



MUNICIPALIDAD METROPOLITANA DE LIMA

POLICY APPROACH FOR ALCOHOL CONTROL: FOLLOW UP MECHANISMS

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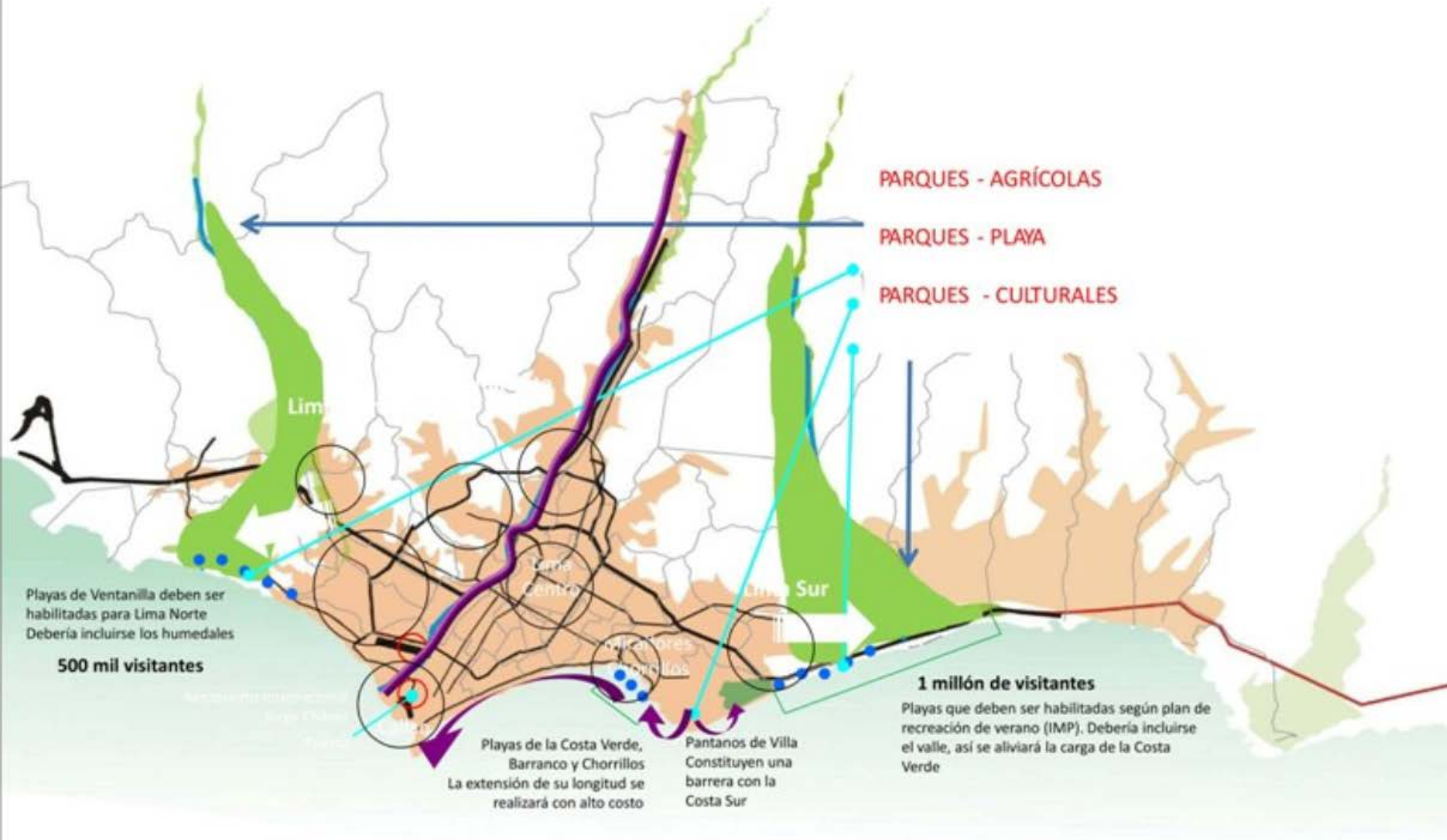
Manager of Health Division



Metropolitan Lima

- 9 million inhabitants
- 43 municipal districts
- 50% PBI of the country with sustained economic growth over last 12 years

Coastal, dessertic, 3 basins...

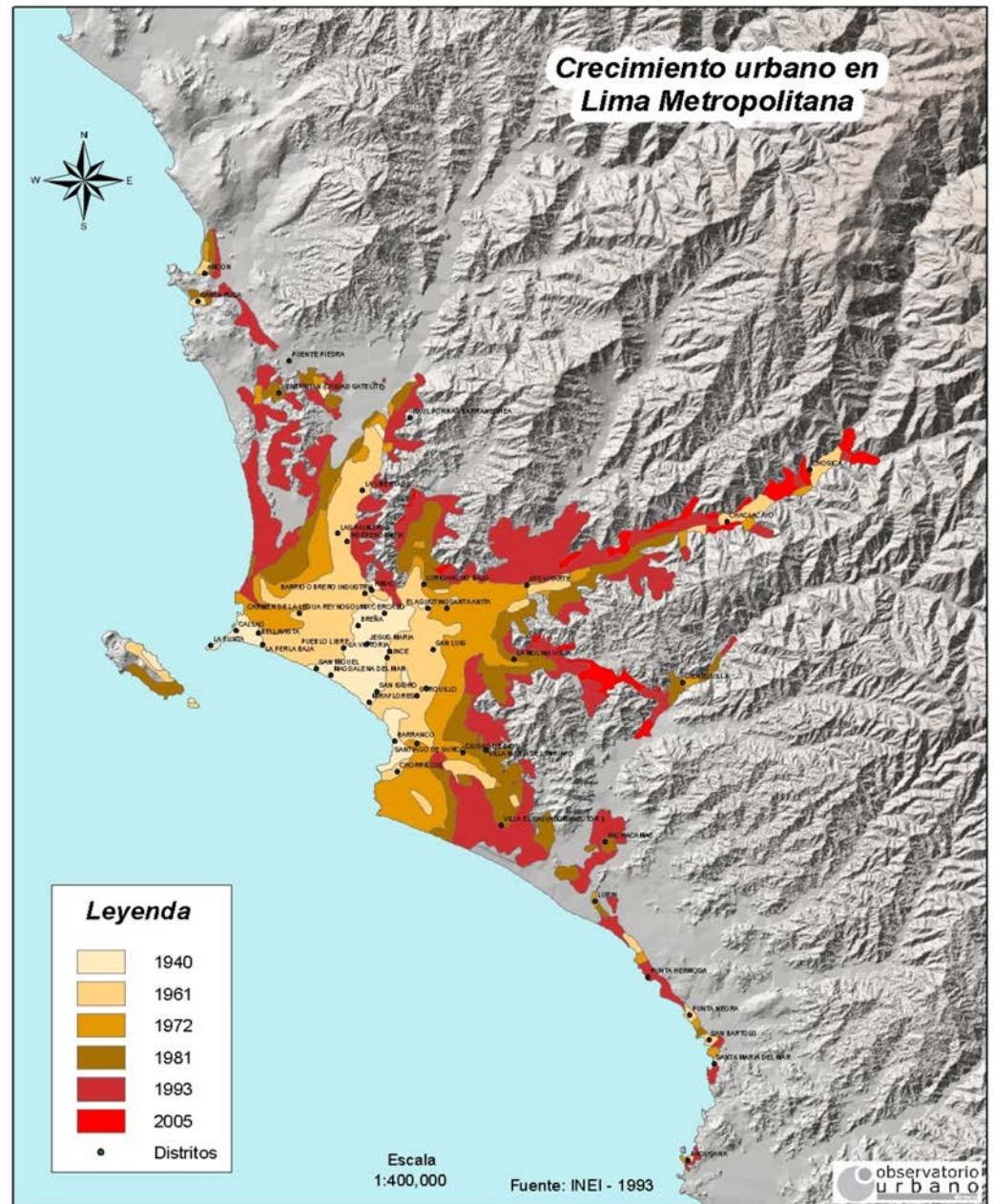


Unplanned city growth worsen since the 60s:

due to historical centralism,

20 years of social unrest ,

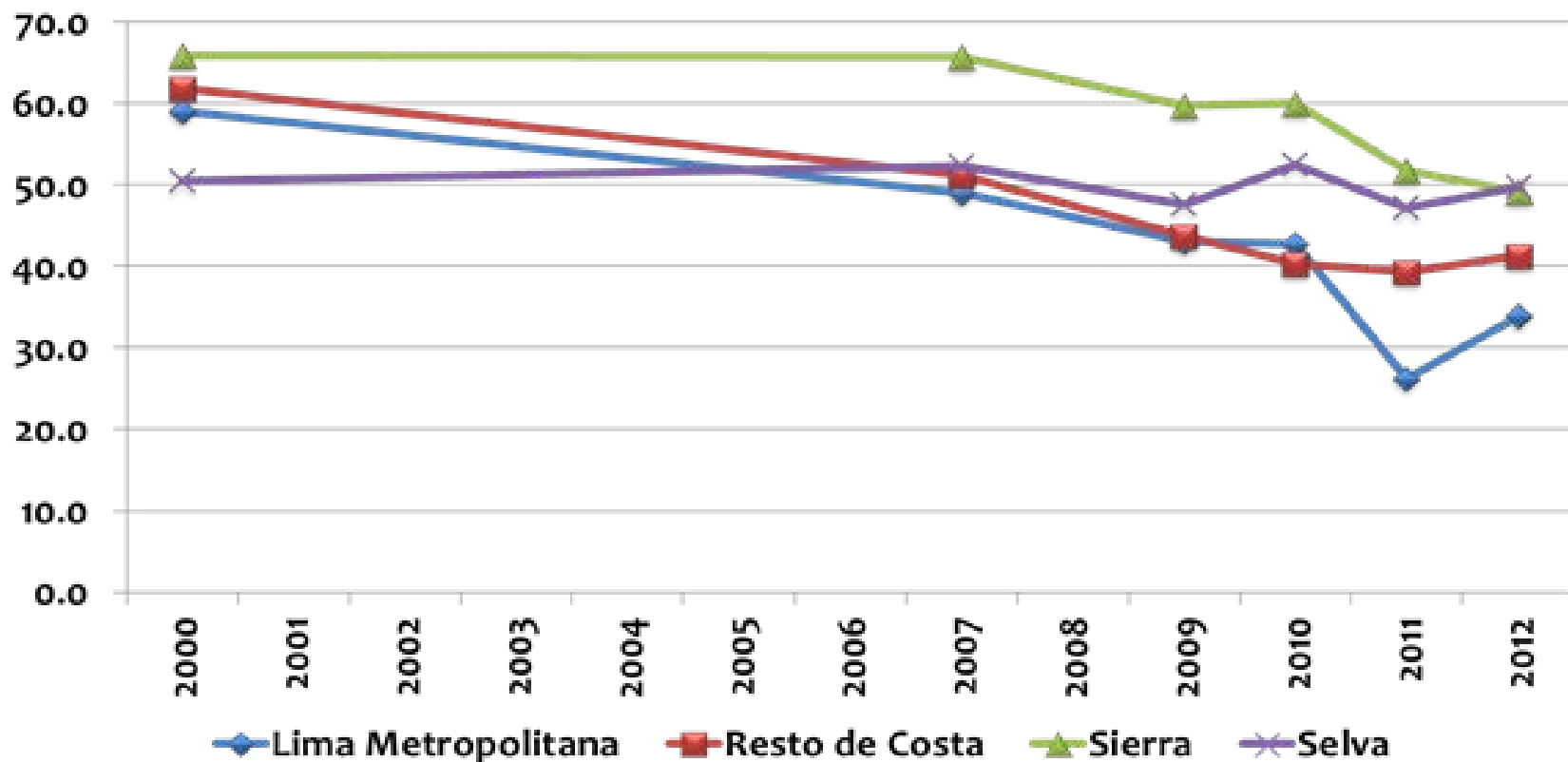
among other social and economical facts



Facing challenges of inequity in Lima

- 50% of children 6-36 months have anaemia
- Tuberculosis rate: 140 / 100,000 habitants
- Alcohol consumption in 10% of children at 1st year of secondary school

Prevalence of Anaemia 2000-2012 INEI-Peru



6ta. Etapa de El Agustino. Lima



Summary: Policy Approach

1. Global understanding and substantiating
2. Multisector
3. Multilevel
4. Integrate other social determinants
5. Focusing in smallest territories able to comply
6. Structure competencies in each one
7. Earmark funding and budget for results

Main Strategies

1. Key regulatory framework
2. Creating sense of urgency: Data, Observatory
3. Alliances: National authority /DEVIDA, National Police, Min of Justice, Min of Health
4. Capacity building in each territory:
 - Awareness
 - Control

Strategy 1: Key Regulation

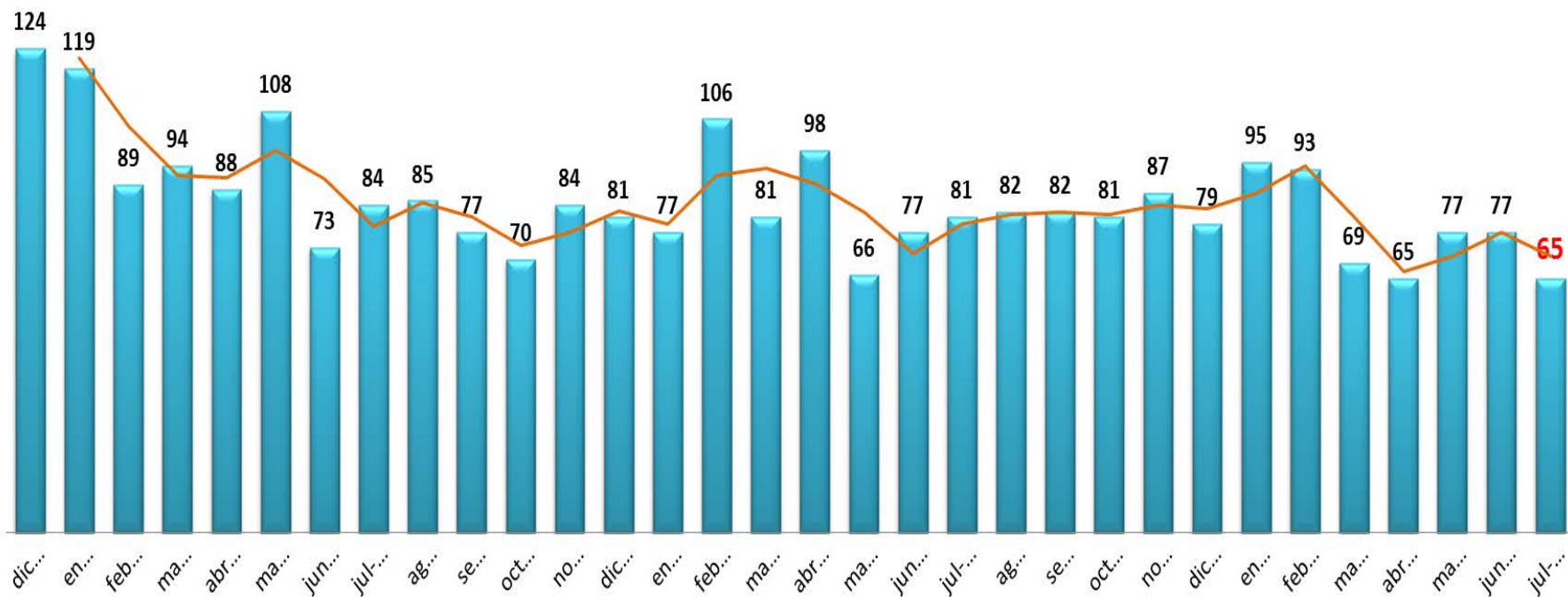
- Van 1568: Hora Segura. Proposed by current Mayor and approved after 8 months of discussion
- Limits time of expending and reinforces selling to younger than 18 and selling in the streets

Strategy 2: The OBSERVATORY

- Monthly analysis of fatalities due to external causes: car accidents, homicides and suicides since approval of Van N° 1568
- Data is provided by the Forensic Office of the Ministry of Justice
- Recommend, implement and follow up

Observatory: Number of deaths por external cause Dec 2010 – July 2013

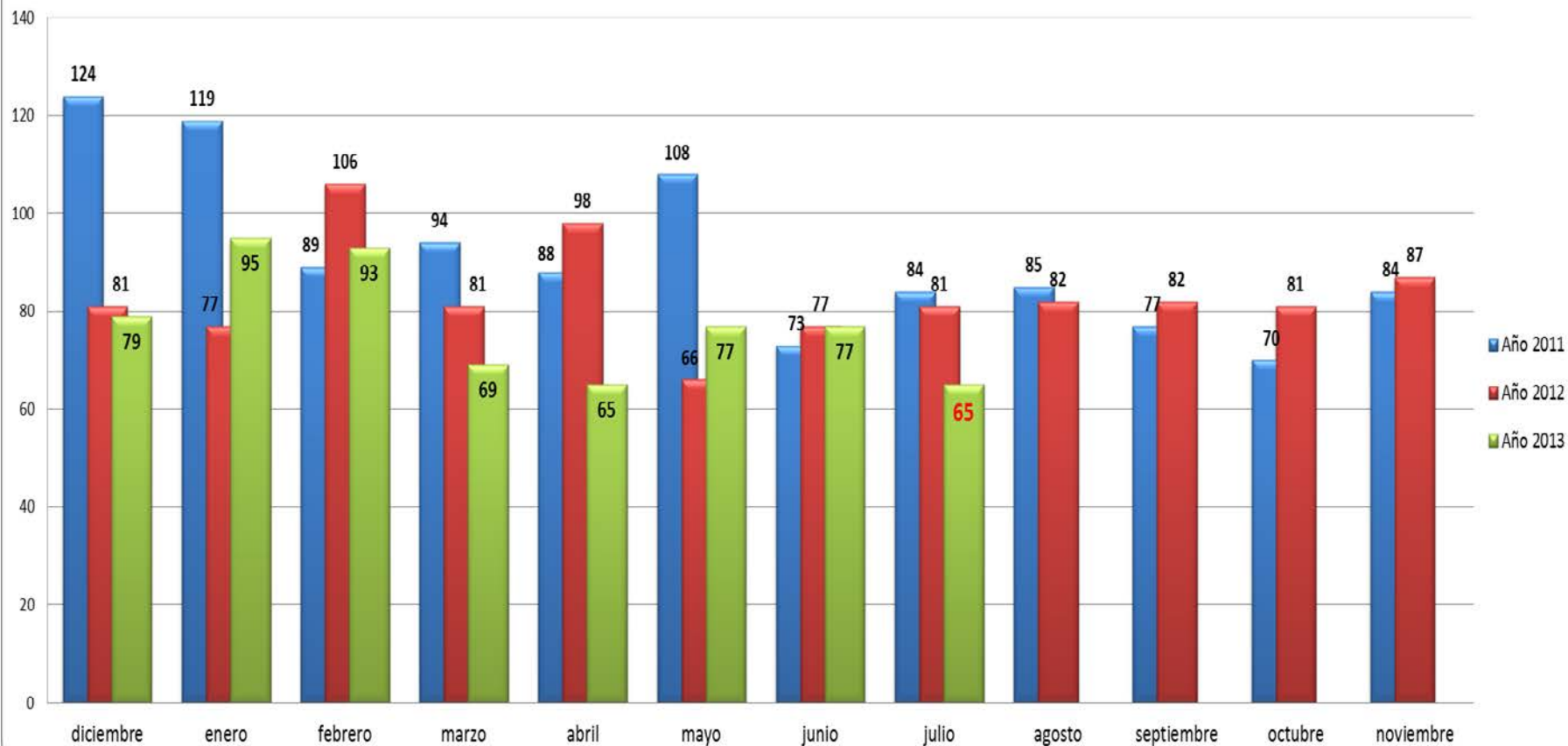
NUMERO DE MUERTES POR CAUSA EXTERNA, DIC 2010- JUL 2013



Elaboración propia. Fuente IML-Lima Metropolitana dic 2010 - jul 2013

Observatory: Number of deaths por external cause by year : 2011 – July 2013.

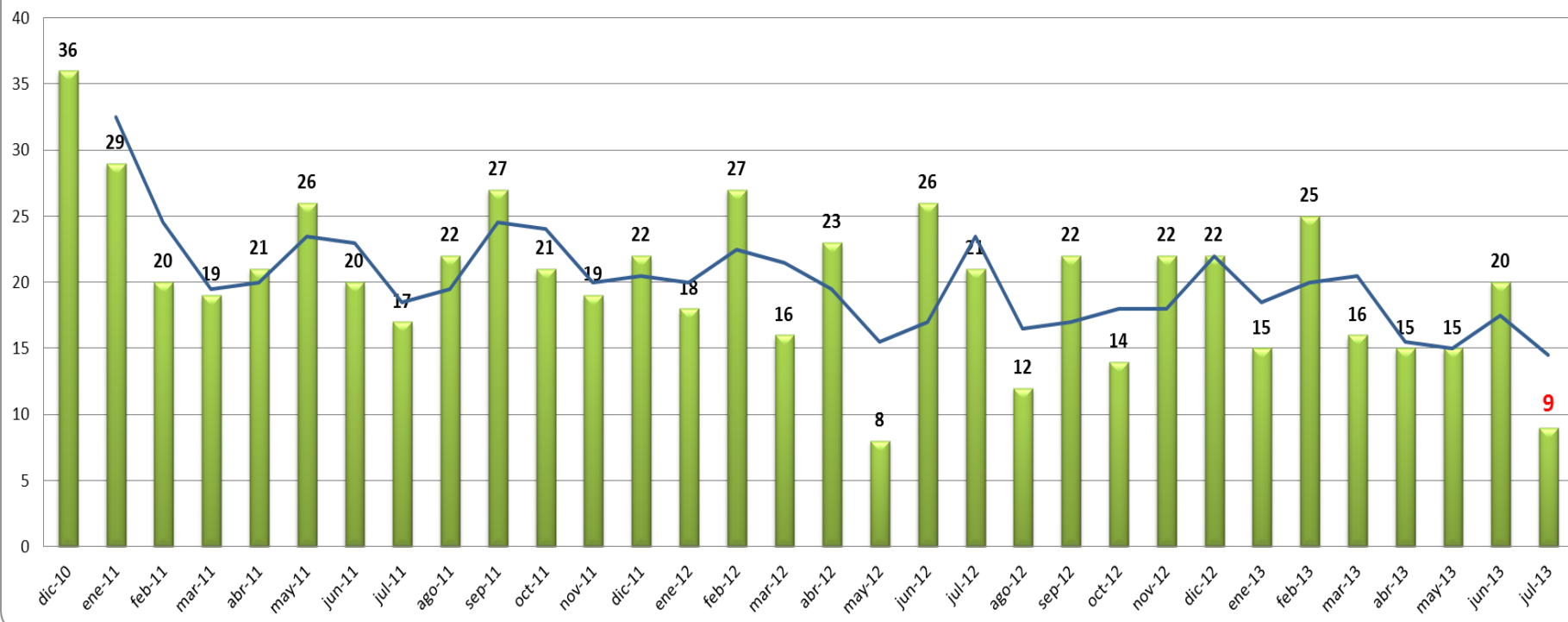
Muertes de Causa Externa comparativa en años dic. 2010 julio. 2013



Alcohol in fatal lesions due to external causes

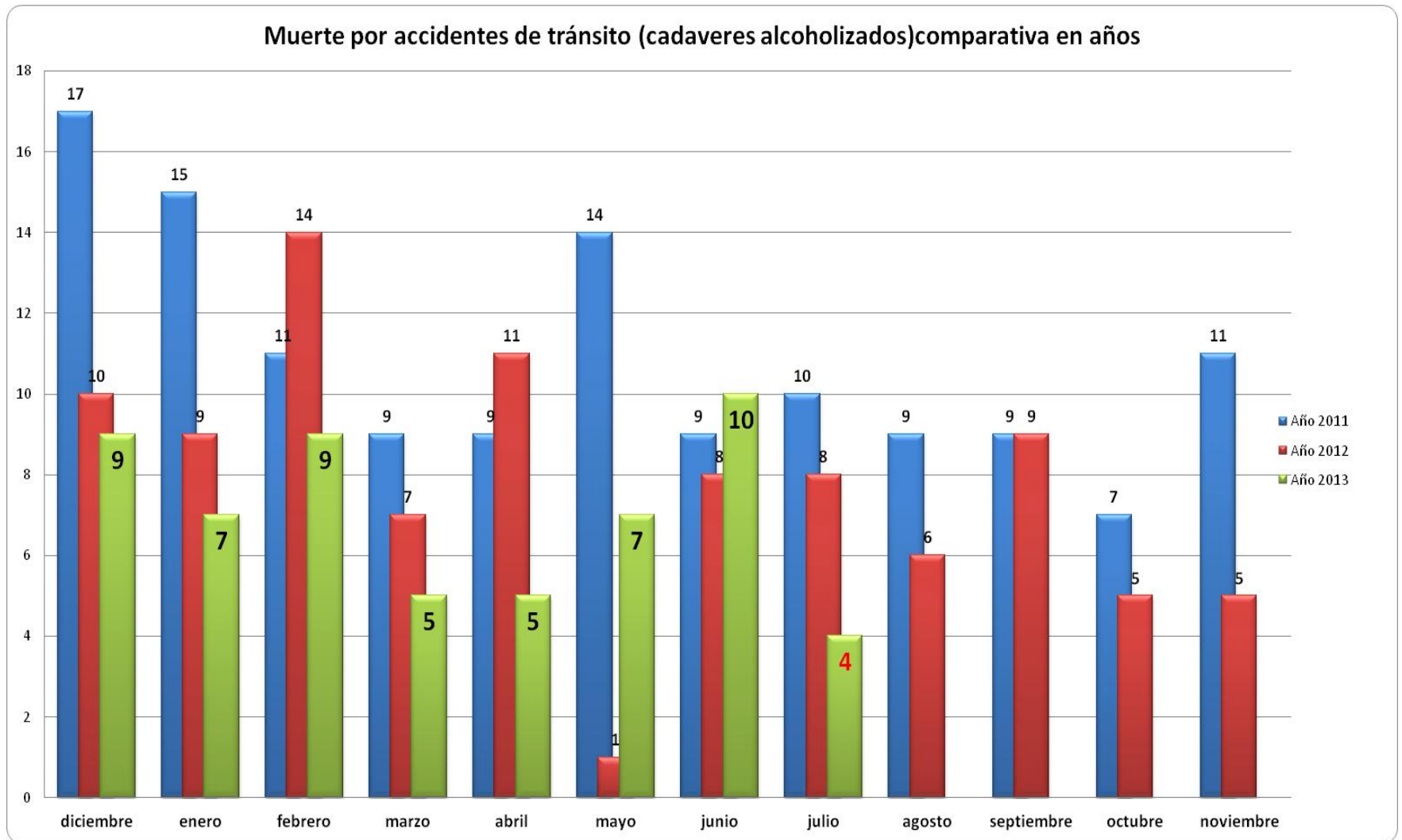
Dec 2011-July 2013

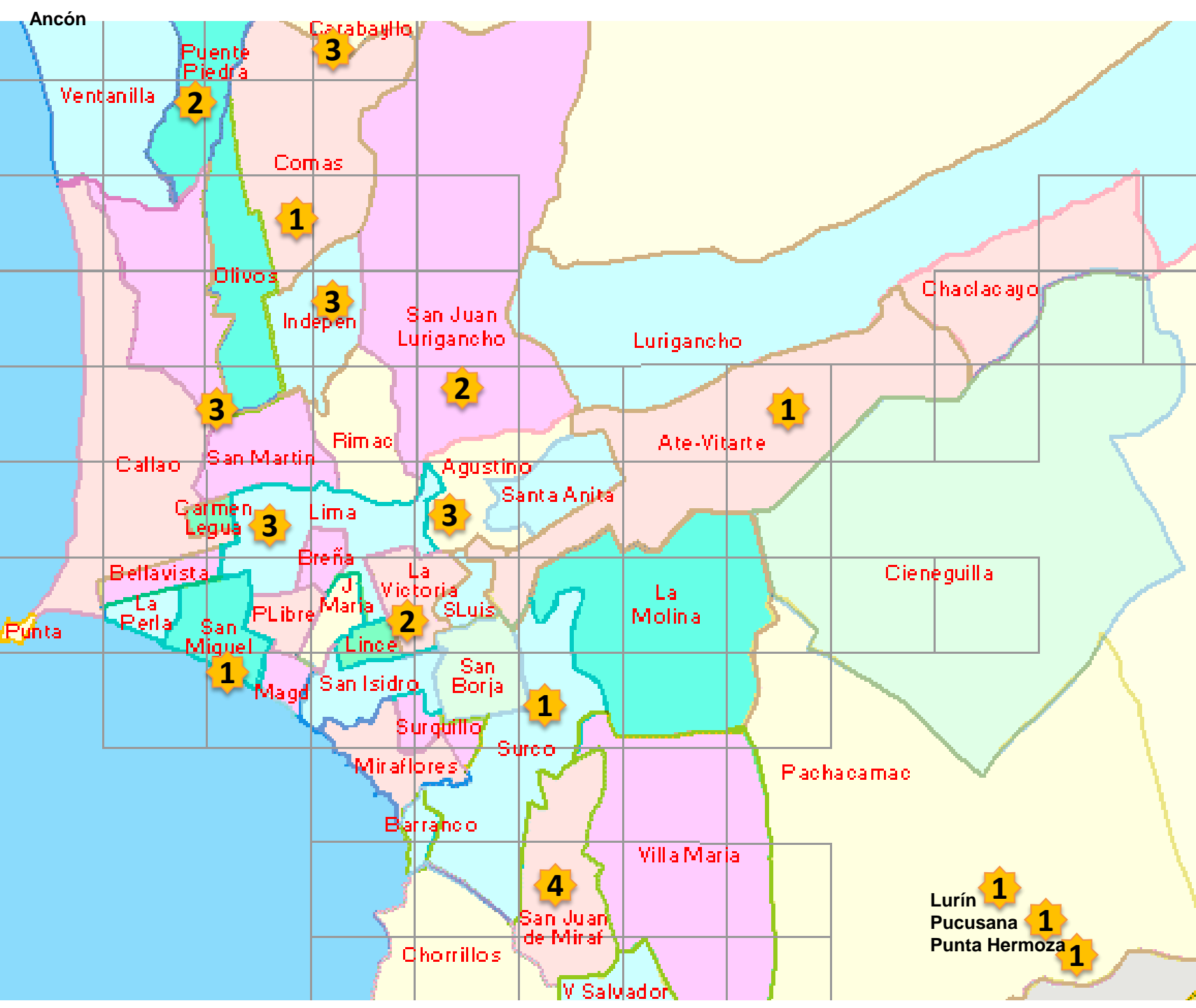
NUMERO DE MUERTES POR CAUSA EXTERNA (CADAVERES ALCOHOLIZADOS), dic. 2010-jul 2013



Elaboración propia Elaboración propia. Fuente IML-Lima Metropolitana dic 2010 – julio 2013

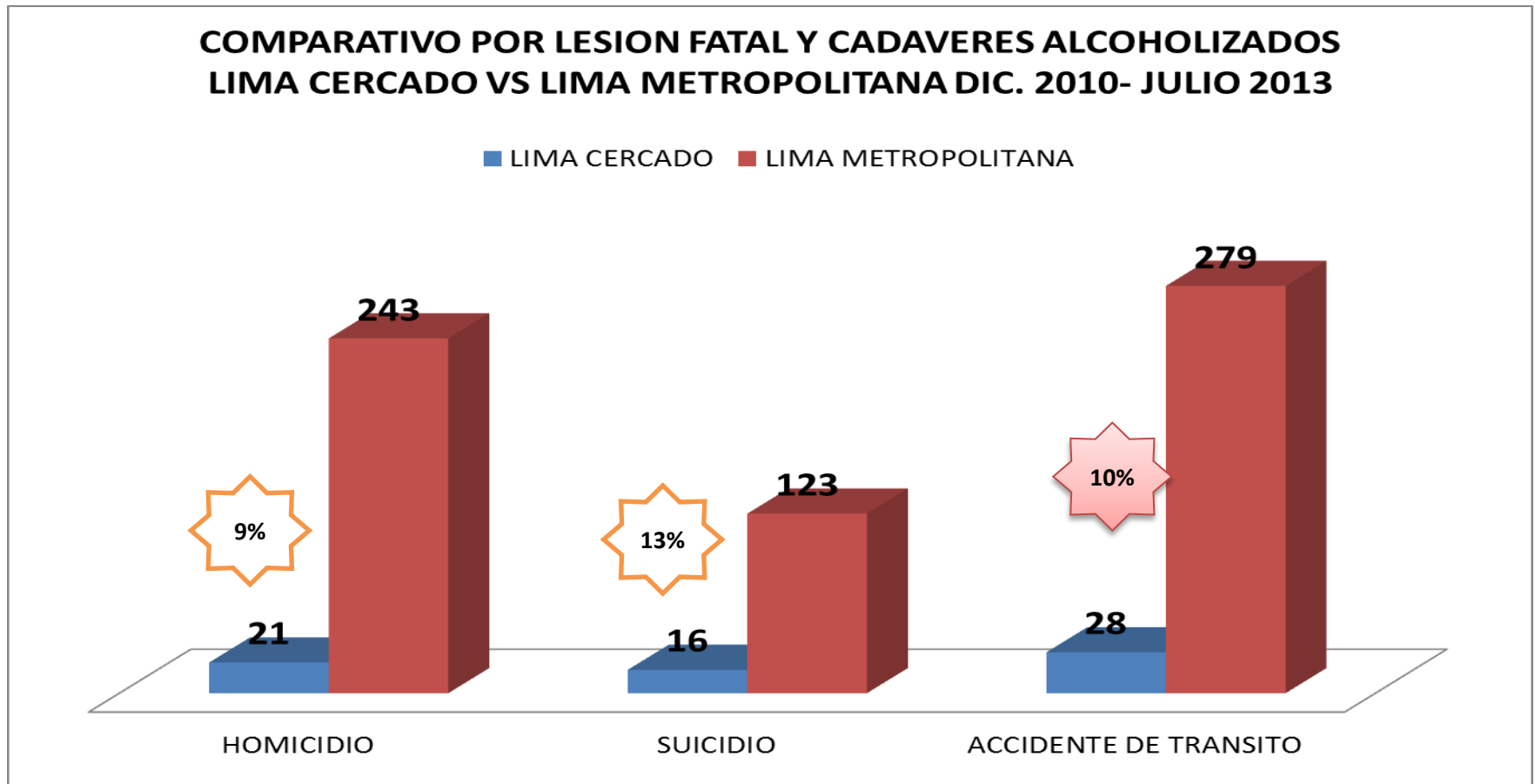
Deaths by car accidents in Lima Metropolitan Area Bodies with dosable ethilic alcohol By month and year Dec 20120 – Jul 2013





Strategy 3: Local Action

The Observatory pinpoints facts in each of the 43 districts
Cercado de Lima



Strategy 3. Local Action

- Setting space for community exchange, dialogue and capacity building
- Mapping risk and protection factors with community committees
- Multisector Committee for Cercado District NGOs, churches, health center, local schools,

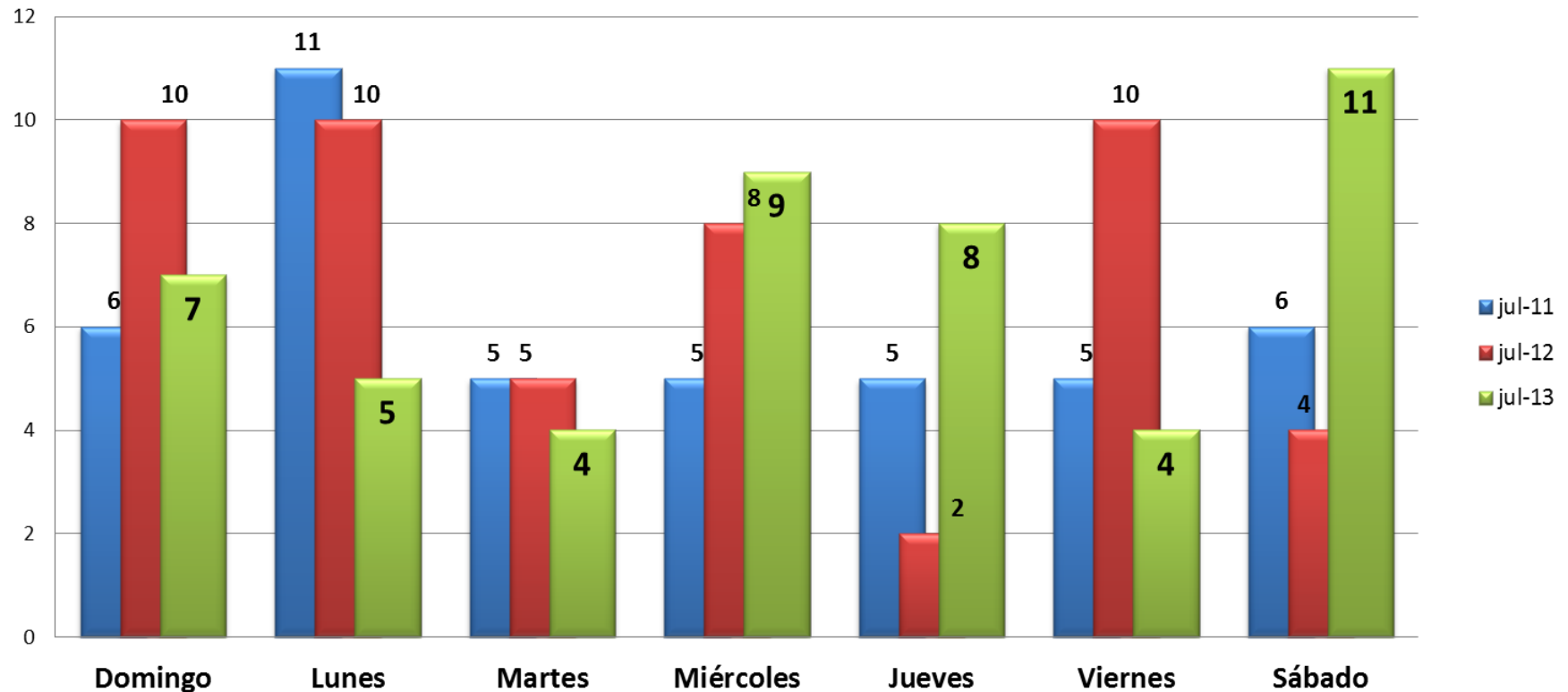
Need to address policies in local territories

Cercado de Lima district area



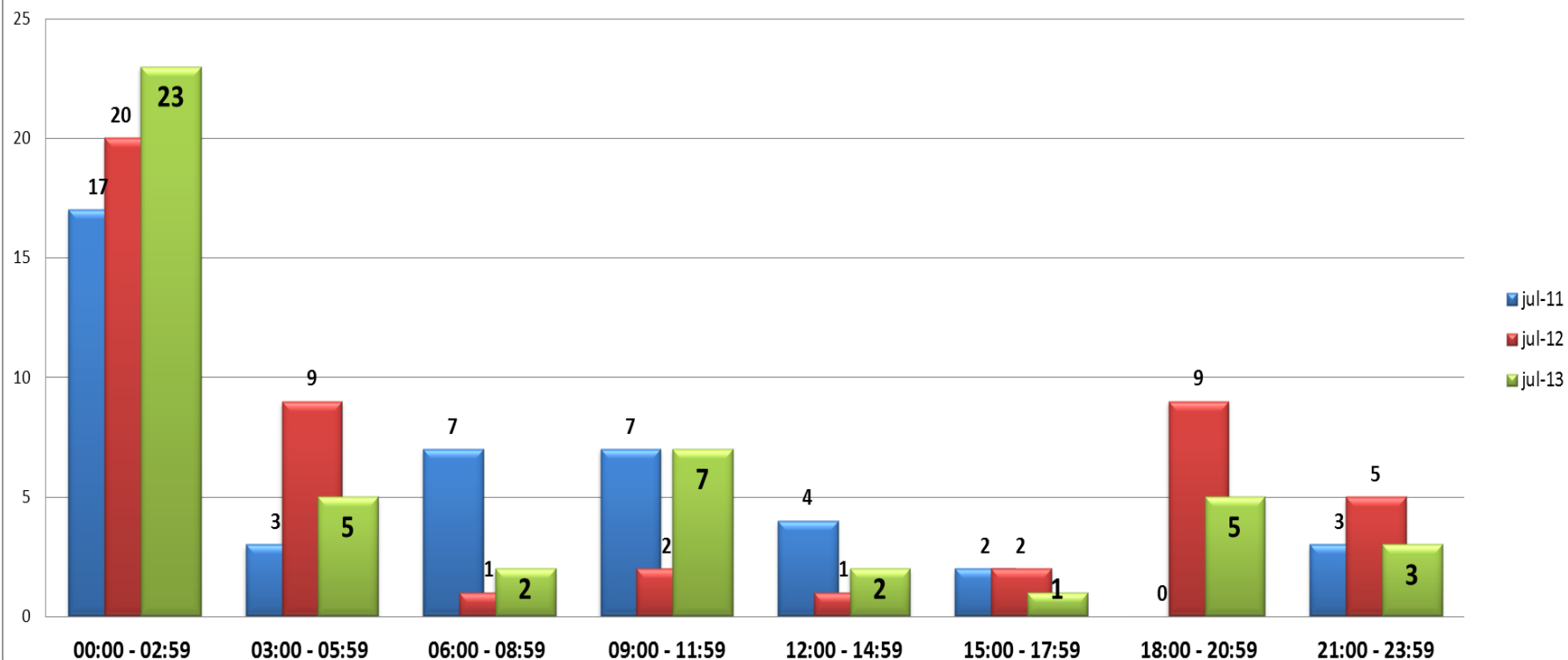
**Local action based on evidence information of each district allows further analysis and plan actions by learning the days of more risk.
Violent deaths by week days Dec. 2011- Jul 2013**

**Muertes violentas según día de la semana.
julio 2011 - 2013**



Cercado de Lima. Violent deaths by hours Dec. 2011- Jul 2013

Muertes violentas según hora del día.
julio 2011 -2012 - 2013



Strategy 4. Strategic alliances

- Agreement with the National Organization Against Drugs (DEVIDA) to build capacity of the MML to address strategies:
 - Strong Families: Love and Limits
 - Develop social skills at community and school levels
- Universities, National Institutions

Strategy 4. Strategic alliances Addressing new opportunities

MOH Norm to Implement Therapeutic
Communities 2013:

- The MML have to issue the Licences
- Opportunity to influence 52 existing Centers
- Yet, regulation to facilitate opening private facilities potentially challenge efforts to comply with safety and quality of care standards

Expansion Short Term Plan

- Support project of Community Coalitions to involve 6 more districts at the end of support of NGOs funded by Narcotics Office of the US
- Discuss result in the Metropolitan Security Council to sensitize other districts
- Strengthen capacity in District Los Olivos with Cayetano Heredia Peruvian University (UPCH)

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GRACIAS

