



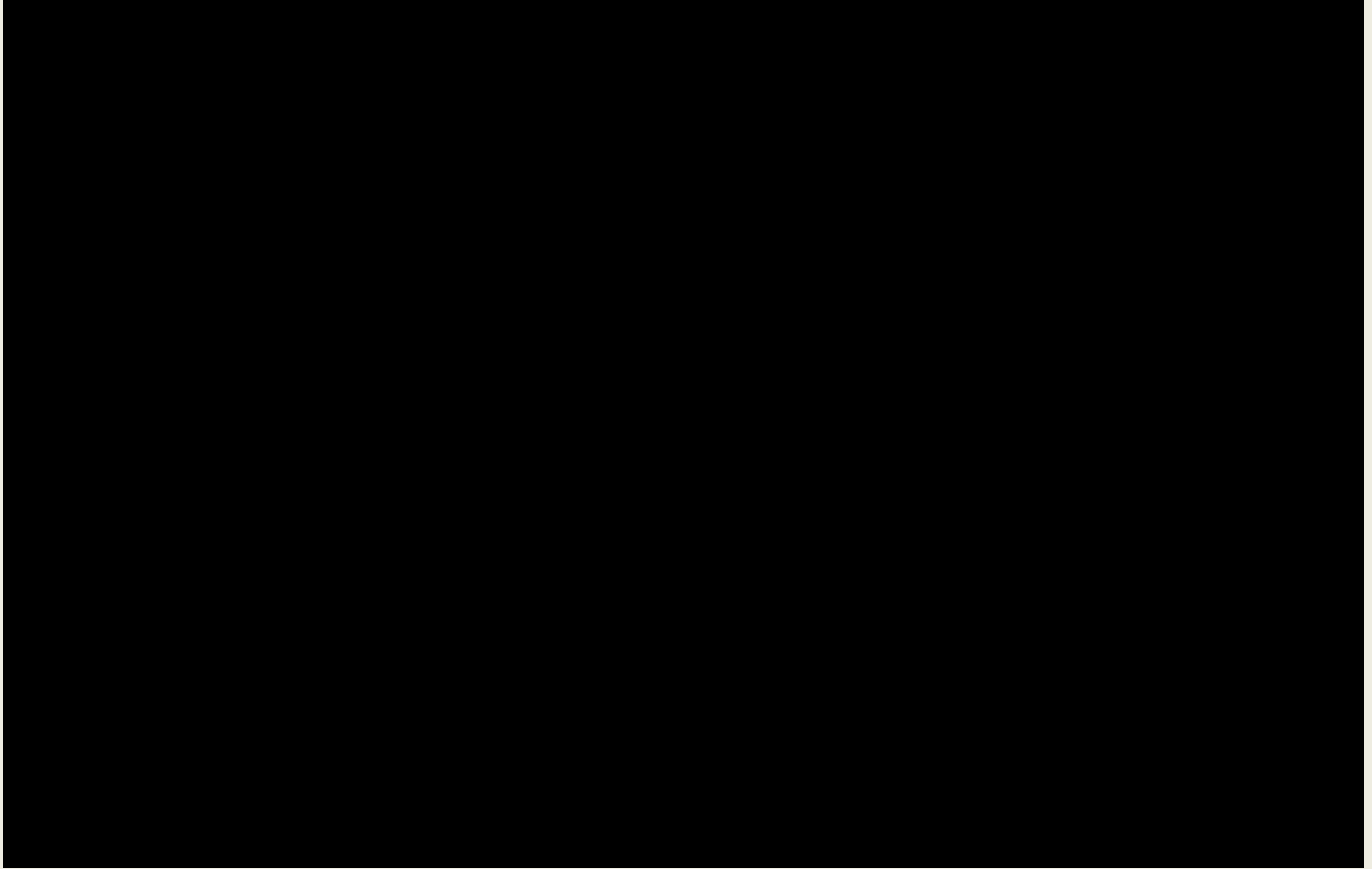
“From the Global Alcohol Strategy to National and Local Action”

13-15 February 2012
Nonthaburi, Thailand



Thai Health Promotion Foundation

- Alcohol-a curse



Main themes

- We have enough evidence
- Strong emerging evidence
- Key issues
- Growing burden
- Best buys
 - Raise taxes on alcohol
 - Restrict access to retailed alcohol
 - Enforce bans and restrictions on alcohol advertising and marketing
- GAPC declaration



Four priority areas for global action

1. Public health advocacy and partnership
2. Technical support and capacity building
3. Production and dissemination of knowledge
4. Resource mobilisation



Global Strategy to Reduce the Harmful Use of Alcohol :10 recommended target areas

1. Leadership, awareness and commitment
2. Health services response
3. Community action
4. Drink-driving policies and countermeasures
5. Availability of alcohol
6. Marketing of alcoholic beverages
7. Pricing policies
8. Reducing the negative consequences of drinking and alcohol intoxication
9. Reducing the public health impact of illicit alcohol and informally produced alcohol
10. Monitoring and surveillance



Challenges and/or opportunities

- FTA's/TPPA
- Conflict of interest
- Globalised industry
- Marketing and social media- “prosumer”
- Politics/Political leadership
- Masculinity & drinking-break the link & challenge men to become part of the solution
- Question Western norms of alcohol use

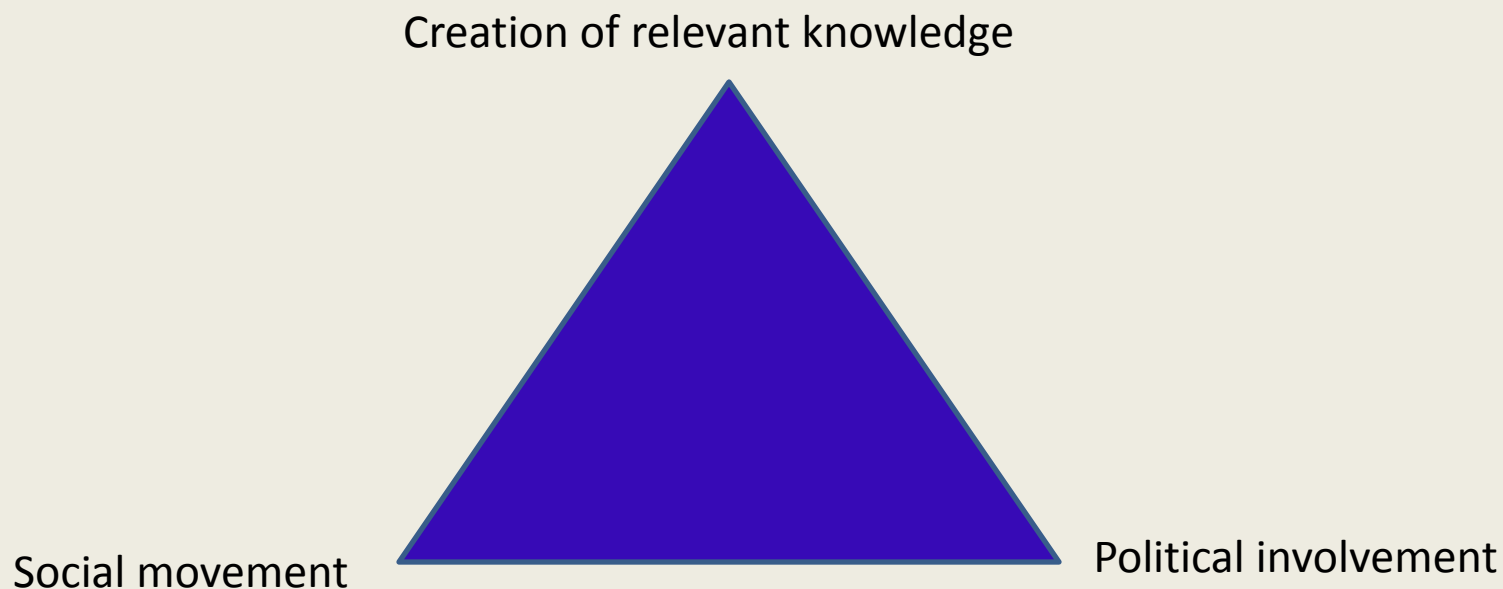


Anticipated Actions

- Triangle that moves mountains
- Capacity building NGO sector
- Community Action hold government accountable
- Free Trade and investment agreements



Triangle that moves the mountain model (Thai Health Promotion Foundation)



Wasi, P. (2000). "Triangle that moves the mountain" and health systems reform movement in Thailand. *Human Resources for Health Development Journal (HRDJ)*; 4(2), 106-110.

Knowledge



Social Mobilization



Political Involvement



Thank you

Next GAP Conference...
7-9th October 2013,
Seoul, South Korea

