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

THE NANNY STATE
BLISS IS JUST ONE MORE REGULATION AWAY

- No guns
- No alcohol
- No running
- No cameras
- No smoking
- Self responsibility
Masking their profit imperative and impact of product ...

Reduced quality of life for the majority

Increasing NCD burden

diverts government resources away from real development

Reduced access

Increasing inequity and inequality

Reduced quality of life for the majority

Increased inequity and inequality

Diverts government resources away from real development

Reduced access
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

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
  

• 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
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 practitioners
Marketing disguised as CSI
Stalling policy

• Evaluating the economic, health and social impacts of the proposed Liquor Amendment Bill, 2017

• REPORT PREPARED FOR NEDLAC BY GENESIS ANALYTICS
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

www.saapa.net | Email: saapa.za@gmail.com | Twitter: @saapa7
END ALCOHOL ADVERTISING IN SPORT

27 JUNE 2018

SSISSA

UCT

Healthy Nations. Empowered Communities

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
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

FROM 16 DAYS OF ACTIVISM TO 365 DAYS OF NO ABUSE
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
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