

# COMPLIANCE AND ENFORCEMENT OF ALCOHOL RESTRICTIONS IN LOW RESOURCE SETTING: LESSONS FOR THE NEW POLICY IN UGANDA

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# INTRODUCTION

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- Uganda is among the heavy alcohol consumer countries in Africa- this year it was named the first in Africa (one study)
- An alcohol policy is in place
- Currently a bill is under debate in parliament to create alcohol-related laws
- There is a need to learn from the past to help manage the future
- A study was conducted in 2015 to evaluate the current legislation related to alcohol production, use and sale in 4 African countries including Uganda
- This work extracts the perceptions on levels on compliance and enforcement

# METHODS

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- In 2015 UNACOH and Makerere University School of Public Health (MakSPH) received some funding to study alcohol policy in 4 African countries
- The study units included bars/restaurants, other alcohol selling outlets, stakeholders, legislative tools and prevention and harm reduction programs.
- The study area for alcohol outlets was Kampala and neighbouring district of Wakiso but for two unique study units the research team had to travel to two other distinct districts.
- The study was largely qualitative but biased towards record and document reviews and key informant interviews (KIIs)

# METHODS CONT'D

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- The criteria for the selection of the alcohol-selling outlets, production units and dealers were
  1. adequate representation of a kind of study unit like say alcohol traders
  2. volume of business
  3. potential to influence policy
  4. potential to have an impact on market.
    - Other study units were selected depending on their importance to alcohol policy and legislation in the country.

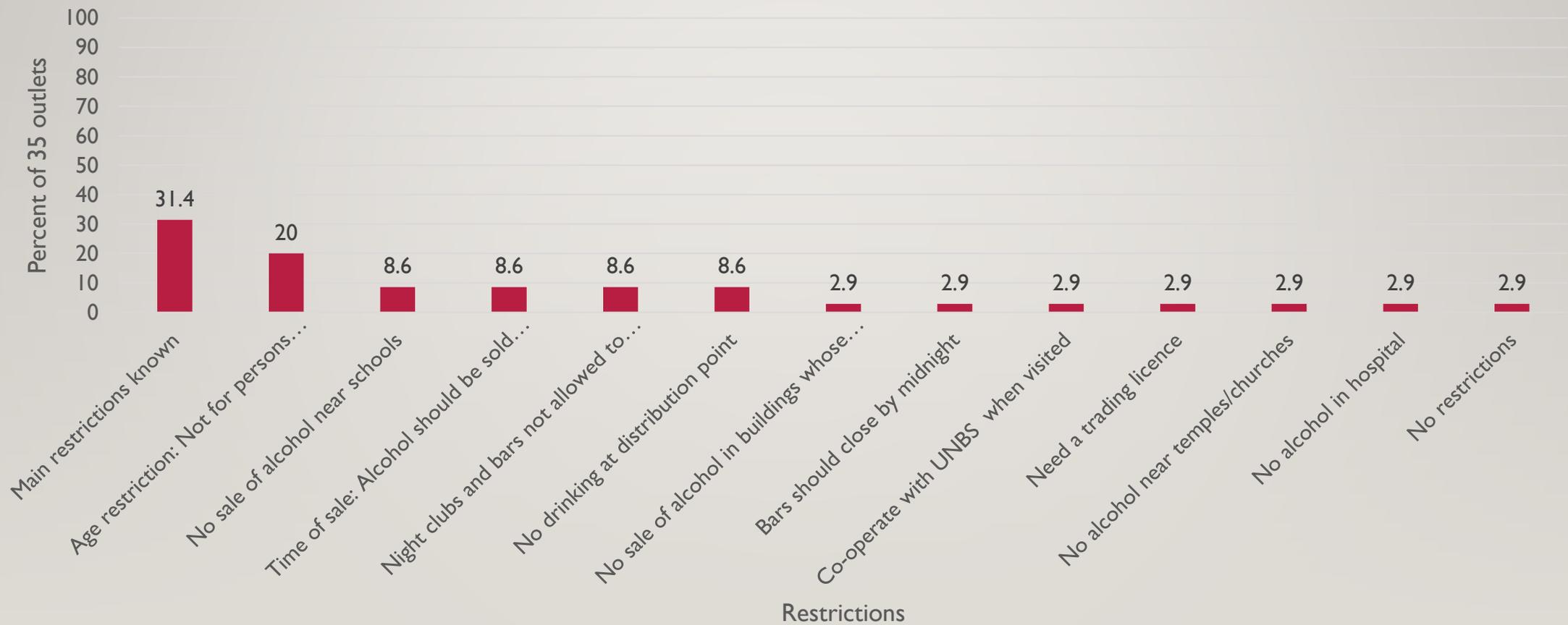
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# RESULTS

# RATING FOR AVAILABILITY, COMPLIANCE AND ENFORCEMENT OF SALE OF ALCOHOL

Location of sale points	Availability score (/10)	Compliance with regulations (/10)	Enforcement for off premises sales (/10)
Metropolitan	10(7.5-10)	5(2-9)	4(2-5.5)
Non-Metropolitan	10(9-10)		

# KNOWLEDGE OF ALCOHOL RESTRICTIONS ON BUSINESSES, TIMES AND LOCATIONS



# COMPLIANCE AND ENFORCEMENT OF RESTRICTIONS ON PURCHASE OF ALCOHOL

<i>Indicator</i>	<i>Average score(sd) [Maximum=10]</i>	<i>Number of respondents</i>
Compliance with the Purchase age restriction	4.4 (3.1)	36
Access of underage to premises where alcohol is sold	5.9(3.2)	41
Ease of purchasing alcohol by underage people	5.7(3.3)	41
Compliance with regulation on supplying and sale to intoxicated people	4.0 (3.4)	33
Enforcement of minimum purchase age regulation	4.0( 3.1)	41

# COMPLIANCE AND ENFORCEMENT OF RESTRICTIONS ON MARKETING

<b>Indicator</b>	<b>Mean score (sd)</b> <b>Max=10</b>	<b>N</b>
Compliance	6.7(2.7)	15
Enforcement	5.4(2.7)	14

# REGULATIONS PEOPLE TEND TO COMPLY WITH AND WHAT IS ENFORCED IN ALCOHOL ADVERTISING

Regulations on compliance			Regulations on compliance		
Regulations on compliance	Freq	%of 15	Regulations on compliance	Freq	%of 15
Don't target under 18	6	40.0	Drink driving is enforced	1	6.7
Don't advertise in the morning	1	6.7	Ministry of health warning on adverts	1	6.7
Label bottles with age	1	6.7	No alcohol on job	1	6.7
No marketing alcohol	1	6.7	They are all enforced UNBS certification.	1	6.7
Adverts can run after 5:00pm	1	6.7	Not selling to under 18 year olds	1	6.7
advertise in the evenings	1	6.7			

# RATING FOR COMPLIANCE AND ENFORCEMENT OF REGULATIONS ON SPONSORSHIP

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<b>Indicators</b>	<b>Average score(sd) Max=10</b>	<b>N</b>
Rating for overall compliance with the regulations on sponsorship by the alcohol beverage industry	<b>5.0(2.8)</b>	<b>11</b>
Enforcement of regulations on sponsorship by the alcohol beverage industry	<b>5.6(3.4)</b>	<b>11</b>

# COMPLIANCE AND ENFORCEMENT REGARDING REGULATIONS AGAINST POINT OF SALE

Indicator	Mean(sd)	No of respondents
overall current compliance with regulations for point-of-sale incentives and sales promotions on alcohol beverages	5(3.2)	14
Rating for enforcement of the regulations regarding point-of-sale incentives for sale of alcohol beverages enforced or not enforced	4(3.1)	13

# INSIGHTS FROM THE SAME STUDY

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- Unlicensed outlets don't follow any order of sale of alcohol. Unlicensed manufacturers can sale both on premise and off premise. Licensed manufacturers do not sell alcohol to individual customers.
- There was considerable compliance with the restriction of underage drinking than any other restrictions.
- The study observed considerable compliance and enforcement of sale of alcohol in metropolitan areas as opposed to their counter parts in non metropolitan areas.

# INSIGHTS CONT'D

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- During the data collection exercise, it was noted that bars, restaurants and supermarkets owners/personnel were more willing and cooperative in participating in the entire exercise compared to bigger (high volume sale) outlets
- The study found out that in Metropolitan areas, off premises availability of alcohol beverage in licensed outlets in terms of sale per week was highest in supermarkets compared to other outlets.
- In Non Metropolitan areas, off premises availability of alcohol beverage in licensed outlets in terms of sale per week was also highest in supermarkets

# INSIGHTS CONT'D

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- There is ignorance of regulations on sales promotions, sponsorship of events like sports by the alcohol industry.
- A half of respondents did not know of existence of such regulations.
- Most billboards advertising alcohol do not put a health warning next to the brands they advertise and in 21 %, there is no warning at all.

# CONCLUSIONS AND WAY FORWARD

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- Poor knowledge of the restrictions
- Sensitization to target all different stakeholders
- Adherence and enforcement are poor
- Enforcement is better in metropolitan than in non-metropolitan areas
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- One of the priority areas will have to be massive sensitization

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