

**To implement effective alcohol tax and pricing policies, limiting availability and blocking industry interferences to improve the well-being of citizens of Sri Lanka.**

**Sampath De Seram,**  
Executive Director, ADIC Sri Lanka

**ADIC**  
Alcohol and Drug Information Centre



# Who we are



ADIC was initiated in 1987 and established as an independent scientific resource center in 1990.

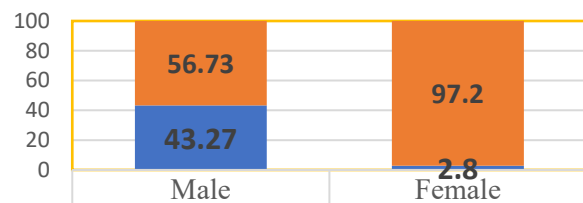
**We promote sustainable reduction in the use of alcohol, tobacco, and other drugs in Sri Lanka.**

**Our journey focuses on social change and effective education to create behavioral change.**

# Alcohol burden

## in Sri Lanka

Alcohol per capita (15+) consumption			Alcohol per capita (15+) consumption, drinkers only
	2010	2016	2016
Recorded	2.5	2.7	
Unrecorded	1.5	1.6	
Total	4.0	4.3	
Total M/F	7.0/1.1	7.7/1.2	18.9/6.7
WHO South East Asia Region	3.5	4.5	<i>WHO country profile</i>



	Male	Female
Non Users	56.73	97.2
Users	43.27	2.8

Alcohol consumption in the past 12 months - ADIC RESET Opinion Poll 2023

More than 4,000 deaths per 100,000 people each year due to noncommunicable diseases and injuries **resulting from alcohol.**

The total economic and social costs of alcohol in 2015 amounted to 119,660 million LKR. **(WHO, NATA, MoH)**

Results for adults aged 18-69 years (incl. 95% CI)	Both Sexes	Males	Females
<b>Step 1 Alcohol Consumption</b>			
Percentage who are lifetime abstainers	65.1% (63.4-66.7)	34.2% (31.7-36.6)	91.9% (90.7-93.1)
Percentage who are past 12-month abstainers	8.2% (7.4-9.1)	11.5% (10.1-12.9)	5.4% (4.4-6.3)
Percentage who currently drink alcohol (drank alcohol in the past 30 days)	20.7% (19.5-22.0)	43.3% (40.9-45.6)	1.2% (0.7-1.6)
Percentage who engage in heavy episodic drinking (6 or more drinks on any occasion in the past 30 days)	7.1% (6.2-7.9)	15.1% (13.3-16.8)	0.3% (0.1-0.5)

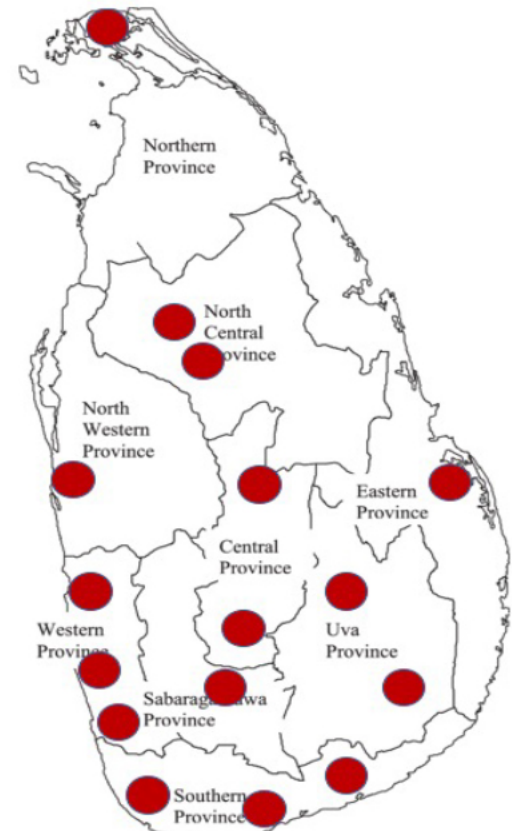
Step Survey 2021

# Project objectives

## and implementation

- Advocacy to empower local and national level politicians to advance public health-oriented alcohol taxes.
- To develop the capacity of CSOs to recognize and address alcohol harms, promote the benefits of alcohol taxation, and de-normalize alcohol.
- To develop the capacity of media persons, professional organizations & officials to recognize and address the real harm due to alcohol, to prevent alcohol normalization, and to inform the public discourse about the benefits of alcohol taxation and other policies.
- To increase public recognition of the real extent of alcohol harm, alcohol norms, and alcohol policy benefits, and to mobilize the public to demand alcohol policy improvements, especially concerning alcohol taxation.
- To monitor, document, expose, and counter-act alcohol industry interference in communities and the policy cycle.

12 Civil Society  
Organizations in 15  
Districts



285 community-based organizations  
working to achieve the overall objective

# Advocacy Overview

04 progress reviews with  
Civil Society Organizations



Interventions with.....



12 former chairmen, 16  
former members and new  
82 candidates of local  
government authorities,  
officials, and secretaries.



# Advocacy Overview

## Developing Material

## Social Media Campaigns

## Alcohol industry map

Company Name / Product Name	Key Individuals	Address	Contact Information
Carlsberg Beer Lanka PLC	...	...	...
...	...	...	...

## Developing a monitoring system of alcohol industry interferences

## Evaluation of politicians by CSOs

# Advocacy Overview

Lobbying the State Minister of Finance on 03<sup>rd</sup> August 2023



Lobbying the politicians in the district on 07<sup>th</sup> September

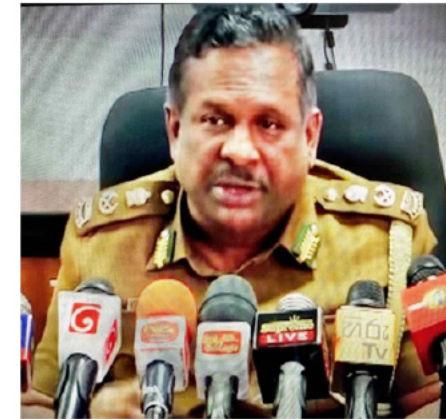


MP Rohini Kumari Wijerathna questioning the liquor price issue in the Parliament on (23.05.2023)



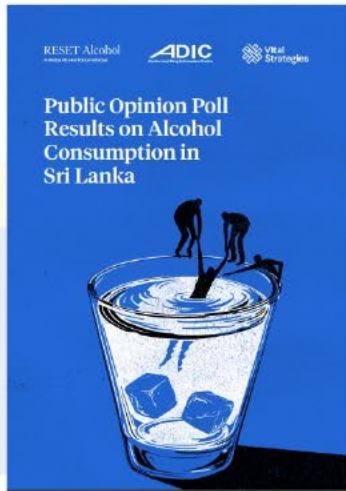
The International Monetary Fund (IMF) has suggested that tobacco and alcohol taxes should increase by 20% by the end of June in 2023. However, the government has disregarded this statement and made the decision to reduce alcohol prices. As representatives of the public, we question whether this decision is driven by the well-being of the general population or by the desire to support the alcohol industry, which is currently experiencing a decline in revenue. If the government is reducing prices to compensate for the financial losses faced by the alcohol industry, we urge them to consider and compare the amount of money already expended on health care issues and other community level issues caused due to alcohol. The Ministry of Health and other relevant institutions bare these expenses. Therefore, before implementing such a measure, it is crucial to thoroughly assess the potential impact on public, overall health of the public and overall societal well-being before proceeding with the reduction of alcohol prices.

Lobbying the Deputy Commissioner, Media spokesperson, Excise Department on 13<sup>th</sup> May 2023



# Advocacy Overview

## Completing the Opinion Poll



District	Female	Male	Total
Matale	70	130	200
Hambantota	70	130	200
Badulla	70	127	197
Colombo	67	133	200
Jaffna	75	125	200
<b>Total</b>	<b>352</b>	<b>645</b>	<b>997</b>

## Successfully completing the Research Launch Event



## Publishing the news in 10 newspapers



## Publishing the news on 10 websites



## Publishing the news in 04 TV channels



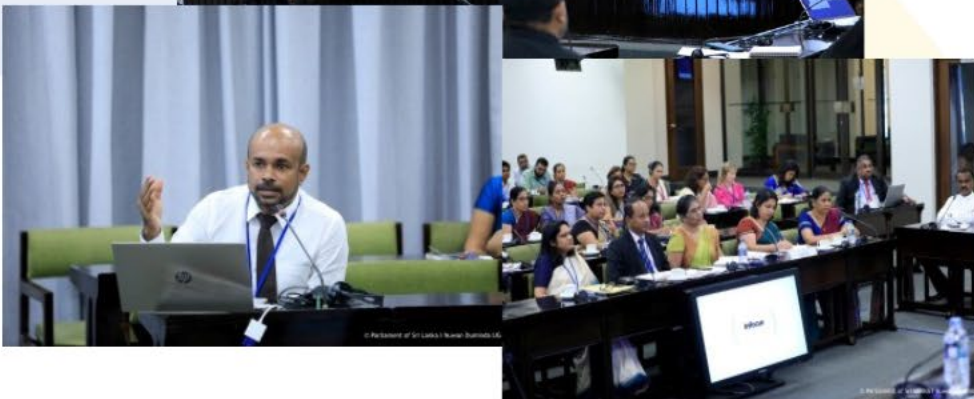
**Estimated Value of Media Contribution**

**LKR 6,900,000.00  
(USD 20,000)**

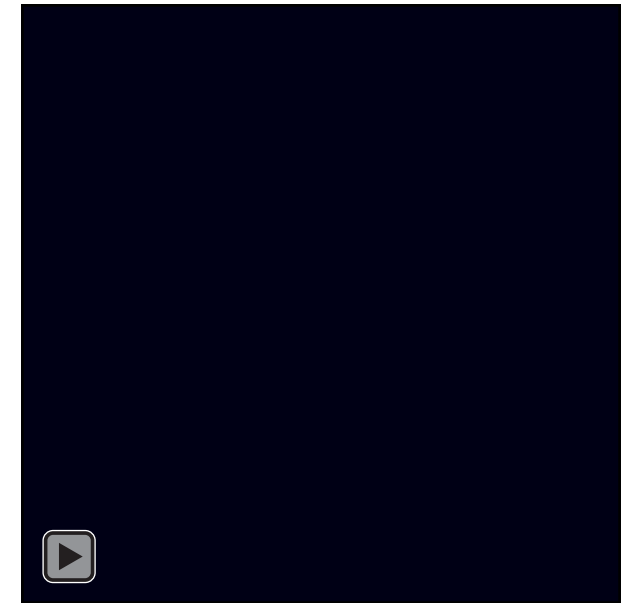
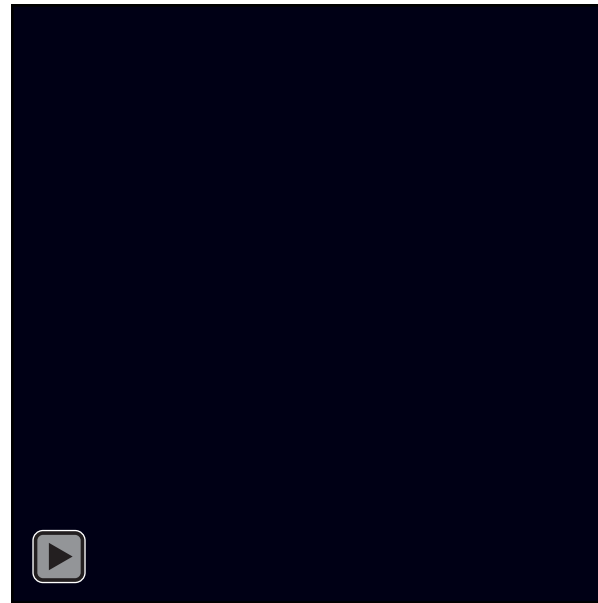


# Advocacy Overview

Presenting proposal of tax and effective alcohol control actions and the Opinion Poll Results to the 02<sup>nd</sup> Parliamentary Select Committee Meeting on 07<sup>th</sup> and 08<sup>th</sup> of September 2023



Media Reporting – Parliamentary Select Committee Meeting



# Challenges

## Opposition of the MPs regarding the alcohol price reduction



අඩු කරන්න - ඇමති ඩයනා ගමගේ කියයි

Please reduce the alcohol prices - Says Minister Diana Gamage

It's wrong to increase the price of arrack just because the I.M.F said so!



අයි.එම්.ඒෆ් එක කිව්වා කියලා ගල් බෝතලේ ගාන වැඩි කරපු එහි වැරදියි...!

## Increased false reporting on illicit alcohol by media

### මත්පැන් මිල බසී

24 days ago | දැනටමත් ජනප්‍රිය | Share on | Facebook | Twitter | LinkedIn | YouTube | Email

ලබන මාසයේ (ජූනි) සිට මත්පැන් සහ බියර් මිල අඩු කිරීමට මුදල් අමාත්‍යාංශය සූදානම් වෙයි. එට හේතුව වී ඇත්තේ මත්පැන් සහ බියර් අලෙවිය 40% කින් අඩුවීම නිසා සුරැකුණු ආදායම් අඩුවීමයි. මෙම වසරේ ආරම්භයේ සිට මත්පැන් සහ බියර් අලෙවිය සිසු ලෙස පහත වැටීමෙන් තිබෙන බව නිෂ්පාදන සමාගම් මුදල් අමාත්‍යාංශයට දැනුම් දී ඇත.

අලෙවිය පහත වැටීමට හේතුව වී ඇත්තේ මිල අඩු කිරීම බව නිෂ්පාදන සමාගම් පෙන්වා දී ඇත.

මේ පිළිබඳ මුදල් රජය ඇමැති රත්නේ සිය මතුවීමට සහ නිෂ්පාදන සමාගම් අතර සාකච්ඡා පසුගිය සතියේදී පැවැත් වීම. එහිදී ඇමැතිවරයා ප්‍රකාශ කර ඇත්තේ බදු සම්බන්ධයෙන් ජනතන්තර මූල්‍ය අරමුදල සමඟ සාකච්ඡා කර සුරැකුණු අඩු කිරීමට සියවර ගන්නා බවයි. සුරැකුණු රුපියල් 2000 කින් අඩු කරන ලෙස නිෂ්පාදන සමාගම් මුදල් අමාත්‍යාංශයෙන් ඉල්ලා ඇත.

මත්පැන් මිල අඩු කිරීම නිසා ජනතාව නීති විරෝධී මත්පැන් සාම්පලයට වැඩි වශයෙන් හුරු වී ඇති බවද මෙහිදී සාකච්ඡා කර ඇත. ඒ පිළිබඳ ලෝක සෞඛ්‍ය සංවිධානයේ වාර්තාවක් නිකුත් කර ඇති අතර නීති විරෝධී මත්පැන් සාම්පලයේ ජනතාව රෝගී වීම නිසා සෞඛ්‍ය අමාත්‍යාංශ වැය බරද වැඩි විය හැකි බව මුදල් අමාත්‍යාංශ සාකච්ඡාවලදී අවධානය යොමු කර තිබේ.

It has also been discussed that due to the high price of alcohol, people have become more used to the use of illegal alcohol. The World Health Organization has also issued a report on it and the Ministry of Finance has drawn attention to the fact that due to the use of illegal alcohol, the expenditure of the Ministry of Health may also increase due to people falling ill.

<https://www.thecolombopost.org/2023/03/kasippu-increases-by-300/>



Kasippu increases by 300%

3 Comments | Headlines, Health, Issues, Isotopes, Sri Lanka | By Anura Fernando | March 10, 2023

According to a report recently released by the World Health Organization, between 2004 and 2016, the alcohol industry in Sri Lanka has grown by 95%, but the growth of the legal alcohol industry has been limited to 50%, says finance Minister Karu Jayaratne.

But the state minister added that the production of illegal alcohol has grown at a rate of almost 300%, which leads to many health problems.

We are witnessing exponential growth of "Kasippu" - Ceylon Beverage says



Ceylon Beverage Holdings says they are witnessing an exponential growth of Kasippu (moonshine), illicit alcohol and that lobby as the prices of legal alcoholic beverages are out of consumers' reach.

According to latest financial reports, Ceylon Beverage Holdings said Policy makers should be vigilant of the fact that the lack of the alcohol industry, an industry with a large GDP component, will be counterproductive in the current depressed conditions as volume declines affect duty revenues, thereby impacting the steady source of revenue to Government.

Ceylon Beverage Holdings further said:

The quarter under review saw the first glimpse of the slowing down of inflation, but the high prices that are

# Results up to now

- 36 key politicians and 52 key opinion leaders were lobbied, including the state minister of Finance and the opposition leader.
- Participated in two parliamentary select committee meetings and brought up the topic on effective alcohol policies, tax formular and the opinion poll data and the proposals were submitted.  
*(1) Select committee of Parliament to look into and identify the mechanism to be implemented in order to immediately control and irradiate the rapidly spreading drug menace in the country and to submit observations and recommendation to parliament in that regard, (2) Parliament committee on drug addiction among school children in Sri Lanka*
- 285 Civil Society Organizations are currently engaged with the RESET alcohol project.
- More than 1,000 requests and proposals were sent to Members of Parliament about why Sri Lanka needs an alcohol tax formula and effective alcohol control policies.
- Awareness regarding alcohol norms and industry tactics is being disseminated in all selected districts to various target groups through discussions with community groups, exhibitions, and training sessions, among other activities.
- Discussions were held with 117 media persons all over the country.
- Alcohol taxation, pricing, and tax indexation were successfully highlighted as hot topics in the media.
- A Public Opinion Poll on Alcohol Consumption was successfully completed, and the results were launched. A significant amount of free media coverage was received in Sinhala, Tamil, and English media (with a media value of LKR 6,900,000.00 or USD 20,000).
- A system to monitor interferences by the alcohol industry has been established.
- The government increased liquor prices by 20% through higher taxes on the 30th of June 2023

# Way Forward

To  
Introduce automatic indexation of excises to inflation by January 2024.

**Mobilizing the CSOs to influence the relevant parties**

The CSOs will contact the politicians, government officials, media personnel and influencers via meetings, phone calls and social media and lobby them to implement the above proposals.

**Strengthening the CSOs to influence the budget proposals**

The 2024 budget will be presented in November. More than 300 Civil Organizations will send their proposals along with the suggestions to increase the alcohol tax and introduce the excise indexation, to the Ministry of Finance and the Department of National Budget prior to that.

**Publicizing true information and accurate data**

There are different parties acting under the influence of the alcohol industry or being misled by false information, engaging in publicizing wrong information. We continue to expose such information using accurate data and influence them to correct such faults.

Thank you 😊