

***Mobilising young women in
Botswana to critically reflect
on alcohol marketing***

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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.

METHODS

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.

RESULTS -1

Young women decided to act.

Youth
marching
against
alcohol
advertising to
children



RESULTS - 2

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



RESULTS - 3

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 march
with the youth



RESULTS - 4

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.

APAAC

ADVOCACY FOR THE PREVENTION OF ALCOHOL ADVERTISEMENT TO CHILDREN

This advocacy event serves to promote awareness of the dangers of alcohol marketing and easy access to it for minors.

JOIN OUR EVENT

26TH

JAN
2023

0700hrs

@
NEW MALL

We Start Here

New Mall

Life Centre



POWERED BY:



FOR MORE INFORMATION:
+267 76050808

A GENERATION OF EMPOWERED AND INDEPENDENT GIRLS TAKING THE LEAD

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

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

26TH

JAN
2023

0700hrs



Southern African
Alcohol Policy Alliance
SAAPA
BOTSWANA



A GENERATION OF EMPOWERED AND INDEPENDENT GIRLS TAKING THE LEAD



Special thanks to...

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