

Lessons to be Learned From the Tobacco International Network

Presenter

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Alcohol & Tobacco: Threat to Public Health

- ❑ Alcohol is a public health hazard as tobacco.
- ❑ Tobacco has adverse effects on social, economic, health and environmental factors. Alcohol too has adverse medical, psychological, social and economic impacts.
- ❑ Other similar characteristics -social acceptability, dependence, aggressive marketing of the product including to youth

Tobacco: A Threat to Public Health

- ❑ 2nd major common cause of death
- ❑ 4th leading risk factor for disease in 2000 & 2010 (WHR, 2002)
- ❑ Responsible for the death of one in ten adults worldwide.
- ❑ 5 million deaths a year worldwide due to tobacco-related disease
- ❑ Causes 8.8% of deaths and 4.1% of DALYs
- ❑ By 2030, if present trends continue unchecked, the figure will have increased to 10 million deaths per year, with 70 % of these deaths taking place in developing countries.

Alcohol: A Public Health Hazard

- ❑ Worldwide, 1.8 million deaths in 2000 were attributable to alcohol use.
- ❑ Alcohol attributes to 4% of disease burden and 3.2% of all global deaths.
- ❑ Alcohol is the leading risk factor related to the major burden of disease in low mortality developing countries and the third most prevalent risk factor for leading diseases and injuries in developed countries (WHO, 2002)
- ❑ While alcohol consumption is decreasing in some developed countries it is on the rise in developing nations (Saxena, 1997, WHO, 2002)
- ❑ Significant proportion of the student population drink at hazardous level
- ❑ The burden from alcohol exceed that from tobacco because alcohol problems tend to take their toll earlier in life
- ❑ The physiological and social consequences of alcohol use also negatively affect school performance, attendance, productivity at work and relations within the family

Direct and Indirect Impact of Tobacco and Alcohol

- Second Hand Smoke from a smoker's cigarette is harmful to a non-smoker in his/her vicinity.
- Harmful drinking of alcohol is underlying cause of injury, violence (especially domestic violence against women and children), disability, social problems and premature deaths (mental ill health affecting individuals, families, communities and society).
- Risk associated with Drunking and Driving.

Trends In Alcohol Consumption

- ❑ Alcohol consumption is declining in most of the developed countries, and rising in many of the developing countries and the countries of Central and Eastern Europe.
- ❑ Males do most of the drinking in these countries, and evidence available regarding patterns of drinking suggests that large amounts of heavy drinking are occurring.
- ❑ Patterns, context and overall levels of alcohol consumption influence the health of the population as a whole.

Median and range of recorded per capita consumption of alcohol per adult 15 years of age and over, and geographic coverage of survey data by WHO region

Region	Consumption (Litres)	Range	Median	Countries with Survey Data / Total Number of Countries	Percent of Population Covered
AFRO	1.37	0.02 – 7.72	0.95	7/46	34
AMRO	6.98	1.66 -14.03	5.74	19/36	95
EMRO	0.30	0.05 – 10.00	0.53	2/22	19
EURO	8.6	0.85 – 15.12	8.26	22/52	45
SEARO	1.15	0.004 – 8.64	0.99	2/10	67
WPRO	5.54	0.34 – 18.39	1.95	9/28	93

Source: Global Status Report on Alcohol: WHO, 1999

Alcohol Situation in India Among Youth

- ❑ In contemporary India, tendency of alcohol consumption has percolated down to youth
- ❑ Media has played a leading role in encouraging the use of alcohol among the youth (Portrayal in congenial social setting; association with glamour and celebrity status; direct and indirect advertising)
- ❑ Age at which youngsters consume liquor for the first time has come down in Kerala
 - In 1986 the age was 19
 - In 1990 the age was 17
 - In 1994 the age was 14

(Survey conducted by WHO and ADIC, India)

Why is Alcohol consumption Increasing in Developing Countries

- Alcohol consumption in developed countries is reducing and, in contrast, consumption in developing countries is increasing.
- Alcohol transnationals are shifting their focus to Asia and other developing countries (young population and a growing economy) as the American and European markets are saturated
- Alcohol consumption is likely to increase : with increase in per capita incomes, trade barriers falling, and alcoholic beverages advancing into new markets in developing countries (increased access).
- Both beer and spirits consumption in India have been rising, possibly due to economic liberalisation of the Indian market.
- Privatisation and opening up the market to foreign companies dramatically changes the advertising and marketing of alcohol and most countries (such as in Asia) lack alcohol control national policies and strategies.

Source; <http://www.worldbank.org/html/extdr/hnp/hddflash/hcnote/hrn013.html> &
Institute of Alcohol Studies-<http://www.ias.org.uk/>

Alcohol Industry is following exactly the same Marketing and Promotion tactics and strategies as were employed by the Tobacco Industry globally and especially in developing countries

Trends in Tobacco Advertisement and Promotions before the Enforcement of the Indian Tobacco Control Act

- ❑ Billboard advertising of international and domestic brands of cigarettes and chewable forms of tobacco
- ❑ Surrogate Advertising (Brand Stretching)
 - “502 Pataka” beedi a popular beedi brand is now being advertised as 502 Pataka chai (tea)
 - Advertising paan masala/ mouth fresheners bearing the same brand name as tobacco products is a common practice



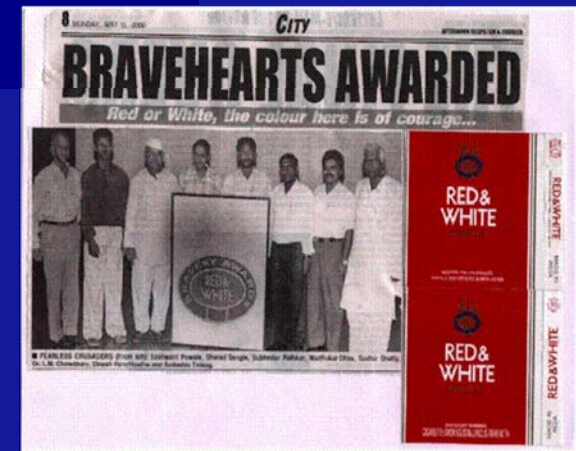
Trends in Tobacco Advertisement and Promotions

□ Promotions

- The “**Red and White**” Bravery Awards, organized by Godfrey Phillips India (GPI) a tobacco company subsidiary of Phillip Morris
- “**Manikchand**”, manufacturers of gutkha, patronized the Filmfare awards ceremony

□ Sponsorship of sports and cultural events

- “**Wills**” (brand of ITC) used to sponsor Indian cricket team/matches
- Tennis tournaments were sponsored by “**Gold Flake**” cigarette brand
- Boat racing was sponsored by “**Four Square**” brand
- Polo events and golf sponsored by “**Classic**” (cigarette brand of ITC)
- “**Charms**”, a cigarette brand sponsored the ‘Spirit of freedom concert’, a musical event.



Tobacco: Other International Promotions

- ❑ “Marlboro” and “Benson & Hedges” (international cigarette brands) extensively advertise by sponsoring Formula 1 race in many countries.
- ❑ British American Tobacco (BAT), sponsoring the telecast of the World Cup to Malaysians through the Dunhill brand
- ❑ BAT offering athletes and sportsmen bicycles and t-shirts. They also give sportsmen shirts imprinted with their product name/logo, e.g. TOBACCO CONGO or EMBASSY, with a ball.
- ❑ “Bristol” used to sponsor the football matches, in Sri Lanka. The series was called the Bristol Cup. At the same time Bristol also organized and sponsored a cycle race.



Current Trends in Advertising by Alcohol Industry

- ❑ Billboard advertising of international and domestic brands of alcohol through surrogate means.
- ❑ Sponsorship of sports and cultural events
 - “Royal stag” sponsors Indian cricket matches and cricket players
 - “Shaw Wallace” sponsored the Indian open golfing event as the Royal Challenge Indian open
 - “Shaw Wallace” sponsored Kenya cricket team.
 - “Seagram” sponsors events such as “Chivas Regal” Polo championships and Chivas Regal Invitational golf challenge for



Current Trends in Advertising by Alcohol Industry

□ Indirect Advertising

- Launch of Teacher's Achievement Awards and the Smirnoff international fashion award.
- “Seagram Blenders” pride sponsored Lakme India Fashion Week.

□ Surrogate Advertising

- “Aristocrat” a popular whisky brand is being advertised as Aristocrat Apple Juice.
- “Haywards 5000” (darting kit), Mera No. 1 “Mc. Dowel's”, “Kingfisher” king of good times (packaged water bottles).
- “Bacardi” advertising through its Bacardi blast album also advertises through parties tied up with rediff.com



Regulatory strategies for Alcohol control thus will have to be formulated on same lines as Tobacco Control.

This will require initiating efforts for Alcohol control at :

- ❑ At National and sub-national level
- ❑ At Regional level

Factors that Contributed Towards Global Support for Tobacco Control

□ Public Outrage

- **Increased research findings confirming ill effects of Second Hand Smoke**
 - Impact on policy makers (eg. Supreme court of India banned smoking in public places)
 - Impact of youth health activism (eg. Youth led campaigns on comprehensive ban on tobacco advertising through HRIDAY-SHAN)
 - Impact on people (eg. Advocacy groups like TAT=Teachers Against Tobacco, PAT= Parents Against Tobacco and SAT = Students Against Tobacco)
- **Tobacco industry documents**
 - Revelations that tobacco companies know all facts related to ill effects of tobacco
 - Revelations about tobacco industry's marketing practices
 - Revelation about tobacco industry misleading the youth
- **Success in litigation against the tobacco industry**

□ Advocacy efforts by national and international health and other NGOs

- **International support letters and congratulatory letters mobilized through international NGO network**

□ WHO's intervention through Framework Convention on Tobacco Control

Tobacco Industry Documents Targeting Youth & Women

- ❑ *Massive female and young adult market*
- ❑ *United States Tobacco Journal concludes:*
 - *"A massive potential market still exists among women and young adults, cigarette industry leaders agreed, acknowledging that recruitment of these millions of prospective smokers comprises the major objective for the immediate future and on a long term basis as well".*
- ❑ *"Marlboro" document says:*
 - *The Marlboro Cowboy is chosen to advertise Marlboro cigarettes, "because he is close to the earth. He's an authentic American hero. Probably the only one. And it worked". The advertising agent responsible said "We asked ourselves what was the most generally accepted symbol of masculinity in America."*



Tobacco Industry needs to recruit new customers regularly

“Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years... Younger adult smokers are the only source of replacing smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle”.

— (R.J. Reynolds Tobacco Company internal memorandum, 29 February 1984)

Lawsuits Against Tobacco Industry

- ❑ **Minnesota was the first state in the USA to file an antitrust and consumer fraud lawsuit against the tobacco industry.**
- ❑ **Grounds for the Minnesota Tobacco Lawsuit**
 - Tobacco companies mislead the public about smoking and health in violation of Minnesota's laws against consumer fraud, false advertising and deceptive trade practices.
 - Tobacco companies conspired to suppress medical research and to prevent competitors from developing safer cigarettes in violation of Minnesota's anti-trust laws.
 - Tobacco companies intentionally targeted children and concealed the addictive nature of cigarettes

Minnesota's Tobacco Settlement: A Landmark Success

□ What Minnesota's Tobacco Settlement Achieved

- \$6.1 billion settlement - four and one-half times the \$1.7 billion the state had sought for extra costs state programs had paid to treat sick smokers. Most of the settlement money was a sanction against the tobacco industry for what it did to addict kids and mislead the public.
- Permanent ban on tobacco marketing that targets children, enforceable with money penalties, injunctions and fines.
- \$202 million fund (3 percent of settlement) to help adults quit smoking and conduct research (called the Minnesota Partnership for Action Against Tobacco).
- Over 33 million pages of secret industry documents opened to the public, including the industry-funded Minnesota Document Depository for public use.
- The settlement proposed a permanent endowment to reduce youth smoking through counter-advertising, classroom education, community partnerships, advocacy, research and evaluation in a comprehensive program to reduce tobacco use in Minnesota.

Source: Tobacco Settlement Fact Sheet

Other Legal Action Against Tobacco Industry

□ Texas Law suit Against Tobacco

- Texas was the third state in USA to settle a lawsuit against the tobacco industry, reportedly accepting at least \$14 billion over 25 years to reimburse the state for Medicaid money it spent treating smokers

□ Iowa Lawsuit Against Tobacco Industry

- The State of Iowa has filed a lawsuit seeking to recover millions of dollars in restitution and damages from tobacco companies and their research associations. The suit seeks restitution and civil penalties on the consumer fraud count. The suit also asks the court to order the defendants to pay the State millions of dollars in restitution for costs the State paid to provide health care and other services to citizens and employees as a result of tobacco-related diseases, illnesses and injuries resulting from "the defendants' wrongful conduct and unlawful activities. "

□ Law Suit Against Tobacco Industry by Attorney General Dennis C. Vacco

- He filed suit against the nation's tobacco companies, claiming that the industry deceived New Yorkers about the health effects of smoking, and illegally lured millions of teenagers to take up the deadly smoking habit. This lawsuit seeks to recoup the billions of dollars spent to treat smoking-related illnesses, including expenditures by private insurers and the taxpayer-funded Medicaid program.

Individual Lawsuit

- ❑ In the 1988 lawsuit by the relatives of Nathan Horton who had died of lung cancer after smoking Pall Malls for thirty years, the American Tobacco Company argued, “cigarette smoking is not injurious to health. Customers are justified in relying on that statement” (Robert Heimann). And a person should not “expect to get lung cancer” or “expect to get emphysema” from smoking Pall Mall cigarettes (Preston Leake). Also: “the Surgeon General’s dead wrong” (Robert Heimann).
- ❑ The New South Wales Supreme Court awarded \$450,000 to a nonsmoking bartender after she developed throat cancer after years of heavy exposure to passive smoke. This was the first successful litigation of the kind in Australia.

Legal Action Against Tobacco Industry in India

- ❑ PIL filed in the Supreme court of India (1999) by Murli Deora, a former member of the Indian Parliament on account of inaction of the state in regulating the use of tobacco.
- ❑ Voluntary Organization in Interest of Consumer Education (VOICE) filed a complaint in 1984 against the Indian tobacco Company (ITC), with the Monopolies and Restrictive Trade Practices Commission (MRTPC) for promoting cigarette smoking using contest programme.
- ❑ Voluntary Health Association of India (VHAI) filed a petition in 1999 before the High court of Delhi, raising the issue of surrogate advertising by cigarette manufacturing companies by way of sponsorship of sports events.
- ❑ A petition was filed by Consumer Education and Research Centre (CERC) in the High Court of Gujrat related to treatment of cancer patients recommending compensation for patients with oral cancer.
- ❑ Consumer Education and Research Society (CERS) has initiated a class action suits for compensation on behalf of some patients with oral cancer, who developed the illness after being addicted to the chewing of gutkha.
- ❑ Generation Saviour Association (Mohali, Punjab) filed PIL in 1996 in Punjab and Haryana High court to ban smoking in public places.

Current Alcohol Control

Policies: Global

Examples

Alcohol Policies: South East Asia Region (I)

❑ Bangladesh

- Law prohibits production, sale and consumption of alcoholic beverages
- Importation is allowed for consumption by foreign nationals and tourists

❑ Bhutan

- Selling alcohol under the age of 18 and driving while intoxicated are punishable offence
- Fixed limits on brewing to prevent food scarcities

❑ Indonesia

- The Food and Drug Directorate General in the Ministry of Health controls the production and distribution of alcoholic beverages

❑ Maldives

- Law prohibits consumption of alcohol by citizens
- Consumption of imported alcoholic beverages by tourists in specified resorts is permitted

❑ India

- Cable Television Network (Regulation) Amendment Bill, 2000, completely prohibits cigarette and alcohol advertisements, which directly and indirectly promote sale of these products (enacted from September 8, 2000)

Alcohol Policies: South East Asia Region (II)

□ Nepal

- Hotel business and liquor sale and distribution Act (1966) prohibits sale of liquor to anyone under 16 years of age.
- No policy to curb the production or sale
- License to be obtained under the liquor Act (1971) for producing, selling, importing and exporting liquor
- Clause 7 of the act allows anyone to produce a small amount of liquor without license

□ Srilanka

- Alcohol advertising is not permitted on television or radio
- Adverts are freely allowed in print media and on billboards
- Legal minimum drinking age was changed from 20 to 18 in 1993
- Special licenses for alcohol sales for sporting events
- Licenses available for hotels with only 5 rooms

Alcohol Control Policy Measures in Thailand

- ❑ Banning sales to under 18
- ❑ Warning labels on alcoholic beverage containers and advertising “alcohol decreases driving ability”
- ❑ Restriction on alcohol advertising for beverages containing alcohol more than 15 degrees that is banned on radio and television during the period 05.00 – 22.00
- ❑ Blood alcohol concentration limits for drivers (0.05G percent)

Alcohol Marketing in Asia

- ❑ Transnational alcohol companies use unethical advertising and marketing tactics to get customers particularly poor.
- ❑ Alcoholic drinks are advertised as products which will bring sexual prowess, success and power.
- ❑ Adverts blatantly make misleading claims about health such as Guinness Stout which suggests it is good for male fertility and virility.
- ❑ Sponsorship and philanthropic activities e.g. Guinness and Carlsberg sponsor cultural, musical and sporting events.
- ❑ Offering scholarships to poor students, buy computers for rural schools.

Alcohol Advertising: Blatant use of Surrogate Method

- There's a surrogate approach towards liquor advertising in India. How do you plan to break into it?

“There is not much that we can do except market ourselves through promotions with the latest being the birthday. Hollywood films like Scent of a Woman have helped in brand endorsement”.

- Dr. Amrit Kiran Singh, Vice President and Area Director, South Asia, Brown Forman Spirits Worldwide

Source: The Asian Age, New Delhi, Sep 26, 2005

THE ASIAN AGE
NEW DELHI 26 SEPTEMBER 2005

Q&A | Dr Amrit Kiran Singh Duties on liquor, a big stumbling block

Amrith Kiran Singh, 45, is vice-president and area director, South Asia, for Brown Forman Spirits Worldwide, an American wine and spirits manufacturer, with a turnover in excess of \$2.4 billion. Mr Singh's 22-year career included assignments in India, the United Kingdom and the United States, with major stints in Dunlop and BPL, besides Brown-Forman. He's also the chairman of the American Chamber of Commerce in India.

Worldwide, what is Jack Daniel's position in the market?

World over, Jack Daniel's is the largest selling whiskey, at 7.4 million cases per annum. Even if you add the sales of other brands like Chivas Regal and Johnnie Walker, their figures don't match Jack Daniel's, though the average price of the three brands is anywhere between \$21 and \$24.

How is Jack Daniel's positioned in India?

Jack Daniel's came to India four years ago and right now, it is being established as a brand by projecting life instances of Jack Daniel.

What are the key drivers for your growth in India?

The sales go up during the tourist season in Goa. Overall, the per capita consumption is higher in Bangalore than in Mumbai and Delhi. This can be attributed to Bangalore's software community and their affinity to California. America is Jack Daniel's largest market, followed by the United Kingdom.

What is Jack Daniel's USP?

For the last 155 years, Jack Daniel's has been a luxury product that doesn't look like one. Unlike many brands, the packaging and the labelling has remained the same. It's remained a mellow, fresh whiskey, whose charcoal mellow processing and the drop-by-drop bottling process have been retained.

There's a surrogate approach towards liquor advertising in India. How do you plan to break into it?

There's not much that we can do, except market ourselves through promotions, with the latest being the birthday. Hollywood films like Scent of a Woman have helped in brand endorsement.

What are the key drivers for your growth in India?

Globally, it's a \$3 billion company and in India, the legal sales is 10 per cent of the actual sales. The key drivers are the foreign direct investment. Right now, America is the single largest investor in India, and has pumped in \$20 billion. The figures can scale to \$60 billion if FDI is encouraged. This will enable the middle class to consume more luxury products. By bringing down the duty fee, India which is the world's second largest consumer of whiskey, will get a boost.

Will Jack Daniel's be manufactured in India?

Jack Daniel's is made from a single distillery in Lynchburg, Tennessee and retailed world over. Its winning formula can be attributed to the fresh lime water coming from the limestone cave, where the distillery is located. The process can never be replicated anywhere in the world.



Amrit Kiran Singh, vice-president and area director, South Asia, for Brown-Forman Spirits Worldwide.

What is Needed?

To reduce the impact of alcohol on health and society:

- ❑ Need to advocate for Comprehensive National and Sub-national policies
- ❑ Measures to educate the public about dangers of unhealthy use of alcohol
- ❑ Regulate consumption through Legal Interventions
- ❑ Comprehensive ban on Alcohol Advertising
- ❑ Measures that restrict access to Youth
- ❑ Regulating cross border issues through a Framework Convention on Alcohol control
- ❑ Alcohol to be treated as an extra-ordinary commodity and measures affecting the supply, distribution, sale, advertising, promotion or investment in alcoholic beverages be excluded from international trade agreements

Global Efforts Related to Tobacco Control

World Health Organization's Framework Convention on Tobacco Control (FCTC) is the first global public health treaty developed in response to the increasing tobacco epidemic.

- ❑ Adopted By World Health Assembly On May 21, 2003**
- ❑ Came Into Force On February 27, 2005**
- ❑ Number of countries signed till December, 05: 168**
- ❑ Number of countries ratified till December 5, 05: 114**

Key Provisions of FCTC

- ❑ **NON-PRICE MEASURES (Advertising; Education; Packaging and Labeling; Youth Access)**
- ❑ **PRICE & TAX MEASURES**
- ❑ **CURBS ON SMUGGLING**
- ❑ **LIABILITY AND COMPENSATION**
- ❑ **FINANCIAL MEASURES**
- ❑ **INTERNATIONAL COOPERATION**

Indian Tobacco Control Law- At a Glance

Key Provision of cigarettes and other tobacco product Act, 2003

- ❑ Ban on smoking in public places (including indoor workplaces)
- ❑ Ban on direct and indirect advertising of tobacco products
 - Point-of-sale advertising is permitted
- ❑ Ban on sales to minors
 - Tobacco products cannot be sold to children <18 years
 - Tobacco products cannot be sold within a radius of 100 yards of educational institutions
- ❑ Pictorial health warnings
- ❑ English and one or more Indian languages to be used for health warnings on tobacco packs
- ❑ Testing and Regulation: Ingredients to be declared on tobacco product packages (Tar and Nicotine)

Role of NGOs in Framework Convention Alliance (FCA) during Negotiations of FCTC

- ❑ An international Alliance of non-governmental organizations from around the world was formed to support the development of FCTC and combat tobacco industry disinformation.
- ❑ FCA now comprises of more than 200 groups from more than 90 countries.
- ❑ Role of FCA during FCTC negotiations of educating policymakers on various issues related to tobacco control is an excellent example of how NGOs can play a crucial role in strengthening international policies that address cross border issues.
- ❑ FCA's "Orchid Award" and "Dirty Ash Tray Award" were a powerful advocacy tool

GLOBALink : Connecting Tobacco Control Community

- ❑ Managed by the International Union Against Cancer, GLOBALink is the leading international tobacco control network serving all those active in tobacco-control, and public health.
- ❑ **GLOBALink Members** range from individuals to international organizations worldwide, and include information centers, news editors, cancer societies, health educators, project officers and congress organizers. **Membership to GLOBALink is free of charge.** **News Bulletins:** International, regional or thematic, selected from multiple sources. GLOBALink newsletters, tobacco access law news, tobacco on trial, etc.
- ❑ **Electronic Conferences:** Allow users to exchange views on a broad range of issues. Electronic conferences are also designed to help members get national and international support when requested.
- ❑ **Full-text databases:** helps find appropriate information or references (news, legislation, directories); hence, a user-friendly document retrieval system provides instant access to many publications, guidelines, calendars and reports.
- ❑ **Home-page service:** GLOBALink offers free web/list-hosting to tobacco-control

Missing Initiatives: Enforcing New Excise Policies (I)

- Policies targeting availability
 - Pricing and taxation on alcohol

- Policies targeting physical access
 - Density of outlets
 - Opening hours and day of sale
 - Minimum legal drinking age fixed at 21 years
 - Server training and service intervention should be mandatory
 - Server liability should be enforced
 - Monopoly of alcohol sales should be with the government
 - Retail availability of beverages shall be only through licensed outlets
 - Regulation of beverages according to alcohol strength

Missing Initiatives: Enforcing New Excise Policies

(II)

□ Addressing specific social contents

- Drinking and driving shall be taken seriously
- Drunken driving laws should be strictly enforced
- Facilities for screening BAC levels shall be mandatory in all government hospitals
- Designated driver schemes shall be implemented
- Breath analyzer to be provided to every police officer
- No sale counters of shops near the toll tax area on the highway

□ Changing social climates and attitudes

- Alcohol advertising including surrogate advertisement shall be curtailed
- Banning of sponsorship of any kind of events by alcohol industry
- Censorship of scenes portraying drinking in cinema and visual medias shall be strictly enforced
- Mass media educational campaign shall be made mandatory
- School based education made compulsory
- Promotion of media advocacy
- Beverage alcohol labels should contain information about drink sizes, alcohol content and also legible and pictorial health warnings

Missing Initiatives: Enforcing New Excise Policies (III)

□ Provision for Treatment and Rehabilitation

- Provision for early intervention through primary health care settings
- Specialized de-addiction facilities through government hospitals
- High risk intervention programme for prisons, slums, coastal areas, tribal colonies etc.
- Work place programmes to be made mandatory in all industries
- Community de-addiction camps to be organized regularly with the support of specialized NGOs and hospitals
- Integrated and holistic approaches should be encouraged
- Aftercare and rehabilitation should be given more emphasis

World Health Organization's Resolution on Public Health Problems caused by Alcohol

The Executive Board of WHO, recommended to the Fifty-eighth World Health Assembly the adoption of a resolution that Requests member states:

- ❑ to develop, implement and evaluate effective strategies and programmes for reducing the negative health and social consequences of harmful use of alcohol.
- ❑ to encourage mobilization and active and appropriate engagement of all concerned social and economic groups, including scientific, professional, non-governmental and voluntary bodies, the private sector, civil society and industry associations in reducing harmful use of alcohol.
- ❑ to support the work of Director –General through voluntary contributions by interested member states.