

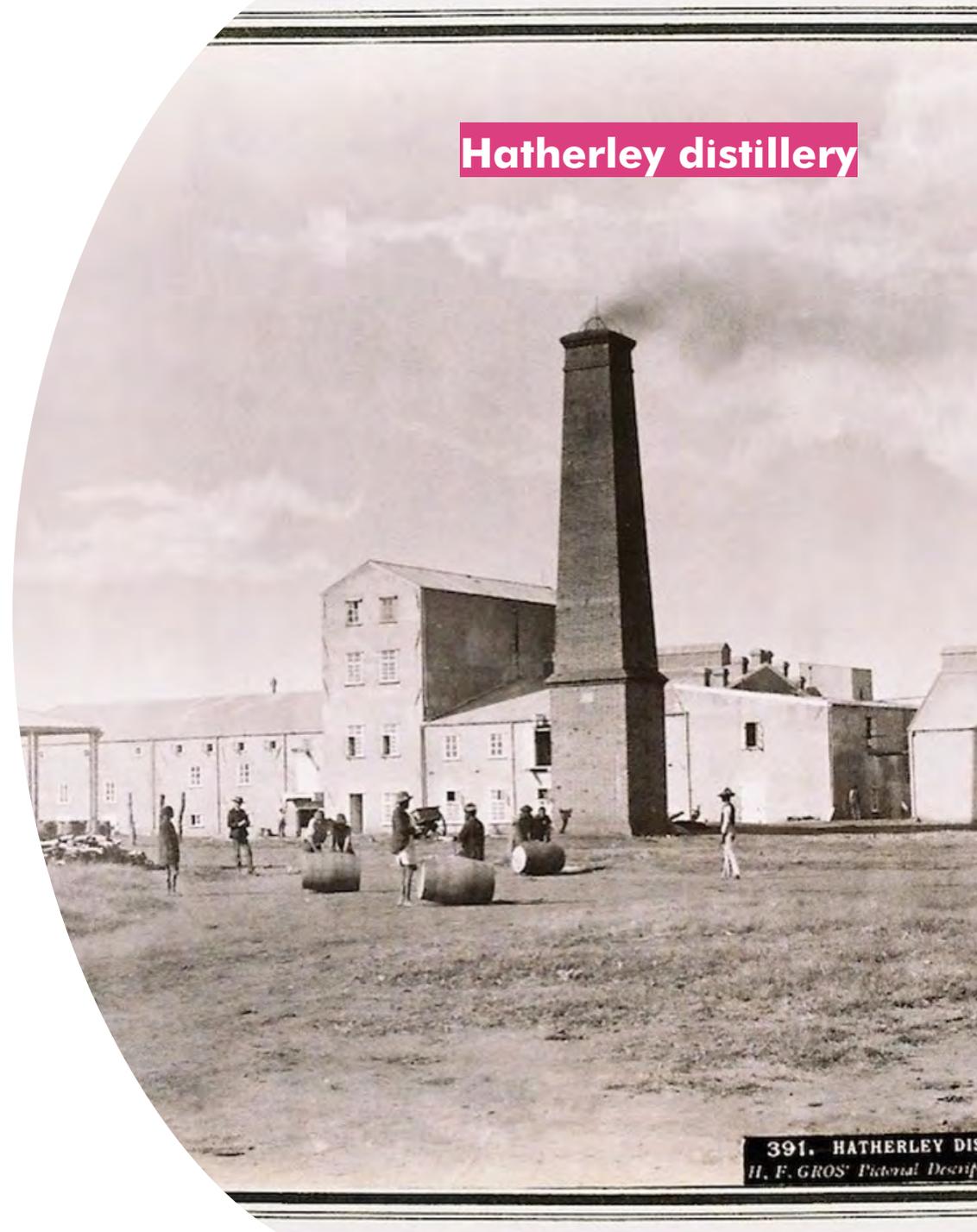


CHANGING SOCIAL NORMS, BUILDING COALITIONS

IT IS CULTURAL

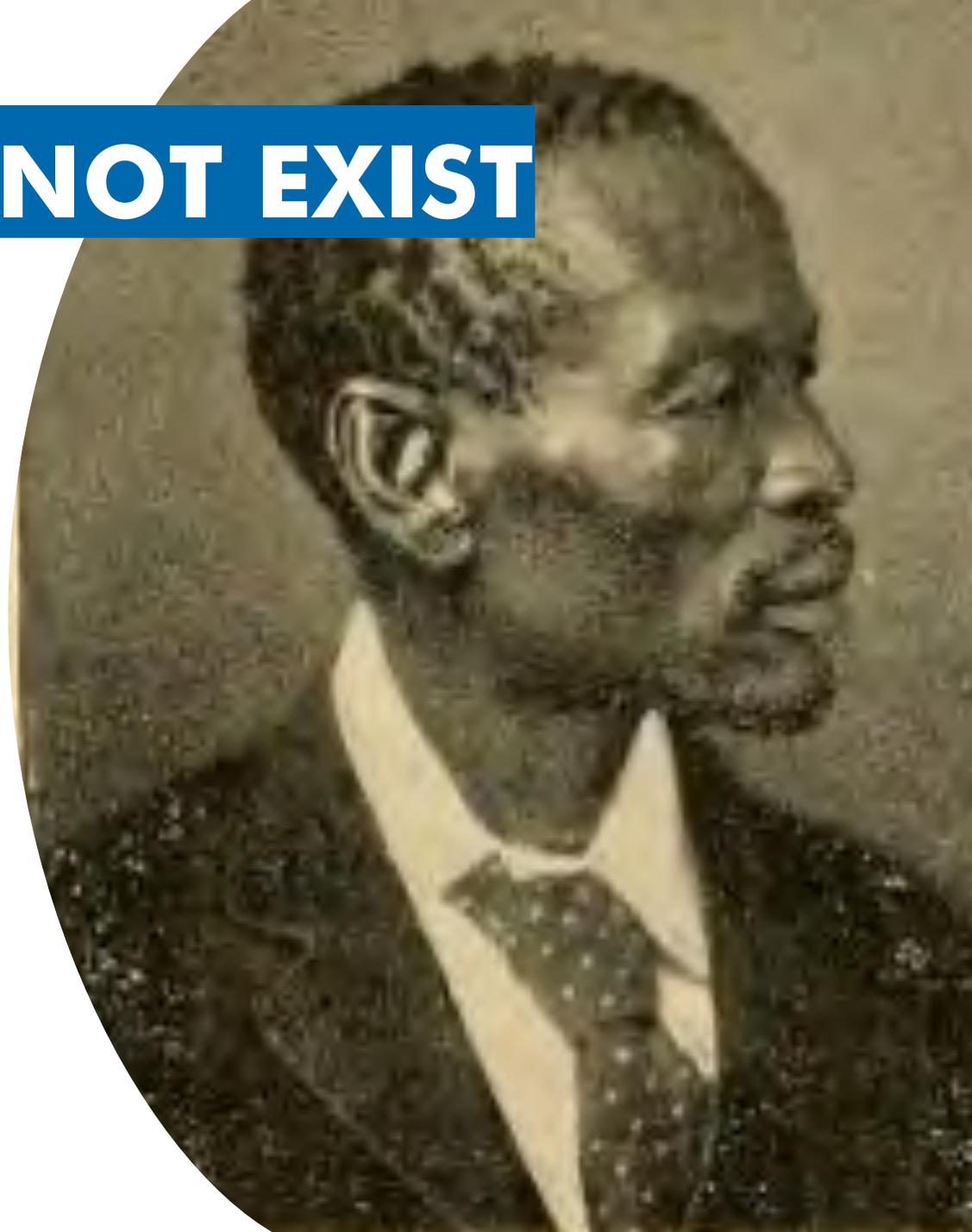
... but is it?

- Very first factory in Africa
- 1881 Pretoria
- The Liquor Machine
- Booze was the lifeblood of European colonization



BOTSWANA WOULD NOT EXIST

- **Prohibition was sovereignty**
- Bamangwato King Khama III
- Bechuanaland
- 1873





KHAMA II

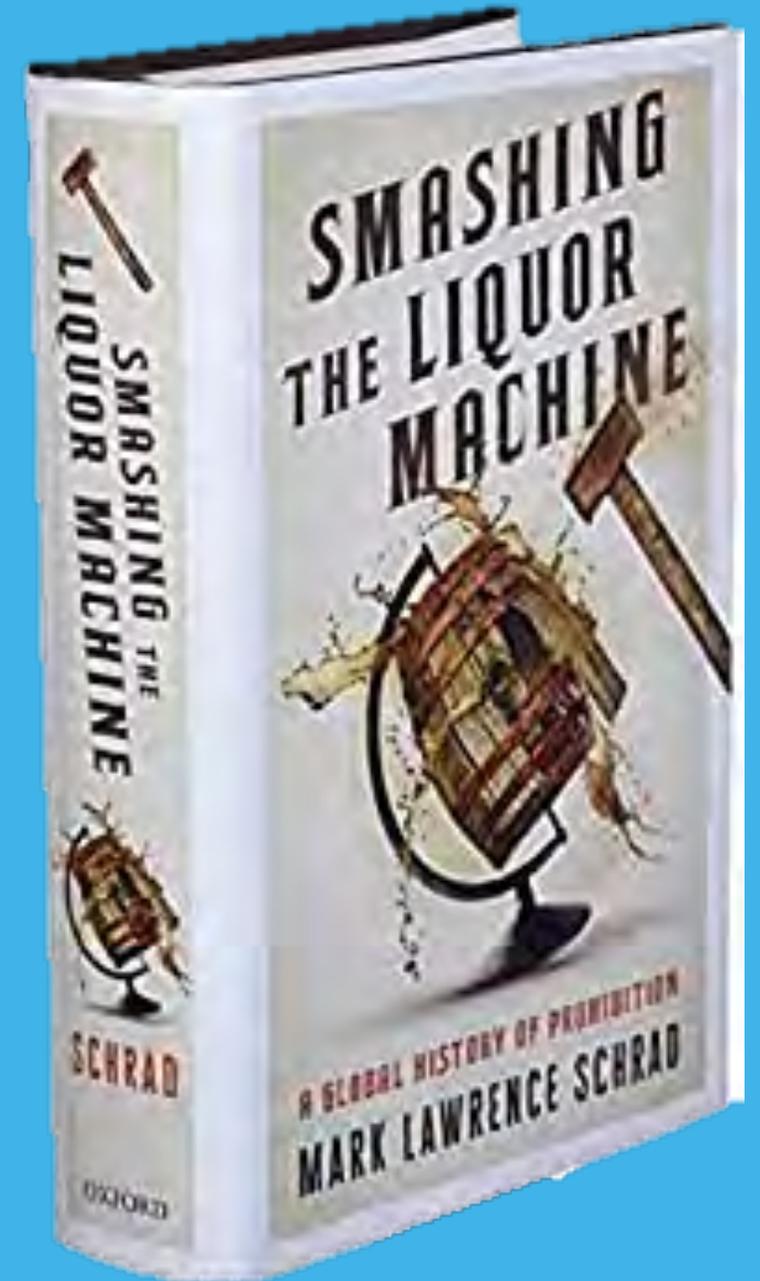
SEBELE I

BATHOEN I

IT IS NOT CULTURAL

White-people centrism

- Buddhism, Islam
- Native people in US
- Africa before colonization
- Africa now
- Different strength, less occasions



EXPLOITATION OF DREAMS

KABBO

ROAD TO THE WORLD STAGE

**FOR EVERY
NILE SPECIAL YOU BUY
WE'LL GIVE 50/- TO THE
CRANES 2026 FUND**

NOV. - DEC. 2022

TERMS & CONDITIONS APPLY



BIG ALCOHOL EXPOSED

LOBBYING

Eliminate any alcohol policy effort threatening sales ,profits

PROMOTION

Drive alcohol availability (4 dimensions), alcohol norm

SABOTAGE

Avoid, violate, undermine society's laws, institutions

MANIPULATION

Control, protect, cultivate its image (brand value)

DECEPTION

Hinder public recognition of the real effects of alcohol.



ALCOHOL NORM

- Shaped by the industry
- Made women drink wine
- Make cultures of abstainers believe they must use alcohol
- Everyone likes and wants it all the time
- **Not even alcohol users want alcohol all the time**



SOCIAL NORMING



ALCOHOL POLICY POTENTIAL

#ALCPOLPRIO

1. Transforming environments
2. Transforming norms
3. Protecting people against predatory practices of alcohol companies
4. Boosting health system/ UHC
5. Catalyzing sustainable development
6. Generating additional resources



THE POWER OF COALITIONS

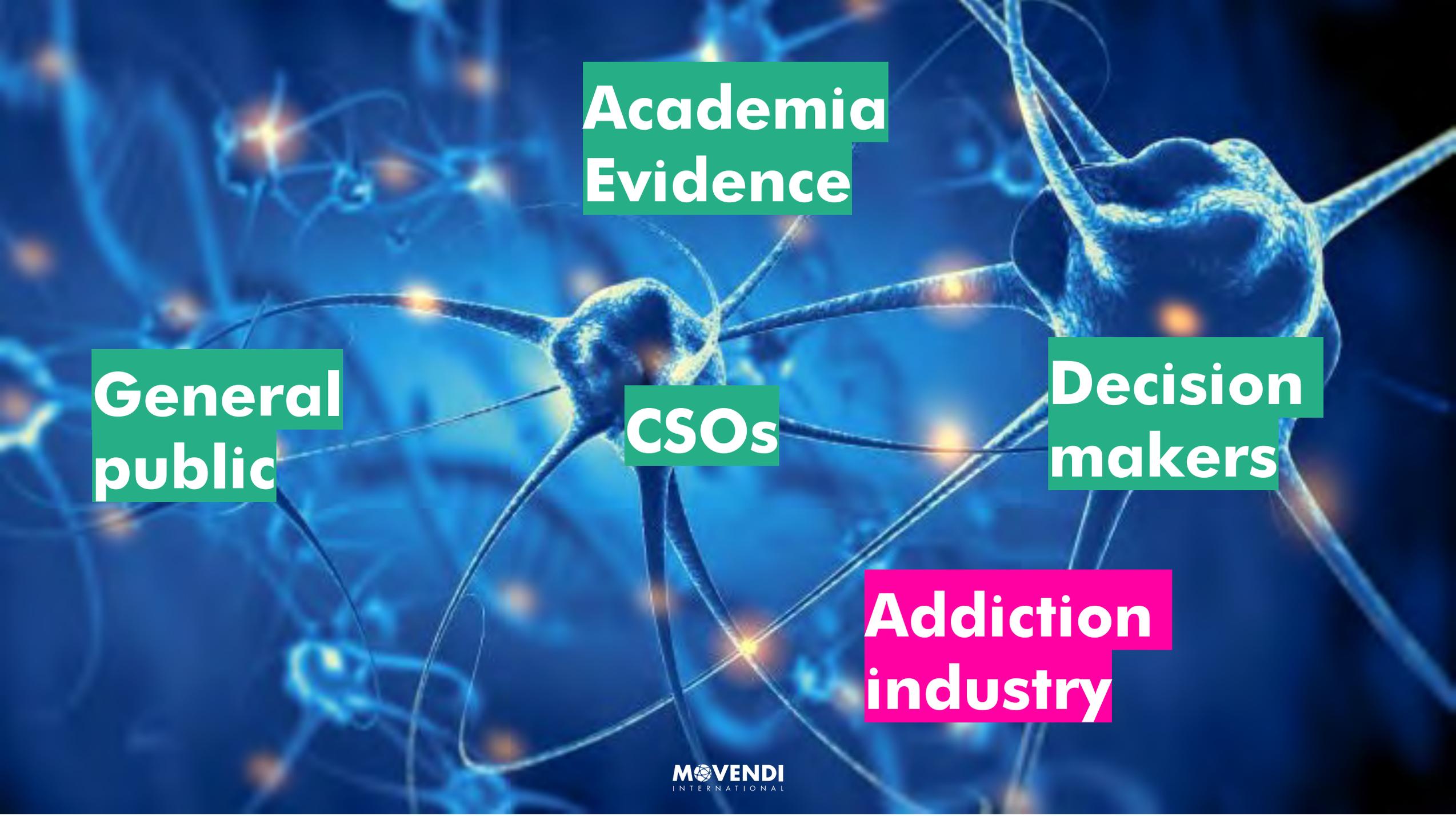
- Sweden, Norway
- Kenya, Sri Lanka, Thailand, Lithuania
- Uganda?



STRENGTH OF COALITIONS

1. Leading with values
2. Coalitions drive change
3. Movements ensure holistic health promotion on all levels
4. Mainstreaming
5. Policy can sustain coalitions





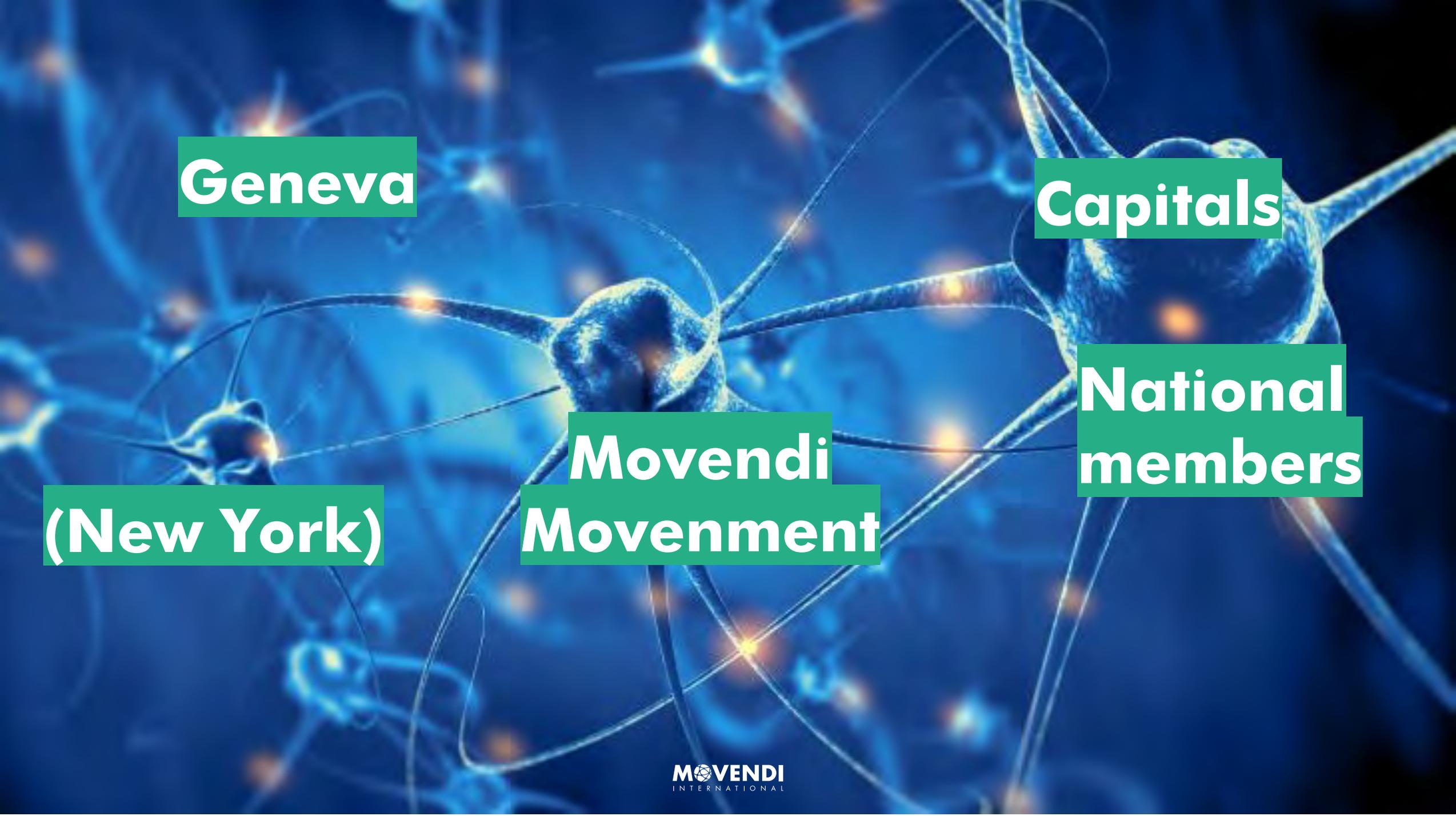
**Academia
Evidence**

**General
public**

CSOs

**Decision
makers**

**Addiction
industry**



Geneva

Capitals

(New York)

**Movendi
Movenment**

**National
members**

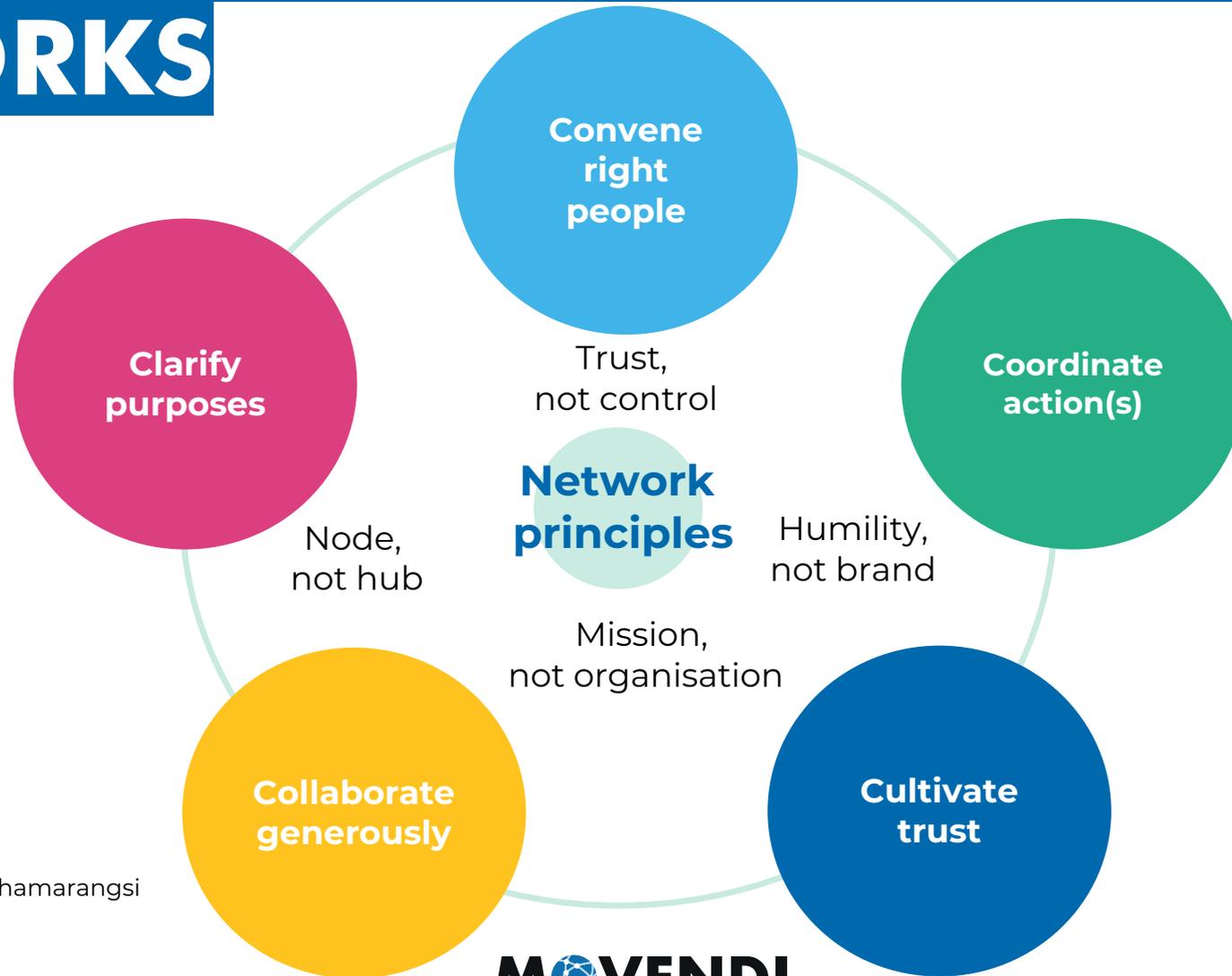
ADDED VALUE OF (CSO) PARTNERSHIPS

#DEVELOPMENTFORALL

- Bridge and/ or fill gaps
- Build trust
- Help translate between different actors
- Coverage and outreach
- (Technical) expertise
- Capacity beyond individuals
- Achieve more with less
- Resilience, persistence, longevity



BUILD, STRENGTHEN & HARNESS NETWORKS



Adapted from Dr. Thaksaphon (Mek) Thamarangsi

THE BIG HOW

- Purpose driven partnerships
- Co-creation of knowledge, theory of change, and strategic action
- Develop and strengthen capacity
- Harness diversity of knowledge, expertise, experience
- Address lack of common knowledge and understanding
- Learn and adapt (internally and externally)
- Clarity on roles and responsibilities: transparency, democracy
- Focus on substance, competence, excellence for leadership and programming
- Regular communication and coordination
- Timeliness



TACKLING **SILO** MENTALITY

#DEVELOPMENTFORALL

1. **SOIL**

- Joint actions and learning on the ground

2. **OILS**

- Facilitate smooth participation across sectors

3. **SOLI**(darity)

- Shared language and trust



CONCRETE ACTIONS

- Deglamorizing
- Reduce unfair privileges
- Social norming
- Understanding the real harm
- Counteract the forces that promote alcohol
- Expose industry strategies
- Formulation and implementation of effective policies
- Integrate prevention of alcohol into daily life





Development through alcohol prevention

THANK YOU

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