



The Asia Pacific Meeting on Alcohol Policy, 23 September 2004

## **Plan for Action on Alcohol Policy in the Asia / Pacific Region**

The meeting acknowledged the role of NGOs and voluntary organisations in the region and the work which has already been carried out. Building on this work the following recommendations for priorities for action were made:

### **Local Activities**

#### **Minimum purchase age**

- Inform people about laws already in place
- Enforce policies in alcohol outlets
- Review penalties

#### **Advocacy**

- Working smart with the information available – repackaging for advocacy
- More effective advocacy
- Traditional leadership needs education / realise their responsibility
- Share information with chiefs
- Issues about legal and police processes and different cultural values
- Changing culture of drinking surrounding sports

#### **Trade treaties information**

- Making sure that social and health implications are provide for future free trade discussions at the 2005 Pacific leaders forum
- Raise money fro an detailed analysis
- Disseminate information to NGOs and Ministries of Health

#### **Drink driving**

- BAC levels in legislation and regulation
- Alcohol breath testing by police
- Enforcement of drink driving rules
- Refocusing police attention
- Justice system – more effective penalties

#### **Advertising and sponsorship**

- Introduce restrictions on advertising before it gets entrenched
- Ban sports, arts and cultural sponsorship

## **Policy focus**

- Health interests to be the driving force not commercial interests
- Greater evidence based policy

## **Research**

- Collecting local data on alcohol available for consumption, drinking patterns and harms (possibility of cross country collaboration)
- Review existing policy and look for opportunities to improve
- Estimate non commercial alcohol production and use

## **Community action**

- Greater NGO / voluntary organisations development required
- Need to co-ordinate different key stakeholders and interested agencies at the national level

## **Licensing**

- Set fees to cover costs of monitoring and enforcement

## **Regional/Global Activities**

- Develop NGO involvement – before undertaking partnerships such as with the WHO
- Sponsorship of Olympic and other international sports organisations and events.

\*Stakeholders may include: police, media, licensing authorities, health and social professionals, distribution organisations