



Strategic directions for reducing alcohol harm

Ross Bell

Executive Director

New Zealand Drug Foundation – Te Tūāpapa Tarukino o Aotearoa





Outline

- The Drug Foundation
- Eight Point Plan for Action on Alcohol
- Matt Robson's bill
- Alcohol advertising regulations review
- National drug policy review
- Strategic issues





New Zealand Drug Foundation Te Tūāpapa Tarukino o Aotearoa

- Who we are
- What we do
- Greater engagement with community





8 Point Plan for Action on Alcohol

1. Increase the excise tax on alcohol
2. Return the drinking age to 20
3. Strengthen the Sale of Liquor Act
4. Increase monitoring and enforcement
5. Discontinue broadcast alcohol advertising
6. Allow greater community control over licensing
7. Improve nationwide treatment services
8. Discontinue 'conscience voting'





Matt Robson's bill

- Purchase age to 20, no exemptions
- Moves broadcast advertising watershed to 10pm, and regulatory control from industry to government agency
- Social supply of alcohol by adults (other than parents) to minors
- Law & order select committee
- Ultimately need Government sponsorship for effective action, including law change





Alcohol advertising review

- Thanks GALA
- Government-led review of alcohol advertising regulations
- Possible options:
 1. ban on alcohol advertising, phase-out of sponsorship
 2. strengthen current code, independent body
 3. strengthen current code, industry retains control





Revised National Drug Policy

- Earlier consultation and hiccup
- Due at Cabinet in June/July – “anything is possible”. Public consultation in September?
- “High level” and more “intersectoral”, with related action plans, including...
- Updated alcohol strategy





Strategic issues for sector

- Need to harness existing - and build new - public support, awareness and engagement (community action & advocacy, media advocacy)
- Need to gather local evidence to assist national advocacy
- Take local issues directly to Wellington



