

A decorative border surrounds the slide content. It consists of four thick, L-shaped arrows pointing inward towards the center. The top-left arrow is red, the top-right is orange, the bottom-right is grey, and the bottom-left is cyan. The main title is centered in a large, bold, blue serif font.

# **Time for action: Key facts on alcohol marketing in Uganda**

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# Investigators

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# Outline

- Introduction
- Methods
- Key facts
- Conclusion



# Introduction

- Uganda was one of the 3 countries that participated in the alcohol policy and legislation study in Africa funded by IDRC through University of Capetown & its closely related to multicountry IAC studies
- A reminder: Uganda is one of the countries with high per capita alcohol consumption and with high levels of negative effects of alcohol abuse such as domestic violence



# Introduction

- The 2014 global status on alcohol and health showed that Uganda is among 9 countries with highest per capital alcohol consumption in Africa and in 2004 it was rated the highest in per capita alcohol consumption in the world.
- The country is in process of developing an alcohol policy and data are needed to feed the process



# Introduction

- Advertising plays a role in alcohol abuse. Several studies connect adverts with abuse especially among under 18 (Swahn et al 2014)
- A nearly similar study in Philippines found very strong associations between alcohol marketing exposure and increased alcohol use and drunkenness among youth



# Aim

- Aim of the multicountry study was to evaluate the current legislation regarding alcohol production, use and sale with a view of aiding alcohol policy development and providing useful information for policy makers, researchers and lobby groups interested in reducing alcohol-related harm.
- This presentation looks at marketing



# Methods

- The study was designed as a rapid assessment with a focus on the capital city Kampala and the surrounding Wakiso and Mukono districts.
- The study units included alcohol outlets, manufacturers, marketing agencies, implementers and enforcers of legislation





# Methods

- The data were collected using key informant interviews, observations, and record and document reviews.
- The source of data for this presentation— 16 respondents representing marketing agencies, media council, alcohol manufacturers, Media houses, large alcohol outlets and observations on TV and radios

# Marketing-Informal sector

- Did not capture informal sector
- Informal alcohol sales are not advertised in formal media





# Results

- Marketing guided by The **Liquor Act of 1960, Cap. 93**
- It regulates the manufacture and sale of liquor and provides for licensing of traders; sale of permits; and premises for the manufacture and sale of liquor.
- The act prohibits all forms of alcohol advertising, promotion, and sponsorship through means that are false, misleading, or deceptive



## Results-legislation-cont'd

- or likely to create an erroneous impression about the characteristics, health effects, or hazards of alcohol. Appropriate health warnings or messages must accompany all alcohol advertising.
- The law is supposed to be enforced through the alcohol licensing board (ALB).



# Enforcement

- Currently advertising is subject to the Alcohol Beverages Advertising Code (ABAC) which is controlled and administered by the drinks industry.
- ABAC works together with Uganda Alcohol Industry Association (UAIA)
- Clearly, there is lack of an independent body to monitor advertising



# incentives

- Incentives are most times used in disregard of the target population. These include price cuts, discounts, freebies like t-shirts
- The legislature against abuse of advertising is largely unknown

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# Knowledge of legislation on marketing

Restriction	Freq	%of 16
Should not target under 18 years	5	33.3
Beer companies deal with this ( self regulation)	1	6.7
Ministry of health puts a warning	1	6.7
There is restriction on time of consumption	1	6.7
Not aware	7	46.7

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# Control of advertisement

Advertising method or place	Total Ban	Partial restriction	Voluntary agreement/ self-regulation	No restriction
Public television (free to air)		✓		
Commercial/private television (cable/satellite)			✓	
National radio		✓		
Local radio		✓		
Internet			✓	
Printed newspapers/ magazines			✓	
Billboards			✓	





# Compliance and enforcement

- Compliance rated 6.7 (max=10)
- Enforcement –Just average 5.4

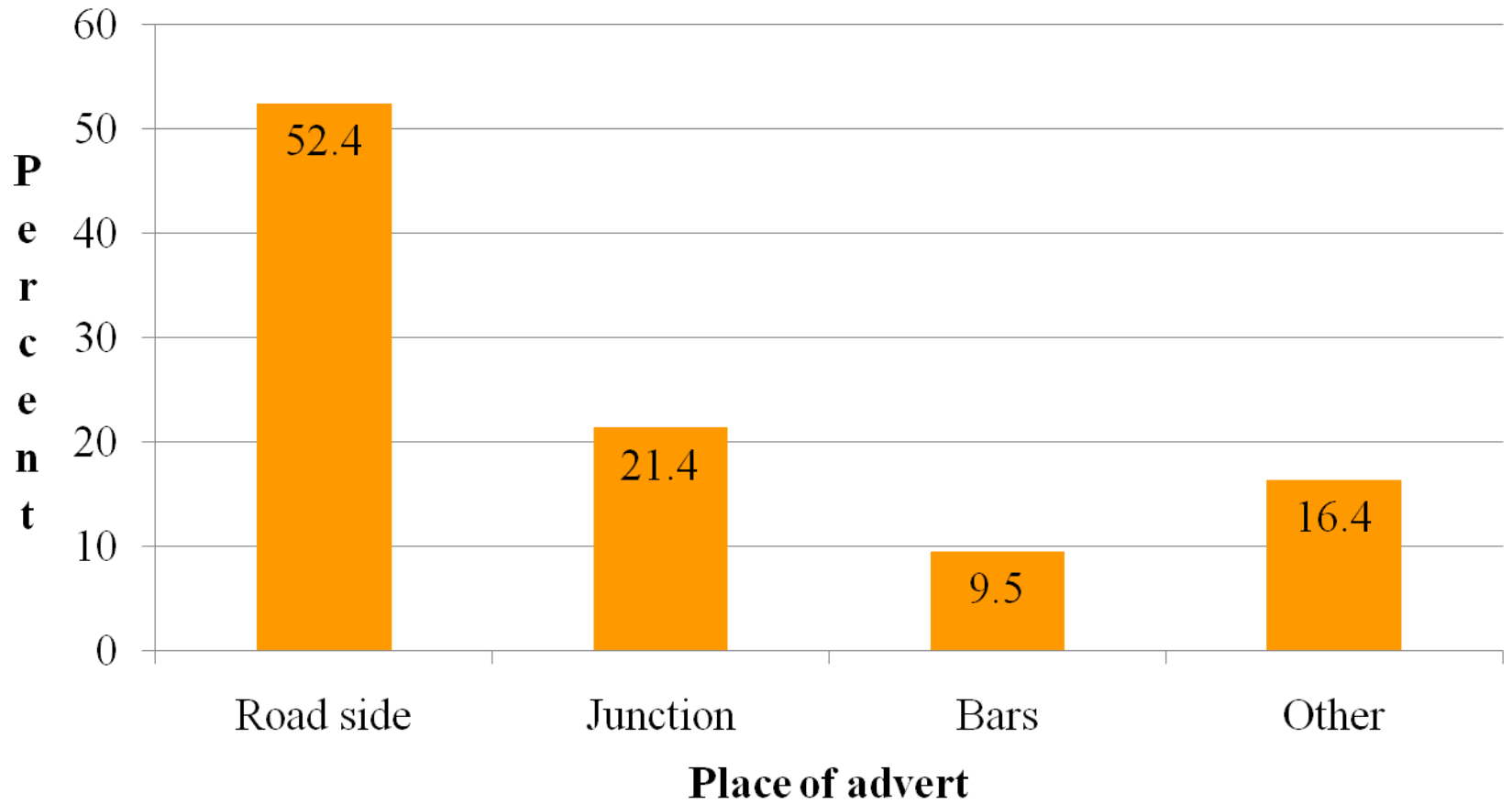
*“As a company there is self regulation but enforcement of all regulations is ineffective . There is lack of national IDs to confirm the age of those suspected below 18 years. Corruption; those caught drink driving are rarely penalized”* **KI Marketing officer.**

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# Sponsorship of events

- 50% of respondents did not know of existence of regulation against sponsorship of events.
- All the 50% that knew about restriction concurred that companies impose restrictions out of self regulation or as a voluntary action
- Overall compliance with regulation against sponsorship of events was rated just average (5/10) while enforcement was rated just above average (5.6/10)

# Billboard Adverts observed



# Adverts-Billboards

Indicator	n(% of 43)
Presence of health warning on billboard	33(78.6)
The words “MOH WARNING” appear in capital letters and in bold type	6(14.0)
Mean distance from a school (meters)	643
Health warning appears next to brand	11(26.8)





# Which radio stations actually advertises alcohol? Survey from 5 to 11pm 3<sup>rd</sup> to 5<sup>th</sup> March 2015

Radio station	n(%)
Capital FM	42(22.7)
KFM	26(14.8)
Sanyu FM	24(13.6)
Galaxy FM	22(12.5)
Simba FM	19(10.8)
Bukedde FM	11(6.3)
XFM	11(6.3)
Akaboozi	9(5.1)
Ddembe FM	7(4.0)
Beat FM	5(2.8)
CBS 88.8 FM	0(0.0)
Hot 100	0(0.0)
All	176(100.0)



# Which TV station advertises alcohol? Survey from 5 to 11pm 3<sup>rd</sup> to 5<sup>th</sup> March 2015

TV station	n(%)
Bukedde TV	20(54.1)
UBC TV	8(21.6)
NTV	7(18.9)
NBS TV	2(5.4)
TV west	0(0.0)
WBS TV	0(0.0)
Urban TV	0(0.0)
Record TV	0(0.0)
<b>Total</b>	<b>37(100.0)</b>



# Misinformation on radio adverts

Brand Advertised	Used Health Warning Words	Used Advert Words
Bell lager	Excessive consumption of alcohol is harmful to your health	Capture free taste of Uganda' heritage
Nile special	Dangerous for our health	Feel the strength
Cane spirit	Excessive alcohol is Harm ful to your health	For strong men
Royal gin	<b>No health warning</b>	not given
Salongo gin	Not to be sold to persons under 18	Salongo gin takes away boredom
Victoria dry gin	<b>No health warning</b>	Favoring the fun
Leading waragi	Drink responsibly	<b>Stop your thirst</b>
Leading waragi	<b>No health warning</b>	Taste and discover the secret
Bell lager	Excessive consumption of alcohol is harmful to your health	Live every moment
Herdsman whisky	<b>No health warning</b>	<b>Takes away your thirst &amp; makes you strong</b>

# Miss-information- 23 different adverts

- In 8 (34.8%) of the 23 adverts the messages had mis-information
- In 5(21.7%) of the 23 adverts there was no health message







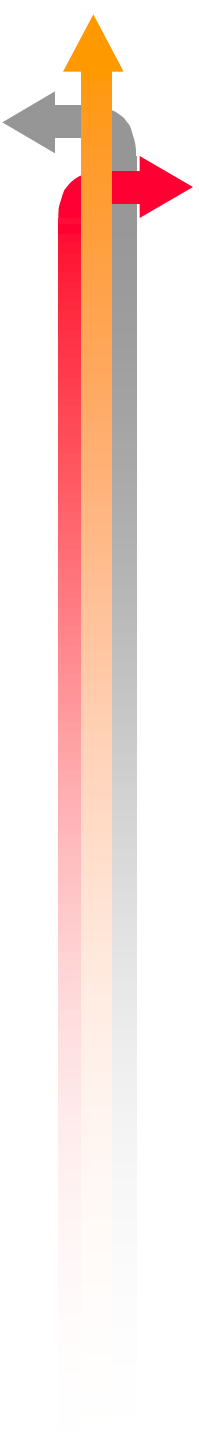
# Conclusion & Recommendations

- Advertising, giving incentives, sponsoring events by alcohol companies goes on almost uncontrollably-
- Low level of knowledge existing legislation on alcohol adverts
- Compliance and enforcement of the existing legislation is poor
- Rampant misinformation in radio alcohol adverts



# Recommendations

- Sensitization seminars
- Enforcement by government agencies
- Strengthening of existing civil society groups to raise awareness and call for action



THANKS FOR YOUR  
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