



# What's Alcohol Action NZ up to?

**Auckland  
Community Alcohol Forum  
24<sup>th</sup> May 2012**

**Doug Sellman  
Professor of Psychiatry and Addiction Medicine  
National Addiction Centre  
University of Otago, Christchurch**



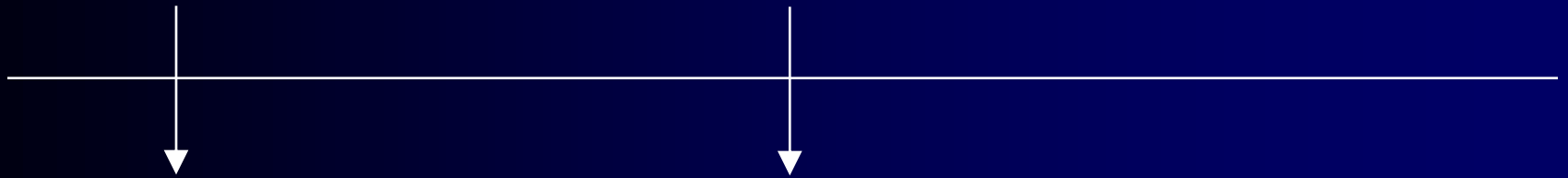
# Alcohol Action NZ

- Medical Spokespeople
  - Professor Geoffrey Robinson Wellington
  - Professor Doug Sellman Christchurch
  - Professor Jennie Connor Dunedin
- Scientific evidence
- [www.alcoholaction.co.nz](http://www.alcoholaction.co.nz)

**Where we  
are now**

**Where we need  
to get to**

**Not here!**

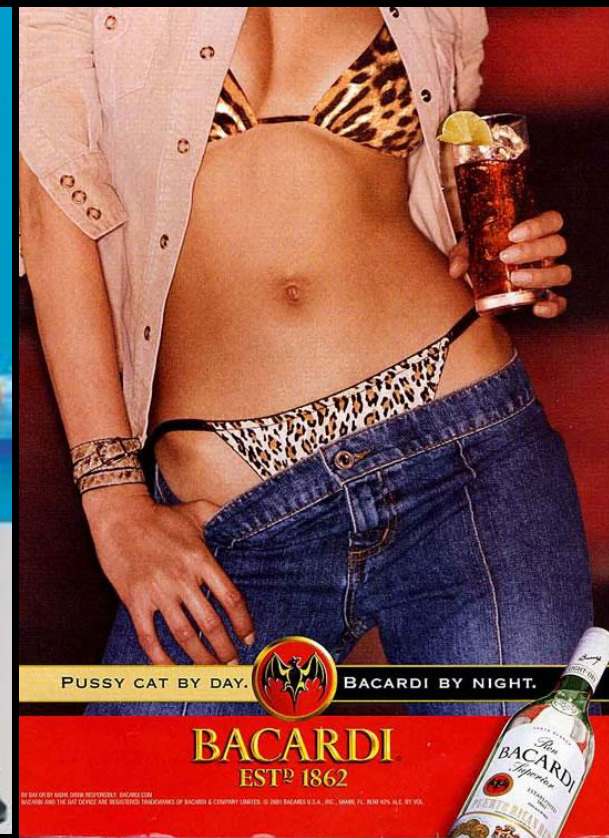


**Excessive  
Free Market**

**Effective  
Regulation**

**Prohibition**

#30 JACKPOT. Quadruple distilled and triple filtered for ultimate purity. SKYY Vodka is 40% alc/vol (80 proof). © 2008 SKYY Spirits, LLC. All rights reserved.



**Behind every addiction there is an industry scheming to make *you* and *your children* one of their favourite customers for life**



**Behind every thriving addictionogenic industry  
is a very appreciative government**

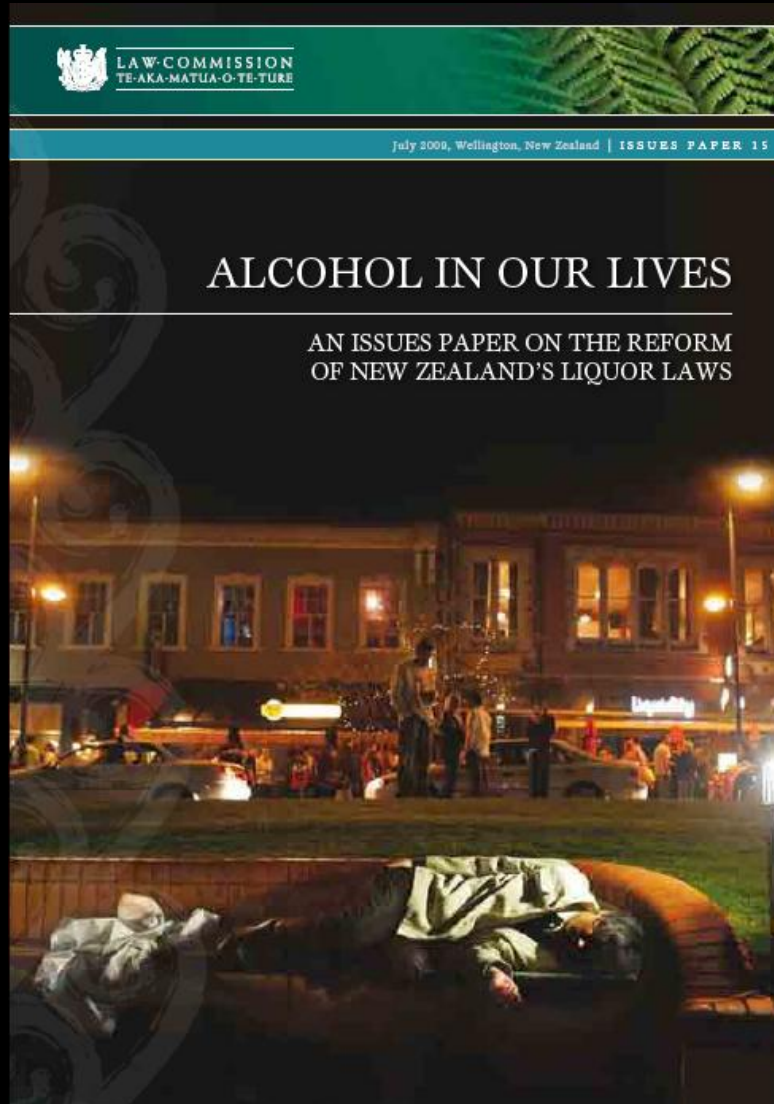


“The unbridled commercialisation of alcohol...”

Sir Geoffrey Palmer

# Alcohol in our lives: Curbing the Harm

## April 2010







alcohol: no ordinary  
commodity  
research and public policy

Thomas E. Butler, Paul Castano, Sally Castwell, Griffith Edwards,  
Nelson G. Frensch, Kathryn Graham, Ted Grube,  
Paul Grunewald, Linda Hill, Harold Holder, Ross Hoggel,  
Eva Osterberg, Jürgen Rehm, Robin Room, Ingeborg Rönner

OXFORD

# ALCOHOL

NO ORDINARY COMMODITY  
research and public policy

SECOND EDITION



National Institute on  
Alcohol Abuse and Alcoholism  
NIH Publication (NIH) 10-1155  
www.niaaa.nih.gov

Thomas E.issen, Paul Doolittle, Judy Campbell, Glenn Edwards,  
Norman DeBruin, Kathryn Dalton, Joel Dube, Linda Hill,  
Harold Haker, Ross Hines, Michael Livingston, Ed O'Leary,  
Aigen Patten, Robin Room, Ingeborg Rostene

# The 5+ Solution

- Raise alcohol prices
- Raise the purchase age
- Reduce alcohol accessibility
- Reduce advertising and sponsorship
- Increase drink-driving counter-measures

PLUS: Increase treatment opportunities for heavy drinkers

Based on Babor et al (2003, 2010)  
Confirmed by Anderson et al (2009)

# Five main reforms

1. End ultra cheap alcohol
2. End alcohol advertising and sponsorship
3. End legal drunk driving
4. End highly accessible alcohol
5. End teenage purchase of alcohol

# How effective are these reforms?

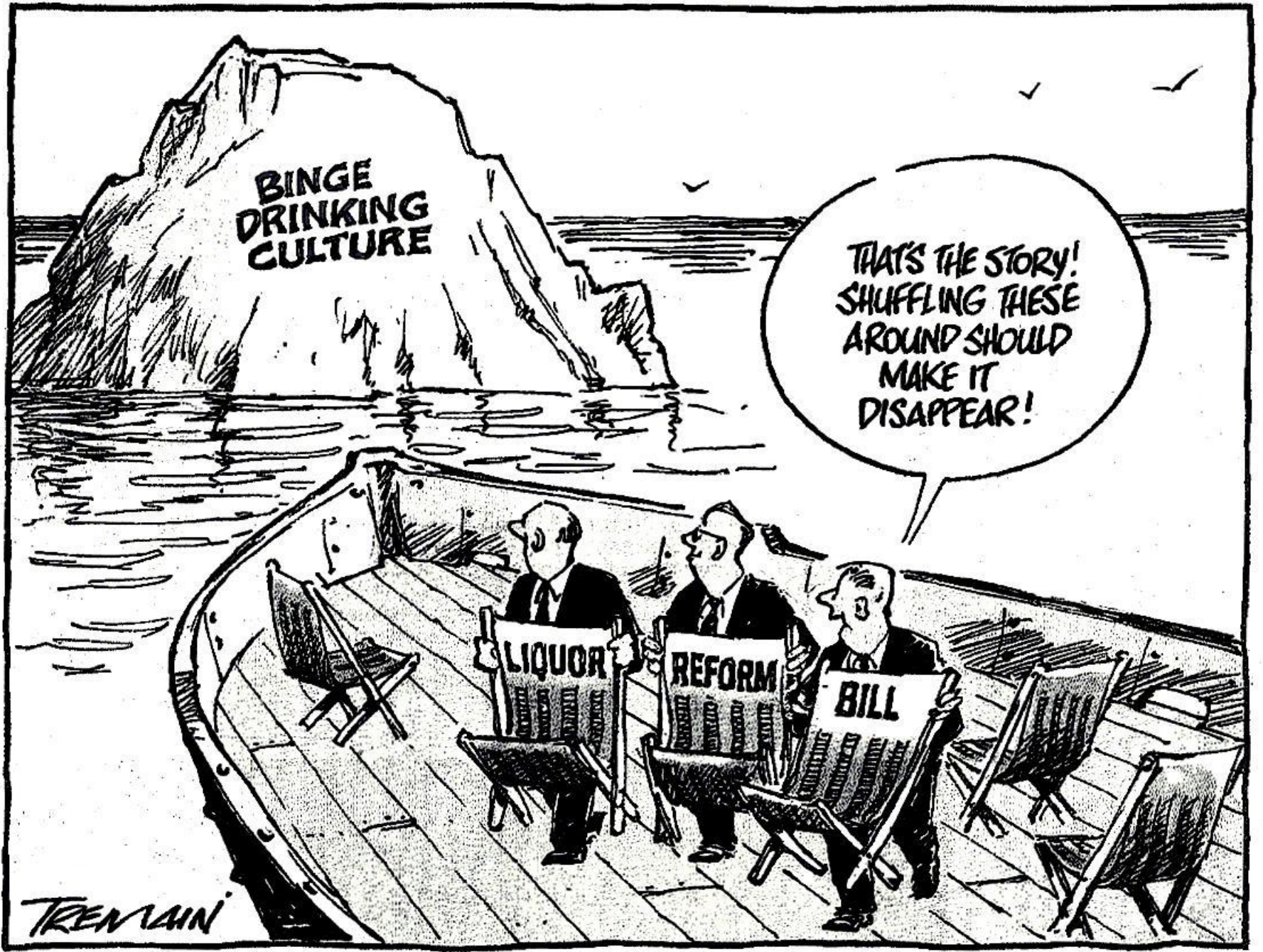
	Effectiveness (0, +, ++, +++)
1. (Minimum pricing) and excise tax increases	+++
2. Dismantle advertising and sponsorship	+ / ++
3. Lower driving limit from 0.08 to 0.05	+++
4. Reduce liquor outlets (supermarkets)	++
5. Raise purchase age to 20 years	+++
<b>Alcohol education programmes</b>	<b>0</b>

# Combination of effectiveness and public support of these reforms

	Effectiveness (0, +, ++, +++)	Public Support %
1. Raise the price	+++	76
2. Dismantle marketing	+ / ++	77 - 96
3. Lower drink driving limit	+++	65 - 75*
4. Reduce liquor availability	++	65 - 98
5. Raise purchase age	+++	87

# The Alcohol (half a) Reform Bill

1. Price **NOTHING**
2. Advertising and sponsorship  
*- some limited restriction of advertising to minors only* **TINKERING**
3. Drink driving limits **NOTHING**
4. Alcohol availability – *no alcohol from convenience stores (as originally intended) & voluntary alcohol plans* **NEXT TO NOTHING**
5. Purchase age – *maintain 18 years for on-licence but raise age to 20 years for off-licence* **HALF A REFORM**





# However...

1. Proposed further consideration of minimum pricing (alcohol sales data collected from supermarkets)
2. Proposed new expert committee investigating alcohol marketing
3. More research on drink driving crashes (0.05-0.08)
4. A separate, dedicated space in supermarkets dedicated to alcohol, separate from groceries
5. Tim Macindoe's R20 SOP for on-licence premises

# And...

- There is still time for to add more reforms to the Alcohol Reform Bill –  
Supplementary Order Papers (SOPs)

**So, what's Alcohol Action NZ up to?**