



ADVOCATING FOR ALCOHOL TAXATION

Lessons and opportunities

CATALYST FOR SUSTAINABLE DEVELOPMENT



USA: Binge alcohol use causes more than 50% of all 90,000 alcohol-related deaths each year. It accounts for 75% of the annual costs of alcohol of \$224 Billion. 1% increase in alcohol beverage prices would lead to a 1.4% decrease in adult binge alcohol use.



At any given level of alcohol consumption, poorer people can be as much as three or four times as likely to die from an alcohol-related condition as richer people.

Analysis of 112 different studies showed raising the alcohol price decreases alcohol use and thus helps reduce NCDs, such as cancer, sexually transmitted diseases, suicide rates, and alcohol-related mortality.

3 GOOD HEALTH AND WELL-BEING

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

1 NO POVERTY

11 SUSTAINABLE CITIES AND COMMUNITIES

Evidence from 16 countries: Increasing alcohol tax by 1% resulted in 0.19% reduction in likelihood of robberies 0.25% reduction in probability of assaults and 0.16% reduction in probability of sexual assault.



A study of 42 high-, middle- and low-income countries found that raising excise duties on alcohol to at least 40% of the total retail price would increase tax revenue in these countries by 80% to US\$ 77 Billion.

17 PARTNERSHIPS FOR THE GOALS



5 GENDER EQUALITY

A 1% increase in the alcohol price is associated with a 5% reduced risk of being a victim of domestic violence as a wife.



Children achieve better school results when alcohol harm among their parents can be prevented.

With a 10% price increase the proportion of college students involved in violence each year would decline by ca. 200,000 (i.e. 4%).

4 QUALITY EDUCATION

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

Globally, alcohol is #1 risk factor for ill-health and premature death among 25 - 59 year-olds, the core of the working age population. Including alcohol's harm to others, alcohol costs amount to 4-6% of GDP annually. USA: 10-year analysis of workplace accidents found a 10% rise in beer taxes would result in 1.7% fewer work days lost due to injuries.

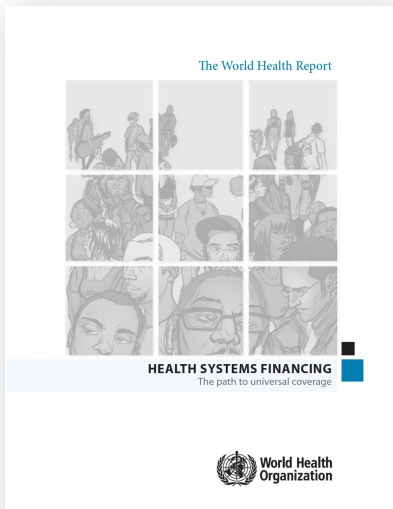


USA: 10% rise in beer duty would reduce likelihood of severe violence against children by 2.3% and overall violence against children by 1.5%



Finland: A 33% reduction in alcohol taxation reduced retail prices by 22% causing rising consumption and a rise in mortality rates by 17%. Mortality was particularly concentrated on lower socio-economic groups.

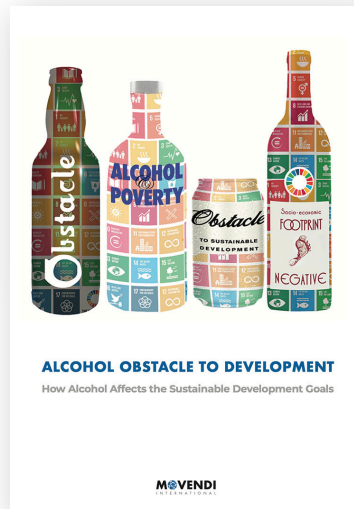
BUILDING MOMENTUM FOR ALCOHOL TAXATION



2010

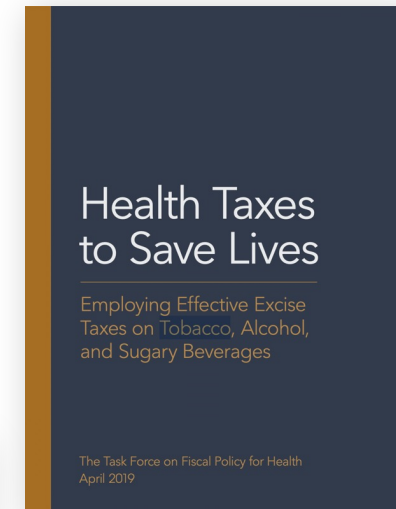


2015



2016

2017



2019



2021

RESET 2022

COUNTRY INTEREST

INDUSTRY INTERFERENCE

LACK OF TECHNICAL SUPPORT

DEVELOPMENTS IN ALCOHOL POLICY LANDSCAPE

MAY 2010:
World Health Assembly
WHO Global Alcohol Strategy

MAY 2013:
World Health Assembly
WHO Global NCDs Action Plan

SEPT. 2015:
United Nations General Assembly
Agenda 2030 & SDGs

SEPT. 2018:
UNGA & HLM3 NCDs
SAFER Initiative

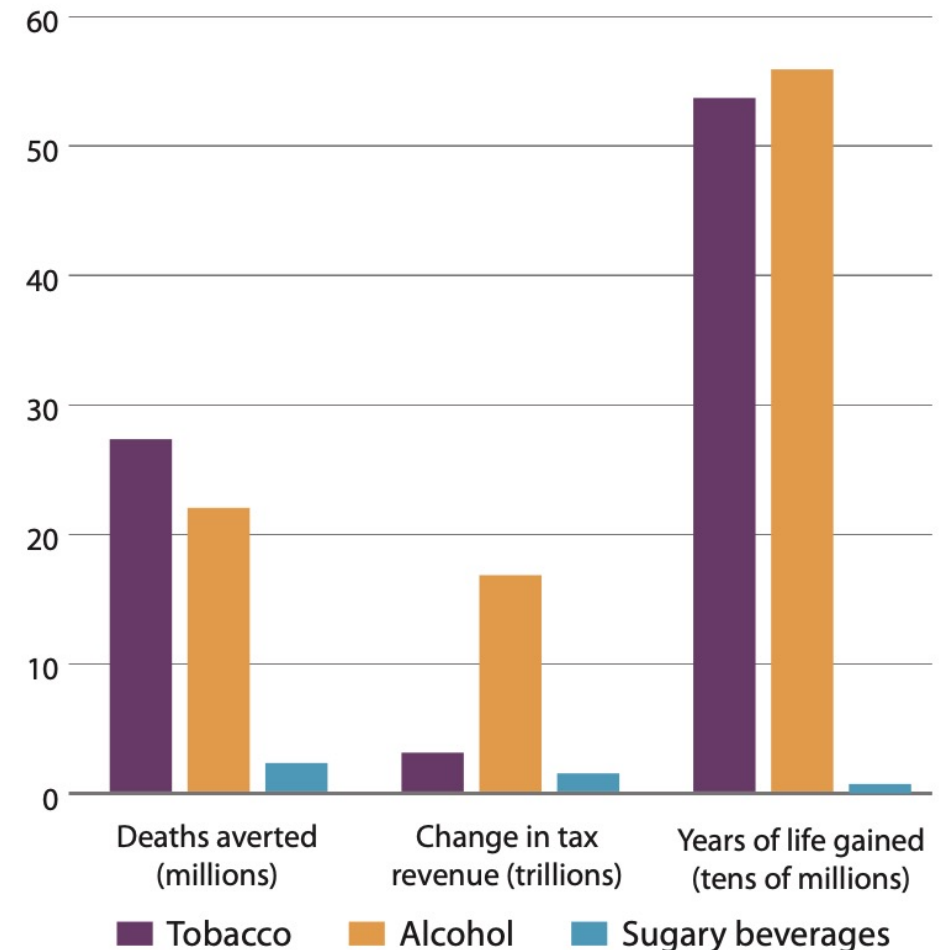
MAY, SEPT. 2022:
World Health Assembly
WHO Europe RCM
WHO Global Alcohol Action Plan
European Framework for Action on Alcohol

THE EVIDENCE IS GETTING STRONGER

20% global increase in alcohol taxes alone could:

- avert 9 million premature deaths
- accumulate as much as \$9tn in increased revenues globally over 50 years

Impact of increasing excise taxes on tobacco, alcohol, and sugary beverages
(Millions of people, trillions US dollars, tens of millions of years)



Source: The Task Force on Fiscal Policy for Health 2019.

Note: Modelled impact if taxes were increased in 2017 sufficiently to raise prices by 50 per cent. The impact of the increases is projected over a 50-year period (2017-2067).

PUBLIC SUPPORT FOR ALCOHOL TAX

	SUPPORT	OPPOSE
Total	69%	31%
Colombia	63%	37%
India	66%	34%
Jordan	92%	8%
Tanzania	75%	25%
USA	54%	46%

Source: Gallup NCD Survey 2022

ALCOHOL TAX SUCCESS STORIES

- Ghana
 - Support from NCD Alliance
 - Great advocacy engine
 - President is SDG ambassador
- Lithuania
 - Part of comprehensive package
 - Can show great results
 - Minister with civil society background
- Botswana
- The Philippines



LESSONS LEARNED

- RESET – advocates working closely with researchers
- SAFER
- Alcohol industry monitoring and counter action
- We need persistence
- Push for global binding treaty





Development through alcohol policy

THANK YOU

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