



Western Cape  
Government

BETTER TOGETHER.

# ALCOHOL HARMS REDUCTION GAME CHANGER

24 August 2019

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“It has become increasingly evident that we need a **new way of delivery**, one that is uncompromisingly results-focused and performance-driven.”

*Premier Helen Zille, 2014*



# ALCOHOL HARMS REDUCTION GAME CHANGE

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One of the seven game changers of the Western Cape Government

**Reduce harms associated with irresponsible liquor trading and alcohol abuse in targeted areas**

# WHY ALCOHOL AND NOT DRUGS?

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- 1. It is a legal substance and can therefore be regulated**
- 2. Social Harms are more widespread than other drugs**
- 3. The Western Cape Province experiences higher levels of alcohol abuse than other provinces**
- 4. Alcohol abuse places tremendous pressure on the healthcare system**

# WHY ALCOHOL AND NOT DRUGS?

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- SA lost R300 billion in 2009 as a result of alcohol misuse.
- The state spent R38 billion of that amount to counteract the effects of the harmful use of alcohol.
- Cape Town was a “drinking capital” of the country.
- More than 50 percent of Cape Town people consumed alcohol – and that a third of this group abused it. Access to alcohol was so easy and readily available.
- About 300 alcohol-related deaths per month in South Africa.

The Alcohol beverages sector's contribution to the economy for the year 2009/2010 financial year was estimated at R73 billion or 2.9% of the country's GDP

# GAME CHANGER APPROACH

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The idea was to step away from the usual approach in the following manner

- Test kitchen / experimental approach: Test concepts and interventions with the intention of learning what works best and whether scalability can be achieved. Innovation and flexibility will be key features.
- Systemic approach – drive systemic change where this is needed.
- Area, Institutional or issue focused – the test kitchens tends to be location specific, whereas the systemic changes will usually be institutional or issue related with a province wide focus.

# GAME CHANGER OVERVIEW BY LEVER

## Lever 1: Reduce Access to Alcohol

1. Licensing Strategy
2. Law Enforcement
3. Responsible Trading
  - Safe Communities
  - Tavern Upgrades
4. Pricing

## Lever 2: Recreational Alternatives

1. Gaming
2. Open Mic
3. Sporting Codes

## Lever 3: Health and Social Services

1. BMI
2. Social Services

- Community Owned Solutions
- Communications Strategy

# REDUCE ACCESS TO ALCOHOL

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## 1. Licensing Strategy

- Bring the illegal liquor outlets into the legal environment
- Zoning and By-Laws
- Capital Investment
- Proposal to review zoning policy



# REDUCE ACCESS TO ALCOHOL

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## 2. Law Enforcement

- Upstream prosecution
- Joint meetings between relevant Law Enforcement agencies, SAPS, Local municipalities and WCLA
- **Legal**
  - 76 (e) notices
  - 73 Report
  - Monitor the outlet
  - Issue Section 20 settlement fine

# REDUCE ACCESS TO ALCOHOL

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- **Illegal**

- Notice to stop selling
- Provide information to apply for a license
- J534 for small traders
- SAPS43 for crime generators
- Consult with Prosecutors regarding prosecution

# REDUCE ACCESS TO ALCOHOL

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## 3. Responsible Trading

- **Safe Communities**

- Improve general safety through Law Enforcement
- CCTV monitoring camera

- **Tavern Upgrades**

- Industry and owners to upgrade and make it suitable

## 4. Pricing

- CPI plus 2 percent
- Volume of liquor

# RECREATIONAL ALTERNATIVES

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## **ASSESSMENT OF LOCAL SPORTING BODIES / SPORTING CODES**

### **1. Gaming**

- Set-up of gaming shops (DEDAT)
- Young people compete globally
- Provide an alternative economic activity

### **2. Open Mic**

- Mobilise the talent of young people
- Provide training for young talent
- Exposing young talent

# RECREATIONAL ALTERNATIVES

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## 3. Sport Codes

- Identify local sporting codes and sporting organisations
- 4-a-side Soccer (night leagues)
- Cricket
- Touch Rugby
- Focus on sustainability with government and private sector support

# HEALTH AND SOCIAL SERVICES

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## 1. Basic Motivation Interventions (BMI)

- Volunteers at emergency centres
- To collect data on the number of alcohol related injuries

## 2. Social Services

- To improve referral system of problem alcohol users
- Raise awareness about the dangers of alcohol (FASS) [DoH]
- Dangers of Alcohol abuse (WCCA) street theatre
- Inclusion in school curriculum Life Orientation

# COMMUNITY OWNED SOLUTIONS

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- **Community Police Forums (CPFs):**
  - To adopt the programme
  - Object and approve liquor licenses
  - Identify alcohol reduction advocates
  - Report back to communities
  - Identify interventions to reduce alcohol related harm
- **Neighbourhood Watches (NHWs)**
  - To identify illegal outlets
  - To collect data on perception of safety
  - Monitor and identify problematic shebeens
  - Assist with the identification of responsible illegal traders to be considered for licensing

# INDICATORS FOR SUCCESS

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- Forensic pathology data on alcohol related deaths
- SAPS data selected on CAS blocks and crime categories (murder, assault common / GBH and domestic violence)
- Perception of safety of the community
- Number of section 20 fines issued
- Number of legal liquor outlets monitored
- Number of liquor licenses
- Number of illegal liquor outlets



# CHALLENGES/ OUTSTANDING ISSUES

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- **Density policy (number of liquor outlet licenses to be granted in a specific area)**
- **Forfeiture of liquor confiscated by SAPS**
- **Sliding scale and pricing**

# QUESTIONS TO BE DISCUSSED IN POLICE STATION AREAS

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- **Identify and area that will serve as the pilot area**
- **Identify the barriers for the implementation of the project**
- **Identify possible solutions to address the barriers**

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Thank you



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