

Ban on alcohol ads in final phase

■ *Arthit Khwankhom*
The Nation

THE PUBLIC Health Ministry yesterday shifted into the final phase of a complete ban on advertising of alcohol in a bid to curb the rise in consumption.

The national committee on alcohol-consumption control yesterday announced a more detailed proposal of the ban on alcohol advertising, saying the only exceptions would be for "international professional sports" events.

Aside from that, all forms of alco-

hol advertising will be completely banned very soon, Public Health Minister Pinij Jarusombatsaid after chairing the committee's meeting yesterday.

The proposal for a total alcohol-advertising ban was expected to be forwarded to the Government Public Relations Department, which is in charge of advertising on television and radio, by Monday.

The department's ban should be announced soon as the earlier proposal which set limits on advertising was enforced quickly, Dr Narong Sahametapat, the deputy director of

the Disease Control Department, said.

Since alcohol such as beer is grouped as "label-controlled products" under the authority of the FDA, print ads for alcohol, for example, will be controlled by the FDA, Pinij said.

Transferring authority to the OCPB would make the ban more effective in controlling other forms of advertising such as using pretty girls in sales promotions in beer gardens, Narong said.

Zoning of alcohol sales was also given priority.