

**BREAK THE
HABIT**
Sober is cool

**FOKOTSA
D!NO**
Go ntse • It's enuff

Alcohol Levy in Botswana and Other Government Interventions on Alcohol Abuse

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Leadership Concern

“Allow me to highlight some of the social problems in our society that we need to address as a nation. These range from **alcohol abuse, reckless driving on our roads, disrespect for elders, vandalising of school property, wastage of scarce resources such as water, the use of abusive language in public discourse** and defamation, slander and false statements in the media. The examples I have cited reflect a lack of discipline by some sections of our community.”

Inauguration Address by H.E. Lieutenant General S.K.I. Khama President of the Republic of Botswana, 1st April, 2008.

Purpose of Levy

To promote projects and activities designed to combat alcohol abuse and minimise the effects of alcohol abuse.

Background

Introduced in Botswana in November, 2008 at a rate of 30%.

The Alcohol Levy has been further increased in November, 2010 by 10%.

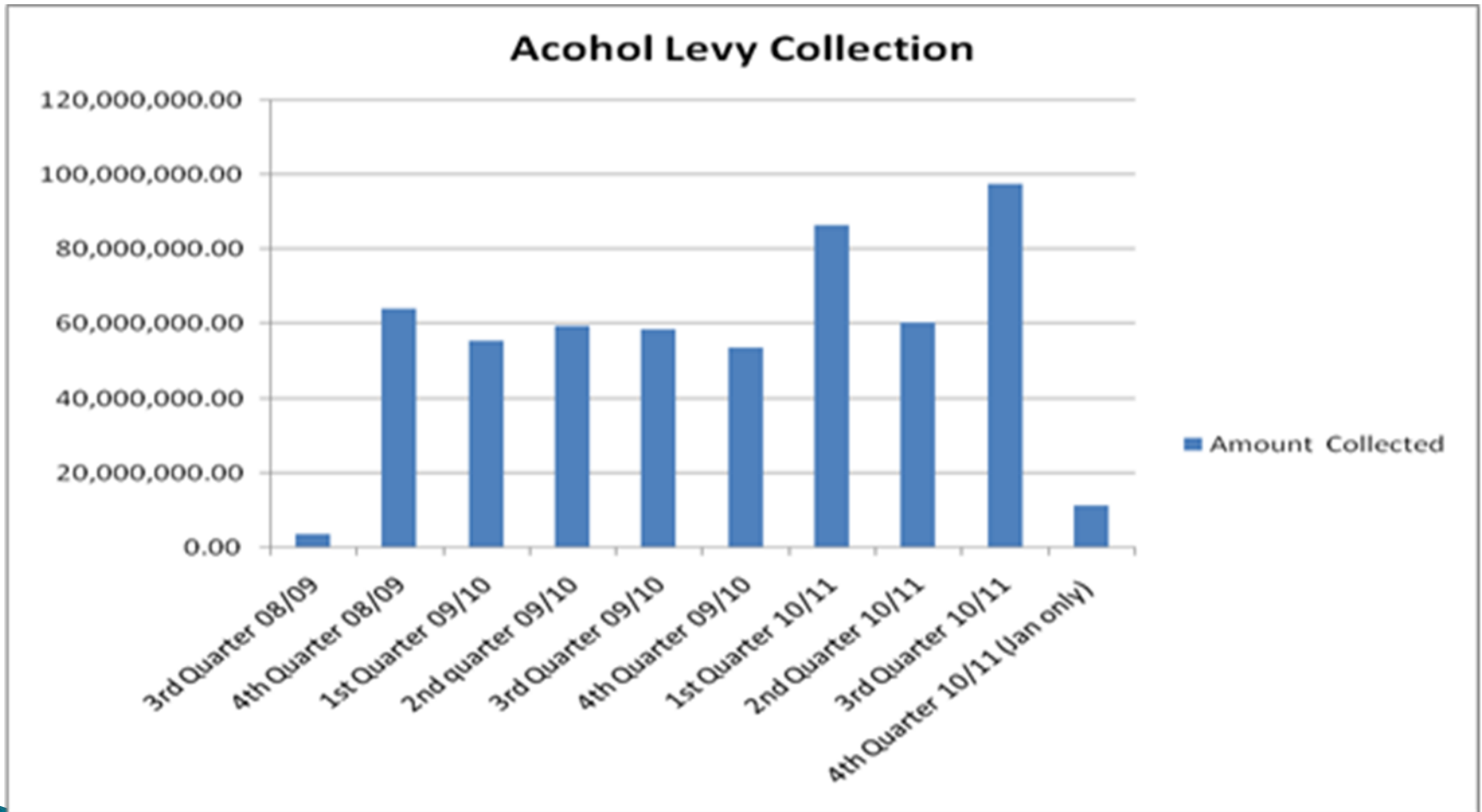
The utilisation and management of the Alcohol Levy is guided by the **Levy on Alcoholic Beverages Fund Order 2008**.

Levy on Alcoholic Beverages Fund Order was amended in 2010 due to the transfer of the Alcohol Division from the Ministry of Trade and Industry to the Ministry of Health.

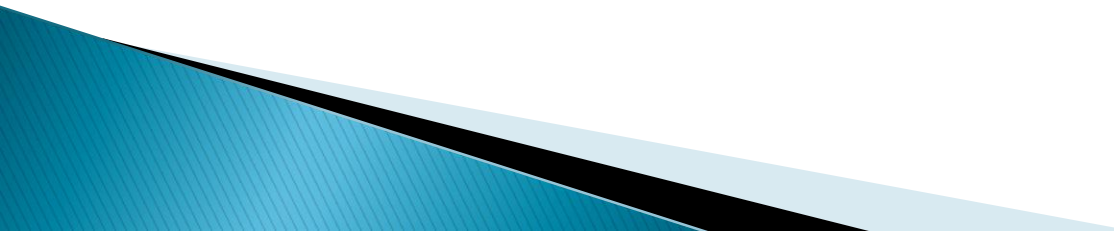
The distribution of Alcohol Levy is **45% to Ministry of Youth, Sport and Culture, 10% to the Ministry of Health and 45% to the Government Consolidated Fund**.

Since inception **US\$79 million (P551 million)** has been collected.
(1US\$=P7.00)

Collection from the Alcohol Levy



Coordination and Mandate

- ▶ Established in July 2009 in the Ministry of Trade and Industry, DTCA.
 - ▶ Transferred from MTI to MOH (DPH) July 2010.
 - ▶ Mandated to curb alcohol and substance abuse and educate the nation on the consequences of alcohol use
 - ▶ Develops alcohol prevention measures and promotes culture change approaches towards the role of alcohol in the society.
 - ▶ Administer Alcohol Levy Fund.
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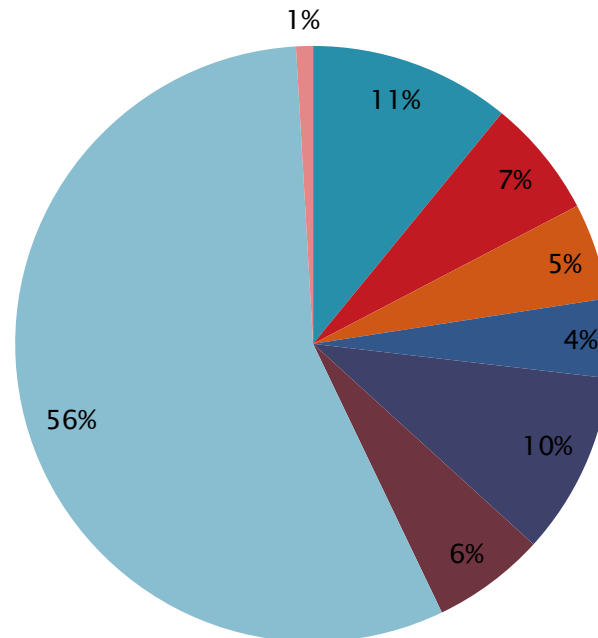
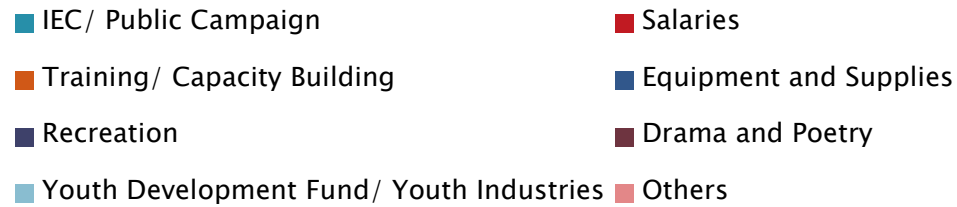
Activities Mandated in Fund Order

Purpose of Fund is to promote projects and activities designed to combat alcohol abuse and minimise the effects of alcohol abuse by means of:-

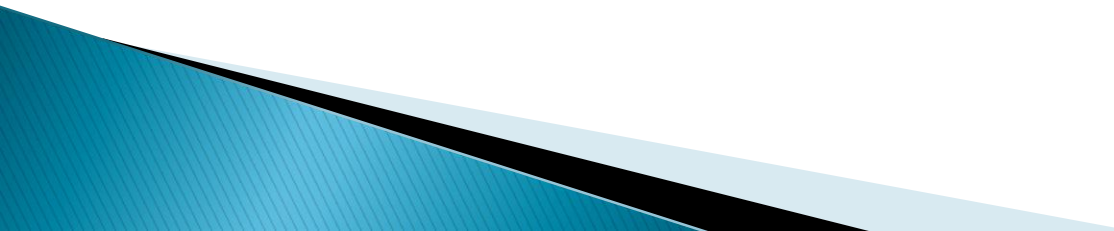
- a) Public and school education campaigns on the harm of alcohol abuse;
- b) Advocating alcohol free youth activities
- c) Support measures for the rehabilitation of victims of alcohol abuse;
- d) Monitoring and limiting the role of advertising of alcohol in sport activities;
- e) Reviewing and advising on the practices relating to the sale of alcohol;
- f) Complementing law enforcement measures on curbing drunken driving; and
- g) Such other activities aimed at curbing alcohol abuse or minimising it's effects as the Accounting Officer may, by notice, approve

Activities Funded by the Levy

Levy Expenditure



HIV/AIDS-related Activities

- ▶ Holistic approach that will impact issues related to HIV
 - ▶ Youth campaign
 - ▶ Gender-based Violence
 - ▶ National AIDS Strategic Framework
 - ▶ PEPFAR financed activities
 - ▶ University Research Council (URC) study
 - ▶ HIV Test counseling
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Achievements

Outdoor Advertising

- ▶ 22 Billboards Distributed throughout the country
- ▶ 5 Buildings branded with the campaign identity
- ▶ 1 Electronic Billboard
- ▶ 5 Buses (Full back only)
- ▶ 13 Taxis (Sides and Back)

Print Media

- ▶ Newspapers

Other Media

- ▶ Radio
- ▶ Television

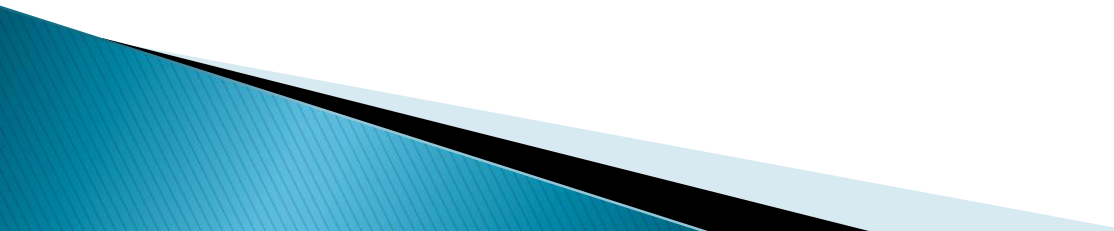
Campaign identity launched

141,497 people have been reached.



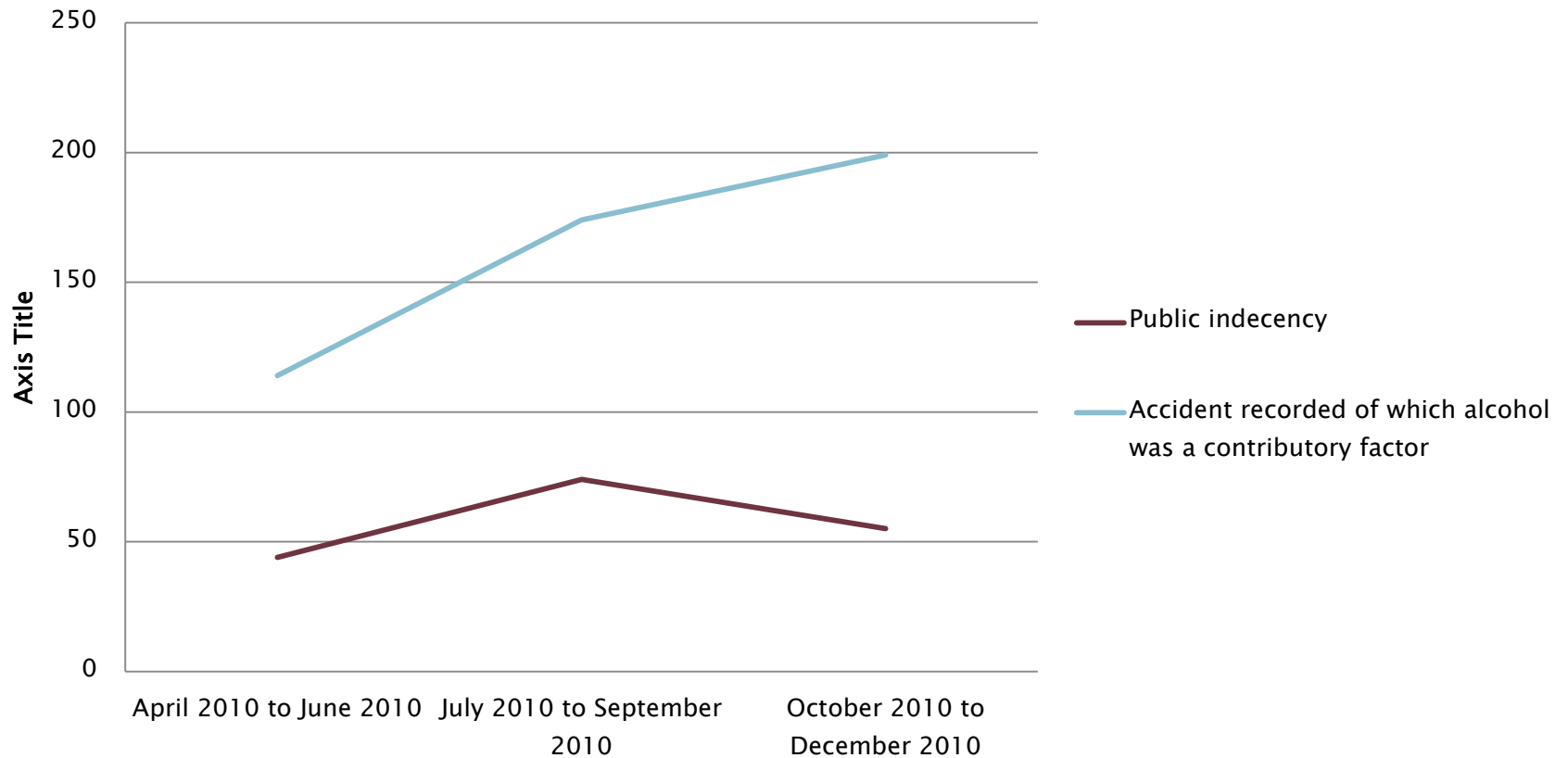
Monitoring of Interventions

Police Data

- Selling liquor without licence
 - Selling liquor outside hours
 - No. of drivers tested positive
 - Nuisance by drunken person
 - Drinking liquor at prohibited area
 - Public Indecency
 - Accidents recorded of which alcohol was a contributory factor
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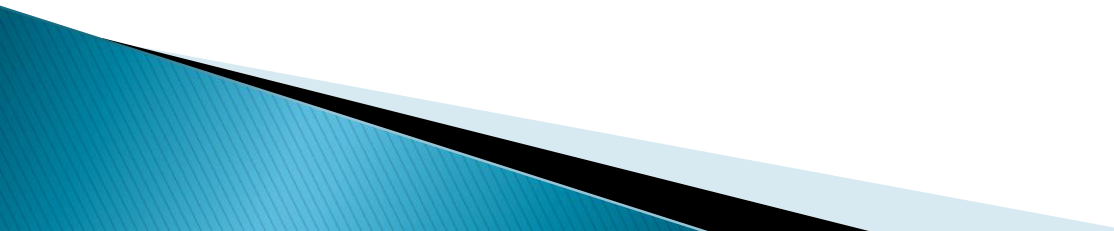
Monitoring of Interventions (Police)

Number of Alcohol Related Incidents (Police)

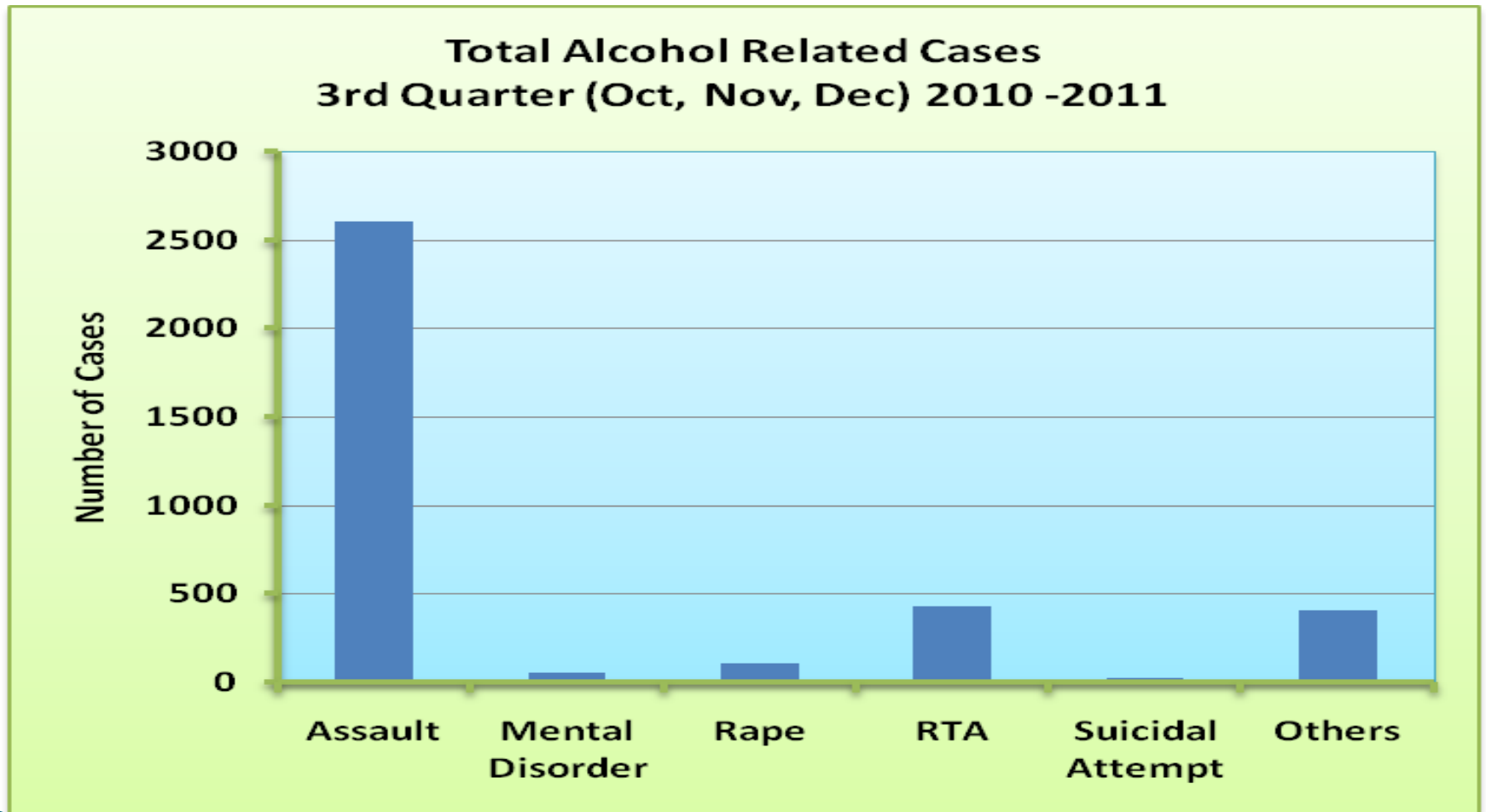


Monitoring of Interventions

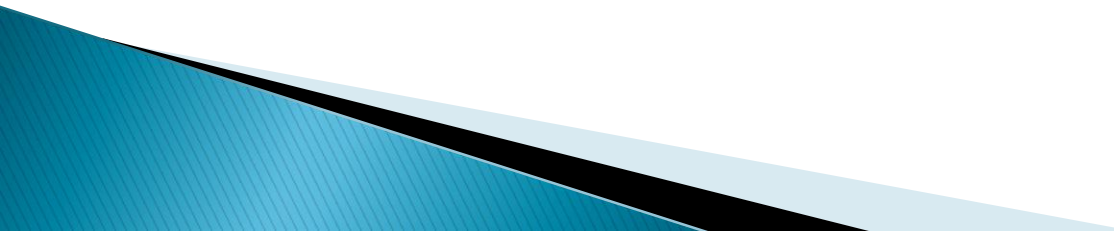
Ministry of Health

- Assault
 - Mental disorder
 - Rape
 - RTA
 - Suicidal Attempt
 - Others
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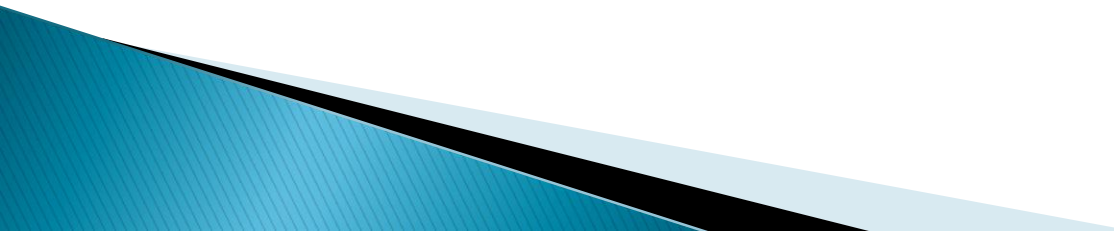
Monitoring of Interventions: Ministry of Health



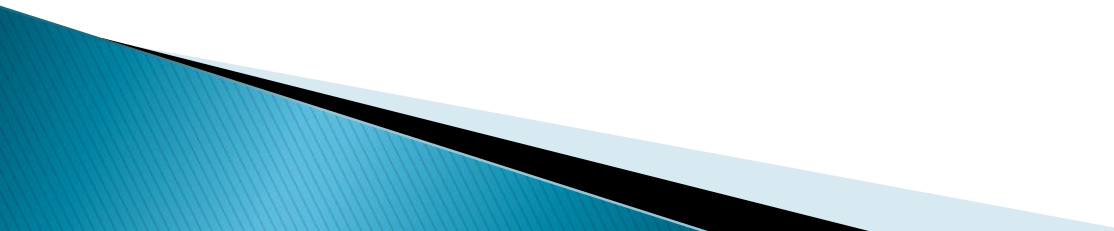
Other Government Interventions

- Amendment of the Road Traffic Act
 - The separation of the Trade and the Liquor Act in to two acts
 - Drafting of the Traditional Beer Regulations
 - National Alcohol Policy
 - National Strategic Plan to Reduce Alcohol-Related Harm in Botswana
 - Intersectoral Committee on the Campaign Against the Abuse of Alcohol Consumption
 - His Excellency the President briefing
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Research Conducted

- A Report on the Impact of the Alcohol Levy and Other Interventions to Combat Alcohol Abuse
 - Review of the Alcohol Levy
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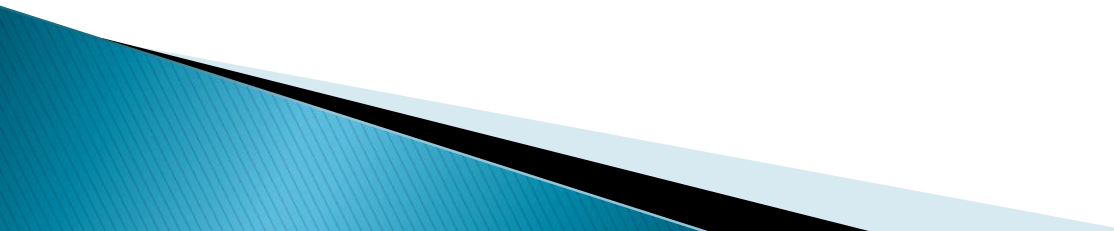
CHALLENGES

- ▶ Public perception of the alcohol levy
 - ▶ Lack of collaboration between government departments, NGO's and parastatals
 - ▶ Lack of resources; skilled personnel and infrastructure.
 - ▶ Sophistication in marketing of alcoholic products
 - ▶ Home brewed and illicit alcoholic beverages
 - ▶ Alcohol Fund being applied for by entities that do not have expertise.
 - ▶ Traditional Beers sold in homes
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CHALLENGES

- ▶ Some families depend on selling alcohol for their livelihood
 - ▶ Local brewer Kgalagadi Breweries complained that it made imported liquor cheaper than locally manufactured beer. (Study Conducted by Government)
 - ▶ Entertainers viewed it as a threat to their livelihood
 - ▶ Few researches made on alcohol in Botswana
 - ▶ Very limited rehabilitation and counseling centres
 - ▶ Limited skilled personnel on alcohol issues.
 - ▶ Accessibility of alcohol outlets
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Opportunities

- ▶ Collaboration with Non–Government Organisations
 - ▶ Collaboration with other Government Ministries
 - ▶ Collaboration with other countries
 - ▶ Updating legislation
 - ▶ Availability of funds from the Alcohol Fund
 - ▶ Leadership commitment
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For more information...

- ▶ www.laws.gov.bw
- ▶ www.mti.gov.bw
- ▶ www.moh.gov.bw

- ▶ Alcohol and Substance Abuse Division
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Thank You!



SPOT COLOUR: PANTONE 186 C