Alcohol industry actions in the English Caribbean and the role of civil society in fighting back

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Sex-specific Prevalence (%) Estimates for History of Alcohol Use, Harmful Use of Alcohol and Binge Drinking in Jamaicans 15 Years and Older, JHLSIII 2017, Wilks et al

<table>
<thead>
<tr>
<th>History of Alcohol Use</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lifetime Drinking</strong>*</td>
<td>75.5</td>
<td>46.6</td>
<td>60.7</td>
</tr>
<tr>
<td><strong>Past Drinker</strong>*</td>
<td>9.0</td>
<td>10.9</td>
<td>9.5</td>
</tr>
<tr>
<td><strong>Current drinker</strong>*</td>
<td>58.2</td>
<td>25.0</td>
<td>41.2</td>
</tr>
<tr>
<td>- Binge Drinking ***</td>
<td>13.8 [11.8, 16.1]</td>
<td>3.5 [2.6, 4.8]</td>
<td>8.5 [7.4, 9.9]</td>
</tr>
</tbody>
</table>
Sex-Specific and Total Percentage (%) Distribution of AUDIT Score Categories in 15 Years and Older Jamaicans Who Used Alcohol in the Past Year, JHLSIII 2017, Wilks et al

A score of 8 or more is associated with harmful or hazardous drinking, a score of 13 or more in women, and 15 or more in men, is likely to indicate alcohol dependence.

<table>
<thead>
<tr>
<th>Risk Level***</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>I (0–7)</td>
<td>86 [82.4, 89]</td>
<td>95.4 [93, 97]</td>
<td>89.4 [86.6, 91.7]</td>
</tr>
<tr>
<td>III (16–19)</td>
<td>0.6 [0.3, 1.2]</td>
<td>0.6 [0.1, 3.2]</td>
<td>0.6 [0.3, 1.3]</td>
</tr>
<tr>
<td>IV (20–40)</td>
<td>0.3 [0.1, 1]</td>
<td>0.1 [0,0.3]</td>
<td>0.2 [0.1, 0.6]</td>
</tr>
</tbody>
</table>
Comparing proposed interventions – Regional vs Industry

7 Regional Priorities for Alcohol

a) Regulating commercial and public availability of alcohol  
b) Restricting and banning the advertising of alcohol  
c) Using pricing policy such as excise tax increases on alcoholic beverages  
d) Drink driving  
e) Product Information and Labelling  
f) Product Adaption and  
g) Monitoring and Evaluation of the Programmes

BAS Five priority areas of collaboration

A. enlisting the support of retailers to reduce harmful drinking.  
B. strengthening and expanding marketing codes of practice  
C. …  
D. zero tolerance of drinking and driving eliminating under-age drinking,  
E. providing consumer information and responsible product innovation
Caribbean Alcohol Industry & COVID-19

- CARICOM Rum Producers modified product lines to include alcohol and hand sanitizer (sometimes branded).
- Donated these to governments, institutions (including schools), frontline healthcare workers and communities impacted by the virus across the Caribbean.
- Also ramped up their “CSR efforts” to include monetary donations and responding to other community needs.
- Tailored marketing campaigns to the COVID-19 environment including adverts aimed at women and young people.
Donations from the Alcohol Industry
Marketing During COVID-19
Targeting Women During COVID-19
Targeting Young People during COVID-19
The House of Angostura Announces New Ambassadors
Driving the Entertainment Industry with artiste collaborations

Nov 12, 2020  2 min to read

Port of Spain, November 2020 – As the COVID-19 pandemic continues to challenge the livelihoods of entertainers worldwide, The House of Angostura® has selected a diverse line up of some of Trinidad and Tobago’s top young personalities to represent the company’s wide portfolio of brands, including rum, spirits and Angostura® aromatic bitters. The move exemplifies Angostura’s continuous leadership in local innovation, and the company’s commitment to pushing the boundaries and evolving their brand dynamics, even despite the restrictions of the current pandemic.
Building
Brand
Goodwill
Building Brand Goodwill among school aged adolescents
The Alcohol Industry’s Commercial and Political Activities in Latin America & the Caribbean

- Cites examples from the Caribbean including:
  - Social Media & Digital Marketing:
    - Carib Beer’s campaign, Pass D’Carib - videos uploaded by fans showing them passing a Carib Beer to friends around the world.
  - Sponsorships of festivals and other drinking occasions:
  - Lobbying:
Policy Substitution: The industry actively

• develops new (or preserve existing) self-regulation and voluntary codes of practice in place of formal legislation.
• lobbying for the passage of weaker legislation
• promotes responsible drinking
Alcohol industry does not wish to discuss:

- Alcohol poisoning
- Alcohol addiction
- Advertising of alcoholic beverages during prime time
- Increased taxes on alcohol
Role of alcohol consumption in violence

• Alcohol consumption by perpetrators of violence
• Alcohol consumption by victims of violence
• Alcohol and youth violence
• Alcohol and child abuse
• Alcohol and sexual violence
• Alcohol and intimate partner violence
• Alcohol and abuse of elderly people
The role of civil society in fighting back
• HCC supports GAPA
• working towards a Global alcohol action plan 2022-2030,
Sub-optimal capacity OR Societal priorities

• In 20 member Caribbean Community (English, Spanish, Dutch, French) there is no CSO, NGO, FBO working primarily on alcohol issues.

• CARIAD Caribbean Institute on Addictive Disorders (CARIAD) formerly the Caribbean Institute on Alcoholism and other Drug Problems does work in alcohol, but their output and presence has been minimal in the last 5 years.

• HCC has had a few positive outputs - some work with PAHO. But "fighting back", is a big ask
Dedicated risk factors NGOs

• Capacity in small islands
  • Tobacco – yes, Coalitions for Tobacco Control
  • Diet/Nutrition – yes, professional association of Nutritionists
  • Physical activity: commercial (gyms, athletic shoes); NGO events 5/10K Walk/Run)
  • Alcohol – no. (Arrive Alive includes drink driving)
  • Air pollution – no

• HCC and others address NCD risks in general
Arive Allive: T&T NGO for Road Safety

• Focus on overall road safety
• Traffic Safety 3 main risks:
  • The Driver
  • The Vehicle
• The Roads & Furnishings
  • Includes “Don’t drink and drive”
CARICOM process
First joint COHSOD COTED meeting on NCDs

• 2007 CARICOM Heads of Government Port of Spain declaration on NCDs
• 2016 evaluation report to Heads re country implementation POSD
• 2016 Communique from Heads - address matters of trade and NCDs
• Joint COHSOD COTED on NCDs and Trade convened November 2019
• The Fifth Joint Meeting of the COTED and the COHSOD was held on 4 November 2019 and
  • Agreed that 2 Inter-Governmental Working Groups (IGWG) for advancing Regional Policies, Programmes and Actions
    • Unhealthy Diets and Obesogenic Environments
    • Harmful Use of Alcohol
  • Include engagement of private sector and civil society organisations in the IGWG deliberations
  • CARICOM Secretariat and CARPHA serve as the joint Secretariat to support and guide the work of the IGWG
CARICOM process

OBJECTIVE:
• To develop a Regional Strategy and Action Plan to address the Harmful Use of Alcohol and to support Member States in evolving and implementing their national programmes to reduce the health, social and economic burden arising from this risk factor.

PRIORITY INTERVENTIONS - REGIONAL STRATEGY AND ACTION PLAN: Year 1 actions
1. Regulate commercial and public availability of alcohol – MEMBER STATE PRIORITY
2. Regulate and Restrict the advertising of alcohol
3. Using pricing policy such as appropriate tax policies on alcoholic beverages;
4. Update and Implement Legislation on drinking and driving;
5. Education and Awareness including Product Information and Labelling – INDUSTRY REPORT
6. Product Adaption;
7. Measures to mitigate the harmful impact of use of alcohol on society- SOME CIVIL SOCIETY
8. Monitoring and Evaluation of the Programmes being implemented under the agreed Regional Strategy and Action Plan.
<table>
<thead>
<tr>
<th>No.</th>
<th>Meeting</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>First Meeting of the IGWG on “Unhealthy Diets and Obesogenic Food Environments”</td>
<td>April 27</td>
</tr>
<tr>
<td>2</td>
<td>First Meeting of the IGWG on “Harmful Use of Alcohol” (MS, CCS, CARPHA, UWI)</td>
<td>April 30</td>
</tr>
<tr>
<td>3</td>
<td>First Sub-Committee Meeting of the IGWG on “Unhealthy Diets and Obesogenic Food Environments”</td>
<td>30 July 2021</td>
</tr>
<tr>
<td>4</td>
<td>Second Meeting of the IGWG on “Harmful Use of Alcohol” (plus HCC, PAHO)</td>
<td>3 August 2021 (a.m.)</td>
</tr>
<tr>
<td>5</td>
<td>First Sub-Committee Meeting of the IGWG on “Harmful Use of Alcohol” (plus Alcohol Industry)</td>
<td>3 August 2021 (p.m.)</td>
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<tr>
<td>6</td>
<td>Second Sub-Committee Meeting of the IGWG on “Unhealthy Diets and Obesogenic Food Environments”</td>
<td>7 Sept. 2021 - ? reschedule</td>
</tr>
<tr>
<td>7</td>
<td>Second Sub-Committee Meeting of the IGWG on “Harmful Use of Alcohol” (large group reviews draft submission to COHSOD COTED)</td>
<td>10 Sept. 2021 - ? reschedule</td>
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<tr>
<td>8</td>
<td>Second Meeting of the IGWG on “Unhealthy Diets and Obesogenic Food Environments”</td>
<td>12 October 2021</td>
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<tr>
<td>9</td>
<td>Third Meeting of the IGWG on “Harmful Use of Alcohol” (MS, CCS, CARPHA, UWI)</td>
<td>14 October 2021</td>
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<tr>
<td>10</td>
<td>Meetings of officials for COTED</td>
<td>TBD</td>
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<tr>
<td>11</td>
<td>Meeting of officials for COHSOD</td>
<td>TBD</td>
</tr>
<tr>
<td>12</td>
<td>Joint COTED COHSOD on Trade and NCDs</td>
<td>November 2021</td>
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