

RESET Alcohol: mapping partners in Brazil



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Where we are

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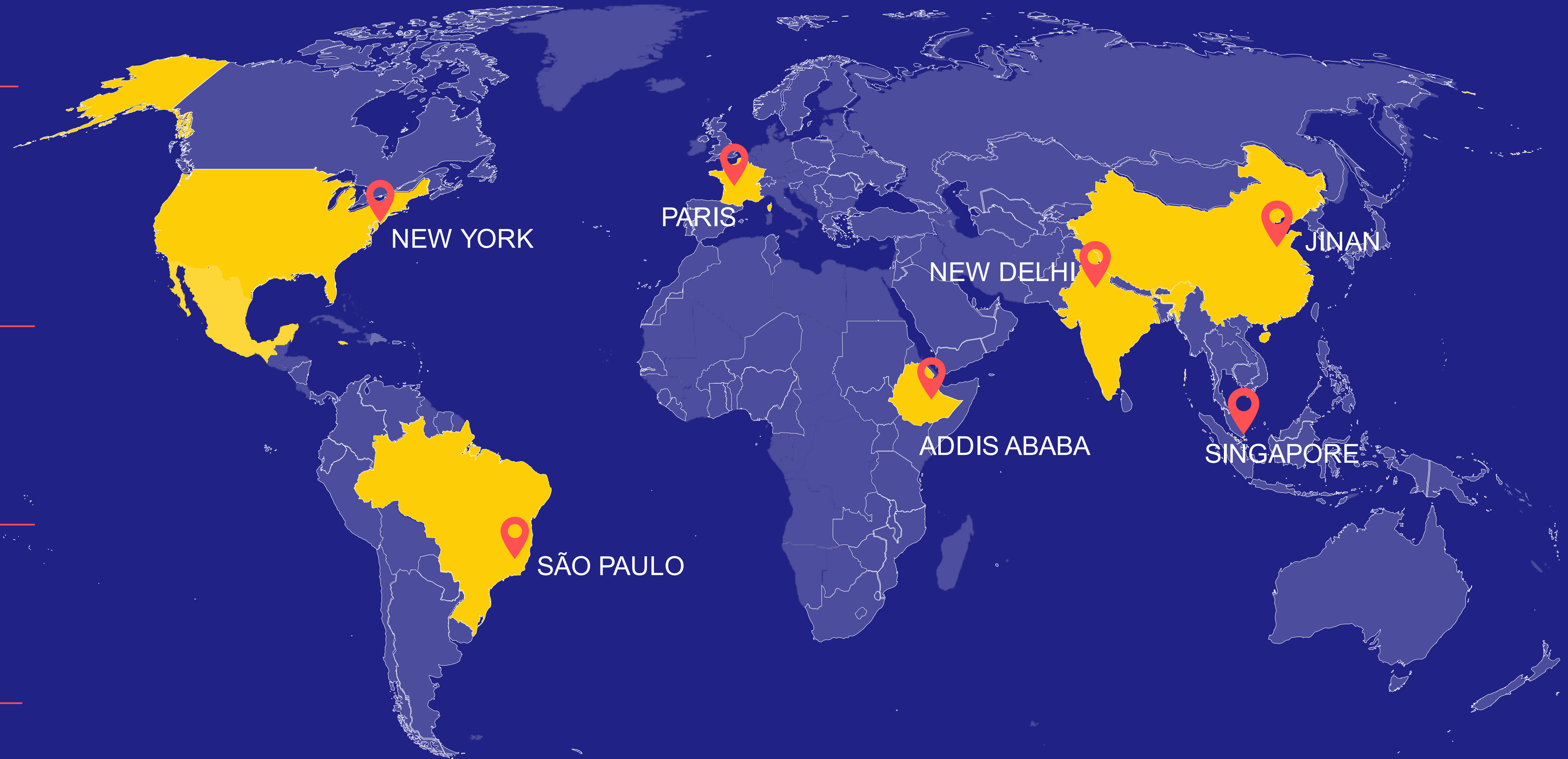
OFFICES

300+

WORKERS

20

COUNTRIES



Vital Strategies Brazil

FOCUS AREAS

Noncommunicable
diseases

Urban health +
environmental health
and climate change

Injury prevention + public
health systems

RESET Alcohol

Vital Strategies has been leading the initiative in 6 countries: Brazil, Mexico, Colombia, Kenya, Sri Lanka, and Philipines.

Main goal:

- To articulate/provide technical assistance to the government bodies with the aim of (re)orienting actions/policies to tackle alcohol, with the support of civil society and research institutions.

How are we going to do that?

- Selective taxes on alcoholic beverages
- Availability regulation/restriction
- Restriction of advertising and sponsorship.

Five pillars:

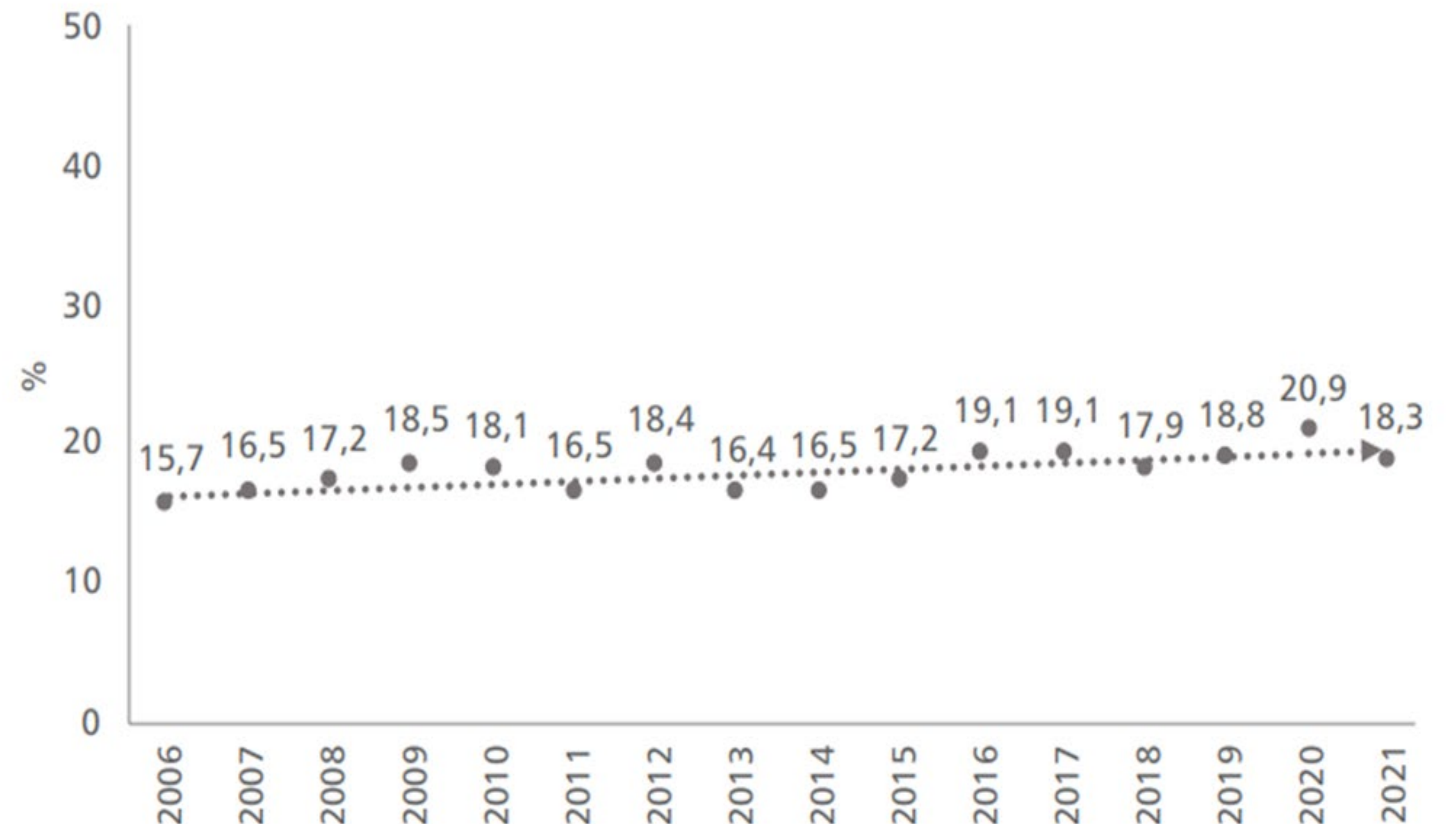
- Taxation
- Epidemiology data
- Advocacy
- Legal
- Strategic communication

What's happening in Brazil?

Burden attributable to alcohol

- **Abusive consumption of alcohol (binge drinking) in Brazil: 20.6% (Covitel, 2022); from 15.7% to 18.3% (Vigitel, 2006-2021).**

Consumo abusivo de álcool
1º Tri/2022



The Tax Reform in Brazil

- Tax Reform is ongoing
- Main text of the Reform approved by the lower house.
 - The main text includes that is up to the Union to institute taxes on “the production, sale or importation of goods and services harmful to health or environment...”.
- The bill was sent to the Senate, where it also be voted in two rounds (on November 18th, most likely).
- Reform will start in 2026 and will take 8 years!
- Selective tax % will be defined by a complementary law. There is a working group to discuss it and RESET Brazil has been working to support it.

How about the government bodies?

Partners/Allies

Ministry of Health

- Surveillance Secretariat: technical cooperation agreement/MOU to be signed shortly. One of the most important units in the MoH since they conduct health surveys and have been working w/ the alcohol agenda.

Ministry of Finance

- Tax Reform Secretariat: facilitating economic data on simulation scenarios for complimentary law that will define selective taxes.

Ministry of Justice

- MOU under discussion; studies regarding RESET's 2nd goal.

Creating Synergies

- Intersectoral working group, created by RESET: Ministries (above), PAHO/WHO, civil society and academia

Next Steps on advocacy

Biggest goal now: taxation!

- **Advocacy in the Senate in order to maintain selective taxes for unhealthy commodities**
 - The debate currently in the Senate will be intense and we must work to try to avoid setbacks in the construction of a healthier country.
 - Industries of harmful products have been criticizing selective taxes for a long time, claiming they're too comprehensive.
 - The alcohol industry is showing concern about the tax rate increase, alleging counterfeit products.

Coming soon:

- **Studies on availability and marketing with MoJ**

Thank you!

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RESET newsletter

