

Action on Liquor

*Auckland Regional Alcohol Forum
draft National Alcohol Action Plan*

Context

- Global Context
- Aotearoa New Zealand Context
- Current policy update
- National Drug Policy 2007-2012
- Draft National Alcohol Action Plan
- What works?

Global Context

- Global burden of disease
 - Every year at least 2.3 million people die from alcohol-related causes
 - Contributes to 4.4% of the global burden of disease (WHO)
 - 5.5% Western Pacific Region (WHO)
 - 18.5% in economically developed countries
 - 31.5% deaths of 15-29 year old men in developed countries

Global – Industry interests

- Liquor industry corporate giants
- Free trade agreements
- Building business in developing countries
- Marketing power
- Social Aspect Organisations

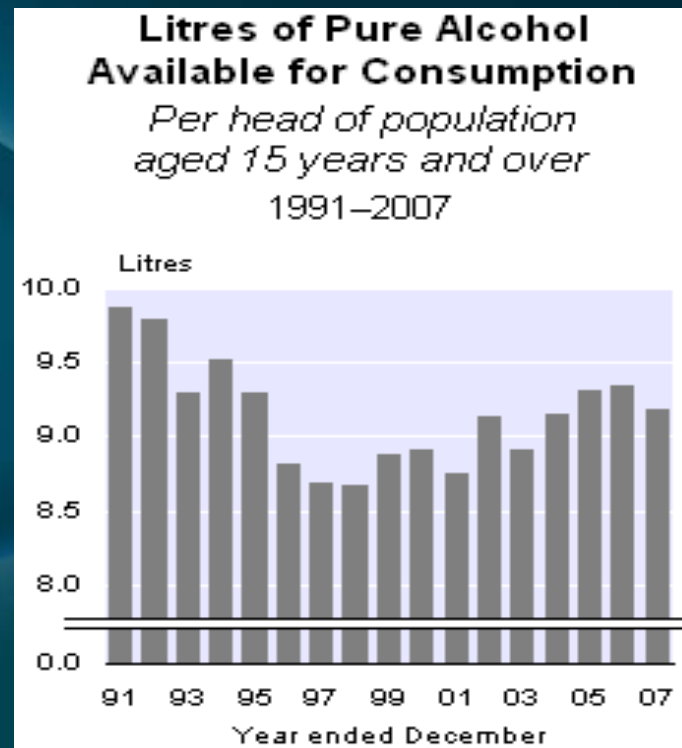
Global Action

- WHO – Global Alcohol Strategy
- Online Public hearing 3 – 30 Oct 2008
- http://www.who.int/substance_abuse
- Western Pacific Regional Strategy
- Global Alcohol Policy Alliance

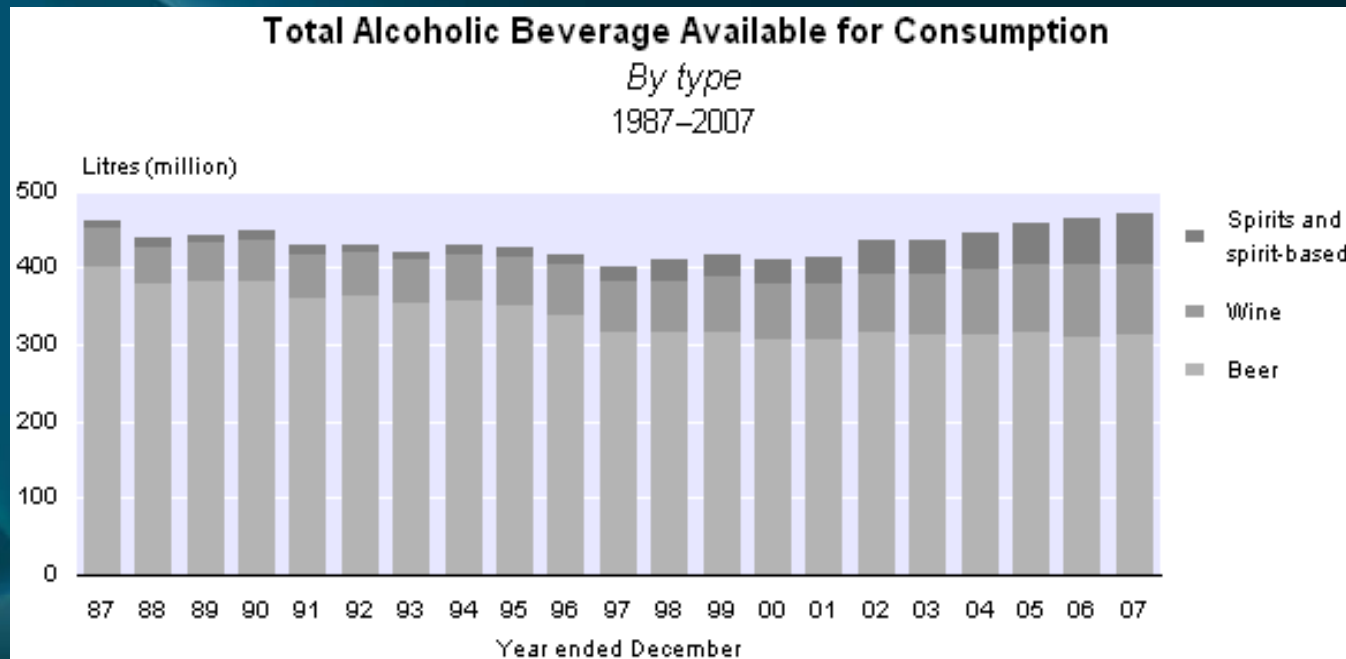
Aotearoa New Zealand Context

- Burden of harm estimates range from \$1.4 – \$16 billion a year
- Burden carried heavily by the young – 18-19 yr olds heaviest drinkers
- Males heaviest drinkers
- Raising consumption
 - more alcohol consumed in heavier drinking episodes
 - Increasing consumption by women
 - RTDs

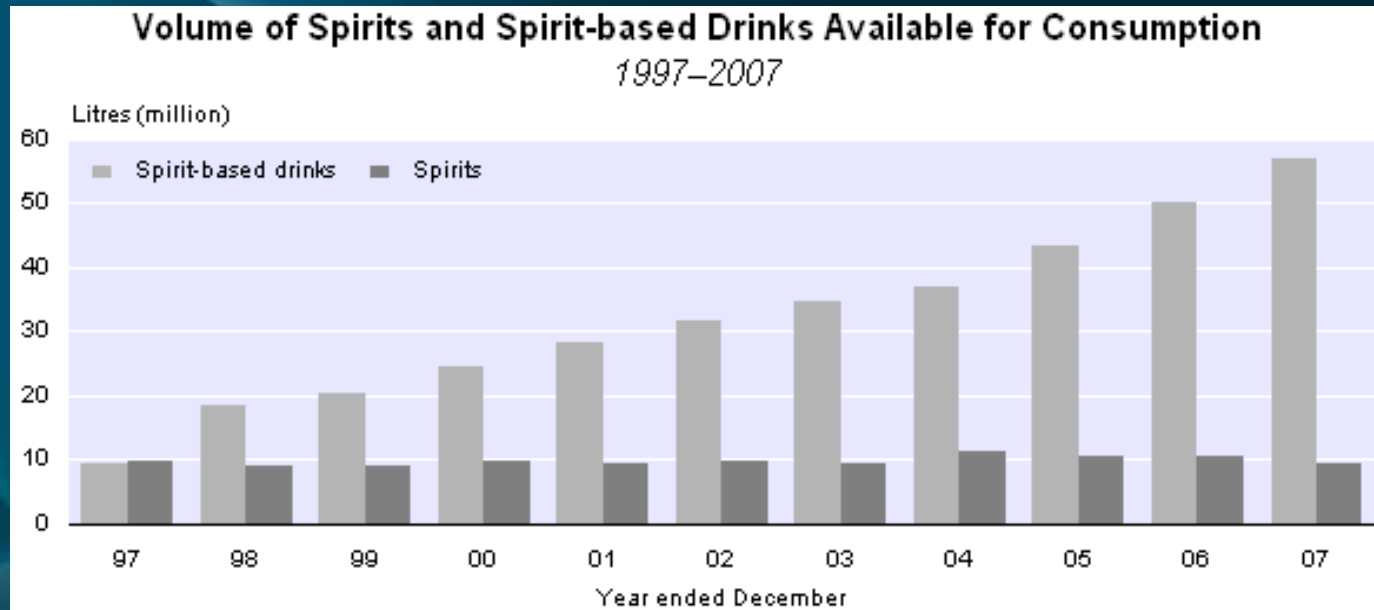
Consumption



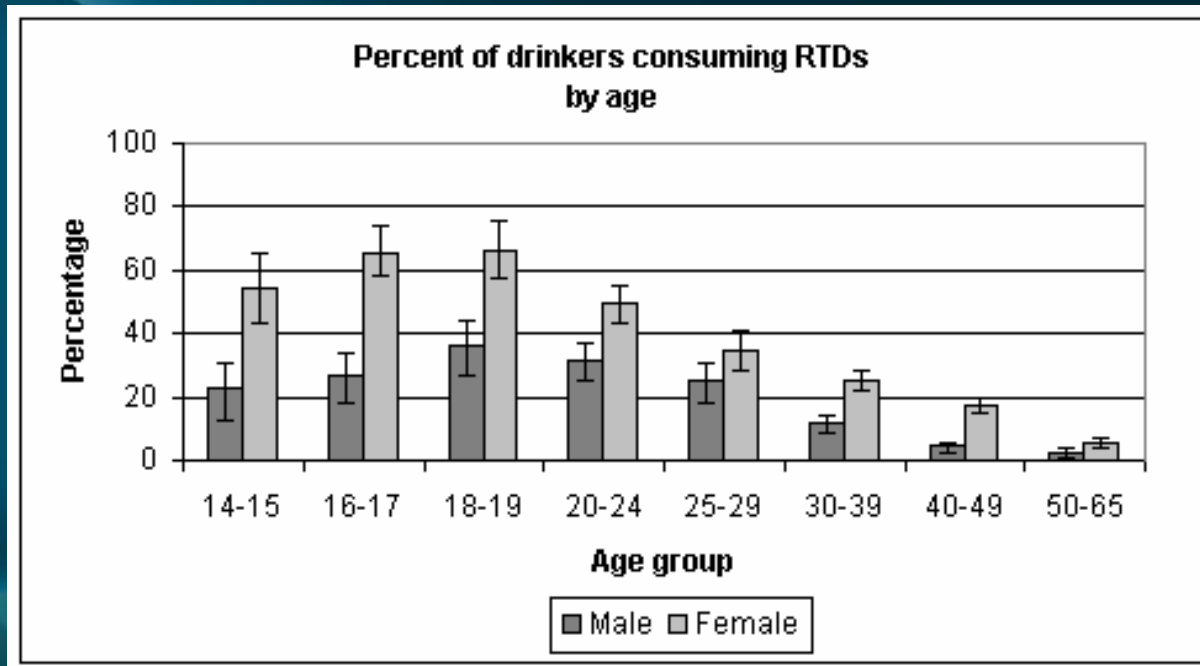
Consumption



Consumption



Consumption



1989 - 2008

- Beer and wine into supermarkets
- 24/7 licensing hours
- Limited community input into licensing
- Broadcast advertising permitted
- Lower minimum purchase age
- More than double the number of outlets

Risks across the life span

- Drinking during pregnancy
- Early onset
- Heavy drinking (hazardous/binge)
- Long term frequent drinking
- Older peoples

Environments

- Licensed premises
- Homes and social occasions
- Public places
- Gathering places
- Sports and other recreational activities
- Road
- Workplace

Influences

- Availability
- Access
- Price
- Products
- Promotion
- Role modelling
- Peer pressure

Who are at risk?

Disproportionate levels of harm experienced by

- Young
- Maori
- Pacific peoples
- Poor
- Tertiary Students
- Minority groups

Policy update

- MP Hon. George Hawkins Bill
 - Community input into licensing decisions
 - Social impact assessment
- Submissions closed
- Status - frozen

Policy Update

- Sale and Supply of Liquor and Liquor Enforcement Bill
 - Local Alcohol Plans (Community Input)
 - Social supply
 - Ban sale from 'dairies' less than 150m2
 - Supply to minors – 3 strikes, fraudulent ID
 - Supermarket – stop 'store within a store' type applications
 - Diversion to treatment

Policy Update

- Advertising
 - Move to enforced 'self regulation' however still content focused, complaints based
 - Regime includes product and promotions
 - Cease and desist orders
- Land Transport Act
 - Zero tolerance for restricted drivers under 20 yrs
- Summary Offences Act
 - Forfeiture of liquor seized

Policy Update

- Law Commission Review announced
- Wide brief - 21/2 – 3 years timeframe
- To examine and evaluate the current laws and policies relating to sale, supply and consumption of liquor in NZ
- Propose new policy framework and draft legislation
- Discussion document and consultation 2009

Policy update

- FASD
 - Specific Action Plan
 - Warning Labels application
- Student Drinking
 - National Advisory Group established
- Blood Alcohol Concentration
 - Point Zero Five Group

National Drug Policy 2007 - 2012

Goal – Prevent and reduce the health, social and economic harms.....

Objectives

- To prevent or delay uptake of ‘alcohol’ particularly in Maori, Pacific Peoples and young people
- To reduce harm to individuals, families and communities from the risky consumption of alcohol
- Reduce the cost of ‘alcohol’ misuse to individuals, society and government

National Drug Policy

Principles

- Harm minimisation (supply control, demand reduction and problem limitation)
- Evidence informed
- Whole of Government
- Partnerships
- Reducing inequalities
- Ministerial Committee on Drugs and Inter-agency Committee on Drugs (IACD)

National Action Plan

- National Strategy 2000-2003
- Draft developed by Ministry of Health and ALAC (IACD)
- Advisory groups
- Draft released for consultation 12th August 2008
- Submissions due by Friday 7th November 2008

What Works +++

- Tax (influencing price)
- Minimum purchase age
- Server liability
- Random breath testing
- Lower BAC limits (including zero tolerance for young drivers)
- Others total ban on sales, government monopoly

Ref: Alcohol: No Ordinary Commodity Babor et al.

What works ++

- Limiting hours and days of sales
- Limiting outlet density
- Limiting availability by alcohol strength
- Enforcement of on-premise requirements
- Community mobilisation
- Sobriety checks, administrative licence suspension, graduated licence for novice drivers
- Brief intervention with at risk drinkers
- Others – rationing

Ref: Alcohol: No Ordinary Commodity Babor et al.

What works +

- Outlet policy not to serve intoxicated people
- Bar staff training
- Treatment for alcohol problems
- Mutual/self help
- Mandatory treatment for repeat Drink-drivers
- Advertising bans

Ref: Alcohol: No Ordinary Commodity Babor et al.

Less or ineffective

- Voluntary codes of bar practice
- Promoting alcohol-free activities/events
- Education in schools
- Public service messages
- Warning labels
- Designated driver and ride schemes

Ref: Alcohol: No Ordinary Commodity Babor et al.