



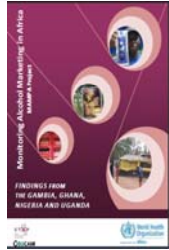
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MAMPA: Monitoring Alcohol Marketing Practices in Africa

29 March 2012  
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See report website WHO, or factsheets EUCAM

- [www.eucam.info/mampa](http://www.eucam.info/mampa)



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World Health Organization  
Africa  
EUCAM

What we have done?

- Pilot study
- Setting up a method to monitor alcohol marketing with easy accessible instruments
- Monitoring alcohol marketing activities in: Gambia, Ghana, Uganda en Nigeria.
- With the support and input of local, organizations (research institutes and Public Health NGOs).

Criterion: Monitoring instrument should be easy to use and suitable in different cultural contexts!

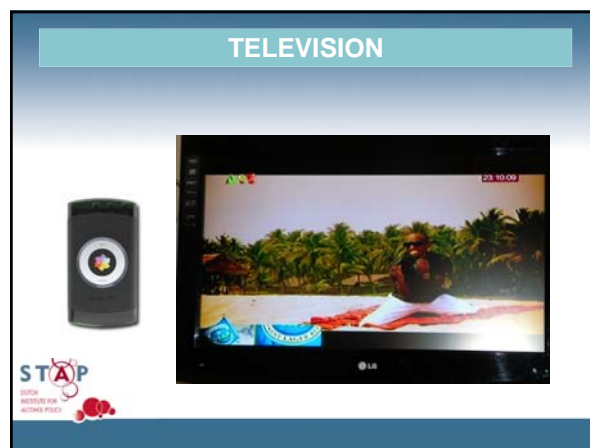


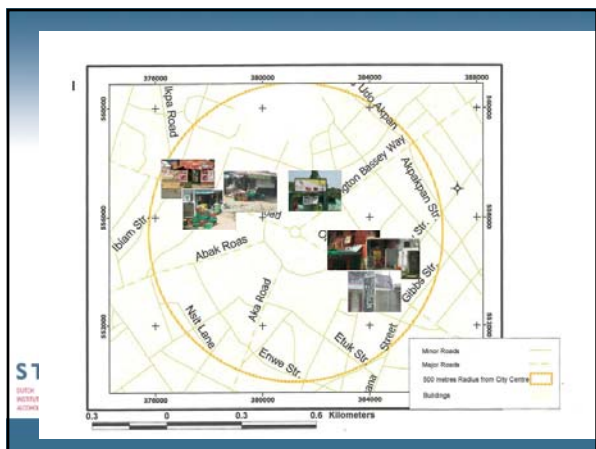
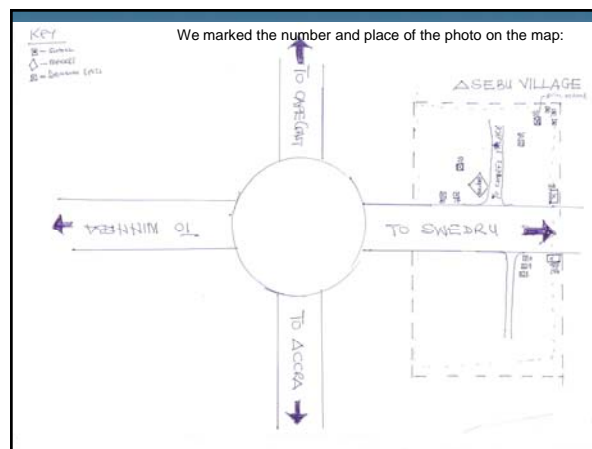
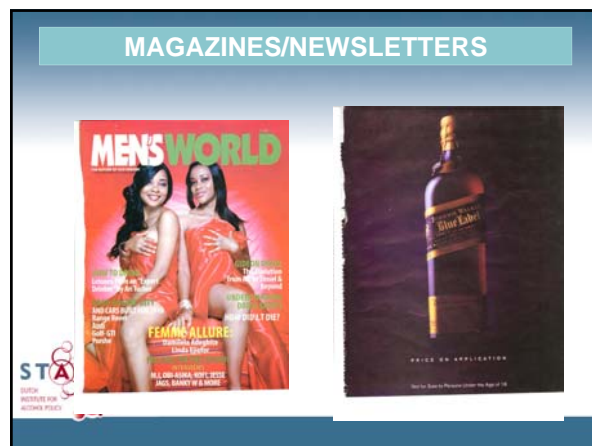
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What have we monitored in each country?

- Case studies: interview youngsters
- Marketing on television/radio/magazines
- Outdoor advertising
- Other marketing channels
- Adherence to codes


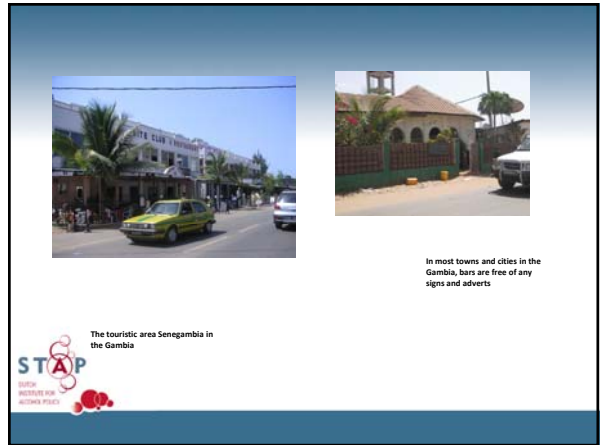
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		the Gambia <sup>1</sup>	Ghana <sup>2</sup>	Nigeria	Uganda <sup>1</sup>
Advertising restrictions	National TV	Ban	Voluntary	Time restriction <sup>2</sup>	No
	National Radio	Ban	Voluntary	Time restriction <sup>2</sup>	No
	Print Media	No	Voluntary	No	No
	Billboards	No	Voluntary	No	No
	Sport events	Only ban on spirits	Voluntary	Partly <sup>2</sup>	No
	Youth events	Voluntary on beer, else missing data	Voluntary	No	No
Health warning on advertisement	Yes	No	No	No	
Enforcement restriction	Rarely	Not Applicable	Rarely <sup>2</sup>	Not Applicable	

- The Gambia


Ghana





Free samples and discounts

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Kasapreko sponsoring traditional festivals by giving away money and T-shirts.

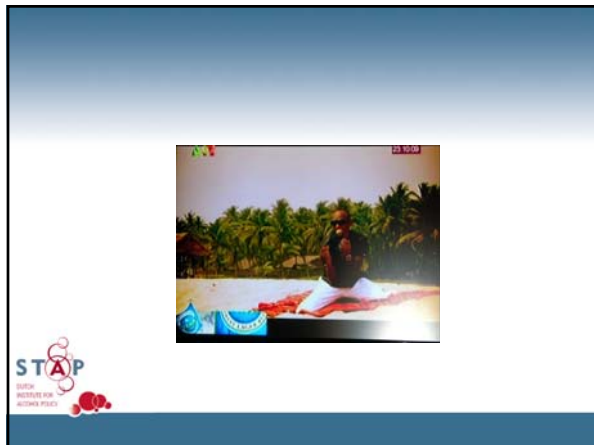
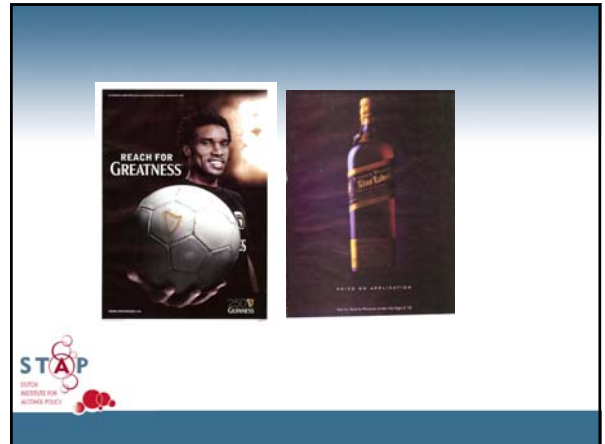
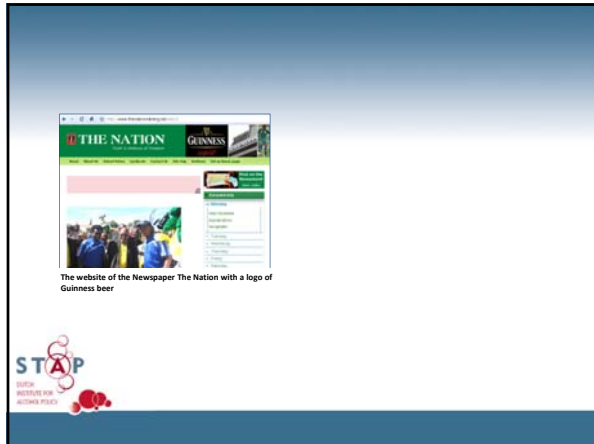
Media training journalists

Media training to journalists organized by Accra Breweries Ltd

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Nigeria





Beer cans on a table in front of the shop to indicate an alcohol selling point in Adiaslu village.

Calabashes in front of a store in Adiaslu village to indicate a selling point of locally produced spirits.



- At the time of monitoring there were at least two large cork crown promotions organized. One by STAR beer with large money prizes and many cars to be won. According to Jacco van der Lindan the marketing director of Nigerian Breweries, the promotion “assist them (Ed: customers) to cope with current economic hardship”.






Statistical analysis on outdoor ads show:

- In the Gambian, a country with the most stringent alcohol marketing regulations of all countries, outdoor alcohol advertisements are on average less attractive to youth and smaller in size compared to alcohol advertisements in the other countries.
- However, by promoting alcohol advertisements on packages of soft drinks (on crates) alcohol marketers have found a way to market closer to schools and playground that is the case in Ghana and Nigeria.



- In Nigeria: The tax law on billboards, seem to protect young people against large size and attractive outdoor alcohol promotion better than the countries in which self-regulated is in place but not as good as in the Gambia.
- Ghana and Uganda: Outdoor alcohol advertisements in both countries that are only regulated by self-regulation do not differ much, except for placement near schools. In Uganda, outdoor alcohol advertisements are placed on average more close to schools than in Ghana.



#### Themes in alcohol advertising:

- **Drinking alcohol to be successful in life:** Drinking or buying alcohol is often connected to a successful life which means having a successful career, being popular and rich.
- **Drinking alcohol to be a sport hero and to be a good fan:** Alcohol companies make a connection between the alcoholic beverage (brand), sport and western lifestyle.
- **Drinking the brand is part of your tradition and culture:** Drinking (industrial produced) alcohol is part of the national tradition and portrayals the national pride.
- **Alcohol producers contribute to a better world:** Alcohol companies have initiated all types of Corporate Social Responsibility initiatives to market a positive image of the alcohol company and the product alcohol.



#### Recommendations:

1. Effective legislation is necessary to strictly regulate alcohol marketing activities;
2. The total volume of alcohol marketing should be restricted as much as possible.
  - 3 In media where alcohol advertising is allowed, it should be restricted to information of the product only;
  - 4. The use of direct or indirect incentives that encourage the purchase of alcohol should be prohibited;
  - 5. The adherence to alcohol marketing regulations should be monitored regularly by the government or an independent body.
  - 6. Alcohol companies should be obliged to disclose alcohol marketing expenditures to appropriate governments.



- Thank you for your attention!

