



Caribbean Institute for Health Research

Alcohol industry actions in the English Caribbean and the role of civil society in fighting back

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Sex-specific Prevalence (%) Estimates for History of Alcohol Use, Harmful Use of Alcohol and Binge Drinking in Jamaicans 15 Years and Older, JHLSIII 2017, Wilks et al

History of Alcohol Use	Male	Female	Total
Lifetime Drinking***	75.5	46.6	60.7
Past Drinker***	9.0	10.9	9.5
Current drinker***	58.2	25.0	41.2
- Binge Drinking***	13.8 [11.8, 16.1]	3.5 [2.6, 4.8]	8.5 [7.4, 9.9]

Sex-Specific and Total Percentage (%) Distribution of AUDIT Score Categories in 15 Years and Older Jamaicans Who Used Alcohol in the Past Year, JHLSIII 2017, Wilks et al

A score of 8 or more is associated with harmful or hazardous drinking, a score of 13 or more in women, and 15 or more in men, is likely to indicate alcohol dependence

one in eight male drinkers – harmful drinking

Risk Level***	Male	Female	Total
I (0–7)	86 [82.4, 89]	95.4 [93, 97]	89.4 [86.6, 91.7]
II (8–15)	13.1 [10.1, 16.7]	3.9 [2.6, 5.8]	9.8 [7.7, 12.3]
III (16–19)	0.6 [0.3, 1.2]	0.6 [0.1, 3.2]	0.6 [0.3, 1.3]
IV (20–40)	0.3 [0.1, 1]	0.1 [0,0.3]	0.2 [0.1, 0.6]

Comparing proposed interventions – Regional vs Industry

7 Regional Priorities for Alcohol

- a) Regulating commercial and public availability of alcohol
- b) Restricting and banning the advertising of alcohol
- c) Using pricing policy such as excise tax increases on alcoholic beverages
- d) Drink driving
- e) Product Information and Labelling
- f) Product Adaption and
- g) Monitoring and Evaluation of the Programmes

BAS Five priority areas of collaboration

- A. enlisting the support of retailers to reduce harmful drinking.
- B. strengthening and expanding marketing codes of practice
- C. ...
- D. zero tolerance of drinking and driving eliminating under-age drinking,
- E. providing consumer information and responsible product innovation




Caribbean Alcohol Industry & COVID-19

- CARICOM Rum Producers modified product lines to include **alcohol** and **hand sanitizer** (sometimes branded).
- Donated these to **governments, institutions (including schools), frontline healthcare workers** and **communities** impacted by the virus across the Caribbean.
- Also ramped up their “**CSR efforts**” to include monetary donations and responding to other community needs.
- Tailored **marketing campaigns** to the COVID-19 environment including adverts aimed at **women** and **young people**

Donations from the Alcohol Industry



Marketing During COVID-19



#SocialiseResponsibly to keep bars open | Heineken

heineken_ja • Follow


heineken_ja 1.5m away from the barman, 0m apart from your beer. #SocialiseResponsibly to keep bars open.

2w

Liked by [redacted]

NOVEMBER 5

Add a comment... Post



#SocialiseResponsibly to keep bars open

heineken_ja • Follow

heineken_ja Not sharing is caring. #SocialiseResponsibly to keep bars open.


12w

Liked by [redacted]

AUGUST 20

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Problem



#SocialiseResponsibly to keep bars open | Heineken

heineken_ja • Follow

heineken_ja New rules come with new solutions. #SocialiseResponsibly to keep bars open.

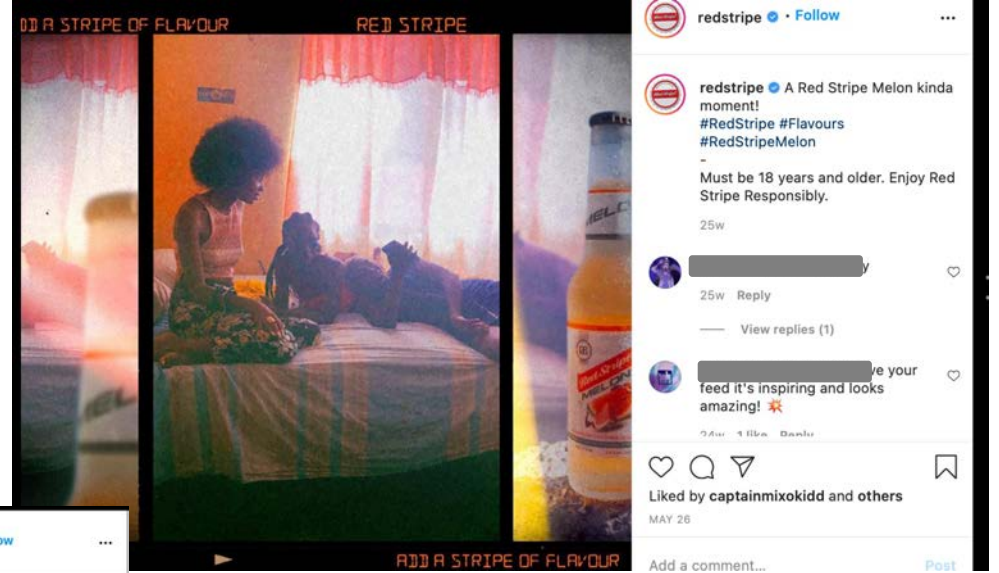
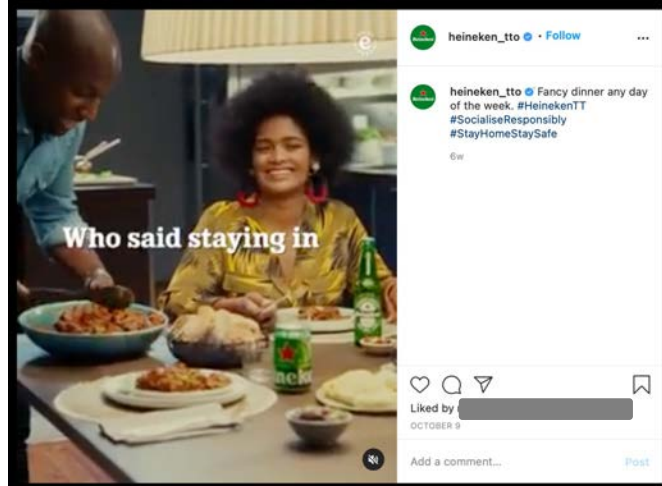
2w

Liked by [redacted]


NOVEMBER 5

Add a comment... Post

Targeting Women During COVID-19



Targeting Young People during COVID-19



mountgayrum • Follow

mountgayrum It is often said that the simple things in life are the most extraordinary. And we're inclined to agree. Celebrate the weekend with good friends and a glass of XO, served neat or over ice.

Captured by @richard_wadey.

#MountGay #MoreThanARum #Barbados

3w

life thru rum-coloreu-glasses!

3w 1 like Reply

Liked by [redacted]

OCTOBER 30

Add a comment... Post



banksbeer • Follow

banksbeer Unfortunately all good things must come to end! 😊

Join us for our final two promotions and enjoy this special deal for the last. 🍻🍻

Our deejays are ready to give us the time of our lives, see you there!

#LifeNice #BanksBeer #DeputyBeer #Guinness #MaskUp #StaySafe #OktoberFest

Always remember to Enjoy #BanksBeer Responsibly!

3w

Liked by [redacted]

OCTOBER 30

Add a comment... Post



caribbeanbeer • Follow

caribbeanbeer "You can go ANYWHERE and have a great time, safely. All you need is your crew and a keg.

Remember your masks and sanitization protocols as well, let's play it SAFE."

5w

Liked by [redacted]

OCTOBER 17

Add a comment... Post



mountgayrum • Follow

mountgayrum There's nothing we treasure more than enjoying a glass of Mount Gay with good friends. Who are you most looking forward to sharing a drink with once lockdown is over? Tag them in the comments to let them know.

Captured by @richard_wadey.

#MountGay #MoreThanARum

Liked by [redacted]

SEPTEMBER 23

Add a comment... Post



caribbeanbeer • Follow

capture the play

WIN a Cooler stocked with Carib

SEE CAPTION FOR DETAILS

caribbeanbeer To celebrate International Beer Day we're searching for the coldest beer in Trinidad and Tobago 🍻🍻

Post a pic of your Carib with socks, let us know where you're drinking it 📍 and you can win a cooler bag stocked with your favourite brew! Winner will be announced on Sunday!

15w

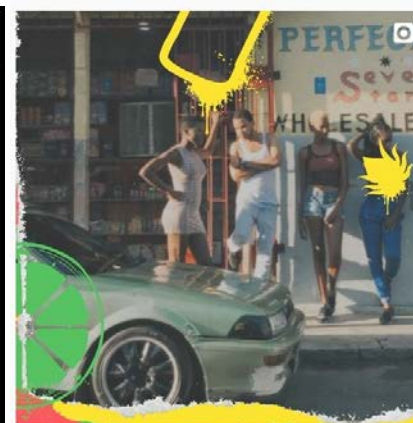
[redacted] a game of all fours in the ambience of a cold carib beer always in stock on my shelf and refrigerator my picture is under

13w Reply

Liked by [redacted]

AUGUST 7

Add a comment... Post



■ The House of Angostura Announces New Ambassadors

Driving the Entertainment Industry with artiste collaborations

Nov 12, 2020  2 min to read

Targeting
Young
People
during
COVID-19



Port of Spain, November 2020 – As the COVID-19 pandemic continues to challenge the livelihoods of entertainers worldwide, The House of Angostura® has selected a diverse line up of some of Trinidad and Tobago’s top young personalities to represent the company’s wide portfolio of brands, including rum, spirits and Angostura® aromatic bitters. The move exemplifies Angostura’s continuous leadership in local innovation, and the company’s commitment to pushing the boundaries and evolving their brand dynamics, even despite the restrictions of the current pandemic.

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REGIONAL DISTILLERIES JOIN IN THE FIGHT AGAINST COVID-19

· APRIL 22, 2020 🔥 1,503 📄 5 MINUTES READ



Building
Brand
Goodwill

Building Brand Goodwill among school aged adolescents



The Alcohol Industry's Commercial and Political Activities in Latin America & the Caribbean



- Cites examples from the Caribbean including:
 - Social Media & Digital Marketing:
 - Carib Beer's campaign, Pass D'Carib - videos uploaded by fans showing them passing a Carib Beer to friends around the world.
 - Sponsorships of festivals and other drinking occasions:
 - Lobbying:

Policy Substitution: The industry actively

- develops new (or preserve existing) self-regulation and voluntary codes of practice in place of formal legislation.
- lobbying for the passage of weaker legislation
- promotes responsible drinking



Alcohol industry does not wish to discuss:

- Alcohol poisoning
- Alcohol addiction
- Advertising of alcoholic beverages during prime time
- Increased taxes on alcohol



Role of alcohol consumption in violence

- Alcohol consumption by perpetrators of violence
- Alcohol consumption by victims of violence
- Alcohol and youth violence
- Alcohol and child abuse
- Alcohol and sexual violence
- Alcohol and intimate partner violence
- Alcohol and abuse of elderly people

The role of civil society in fighting
back



Global Alcohol Policy Alliance

- HCC supports GAPA
- working towards a **Global alcohol action plan 2022-2030,**

Sub-optimal capacity OR Societal priorities

- In 20 member Caribbean Community (English, Spanish, Dutch, French) there is no CSO, NGO, FBO working primarily on alcohol issues.
- CARIAD Caribbean Institute on Addictive Disorders (**CARIAD**) formerly the Caribbean Institute on **Alcoholism** and other Drug Problems does work in alcohol, but their output and presence has been minimal in the last 5 years.
- HCC has had a few positive outputs - some work with PAHO. But "fighting back", is a big ask

Dedicated risk factors NGOs

- Capacity in small islands
 - Tobacco – yes, Coalitions for Tobacco Control
 - Diet/Nutrition – yes, professional association of Nutritionists
 - Physical activity: commercial (gyms, athletic shoes); NGO events 5/10K Walk/Run)
 - Alcohol – no. (Arrive Alive includes drink driving)
 - Air pollution – no
- HCC and others address NCD risks in general

HCC Annual Caribbean Alcohol Reduction Day(CARD)

CARD 2020 COVID-19 and Alcohol Watch later Share

ALCOHOL & COVID-19

A ROUNDTABLE DISCUSSION
Tuesday 24th November, 2020
Time: 10:00am - 11:30am EST (11:00am - 12:30 p.m. AST)

Moderator

 **Mrs. Maisha Hutton**
Executive Director, HCC

Panellists/Presenters

 **Dr. Ma Angela G. Monteiro**
Senior Advisor on Alcohol and Substance Abuse at PAHO

 **Professor Rohan Maharaj**
Professor of Family Medicine of University of the West Indies, HCC Alcohol Policy Advisor

Opening Remarks

 **Dr. Tamu Davidson**
M.D., MPH (General Public Health)
Head - Chronic Disease and Injury
Department Surveillance, Disease Prevention & Control Division

 **Dr. John Dillett**
Consultant Psychiatrist, Mental Health Professional, The Bahamas

 **Safiya Clarke-Mendes**
MPH, Volunteer Researcher, Youth Advocate

Watch on  **YouTube**

Arrive Alive: T&T NGO for Road Safety



Arrive Alive Trinidad and Tobago – Zero ...

- Focus on overall road safety
- Traffic Safety 3 main risks :
 - [The Driver](#)
 - [The Vehicle](#)
 - The Roads & Furnishings
 - Includes “Don’t drink and drive”



CARICOM process

First joint COHSOD COTED meeting on NCDs

- 2007 CARICOM Heads of Government Port of Spain declaration on NCDs
- 2016 evaluation report to Heads re country implementation POSD
- 2016 Communique from Heads - address matters of trade and NCDs
- Joint COHSOD COTED on NCDs and Trade convened November 2019
- The Fifth Joint Meeting of the COTED and the COHSOD was held on 4 November 2019 and
 - *Agreed that 2 Inter-Governmental Working Groups (IGWGs) for advancing Regional Policies, Programmes and Actions*
 - *Unhealthy Diets and Obesogenic Environments*
 - *Harmful Use of Alcohol*
 - *Include engagement of private sector and civil society organisations in the IGWG deliberations*
 - *CARICOM Secretariat and CARPHA serve as the joint Secretariat to support and guide the work of the IGWGs*

CARICOM process

OBJECTIVE:

- To develop a Regional Strategy and Action Plan to address the Harmful Use of Alcohol and to support Member States in evolving and implementing their national programmes to reduce the health, social and economic burden arising from this risk factor.

PRIORITY INTERVENTIONS - REGIONAL STRATEGY AND ACTION PLAN: **Year 1 actions**

1. **Regulate commercial and public availability of alcohol** – MEMBER STATE PRIORITY
2. Regulate and Restrict the advertising of alcohol
3. Using pricing policy such as appropriate tax policies on alcoholic beverages;
4. **Update and Implement Legislation on drinking and driving;**
5. **Education and Awareness including Product Information and Labelling** – INDUSTRY REPORT
6. Product Adaption;
7. Measures to mitigate the harmful impact of use of alcohol on society- SOME CIVIL SOCIETY
8. Monitoring and Evaluation of the Programmes being implemented under the agreed Regional Strategy and Action Plan.

CARICOM Process, involving civil society and private sector

No.	Meeting	Dates
1	First Meeting of the IGWG on "Unhealthy Diets and Obesogenic Food Environments"	April 27
2	First Meeting of the IGWG on "Harmful Use of Alcohol" (MS, CCS, CARPHA, UWI)	April 30
3.	First Sub-Committee Meeting of the IGWG on "Unhealthy Diets and Obesogenic Food Environments"	30 July 2021
4.	Second Meeting of the IGWG on "Harmful Use of Alcohol" (plus HCC, PAHO)	3 August 2021 (a.m.)
5	First Sub-Committee Meeting of the IGWG on "Harmful Use of Alcohol" (plus Alcohol Industry)	3 August 2021 (p.m.)
6.	Second Sub-Committee Meeting of the IGWG on "Unhealthy Diets and Obesogenic Food Environments"	7 Sept. 2021 - ? reschedule
7.	Second Sub-Committee Meeting of the IGWG on "Harmful Use of Alcohol" (large group reviews draft submission to COHSOD COTED)	10 Sept. 2021 - ? reschedule
8	Second Meeting of the IGWG on "Unhealthy Diets and Obesogenic Food Environments"	12 October 2021
9	Third Meeting of the IGWG on "Harmful Use of Alcohol" (MS, CCS, CARPHA, UWI)	14 October 2021
10.	<i>Meetings of officials for COTED</i>	TBD
11	<i>Meeting of officials for COHSOD</i>	TBD
12	<i>Joint COTED COHSOD on Trade and NCDs</i>	November 2021



Caribbean Unity in Health
LOVE THAT BODY

