



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 UNICEF- WHO - LANCET COMMISSION

- 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, well-being and development
- Presents high-level recommendations that place children at the heart of the Sustainable Development Goals.



THE UNICEF- WHO - LANCET COMMISSION

- 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.



THE UNICEF- WHO - LANCET COMMISSION

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.”



THE UNICEF- WHO - LANCET COMMISSION

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
from 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





CONCLUSION

(Not so) new arenas to engage in

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



Development through alcohol prevention

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