



ALCOHOL REGULATION: A COMMUNITY BOTTOM-UP APPROACH AND EXPERIENCE

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INTRODUCTION

- PER-CAPITA ALCOHOL CONSUMPTION ESTIMATES FOR UGANDA 9.8 LITERS (WHO)
- UGANDA RECENTLY ENDORSED A NATIONAL ALCOHOL POLICY
- A STRUGGLE FOR THE BILL/LAW IS IN PROGRESS
- SEVERAL CBOs ACROSS THE COUNTRY ENGAGED IN SENSITIZATION CAMPAIGNS
- HEAVY AND EPISODIC CONSUMPTION IS REPORTED IN MANY COMMUNITIES
- SEVERAL REPORTS INDICATE A HIGH PERCENTAGE OF WILLINGNESS TO CONTROL/STOP

INTERVENTION OBJECTIVE

- TO CONTRIBUTE TO THE IMPROVEMENT OF THE HEALTH AND SOCIO-ECONOMIC WELLBEING OF THE PEOPLE IN THE INTERVENTION AREA.

INTERVENTION AREA

JINJA DISTRICT

KAKIRA SUGAR LIMITED

KAKIRA T.C., BUSEDE S.C, MAFUBIRA S.C, BUDONDO S.C, BUGEMBE T.C,
WALUKUBA-MASESE DIV.

MASINDI DISTRICT

KINYARA SUGAR INDUSTRY

BUDONGO S.C., BWIJANGA S.C., MIRYA S.C., PAKANYI S.C., KARUJUBU DIV.

PROJECT OUTCOMES

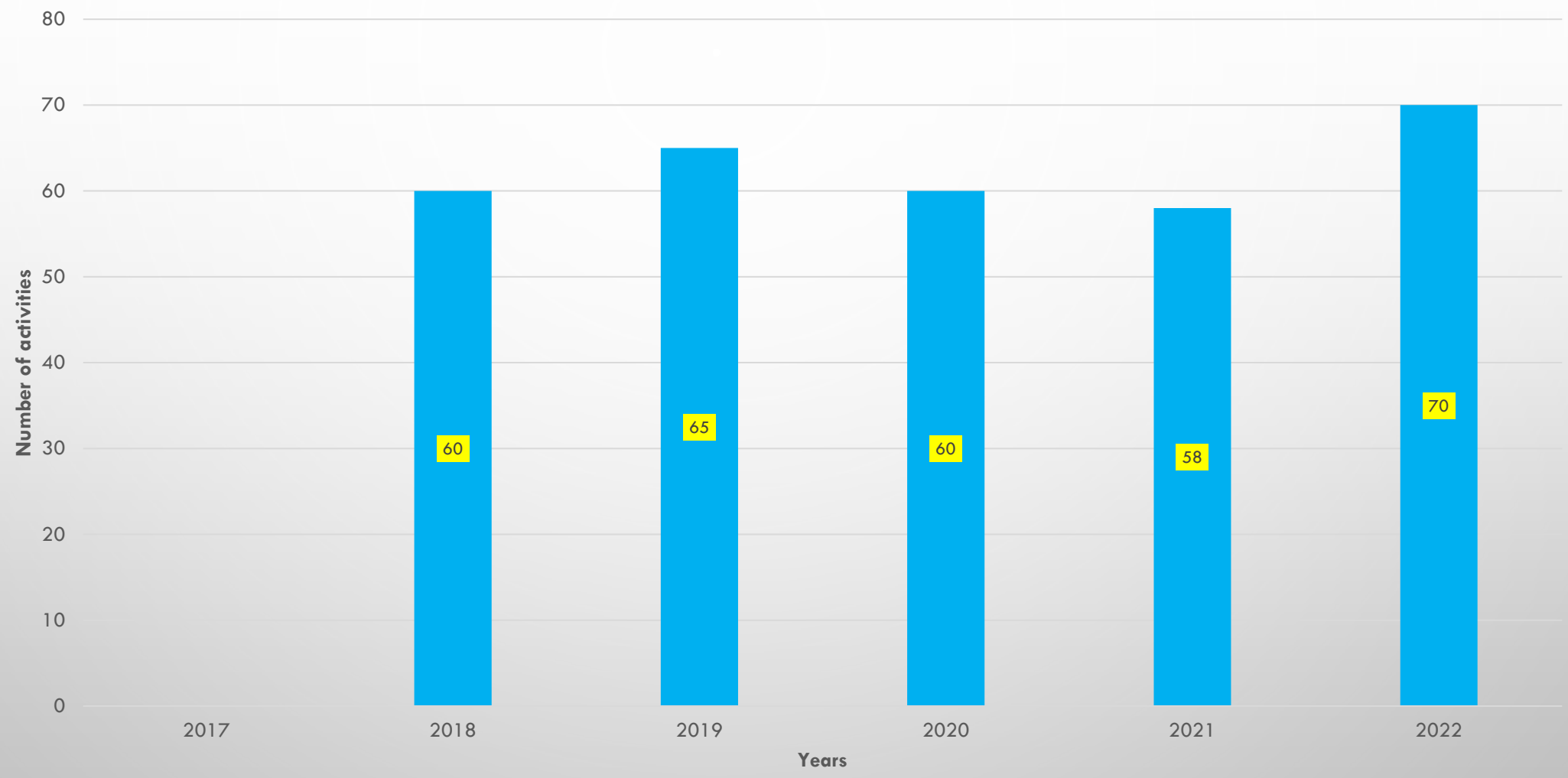
- *REDUCED RISKY ALCOHOL CONSUMPTION PATTERNS (AMONG VULNERABLE/
AT HIGH RISK GROUPS.
- *LEGAL RESTRICTIONS ON DENSITY OF ALCOHOL OUTLETS, ACCESSIBILITY TO
MINORS, AND AVAILABILITY ARE IN PLACE.
- *ALCOHOL ISSUES ARE INCLUDED IN GOVERNMENT PROGRAMS THROUGH
ALCOHOL PLATFORMS.

STRATEGIES, METHODS & APPROACHES

- BOTTOM-UP APPROACH
- COMMUNITY BASED APPROACH (PLANNING & IMPLEMENTATION)
- PARTICIPATORY APPROACH (LISTENING AND DISCUSSION WITH RIGHTS BEARERS)
- BUILDING COMMUNITY STRUCTURES COALITIONS/MODEL VILLAGES
- CIVIL AND POLITICAL LEADERSHIP CONTINUOUS ENGAGEMENT LOBBYING
- CREATION OF DISTRICT AND SUB-COUNTY ALCOHOL CONTROL NETWORKS/COMMITTEES
- CAPACITY BUILDING TO ALL PLAYERS (VHTs , CIVIL & POLITICAL LEADERS, RELIGIOUS LEADERS, SCHOOL M'N'GERS)



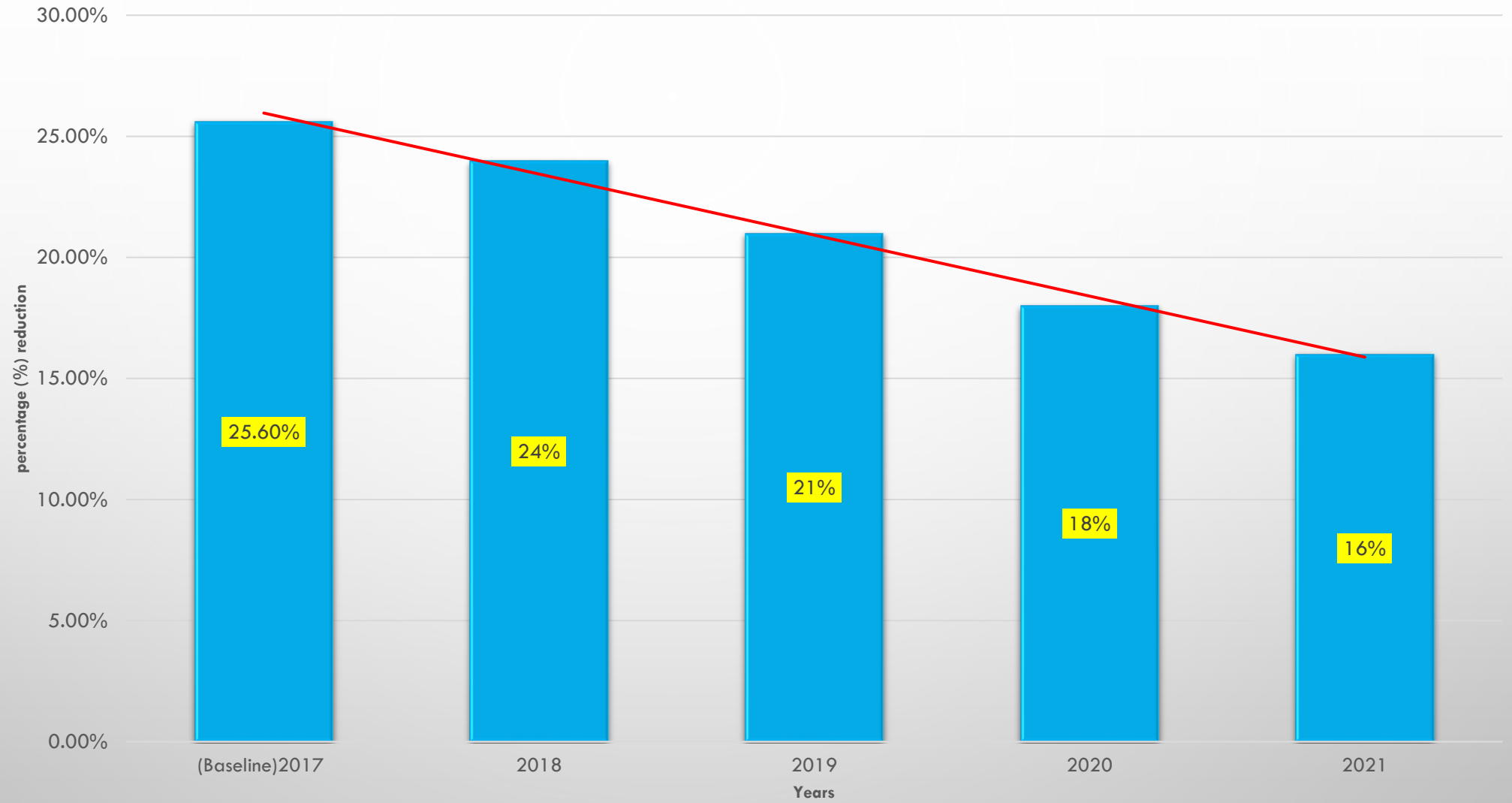
Number of Alcohol control activities conducted / supported



INTERVENTION IMPACT/ ACHIEVEMENTS

- ALCOHOL CONTROL REGULATIONS IN PLACE (BYE-LAWS AND ORDINANCES)
- A MULTIPLIER EFFECT ON COVERAGE (2 INDUSTRIES, 13 SCH'S, 11 SUB-COUNTIES, 44 PARISHES, 308 VILLAGES, ~35,000 INDIVIDUALS----CFR ATTENDANCE REGISTERS).
- A RECORD HIGH LEVEL COMMUNITY AND LEADERSHIP PARTICIPATION (LEADERS COMMITTED TO INTEGRATING ALCOHOL CONTROL IN GOVT. PROGS)
- A STEADY REGRESSION IN HEAVY EPISODIC ALCOHOL CONSUMPTION (25.6% TO 15% EVALUATION AND ASA REPORTS)
- CONT. REDUCTION IN RELATED MORBIDITY AND MOTALITY (COMMUNITY & MEDICAL REPORTS ON ACCIDENTS, INJURIES, HOSPITALISATION AND DEATH, ASA FINDINGS & CHAMPIONS' TESTIMONIES).
- REDUCED ABSENTEEISM AT WORKPLACES AND RELATED COSTS & INCREASED PRODUCTIVITY (RELATIVE)
- INCREASED SCH. ENROLLMENT AND REDUCED DROP-OUT (COMM., SCH. AND POLICE REPORTS)

TREND OF REDUCTION IN HEAVY EPISPISODIC DRINKERS



CHALLENGES

- LEADERS' TURNOVER
- BUREAUCRATIC PROCESS OF APPROVAL OF THE REGULATIONS
- ALCOHOL INDUSTRY WITH INCREASED BRANDS AND FALSE MESSAGES
- COVID-19 PANDEMIC EFFECTS
- PROJECT WINDING UP (FOLLOW UP CHALLENGE)

CONCLUSION

- ENGAGING COMMUNITIES IN THE PROCESS OF FORMULATING ALCOHOL REGULATIONS USING A BOTTOM-UP APPROACH MIGHT ACCERELATE THE PROCESS OF THE NATIONAL ALCOHOL POLICY DEVELOPMENT.

ACKNOWLEDGEMENT

- UNACOH
- IOGT-NTO MOVEMENT
- DISTRICTS
- GAPC23

The image features a light gray background with a subtle gradient. In the corners, there are several realistic-looking water droplets of various sizes, some with highlights and shadows, giving them a three-dimensional appearance. The text is centered in a bold, black, sans-serif font.

**THANK YOU
FOR LISTENING**

