



Slovensko združenje za
kronične nenalezljive bolezni

Član NCD Alliance

utrip



inštitut za raziskave in razvoj

Coalition of NGOs advocating for better alcohol policy - challenges & successes

Matej Košir, UTRIP / SNCDA (Slovenia)

Supported by:



REPUBLIC OF SLOVENIA
MINISTRY OF HEALTH

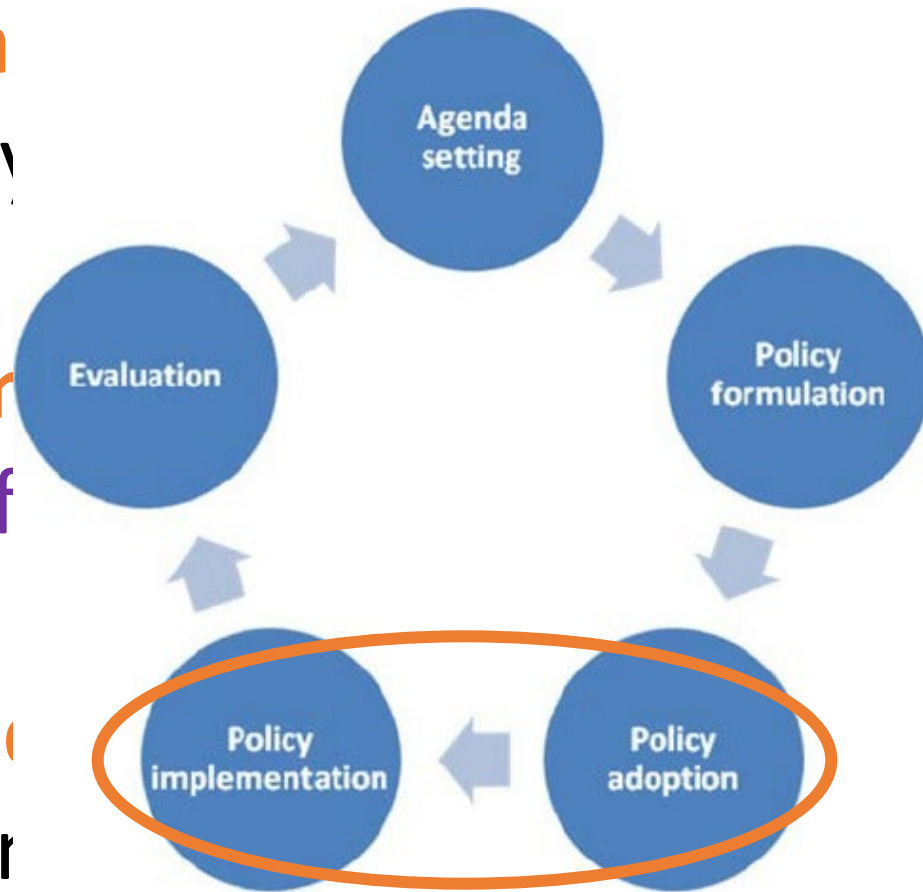
Introduction

- **Slovenia**: wine & beer producing country (strong tradition & »culture«)
- Current alcohol law (from 2003)
- Advocacy efforts since 2006 (EU)
- Negative changes (in 2017)



Advocacy efforts in Slovenia

- **Policy- a**
(policy c)
- **Coalition**
(from inf
- **Media a**
media (ir



processes

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Advocacy efforts in Slovenia

• **Pol** (pc) **SNDA** es

• **Co:** (fr) Slovensko združenje za kronične nenalezljive bolezni n

• **Me** (with media attention (including social media))



Advocacy efforts in Slovenia

- **Policy- and decision-making** processes (policy cycle & **paradigm shift**)
- **Coalition building** / effective coalition (from **informal & ad-hoc** to **formal**)
- **Media advocacy** / making the case with media attention (including **social media**)



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Negative changes in 2017

- **March 2015:** MP from opposition party tabled an amendment to the alcohol law:
 - to allow **selling alcohol** beverages **at sport events** (again)
 - which has been forbidden since 1998



Negative changes in 2017

- ...»surprisingly« announcement of takeover of two largest Slovenian breweries was published few months later by **Heineken** (October 2015)



Negative changes in 2017

- **Advocacy activities** by **NGOs, MoH & NIPH** to prevent the change in the alcohol law (**March-May 2015**)
- **May 2015**: The **proposed change was rejected** by the **Health Committee** of the National Assembly (parliament) by majority of votes ...
- **BUT ...** (they came back ready in **2017** & **we lost**)

Advocacy efforts since 2017

- **No changes** of alcohol policy since 2017
- **Difficulties** with implementation of last changes (e.g., licenses to sell alcohol at sport events, mystery shopping options etc.)
- First alcohol policy **action plan** in Slovenia awaits since 2021 (?) – no steps forward until today
- **Not political priority yet** (tobacco first?)

Advocacy efforts since 2017



Advocacy efforts since 2017

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World Health Organization

KER ALKOHOL NI MLEKO

Normalno je, da pojemo pivsk spodbujamo k pitju alkohola.

KER ALKOHOL NI MLEKO

Normalno je, da odrasli vprčo otrok pijemo alkohol.

Ker alkohol ni mleko
23. maj

Starši pazimo, da pred otroci ne preklinjamo, ker jim s tem dajemo slab zgled. Kaj mislite – a bi morali enako ravnati tudi, ko pride do pitja alkohola? 😊
Zapišite v komentar.

#keralkoholnimleko

109 komentarjev
15 delitev

Všeč mi je
Komentiraj
Deli z drugimi

Najustreznejši

Viktor Vrbac Če bi se usak za sebe brigal in si uredil svoje življenje bi imel celo življenje kaj delati usaka stvar je do določene mere zdravina Če jo prekoračiš je škodljiva Če neglo preveč pije ni zato krv Alkohol Ampak sam zato tisti ki tako pametujejo o drug... Prikaži več

Všeč mi je · Odgovori · 20t
4 odgovori

Luka Dobovisek Itak, da je normalno, a vi bi jih v sobo zapirali, ko odrasli kej spijejo, torej bi prikrvali svojemu otroku? Prej kot slej bodo nateleti na alko boljše, da je informiran. Če ne prej se sreča z njim ob koncu OŠ ali začetek srednje. Vi ste isti, ko

Napiši komentar...

#MYTHBUSTING

KER ALKOHOL NI MLEKO

Normalno je, da zaradi tvegamo življenje.

KER ALKOHOL NI MLEKO

Normalno je, da otroka spodbujamo pri navadah, ki vključujejo alkohol.

KER ALKOHOL NI MLEKO

KER ALKOHOL NI MLEKO

70 On Post
67 On Shares

178 On Post
10 On Shares

0 Link Clicks
4,540 Other Clicks

0 Hide All Posts
0 Unlike Page

And industry is not sleeping ...

- **Campaign** (2019) **against cancer** (message: *You should take a control in your hands & men should monitor themselves regularly & prevent cancer*)



Partnership:
NGO (Onkoman),
Slovenian FA &
Heineken (Union)

And industry is not sleeping ...



- **Campaign** (2020) to promote beer through hiking & mountaineering (message: *Let's go to mountains for a good cause!*)



Partnership:

NGOs (DNK & SOS)
(domestic violence),
Mountaineering
Association &
Heineken (Laško)

Initiative for a stricter legislation

- **March 2021**: Initiative for a stricter **alcohol policy** in Slovenia (10 measures)
- Letter to all **responsible ministries** (health, finance, infrastructure, agriculture, economy, internal affairs ...) & **political parties** (governmental, opposition & non-parliamentarian parties)



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Initiative for a stricter legislation

- **European Framework for action on Alcohol 2022-2025** adopted at the 72nd session of the Regional Committee (WHO/Europe) (Tel Aviv, September 2022)
- **Towards WHO Framework Convention on Alcohol Control (FCAC)** (approach global -> national, e.g., tobacco control)



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Conclusions



- The **situation** in the field of alcohol in Slovenia is **worrying!**
- Even more during & after the **COVID-19 pandemic**
- **No political response** despite advocacy campaigns (yet)
- **National action plan** (MoH) - political will, industry's pressure?
- Some minor (important) **successes** (e.g., **against industry's campaigns**, suggestions reflected in the **action plan** ...)
- **To be continued** ... (SNCD A funding by MoH, campaigns ...)

Thanks for attention !

Matej Košir

UTRIP (Slovenia)

info@institut-utrip.si

www.institut-utrip.si

+386 31 880 520 (mobile)



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