

# **“From SAFER to FCAC: an important step of the global alliance”**

Towards the Second Decade of National Alcohol Control Policy and Strategy in Thailand

11th National Alcohol Conference, 25-26 November 2020.

Sally Casswell

Professor, Social and Health Research

Massey University, New Zealand



# Dr Viroj reports on informal discussion at WHA Executive Board, January 2020



**Viroj Tangcharoensathien MD PhD.**  
Senior advisor: International Health Policy Program, MOPH, Thailand

# Multilateral response to alcohol harm

- Brief history
- Calls for FCAC die away after Global strategy endorsed (2010)
- Ten years of almost no progress in policy adoption
- Global strategy: not binding; no ongoing process of debate; lack of resource; ambiguity and lack of clarity in wording; no equivalent to clause 5.3
- Increased consumption especially in Asia. New markets in Africa and Middle East - projected increase in global consumption
- Renewed calls for FCAC (legally binding treaty) in WHA discussion on NCDs

# Multilateral response to alcohol harm

- SAFER – highlights best buys, modelled on MPOWER (but without the FCTC)



# Geo political context

- Increase in nationalism and move away from liberal globalism

World

**U.S. says it won't join WHO-linked effort to develop, distribute coronavirus vaccine**



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# Globalised corporations expand alcohol markets

- At the same time global corporate power and influence increasing



The invitation card features a blue border and contains the following elements:

- Logos:** The seal of the Dominican Republic (top left), the Sustainable Development Goals wheel (top center), and the '17 PARTNERSHIPS FOR THE GOALS' logo (top right).
- Title:** 'Advancing the SDGs' in large orange font, with the subtitle 'A partners perspective' in smaller blue font below it.
- Text:** A paragraph explaining that the Permanent Mission of the Dominican Republic to the United Nations is hosting a forum with the Worldwide Brewing Alliance, moderated by Dr. David Nabarro. It highlights the unique partners perspective on SDGs.
- Event Details:** Location: UN Headquarters, Conference Room A; Date: Wednesday, September 26, 2018; Networking: 11:30a – 11:45a; Panel Discussion: 11:45a – 1:00p.
- Participants:** A list of participants including UNITAR, The Nature Conservancy, AB In-Bev, Heineken, and Molson Coors.
- Call to Action:** A request to join the 'invitation-only' dialogue to learn about the beer sector's role in advancing the SDGs.
- Contact:** A request to reply to the email at AdvancingSDGs@gmail.com no later than 20 September.

# SDGs - global social and health goals - but no effective mechanisms

- The ASEAN Identity shall serve as catalyst to the blend of national and regional interests through **economic process** which in turn will strengthen overall ASEAN **economic capacity** which contribute to the achievement of ASEAN Community objectives, such as ASEAN commitment to reduce poverty and improve quality of life.
- The ASEAN Identity shall ensure the importance of **multi-sectoral collaboration, public-private sector partnership**, solidarity, community empowerment, as well as people's safety and wellbeing.
  - Adopted by the 37th ASEAN Summit, 12 November 2020



**17** PARTNERSHIPS  
FOR THE GOALS



# Corporate interests

- No regulation by international law of TNCs
- Size and power/influence of TNACs, Thai Bev
  - Marketing and CSR
  - global branding, normalisation
- Trade and investment agreements
- E commerce chapters







35<sup>th</sup> ASEAN  
SUMMIT  
and Related Summits

# 3<sup>rd</sup> RCEP Summit

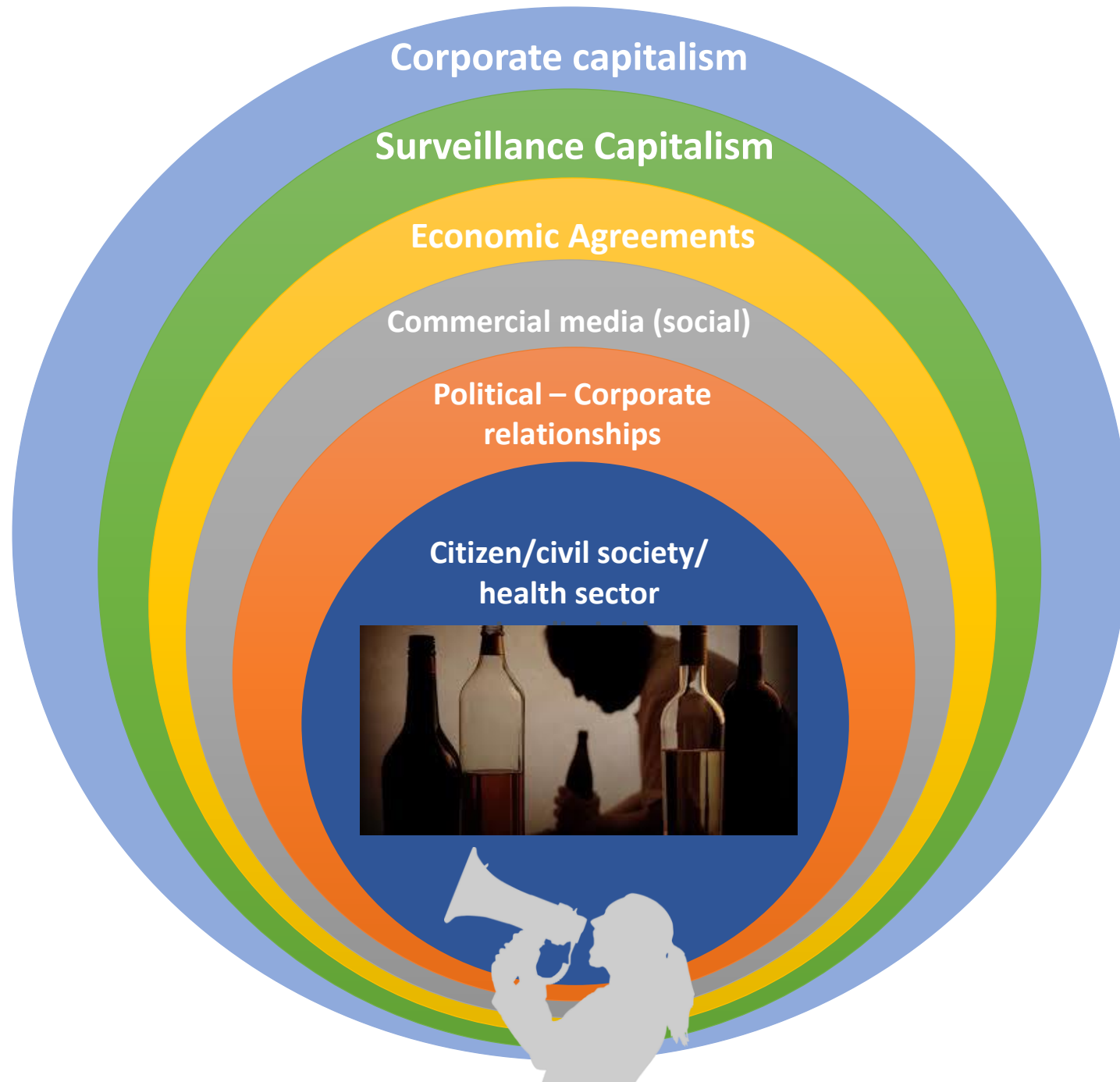
4 November 2019, Bangkok / Nonthaburi, Thailand



# Digital marketing

- Digital platforms extensive marketing including online sales
- ‘Ubiquitous digital architecture: automates the continuous monitoring and shaping of human behaviour with unprecedented effectiveness ‘





**Corporate capitalism**

**Surveillance Capitalism**

**Economic Agreements**

**Commercial media (social)**

**Political – Corporate  
relationships**

**Citizen/civil society/  
health sector**



## FCAC remains GAPA's goal

- Pluralistic environment
  - value of FCTC at national level and in global TIA negotiations
- Importance of Thailand and South East philosophy,
  - protect national interests by investing in global collaboration

# Global action plan and technical report on cross border marketing by 2021

Online consultations – on **NOW** (16<sup>th</sup> November – 6<sup>th</sup> December)

 **Liked**  
by Gianna Gayle Amul

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 **Global Alcohol Policy Alliance** @globalgapa · Nov 13 ...

The current trends worldwide mean that harm from alcohol will continue to be a global health issue in the absence of a global response to support effective policy.  
See GAPA position paper on the WHO process to accelerate action on alcohol: [globalgapa.org/wp-content/upl...](http://globalgapa.org/wp-content/upl...)

*WHO alcohol action plan consultation coming 16 November:*

GAPA requests WHO and Member States to underline the need for global action in the face of a global problem.

 **Global Alcohol Policy Alliance**

SAAPA and 9 others

  2  5  

 **Global Alcohol Policy Alliance** @globalgapa · Nov 13 ...

WHO #alcohol #actionplan consultation coming up 16 November. Lot's of changes in the ten years since the WHO global alcohol strategy: Cross-border digital marketing including in social media; trade treaties; SDGs. Global response is needed. [who.int/news-room/deta...](http://who.int/news-room/deta...) (1/4)

*WHO alcohol action plan consultation coming up 16 November:*

Lots of changes in last ten years: Alcohol marketing has shifted to the digital arena; social media platforms, and other methods that are cross-border. Global response is needed.

 **Global Alcohol Policy Alliance**

Yesilay and 9 others

# Consultation open now until 5th December

health  
zation

Topics ▾ Countries ▾ Newsroom ▾ Emergencies ▾ Data ▾ Ab

is / [Overview](#) / Action plan to strengthen implementation of the Global Strategy to Reduce the

## Action plan to strengthen implementation of the Global Strategy to Reduce the Harmful Use of Alcohol

for consultation

Technical Note

- Need to strengthen response to commercial interests
- How to promote greater emphasis on equity in targets?



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SAVE THE DATE

# 7<sup>TH</sup> GLOBAL ALCOHOL POLICY CONFERENCE

11 – 14 OCTOBER 2021

CAPE TOWN, SOUTH AFRICA



## INVESTING IN PEOPLE BEFORE PROFITS:

BUILDING MOMENTUM TOWARDS THE FRAMEWORK CONVENTION ON ALCOHOL CONTROL

GAPC 2021 will be a  
**HYBRID CONFERENCE**  
(participation may be on site or online)

To receive more information on this conference, please subscribe by **CLICKING** this link

 <http://gapc2021.samrc.ac.za>

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