

Advocacy and the Challenges for Alcohol Control

PAHO Alcohol and Health Webinar Series

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Paula Johns

Paula.johns@actbr.org.br





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Promoção
da **Saúde**

1200 members
+150 organizations
+400 people trained in Advocacy



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FCTC & Global Health



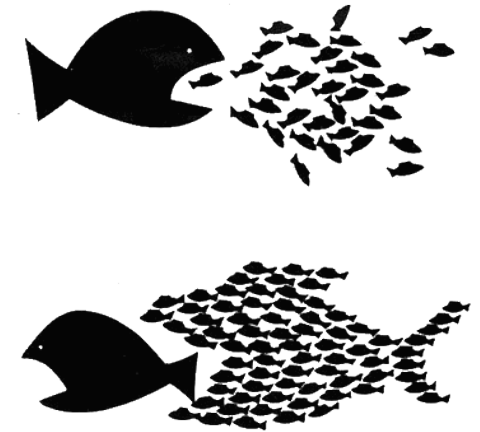
FCTC process enshrined the idea that:

- Simple, population-wide policy interventions work! **(ad bans, smoke-free spaces, warning labels, taxation)**
- Spread them to all sorts of countries where **nobody had really done effective tobacco control before that**
- Enabled the creation of coalitions globally, regionally and nationally
- Helped to **build momentum for action**
- **Recognition of industry interference (COI) as THE major obstacle**

Lessons learned

The development of treaties and codes for market restrictions include:

- (i) evidence of a public health crisis;
- (ii) the cost of inaction;
- (iii) civil society advocacy;
- (iv) the building of capacity;
- (v) the management of conflicting interests in policy development;
- (vi) the need to consider monitoring and accountability to ensure compliance.



NCDs and Political Will

UM 3rd HLM Political Declaration – reaffirms, commits, health-in-all policies, multistakeholder, multisectoral, whole-of-government, no one left behind, bla, bla...

“Decade of Action on Nutrition” – Bla, bla, bla...

“Time to Deliver” – Bla, bla, bla....





What does it mean in real
life



**TIME
TO DELIVER**



Analysis of the Political Declaration of the 3rd High-level Meeting on NCDs

Douglas Webb, Mao Suzuki

June 2019

Background and the Purpose of the Paper

- NCDs as a threat to health and development

But the NCDs governance is slow and insufficient

- UNGA High-level Meetings on NCD



- Analysis of the 2018 Political Declaration
 1. **Positions** of different stakeholders: States, IGOs, private sector, NGOs and academia
 2. **Influence** of these stakeholders on the text

Methods

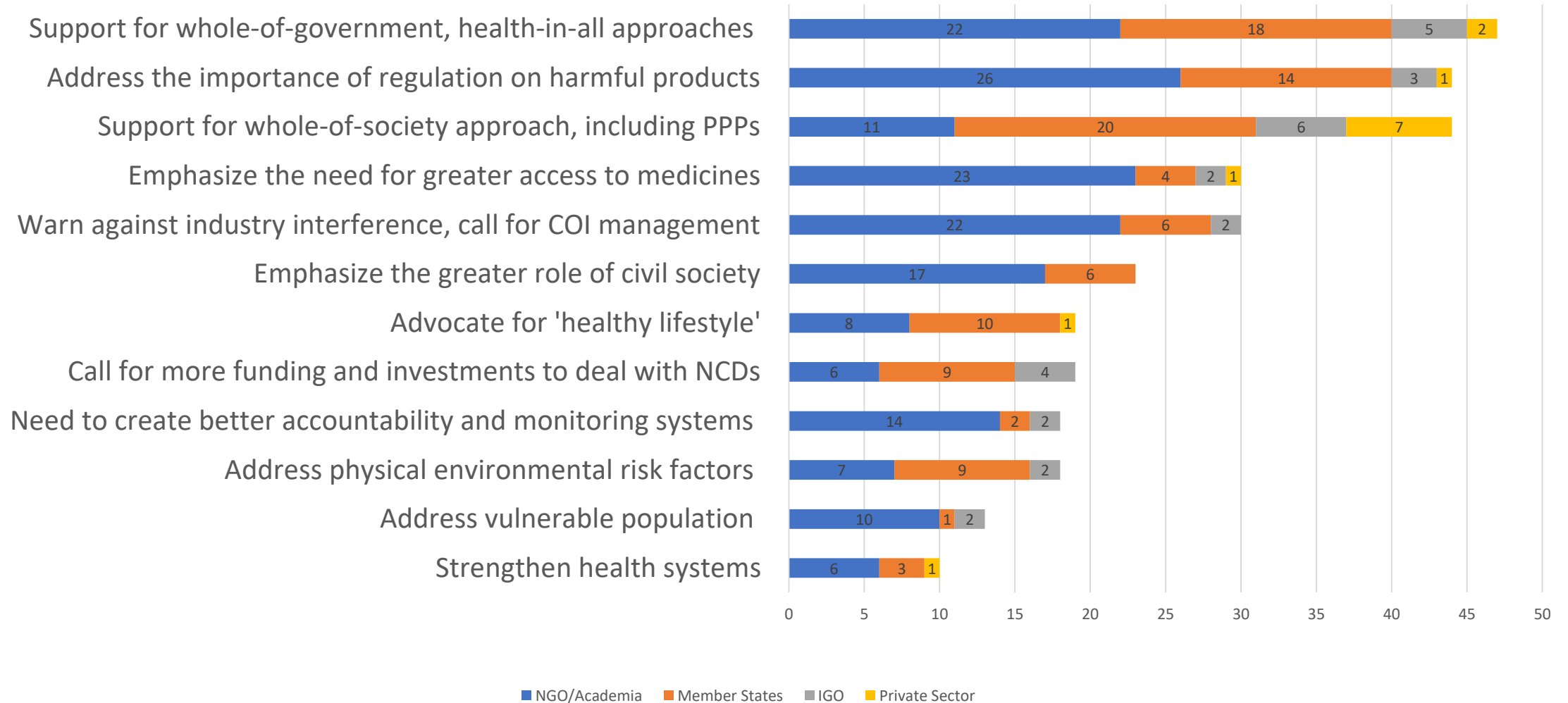
Review of 159 documents submitted in the negotiation process

- What positions do the stakeholders advocate? Identifying main messages from stakeholders
- **Interactive hearing (July 5):** Feedback on the draft Political Declaration by non-state actors
- **High-level meeting (September 28):** Statements by member states, IGOs and non-state actors, commenting on the finalized version of the Political Declaration

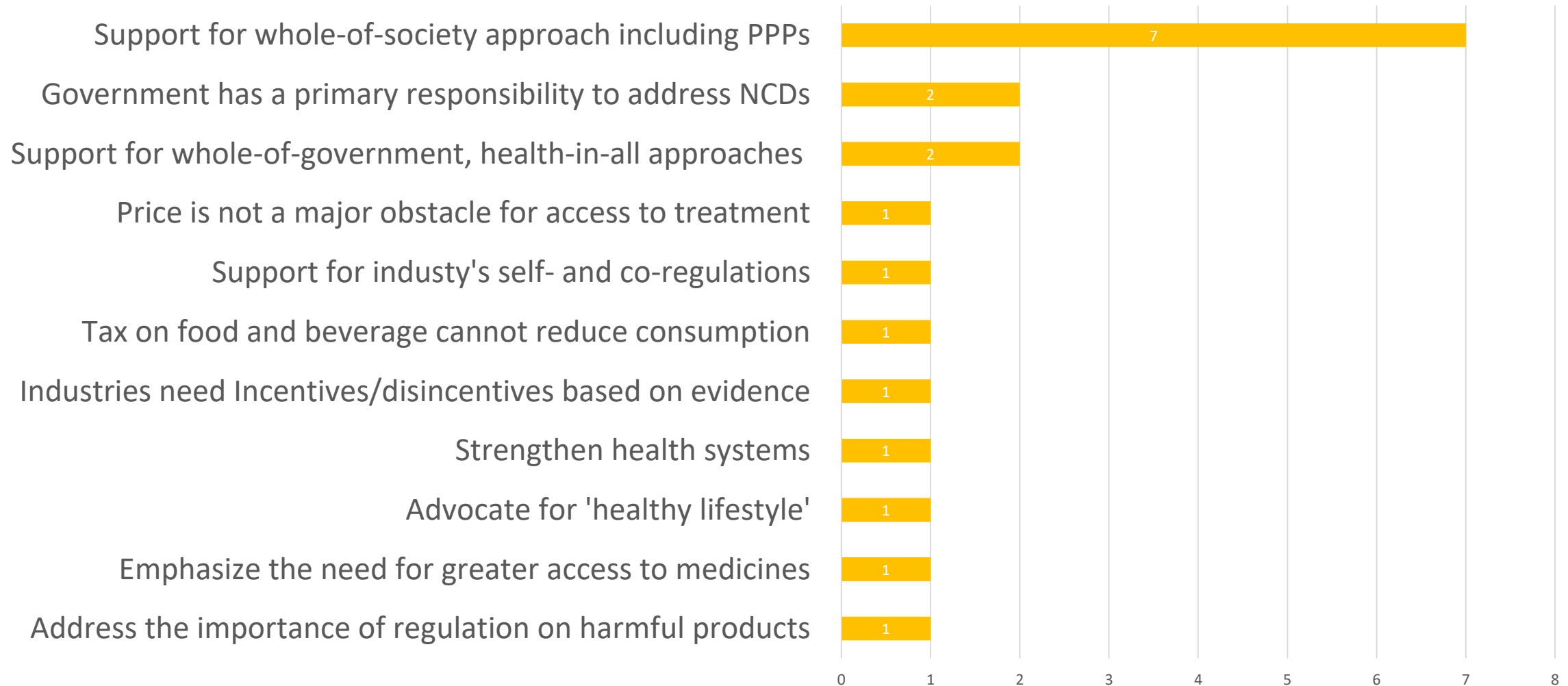
Comparison between the draft and final versions of the Pol Dec

- What messages are added / deleted / ignored to the Declaration?
- Who advocated for these themes?

Main Feedback Themes (in 159 submissions)



Private Sector (9)



IGOs (14)

Support for whole-of-society approach including PPPs

Support for whole-of-government, health-in-all approaches

Call for more funding and investments to deal with NCDs

Address the importance of regulation on harmful products

Address mental health stronger

Emphasize innovation, technology, investments in research

Call for technical assistance and capacity building

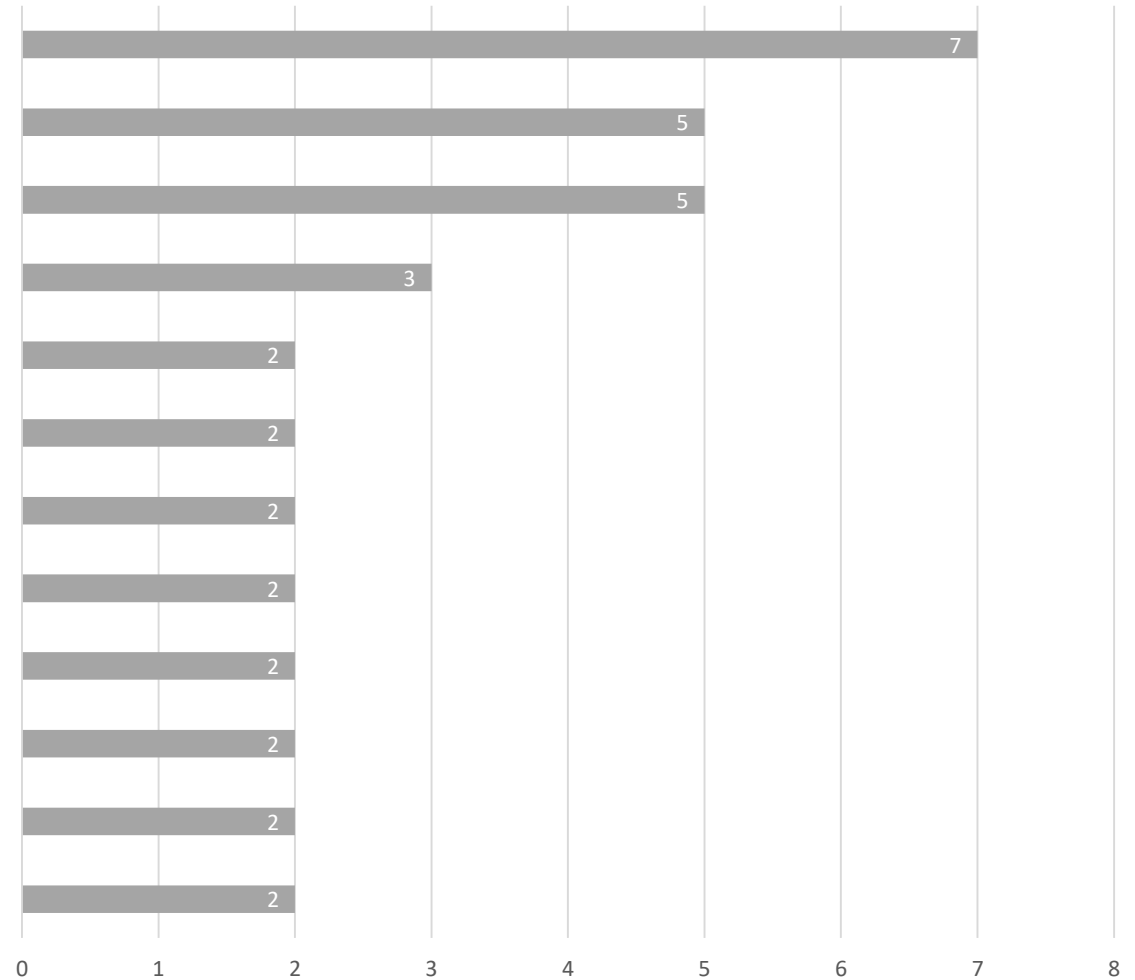
Address vulnerable population

Need to create better accountability and monitoring systems

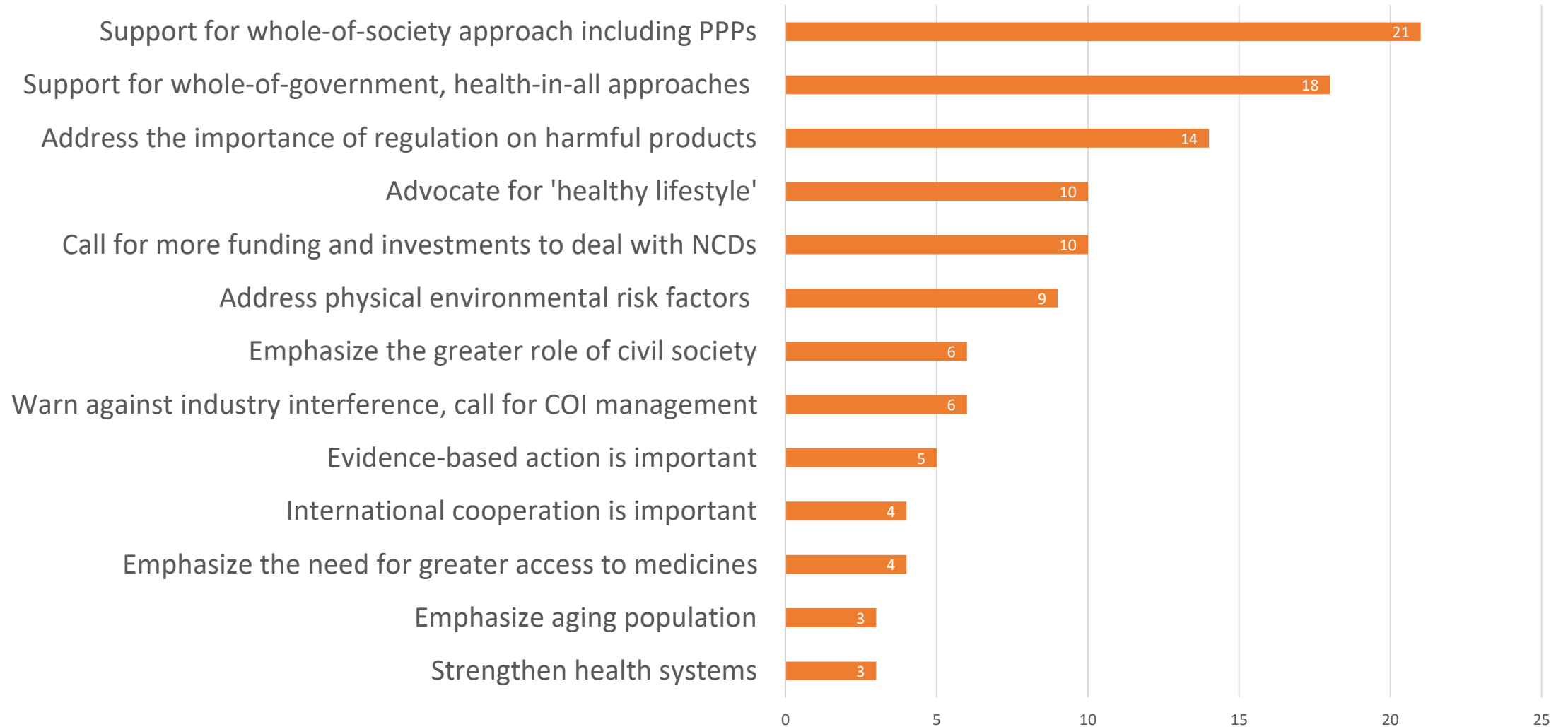
Address physical environmental risk factors

Warn against industry interference, call for COI management

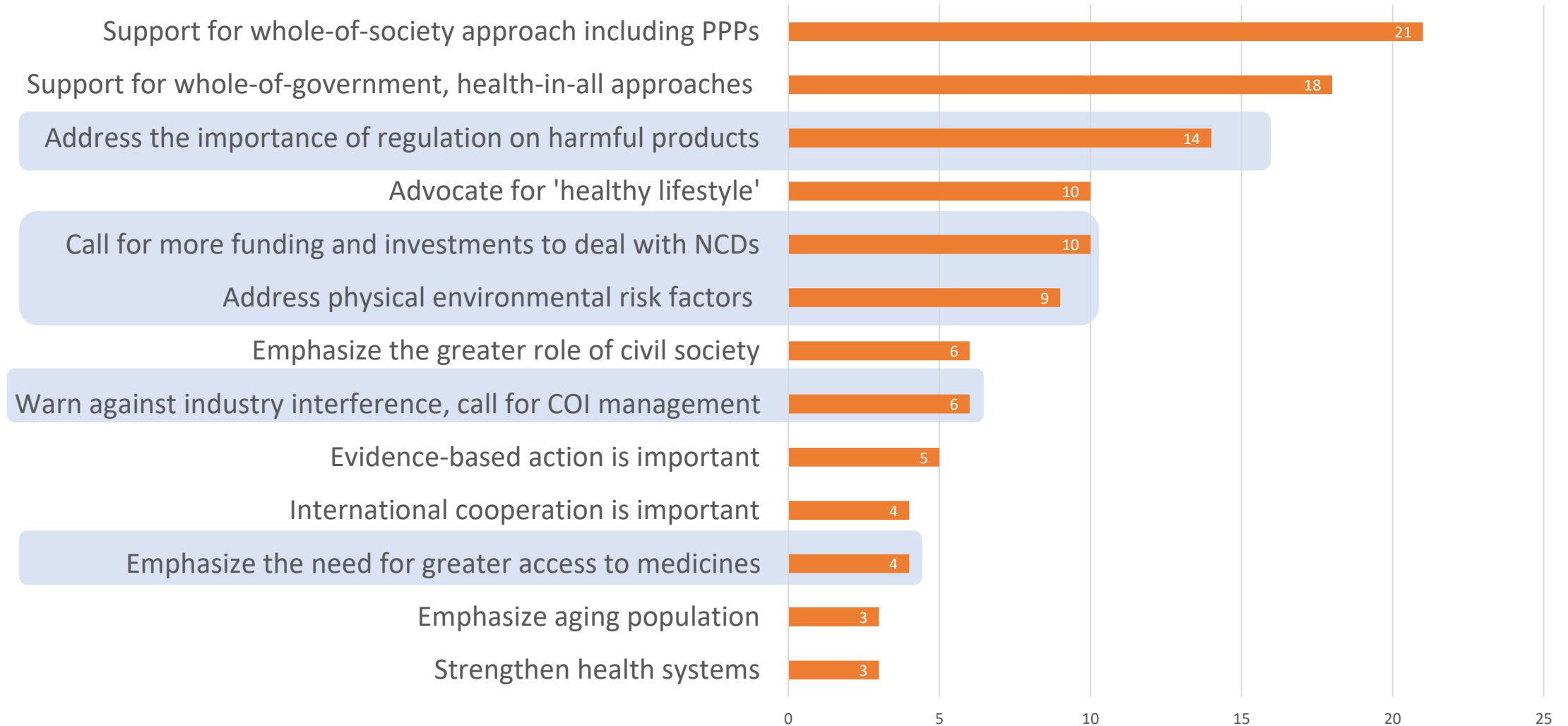
Emphasize the need for greater access to medicines



Member States (37)



Member States (37)



NGOs and Academic Institutions (99)



Major Changes

Additions (Clear)

- Environmental risk factors
- Concerns of older persons and aging population
- Vulnerable population (women, girls, persons with disability and children)
- 'Healthy lifestyle'

Additions (Ambiguous)

- Access to medicines
- Reducing “harmful use of alcohol” and marketing to minors
- Participation of all relevant stakeholders, including the private sectors

Omissions

- Commercial determinants of health and management of COI
- More funding
- Monitoring system
- Greater role of civil society

What These Changes Imply...

Additions (Clear)

- Environmental risk factors
- Concerns of older persons and aging population
- Vulnerable population (women, girls, persons with disability and children)
- 'Healthy lifestyle'

- A broad consensus
 - Environmental risk factors (MS & NGO & IGO)
 - 'Healthy lifestyle' (MS & NGO & PS)
- No opponent, advocated by high-income countries
 - Vulnerable population (mainly NGOs, but no opponent, no political cost?)
 - Aging population (mainly high-income states)

What These Changes Imply...

Additions (Ambiguous)

- Access to medicines
- Reducing “harmful use of alcohol” and marketing to minors
- Participation of all relevant stakeholders, including the private sectors

- Contested

- Access to medicines (NGO vs. PS on high price)
- Regulations on harmful products (NGO, LMICs vs. PS on taxation)
- Participation of all relevant stakeholders (PS, IGOs and MS vs. NGO on the role of business)

What These Changes Imply...

Omissions

- Commercial determinants of health and management of COI
- More funding
- Monitoring system
- Greater role of civil society

- Contested
 - Commercial determinants of health and management of COI (NGO and LMICs vs PS)
- Lack of wide support
 - More funding (mainly LMICs)
 - Monitoring system (mainly NGOs)
 - Greater role of civil society (mainly NGOs)

What These Findings Imply...

- A broad consensus and the lack of 'opponent' is important
- Private sector and high-income countries as 'veto players' against NGOs and LMICs?
 - Stricter regulations on harmful products → Omitted
 - Management of COI → Omitted
- Power balance between high- and low/middle-income countries?
 - Aging population (3 statements by rich countries) → Included
 - More funding (9 statements by poorer countries) → Omitted

Conclusion

- Need to recognize the risks in open and inclusive consultations
 - Negotiation process resembles 'consensus-based' decision making, and
 - The inclusion of business sector seems to cause biases and conflict of interest
 - Such biases and conflicts of interest can accrue to delay the development of cost-effective response frameworks
 - This trend can be seen not only in the making of Political Declaration but throughout the negotiation of NCDs governance (Whitaker and Webb 2018)

Civil Society organizations disappointed

“We are disappointed that this Political Declaration is not nearly as ambitious, innovative nor ground-breaking as it needs to be to deliver on the commitments that Heads of State and Government made in 2011 and 2014,” said Katie Dain, CEO of the **NCD Alliance**.

“We are particularly concerned at the lack of accountability mechanisms to track, measure and report on progress on the agreed targets for 2025 and 2030. **We also deplore the absence of references to effective WHO Best Buys and policy measures like sugar, alcohol and tobacco taxes (STAX),** and the extremely long timeline between now and the next proposed HLM, which not only throws the gate wide open for prolonged procrastination and further preventable suffering and loss of life, but also squanders any opportunity for the world’s political leaders to realign the current trajectory of progress on NCD prevention and control if governments remain off track to achieving global targets agreed for 2025.

Back to Basics

“Strengthen our commitment, as Heads of State and Government, to provide strategic leadership for the prevention and control of non-communicable diseases by promoting greater policy coherence and coordination through whole-of-government and health-in-all-policies approaches and by engaging stakeholders in as appropriate, coordinated, comprehensive and integrated, bold whole-of-society action and response (UN2018)”

How many countries have the four Basic policies in place for the NCD risk factors??

(Marketing restrictions, Healthy environments, taxation, labelling)

ZERO

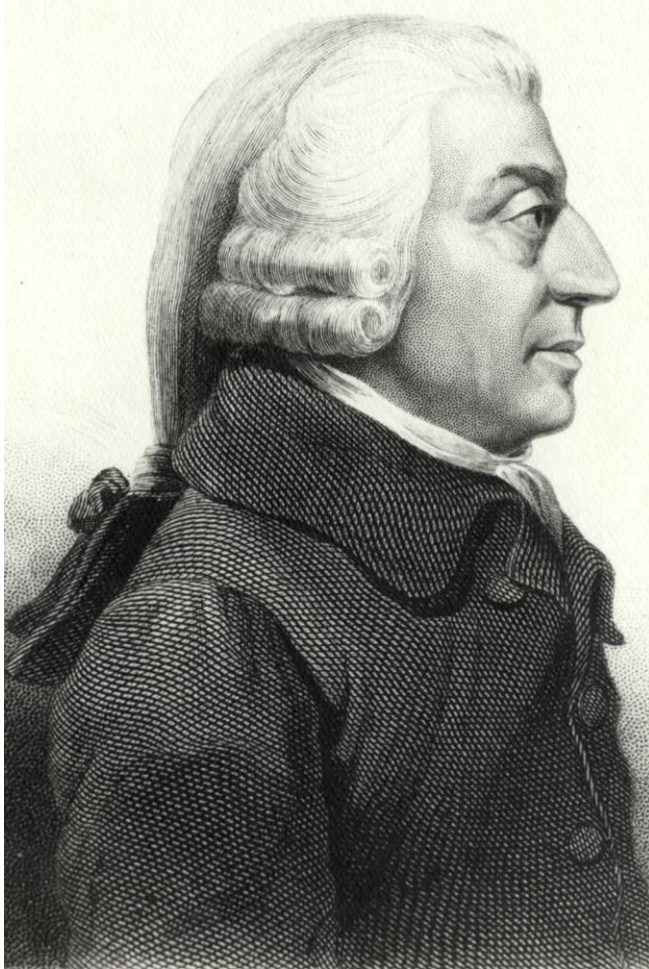
There is a huge difference between **doing something** and **solving** the problem of NCD Prevention/alcohol control

Lack of Evidence?

Public health advocates have to prove:

- That marketing restrictions of harmful products works
- That higher prices decreases consumption
- That clear information is a basic consumer right
- That healthier environments promotes healthier choices

Adam Smith



Sugar, rum and tobacco are commodities which are nowhere necessities of life, which become objects of almost universal consumption, and which are therefore extremely proper subjects of taxation.

Adam Smith - An Inquiry into the Nature and Causes of The Wealth of Nations - 1776

Fonte: https://www.who.int/tobacco/research/economics/prices_taxes_revenues/en/



Challenges

Vital Strategies report published in Dec 2017

Multinational food, soda and alcohol giants are employing the same tactics that made tobacco a pariah in the global public health conversation nearly two decades ago.

Corporate food, soda and alcohol giants, whose products undermine health and wellbeing, shouldn't be given the chance to derail or impede progress on fighting noncommunicable diseases (NCDs).

https://www.vitalstrategies.org/wp-content/uploads/2019/06/FoolMeTwice_Report.pdf

Front Groups/Financing Scientists

The screenshot shows a web browser window with multiple tabs open. The active tab displays the CISA website (www.cisa.org.br) with the article "Entrevista com o Prof. Dr. Arthur Guerra de Andrade". The article is part of the "Info Álcool" section under "Entrevistas". It features a photo of Prof. Dr. Arthur Guerra de Andrade speaking at a podium. The article text discusses the importance of the "I Levantamento Nacional sobre o Uso de Álcool, Tabaco e Outras Drogas entre Universitários das 27 Capitais Brasileiras" and the methodology used in the study. The website has a navigation bar with links like HOME, SOBRE, ARTIGOS CIENTÍFICOS, INFO ÁLCOOL, MATERIAIS EDUCATIVOS, NA MÍDIA, and FALE CONOSCO. There are also social media sharing options and a "FALE CONOSCO" button. The browser's address bar shows the URL, and the taskbar at the bottom displays various application icons and the system clock.

www.cisa.org.br/artigo/461/entrevista-com-prof-dr-arthur-guerra.php

CISA
Centro de Informações sobre Saúde e Álcool

Pesquisa personalizada

HOME SOBRE ARTIGOS CIENTÍFICOS INFO ÁLCOOL MATERIAIS EDUCATIVOS NA MÍDIA FALE CONOSCO

Home » Info Álcool » Entrevistas

Entrevista com o Prof. Dr. Arthur Guerra de Andrade

Compartilhe: [f](#) [t](#) [g+](#) [in](#) [+](#)

1. Qual a importância do "I Levantamento Nacional sobre o Uso de Álcool, Tabaco e Outras Drogas entre Universitários das 27 Capitais Brasileiras", que foi divulgado recentemente?

Pesquisas sobre a epidemiologia do uso de drogas apontam que a prevalência do consumo de álcool e/ou outras substâncias é bastante alta entre os jovens adultos (18-24 anos), um grupo que também está mais vulnerável às consequências associadas a esse uso, tais como brigas, acidentes de trânsito e sexo desprotegido. Este levantamento é um estudo inédito, tendo sido realizado com universitários brasileiros de todo o país, a partir do qual foi possível estimar a prevalência (na vida, no ano e no último mês) e os padrões de uso de álcool, tabaco e outras substâncias, também possibilitando o conhecimento de transtornos relacionados ao uso de substâncias, em termos de abuso (uso de risco moderado para o desenvolvimento de dependência) e dependência (uso de risco alto para o desenvolvimento de dependência), comportamentos de risco, prevalência de sintomas de sofrimento psicológico, depressão e sintomas persecutórios. Os resultados encontrados auxiliarão no planejamento e no desenvolvimento de políticas públicas visando à diminuição das consequências nocivas do uso de drogas pelo segmento social dos estudantes de ensino superior, além de servir como base para intervenções específicas voltadas ao problema do uso de drogas no Brasil.

2. Qual foi a metodologia utilizada na realização desta pesquisa?

Este foi um estudo epidemiológico com delineamento do tipo transversal (em um determinado período no tempo) que avaliou uma amostra representativa da população de universitários em âmbito nacional. Foram entrevistados 12.856 universitários matriculados no ano letivo de 2009, em cursos de graduação presencial de 100 instituições

FALE CONOSCO

CONTRIBUA COM O TRABALHO DO CISA.
FAÇA A SUA DOAÇÃO.

CISA - Centro de Infor...
8.031 curtidas

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Welcome to IARD ▾ Resources ▾ Commitments ▾ Changing Attitudes



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RESPONSIBLE DRINKING



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Got it!

PPPs & SDGs



**SUSTAINABLE
DEVELOPMENT
GOALS**



A report prepared by the International Alliance for Responsible Drinking on behalf of its members

Diversionism

**Doing
more
with less**



**BIER members used
69 billion fewer liters
of water in 2015 [25]:**

*AB InBev, Bacardi, Beam Suntory,
Brown-Forman, Carlsberg, Diageo,
Heineken, Molson Coors, and Pernod
Ricard are among BIER's 17 member
companies.



This is equal to

87%

of the annual non-
bottled water use of
the nation of Fiji [26].

Or enough to fill the
Empire State Building
more than 65 times
[27].





The Heineken Africa Foundation funds partnerships between NGOs and local company operations that provide communities with mother and child care and water, sanitation, and hygiene services [17].

Industry narrative



Independent narratives



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PÃO

QUENTINHO

PADARIA



HEINEKEN NO ROCK IN RIO 2019

NOTÍCIA

O **Rock in Rio 2017** mal acabou e a **edição 2019** já está em pauta. Durante o evento desse ano, **Vanessa Brandão**, **diretora de Marketing da Heineken**, confirmou a parceria da marca e o **festival para 2019**.

"Nosso relacionamento com a **família Medina** e com todo o **time do Rock in Rio** é muito próximo. Essa semana já começamos a discutir os termos da parceria para 2019. Estamos juntos desde 2011, e é uma parceria que vem se estreitando e se firmando a cada edição. E crescendo, o que é o mais importante", diz **Vanessa**.

A colaboração entre o evento e a marca contribui para a afirmação de um dos pilares de **ativações da Heineken**, que aposta no **esporte (UEFA Champions League e F1)** e no entretenimento: "Cerveja é diversão, é estar com os amigos curtindo, se divertindo. E música tem tudo a ver com esse momento. Dentro da plataforma de música, o **Rock in Rio** é um dos eventos mais importantes para a **Heineken**", diz a **diretora**.

Nessa ano, além das ações oferecidas dentro do festival, a Heineken também lançou ações que estimulam a sustentabilidade.







15 A 50
COPOS

=



**COPO
ESPECIAL**

51 A 100
COPOS

=



2
**COPOS
ESPECIAIS**

+100

=



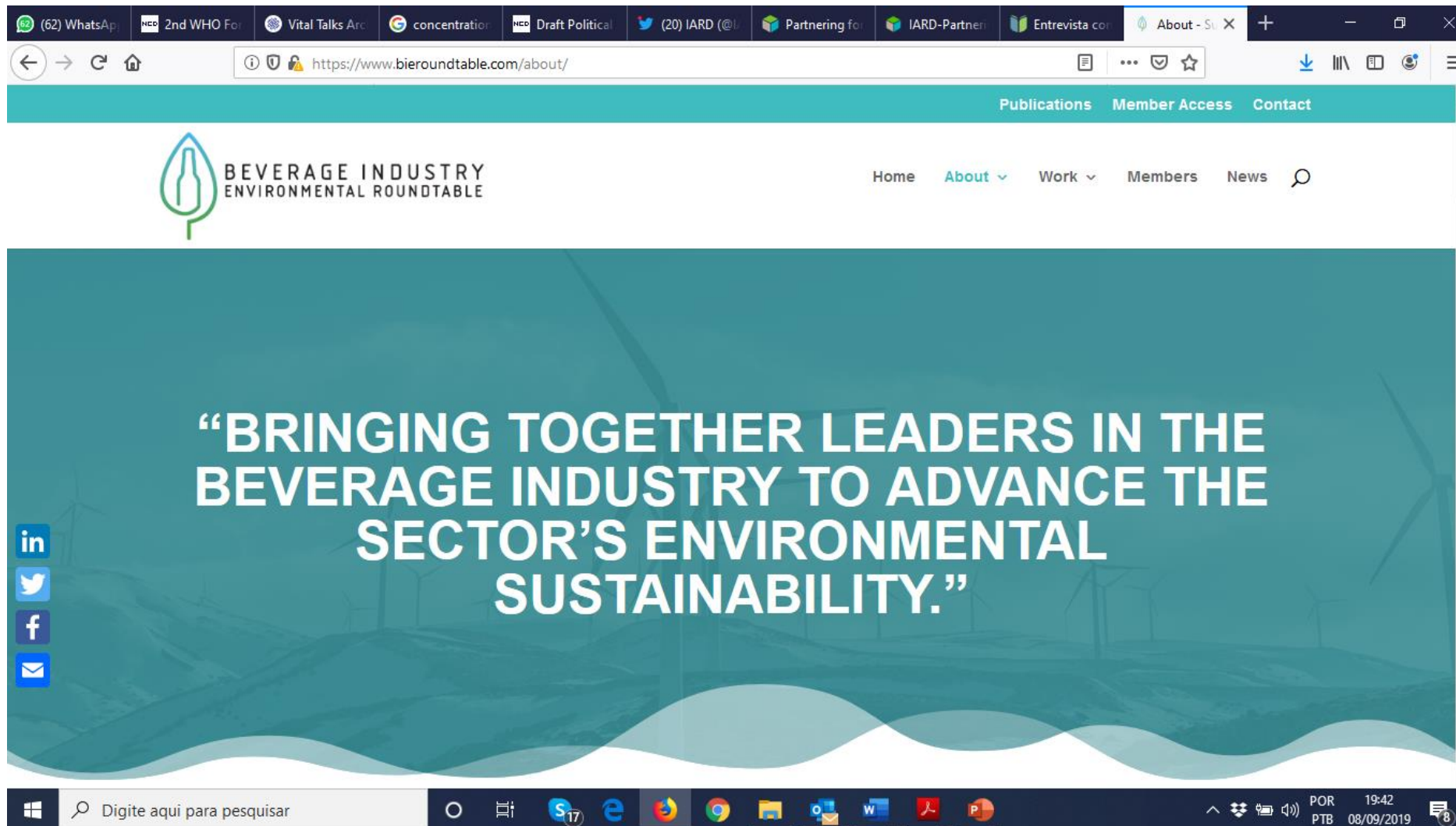
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JUNTE 10 COPOS
POR UM BRINDE.



Images: Sabrina Presman

Where they all meet



Diversionism – Re-framing

Self-regulation – Voluntary Agreements

Education

Individual choice / responsibility

Product reformulation

It is too complex – food and alcohol are not like tobacco

Drink in moderation / drink responsibly

Asymmetries



Power Imbalance – Brazil – Alcohol

5 vs 50%

Brazil's five richest men have the same wealth as poorest 50% of the population; more than a 100 million people



Jorge Paulo Lemann

AB Inbev



Marcel Herrmann Telles

AB Inbev

3G Capital



Beto Sicupira

The Solution

Mobilization Regulation Mobilization Regulation Mobilization Regulation
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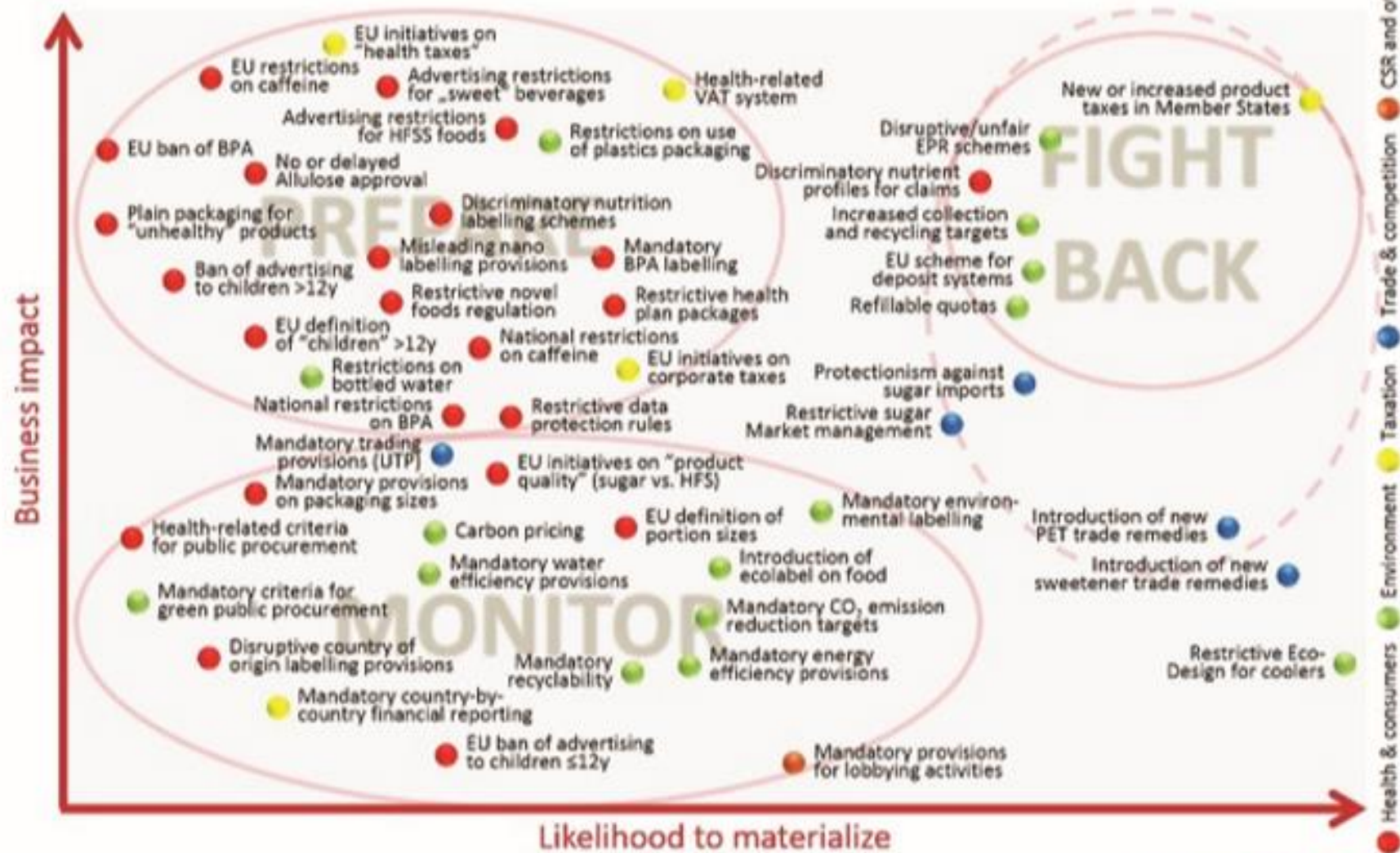
Learning from our adversary

COLD	LITTLE WARM	WARMING UP	HOT
Few and rare interest among stakeholders	There is regulation in other jurisdictions, but it is not yet debated in Brazil	More stakeholders promoting regulation	Regulation consolidated in other jurisdictions
Little attention in traditional media and in social media	Potential to become an important topic	Significant coverage by mainstream and social media	Intense debate/public pressure about the issue
No Big NGO debating the issue	Some media attention	Society is worried about the issue – it can become a high risk in the future	Main stakeholders advocating about the issue – Big risk



REGULATORY RISK – PROBABILITY OF HAPPENING

Public policy risk matrix & lobby focus



Classified - Internal use

Coca-Cola Europe

ACT
Promoção da Saúde



Risk of Regulation



"We've considered every potential risk except the risks of avoiding all risks."



Notes of Hope

"It can be difficult to speak truth to power. Circumstances, however, have made doing so increasingly necessary."

Aberjhani

"It's kind of fun to do
the impossible."

Walt Disney

"You see things; you say, 'Why?'
But I dream things that never
were; and I say 'Why not?'"

George Bernard Shaw

"The future belongs to those who believe in the beauty of their dreams."

Eleanor Roosevelt



THANK YOU

PAULA JOHNS

Tel.: +55 21 2255-0520

paula.johns@actbr.org.br

@johnspaula

@actbr

<http://actbr.org.br>