

# **LIQUOR LICENSING: SOCIAL HARM REDUCTION CHALLENGES IN ZAMBIAN CONTEXT**

**Presented**

**by**

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# Social Harm Reduction Challenges

## Liquor Licensing Act

- The Liquor Licensing Act No. 20 of 2011 of the Laws of Zambia was an Act promulgated to regulate; *manufacture, possession, sale and supply of intoxicating liquors.*
- This law enacted lays a foundation for a level playing field but does not deter the misuse of alcohol which negatively impacts on the societal and community levels.

# Social Harm Reduction Challenges

## Liquor Licensing Act

- Effective implementation and enforcement of the Liquor Licensing Act in Zambia have been highlighted in some cases by concerned communities.
- and the media in particular.

# Poor Enforcement

- resulting in the lack of inspections of alcohol product places.
- non adherence to operating hours by owners.
- non restriction on density and location of sales outlets.
- ▶ **widespread unlicensed distribution and selling underage drinking**

# Non Adherence to Law

- Alcohol related issues require that the rights to equality before law.
- and freedom from discrimination are respected, protected and fulfilled.

# Non Adherence to Law

- All players conduct legitimate and legal business in a responsible way in keeping with current laws and regulations.
- Evidence indicates gross non adherence to the provisions under this law.

# Civil Society

- Civil society organizations in Zambia through various collaborative networks.
- Embarked on measures which engage communities to ensure adherence and conformity to the Liquor licensing Act.

# Civil Society Action

- In Luapula province of Zambia, residents have formed committees to enforce the provisions of the law,
- in conjunction with the law enforcement and local government officers.



# Civil Society Action

- Among the many provisions of this Act which are enforceable for Alcohol harm reduction by communities are;
  - ❖ Selling liquor without license,
  - ❖ Prohibition of sale of liquor except during permitted hours,
  - ❖ Consumption of liquor in public places,
  - ❖ Power to exclude drunkards from licensed premises.

# Powers of Minister

- ❖ Prohibited production consumption of liquor/  
production of “Tujilijili” small sachets with high  
alcohol content,
- ❖ Forfeiture of licenses by Minister.

# Enforcement

- Enforcement and implementation of the law and bye laws in the alcohol industry remains a major challenge to the majority of Zambians.
- Promote coordination among key players.
- Strengthen enforcement of weak laws related to production and consumption of alcohol and increase awareness.

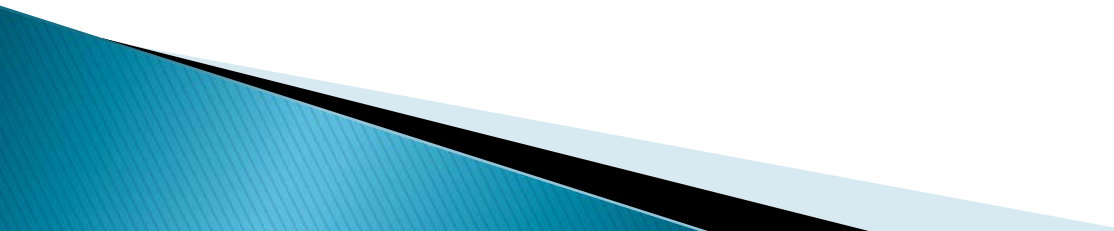
# Harmful Consequences Alcohol

- **Alcohol consumption causes severe social problems;**
- Consumption in terms of gender-based violence,
- Breakdown of families and the shredding of children's familial safety-nets,


# Harmful Consequences Alcohol

- Increased likelihood of unprotected sex and the spread of HIV/AIDS,
- As well as the many incidents of violence,
- Accidents, ill-health and loss of earning capacity.

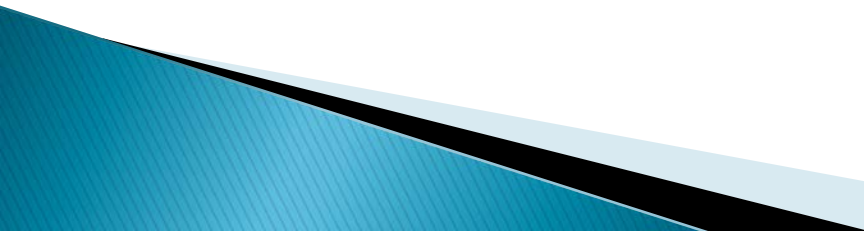
# Social Harm Challenges

- ▶ Recognize the plight of all the children, women and men in Zambia who suffer harm and bear the brunt of other people's drinking.
  - ▶ Promote and provide education and training to youths in related alcohol disciplines.
  - ▶ Equip them with knowledge and impart life saving skills in them.
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# Social Harm Challenges

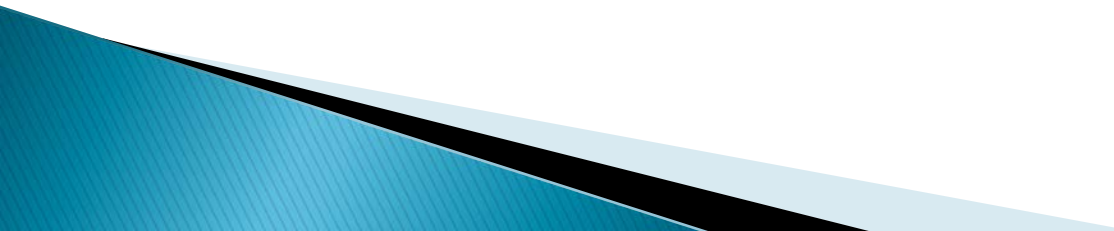
- ▶ Establish Toll free line to report non-compliance issues related to alcohol issues.
  - ▶ Engage the Media to carry out documentaries on TV, press media and radio programmes so as to create awareness on harmful use of alcohol.
  - ▶ Engaging Traditional leaders and Faith Based Organizations in matters relating to harmful use of alcohol.
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# Alcohol Social Harm Reduction Strategies


- ▶ Engage the government into dialogue to integrate alcohol and drugs issues in schools and higher institutions of learning.
  - ▶ Promote Theatre for development to disseminate information on alcohol harmful use.
  - ▶ Promote use of participatory methodologies in addressing alcohol harm issues
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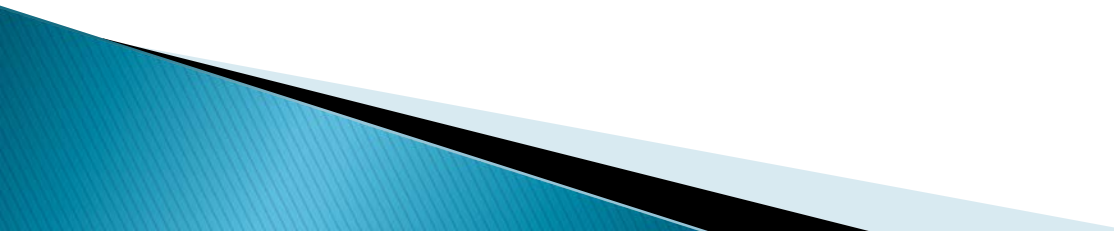
# Alcohol Social Harm Reduction Strategies

- ▶ Promote use of participatory methodologies in addressing alcohol harm issues.
  - ▶ Development of Employees Assistance Programmes [EAP] on alcohol and other drugs.
  - ▶ Initiate interventions targeting binge drinkers [problematic drinkers].
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# Sensitization Programmes

- ▶ Develop and implement general sensitization programs targeting at individuals, families and communities on harmful effects of alcohol.
  - ▶ Involvement of tradition leaders on the sensitization programmes.
  - ▶ Distribute I.E.C materials translated in Local languages to the communities
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# Rehabilitation Facilities

- ▶ Support establishing of new treatment and rehabilitation facilities.
  - ▶ provide efficient diagnostic, treatment and rehabilitative services.
  - ▶ Capacity building to therapist on issues of diagnosis , screening and brief intervention.
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# Challenges

- Lobbying for Establishment of Alcohol Trust Fund
- Strengthening and expansion existing **Zambia Network Against Harmful Use of Alcohol (ZNAHUA)**.
- Lobby funding for the implementation of Strategic Plan to Counter activities of the Alcohol Industry

# Conclusion

- Collaborate with research agencies and organizations both nationally and internationally to mitigate Social Harm resulting from Alcohol.
- Hold public events at various levels to demand for responsive action from members of the community, local leadership and politicians in order to implement the provisions of the Liquor Licensing Act.



**THANK YOU! ZIKOMO**