

A Workshop on Self-Regulation

Africa Region

Meeting Report

October 19-20, 2006
Cape Town, SOUTH AFRICA

sponsored by

The International Center for Alcohol Policies

This document reports on the ICAP workshop on self-regulation held in the Africa Region in October 2006. The workshop concluded with the unanimous adoption of a final declaration, the Cape Town Declaration, in which ICAP and participants made commitments to develop alcohol policy and strengthen self-regulation in the Africa Region. This report also identifies the steps ICAP will take, for its part, to initiate implementation of these commitments. All participants at the workshop and all relevant stakeholders in the area of alcohol policy are encouraged to circulate this report widely and to take an active and appropriate role in implementing the commitments outlined in the Declaration.

International Center for Alcohol Policies (ICAP) was established in 1995 to promote global public/private partnerships in the area of alcohol policy, ICAP is a not-for-profit organization supported by eleven major international beverage companies with a mission of helping to reduce the abuse of alcohol worldwide and to promote understanding of the role of alcohol in society through dialogue and partnerships involving the beverage industry, the public health community, and others interested in alcohol policy.

Regional Self-Regulation Workshops

INTERIM REPORT—AFRICA REGION

Background

The International Center for Alcohol Policies (ICAP) has been actively involved in providing opportunities to exchange best practices on self-regulation of advertising and marketing of beverage alcohol. Following a meeting with the World Health Organization in February 2003, representatives of the beverage alcohol industry agreed the industry representatives would initiate an exchange of best practice on the issues of marketing and self-regulation, and that the WHO and the public health community would be invited to participate.

In October 2004, ICAP convened an initial workshop in London which afforded an opportunity to review best practices among markets and industry sectors. The *Meeting Report and Discussion Paper: Sharing Best Practices in Self-Regulation* documented various practices that could be considered in the creation of new self-regulation schemes or used by existing self-regulatory bodies to enhance their efficiency and effectiveness. The key issues arising from the workshop were summarized in the meeting report. Three prominent observations were noted:

1. Recognition of cultural differences

While there has been some movement toward consistency at an international level among and between self-regulatory codes, it was acknowledged that there are important local differences that require specific consideration. An approach which balances the desire for clarity and consistency with local and regional differences was recognized.

2. Suggestions for a better self-regulatory practice

The London workshop provided an opportunity for a constructive exchange of views among participants, including discussion on concrete suggestions for strengthening self-regulation which have provided a useful starting point for dialogue among stakeholders.

3. Self-regulation and continual improvement

There was general agreement that ‘continual self-regulation improvement’ is what is needed. In this way, the diversity of appropriate mechanisms should be assessed and monitored regularly according to their achievements.

The entire report can be obtained from ICAP or downloaded from the ICAP website (link: http://www.icap.org/portals/0/download/all_pdfs/meeting_reports/selfreg_workshop.pdf).

A Series of Regional Self-Regulation Workshops

The 2004 workshop was positioned as a global workshop—an initial exchange of self-regulation best practice among industry sectors, governmental bodies, and public health professionals. As self-regulation of beverage alcohol takes different forms in different markets around the world, appropriately reflecting the many ways in which these products are regulated, sold and consumed in diverse cultures, ICAP has initiated a series of regional self-regulation workshops during 2006-2007 (Asia / Pacific region—Tokyo, Japan, June 19-20, 2006; Africa region—Cape Town, South Africa, 19-20 October 2006; Latin America region—in the first quarter of 2007).

The objective for the regional workshops is to engage a wider range of stakeholders from the governmental, public health and beverage alcohol industry sectors. While emphasizing the differences between regions, the workshops will highlight the need to improve understanding of self-regulation, as well as the need for continual improvement in implementing self-regulatory systems internationally, regionally, and locally. The regional workshops provide opportunities to:

- Dialogue on the issues of self-regulation with representatives of major beverage alcohol companies, self-regulatory bodies, advertisers, governmental bodies and the public health community on a regional basis;
- Review current best practice in self-regulation both internationally and regionally, as well as examining areas for improvement in the future;
- Stimulate constructive dialogue across the sectors with an emphasis on opportunities for establishing self-regulatory systems (where they do not already exist) and identifying mechanisms for improvement;
- Assess and evaluate mechanisms for strengthening self-regulation, bearing in mind the suggestions made on “what better self-regulatory practice might look like” (see above);
- Establish / strengthen partnerships with regional organizations involved in self-regulation issues; and,
- Raise awareness through local media about the importance of industry efforts to strengthen the effectiveness of self-regulation schemes around the world.

Interim Report: Africa Region:

In an effort to support self-regulation in the alcohol beverage industry on the African continent, the ICAP organized a regional workshop on self-regulation in Cape Town, South Africa on 19-20 October 2006. Over 60 participants from 13 countries in the African region, including Botswana, Burundi, Congo, Ghana, Kenya, Lesotho, Namibia, Nigeria, South Africa, Tanzania, Uganda, Zambia and Zimbabwe, participated in the workshop. In addition, representatives from Japan, the Netherlands, the United Kingdom, and the United States also attended.

Dr. Frank Njenga, President of the Association of African Psychiatrists and Allied Professions, chaired the workshop with an engaging spirit which encouraged interaction between participants from diverse sectors and a wide variety of countries and backgrounds. Dr. Njenga is a consultant psychiatrist based in Nairobi, Kenya and is active in drug and alcohol treatment, education and awareness campaigns.

Participation was extended to governments, international organizations, public health and non-governmental organizations, the advertising industry, beverage alcohol companies, and trade bodies and social aspects organizations. The final program can be found in Annex 1. The discussions underscored some significant differences in the region regarding the place of alcohol in societies as well as the development of alcohol policies in Africa and self-regulation of marketing and advertising in particular.

Outlined below are some of the key themes that emerged during the workshop. The following is neither a summary of the presentations nor an exhaustive list of findings, which should be considered in light of the varying cultural and policy environments surrounding beverage alcohol in the Africa region.

- There was an acknowledgement by the workshop participants that industry self-regulation needs to sit within an overall context of alcohol policies and an understanding of alcohol in the society. The participants identified priority areas for development: implementation of balanced national alcohol policies, availability of reliable data on alcohol patterns and the consequences of harmful drinking, and a better understanding of informal production and sale of alcohol in African societies.
- The exchange of information both within countries and between sectors, and between countries and sectors should be strengthened. The ICAP workshop provided such an opportunity, and there were many requests for ICAP’s continued role in facilitating dialogue, establishing networks, and sharing policy development tools in the Africa region. The WHO regional office in the Africa region (AFRO) should also involve itself more in these efforts, including exchange of information between African countries, facilitating resources to scale up alcohol harm reduction approaches, and helping to fill data gaps.
- There are few examples of beverage alcohol industry self-regulation in the Africa region. Internal company codes of conduct for commercial communications are actively promoted and enforced. In South Africa, the Industry Association for Responsible Alcohol Use (ARA) was presented as an African example

of a code of commercial communication and conduct. It includes provision on advertising, packaging, promotions and media rules, complaints handling procedures, compliance and monitoring procedures, and the required practices for the supply, sale and consumption of alcohol beverages (download the ARA code from: <http://www.ara.co.za/>). The South African Advertising Standards Authority (ASA) also represents an example of self-regulation by the advertising and media industries. The ASA is an independent body set up and paid for by the marketing communications industry to regulate advertising in the public interest through a system of self-regulation. It works closely with government, statutory bodies, consumer organizations and the industry to ensure that the content of advertising meets the requirements of the Code of Advertising Practice. The code contains a special section on alcohol (download the ASA code from: <http://www.asasa.org.za/>).

- In light of the high levels of non-commercial or “informal” alcohol production and consumption in the Africa region, it was suggested that much more attention needs to be placed on this type of alcohol (which is not advertised) in order to address public health problems caused by alcohol misuse in the region. Introducing some “regulation” in the “informal” segment was a reoccurring theme highlighting issues of concern to government, public health, and the formal/regulated beverage alcohol sectors.
- In addition to bringing the “informal” segments into the regulatory net, participants felt strongly that retailers must be part of the chain of responsibility for alcohol. Retail of alcohol varies significantly around the Africa region and indeed within a country, for example retail patterns vary significantly between rural and urban areas, and between urban districts. Retailers, whether formal/regulated or informal, need to be part of the conversation about the development of alcohol policy, implementation, and enforcement. Retail bodies might adopt trade codes of conduct such as those recently adopted in Botswana. Alcohol producers are using their interactions with the retail sector to introduce best practices, and responsible traders/retailer education programs and training.

Cape Town Declaration

The highlight of the workshop was the final Declaration (the full text can be found in Annex 3). The commitments were prepared by the participants themselves and endorsed unanimously at the closing session.

The joint statement recognizes the collective responsibility to improve the scope and the effectiveness of alcohol policy and self-regulation within the Africa region through collaboration with other stakeholders. In the Cape Town Declaration, the participants dedicated themselves and sought support for their commitment to:

- Encourage Government, Industry, and Public Health partnerships on alcohol policy development;
- Encourage beverage alcohol companies and ICAP to support Governments in the development of alcohol policies;
- Set standards for alcohol production, distribution, retail, and consumption;
- Address and engage informal production, distribution and consumption of alcohol;
- Encourage affordable alternatives to illicit alcohol;
- Create a safe and responsible drinking culture;
- Create accessible mechanisms to address deviation from self-regulation Codes and Standards;
- Ensure effective enforcement of regulations and self regulation.

Future Action

ICAP and its sponsoring companies welcome the support of all relevant stakeholders in the African region in the achievement of the goals set out in the Cape Town Declaration.

An engagement with a wide variety of stakeholders is necessary to address the range and complexity of problems associated with harmful drinking patterns in a particular society. Because drinking beverage alcohol is deeply integrated into the values, cultures, and economies of so many societies, an adequate response is

bound to reflect the diversity and complexity of these different contexts. The challenge is to manage the collective responsibility so that the best interests of society as a whole are served. Partnerships, which bring together this wide variety of stakeholders including many who may not be accustomed to working together, have a real potential to enhance efforts to promote responsible drinking patterns. Such collective and complementary work can achieve much to advance public health.

ICAP feels strongly that it is a collective responsibility to promote responsible patterns of drinking and to improve the scope and the effectiveness of self-regulation through collaboration with other stakeholders. Therefore, ICAP will:

- Raise its profile in the region by continuing to engage stakeholders from government, industry, public health, and the non-governmental sector through similar workshops and the exchange of information on alcohol policies;
- Assist industry to establish organizations, which can locally address the social aspects of alcohol and strengthen (or establish, where not already in place) codes of conduct for all commercial communications (marketing and advertising, in its broadest definition) including procedures for accountability to the codes;
- Provide resources and tools for alcohol policy development in the region.

In some countries these actions are already being supported by ICAP. Throughout 2007, ICAP will strengthen these initiatives and endeavor to facilitate further exchange of information and dialogue with relevant stakeholders from government, inter-governmental organizations, public health professionals and the beverage alcohol industry.

Summary

There was a general consensus regarding the importance for all sectors of the beverage alcohol industry to participate in effective alcohol policy development. This includes establishing and strengthening self-regulatory systems for marketing and advertising of beverage alcohol. Such systems must reflect different market, cultural and regional contexts and circumstances.

This series of regional workshops is improving awareness about self-regulation among different stakeholders, including governments and public health professions. The regional workshops are also providing a means of identifying follow-up actions both at regional and national levels—levels where ICAP, the industry, and other stakeholders can draw upon the valuable exchange and networking established at the Cape Town workshop.

Annexes:

1. Final Program: A Workshop on Self-Regulation – Africa Region (19-20 October 2006)
2. Speakers' Biographical Statements
3. Cape Town Declaration & List of Participants

A Workshop on Self-Regulation—Africa Region

sponsored by

The International Center for Alcohol Policies

October 19-20, 2006

Southern Sun—The Cullinan Hotel
Cape Town, SOUTH AFRICA

PROGRAM

Thursday, October 19, 2006 (2pm – 6pm)

Welcome

Dr. Marcus GRANT
President, International Center for Alcohol Policies (Washington DC, USA)

Chairman's Opening Remarks

Dr. Frank NJENGA
President, Association of African Psychiatrists & Allied Professions (Nairobi, Kenya)

Alcohol & Public Health in Africa

Dr. Sobbie A.Z. MULINDI
Professor, Department of Psychiatry, Faculty of Medicine, University of Nairobi (Nairobi, Kenya)

Questions/Discussion

Foundations for Self-Regulation & Context for Beverage Alcohol

Prof. Roger SINCLAIR
Visiting Professor, University of Witwatersrand (Johannesburg, South Africa)

Questions/Discussion

Break

International Best Practice in Self-Regulatory Codes of Practice

Ms. Gaye PEDLOW
Director, Alcohol Policy, Diageo plc (London UK)

Questions/Discussion

Model Self-Regulation Code: Process

1. *The Regulator's Perspective:*

Ms. Gail SCHIMMEL
Head, Legal & Regulatory Affairs
Advertising Standards Authority (Johannesburg, South Africa)

2. *The Company Perspective:*

Ms. Mashinka FOURIE
Regulatory Affairs Manager
South African Breweries Ltd (Johannesburg, South Africa)

Questions/Discussion

Friday, October 20, 2006 (from 9am – 4pm)

WORKING WITH GOVERNMENTS:

Global Alcohol Producers Group (GAP-G)

Mr. Mark LEVERTON

Director, Alcohol Policy & Industry Issues, Diageo plc (London, UK)

Questions/Discussion

WORKSHOP SESSIONS:

1. Applying Model S-R Code Content and Process: Identification of issues for Africa

Introduction

Mr. Godfrey MORLEY

Group Managing Director, FCB South Africa (South Africa)

Small Groups (with small group facilitators)

Break

Report back on Small Group Discussion / Discussion / Wrap Up

Dr. NJENGA (chairman) with Mr. MORLEY

Lunch

2. Action Plans to Strengthen Self-Regulation on National, Sector, and Company Levels

Introduction

a) Mr. Franklin PIETERSE

Corporate Affairs Director, Brandhouse (Cape Town, South Africa)

&

b) Mr. Percy RADITLADI

Corporate Affairs Director, Kgalagadi Breweries (Gaborone, Botswana)

Small Groups (with small group facilitators)

Break

Report back on Small Group Discussion / Discussion / Wrap Up

Dr. NJENGA (chairman) with Mr. PIETERSE & Mr. RADITLADI

CLOSING DECLARATION

CHAIRMAN'S CLOSING REMARKS

A Workshop on Self-Regulation—Africa Region

Speakers' Biographical Statements *(in order of presenting)*

Dr. Marcus GRANT

Marcus Grant is President of the International Center for Alcohol Policies. He previously served as the Director of the Alcohol Education Center, London, where he was responsible for the national coordination of post-qualification training on alcohol problems for health and social service staff. During this period, he also served as Chairman of the Alcohol Education Section of the International Council on Alcohol and Addictions and Honorary Tutor in Education at the Institute of Psychiatry, University of London.

Grant joined the headquarters staff of the World Health Organization in Geneva in 1984, where he was responsible for global activities on the prevention of alcohol and drug abuse in the Division of Mental Health. He was appointed Chief of Prevention, Advocacy and Health Promotion within the Global Program on Substance Abuse, which was established in 1990. Grant has published extensively on alcohol education and training; on prevention; and on social policy.

Dr. Frank NJENGA

Frank Njenga was appointed by His Excellency, The President of the Republic of Kenya to be Chairman of the National Campaign Against Drug Abuse (NCADA) Advisory Board. He is President of the African Association of Psychiatrists and Allied Professions, Chairman of the Kenya Psychiatric Association, a member of the World Psychiatric Association's Publications Committee and the lead editor of the book launched recently, 'Essentials of Clinical Psychiatry for Sub-Saharan Africa' published by Masson.

Having graduated at the Maudsley Hospital in London, he is a Fellow of the Royal College of Psychiatrists and continues with the tradition of research and social responsibility.

Dr. Sobbie A. Z. MULINDI

Dr. Sobbie A. Z. Mulindi is a Senior Lecturer and Consultant, Department of Psychiatry, Faculty of Medicine University of Nairobi. He is currently in charge of behavioral Sciences in the same Department as well as Consultant, Kenyatta National Hospital, Patient support Centre. Dr. Mulindi trained in Montpellier, Marseilles and Lyon where he obtained Bachelor of Science, Master of Science, DEA and PhD.

Dr. Mulindi's main research interests include mental health, health behavior, crisis and disaster management, capacity building and training in multidisciplinary approach in health. Dr. Mulindi has been actively involved in advocacy and social mobilization, to design and development of strategies to prevent and control STD's/HIV/AIDS for the last 20 years, reproductive health, road traffic accidents and drug abuse.

Prof. Roger SINCLAIR

Professor Roger Sinclair spent twenty five years in the marketing industry working in the United Kingdom and South Africa. He recently retired from teaching at Wits University in Johannesburg where he was head of marketing. At the age of twenty five he was international advertising manager of the tobacco giant, London based Gallagher limited, and experienced the early attacks by the medical profession and government on tobacco marketing. At that time he was twice a winner of the International Advertising Association (IAA) Young Executive Award being placed second in the world and top in Britain in the 1966 contest. Roger has written several books on marketing and currently runs a consultancy that values brands using the methodology he developed as his doctoral topic at Wits. In 2005, SABMiller appointed Roger to chair its South African region Activation Compliance Committee (ACC) which ensures that all commercial communication and promotions comply with the company's code of marketing conduct.

Ms. Gaye PEDLOW

Ms. Pedlow has worked as a senior Corporate Affairs manager in the drinks industry since 1992, with a special focus on health and social policy issues and alcohol education initiatives. She is now Alcohol Policy Director with DIAGEO Plc. Gaye has responsibility for global alcohol policy issues, including specialist advice on responsible marketing issues. She has been a member of the Alcohol Education Research Council in the UK for the past five years, a registered charity that finances educational and research projects related to responsible

drinking and the reduction of alcohol misuse. She is also a member of the newly created alcohol research committee of the Joseph Rowntree Foundation. She graduated from St Andrews University with a First Class Master of Arts Joint Honours Degree in French and German literature in 1980.

Ms. Gail SCHIMMEL

Ms. Schimmel is an admitted attorney with a BA, Honours degree in Psychology and LLB degrees to her name. After briefly practicing law she lectured at a private college for a number of years, where she became the Head of the Law Department. She is currently studying towards an LLM degree.

Ms. Schimmerl joined the Advertising Standards Authority (ASA) of South Africa in 2003 as a Senior Consultant and has recently been promoted to the position of Head: Legal and Regulatory Affairs.

Ms. Mashinka FOURIE

Mashinka Fourie is the Regulatory Affairs Manager for SAB Ltd and has been with the company in its corporate affairs division for six years during which she has been responsible for various areas such as the promotion of the responsible use of alcohol and compliance with various codes, Competition law, National Liquor Law and Provincial Liquor legislation. She studied at the University of Stellenbosch earning a BCom Law and is currently completing her MBA part time at GIBS (The Gordon Institute of Business Science).

Mr. Mark LEVERTON

Mr. Leverton was appointed Director Alcohol Policy & Industry Issues for DIAGEO in October 2005. Previous positions with Diageo include: Director, Corporate Relations Europe (2004-2005) and External Affairs Director (1998-2004). He was based in Hong Kong from 1993 – 1997 as Director of External Affairs for United Distillers Asia Pacific Region, the spirits company of Guinness Plc. He was Head of European Community Affairs for Guinness, based in Brussels (1991-93). He joined Guinness Plc in 1985.

He holds a number of industry positions including Chairman of the Scotch Whisky Association International Affairs Committee. He is the immediate past chairman of the International Center for Alcohol Policies (ICAP). Other industry positions he has held include Chairman of the Alcohol and Society Standing Committee of the Confédération Européenne des Producteurs de Spiriteux (CEPS); he also has been a member of the Scotch Whisky Association Council and a member of the Executive Committee of The Amsterdam Group.

Mr. Godfrey MORLEY

Godfrey Morley is one of the most recognizable and high profile individuals within the South African marketing environment. He has worked at companies such as Caltex Oil, South African Breweries, McDonald's and Samsung, and has played a leading role in some of South Africa's top brands over the last decade. In his career to date he has built enduring relationships, not only within the marketing industry, but within the sports and political environments as well.

Mr. Franklin PIETERSE

Franklin Pieterse is the Corporate Affairs Director for brandhouse in South Africa. He joined brandhouse two years ago as head of Business Performance Management before he was appointed into his current role. In his current role he actively develops and runs responsible drinking programs and leads the policy intervention for the company. He is an active management committee member of the Industry Association for Responsible Alcohol Use (ARA).

He spent most of his career in telecommunications where he was closely involved with policy matters and most recently ran a strategic consulting company. His earlier experience as a political activist and trade union leader prepared him well for a diverse career. He has an MBA from Stellenbosch University.

Mr. Percy S. RADITLADI

Mr. Raditladi is Director of Corporate Affairs at Kgalagadi Breweries (Pty) Ltd, Botswana (an SABMiller Plc subsidiary). Prior to joining the breweries he was Managing Director of Botswana's first private radio station, Yaronafm 106.6 which he founded in 1998 after graduating from University. He is a graduate from the University of Cape Town, in 1997 with a Bsoosc degree (Organizational Psychology and Industrial Sociology).

CAPE TOWN DECLARATION

A joint statement from the workshop participants (adopted 20.10.06)

PREAMBLE

In an effort to support self-regulation in the alcohol beverage industry on the African continent, the International Centre for Alcohol Policies (ICAP) organized a regional workshop on self-regulation in Cape Town, South Africa on 19-20 October 2006. Over 60 participants from 13 countries in the African region, including Botswana, Burundi, Congo, Ghana, Kenya, Lesotho, Namibia, Nigeria, South Africa, Tanzania, Uganda, Zambia and Zimbabwe, participated in the workshop. In addition, representatives from Japan, the Netherlands, the United Kingdom, and the United States also participated in the workshop.

The African regional workshop was the third in a series of ICAP workshops on self-regulation and included representatives of governments, beverage alcohol industry, trade associations, public health, and non-governmental organizations. Previous ICAP workshops have taken place in October 2004 in London and in Tokyo in June 2006 for the Asia-Pacific region. A final regional workshop is planned for Latin America in March 2007.

DECLARATION

The responsible advertising and marketing of beverage alcohol is an industry-wide priority. Responsible marketing practices can support public health goals to reduce alcohol-related harm. Marketing practices that encourage irresponsible consumption of alcohol beverages are clearly unacceptable. Whilst there are other initiatives that alcohol producers can undertake to address such harms, self-regulation is one key component. It is in the interests of all parties (government, industry, and consumers) to see to it that it operates effectively.

Self-regulation is a process that provides agreed standards for socially responsible advertising. It has gained ground internationally because it can evolve quickly and flexibly in the areas where legal procedures and principles are more static; it adapts easily to embrace new social standards and new marketing trends; it is able to take into account subtle differences in cultural and commercial practice at every level; it operates in a way that is free and readily available to consumers; and it engages the support and commitment of all stakeholders because it respects consumers and recognizes that all companies should operate on an equal basis.

COMMITMENTS

We feel strongly that it is our collective responsibility to improve the scope and the effectiveness of self-regulation through collaboration among stakeholders. Therefore, we the participants at this workshop make this declaration and will:

- Encourage Government, Industry, and Public Health partnerships on alcohol policy development;
- Encourage beverage alcohol companies and ICAP to support Governments in the development of alcohol policies;
- Set standards for alcohol production, distribution, retail, and consumption;
- Address and engage informal production, distribution and consumption of alcohol;
- Encourage affordable alternatives to illicit alcohol;
- Create a safe and responsible drinking culture;
- Create accessible mechanisms to address deviation from self-regulation Codes and Standards;
- Ensure effective enforcement of regulations and self regulation.

We hope that all relevant stakeholders in the African region will share in our commitment to this cause and that we can count on their support and efforts to achieve these goals.

WORKSHOP SPONSORING ORGANIZATION:

International Center for Alcohol Policies (ICAP) was established in 1995 to promote global public/private partnerships in the area of alcohol policy, ICAP is a not-for-profit organization supported by eleven major international beverage companies with a mission of helping to reduce the abuse of alcohol worldwide and to promote understanding of the role of alcohol in society through dialogue and partnerships involving the beverage industry, the public health community, and others interested in alcohol policy.

PARTICIPANTS (*FINAL, (alphabetically by country)*)

BOTSWANA

Mr. Percy Raditladi
Corporate Affairs Director
Kgalagadi Breweries

BURUNDI

Dr. André Birabuza
Principal Medical Inspector
Ministry of Public Health of Burundi

Mr. Deo Niyongabo
C.S.R. Project Manager
Brasseries et Limonaderies du Burundi

CONGO-BRAZZAVILLE

Dr. Paul Nsalou
Company Doctor
Brasseries du Congo

Ms. Rosalie Likibi-Boho
Section Leader, Promotion of Mental Health and the
Prevention of the Drug Misuse
Focal Point, Tobacco Avoidance
Office of the Minister of Health

GHANA

Mr. Franklin Cudjoe
Director
IMANI: The Centre for Humane Education

Mr. Eric Kwakye
Account Group Head
Lowe Lintas

Mr. Evans Lartey
Development Director
IMANI: The Centre for Humane Education

JAPAN

Mr. Nobuo Nagura
Executive Officer
Asahi Breweries Ltd.

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Mr. Ken Kariuki
Director of Corporate Affairs
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Ms. Jennifer Kimani
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President
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Permanent Secretary
Government of Kenya - Ministry of Health

Mr. James Shikwati
Director
Inter Region Economic Network

LESOTHO

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Deputy Principal Secretary
Ministry of Tourism Environment & Culture

NAMIBIA

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Ms. Mashinka Fourie
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Mr. Davidson Hlobo
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Mr. Pat Govender
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Mr. Michael Mokhoru
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Mr. Mitch Ramsay
Policy and Issues Manager
SABMiller Africa & Asia

Prof. Solomon Rataemane
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University of Limpopo / MEDUNSA

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Ms. Julia Seal
Communications Manager
Brandhouse Beverages Ltd.

Ms. Asyia Sheik
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Brandhouse Beverages Ltd.

Prof. Roger Sinclair
Professor
University of Witwatersrand

TANZANIA

Mr. Jerome J Ringo
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Dar es Salaam Public Health Delivery System Boards
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UGANDA

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Consultant Psychiatrist
Ministry of Health

Dr. Kabann Kabanukye
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Mr. Mark Leverton
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Ms. Nicole Lovett
Corporate Citizenship / Responsible Drinking
Diageo plc

Ms. Gaye Pedlow
Director, Alcohol Policy
Diageo plc

UNITED STATES

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