to police the media than it is to enforce closing times on bars and shebeens, and that banning alcohol advertising is a visible, high-profile stand to take.

For an industry already reeling from global recession, legislation that sees a further R1.3 billion annually evaporate in a total ban would be devastating. For those with a vested interest in reducing ills like a high road-death toll and interpersonal violence, it is a solid way to start.

The situation has placed the media industry in the unenviable position of having to argue on the one hand to government that advertising has little effect on people's consumption patterns, while arguing on the other to the liquor industry that it needs to carry on advertising in the face of the growing threats that it faces.

Whichever way the proposed ban goes, there'll be something to 'wine' about – and only time will tell from which quarter it will come. ■

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media agency to media owner," he says. And, he adds, while the argument can be made that some of these economic players may be able to absorb the loss, "the absence of proof of an overwhelming and short-term resulting social benefit makes such anticipated economic casualties unnecessary."

RTMC's Ismail acknowledges the potential job losses, but believes "one has to weigh the loss of jobs against the loss of lives, which really is a no-brainer".

Dr Sebastian van As, head of trauma at the Red Cross War Memorial Children's Hospital,

has been vociferous about the effects of alcohol abuse on the lives of children. Working at the coal face of injuries to small children, he says that interpersonal violence and accidents increase exponentially when alcohol is involved.

So, what does this have to do with advertising? Van As says that drinking is highly mainstream in South Africa, and is "considered a joke" – to the extent that people boast about how much they drink. Advertising plays an integral role in the mainstreaming of alcohol consumption as a way of life, and augments the idea that it is normal to consume vast amounts of it.

In his line of work, he has seen the devastating effects of this. From Macfarlane's perspective, however, the ban is not as clear-cut as this.

"What will happen to a 600-word editorial written about a new wine? Will that be illegal? What about Wine magazine? Will it be forced to shut down? Will websites be legal for people to view overseas, but not in South Africa?" he asks.

With the ban on tobacco advertising as a predecessor, it has been difficult for researchers to calculate reliably whether the ban itself made an impact on consumption of cigarettes. The World Bank estimates that there are 67 million smokers in sub-Saharan Africa, and that the practice of smoking is on the increase in the developing world. But, might South Africa's contribution to this regional figure be higher were it not for the ban?

An account executive who works on a major alcohol brand and wishes to remain unnamed speculates that alcohol advertising might have to "go underground and create new and exciting ways to market itself" – much like tobacco has done over the last 10 years. Cigarette marketing never completely disappeared – it was simply pushed underground with, for example, underground invite-only parties, product placements and free giveaways. In essence, long-legged blondes in branded clothing start giving out samples at clubs while the carefree yuppies on yachts stopped smoking on the silver screen before the main feature.

If alcohol advertising faces the same future, the biggest losers will be the media companies. "The tobacco companies saved a fortune by not being forced to advertise to compete," explains Macfarlane.

He says the big players don't mind too much as they retain their market share, while "the

SPORTS TEAMS, TOO – FROM AMATEUR ALL THE WAY THROUGH TO PROFESSIONAL – WILL SUFFER FROM A DRAMATIC LOSS OF REVENUE IN THE FORM OF SPONSORSHIP ADVERTISING.

Coverage supporting ban



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HERALD, Your Views
11 Mar 2011, p.23

Nothing funny about kids' bubbly

THAT we are a nation of drunks is not up for debate. According to new figures from United Nations health authorities, South Africans are among the worse binge drinkers in the world, ranked with some of the former vodka-soaked Soviet states.

Drinking among primary school pupils is a growing problem – just recently, there was a well-documented case of a child being raped by two classmates. All three were reportedly in an advanced state of inebriation.

We also wear the shameful badge of being the world's leader in cases of foetal alcohol syndrome where young mothers who abuse cheap or home brewed alcohol often made with battery acid give

mental or physical defects.

But from the bottom of this dark social chasm that is slowly, bottle by bottle, glass by glass crippling our country, something is slowly being done. Most of the big alcohol manufacturers and distributors recognise the problem and are ploughing money into various initiatives that warn of the dangers of excessive use of alcohol.

Government continues to

Daze of my Life



Jeremy Maggs

would see a complete ban on alcohol advertising. While the jury is still out on the effectiveness of this measure, those responsible for our health are at least thinking about the crisis and moving in a direction.

Not so, some in the private sector though and most notably one of our leading chain stores which prides itself on promoting healthy eating and responsible consumption.

For some extraordinary

it fit to sell a product called Kiddies Bubbly – a 750 ml bottle of unsweetened sparkling white grape juice that looks exactly like a bottle of champagne complete with the gold foil wrap on top. It retails for just under R30.

And this is what I witnessed at my store this past week. A young mother promised her young son, patently under the age of 10, a bottle for himself, while they celebrated his father's birthday.

His innocent and horrific retort was that he could get just like his daddy and "laugh a lot and fall over" to which his mother giggled and made some innocuous remark about her husband getting drunk every weekend and more so when the Blue Bulls

the time you're old enough son, to appreciate Super 15 rugby; you'll probably be attending AA meetings.

This product is the most irresponsible and reprehensible example of merchandising I've ever seen. The potential for harm among children to whom it is aimed is immense and probably borders on criminal negligence, given the massive problems that we have with alcohol abuse in this country.

If Woolworths had any conscience it would remove it forthwith from its shelves, apologise and make some effort to fund and join the fight against this scourge. Or will it give some mealy mouthed justification developed on

PRETORIA NEWS
25 Mar 2011, p.10

Alcohol advertising selling the public a lie, says activist

KEITH ROSS

A CLAIM that alcohol adverts are "fraudulent", giving drinking a "glamorous, cool and hip" image has been made by welfare campaigner Errol Naidoo.

Naidoo, director of the Family Policy Institute, made this claim when calling for a complete ban on alcohol advertising.

He said the ban should be one of the steps the government should take as part of a campaign to cut

back on alcohol abuse, especially among young people.

Alcohol advertising, he said, sent out the wrong message.

"What it does is promote the idea that alcohol consumption is glamorous, that it is cool and hip. It does not present the other side of the story and is fundamentally fraudulent in the images it portrays. Where is the advertising showing the drunk man beating his wife?"

Where was the advertising, he asked, showing young people getting

drunk then stabbing each other to death or intoxicated girls falling pregnant and having abortions?

Naidoo posed these questions when taking part in the SAfm Radio panel discussion programme, the After Eight Debate, on whether alcohol advertising should be banned.

"It does not show people what alcohol dependency, alcohol consumption, does to a large percentage of the South African population," he said.

His call was opposed by Adrian

Botha, of the Industry Association for Responsible Alcohol Use, who agreed, however, that South Africa – like many other countries – did have an abuse problem.

"The industry is deeply concerned about the problem and has been active in the past three decades in combating abuse," Botha said.

"But it is a multi-faceted problem that really requires holistic solutions. We don't believe the answer lies in alcohol advertising bans."

He said the industry could possi-

bly look at a co-regulation partnership with the government to put in "more stringent controls through the Advertising Standards Authority and the advertising code".

His view was supported by Odette van der Haar, chief executive of the Association for Communication and Advertising.

She spoke of the growing problem with the drug tik.

"Tik is not advertised anywhere. Where are people getting the message about tik?" she said.

Alcohol Advertising Advocacy Training



PHUZA WIZE
DRINK SAFE. LIVE SAFE.

- Northern Cape and North West provinces
- Community training – 18-30 year olds
- Conduct surveys on perceptions and impact of alcohol advertising
- Be media advocates for alcohol advertising ban
- Understand legislative process
- Make submissions on alcohol advertising legislation
- Work in community-based structures



Stakeholder – Message



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Department of Health:

Reduce health harm and cost to the health system

Department of Social Development:

Reduce social harm (and help them fulfil their mandate as chair of the Inter Ministerial Committee on Substance Abuse)

Treasury:

Reduce alcohol-related costs to government

Department of Trade and Industry:

There are other ways to create jobs – campaign suggested many options

Stakeholder-Message



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Media

- Find linkages between stories of violence, social breakdown and alcohol, financial loss
- Other job/ economic possibilities within the alcohol trading environment
- Other industries will fill the advertising gap
- Not an assault on personal freedom given the high violence, HIV and social breakdown statistics linked to alcohol
- Local research shows that South Africans want government support to address the issue

Stakeholder-Message



PHUZA WIZE
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General public

- Advertising increases consumption
- Causes permanent changes to certain parts of the brain in under 24.5
- Costs the taxpayer more than we earn in tax from the industry
- Job losses exaggerated by the industry
- Linked to range of social harms: violence, unsafe sex, HIV, illness, road traffic death and disability, family life

Avoided: morality, religion, gender, social class,

Conclusion



PHUZA WIZE
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- Framed the debate around public health
- Use of community voices to support the ban at local level, but also get their voices to a national platform
- Not just about alcohol advertising, but a multi-pronged response to alcohol-related violence (harm)
- Extensive use of current local and international research
- Credibility of Soul City brand