



National response: The 5+ Solution

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Changing the New Zealand Drinking Culture

It's not the drinking – it's how we're drinking



“It’s not the drinking,
it’s how we’re drinking”
(ALAC 2005)

Wasn’t there a word missing?

it’s how **MUCH** we’re drinking

**If reducing alcohol
consumption reduces
cancer...**

**How to reduce alcohol
consumption?**

ALCOHOL CONTROL POLICIES

IN PUBLIC HEALTH PERSPECTIVE

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A Collaborative Project of

THE FINNISH FOUNDATION FOR ALCOHOL STUDIES
THE WORLD HEALTH ORGANIZATION REGIONAL OFFICE
FOR EUROPE
THE ADDICTION RESEARCH FOUNDATION OF ONTARIO

Oxford Medical Publications



Alcohol Policy and the Public Good

**Griffith Edwards
*et al.***

alcohol

no ordinary
commodity

research and public policy

Thomas Babor, Raul Caetano, Sally Casswell, Griffith Edwards,
Norman Giesbrecht, Kathryn Graham, Joel Grube,
Paul Gruenewald, Linda Hill, Harold Holder, Ross Homel,
Esa Österberg, Jürgen Rehm, Robin Room, Ingeborg Rossow.



OXFORD

ALCOHOL

NO ORDINARY COMMODITY
research and public policy

SECOND EDITION



Thomas Babor, Raul Caetano, Sally Casswell, Griffith Edwards,
Norman Giesbrecht, Kathryn Graham, Joel Grube, Linda Hill,
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The 5+ Solution

- Raise alcohol prices
- Raise the purchase age
- Reduce alcohol accessibility
- Reduce advertising and sponsorship
- Increase drink-driving counter-measures

PLUS: Increase treatment opportunities for heavy drinkers

The 5+ Solution

MPAAD+

- Marketing
- Pricing
- Accessibility
- Age of purchase
- Drink-driving

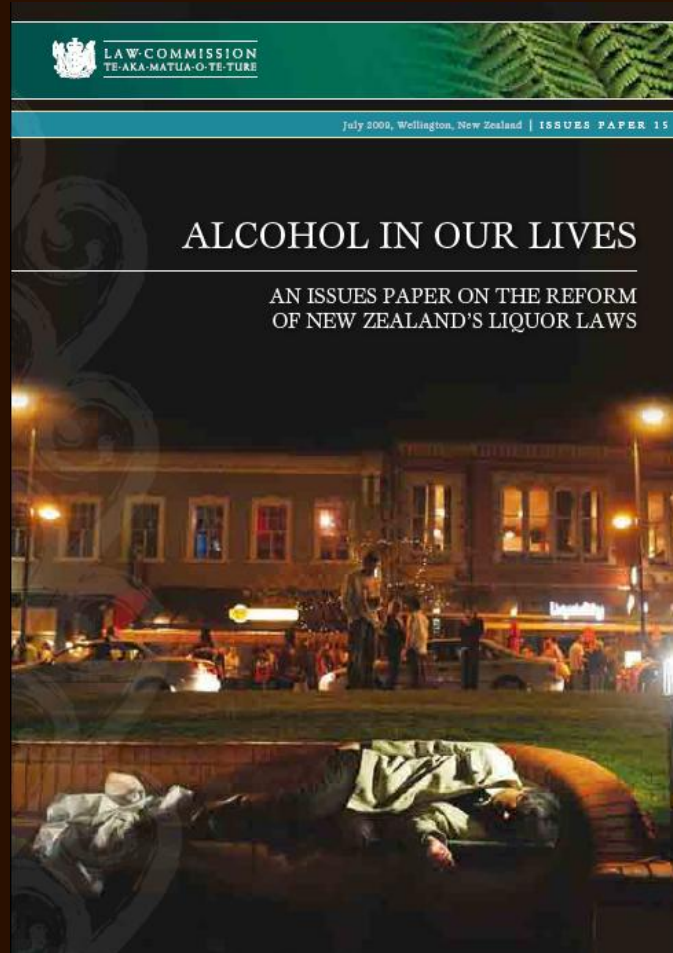
PLUS: Increase treatment opportunities for heavy drinkers



“The unbridled commercialisation of alcohol...”
Sir Geoffrey Palmer (2010)

Alcohol in our lives: Curbing the Harm

April 2010



An integrated package of policies is proposed in this report, the key elements of which are:

- a new Alcohol Harm Reduction Act to replace the Sale of Liquor Act 1989;
- increasing the price of alcohol through excise tax increases in order to **Increase price** consumption;
- regulating promotions that encourage increased consumption of alcohol **Regulate promotion** of alcohol;
- moving, over time, to regulate alcohol **Regulate advertising and sponsorship**;
- increasing the purchase age for alcohol to 20 years **Increase purchase age to 20**;
- strengthening the responsibility of parents supplying alcohol to minors;
- increasing personal responsibility for unacceptable or harmful behaviours induced by alcohol;
- cutting back the hours licensed premises are open; **Reduce opening hours**;
- introducing new grounds upon which licences to sell alcohol can be declined;
- allowing more local input into licensing decisions through local alcohol policies and District Licensing Committees (the bodies we are recommending replace District Licensing Agencies);
- streamlining the enforcement of the alcohol laws and placing the overall decision-making in a new Alcohol Regulatory Authority (building on the existing Liquor Licensing Authority) presided over by District Court judges especially selected for the task; and
- a substantially improved and reorganised system for the treatment of people with alcohol problems.

Five main reforms

1. End alcohol advertising and sponsorship
2. End ultra cheap alcohol
3. End anytime-anywhere alcohol
4. End teenage purchase of alcohol
5. End legal drunk driving

How effective are these reforms?

	Effectiveness (0, +, ++, +++)
1. Dismantle advertising and sponsorship	+ / ++
2. (Minimum pricing) and excise tax increases	+++
3. Restriction on alcohol trading hours	++
4. Raise purchase age	+++
5. Lower BAC for driving	+++

Summary Table

Findings of the Health Sponsorship Council's 2010 Health and Lifestyles Survey: Alcohol Related Attitudes

ADVERTISING AND SPONSORSHIP	Agree or Strongly Agree	Neutral	Total	Gender
Restriction on alcohol advertising or promotion seen or heard by young people	82%	14%	96%	No gender diff
Banning alcohol sponsorship for sporting, musical and cultural events that young people go to	59%	21%	80%	65% 52%
Banning all alcohol advertising or promotion	50%	27%	77%	56% 43%

Summary Table

Findings of the Health Sponsorship Council's 2010 Health and Lifestyles Survey: Alcohol Related Attitudes

OTHER ALCOHOL POLICY	Agree or Strongly Agree	Neutral	Total	Gender
Raising minimum purchasing age to 20	78%	9%	87%	81% 75%
Reducing the hours that alcohol can be sold	66%	18%	84%	71% 59%
Raising the price of cheap alcohol	57%	19%	76%	64% 50%
Number of liquor outlets	<div>Too few 2%</div> <div>About right 33%</div> <div>Too many 65%</div>			

Combination of effectiveness and public support of these reforms

	Effectiveness (0, +, ++, +++)	Public Support %
1. Dismantle marketing	+ / ++	77 - 96
2. Raise the price	+++	76
3. Reduce trading hours	++	84
4. Raise purchase age	+++	87
5. Lower drink driving limit	+++	65 - 75

The Alcohol NON-Reform Bill

- | | |
|---|---------------------------------|
| 1. Marketing
- <i>some limited restriction of advertising to minors;</i>
<i><u>promise of an “expert” committee</u></i> | TINKERING |
| 2. Pricing | NOTHING |
| 3. Accessibility – <i>no alcohol from convenience stores & <u>voluntary local alcohol policies</u></i> | ?? COULD YIELD SOMETHING |
| 4. Age of purchase – <i>maintain 18 years for both on-licence and for off-licence</i> | NOTHING |
| 5. Drink driving limits | NOTHING |

ALCOHOL REFORM - NZ STYLE...



How effective are these reforms?

	Effectiveness (0, +, ++, +++)
1. Dismantle advertising and sponsorship	+ / ++
2. (Minimum pricing) and excise tax increases	+++
3. Restriction on alcohol trading hours	++
4. Raise purchase age	+++
5. Lower BAC for driving	+++
Alcohol education programmes	0

Five threats identified in Philip Morris' internal documents

(Bond et al 2010)

1. Restrictions on alcohol advertising and marketing and enforced health warnings
2. Increases in alcohol taxes
3. Restrictions on alcohol sales
4. Increases in the legal drinking age
5. Lowering blood alcohol concentrations for driving

Philip Morris' strategy to counter new alcohol reforms (Bond et al 2010)

“Stress alcohol education programs and messages so as to develop public policy from a framework of education and responsible drinking, as opposed to one of control”

Miller Brewing Company - Five-year plan 1992-1996



Selling addictions: Similarities in approaches between Big Tobacco and Big Booze

Laura Bond¹, Mike Daube¹, Tanya Chikritzhs²

¹ WA Tobacco Document Searching Program, Curtin University

² National Drug Research Institute, Curtin University

“the majority of people who drink do so responsibly”

“unfair to penalise the majority to pay for the actions of a few”

“excise taxes are regressive, forcing a disproportionate burden on those least able to afford it

“advertising affects brand performance not consumption or abuse”

“advertising is used to remind drinkers about the importance of drinking responsibly”

“more research is needed”



Rt Hon John Key - Prime Minister

**“We know there are a lot of responsible drinkers in New Zealand and we don't want to unduly affect them”
(27 August 2010)**

Tackling New Zealand's drink driving problem

“More research required”

(Two years later revealed to have been
advised by the Hospitality Association)



The Minister says the government intends to make a final call on whether or not to lower the legal blood alcohol limit after conducting New Zealand-specific research on the level of risk posed by drivers with a blood alcohol limit of between 0.05 and 0.08.
(26 July 2010)

**National's response
has become
the alcohol industry's
response**

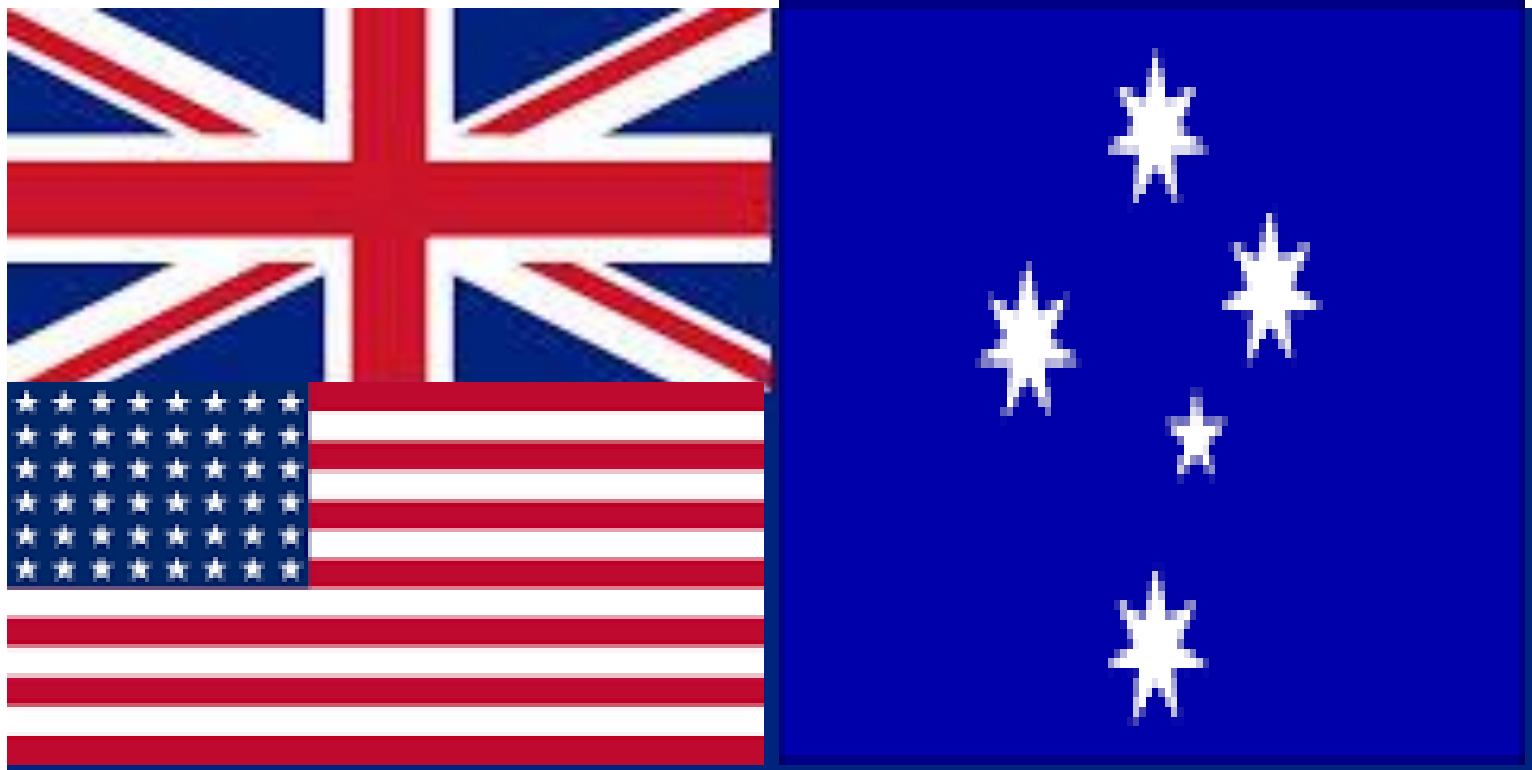
**Where we
are now**

**Where we need
to get to**

Not here!



British American Tobacco NZ



Summary

- A normalised heavy drinking culture, causing considerable damage to New Zealanders
- 5+ evidence-based reforms would considerably reduce the damage
- A large majority of the public support these reforms
- The government has been overly influenced by the alcohol industry and has engaged in tinkering and delay to maintain alcohol's contribution to GDP

But then out of the blue came a real reform

- Reduction of the BAC for adult driving from 0.08 to 0.05
- Iain-Lees Galloway's Private Member's Bill
- Media interest
- Public support Reform Bill



LODGE A PROTEST.
THAT NAG WAS NOT
S'POSED TO WIN...

05
DRINK
DRIVING

LIQUOR
INDUSTRY

Progress of the 5+ Solution

MPAAD+

- Marketing ?? MFAAS
- Pricing
- Accessibility ?? LAPs
- Age of purchase
- Drink-driving ✓

PLUS: Increase treatment opportunities
for heavy drinkers (✓)