

Latin America

# Opportunities

- Labeling
- Fiscal policies
- Relationship with PAHO
- Strengthen CSOs and regional coalition

# Challenges

- Industry interference
- Digital marketing

# Global movement / FCAC

- Pressure governments
- Participation in regional and global meetings
- Experience in tobacco control can be used to leverage alcohol control

# North America and Caribbean Region

# Opportunities for Regional Action

- Disrupt the impacts of the industry's conflicts of interest with policy development
- Involve youth as advocates
- Build momentum toward a Framework Convention on Alcohol

# Next Steps

- Established an action team to plan our strategies
- Seek ways to involve youth
- Broaden our advocacy base