



Thai alcohol policy movement: the Triangle Network and their collective outcomes from the past decade

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At Global Alcohol Policy Conference 2013



Thailand



- Located in Southeast Asia
- 65 million population
- Unitary state, Constitutional monarchy, Parliamentary system
- Upper middle income country (since 2011)
- GNI per capita about 5,210 USD (2012)

Thailand: Health & Alcohol Situation

- High burden on NCD (2/3 of Thai BoD in 2009)
- Alcohol is the greatest health risk factor (2009)
- Low drinking prevalence (30%)
- APC about 7 litre of pure alcohol
(the sharp increasing of APC, from less than 0.5 litre of pure alcohol in early 60's to almost 8 litre of pure alcohol in late 90's)
- High consumption per drinkers
- Spirits drinking majority
(with the increasing trend of beer and wine consumption)
- In 2010, the social cost of alcohol was 113,000 million Baht (3,700 million USD)

Amazing Thailand: the collective outcomes from alcohol policy movements

Policy outcomes

- **The Alcohol Control Act 2008**

Mandate covers

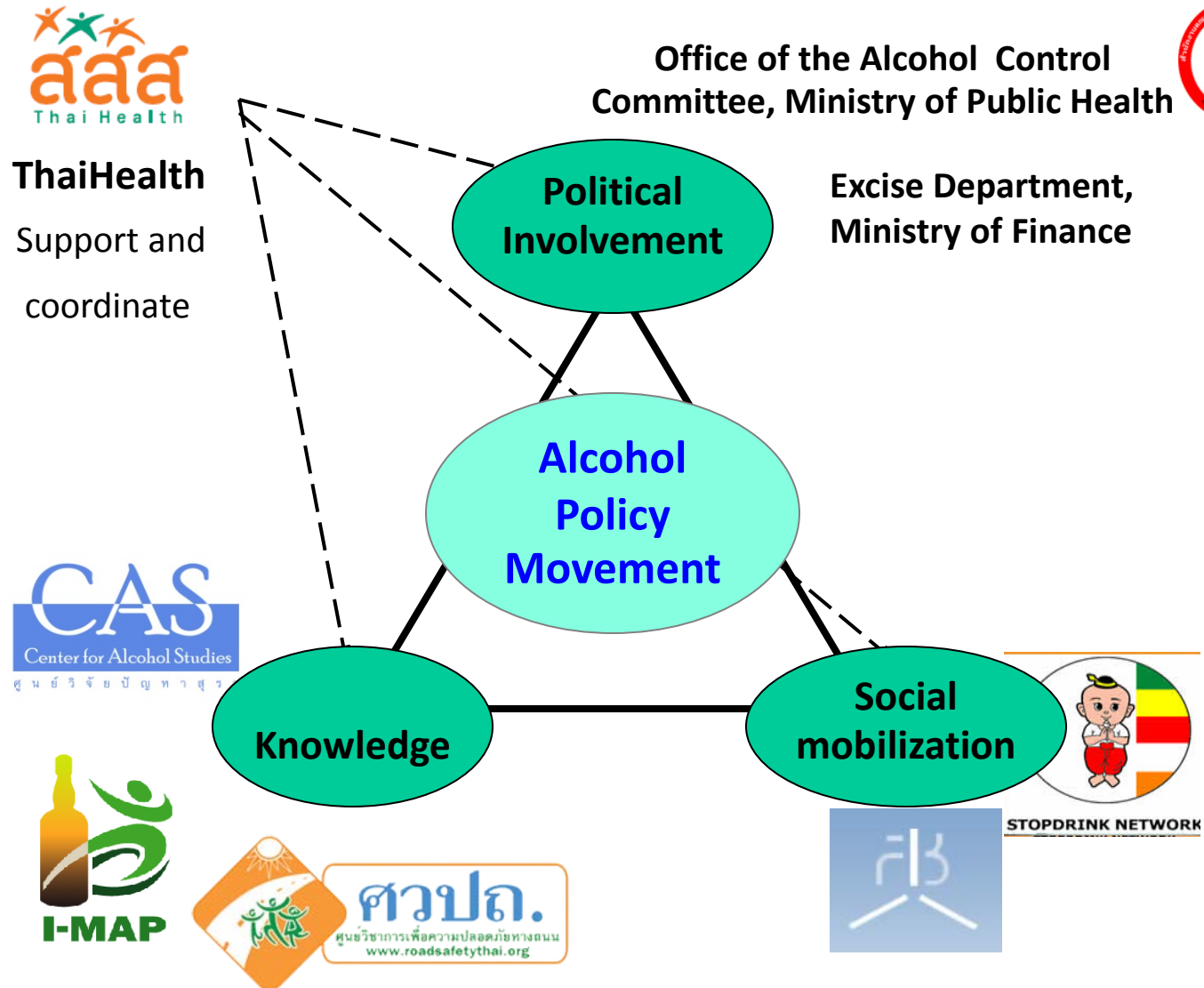
- ✓ alcohol sale restriction in specific settings,
- ✓ alcohol drinking place restriction in specific settings,
- ✓ partial ban of alcohol advertising,
- ✓ minimum purchasing age

- **The National Alcohol Strategy 2009**

Policy guideline, from participatory process, covers

- ✓ controlling of financial and physical availability (Price and Availability),
- ✓ modifying values and incentives for drinking (Attitude),
- ✓ Risk reduction,
- ✓ alcohol policy at every Setting,
- ✓ the supportive mechanisms and environment for effective alcohol policy (Support).

Tracing back on collective movements: the modern Thai alcohol policy movement, inspired by the concept “Triangle that moves the mountain”



2005 : the protest against the listing of alcohol business in the Stock Exchange of Thailand



2006 : Johnnie Walker building wrap Advertisement, it violated the Cabinet Resolution on the regulation about prohibition of alcohol advertisement nearby 500 meters from educational institution



2007/2008 : collecting 13 million signatures to support the draft Alcohol Control Act



What our academic friends did?

- **Establishment of academic center for**

- Alcohol-related problems and alcohol policy
- Alcohol treatment and rehabilitation
- Road safety issues



- **To provide technical evidence**

- **To share the knowledge**

(to civil society, government agencies, and policy makers)

- **To communicate to the public**

- **To share their expertise in alcohol policy formulation**

- **To promote the evidence-based policy development at national and local levels**

What our government officers and policy makers friends did?

- **Prior to the Alcohol Control Act enacted in 2008**
 - To form network and collaboration across stakeholders , including informal sectors such as NGOs
 - To provide public communication on the alcohol-related problems
 - To form the Drafting Committee of the Alcohol Control Act , comprised of multidiscipline professionals
 - The Committee to review technical evidence for drafting the Act
- **After the Alcohol Control Act enacted**
 - To enforce the Act, with the support from civil society and academic groups
 - To propose the alcohol policy and framework
 - To support the evidence-based research
 - To promote the evidence-based policy development
- **By authority, just do their jobs**



What our civil society did?

- **Establishment of network of social mobilization**

- ThaiHealth



- StopDrink



Stopdrink Network

- National Health Commission Office



- **Prior to the Alcohol Control Act enacted in 2008**

- to create public awareness, to do public communication
 - To protect Thai society from the alcohol-related harm
 - To advocate the alcohol policy



- **After the Alcohol Control Act enacted**

- To support the law enforcement
 - To promote public recognition understanding of the Act
 - To run the monitoring and surveillance activities for the Act
 - To facilitate the formulation of local policy
 - To promote the integration campaigns for health risk reduction



Amazing Thailand: the collective outcomes from alcohol policy movements

Social outcomes

- **Drinking Prevalance :**
 - The steady drinking prevalence
 - The higher proportion of former drinkers
- **Alcohol Per Capita Consumption (APC) :**
 - The trend of APC is steady since 2000
- **Social cost of alcohol:**
 - The slightly lower social cost of alcohol, compared 2006 and 2010

Public Awareness

- The higher **public awareness** on alcohol-related impacts
- The **higher preparedness** to solve alcohol related problems

The way forward

- **What we still need**
 - The better law enforcement
 - Effective alcohol policy
 - Evidence-based policy process at both national and local levels
- **Opportunity**
 - To drive alcohol policy into NCDs prevention
- **Major challenges**
 - The rising trend of drinking prevalence in women and the young
 - Impacts from Free Trade Agreement

Implication

- Know your problems and know what matter!
- Start from your assets and find your working partners
- Don't just wait for window of opportunities
- Contextualize
- Keep the faith
- **ACT NOW**

Thank you



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