Alcohol Policy Development in South Africa
Savera Kalideen
Phuza Wize Objectives - 2010

- reduce male-on-male violence
- change social norm - alcohol consumption
- legislative change – enabling environment: marketing, taxation, pricing drinking spaces, hours of sale, proximity to schools
- community mobilisation: understand the law & their rights; engage with traders, police, liquor boards
- Individual knowledge and skills
Components of the Phuza Wize Campaign

- Research
- Television drama & print – Soul City & Soul Buddylisatio
- Advocacy: media, government, submissions on draft policy
- Social Mobilisation – communities, civil society Building
Research

- Focus groups nationwide on alcohol consumption
- Violence
- Alcohol consumption and violence
- Legislative Framework governing alcohol
- Cost of alcohol-related harm
- Alcohol Marketing in South Africa
- Stories of impact of alcohol consumption
- Minimum Legal Drinking Age
- Alcohol and HIV
- Alcohol and Gender
- Health Promotion Foundation
Advertising research and advocacy

- Insert pics here
Advertising spend by the alcohol industry in South Africa 2009

Annual Adspend

- SAB Miller R 364M (6th)
- Brandhouse (R337M (7th))
- Distell R305.2M (9th)
- National Government on all messages R249.7 (13th)

Festive Focus Adspend

- SAB Miller R181.9M
- Brandhouse R139.6M
- Distell R100.6M

Combined Festive Focus Total: R422.1M

(Excl supermarkets and independent producers)

AIS/Adex The Nielsen Company
Industry targeting youth

- Hunter’s ad running during Soul Buddyz (child audience)
- Klipdrift quoted as targeting younger consumers (18-30), who are being pulled by RTDs
- Increasing use of social media – primarily used by youth
- Proliferation of new movie, whiskey, beer and similar festivals and private parties as a form of below-the-line advertisements not seen by parents and other adults
Challenges of Emerging Market Context

- No published studies of self-regulation codes governing alcoholic beverage advertisements in developing countries,

- No studies of teenagers’ perceptions of alcohol advertisements, given this age group’s vulnerability to the content of messages and their need for protection by self-regulatory codes.” (Vendrame, et al. 2010)

- Industry arguments in favor of self-regulation come mostly from developed economies in the North

- Southern African context very different with majority of the population lifetime abstainers (WHO 2002).
Lessons Learnt

- Need evidence to build arguments for government, media, civil society partners and communities.

- Issue is very broad – 14 government departments ranging from economic impact to sports sponsorship and job creation – conflicting priorities.

- Time consuming to engage with different government departments and costly to get the evidence for each of them.

- Need regular monitoring from WHO on implementation of the Global Strategy on Alcohol – there has been no reporting requirement for South Africa.

- This is an ongoing issue so need to establish sustainable advocacy, education and research institutes to work on an ongoing basis.

- Cost of alcohol harm is R37.5 billion per annum in South Africa – unsustainable – tax should be increased and redirected to implement global strategy on alcohol.