

Lessons learnt in Raising Alcohol agenda:

In a non response state: a case for Uganda

- **Presented at GAP conference 2013 kOREA**
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Outline of presentation

- Back ground on Uganda
- Alcohol situation in Uganda
- Characteristics of Non response country.
- Role of Civil society and NGOs.
- Lessons from community and national level
- Way forward .

View link

- See link first <http://www.youtube.com> search for 2013 Report children being exposed to alcohol.
- <http://www.youtube.com/watch?v=g4i7-GZ6i80>

Uganda

- Located in East Africa, Land locked,
- Population- 34 million, predominantly rural-75%
- Income per capita USD 300 and 25% live below the poverty line
- Adult literacy -65%.
- 60% children and high youth-unemployment



Alcohol situation in Uganda

- Unrecorded local alcohol dominates the share of market.
- In 2003, 54% of Ugandan abstained from Alcohol.
- 40% admissions at the national referral mental hospital are due to alcohol
- 2005 Uganda was number one drinker in the world.

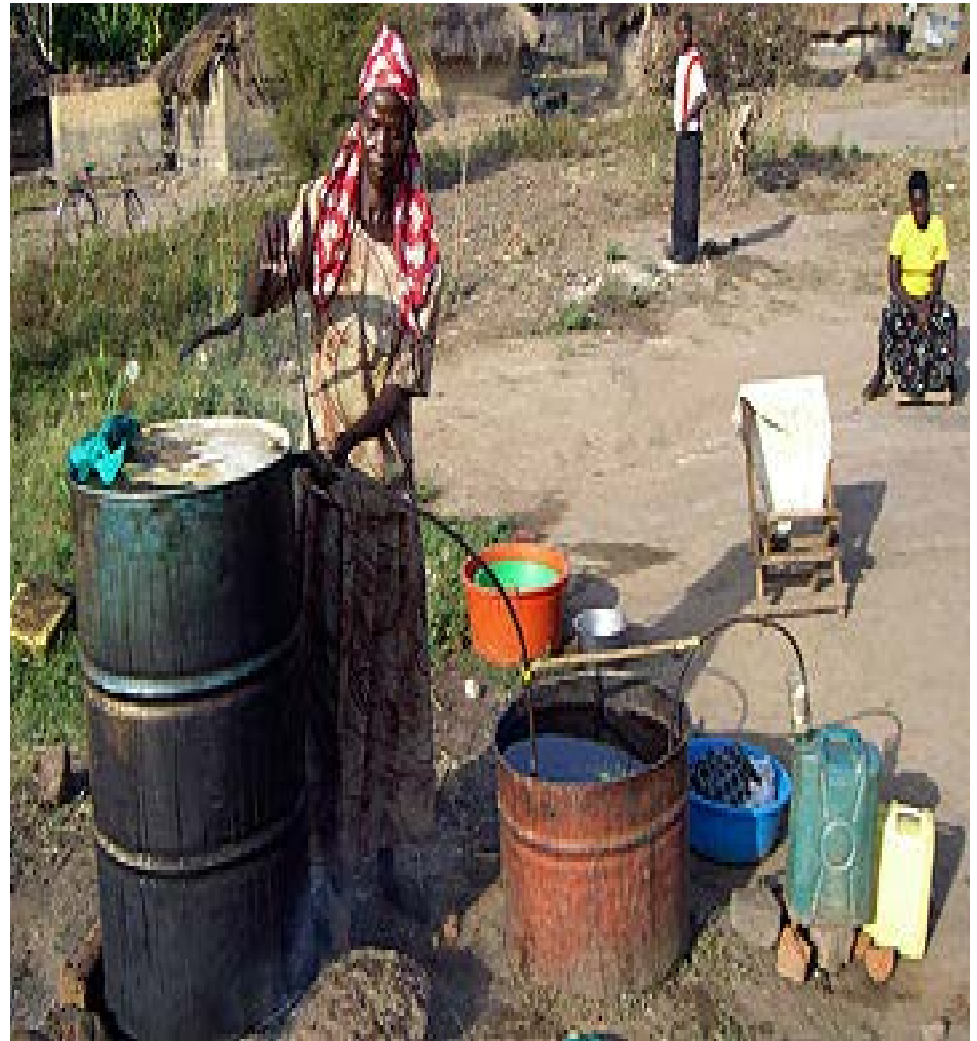


Alcohol Challenges in Uganda

- Mental health services are least priority.
- Few existing comprehensive Alcohol policies in Africa to draw lessons.
- Alcohol contributes to huge revenue.
- Wide spread among vulnerable populations.
- Few neutral alcohol experts in the region.
- Government commitment to fight alcohol has been **reactive** rather than **proactive**.

Development of a defective Alcohol Policy by the Industry

- Drafted and supported by the brewery and smuggled into Ministry of Health.
- Copy cat (Malawi, Swaziland)
- National standards body, revenue, Local Government, Police, consumer bodies deliberately left out.
- No representation of the informal sector and civil society.



Experience with Alcohol Industry

- Under-declared amounts of alcohol content.
- Small cheaper packaging easy for young people to carry in pockets.
- Opening bars as early as 8am in towns 24/7.
- Hungry for visibility. corporate social responsibility.
- Poisonous alcohol over 400 people



Industry Targeting children.

- Alcohol adverts are not well balanced, appealing to young people & distort facts.
- Marketing and zero compliance to age.

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%

Characteristics of a non responsive state

- Oblivious of effects of burden consumption - poisonous, children, poverty and femine.
- No alcohol policy in place.
- Adamant to enforce alcohol laws, review and update since 1966.
- Works on assumptions that the alcohol industry will regulate itself.
- Unconsciousness of industry lobby.
- Loss on incomes, economy to be hurt and job arguments

Quote from one government official- governance and political angle.

- "Fighting against alcohol is to fight against a lot of households and their livelihood," he says, adding that alcohol handouts are sometimes used to buy votes and attract support at political rallies. In other words, the issue is highly political.

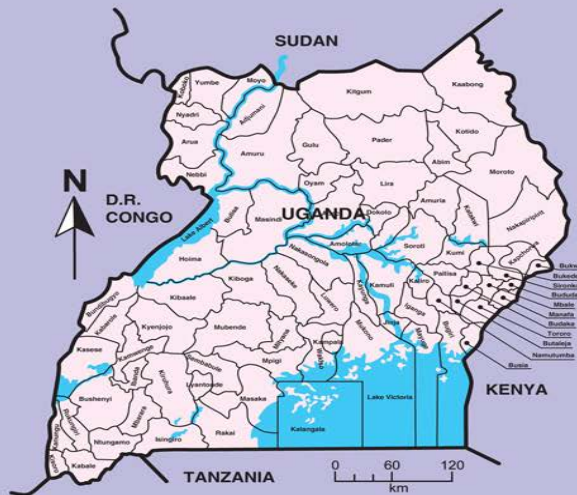
Characteristics of a non responsive state cont'd

- Most times is in bed with alcohol industry, allows it to monitor itself.
- Taxations policy favors alcohol and sometimes mid way taxes are reduced by gov't.
- Cultural issues are intertwined in drinking culture.
- Failure to regulate Alcohol industry by all key actors.
- Failure to protect children who appears to be the target of the Industry.
- Alcohol retailers have no local marketing code of conduct that prevents minors from buying alcohol.

What to do?

Conducting Regular action research and critique the Law.

**Stay alive,
Say NO to Alcohol
Keep Minors away!**



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Review of the **Alcohol Laws** in **UGANDA**

A working guide for stakeholders

Uganda Youth Development Link
September, 2009

Develop an Alcohol Road Map in Uganda

**Stay alive,
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MAP OF UGANDA



THE ROAD MAP TO **Alcohol** POLICY & REGULATION IN UGANDA



NGO Perspective

2010



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With support from



IOGT-NTD Movement
Centre for Substance Abuse Prevention

Monitoring and providing National Data

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MAP OF UGANDA



State of Alcohol Abuse in Uganda





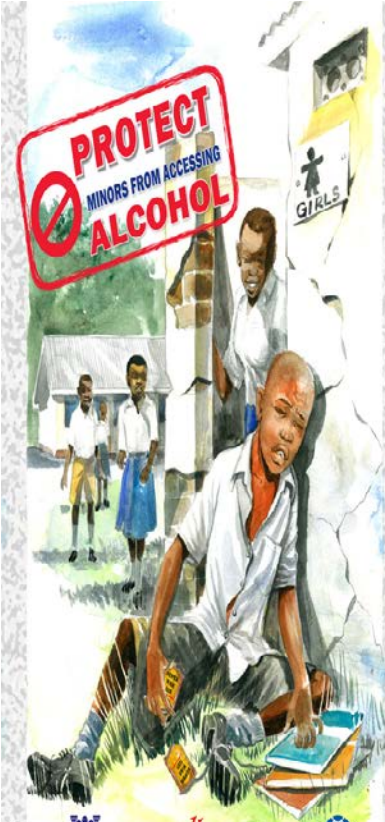
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STATE OF ALCOHOL

AND
SUBSTANCE ABUSE IN UGANDA:
Policy and Practices



Second Edition - 2013

Media engagement and regular press briefings, talk shows, articles



Role of civil society

- Engage the public to understand Alcohol issues and demand for action.
- Evaluate the interventions mid and end to assess impact outcome.
- Identify key stakeholders to integrate activities e.g. Alcohol free University campuses, and children public spaces.
- Build capacity of other actors to identify issues of alcohol concern and increase advocacy.

Engage government key policy makers

- Petitions to Members of Parliament , ministries, media council and Prime minister office.
- Ministry of Trade about Trading licenses.
- National Bureau of Standards.
- Send briefs about why alcohol law is not being enforced and urge government to allocate resources to curb the problem.

Alcohol Policy Alliance in Uganda and East Africa

- Formation and building of coalitions and networks at country and regional level- East African Alcohol Policy Alliance/ GAPA.
- Promote debate, research, networking on alcohol.
- Engaging the UBOS to include alcohol research questions in National surveys.
- Use of E-newsletter reaching over 1000 peoples.
- Website and loading of the materials.

Capacity building, Workshops and Conferences

Bringing Conferences



Kettil Bruin Society
SOCIAL AND EPIDEMIOLOGICAL RESEARCH ON ALCOHOL

INTERNATIONAL MEETING ON ALCOHOL EPIDEMIOLOGY AND POLICY

*"Alcohol Epidemiology and Evidence - based Policy: Translating
Research into Effective Prevention, Treatment and Policy"*

November 15 - 18, 2010

Kampala, Uganda



Information www.kbsthematic2010.musph.ac.ug

Location Speke Resort Munyonyo

DEADLINE FOR SUBMISSION OF ABSTRACTS: July 15th, 2010

Inquiries: kbsthematic2010@musph.ac.ug

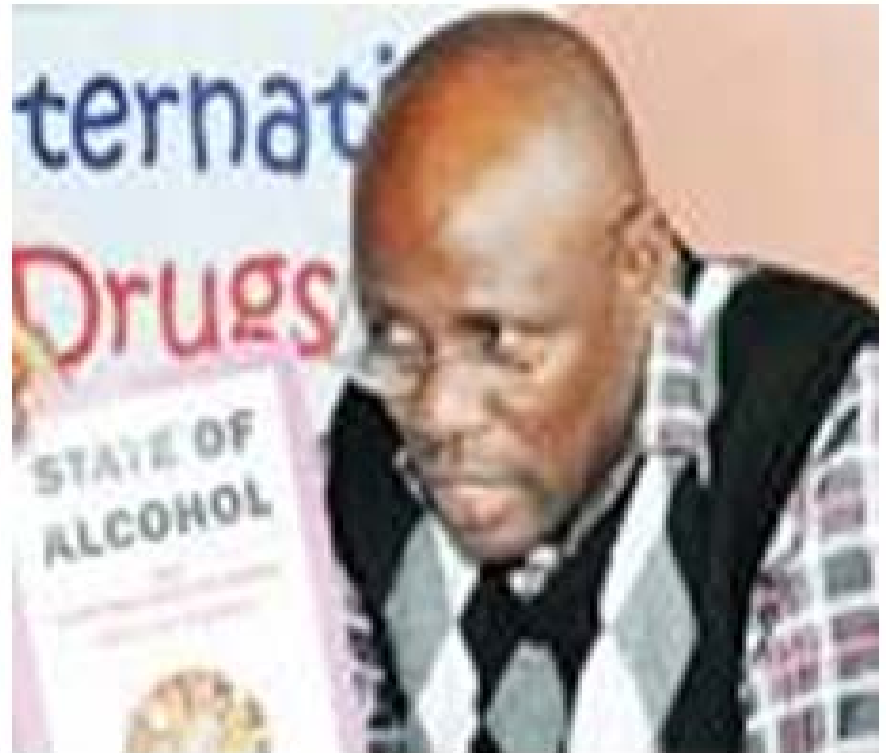
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Training workshops



Allying and seeking support of media



Lessons learnt

- Provide hard data and facts to the media/government.
- Increase/expand networks and people working with you.
- Train other NGOs to increase critical mass.
- No break-Drum alcohol issues continuously.
- Track progress and scan political environment.
- It takes a while –you have to be patient.

Watch out for Alcohol Industry tactics

- Joint activities proposed by industry and their corporate allies.
- Self regulation tactics e.g. Red card, 78 bars trained, big Posters, sponsorships, adverts
- Partnering with NGOs to undertake awareness activities.
- Involvement with key agencies like media

Engage government from a service point of view with facts



- a) Blend theory, research and practice.
- b) Involve young people to speak

Youth served at UYDEL centre



- a) Alcohol issue may sometimes be a governance issue.
- b) Low income and failing states many times do not comply with alcohol policy

Uganda need to.....

- Reactivate alcohol licensing boards and Update the law.
- Draft new alcohol policy involving all stake holders.
- Massive sensitization of the current legal regime- Enguli Act 1964.
- Regulate the industry and the media
- Enforce underage drinking and ban sachet packaging.
- Invest in research on alcohol.

Thank you!

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- From IOGT-NTO Institute.
- UYDEL staff.
- Partners
- UAPA and EAPA
- Friends in US, Australia, Scotland, UK who support this cause
- GAPC