



AfriComNet HIV/AIDS, Alcohol & Gender A Strategic Communication Perspective

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5-9th August, 2007, Addis Ababa, Ethiopia



Road to an Alcohol Policy in Kenya

- The Government of Kenya recognizes that alcohol is causing significant harm to the population, especially among the youth and those in middle ages.
- This has significant impact to the overall development of the Nation
- Urgent need to educate all Kenyans



Alcohol Consumption

- Health, Social, economic and political Challenges.
- Negative impact to development of any country (WHO)
- Sound National Policies (ICAP) – Global Charter on Alcohol- Geneva Partnership.



Role of Alcohol in Society

- Pleasure and some benefit
- Severe negative consequences
- Need for a collaborative and coordinated process of consultations btwn industry, PH, media, Govt & NGOs
- Action plan, budget and activities within a specific timeline



Impact

- Studies on relationship between alcohol and PH for more than a century
- 2b people worldwide consume alcohol
- 76.3m with diagnosed disorders
- Disintegration of family
- HIV/AIDS
- Road traffic accidents



Other major social & health concerns

- Violence, murder or homicide & suicide
- Death from various physical ailments
- Complicated psychiatric conditions
- Gender and Sexual based violence
- Child abuse and neglect
- Exploitation of women and children



Common Responsibility

- In order to further public knowledge about alcohol and prevent its misuse, governments, the beverage alcohol industry, scientific researchers, and the public health community have a common responsibility to work together.



Effective

- The most effective means of ensuring observance of the rules is commercial pragmatism.
- Self-regulation provides a quick, uncomplicated and cheap or free alternative.



WHO - 2003

- In February 2003, the World Health Organisation (WHO) organised a meeting with representatives of the beverage alcohol industry at its headquarters in Geneva which addressed the issue of alcohol marketing and young people.



Agreed

- It was agreed that industry representatives would take responsibility to initiate further dialogue and that WHO and the public health community should participate in this process.



Self-Regulation

- The workshop afforded an opportunity to exchange best practices among markets and industry sectors, recognizing that no single self-regulatory system is likely to be appropriate for all circumstances.



Cultural Heritage

- Different countries and regions have different cultural heritages and each beverage alcohol sector has its particular traditions and approaches to self-regulation.



Challenge

- Here then is a challenge for the World Health Organisation and its national members on the one hand to promote good health by promoting restraint, and for the governments of those countries involved on the other to curtail the activities and the consequent risks posed by illegitimate producers.



Illicit Brews

- Much of the alcohol drunk in many African countries have never been trademarked or advertised, and are not part of that familiar group of worldwide brands whose producers subscribe to self-regulation.
- The pervasive distribution and consumption of cheap liquor falls below the radar of regulation.



Kenya Report

- Govt recognizes the –ve effects of alcohol
 - Increased road accidents due to drunken driving
- St. Kizito Girls Sch.- drunk boys invaded sch, raped and killed 19
 - Increased violence in schools
- Deaths in large nos. from drinking illicit brews- "*Kumi Kumi*"



Policy

- While the increase in alcohol production and consumption is exponential, the continued lack of national policy on alcohol production and consumption is an urgent issue, which must be tackled immediately.



Poverty

- With the escalating poverty in African countries, Kenya included, a policy on alcohol will enhance efforts in poverty reduction.

*Eriki
WHO, Kenya*



Minister

- The enemy is not alcohol – it is alcohol abuse.

- For us in Kenya, much of the problem relates to people who drink too much, people who become intoxicated and behave in dangerous and foolish ways.

- We have an opportunity here to work together as a whole society to ensure that alcohol does not overwhelm us.



Public Health

- Alcohol is one of the substances of abuse whose use is an increasing public health concern.

*Eriki
WHO, Kenya*



Violence - Schools

- The revelations of the commission cite alcohol and substance abuse as one of the causative factors of violence in schools.



Dialogue

- Policy must therefore be a product of dialogue. Policy agenda in Kenya are fluid and fast flowing because events rather than politicians or planners in a retroactive policy climate make them.

■ J. Makoha, 2001



Tradition

- In many societies there are traditional patterns of drinking which may tend to prevent problems. It is recognised however, that problems have arisen as traditional ways of life have broken down and also when new presentations have been introduced to certain societies, which may be associated with new patterns of drinking.
- Traditional patterns of drinking, which may in the past have been healthy, can under these circumstances change to less healthy patterns.



Education

- This is why the producers of alcohol beverages must educate the consumer on the effects of their products. Other stakeholders like NGOs, Private and professional associations, United Nations Agencies, among others, should also play a big role in consumer education.



Attorney General

- My office will be glad to facilitate what you have recommended as partners. The Geneva Partnership towards a global charter will also enhance and support this process.

■ Wako, A.

The logo graphic consists of a vertical black line on the left, a horizontal black line below it, and three overlapping squares: a yellow one at the top left, a red one at the middle left, and a blue one at the bottom left. The text 'ICAP' is in a blue, sans-serif font to the right of the vertical line.

ICAP

- It is intended as a tool to help in alcohol policy development.
- There are those who would wish to isolate the industry from any involvement in policy formulation, education or public health activities. Such a position however, runs counter to most contemporary moral, philosophical, business and political opinion.
 - J. Orley



Science

- There is also a growing body of scientific evidence to show that responsible consumption by those not at risk is compatible with a balanced and healthy lifestyle. At the same time, it cannot be denied that excessive or irresponsible consumption of alcohol may result in negative personal, social or health consequences.



Special Role

- Health workers have a special role in providing education about the potential for misusing alcohol and in screening for alcohol problems amongst those attending for health care.



Awareness and Action

- Alcohol and its impacts on society
- Public policies in place and enforced
- Review and harmonize legislation
- Access and Availability
- Advertising and Promotion
- Advocacy Strategy – IEC

Action contd

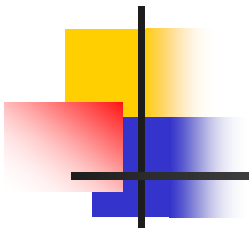


- Health care Impact (Prevention, promotion, Treatment & Rehabilitation)
- Responsible service
- Ensuring Product Quality and Integrity
- Research(M&E) and Dissemination of Results
- Institutional Framework



Alcohol info, IEC & Research

- Society should be aware of all issues related to alcohol and its impacts
- Inadequate info & educ on alc related harm and its socio-economic problems
- Little documented evidence on alcohol related problems, M&E on use and abuse, trends and patterns in Kenya
- No youth & underage preventive educ.



Thank You