

# SALE OF ALCOHOL TO MINORS: NON COMPLIANCE TO LEGAL AGE RESTRICTION IN UGANDA.

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# Introduction

- The abuse is a known global challenge.
- Many people use it in a manner that poses danger to themselves and others.
- 2.3 million deaths reported worldwide
- 4.4% Global burden of disease

# Situation in Uganda

- Uganda ranked number 2 in alcohol consumption per capita in the world (WHO, 2011).
- CNN, 2013 ranked Uganda as number 8 in consumption of alcohol globally and number one consumer on the African continent.
- Women adapting drinking culture.

# Situational Analysis in Uganda cont'd

- Uganda lacks a National Alcohol Policy (NAP)
- Unregulated alcohol production, sale & consumption
- Poor and weak law enforcement of legislations.
- Heavy production from the informal sector (70%).
- Inadequate interventions.
- Influence by the alcohol industry.

# MAMPA 2012 Project

- Monitoring Alcohol Marketing Practices in Africa) Project– MAMPA is a pilot study commissioned by WHO Africa.
- Project monitors & describes alcohol marketing activities in the African region & youth exposure to these activities.
- Activities in: Gambia, Ghana,

# Informal Alcohol

Brewing alcohol...



Enjoying the drink...



# Mystery shopping pilot exercise–Goal

- Evaluating if alcohol selling points, like supermarkets, little shops, bars, disco's and others, comply with the legal age restrictions for alcohol sales.
- It can be used to make visible that many sellers do not comply with the legal age limit of 18 years.
- The second goal of the research is evaluating interventions and changes in alcohol policy.

# Mystery shopping pilot– protocol

- Keep it a bit secret (no permissions from gov't bodies)
- Install a research team (two researchers and two mystery shoppers (1 boy and 1 girl)).
- Know your national laws. That is, if mystery shopping research is not illegal or mystery shoppers cannot be punished for performing the mystery shopping.
- Selection of a region (rural and urban)
- Make an overview of alcohol selling points
- Selection of hot spots (10 hotspots in a rural and 40 hotspots urban)
- Practical aspects. For example field car, popular alcoholic drinks for minors and also cheap to buy. E.g Sachets bought in Kampala.



# Mystery shopping protocol con'td

- Selection of the mystery shoppers – age limits for selling alcohol determine the age of the mystery shoppers– 17 yrs.
- Financial compensation mystery shoppers
- Signed statement of parents or guardians
- Safety letter: When the mystery shopper feels unsafe, he/she can show this letter.
- Questionnaire: Filled in by the mystery shopper assisted by the researcher every after a specific selling point.
- Training of mystery shoppers & researchers
- Information/education about alcohol

# MAMPA 2012 Project

- UYDEL partnered with Dutch Institute for Alcohol Policy (STAP)
- Conducted a survey to investigate whether alcohol selling points, like supermarkets, little shops, bars, disco's and others, comply with the legal age restrictions for alcohol sales.

# MAMPA Project-2012

- Minors were guided by trained researchers, visited alcohol selling points and bought alcohol.
- During the survey, 25 alcohol selling points were visited by two minors (girl and boy aged 17 years) in both urban and rural settings and informed consent was sought from their parents/guardians.

# Results (Percentage of Compliance of alcohol selling points)

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%

No. of times age and identification (ID) were asked for & the total amount of compliance (CN).

		Age (CN)	ID (CN)	Age + ID (CN)	Nothing was asked (CN)	Total (CN)
	Little shop	0 (0)	0 (0)	0 (0)	11 (0)	11(0)
	Big supermarket	0 (0)	0 (0)	0 (0)	6 (0)	6 (0)
	Bar or pub	0 (0)	0 (0)	0 (0)	5 (0)	5 (0)
	Discotheque	0 (0)	0 (0)	0 (0)	3 (0)	3 (0)
	Total	0 (0)	0 (0)	0 (0)	25(0)	25 (0)

# Results

- All the alcohol selling points visited did not comply with the legal age restrictions of not selling alcohol to minors.
- In every attempt to buy alcohol, the minors bought alcohol.
- In the entire research, the alcohol sellers did not ask for the age or identification of the minors.

# Recommendations

- Increase prices of alcohol
- Introduction of the national ID
- Enactment of a National Alcohol Policy
- Intensive advocacy with Members of Parliament, line ministries of health, trade, Local Gov't, etc
- Licensing all the alcohol selling places.

# Acknowledgment

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- UYDEL staff.



End



Thank You for Listening to me.....