

ALCOHOL POLICY BEYOND GLOBAL HEALTH

Making alcohol policy the priority it should be



ARENAS

- Human Rights
 - Child Rights
 - Women's Rights
- Sustainable development
- Financing for development





HUMAN RIGHTS BASED APPROACH

Three human rights obligations for governments:

- Respect (Not to violate human rights),
- **Protect** (Ensure that third parties do not interfere with human rights),
- Fulfill (Implement measures to ensure that every person can enjoy their human rights).





CHILD RIGHTS & UNICEF GOAL AREAS

 Every child survives and thrives

- Every child learns
- Every child is protected from violence and exploitation
- Every child lives in a safe and clean environment
- Every child has an equitable change in life





- The World Health Organization (WHO), together with UNICEF and The Lancet, has issued a Commission on the future of the world's children.
- The basis for a new global movement for child health
- Addresses two major crises that negatively affect children's health, wellbeing and development
- Presents high-level recommendations that place children at the heart of the Sustainable Development Goals.





- The **climate crisis** is rapidly undermining the future survival of all species, and the likelihood of a world where all children have the right to health seems increasingly unrealistic.
- A second existential threat, which is more insidious, has emerged: commercial exploitation that encourages harmful and addictive activities that are extremely detrimental to young people's health.





Children are the frequent targets of commercial entities promoting addictive substances and unhealthy commodities, including fast foods and sugar-sweetened beverages, but also alcohol and tobacco, all major causes of non-communicable diseases."





One of the four recommendations of the Commission on how to move forward:

 Adopt a new protocol to the UN Convention on the Rights of the Child to regulate commercial harm to children.





WOMEN'S RIGHTS & UN WOMEN'S

GOALS

- Governance and Participation in Public Life
- Economic Empowerment and Resilience
- Ending Violence Against
 Women
- Peace, Security, Humanitarian and Disaster Risk Reduction





VAW & STATE OBLIGATIONS

CEDAW – protect, respect, fullfill HR

- Articles
- General recommendations
- States parties must "address factors that heighten the risk to women of exposure to serious forms of gender-based violence".
- Right to health, to protection from violence, to information and protection from harmful marketing





VAW & SOLUTIONS

WHO recommendations

- Social norms around gender and violence
- Women's economic and social empowerment
- Childhood exposure to violence
- Harm due to alcohol
- Legal and justice system interventions





SUSTAINABLE DEVELOPMENT

- 14 out of 17 SDGs
- Environment
- Sustainable consumption
- Sustainable economic growth
- Possibility to engage on national level





ENVIRONMENTAL HARM

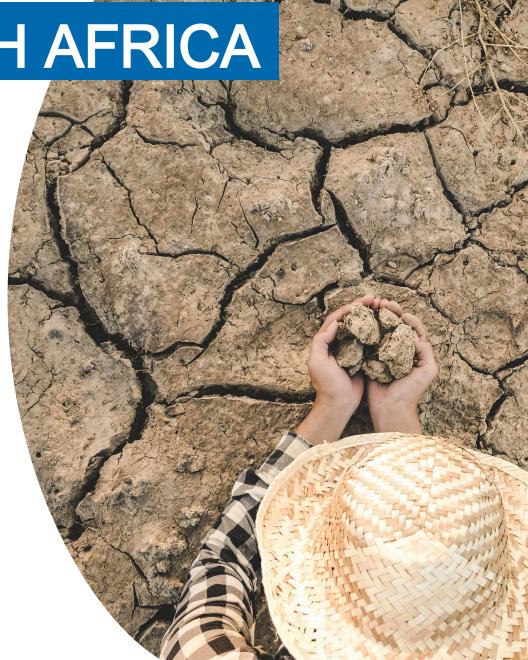
- Water insecurity and drought
- Agriculture and farmers' livelihoods
- Biodiversity loss
- Pollution
- Greenhouse gas emission and climate crisis
- Unsustainable consumption of precious resources





LESOTHO AND SOUTH AFRICA

- 80% of rural population in Lesotho still lacks clean water
- 51% of Lesotho water is used by the industry of which the Lesotho brewing company uses 40%.
- Sale of water to South Africa by Lesotho
- 428,5 million liters of wine exported to Europe and USA from South Africa
- 7 million people without access to water in South Africa
- Wine industry consumes 1/3 of what is needed by the country.





They export our water former wire?

Vanessa Ludwig

CEO for the civil society group Surplus People Project in South Africa



FINANCING FOR DEVELOPMENT

- The Lesotho Tobacco and Alcohol Levy Act of 2023
- Key messages and recommendations
- Double win for society to impose such taxes to achieve health and revenue objectives







(Not so) new arenas to engage in

- UNWOMEN, UNICEF, HLPF on SDGs
- Finding joint interests and building new coalitions
- Alcohol policy as a catalyst



