

The industry keeps violating
the regulation banning alcohol
advertising and promotion
associating with winning prizes

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Some information

- Alcohol use prevalence is on increase trend

| Year | 2004 | 2007 | 2009 |
|------------|-------|-------|-------|
| Prevalence | 35.24 | 36.35 | 39.39 |

- Cambodia does not have law on alcohol control.
- Law on Land Traffic bans use of alcohol when driving.
- Circular Banning Alcohol use in schools.
- Restriction on alcohol advertising.

*Data sources: Cambodia Socio-Economic Survey 2004, 2007, 2009
STEPS Survey, 2010*

Alcohol marketing becomes more aggressive in the last 5 years

From hundred glamorous billboards,
countless posters and banners,
front page advertisings on newspapers,
fancy television and radio ads,
to giant concerts throughout the country
live on televisions and other electronic means,...

Alcohol marketing becomes more aggressive in the last 5 years



The Ministry of Information issued a regulation banning alcohol ads & Prom associating with winning prizes in early 2012. **But it does not work...**



Industry's Corporate Social Responsibility (CSR)

- Meeting hall free of charge to NGOs & GOs
- Scholarship to outstanding and poor students
- Donate to road safety prevention and flood victims.



Safety Night, a campaign promoted by the industry

- Eat Before Drink
- Drink Responsibility
- Drunk Don't Drive



Lessons learned and way forward

- None binding regulation does not work...
- De-normalize Industry's CRS...
- Be aware of Industry's campaigns...
- Supports from public are needed
- Work together
- We need legislation and law
- Alcohol industry must be excluded in the process of law development and implementation.