

“later that night
i held an atlas in my lap
ran my fingers across the whole world
and whispered
where does it hurt?
it answered
everywhere
everywhere
everywhere.”

— Warsan Shire



Esbjörn Hörnberg
Executive Director



IOGT International

GATEWAY DRUGS



Gateway drugs – definition

- Gateway drugs are such substances whose use is associated with a gradual progress towards use of harder, more dangerous illicit drugs.
- Use of “softer” (often legal) drugs precedes, is associated with and can lead to, future use of more dangerous illicit drugs. It is often attributed to the earlier use of one of several licit substances, such as alcohol. But it is also attributed to illegal substances such as marijuana.



Gateway drugs – definition

- The Gateway Drug Theory suggests that licit drugs, such as tobacco and alcohol, serve as a "gateway" toward the use of other, illicit drugs. However, there remains some discrepancy regarding which drug (alcohol, tobacco, or marijuana) serves as the initial "gateway" drug subsequently leading to the use of illicit drugs such as cocaine and heroin.
- In studies conducted, alcohol was found to be the "gateway" drug, leading to the use of tobacco, marijuana, and other illicit substances.



Gateway drugs – definition

Therefore, alcohol should receive primary attention in public health promotion through policy interventions (alcohol legislation) and in school-based substance use prevention programming, as delaying or preventing alcohol use could impact the use of other substances. Therefore, it seems prudent for policy makers and for school and public health officials to focus prevention efforts, policies, and monies, on addressing adolescent alcohol use.

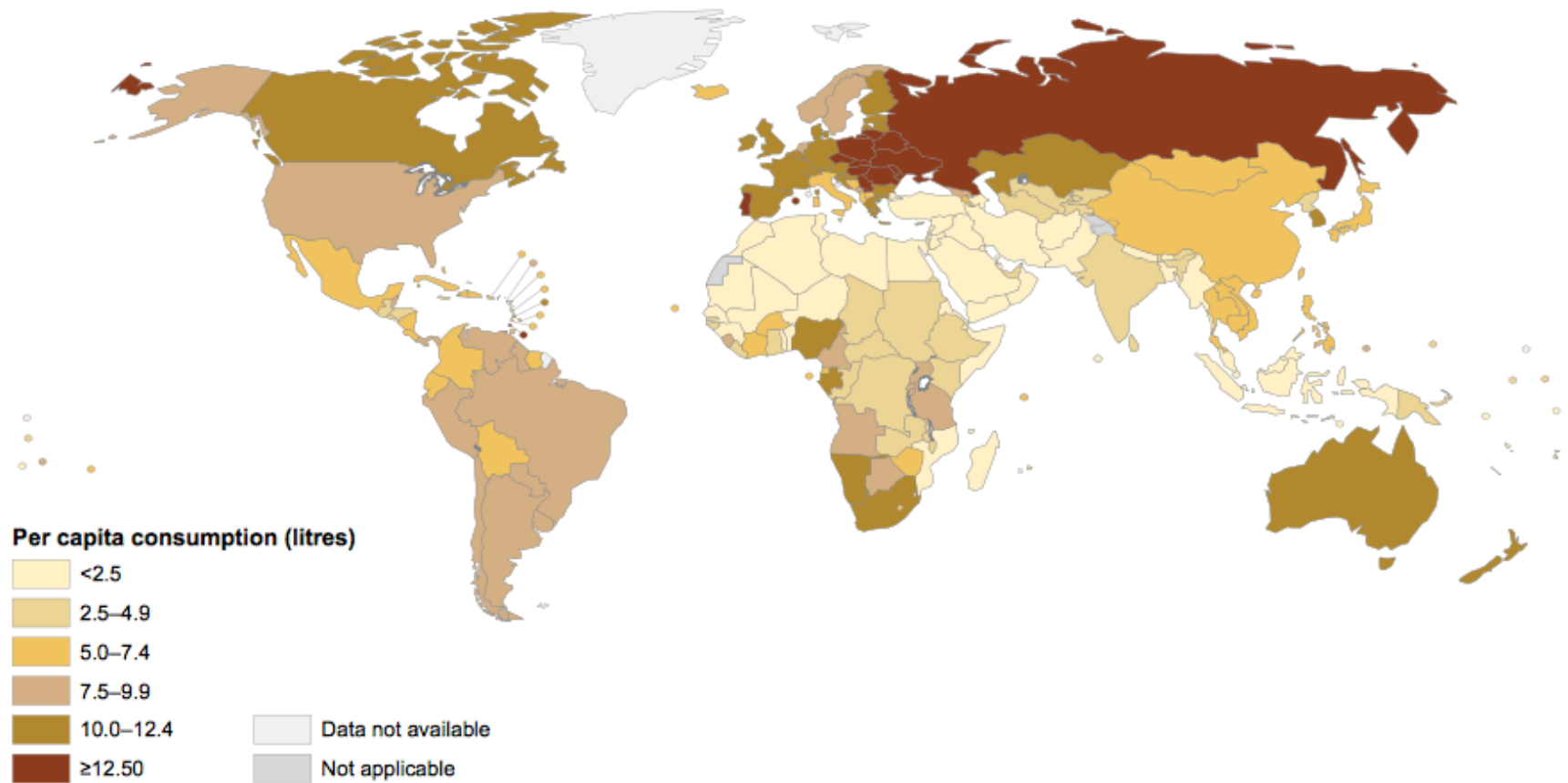


3 300 000 – killed every year

5,9 % - of all deaths

5,1 % - of all DALYS

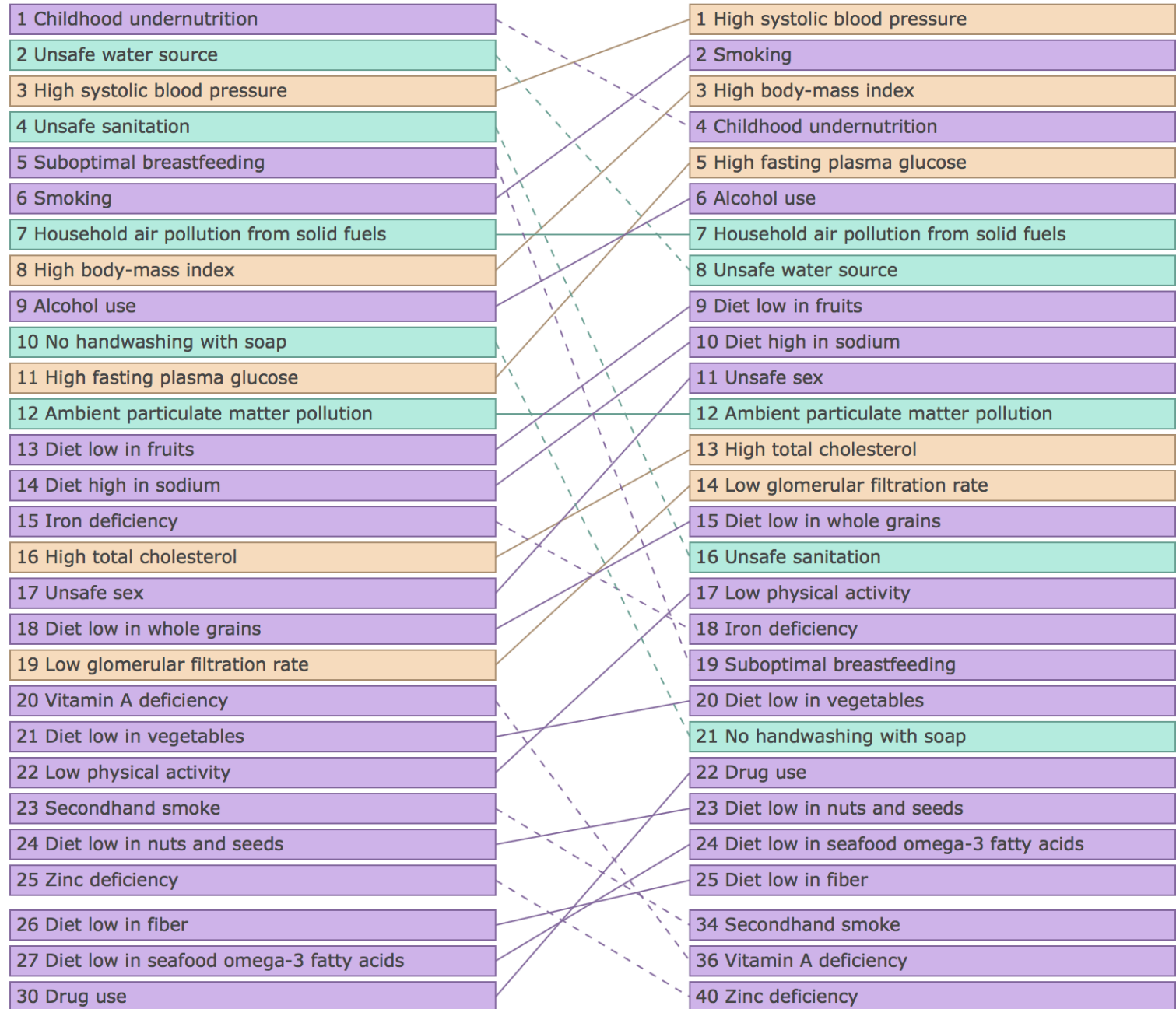
Figure 2. Total alcohol per capita consumption (15+ years; in litres of pure alcohol), 2010



Global
Both sexes, All ages, DALYs per 100,000

1990 rank

2013 rank



ASEAN

 Laos

 Vietnam

 Cambodia

 Philippines

 Myanmar

 Thailand

 Malaysia

 Brunei Darussalam

Singapore

 Indonesia





The Post-2015 Vision for a community that is

- Politically cohesive
- Economically integrated
- Socially responsible
- Truly people-oriented, people-centered, rules-based.



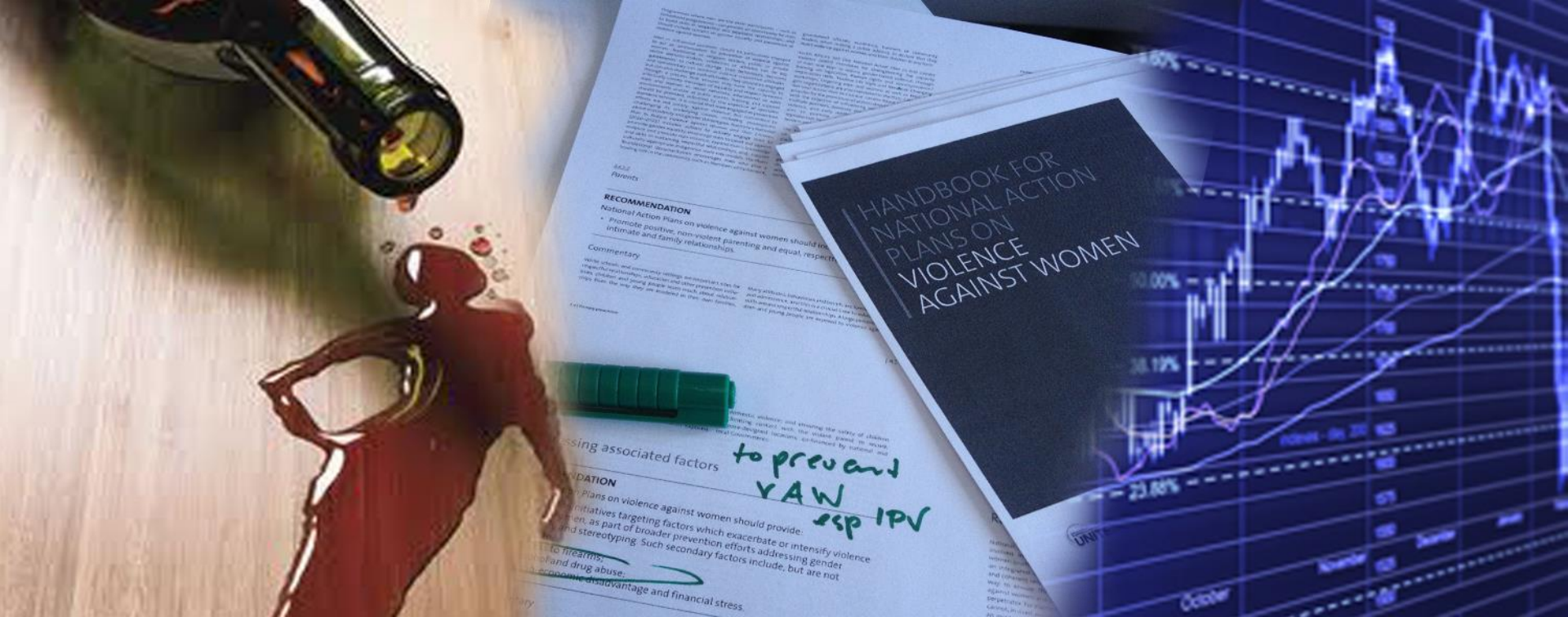
What is the alcohol policy situation in ASEAN?

Cambodia, Lao PDR, Viet Nam, and Myanmar, are all pursuing the path of Thailand – however with different speed, ambitions and momentum.

Landmark Political Decision

Indonesia convinced other ASEAN members to keep an import tax on alcohol beverages entering ASEAN.

23 August 2015



Trade ministries from ASEAN countries agreed to include alcoholic beverages in ASEAN's General Exception List that mentions products excluded from the tax exemption policy for reasons of national security and public morals.

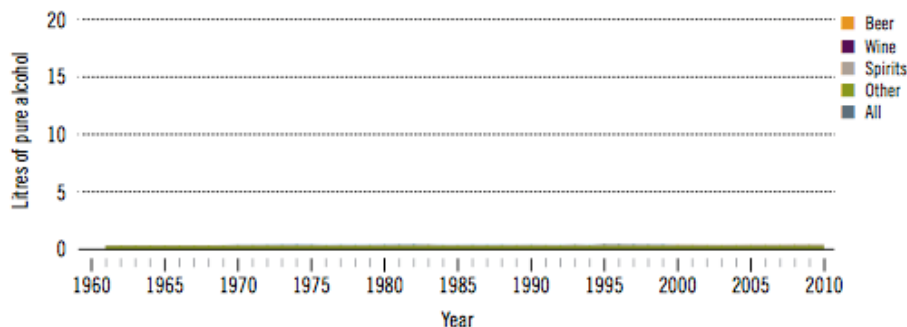
Indonesia

Total population: 241 000 000 > Population aged 15 years and older (15+): 70% > Population in urban areas: 44% > Income group (World Bank): Lower middle income

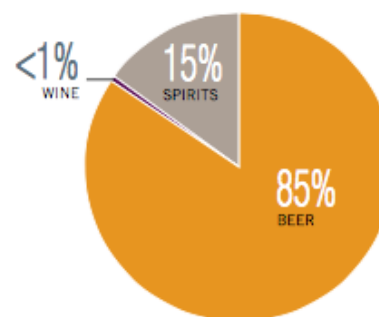
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	0.1	0.1	→
Unrecorded	0.5	0.5	→
Total	0.6	0.6	→
Total males / females		1.1 0.1	
WHO South-East Asia Region	2.9	3.5	

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	9.4
Females (15+)	1.7
Both sexes (15+)	7.1

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	4.9	42.8
Females (15+)	0.0	6.0

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	74.2	90.0	82.1
Former drinkers* (15+)	14.5	5.2	9.8
Abstainers (15+), past 12 months	88.6	95.2	91.9

*Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

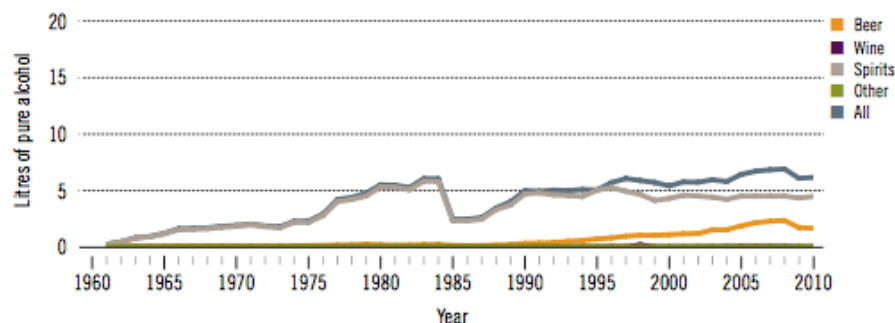
Thailand

Total population: 66 402 000 ► Population aged 15 years and older (15+): 81% ► Population in urban areas: 34% ► Income group (World Bank): Upper middle income

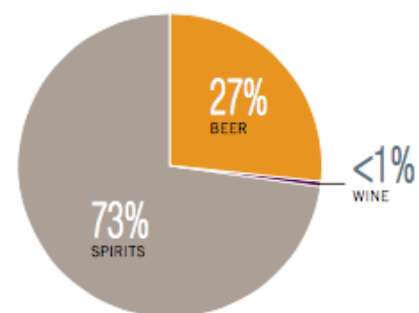
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	6.1	6.4	→
Unrecorded	0.7	0.7	→
Total	6.8	7.1	→
Total males / females		13.8 0.8	
WHO South-East Asia Region	2.9	3.5	

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	30.3
Females (15+)	5.2
Both sexes (15+)	23.8

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	2.2	4.7
Females (15+)	0.1	0.5

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	42.5	75.5	59.5
Former drinkers* (15+)	12.1	9.6	10.8
Abstainers (15+), past 12 months	54.6	85.1	70.3

*Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

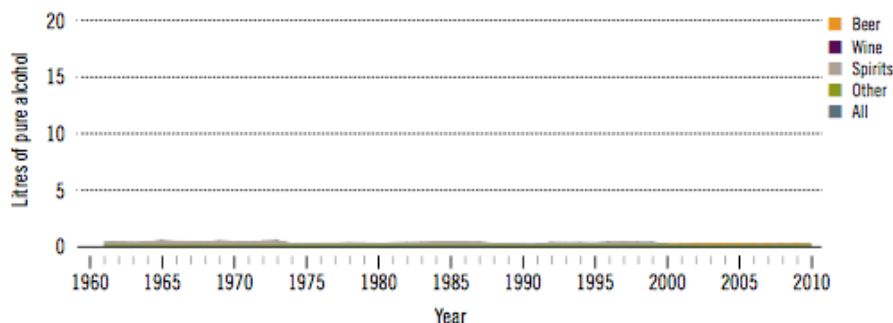
Myanmar

Total population: 51 931 000 ➤ Population aged 15 years and older (15+): 74% ➤ Population in urban areas: 34% ➤ Income group (World Bank): Low income

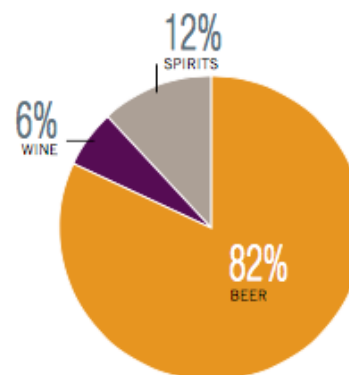
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Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	0.1	0.1	➔
Unrecorded	0.5	0.6	➔
Total	0.6	0.7	➔
Total males / females		1.4 0.0	
WHO South-East Asia Region	2.9	3.5	

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	11.4
Females (15+)	1.1
Both sexes (15+)	8.9

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	0.2	1.5
Females (15+)	0.0	0.1

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	76.5	91.1	84.1
Former drinkers* (15+)	11.1	5.2	8.0
Abstainers (15+), past 12 months	87.6	96.2	92.1

* Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

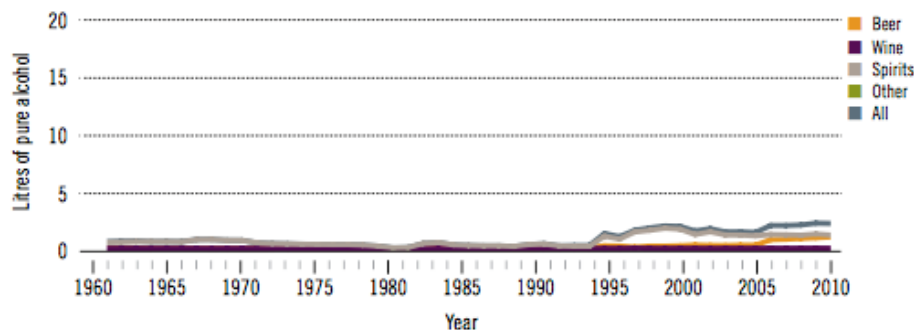
Cambodia

Total population: 14 365 000 ➤ Population aged 15 years and older (15+): 68% ➤ Population in urban areas: 20% ➤ Income group (World Bank): Low income

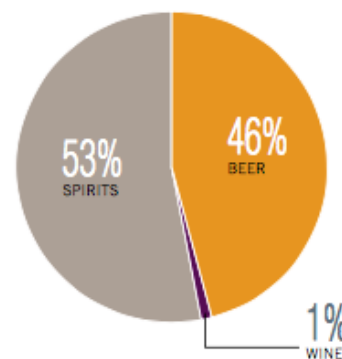
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	1.6	2.2	↗
Unrecorded	3.0	3.3	↗
Total	4.6	5.5	↗
Total males / females		9.6 1.7	
WHO Western Pacific Region	5.4	6.8	

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	19.9
Females (15+)	5.7
Both sexes (15+)	14.2

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	2.8	5.7

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	34.8	62.4	49.3
Former drinkers* (15+)	16.6	8.4	12.3
Abstainers (15+), past 12 months	51.5	70.9	61.6

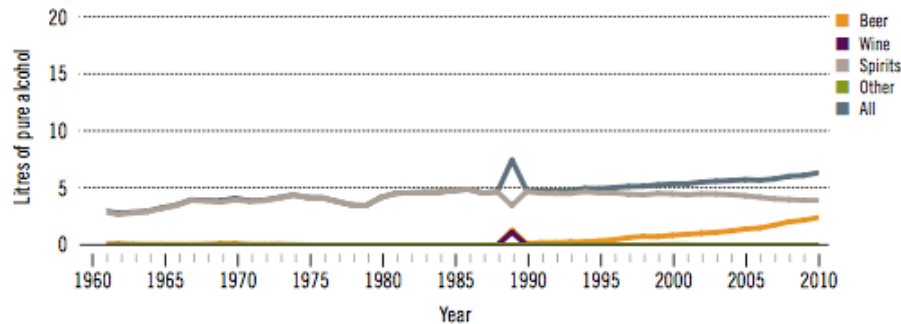
Lao People's Democratic Republic

Total population: 6 396 000 > Population aged 15 years and older (15+): 63% > Population in urban areas: 33% > Income group (World Bank): Lower middle income

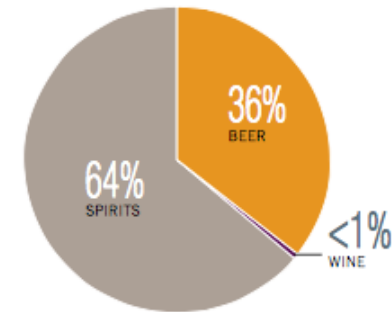
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	5.7	6.2	→
Unrecorded	1.0	1.1	↗
Total	6.7	7.3	→
Total males / females		12.5 2.3	
WHO Western Pacific Region	5.4	6.8	

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	20.9
Females (15+)	6.2
Both sexes (15+)	15.2

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	22.5	37.9
Females (15+)	7.0	19.0

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	19.3	42.8	31.3
Former drinkers* (15+)	21.2	20.5	20.9
Abstainers (15+), past 12 months	40.5	63.3	52.1

*Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

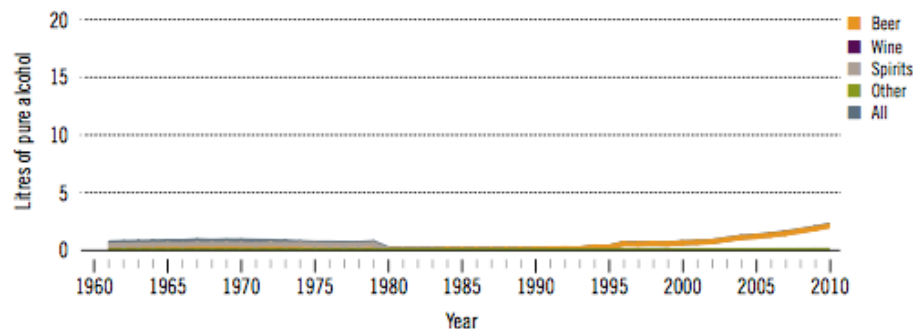
Viet Nam

Total population: 89 047 000 > Population aged 15 years and older (15+): 77% > Population in urban areas: 30% > Income group (World Bank): Lower middle income

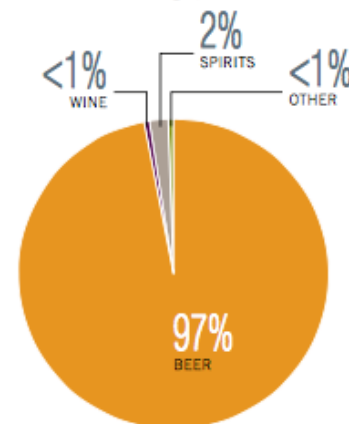
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	1.2	2.0	↗
Unrecorded	2.7	4.6	↗
Total	3.8	6.6	↗
Total males / females		12.1 0.2	
WHO Western Pacific Region	5.4	6.8	

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	27.4
Females (15+)	0.9
Both sexes (15+)	17.2

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	2.6	5.5

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	34.9	62.9	49.3
Former drinkers* (15+)	16.6	8.4	12.4
Abstainers (15+), past 12 months	51.5	71.4	61.7

*Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

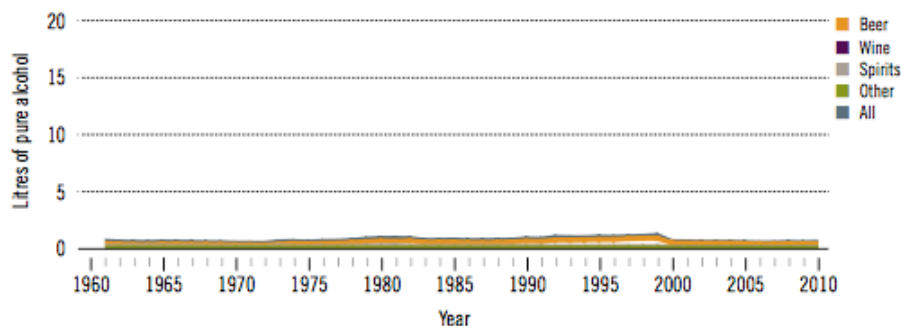
Malaysia

Total population: 28 276 000 ➤ Population aged 15 years and older (15+): 72% ➤ Population in urban areas: 72% ➤ Income group (World Bank): Upper middle income

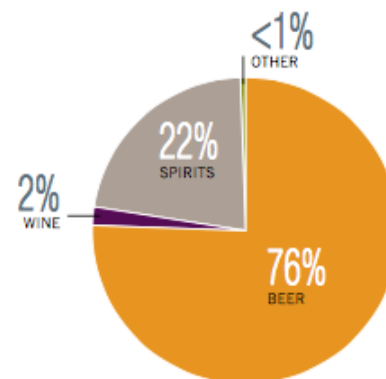
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	0.5	0.3 [†]	➔
Unrecorded	0.3	1.0	↗
Total	0.8	1.3	↗
Total males / females		2.5 0.2	
WHO Western Pacific Region	5.4	6.8	

[†] Tourist consumption deducted when at least as many tourists as inhabitants.

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	0.6	3.4
Females (15+)	0.1	0.4

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	13.5
Females (15+)	2.8
Both sexes (15+)	10.5

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	73.1	89.2	81.0
Former drinkers* (15+)	8.4	4.1	6.3
Abstainers (15+), past 12 months	81.5	93.3	87.3

*Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

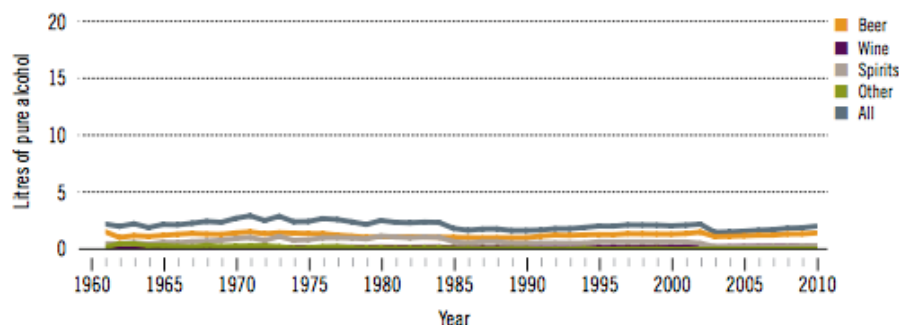
Singapore

Total population: 5 079 000 ➤ Population aged 15 years and older (15+): 83% ➤ Population in urban areas: 100% ➤ Income group (World Bank): High income

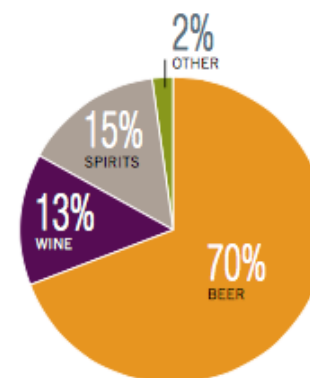
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	0.0 ¹	1.5 ¹	↗
Unrecorded	1.0	0.5	↘
Total	1.0	2.0	↗
Total males / females		2.8 1.2	
WHO Western Pacific Region	5.4	6.8	

¹ Tourist consumption deducted when at least as many tourists as inhabitants.

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	8.6	12.8
Females (15+)	2.4	1.2

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	4.7
Females (15+)	2.4
Both sexes (15+)	3.9

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	14.3	54.0	34.5
Former drinkers* (15+)	18.3	12.9	15.6
Abstainers (15+), past 12 months	32.6	66.9	50.1

* Persons who used to drink alcoholic beverages but have not done so in the past 12 months.

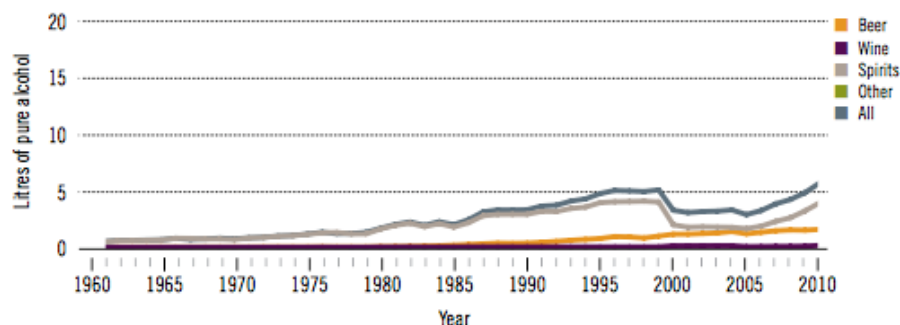
China

Total population: 1 370 000 000 ➤ Population aged 15 years and older (15+): 82% ➤ Population in urban areas: 47% ➤ Income group (World Bank): Upper middle income

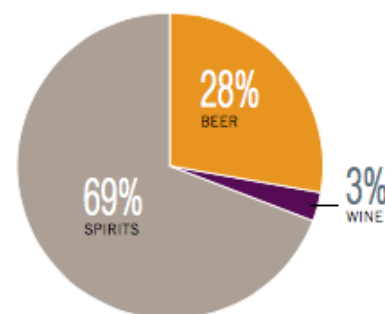
ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Recorded alcohol per capita (15+) consumption (in litres of pure alcohol) by type of alcoholic beverage, 2010



Alcohol per capita (15+) consumption (in litres of pure alcohol)

	Average 2003–2005	Average 2008–2010	Change
Recorded	3.2	5.0	↗
Unrecorded	1.7	1.7	→
Total	4.9	6.7	↗
Total males / females		10.9 2.2	
WHO Western Pacific Region	5.4	6.8	

Prevalence of heavy episodic drinking* (%), 2010

	Population	Drinkers only
Males (15+)	14.2	24.3
Females (15+)	9.7	2.5

Total alcohol per capita (15+) consumption, drinkers only (in litres of pure alcohol), 2010

Males (15+)	18.7
Females (15+)	7.6
Both sexes (15+)	15.1

Abstainers (%), 2010

	Males	Females	Both sexes
Lifetime abstainers (15+)	25.8	52.3	38.7
Former drinkers* (15+)	15.8	18.7	17.2
Abstainers (15+), past 12 months	41.6	71.1	55.9

*Persons who used to drink alcoholic beverages but have not done so in the past 12 months.



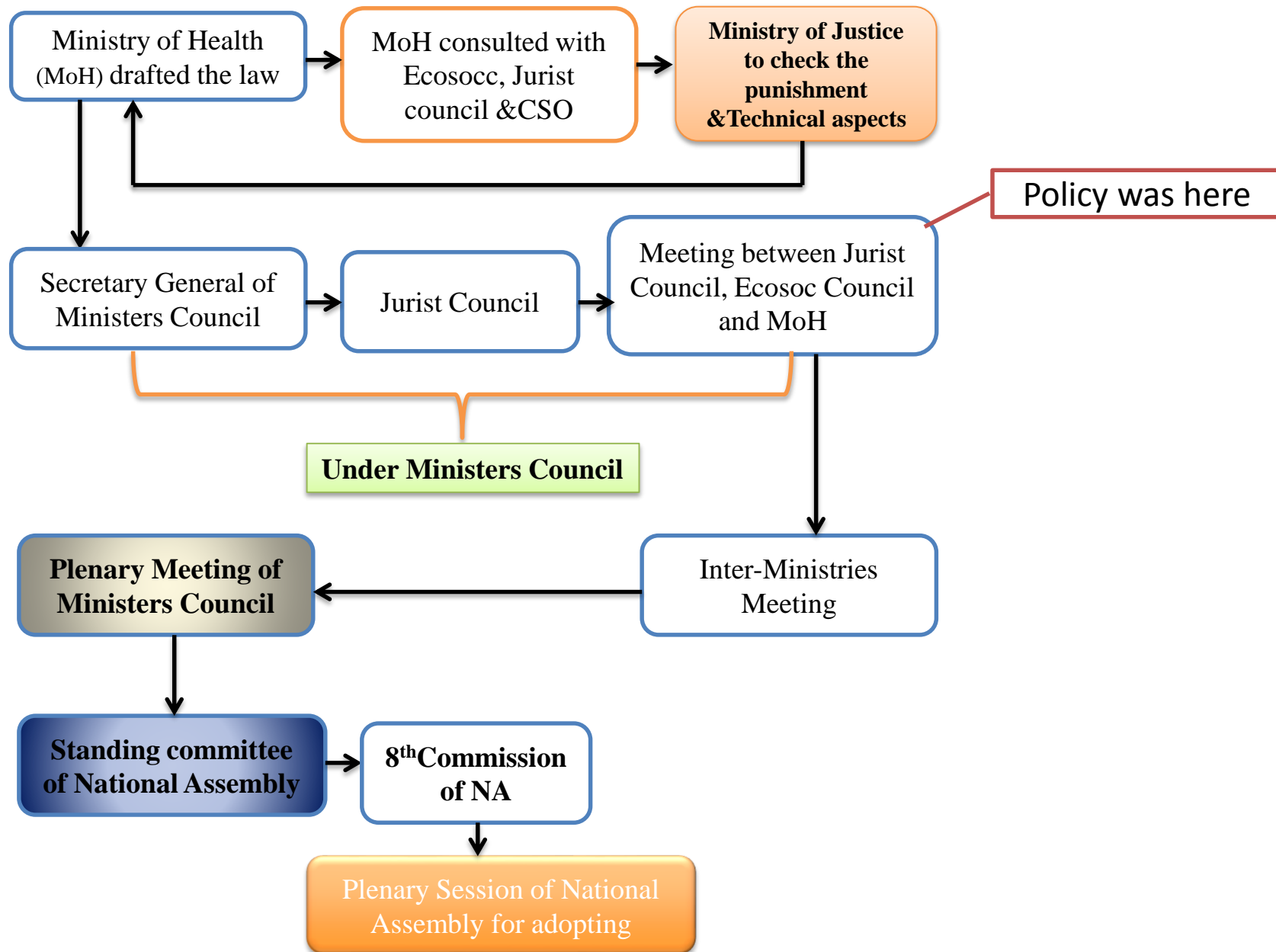
**Three best bites:
Increase alcohol taxation,
Restrict alcohol availability,
Restrict marketing and ban alcohol advertisements**



The Case of Cambodia

Against all odds – towards evidence-based alcohol legislation in Cambodia

Status quo policy-making process





The Case of Lao PDR

Against all odds – towards evidence-based alcohol legislation in Lao PDR

Government's final draft 'Law on Alcoholic Beverages Control'

- Overwhelmingly endorsed by National Assembly
- 19 December 2014
- **The State President signed a 'State Decree' to put the 'Law on Alcoholic Beverages' into effect in May 2015 .**



The Case of Viet Nam

Against all odds – towards evidence-based alcohol
legislation in Viet Nam

- Draft Alcohol control law scheduled for 2016 tabled to Parliament
- National strategy for Alcohol control (2014)
 - Law on tobacco control is so strict
 - Alcohol industries has learned tobacco industry's lesson and has experience to set up strong lobby front groups, such as IARD



MOGUL

Big Alcohol

Aggressive activity in ASEAN

Country examples

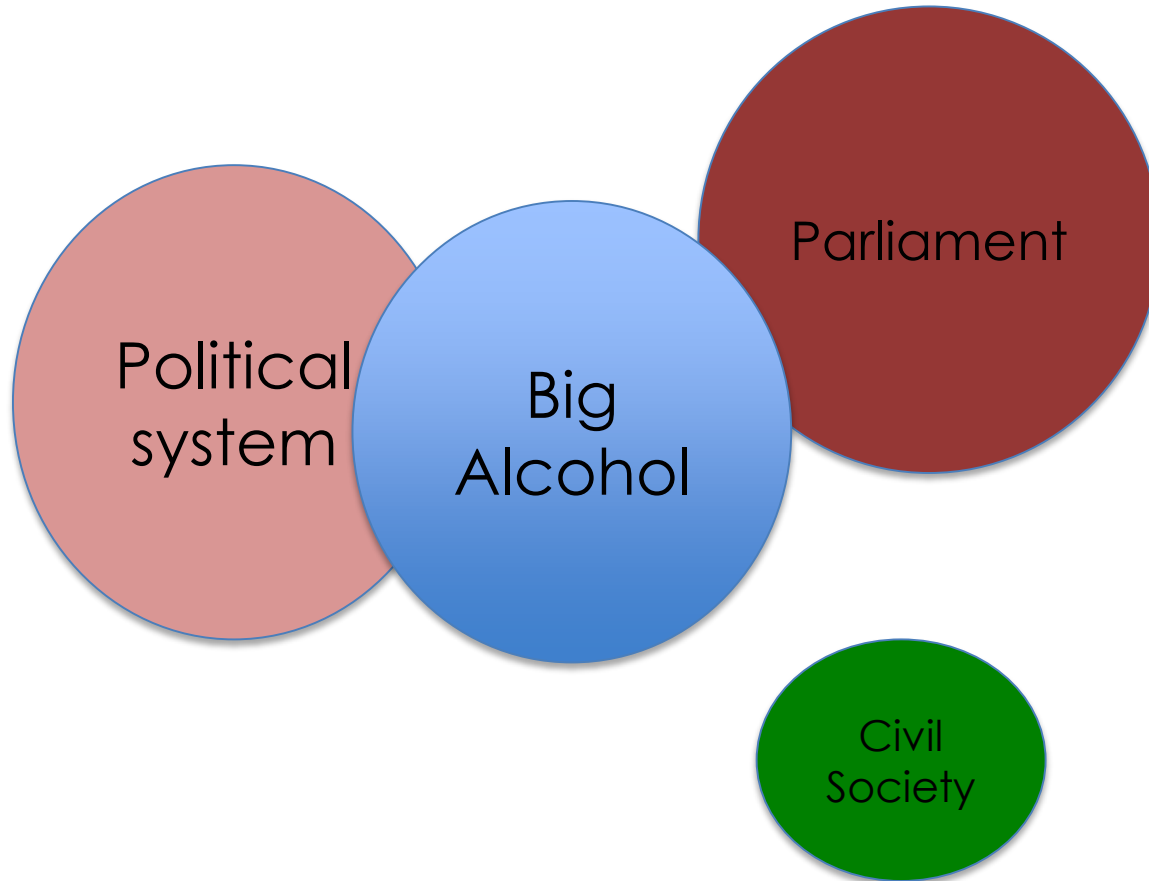
- Viet Nam – DUI, Research, workshops, different Ministries, national coordinator
- Lao PDR – Lao Beer; Joint ownership with Carlsberg. Main funder for many events.
- Cambodia – Beer Girls, Relationship with authorities
- Malaysia – Regional hub for Big Alcohol



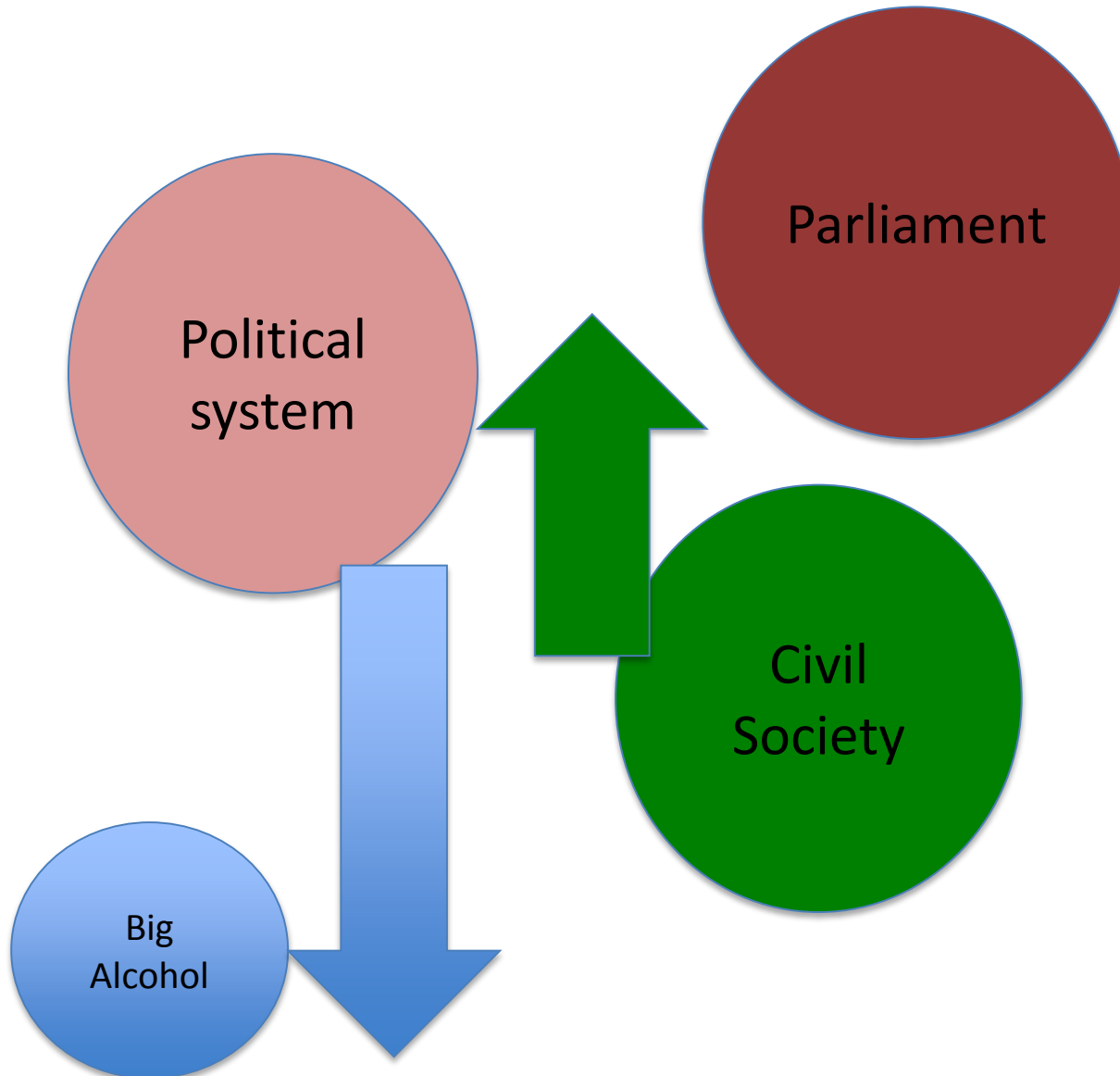
Different strategies for success

- Cambodia – strong Civil Society base
- Lao PDR – access to political party
- Viet Nam – long cooperation with NA
- Malaysia – target ethnic communities

Different strategies for success



Different strategies for success



Strategic options

- Strategic partner – CSO
- Involving many CSO, researchers
- Good connections to Parliament
- Regional, national and provincial workshops



Regional Workshops

- Viet Nam driving force – but changed
- Lao PDR – relationship with the Party
- Cambodia – Relative independent
- Experts from Thailand, Sri Lanka, International

THANK YOU VERY MUCH FOR YOUR ATTENTION

Esbjörn Hörnberg
Executive Director

LIFE SET FREE

esbjorn.hornberg@iogt.org



+46 70 538 2872



IOGT International



@IOGTInt #HeartDriven

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