

# **NAMIBIA MOHSS STRATEGY FOR ALCOHOL CONTROL**

**PEPFAR Southern & Eastern Africa  
Meeting on Alcohol and HIV Prevention**

**Presented by: René A. Adams**

**Programme Manager: Substance Abuse, Prevention, Drug Control and Treatment**

**Ministry of Health and Social Services**

**WINDHOEK NAMIBIA**

# NAMIBIAN STRATEGY ON ALCOHOL CONTROL

- Comprehensive approach
  - Legislation & policy
  - Health sector
  - Community
  - Environmental
- Best practices from health policy, behavioral science, epidemiology, addiction treatment, and development strategy

**BACKGROUND**

# Completed Research

- 1999 Substance Abuse Among Young People in Namibia
  - MOHSS and UNAM
- 2002 Nationwide KAP Baseline Survey on Alcohol Use and Abuse in Namibia
  - MOHSS
- Alcohol Consumption, Sexual Partners, and HIV Transmission in Namibia (Qualitative study)
  - D. LeBeau

# Completed Research

- 2004 Treatment Models in Namibia: A guide for responsible drinking
  - MOHSS
- 2005 Community Participatory Assessment
  - NawaLife Trust
- 2009 Assessment of Alcohol Use Patterns, Katutura
  - PEPFAR, MOHSS

# Alcohol consumption patterns in Namibia

- **56%** of Adults currently drink
  - Mean alcohol consumption over the previous week is **30** beers
- 26% of adults report binge drinking
  - Binge drinkers drank an average of **78** beers/wk
- **25%** had been injured as a result of drinking
- **48%** felt that they had drunk more than was good for them
  - Of those, only **11%** sought treatment



# Alcohol consumption patterns in Namibia

- 40% of respondents reported that they needed a drink first thing in the morning
- 37% reported that they are not able to stop drinking despite wanting to stop
- 49% reported a feeling of remorse or guilt after drinking
- 30% reported unable to remember what happened the previous night
- 35% skipped a meal because of drinking alcohol instead
- 41% found it difficult to get the thought of alcohol out of their mind

# Drinking & Risky Sexual Behavior

- High incidence of concurrent partnerships &/or one-night stands when drunk
- People may get too drunk to remember if they had a one-night-stand
- Men & sex workers most likely to have concurrent partners when drunk
- Frequency of concurrent partnerships is lower for people from household interviews

# Drinking & Risky Sexual Behavior

- In Namibia, 50% of men, 25% of women reported drinking in the past month
- Namibian youth who drink more have more sexual partners
- Alcohol consumption among men is higher in the south of Namibia

# Ongoing/ Future Research

- Investigation of the effectiveness of Aftercare Services for recovering addicts
- Evaluate the impact of the Coalition on Responsible Drinking
- To determine drinking behaviour of 16 year olds

# **POLICY APPROACHES**

# Legislation <sup>(1)</sup>

- Abuse of Dependence-producing Substances and Rehabilitation Centre Act, 1971
  - Outdated
- The Prevention and Treatment Bill on Substance Abuse, (planned)
  - New admission criteria and operational regulations for residential rehabilitation programs, support groups, and other treatment needs
  - Drafting supported by PEPFAR Alcohol Initiative
  - Final draft expected in 2011

# Legislation <sup>(2)</sup>

- **The Liquor Act, 1998**
  - Regulates all aspects of the licensing of liquor outlets, age restrictions
  - types of liquor sold as well as the conditions of sale, covering supply and distribution
- **Customer and Excise Act, 1998**
  - Act includes regulations on agriculture distillers & stills and special warehouses for the manufacturing of wine and beer
- **The Road Traffic and Transport Act , 1999**
  - Establishes illegality of driving under the influence
  - Blood Alcohol Concentration (BAC) limit 0,079 grams per ml

# Alcohol Policies/Manuals

- National Alcohol Policy
- National Demand Reduction Policy on Alcohol Use and Misuse
- Guidelines on the Management of Substance Intoxication and Withdrawal
- Prevention and Aftercare Manual on Substance Abuse
- Drug Control Master Plan
- Guideline on Case Management for Substance Abuse Clients
- Operational Manual for Etegameno Rehabilitation and Resource Centre

# HEALTH SECTOR APPROACHES

# Public Treatment Services

- Etegameno Rehabilitation and Resource Centre (ERRC)
  - 34 clients treated
  - 268 family members received counseling
- Youth centre planned
  - Alcohol, drug rehabilitation services
  - Vocational training
  - Recreational therapy

**ETEGAMEND  
REHABILITATION AND RESOURCE CENTRE**



# Private Treatment Services

- Nova Vita Rehabilitation Centre
- My Wellness Centres
  - Swakop (unregistered)
  - Usakos (unregistered)

# Support Groups/Aftercare

- 28 aftercare groups established
  - Former clients of ERRC
  - Available around country
- Monitoring and evaluation visits
  - Visits to Karas, Hardap, Erongo, Caprivi and Oshikoto Regions in 2010
  - Mini refresher training workshop
  - District social workers involved: support, guide and train



# Support Groups/Aftercare

- Substance Abuse Resource Centre planned
  - Building secured
  - Serve as base of aftercare services
  - Collaborative inter-ministry, inter-agency effort
  - Umbrella Body

# COMMUNITY APPROACHES

# CORD

- Coalition on Responsible Drinking
  - Operating in all 13 regions of Namibia
  - Evolved into constituency level committees
  - Grassroots
  - Multi-sector (health, police, NGOs, business, industry)
  - Coordinated by local social worker
  - MoHSS funded via PEPFAR, local fundraising

# CORD Activities

- Awareness raising
  - Rights of community members
  - Responsibilities of alcohol outlets
  - Door to door, marches, workshops, recognition days, radio
- School programs
- Bar patrols
- Community clean-ups
- Radio
- Referrals to treatment
- Aftercare support

# Established CORD Committees



# CORD Activities



# CORD Activities



# CORD Activities



# Examples of Some Mass Media Prevention Activities, But we need more...

“Alcohol aids HIV” Campaign  
(CORD, UNICEF, TAKE Control)

ALCOHOL  
INVITES  
RISKY  
SEX

TAKE  
CONTROL



**drink safely**

Drink less - Two drinks are enough.  
Drink slowly - Have only one drink per hour.  
Don't mix sex and drinking.

**...because alcohol aids HIV.**

**4 GOOD REASONS**  
To control your drinking!

- 1. Drink less and feel better!**  
Alcohol can make you feel good – but it will make you feel very bad if you overdo it. Drinking too much can damage your liver, heart and brain. If you live with HIV, too much alcohol weakens your body and makes you sick faster. It also impacts on the effectiveness of HIV/AIDS treatment.  
**Control your drinking and feel stronger and healthier.**
- 2. Drink less and be protected!**  
When you drink, you might find it easier to hook up with a sex partner. Unfortunately, it's also easier to end up having sex with someone you don't know much about – least of all their HIV status.  
**Control your drinking and make decisions about sex with a clear head. If you have sex – always use a condom.**
- 3. Drink less and save cash!**  
Fact 1: Drinking drains not only water from your body but also cash from your pocket. Make sure you never spend money on alcohol that you need for important things like food, your education or your family.  
**Drink less and keep money for the things that really matter.**
- 4. Drink less and keep the love!**  
People who drink too much often stop caring about their partner, friends and family or even start fighting with them. If drinking gets you into trouble with those closest to you, there is a problem.  
**Control your drinking and keep the love and support of your friends, partner and family.**



# Underaged Drinking Campaign

**Selling alcohol  
to under 18's  
is illegal!**

**Too young is too young!**



Namibia Breweries Ltd encourages responsible thinking!

**Too young  
is too young!**

**Let's all encourage responsible thinking!**

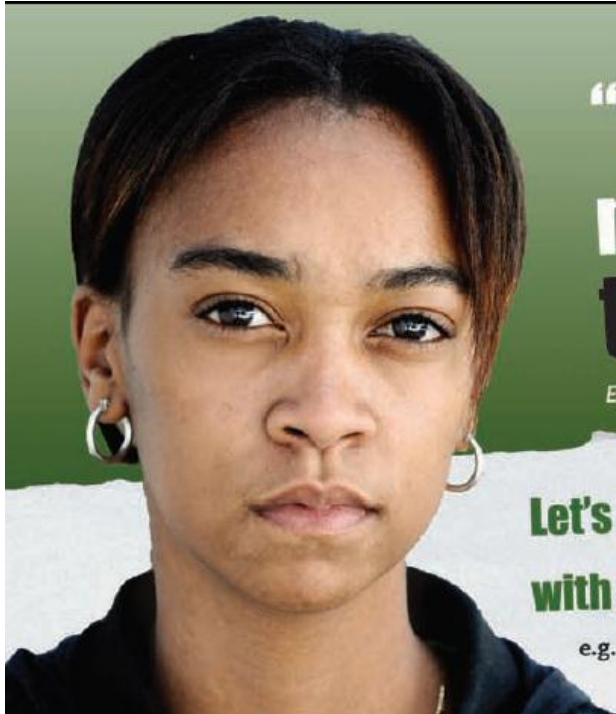


Namibia Breweries Ltd encourages responsible thinking!

# Mass Media & Community Mobilization Campaign

- Stand Up Against Alcohol Misuse!--2010
- Mass media awareness raising
  - Radio, TV, print advertisements
  - Call to action for non-drinkers and low-risk drinkers who are “fed up” with alcohol harms in communities
  - SMS campaign to distribute materials, mobilize
- Community mobilization
  - Community meetings
  - Public forum for previously quiet majority

# Stand Up Campaign



**“When one person in the family  
misuses alcohol, it destroys  
the whole family.”**

*Emmy Gertze, Student, 20*

**Let's stand up against alcohol misuse. SMS “UP”  
with your age, gender & town to 7020**

e.g. UP, 20, female, Windhoek (N\$1/SMS)

**STAND UP!**  
against alcohol misuse



# Youth Activities

- Blue Cross Namibia
  - School awareness raising programs
  - Alternative activity clubs after school
- Teenagers Against Drug Abuse
- Drug Awareness Group