URGENT NEED FOR ACTION

ALCOHOL MARKETING IN KENYA JEOPARDIZES DEVELOPMENT
IOGT International

With 140 Member Organizations in 57 countries, IOGT International is the premier global network for evidence-based policy measures and community-based interventions to prevent and reduce alcohol-related harm.

East African Alcohol Policy Alliance

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Kenya Alcohol Policy Alliance (KAPA)

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Students’ Campaign Against Drugs (SCAD)

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All references and sources of evidence can be found at: http://iogt.org/the-issues/alcohol-facts/alcohol-marketing-kids/
ALCOHOL’S GLOBAL BURDEN

Alcohol is a toxic substance in terms of its direct and indirect effects on a wide range of body organs and is a causal factor in more than 200 disease and injury conditions.

Alcohol kills 3.3 million people worldwide every year. It means: Every 10 seconds a human being dies because of alcohol. This represents 5.9% of all deaths.

4 FACTS

• Taking all diseases and injuries at global level into account, the negative health impact of alcohol consumption is 31.6 times higher than the benefit.
• Alcohol consumption causes death and disability relatively early in life. In the age group 20 to 39 years approximately 25% of total deaths are alcohol-attributable.
• Globally, alcohol consumption is the fifth leading risk factor for premature death and disability; among people between the ages of 15 and 49, it is the first.
• The economic burden of alcohol worldwide is substantial, accounting for up to 5.44% of Growth Domestic Product in some countries.
ALCOHOL HARM IN SUB-SAHARIAN AFRICA

In Kenya and the entire Sub-Saharan Africa region, alcohol is a major obstacle to development, adversely impacting major development goals across the NCDs, HIV/ AIDs and Tuberculosis agendas, as well as the Sustainable Development Goals and the New Urban Agenda.

ECONOMIC HARM

In the Republic of South Africa the estimates made of the combined tangible and intangible costs of alcohol harm to the economy reached nearly 300 billion rand or 10 to 12% of the 2009 GDP.

SOCIAL HARM

65% of women experiencing intimate partner violence in Uganda, Zimbabwe and South Africa reported that the perpetrator had used alcohol.

Focus group discussion in rural Rwanda show that women who are victims of domestic violence rank alcohol as number one factor.

HEALTH HARM

There is a causal relationship between alcohol use and a range of mental and behavioural disorders, other Non-communicable conditions, such as cancer, cardiovascular disease, diabetes, as well as injuries.

There is a causal relationships between alcohol use and incidence of infectious diseases such as tuberculosis as well as the course of HIV/AIDS.

Beyond health consequences, the alcohol harm causes significant social and economic losses to people, their communities and society at large. Alcohol is a major obstacle to sustainable development and economic prosperity.
Alcohol adversely affects 13 out of 17 Sustainable Development Goals, including goals on poverty eradication, sustainable consumption, water security, safer cities, gender equality and health and wellbeing.
Advertising for alcoholic beverages in the mass media may be the most noticeable form of alcohol marketing but it represents only part of the picture. “Below the line” marketing, such as point-of-sale promotions or merchandising, the use of other products connected with alcohol brands, sponsorship, or alcohol advertising in online media have only recently received research attention.

The Fact: There is a direct link between exposure to alcohol ads and the earlier uptake of alcohol consumption and – if kids are already using alcohol – exposure to alcohol ads is directly linked with alcohol consumption in bigger amounts.

The Science Group of the European Alcohol and Health Forum (EAHF) concluded in 2009: “Alcohol marketing increases the likelihood that adolescents will start to use alcohol, and to consume more if they are already using alcohol.”

According to the 2016 Global Youth Development Index, Kenya has made the greatest strides in improving the conditions of young people over the past five years, including health and well-being.
BIG ALCOHOL’S TRACK RECORD SPEAKS FOR ITSELF

THE PROBLEM:

Exposure to alcohol advertising shapes attitudes and perceptions about alcohol use among youth. These attitudes and perceptions predict young people’s positive expectancies and intentions to consume alcohol.

The high growth rate of the adolescent and adult population in countries across Sub-Saharan Africa will increase the number of potential consumers. Consequently, the total amount of alcohol consumed in the WHO African Region might also substantially increase. Alcohol is currently already health risk factor number one in parts of Sub-Saharan Africa.

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In 2010, the 6 largest global alcohol producers spent more than US $2.1 billion on advertising. This figure keeps rising every year. Kenya is seeing an increase in alcohol industry activity, including more aggressive and pervasive marketing, fueled by fierce competition.

In March 2017, CNN reported about competition in Kenya’s beer industry, writing about “beer wars”.

The CEO of East African Breweries, subsidiary of Diageo, the world’s largest liquor producer plans to establish “cocktail culture” in Kenya.

However, 77% of the Kenyan adult population are currently abstaining from alcohol consumption.

KENYA EXAMPLE #1: KFCB INVESTIGATES BIG ALCOHOL

In January 2017, Kenya Film Classification Board (KFCB) launched an investigation into major alcohol companies for allegedly deliberately placing alcohol commercials when under-age viewers are watching. KFCB warned the companies that the adverts they are running on TV were produced without a license from the regulator, which is contrary to the law.
KENYA EXAMPLE #2: MAMPA

The Monitoring Alcohol Marketing Practices in Africa (MAMPA) Project studied unique marketing materials by both domestic and foreign alcohol producers with the help of local public health NGOs and research NGOs working on alcohol prevention and operating at the national level in seven countries: Ghana, Nigeria, Uganda, the Gambia, Kenya, Malawi and Namibia.

The purpose of MAMPA: monitoring alcohol marketing activities in the African region as well as youth exposure to these marketing activities.

KENYA MAMPA FINDING:

“Advertisements collected from Kenya were the most likely to contain a violation.”

ALCOHOL INDUSTRY SELF-REGULATION FAILURE

From other parts of the world, we know that the alcohol industry (including the same companies operating in Kenya) is systematically violating its own codes of conduct.
Although the alcohol industry maintains that its advertising aims only to increase market share and not to encourage underage persons to drink, research suggests otherwise. Alcohol advertisements overwhelmingly connect consumption of alcohol with attributes particularly important to youth, such as friendship, prestige, sex appeal and fun.

- Children who love to watch sports on television are more likely to get exposed to alcohol ads than those who watch non-sport TV, a new Australian study has found.

- 87% of all alcohol adverts during the daytime were in sport TV when hundreds of thousands of children were watching.

- Between 2001 and 2005, youth exposure to alcohol advertising on television in the U.S. increased by 41%. Much of this increase resulted from the rise in distilled spirits advertising on television from 1,973 ads in 2001 to 46,854 ads in 2005.

- A study of 2,406 never-alcohol using New Hampshire middle school students found that ownership of alcohol-branded merchandise at baseline was significantly associated with increased likelihood of having initiated alcohol consumption at follow-up one to two years later, after adjusting for wide range of confounders.
BIG ALCOHOL: VIOLATING CHILD RIGHTS & THE WHO GLOBAL ALCOHOL STRATEGY

The protection of the health of the population by preventing and reducing alcohol harm is a public health, socio-economic and sustainable development priority in Kenya. However, pervasive alcohol marketing violates fundamental rights and principles that inform these overarching goals for Kenyan society.

CRC ART. 3, 17 AND 24

Alcohol marketing targeting children and youth is a violation of the rights enshrined in the UN Convention on the Rights of the Child (CRC Art. 3, 17 and 24) Children and youth have the right to grow up in a healthy environment, to be protected from being hurt, from receiving harmful information and from any kind of exploitation. Targeted marketing by the alcohol industry to children and youth violates these rights.

WHO GLOBAL ALCOHOL STRATEGY GUIDING PRINCIPLE

Alcohol industry activity in Kenya also violates the guiding principle G) as adopted by the World health Assembly in 2010, which stipulates:
“Children, teenagers and adults who choose not to drink alcohol beverages have the right to be supported in their non-drinking behaviour and protected from pressures to drink.”