

Evidence-Based Advocacy & Counteracting the Alcohol Industry in Uganda.

2024 Annual Partners Meeting

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SUPPORTED BY: IOGT-NTO MOVEMENT

Current condition of Alcohol use in Uganda

- Uganda has no Alcohol Control law since all the old laws were repealed by the proposed new law.
- The World Health organization report (2023) ranks Uganda No.1 in the Afro Region for alcohol consumption rates.
- WHO, 2024 report reveals that the average Ugandan consumes 12.21 liters of pure alcohol annually—the highest in Africa, where the average is 4.51 liters. However, when you consider drinkers only, those aged 15 and above consume an average of 28.5 liters of pure alcohol per year, making Uganda the fourth-highest consumer in Africa



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THE ALCOHOL INDUSTRY IN UGANDA

- ▶ The alcohol industry is robust and aggressive business entity in the country through their promotions and glamorous advertisements.
- ▶ There is high rates of alcohol consumption that have led to widespread social economic and health challenges.
- ▶ Lobbying against any form of regulation.
- ▶ Corporate social responsibility (CSR) initiative- to build good will
- ▶ Influencing policy makers.
- ▶ Several front groups; UMA, KASITA, UAIA.....
- ▶ Litigation



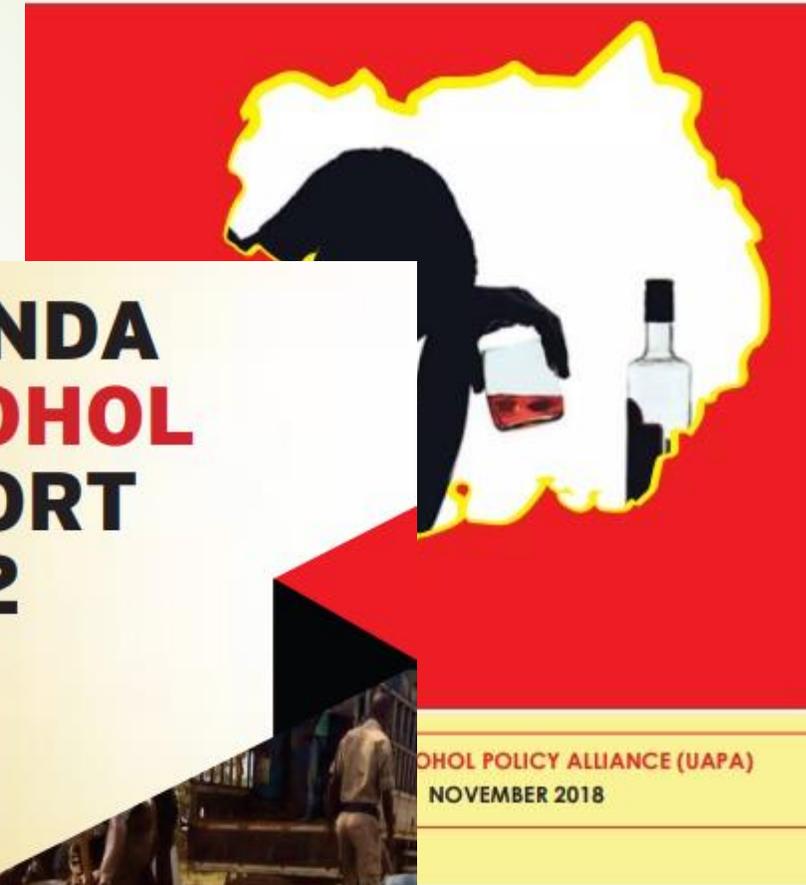
Evidence based Policies

1. Research and Data Collection ;(alcohol consumption patterns,

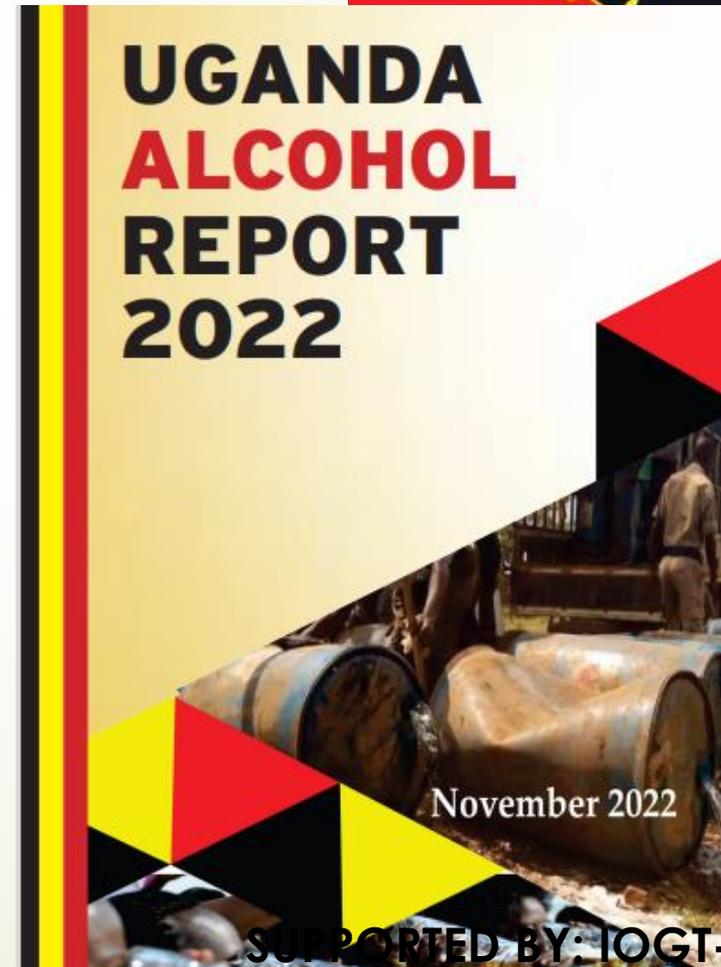
Health impact, social economic cost)

- Baseline report,2023
- Testimonies
- Alcohol Status report, 2022
- Rights holders messages (children, youth, women.....)
- Conference reports
- Partners reports (UCI, MAKSPH, UNCDA, APRAU, Centre for Policy Analysis
- National Data- Reviewing existing laws and surveys (STEPS,.....)
- Benchmarking Global best practices(WHO)

UGANDA ALCOHOL STATUS REPORT – 2018



UGANDA ALCOHOL REPORT 2022



November 2022

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LIVE: PARLIAMENTARY COMMITTEE; TRADE & HEALTH, ALCOHOLIC DRINKS CONTROL BILL 2023 | MARCH 5, 2024



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Press conference @ UHCA, UNHCO and UTTC



NCDPP@ Mpererwe PS with UAPA members Dreams of the Tropical Youth Repr



WDD commemoration, Kiyiribwa, Mukono with UAPA members



Meeting@ WHO in partnership with SAFER-Ug

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Introduction
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MP meeting@ Parliament in partnership with UPFMH



Meeting with RWOT John Paul of Pader Pajule, in partnership with PACTA



Women's day celebration with BCK in Kisumu

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Evidence based Policies Contd,

3. SAFER INITIATIVE in Uganda; a pilot WHO intervention for curbing alcohol related harm. The SAFER acronym stands for;

- **S**trengthen restrictions on alcohol availability
- **A**dvance and enforce drink driving counter measures
- **F**acilitate access to screening, brief interventions and treatment
- **E**nforce bans or comprehensive restrictions on alcohol advertising, sponsorship, & promotion.
- **R**aise prices on alcohol through excise taxes and pricing policies



Evidence based Policies Uganda Contd,

3. Stakeholder engagement, where

- Policy Makers-meetings and workshops
- Community Leaders
- Media
- Advance and enforce drink driving counter measures
- Facilitate access to screening, brief interventions and treatment
- Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship, promotion.
- Raise prices on alcohol through excise taxes and pricing policies



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KEY ACHIEVEMENTS

- 2nd Reading of the bill YESTERDAY,
- The ban of alcohol sold in sachets (2019)
- National Alcohol Control Policy (2019)
- Alcohol status Reprts 2020,2022
- Uganda Alcohol Policy Conferences (2018/20/22)
- Increased Public knowledge with more people supporting the bill.
- Bigger critical mass (partners, members, stakeholders, likeminded organisations- 126)



Challenges

- ▶ **Industry Influence:** Strong lobbying efforts and financial power of the alcohol industry.
- ▶ **Public Misconceptions:** Widespread normalization of alcohol consumption.
- ▶ **Enforcement Gaps:** Inconsistent application of alcohol control laws at local and national levels.

Overcome

- ✓ **Partnerships:** Collaborating with international organizations and other NGOs to strengthen advocacy efforts.
- ✓ **Capacity Building:** Training members and community leaders in advocacy, policy development, and public speaking.
- ✓ **Counter-Industry Campaigns:** Creating counter-narratives to industry messaging, focusing on public health.



Appreciation

- IOGT- NTO- MOVEMENT
- RESET/VITAL STRATEGIES
- ASTRAZENECA
- MOVENDI
- WHO SAFER
- LOCAL STAKEHOLDERS (MOH, MOE,UCI, UPFMH,MAKSPH,.....)
- UAPA MEMBERS, Esp. LMI, UGGA, HaB....
- MOVER OF THE BILL AND THE TEAM

