

# Webinar: Global Alcohol Policy Conference 2020: Lessons for the Region

## Seminario web: Conferencia Mundial sobre Políticas de Alcohol: Lecciones para la Región

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Beatriz Marcet Champagne, PhD  
Fundación InterAmericana del Corazón



# Conference facts



- GAPC #6 – 20<sup>th</sup> Anniversary
- 412 registrations from 50 countries; 340 attended from 47 countries
- 7 plenaries, 26 concurrent sessions, 5 workshops
- 316 abstracts submitted; 112 oral presentations, numerous posters
- LATIN AMERICA: 8 PARTICIPANTS br ar mx ch PAHO

# Key points 1

- Simon Harris, Irish health minister: important journey toward stronger alcohol policies
- Dag Rekve, WHO Sr. Tech Officer Alcohol: next few years will be crucial to global public health, and we all need to step up
- Sally Casswell, President GAPA: we know how serious alcohol is as a global health problem, and how inadequate the response has been
- Juergen Rehm, Center for Addiction and Mental Health: “we are completely not on track,” Situation is getting worse in LMICs, and barriers to action are coming from the wealthy countries. Inequalities driving alcohol policies and alcohol harm.

# Key points 2

- Alcohol as a justice issue - the targeting of women in LMICs, the unmasking of the industry's myth that it is an ally to feminism, the important voices of children and of indigenous people
- Nefarious and largely invisible marketing activities in social and digital media
- Similarities between how the alcohol and tobacco industries work, how corporate and surveillance capitalism are shaping the alcohol environments
- Huge need for a global instrument that can provide a framework for building environments that put people ahead of profit

# Key points 3

- Health taxes are win-win-win
- The importance of minimum unit price, and how much widespread it is in Europe as a policy tool
- How the alcohol industry is “gaming” tax systems to reduce *even further* the degree to which alcohol fails to pay for the damage it causes

# Successful legislation in Ireland

## Public Health (Alcohol) Act 2018

- **The primary policy objectives of the legislation**
  - reduce alcohol consumption to 9.1 liters of pure alcohol per person per annum by 2020
  - delay the initiation of alcohol consumption by children and young people
  - reduce the harms caused by the misuse of alcohol
  - regulate the supply and price of alcohol in order to minimize the possibility and incidence of alcohol related harm
- **The Act proposes to achieve its objectives through**
  - minimum pricing of alcohol products
  - labelling of alcohol products and notices in licensed premises
  - prohibitions and restrictions on advertising and sponsorship
  - separation and visibility of alcohol products and advertisements for alcohol products in specified licensed premises
  - the regulation of the sale and supply of alcohol products in certain circumstances



# Regional reports

- Nature and extent of alcohol harms often underestimated and under-reported
- Policies are weak and poorly enforced
- Alcohol industry is a constant barrier to progress
- Calls from various regions for a stronger global statement and instrument to guide action at the national and regional levels



# Lessons learned: available info



- Limited and fragmented, yet not well known
- 2018 WHO Global Status Report on Alcohol
- PAHO Regional Report 2015, new in 2020
- PAHO Regional Consultation, Oct 2019
- PAHO Alcohol Policy Scoring
- Country evaluations: MX, AR, BR
- Alcohol Industry Actions in LAC (to be published)
- WHO STEPS surveys in some countries



# SAFER

**S**  
Strengthen  
restrictions  
on alcohol  
availability

**A**  
Advance &  
enforce drink  
driving  
counter-  
measures

**F**  
Facilitate  
access to  
screening,  
brief  
interventions  
& treatment

**E**  
Enforce bans/  
comprehensive  
restrictions on  
alcohol  
advertising,  
sponsorship &  
promotion

**R**  
Raise prices  
on alcohol  
through  
excise taxes  
& pricing  
policies



## Lessons learned: policy focus

- 3 Best buys
  - Increase excise taxes on alcoholic beverages
  - Enact and enforce restrictions on availability
  - Comprehensive restriction on advertising, promotion and sponsorship
- 2 Good buys
  - Drink-driving laws
  - Brief psychosocial interventions

# Lessons learned: in our favor

- Courageous, public minded people
- Experience in Advocacy
- Rapid response mechanism
- Accountability—MX, BR, AR
- CLAS regional position sttmt Dec 2019
- Legal, economic, communication experts
- Experience using Human Rights treaties, OAS

# Where are we headed?

- Global opportunities: short-term, globally
  - SAFER
  - Report on cross-border marketing
  - Global Action Plan
- A global legally binding instrument to reduce alcohol-related harm: maybe?
- CLAS Alcohol member of GAPA
- CLAS Position Statement 2019
  - Focus on getting alcohol on public health agenda
  - Focus on 3 best buys and 1 good buy
  - Denounce industry interference

# <https://forms.gle/JDnPyoirR2nxfxh16>

## Let's Take This Online!

We are hosting a series of online discussions to reflect on themes arising from GAPC 2020. These moderated discussions will run from 1 April until 31 May 2020 on Workplace (an online platform similar to Facebook) where you can connect with like-minded alcohol policy advocates anytime and anywhere, using a free app on your mobile phone. Video recordings of the conference plenary sessions will be made available for review. Your valuable input will inform GAPA's future efforts to accelerate global progress in alcohol control.

To join the online discussions, please sign up by 31 March 2020 at:

<https://forms.gle/JDnPyoirR2nxfxh16>



This event is:

- Free of charge
- Open to any representatives of civil society organizations and academic institutions with an interest in alcohol policy
- Not open to anyone with any links, direct or indirect, with the alcohol industry

Questions? Email [gapa@globalgapa.org](mailto:gapa@globalgapa.org)



# On to Cape Town!

## 7<sup>TH</sup> GLOBAL ALCOHOL POLICY CONFERENCE

11 - 14 OCTOBER 2021



**INVESTING IN PEOPLE  
BEFORE PROFITS:**

BUILDING MOMENTUM TOWARDS THE FRAMEWORK CONVENTION ON ALCOHOL CONTROL



# Thank you

[Beatriz.champagne@iahf.org](mailto:Beatriz.champagne@iahf.org)