



# National Alcohol Control Policy: Enforcement, Supports and Movement in Thailand

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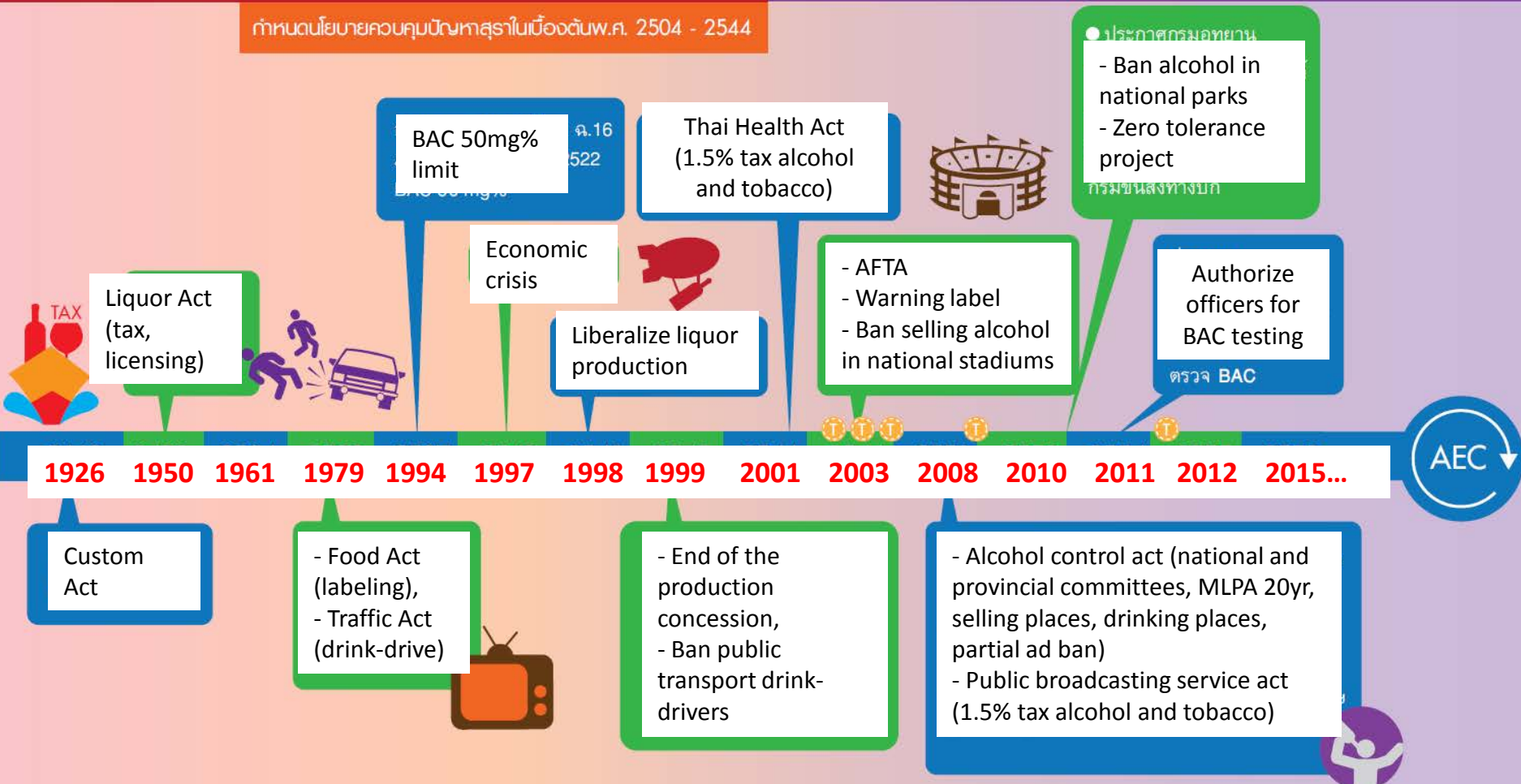
National Alcohol Control Policy: GAPC2013, 7-9 October 2013 at Seoul, Korea

# Historical Development of the Policy

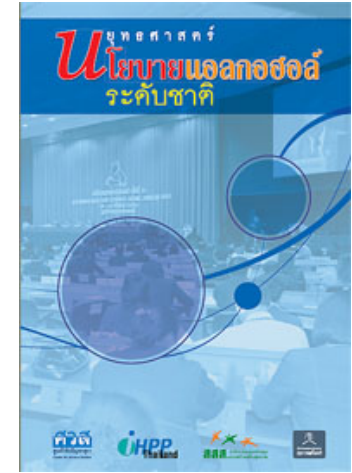
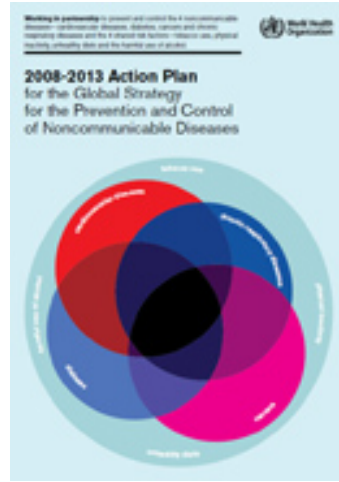
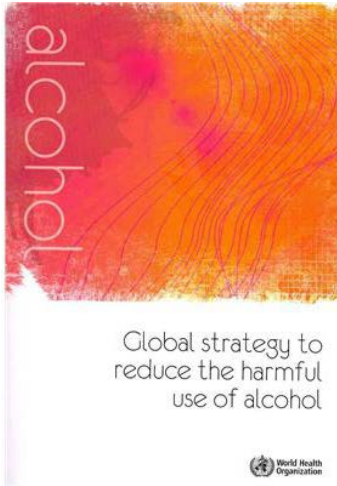
Alcohol policy in the first era

Alcohol policy to control alcohol problems

กำหนดนโยบายควบคุมจำหน่ายสุราในเมืองต้นพ.ศ. 2504 - 2544



# From Evidence to Policy (to Practice)

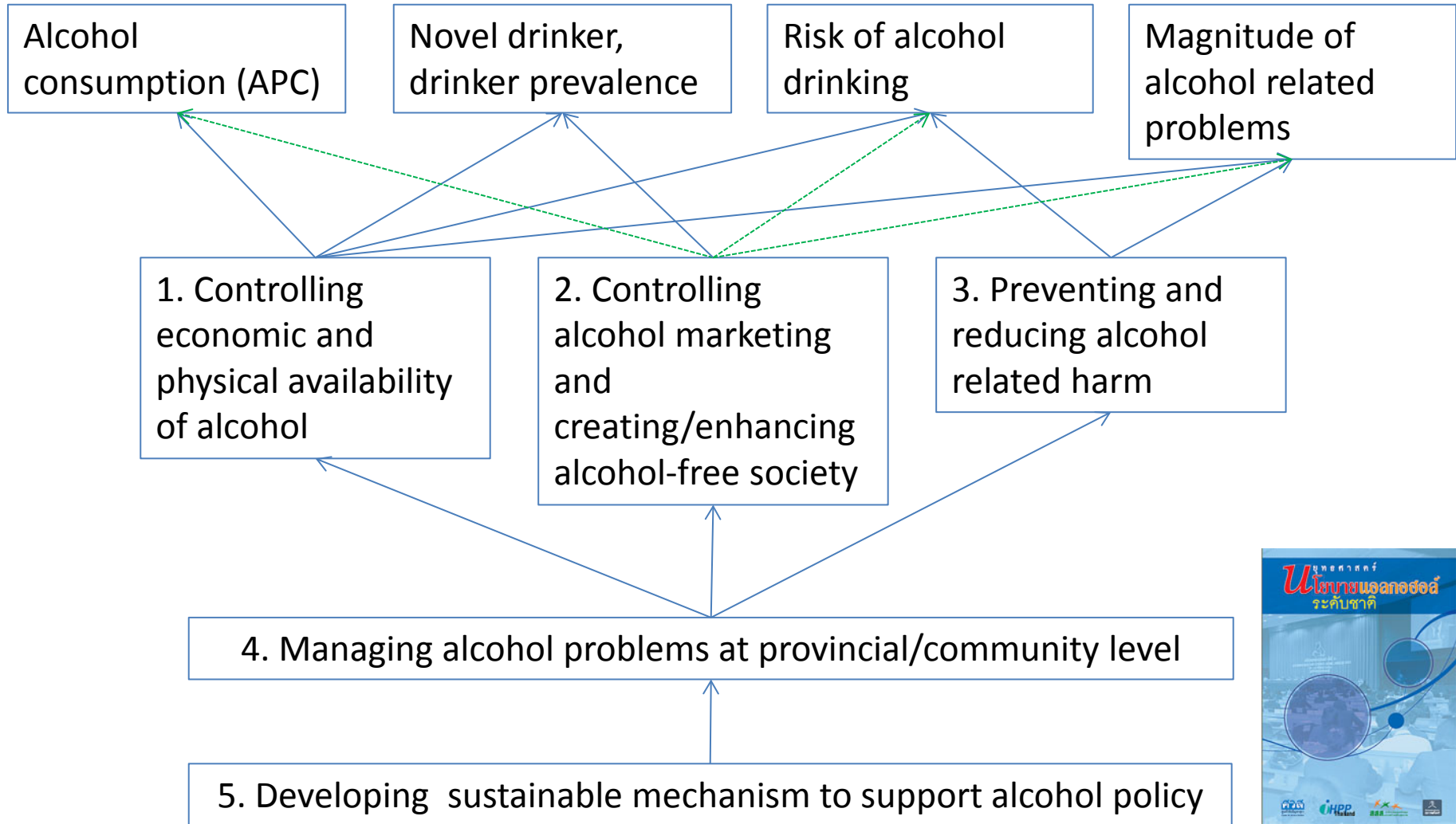


# The 2008 Alcohol Control Act

- The national and provincial alcohol control committee
- Alcohol control measures
  - MLPA (20 years)
  - Prohibit selling alcohol to intoxicated people
  - Restrict selling alcohol in specific places (temples, schools, healthcare settings, government places, public places, petrol stations, dorms)
  - Restrict drinking alcohol in those places except dorms
  - Prohibit any price promotions
  - Ban advertising of alcohol beverage products



# The 2010 National Alcohol Policy Strategy



# Objective

- To report policy enforcement, and supports to current and future alcohol policies in Thailand
- To describe the movement to strengthen alcohol control policies at provincial/community level

## Scope of the study

- Policy enforcement and supports from IAC Thailand survey 2012/2013
- The movement in 2013

# IAC Thailand Survey

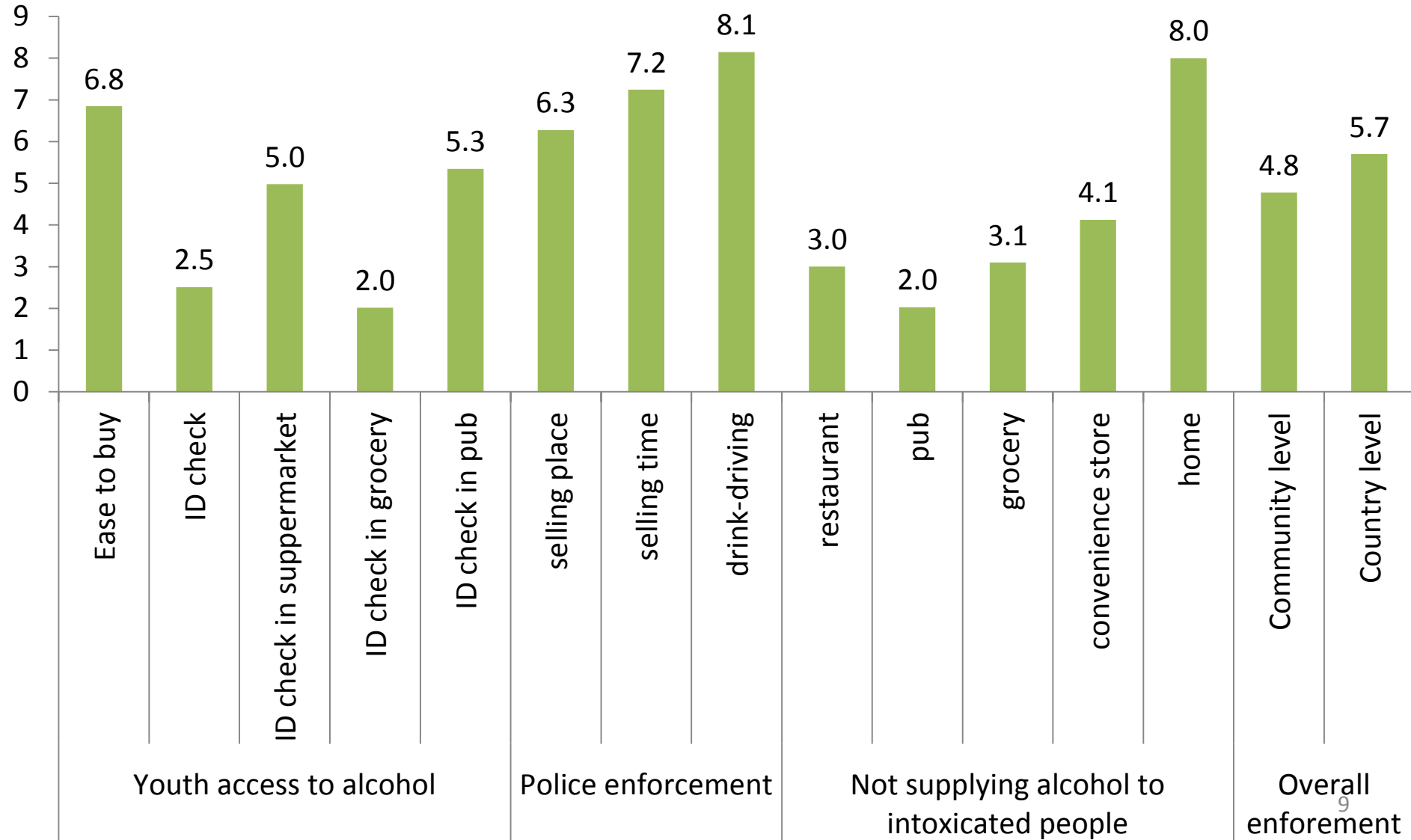
- A multistage stratified cluster sampling
- Thai adults aged 15-65 yrs in nine provinces (n=5817)
- Questionnaire included 5 main parts
  - Alcohol consumption
  - Acquiring alcohol (sources, quantity and price)
  - Advertising
  - Policy enforcement and policy supports
  - Characteristics
- Andriod tablet-assistant personal interview during Sep 2012 – May 2013

# Enforcement and Support

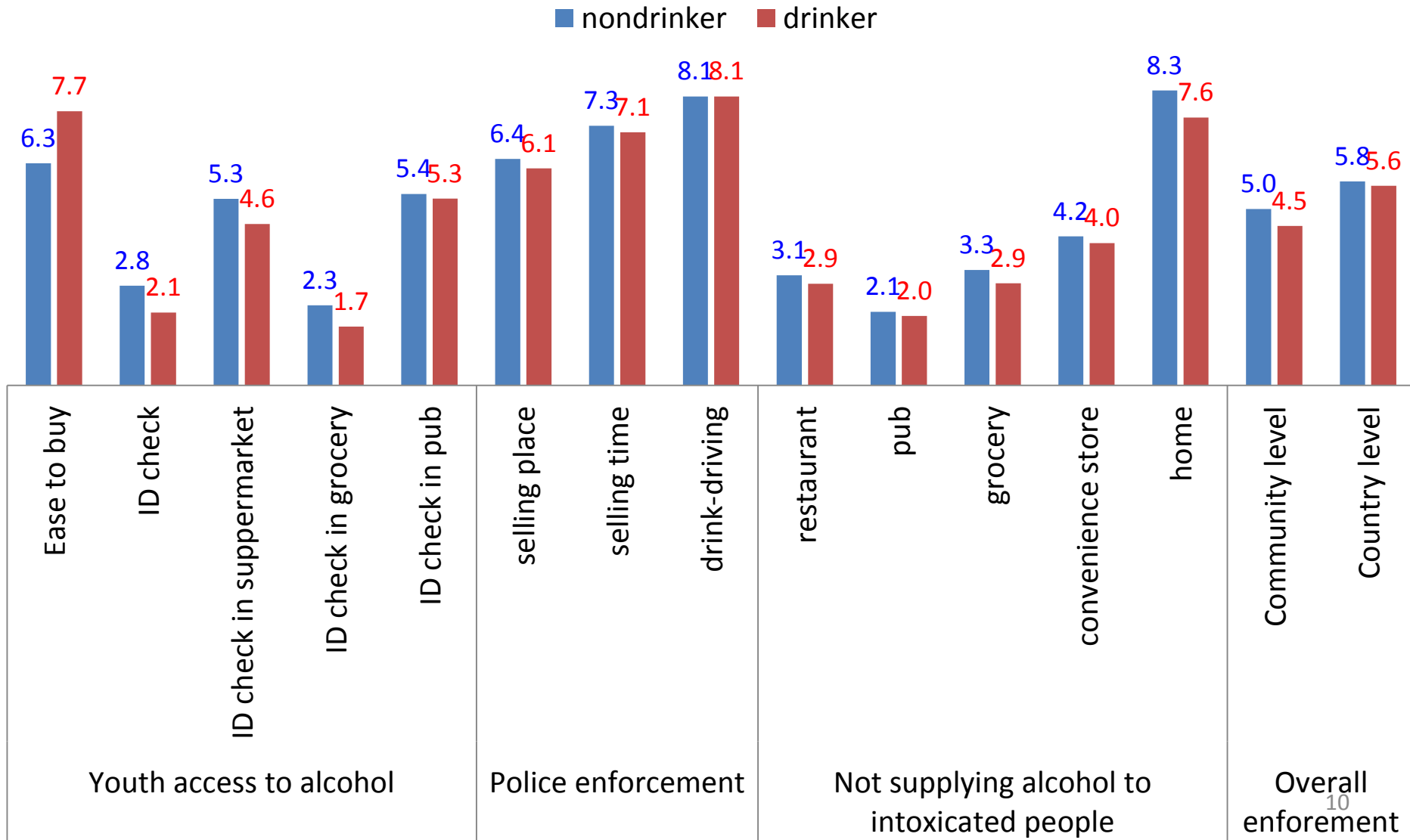
- Perception of Policy enforcement (a scale from 0-10)
  - Selling alcohol in prohibited areas and time
  - Selling alcohol to underage
  - Serving alcohol to intoxicated people
  - Drink-driving
  - Overall policy enforcement at national and community levels
- Policy support (5 likert-scale from totally agree to totally disagree)
  - Purchase age, trading hours, price, taxation, control of alcohol outlet, alcohol marketing, BAC and drink-driving



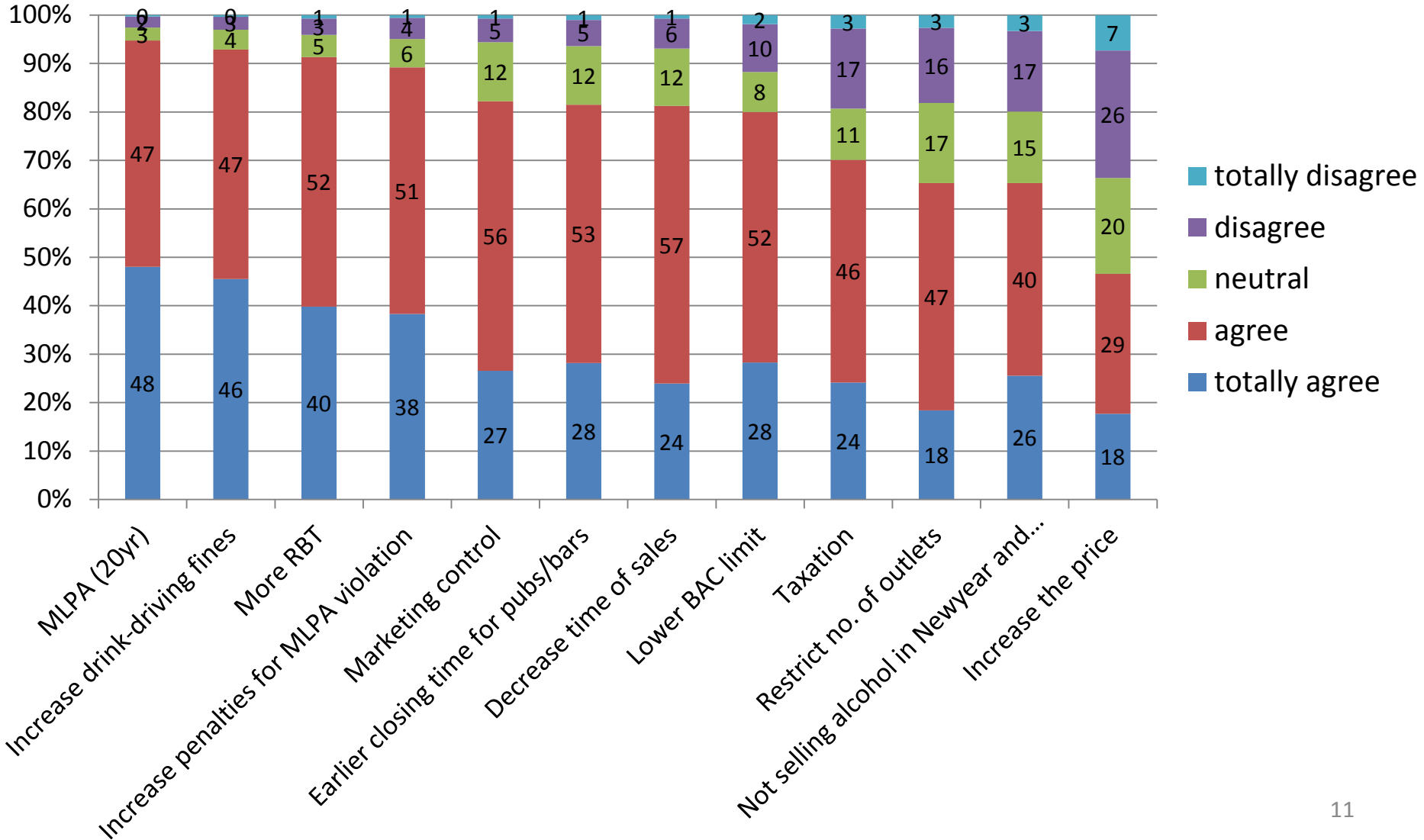
# Perception of Policy Enforcement



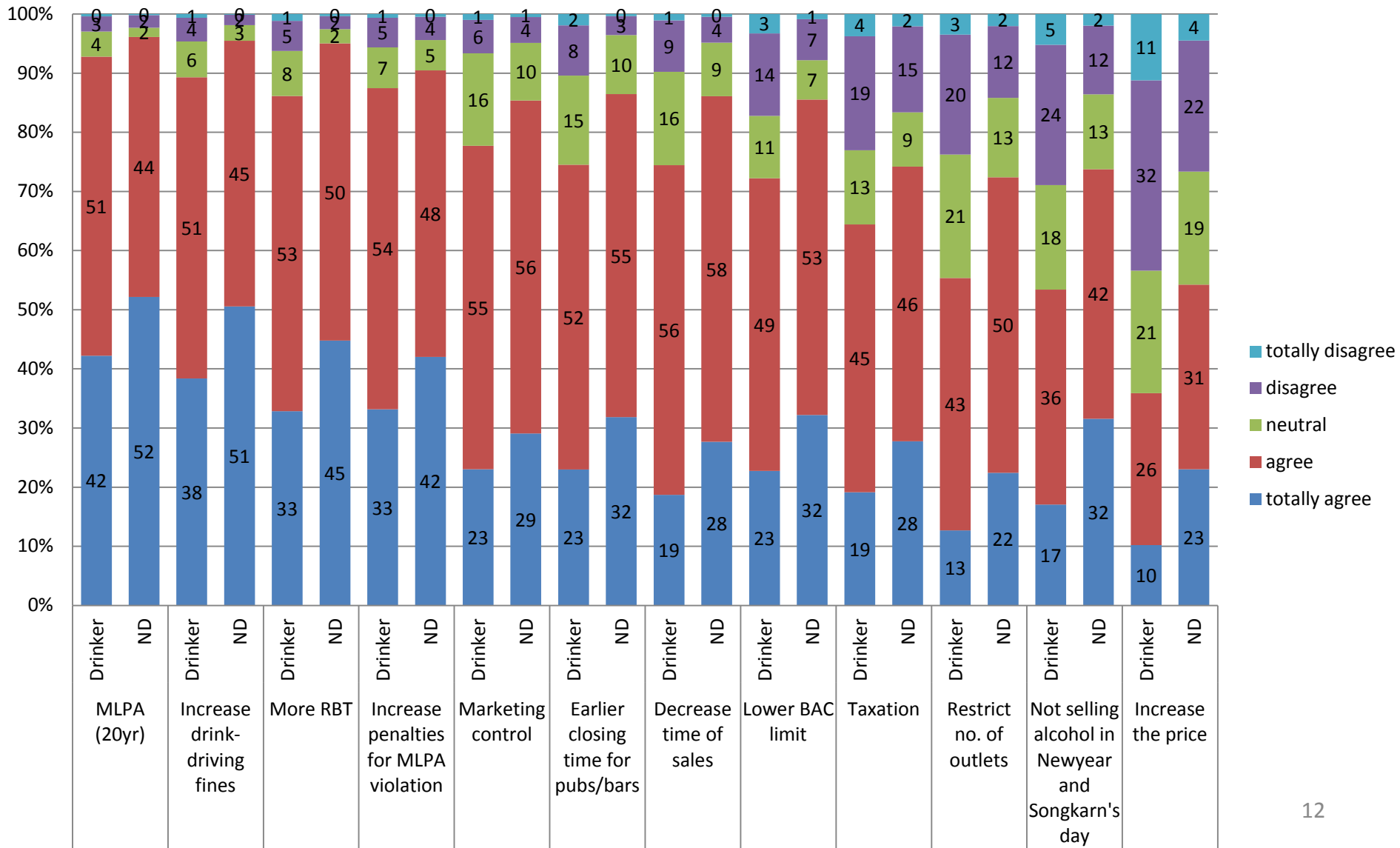
# Perception of Enforcement Level by Drinking Status



# Policy Supports



# Policy Supports by Drinking Status



# Summary and Discussion

- Young people perceived that alcohol is very easy to access and they can buy it with low level of ID/age checking
- Thai people also perceived that intoxicated people could successfully buy alcohol
- Drink-driving countermeasure seems to be the most enforced alcohol control measure
- Level of enforcement is 5.7/10 at national level and 4.8/10 at community level
- Most of Thai people support current alcohol control policies and some for potential future control policies

# Policy Recommendations

## I. Public awareness

- **Regular vigilance:** underage surrogate consumer purchase, survey of drinking and selling alcohol in restricted places
- **Regular public reporting:** trend of prevalence and profiles of underage drinking, sources of alcohol, its education/health/economic/family consequences; publish sellers violating MLPA

## II. Sanctions

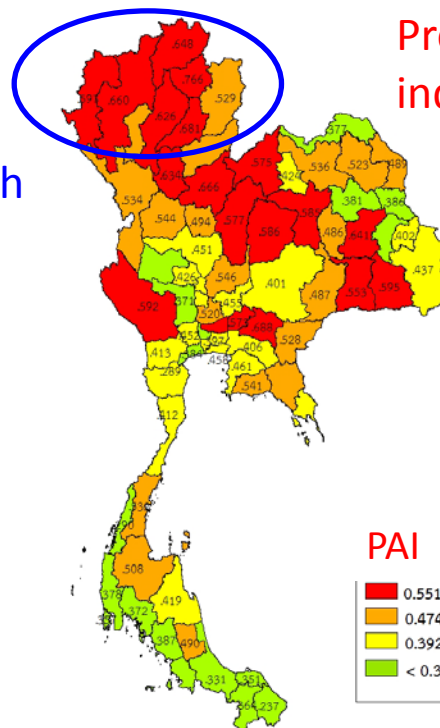
- **Legal sanction on violating the laws:** termination of license, closure of on-premises providers
- **Social campaigns against offering alcohol to youths and underage**
- **Increasing level of alcohol control enforcement at both national and provincial/community levels**

# From Evidence to Policy at Provincial/Community Level

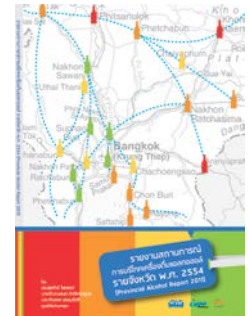
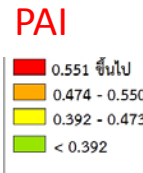
- 2013 National alcohol conference
  - National alcohol situation report
  - Provincial alcohol consumption report



6 most northern provinces with very high PAI score



Provincial alcohol index (PAI)



# Workshops to move alcohol control strategy in the 6 provinces, Jun-Sep 2013





# Conclusion

- This study indicates that Thai people substantially support to alcohol control policies
- The people perceived low level of policy enforcement at national level and, in particular local level
- The country needs to increase enforcement level to reduce alcohol-related problems and reach the population supports
- At local level, there are at least six provinces going to implement and move their provincial alcohol control strategies
- Alcohol (policy) is everyone's business to prevent and reduce its problems

# Acknowledgement

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  - The parliamentary committee on child, youth, woman, elderly and disable people affair; ThaiHealth; Alcohol control committee office; CAS and Stop Drink Network for support to the movement at provincial/community level
  - STRETCH program for support to this presentation



เครือข่ายองค์กรงดเหล้า





Thank you for your attention

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