State of Alcohol and Substance

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In 2011, WHO reported that alcohol consumption par capita for Uganda was 11.9 litres and hence the second in Africa.

In March 2013, CNN study ranked Uganda 8th in the world and first on the African continent in liquor intake.

70% of the population suffer directly or indirectly due to alcohol consumption.
Informal alcohol accounts for 65% alcohol produced.
Largely un recorded & un regulated.
Cultural acceptance of alcohol brewing and consumption.
Production and marketing trends

* Uganda 5\textsuperscript{th} largest beer market in Africa (Daily Monitor; Aug 10, 2012)
* Uganda’s beer sales contribute 5\% of Diageo’s overall sales on the continent.
* Extensive marketing in the media
* Outdoor advertising
Basis of this presentation

* Research conducted by UYDEL- State of Alcohol Abuse in Uganda, 2013.
* Learning from Global Alcohol Policy Conference South Korea, 2013.
Developing the narrative

* Desk review
* Media advertising audit
* Mystery shopping evaluation
* Identifying 2 largest radio/TV channels. (Recording and analyzing 2 x 24 hours x 2 channels)

* On a week day and on a weekend day.

* Using internet & digital recorder.

Radio: in the 24 hours monitored a total of 91 alcohol advertisements were recorded linked to sports, music, success and modern life styles.
Alcohol Advertising
Alcohol Packaging

- Proliferation of alcohol sachets in lowest quantities of 50mls and pricing about 500/=.

- It’s very cheap; easy to conceal; accessible to minors.
Outdoor detail and context
Billboard near a school
WELCOME TO THE SOURCE OF THE GREAT RIVER NILE - JINJA, UGANDA

You are now on the Eastern bank of the River Nile, at a point where the river begins to flow from Lake Victoria (Source of the Nile) to the mediterranean sea. It takes water three months to complete this journey of 4000 miles (6400 km).

The falls that John Hanning Speke saw in 1862, naming them the “Rippon Falls” after the President of the Royal Geographical Society in London, submerged in 1947 on the construction of the giant Owen Falls Dam. The dam completed in 1954, harnesses the head long rush of water from the lake to produce hydro electric power for Uganda.

"Omugga Kiyira" is the local name for River Nile. The bay behind this billboard through which the waters of Lake Victoria funnel in the Nile is called the Napoleon Gulf.

On the western bank of the river is an obelisk marking the spot where Speke stood for hours when he saw the source of the River Nile, making it known to the outside world.
Deliberate promotion

* In public places such as supermarkets, markets, road side promotions with free distribution of alcohol
* Merchandising; (T-shirts, caps, key holders, umbrellas)
* Music concerts, sports events
* New media – e.g. internet, social media, play stations.
Alcohol marketing
### Non-Compliance of selling points

<table>
<thead>
<tr>
<th>Sales point</th>
<th>Amount of visits</th>
<th>Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little shop</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Big supermarket</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Bar or Pub</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Discotheque</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
<td><strong>0</strong></td>
</tr>
</tbody>
</table>
Findings

* All selling points did not comply with the legal age restrictions.
* In every attempt to buy alcohol, the minors were successful.
* All alcohol sellers did not ask for the age or identification of the minors.
Deductions on marketing

* Advertising is not regulated
* The policy fully relies on self regulation which does not work.
* The alcohol industry dictates the situation.
Legal and policy framework
Existing laws

- The Enguli Act, 1964
- Liquor Act- Cap. 93
- Portable Sprits Act-Cap 97
- Traffic Road and Safety Act, 1998
- Uganda Bureau of Standards Act-Cap 327
- The Shop Hours Act- Cap 99 and
Recommendations

- Enact Alcohol control Law
- Increase taxes.
- Ban alcohol packed in sachets.
- License selling points
- Enforce opening and selling time
- Regulate unethical advertising/promotion
- Establish endowment fund (5% tax)
Appreciation

- IOGT-NTO for the financial and technical support
- Uganda Alcohol Policy Alliance partners
Knowing is not Enough; We must **APPLY**

Willing is not Enough; We must **DO**

*(Johann Wolfgang Von Goethe - German Poet)*