Advocacy for a strong alcohol control law in Vietnam - Experience of a NGO

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Track: 1 - Stemming the tide: innovations in prevention and screening

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Abstract presented before: No
BACKGROUND

- Alarmingly increase of alcohol consumption and its negative consequences:
  - Per capita consumption in adults (15+) increased 3,8l in 2005 to 6,6l in 2010. *(WHO.2014)*
  - 80.3% male aged 25-64 drinks alcohol in 2015 (significant increased from 69.6% in 2010) *(MOH, STEPS 2015)*
  - Alcohol related domestic violence in Vietnam: 33.7% *(GSO.2010)*
  - Alcohol related road accidence: 66.8% car driver victims and 36% of motorbike driver victims *(WHO.2013)*
  - Alcohol was the four of eight risk factors of disease burden in Vietnam *(MOH.2008)*

- Existing policies are not comprehensive, weak and lack of enforcement measures
- Alcohol is very cheap and available everywhere
- NA requested the MOH to develop AC law but the process is challenged by the industry interference.
APPROACHES

- Build relationship with drafting (DOL-MOH) and reviewing (CSA-NA) agencies. Regular communication to update the progress.

- Reviewing/generating evidences and best practice:
  - Review of best practice AC policies
  - Research on alcohol and poverty and the impact of tax increase
  - Review the link of advertisement/promotion and consumption

- Commenting on the draft of law

- Strategic multi-channel communication:
  - Direct communication through workshops
  - Using media (TV reportage, talks show, articles)
  - Developing and disseminating Q&A, factsheets

- Developing and extending advocacy network
  Involving CSOs to alcohol control by capacity building, connecting CSOs with GOV agencies and international partners on AC
PRELIMINARY RESULTS

- The content of draft of law has been improved
- Evidences provided were used by the drafting committee in law proposal supporting documents
- Vietnam NCD Alliance has been founded and became active in AC

Launch Vietnam NCDs Alliance (27/08/2015)

Policy recommendation letters from NCDs Alliance to NA on Excise tax policy

- Media is more interested with the issue

  Media coverage on Alcohol control in 2015 (on average of 3 articles on AC daily)

<table>
<thead>
<tr>
<th>Alcohol control</th>
<th>Alcohol and beer Industry</th>
<th>Advertisements, Promotion &amp; Sponsorship</th>
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<tbody>
<tr>
<td>32.5%</td>
<td>33.3%</td>
<td>34.2%</td>
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Result based on media surveillance which collected 2176 printed and online article on Alcohol in 2015

Thanks for your attention!