

“Industry Models to Mitigate Liquor Abuse”

DTI Liquor Regulation Convention
Midrand

8 March 2012



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE



Agenda

The Industry Association for Responsible Alcohol Use

Alcohol Abuse

ARA View

Drinking Patterns and Targeted Interventions

Government Priorities

ARA Model

DTI Programme of Action; comment



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

The Industry Association for Responsible Alcohol Use (ARA)

- Established in 1989
- Members include the major manufacturers of alcohol beverages, 4000 wine producers, 60 Cellars and over 180 distributors and retail chains
- We are deeply concerned by the level of alcohol abuse and misuse in SA
- Our goal is to reduce alcohol-related harm by combating abuse and promoting the responsible use of alcohol beverages by those who choose to drink
- We are committed to working independently and in partnership with others of a like mind to identify and implement the most appropriate and effective measures to combat abuse and misuse



Alcohol Abuse

- Alcohol abuse and alcoholism emerge from a complex interaction of biological, socio-cultural and psychological factors in the environment that will not respond to simplistic and cosmetic prevention measures
- We recognize that harsh social and economic living conditions contribute to alcohol abuse and agree with the World Health Organisation that in order to reduce alcohol-related harm it is crucial to address social deprivation
- Alcohol abuse is a multi-faceted problem and there is no ‘silver bullet’ solution



Convention Theme

Towards a balanced and effective liquor
regulation framework



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

ARA view

- Alcohol policy must operate within a reasonable regulatory framework that balances individual freedoms against the well-being of society
- Alcohol policy must recognize the cultures and religions that affect consumption patterns
- Government should appropriately and effectively regulate alcohol beverage sales
- Governments should set a minimum age for the purchase of alcohol beverages
- Laws should penalise those who illegally supply alcohol beverages to those under the legal purchase age
- Government should enforce laws against drinking and driving and impose severe penalties on those that violate them
- Illicit production and trade in alcohol can cause serious health problems and governments should enforce laws to prevent this



Drinking Patterns

- How people drink not only how much they drink determines outcomes they are likely to experience. These 'drinking patterns' describe three aspects:
 - Individuals: e.g. age, gender, health status, pregnancy, experience
 - Drinking settings: e.g. home, retail outlets, public spaces, commercial and non-commercial alcohol
 - Drinking behaviours and activities: e.g. mealtime drinking, binge drinking, drinking at work, drinking and driving

Difference drinking patterns are related to different health outcomes, both long-term (chronic) and short term (acute), and effective prevention requires a thorough understanding of how people drink,



Targeted Interventions

- Targeted interventions seek to reduce the potential for harm by specifically and selectively focussing on problematic drinking patterns
- Targeted measures:
 - Specifically address harm where it occurs
 - Can be tailored to individual, societal and cultural differences
 - Do not require structural change or legislation for implementation
 - Avoid most unintended outcomes by virtue of their specificity
- Targeted measures include;
 - Brief interventions for problem drinkers
 - Local accords and community action
 - Provision of information, raising awareness and alcohol education, particularly for 'at risk' groups
 - Responsible hospitality and server training



Government Priorities

- Job creation
 - Employment statistics (522 000) and entrepreneur development
- Crime prevention
 - Drink drive evidence centres
- HIV/Aids
 - Employee education and condom distribution
- Rural development
 - Farming and farm worker initiatives
- Education
 - FAS, youth, retail, drivers/pedestrians



ARA Model

- Poverty alleviation
 - Economic contribution (4.4% of GDP)
 - CSI contribution
- Enforcement of legislation
 - Legal drinking age
 - Licensing
 - BAC limits
- Cooperation/Partnerships
 - Foundation for Alcohol Related Research (FARR)
 - Government



ARA Model

- Education
 - ‘One more’ campaign
 - Teenagers & Alcohol guide
- Self-and/or co-regulation
 - Code of Commercial Communication
 - Retail Codes of Conduct
- Research
- Personal responsibility
 - The role of the family



DTI Programme of Action

- Increase minimum drinking age
 - Existing legislation not enforced
- Set standard for density and location of outlets, days and hours of sale
 - Agreed
- Harmonize liquor regulation
 - Agreed
- Impose a mandatory contribution by industry
 - R94.2 billion contribution to GDP
 - R34.7 billion contribution to taxes (+ recent increase)
- Education about dangers of alcohol
 - Agreed
- Restrict liquor advertising
 - Will not reduce abuse and will have negative consequences



In summary

- In our view, no single action is likely to reduce alcohol problems and a mix of self-regulation, enforcement of existing laws governing sale and consumption, awareness creation, and targeted interventions combined with individuals taking personal responsibility for their drinking choices, is the most appropriate response.
- **The ARA looks forward to working with all those who share similar objectives to make a positive contribution to reducing alcohol-related harm.**

