


45 %

58%



Half the world's population do not drink alcohol – what should the policy implications be?

By
Øystein Bakke and Dag Endal
FORUT Norway



APPROACH:

**A strategic issue,
not a choice for individuals**

**A policy concern,
not a lifestyle issue**

WHO region	Sex	Lifetime abstainers (%)	Former drinkers (%)	Past-year abstainers (%)	Former drinkers among past-year abstainers (%)
AFR	Women	65.2	12.9	78.1	16.5
	Men	49.1	14.1	63.1	22.3
	Total	57.3	13.5	70.8	19.1
AMR	Women	27.4	22.4	49.8	45.0
	Men	15.2	17.8	33.0	54.0
	Total	21.5	20.2	41.7	54.4
EMR	Women	93.4	4.8	98.2	4.9
	Men	82.4	11.9	94.7	13.0
	Total	87.9	8.3	96.5	9.0
EUR	Women	4.6	13.5	38.1	35.5
	Men	2.6	11.0	23.5	46.5
	Total	18.9	12.3	31.2	39.4
SEAR	Women	92.8	4.2	97.1	4.4
	Men	68.4	13.5	81.9	16.5
	Total	80.4	8.9	89.3	10.0
WPR	Women	44.5	15.1	59.5	25.3
	Men	14.3	13.9	28.2	49.2
	Total	29.2	14.5	43.7	33.1
World	Women	55.0	12.5	67.5	18.5
	Men	34.9	13.8	48.7	28.4
	Total	45.0	13.1	58.2	22.6

THE FULL PICTURE

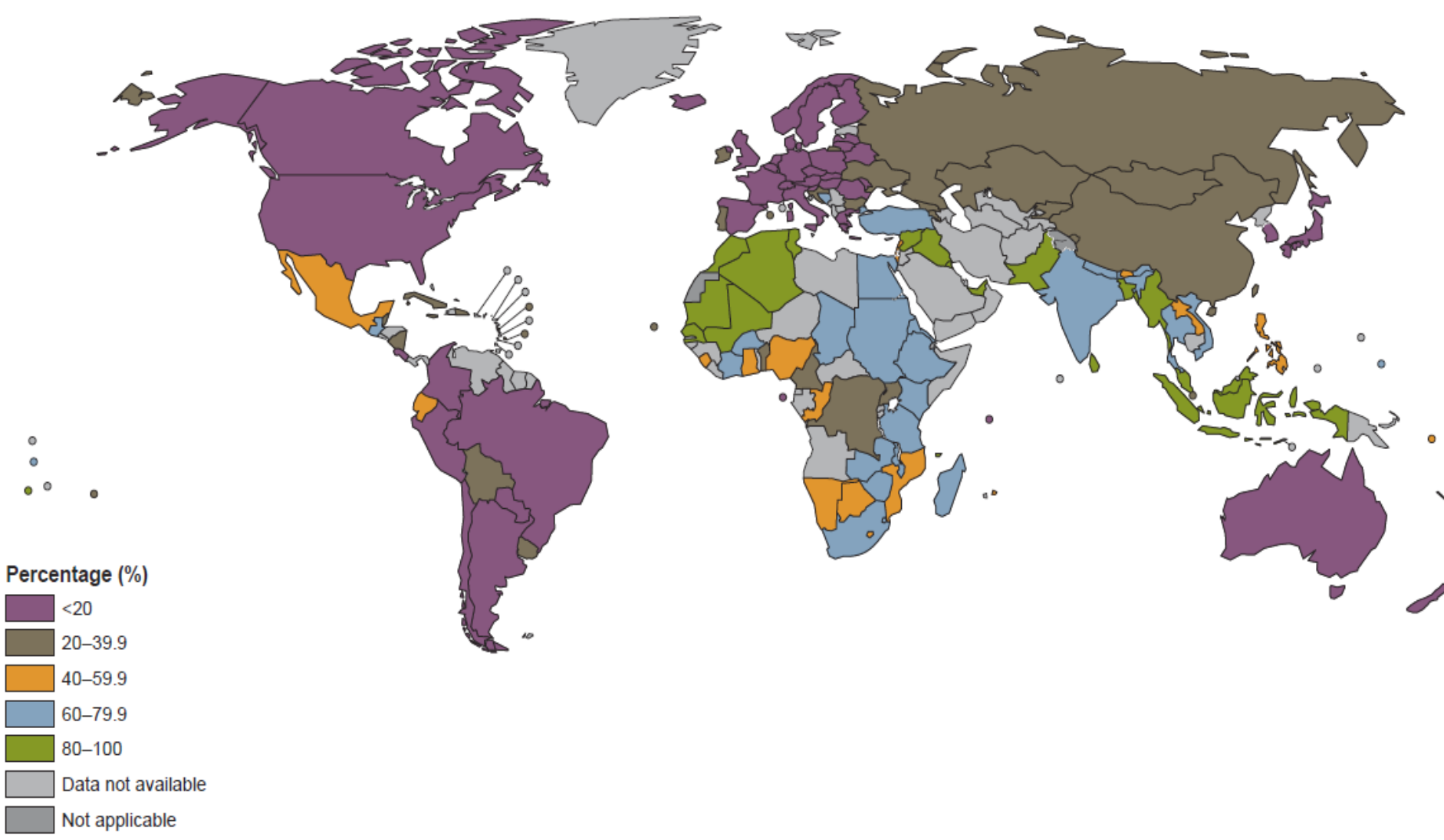


Figure 1 Lifetime prevalence of abstention (%), 2004 (From WHO, 2011)

The essence:

- 45 % life-time abstainers

- 58 % did not drink last year

- Vast differences between various regions

EUR **87.8 % - 31.2 %**

- Gender differences: Past-year abstainers

SEAR **48.7 % among men and 67.5 % among women**

- Variations 20 African countries:

From 41 % to 89 % life-time abstainers

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Addressing the harmful use of alcohol

A guide to developing effective alcohol legislation



Global strategy to reduce the harmful use of alcohol

REGIONAL COMMITTEE FOR AFRICA

Sixtieth session
Malabo, Equatorial Guinea, 30 August–3 September 2010
Provisional agenda item 7.2

ORIGIN.

REDUCTION OF THE HARMFUL USE OF ALCOHOL: A STRATEGY FOR THE WHO AFRICAN REGION

Report of the Regional Director

Executive summary

1. Public health problems related to alcohol consumption are substantial and have a significant adverse impact on both the alcohol user and the society. In the African Region, the alcohol-attributable burden of disease is increasing with an estimated total of deaths attributable to harmful use of alcohol of 2.1% in 2000, 2.2% in 2002 and 2.4% in 2004. However, with new evidence suggesting a relationship between heavy drinking and infectious diseases, alcohol-attributable deaths in the African Region could be even higher.
2. No other product so widely available for consumer use accounts for so much premature death and disability as alcohol. Alcohol-related problems and their adverse impact result not only from the quantities of alcohol consumed but also from the detrimental patterns of use. Effective and adequate policy measures and interventions, surveillance mechanisms and public awareness need to be developed or enforced in the Region.
3. The Strategy aims to contribute to the prevention and reduction of harmful use of alcohol and related problems in the Region. It reviews the regional situation and provides a framework for action in Member States and for the Region, taking into consideration the global developments. The Strategy is intended to provide balanced guidance on priority interventions to be implemented, taking into account the Region's economic, social and cultural diversity.
4. The Regional Committee is invited to review...

THE REPUBLIC OF BOTSWANA

NATIONAL ALCOHOL POLICY

DRAFT AUGUST 18 2008

NATIONAL ALCOHOL POLICY



Republic of Malawi

National Alcohol Policy (NAP)

Final Draft

March 2013

THE KINGDOM OF LESOTHO

NATIONAL ALCOHOL POLICY

FINAL DRAFT

JUNE 6, 2007

Document review (1):

- 15 documents of various types;
- Not statistically representative;
- Policies are typically geared towards change;
- No meaningful strategies in any of the documents;



Document review (2):

- **Individualistic and rights-based approach:**
Protection of non-drinkers;
- **Mentioned under principles, guidelines, background;**
- **Nothing under objectives or strategies;**
- **Drinking patterns discussed, but only the drinkers;**

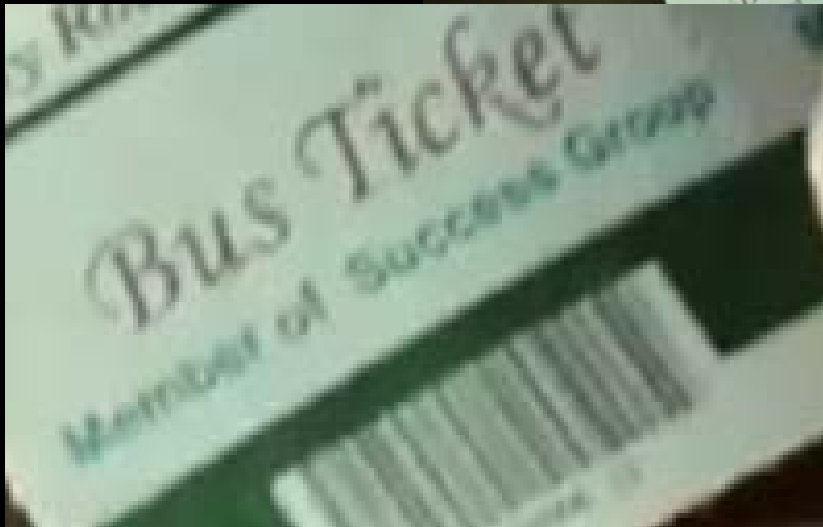


Discussion:

- Culture and religion
- Gender
- Globalisation
- The alcohol industry
- Marketing strategies
- Emerging markets



Association techniques



«Brother,
are you ready
to drink at
the table of men?»

Policy recommendations (1):

- **One overarching policy objective:
To maintain a high proportion of non-drinkers;**
- **Systems to monitor changes in consumption patterns;**
- **Studies of the non-drinking population and their culture;**
- **Introduce, enforce or maintain market regulations;**



Policy recommendations (2):

- **Restrictions on alcohol promotions is the most critical intervention;**
- **Avoid “alcoholisation” of social events (white zones);**
- **Support agencies and NGOs which can communicate with, support and mobilize non-drinkers.**

