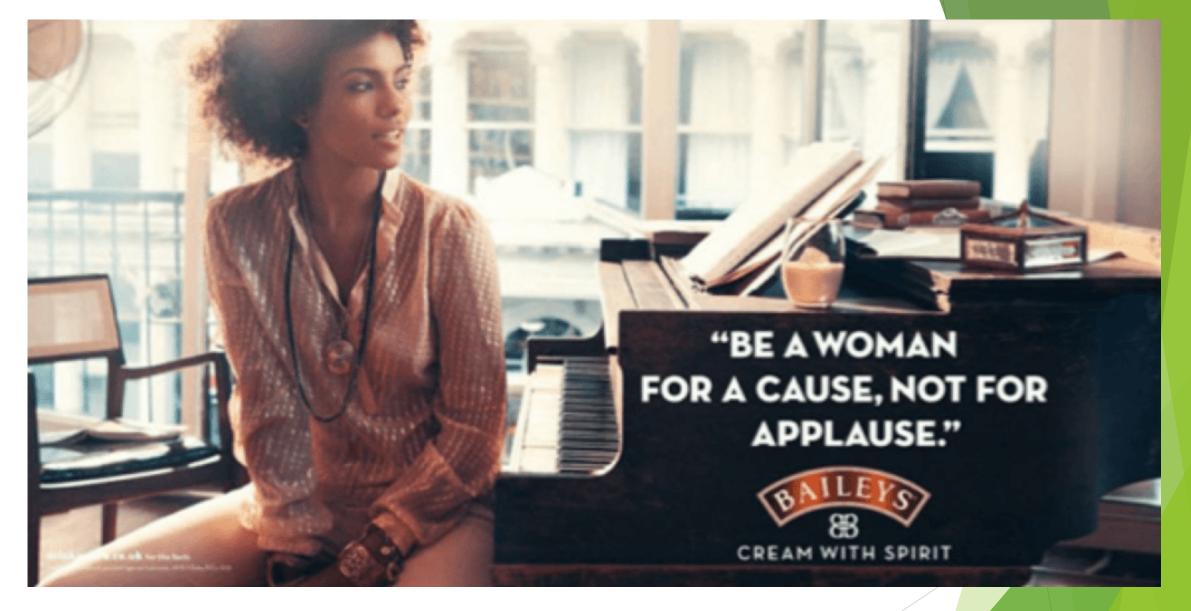
Mobilising young women in Botswana to critically reflect on alcohol marketing

VEHAE TJIRIANGE

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BACKGROUND

There is substantial discussion regarding how alcohol marketing affects young women's drinking habits, as well as the degree and health effects of alcohol and drug abuse. In sub-Saharan Africa, substance misuse, alcoholism, and other drug problems are major public health issues.



"Alcohol advertising in Kenya" by Brenda Mkwesha (2014)

Study Focus Area

This study focused on educating and mobilizing young women towards the abuse of alcohol advertisement to children in Botswana.



Quantitative

A literature review was conducted by searching for appropriate studies in online databases.

Qualitative

- Questionnaires were taken by a study sample of Batswana participants
- Data was gathered from conducting a dialogue between young women regarding the effects of alcohol marketing, and how they believed young women can take action against its negative effects.

Young women decided to act.



Youth matching against alcohol advertising to children



To combat alcohol advertising to young women and men, young women and men raised awareness of the negative effects of the advertisement on health and wellbeing. Students from different schools in Maun assembled to join the match



Young women and men engaged community leaders through dialogue to make a commitment to monitor the implementation of alcohol marketing regulations in place. Chief Lelatlhego Joined the matched with the youth



Advocated for safe-space policies where children and youth can enjoy themselves without being exposed to alcohol.



CONCLUSIONS

The power of mobilizing and empowering young people to have a sense of agency, and to take action around issues that concern them can deliver positive desired change for all youth and the communities in which they live and participate within.



Promoting the dangers of alcohol marketing and alcohol accessibility by minors.

EVENT PROGRAMMING SCHEDULE

APAAC

ADVOCACY FOR THE PREVENTION OF ALCOHOL ADVERTISEMENT TO CHILDREN

PROGRAM

Directors of Ceremony: Ms Angela & Ms Pako



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0700hrs- 0710hrs -> Ground rules for walk 0710hrs- 0810hrs -> March 0810hrs- 0830hrs -> Refreshment break 0830hrs- 0833hrs -> Prayer 0833hrs- 0835hrs -> National Anthem 0835hrs- 0840hrs -> Welcome remarks and introductions by Kgosi Lelathago 0840hrs- 0850hrs -> Objectives of the event 0850hrs- 0910hrs -> Play 0910hrs- 0915hrs -> 2 Truths and A Lie 0915hrs- 0930hrs -> Debate 0930hrs- 0935hrs -> Testimony by Ms Malaika 0935hrs- 0945hrs -> Keynote speech by Ms Fenny Kasu 0945hrs- 1015hrs -> Panel discussion by Ms Connie 1015hrs- 1025hrs -> Vote of thanks 1025hrs- 1028hrs -> Closing prayer





A GENERATION OF EMPOWERED AND INDEPENDENT GIRLS TAKING THE LEAD



Special thanks to...

Thank you to all the contributors to this presentation

- Queen Esther
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