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What's the role for advocacy and campaigning body?

PMA Conference

1 February 2019

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SAAPA Regional Coordinator

Acknowledgements

- FORUT
- SAAPA boards
- Public health expert network



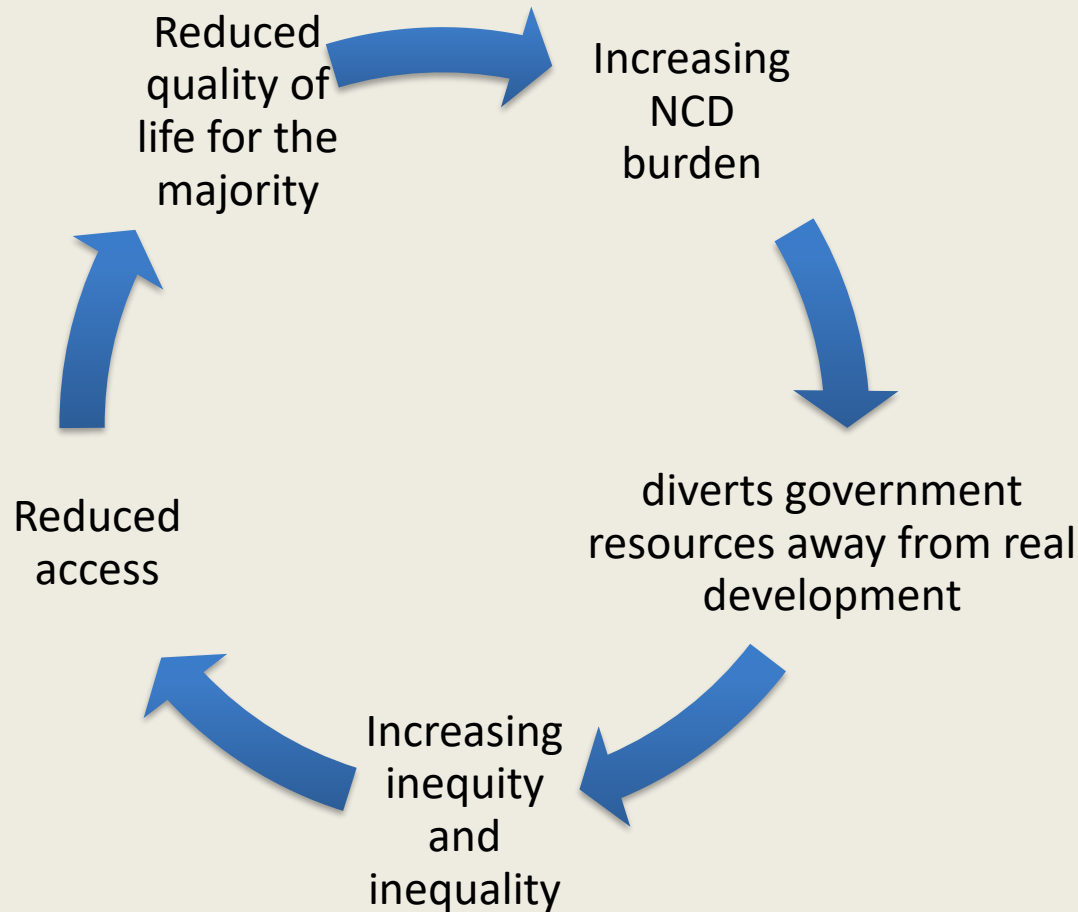
Public health imperative: promoting individual well-being within context of population and socio-economic environment



Industry narrative of public health



Masking their profit imperative and impact of product ...



Industry mantra

- Free choice
- Individual responsibility
- Economic contribution
- Vehicle/ partner for development



Enabling the industry

- **SGD17 - Partnerships for the goals**
- **resolution WHA63.13**
- **WHO – regular dialogue with the alcohol industry**

http://www.who.int/substance_abuse/activities/dialogue_economic_operators_alcohol_production/en/



In-country political context

- Africa only 17 countries have policy/legislative restrictions on alcohol advertising despite evidence – influence early initiation and amounts of alcohol consumed
 - Jernigan, D. et al (2017) Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008, *Addiction*, 112 (Suppl. 1) 7-20
- 5 election year cycle – promise of change (Botswana – within 1st 6 months have reduced alcohol levy and increased hours of sale)
- Government silos/ economic growth priority
- Business interests of politicians (current and former)



Strategies to influence individual consumption and state regulations

- Marketing : promote desirability and acceptability
- CSI: present a caring image
- Lobbying: limit public health policy & promote narrative of consumer choice

➤ Responding and not shaping consumer demand

[https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(16\)30217-0/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(16)30217-0/fulltext)



SAAPA - Working with different communities

- ☐ **Research and public health prof**
 - Access/ Make evidence more accessible
 - Influence research?
- ☐ **Political decision makers and technocrats**
 - Lobby for evidence based policy
- ☐ **Media**
 - Influence discourse, expose, agenda setting
- ☐ **Civil society (giving voice)**
 - Build in/ formal networks
 - Mobilise support
 - Develop capacity
 - Identify alternatives
- ☐ **Public health training**
 - Share lessons
 - Influence future practisioners



Marketing disguised as CSI

BEERS FOR AFRICA



To help address hunger in Africa, the **South African Breweries** has partnered with **Stop Hunger Now Southern Africa** with the launch of 'Beers for Africa'

BEERS FOR AFRICA =
EIGHT
ICONIC BEER BRANDS
FROM **AFRICA**



BRINGING A TASTE
OF **AFRICA**
TO
SOUTH AFRICA



EACH 8-PACK
CONTRIBUTES TO A
WHOLESOME MEAL FOR
3 STUDENTS ACROSS AFRICA



2018 TARGET
= PROVIDE
ONE MILLION
MEALS FOR STUDENTS

Collectively we can **BRING PEOPLE TOGETHER** for a better world



* The partnership with Stop Hunger Now Southern Africa involves a contribution for each pack sold going to the non-profit organisation that coordinates the distribution of food to students living in poverty.



Stalling policy

- **Evaluating the economic, health and social impacts of the proposed Liquor Amendment Bill, 2017**
- **REPORT PREPARED FOR NEDLAC BY GENESIS ANALYTICS**



SOUTH AFRICA YOU INSPIRE
#PROTEAFIRE



BRUTALFRUIT
NETBALL
PREMIER LEAGUE



**BAN ALL ADVERTISING OF ALCOHOL,
INCLUDING ALCOHOL SPONSORSHIPS IN SPORT**

**RELEASE THE CONTROL OF MARKETING OF
ALCOHOL BEVERAGES BILL, 2013
TO THE PUBLIC FOR COMMENT**

ENACT THE LIQUOR AMENDMENT BILL, 2017

Healthy Nations. Empowered Communities

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END ALCOHOL ADVERTISING IN SPORT INDABA



27 JUNE 2018
SSISSA
UCT

- 9h00 Registration and tea
- 10h00 Welcome and chair (SA Board Mzwakhe Khumalo)
- 10h05 Introduction and purpose (SAAPA Region)
- 10h10 Opening Remarks (Prof. Landon Myer– UCT SOPH)
- 10h25 Presentation - alcohol consumption and harm (Neo Morojele - SAMRC)
- 10h45 Q&A
- 11h00 Presentation – alcohol advertising (Prof. Leslie London – UCT)
- 11h20 Q&A
- 11h45 Presentation - Local perspective
Community representative (Klipfontein health committee)
Local sports person (Achmat Albertus)
Public Health practitioners' opinion survey
Q&A
- 12h30 LUNCH
- 13h30 Alternative funding (Chair – Tawanda Chivese - PHASA)
- 13h30 Group discussions
- 14h30 Reports
- 15h20 Summary (Chair – Prof. Charles Parry - SAMRC)
- 15h30 Resolutions – SAAPA
- 15h45 Closure

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Southern African Alcohol Policy Alliance

**Submission to the United Nations
Committee on Economic, Social
and Cultural Rights**

South Africa

2018

Authored by Michelle du Toit



Partner for addressing social ills & development



Masculinity

- #NOEXCUSE; #BraveBoldStrong
- *“In redefining the brand’s purpose, we have taken a conscious decision to leverage the power of **Carling Black Label** as South Africa’s largest beer to promote positive change in the lives’ of our consumers, and society as a whole. The ‘Brave Bold Strong’ content piece seeks to create positive dialogue in society,”* said Grant Pereira, Carling Black Label Brand Director.



Water stewardship



1 LIMITED EDITION CHALICE = 5 YEARS CLEAN WATER

STELLA ARTOIS

MORE THAN 1 MILLION LIVES CHANGED

PURCHASE NOW


The advertisement features three Stella Artois chalices in the center. To the left, a decorative border shows stylized figures in various poses. To the right, another decorative border shows stylized figures in various poses. The background is white with a red banner at the bottom.

Partnerships with government

- JHB – one of 10 smart goal cities
- National and provincial government departments



Public health & development community response

- Delayed
- Reactive
- Divided (cultivated)
- Silos (resource dependant)
- ? vs '24hr mean machine'
- Evidence collectors  policy

Our challenge?

- What is our political process & will?
- 1 vs specific
- Transform – leadership
- Pool resources
- Dedicated team
- Engaging outside of health sector
- Donor/ development partner community
- UN/WHO system accountability



Opportunities

