

Alcoholic Beverage Control Law B.E. 2551: Current situation



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ALCOHOLIC BEVERAGE CONTROL ACT, B.E. 2551 (2008)



- Enacted 14 Feb 2008
- Intent: to protect children, young people and general people not to easily access to alcohol
- It is to “control alcoholic beverage” in turn to “control alcohol consumption”, not just “to control harmful alcohol use & alcohol-related harm”
- Contains 7 chapters
 - Chapters 1-3: Appointment of committees & office
 - Chapter 4: Alcoholic beverage control
 - Chapter 5: Treatment and Rehabilitation of the alcoholics
 - Chapter 6: Competent officials
 - Chapter 7: Penalties

COMMITTEE & OFFICE (CHAPTERS 1-3)



- **National Alcoholic Beverage Policy Committee:**
 - Prime Minister or Deputy Prime Minister entrusted by the Prime Minister as Chairperson
- **Alcoholic Beverage Control Committee:**
 - Minister of Public Health, as Chairperson
- **Office of the Alcoholic Beverage Control Committee**
 - in the Department of Disease Control, the Ministry of Public Health

ALCOHOLIC BEVERAGE CONTROL (CHAPTER 4)



Prohibition of sale at:

- Temple, place of worship
- Public health service unit
- Govt office, public park
- Dormitory
- Education institution
- Petrol station

Prohibition of sale on some specified days and periods

Prohibition of sale to:

- Person <20 years-old
- Drunk person

Prohibition of sale through practices:

- using an automatic vending machine
- hawking
- providing a discount as a sale promotion;
- offering privilege to attend any performance, offering services, lucky draw

Prohibition of drinking at:

- Temple or any place of worship
- Public health service unit,
- Public office, public park
- Education institution
- Petrol station

No person shall advertise or display, directly or indirectly, **the name or trademark of any alcoholic beverage in a manner showing the properties thereof or inducing another person to drink.**

Advertisements or public relations provided by the manufacturer of any kind of alcoholic beverage shall only be made for **giving information thereof or giving social creative knowledge without displaying any illustration of such alcoholic beverage or its package,** except for the display of a symbol of such alcoholic beverage or that of its manufacturer as prescribed by the Ministerial Regulation.

The provisions of paragraph one and paragraph two shall not apply to **any advertisement broadcast from outside of the Kingdom.**

Chapter 4

Section 32



CHAPTER 5



Treatment or Rehabilitation of an Alcoholic

- An alcoholic or his or her relatives or a group of persons or a State or non-governmental organisation having the objective of providing treatment or rehabilitation to an alcoholic **may apply for treatment or rehabilitation support** from the Office in accordance with the rules, procedure and conditions laid down by the Control Committee.

NATIONAL ALCOHOL POLICY STRATEGIES 2010-2020

4 Strategic goals:

1. Control and reduce alcohol consumption
2. Prevent novice drinkers and control prevalence of drinking
3. Reduce risk from drinking, in terms of quantity and pattern of consumption and behaviours after drinking
4. Control and reduce the severity of drinking-related problems

5 Main strategies

1. Control of price and availability
2. Changing social attitudes towards drinking
3. Reduction of risk from drinking
4. Management of alcohol problem at every setting
5. Development of good governance and strong support mechanisms

Alcoholic Beverage Control Act 2008

2008

- Ban sales: certain places, times and persons, methods
- Ban drinking: certain places
- Ban advertising & marketing
- Label & container

2009

- Ban sales on 4 Big Holy Days

2010

- Regulations on logo in advertisements and sale promotions
- Ban sales & drinking inside public parks
- Zero tolerance for public drivers

2012

- Ban sales and drinking in factory areas
- Ban drinking on roads, footpaths
- Ban sales and drinking in govt and state enterprise areas

2014

- Regulations on warning labels and industry logo

2015

- Ban sales & drinking on govt. and related areas
- Ban sales & drinking on public piers
- Ban sales on roads & footpaths
- Ban sales & drinking in transport stations
- Ban sales on 5 Big Holy Days
- Ban sales & drinking on railways
- Ban sales around educational campuses

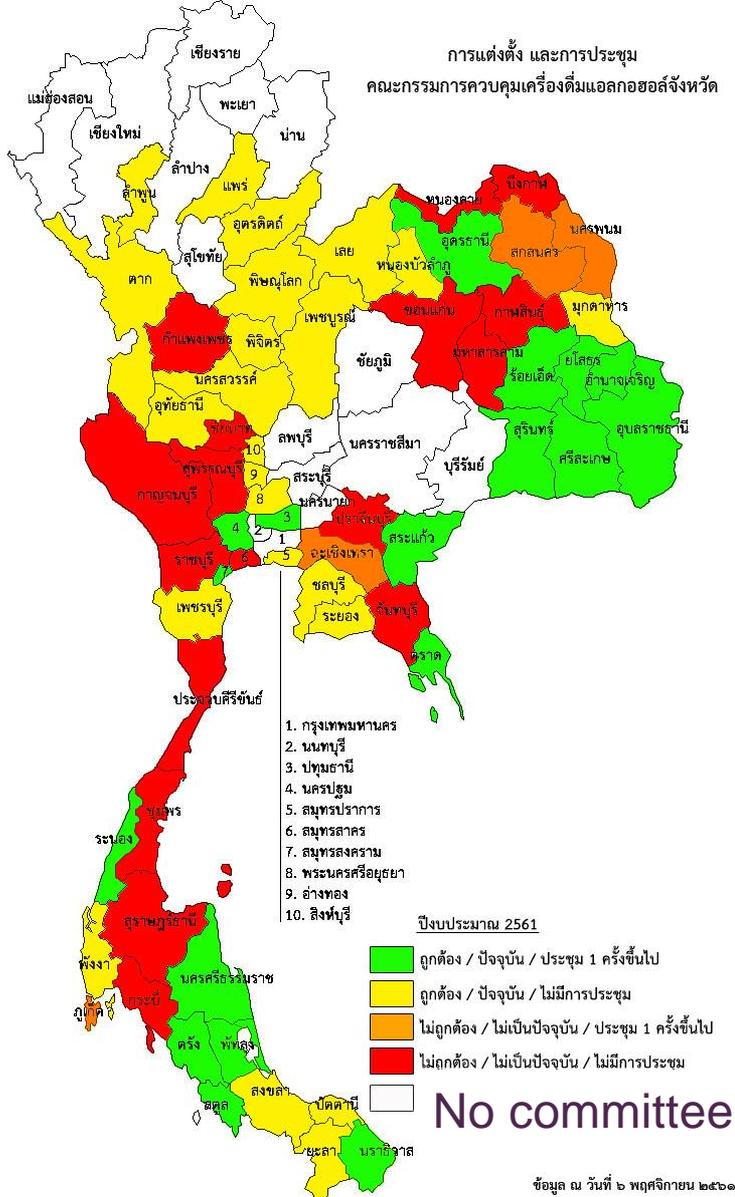
2017

- Recommendations for people who should not drink alcohol
- Excise Laws 2017
- Changes in Road Traffic Laws (BAC <20mg% for <20 years, drivers with temporary license, under suspension)
- Alcohol- & Tobacco-free educational institutes

การแต่งตั้ง และการประชุม
คณะกรรมการควบคุมเครื่องดื่มแอลกอฮอล์จังหวัด



Some limitations



- Provincial Alcohol Control Committee
 - 33 provinces (43%) submitted work reports (at 31 July 2018)
 - fully functioning committee and correct composition in 18 provinces
 - wrong committee composition, lack of representatives from civil society in the committee, no meeting
- Acts: Ambiguous wording, not user friendly, no public involvement
- Weak enforcement
- Poor database system of law violations
- No clear policy on alcohol outlet licensing

SURVEY OF PERCEPTION AND OPINION TOWARDS ALCOHOLIC BEVERAGE CONTROL ACT, B.E. 2008

(N=3028, >11yr, 12 provinces, 27 Jan – 4 Feb 2018)



Able to buy alcohol at prohibited premise in the past 3 months

4%



Able to buy alcohol during prohibited time in the past 3 months

65%



Saw youth under 20 years be able to buy alcohol in the past 30 days

33%



Saw sale promotion using prohibited practices in the past 30 days

13%

Among those who bought alcohol in the past 3 months

SURVEY OF PERCEPTION AND OPINION TOWARDS ALCOHOLIC BEVERAGE CONTROL ACT, B.E. 2008

(N=3028, >11yr, 12 provinces, 27 Jan – 4 Feb 2018)

Knew there are laws on...



Prohibition of sale at certain places: religious place, school, petrol station, etc.

92%



Prohibition of sale to youths under 20 years

89%



Prohibition of sale out of 11.00-14.00 & 17.00-24.00 Hr.

74%



Prohibition of ad. using outdoor billboard around school, univ.

56%



Prohibition of ad. on TV & radio

48%

SURVEY OF PERCEPTION AND ATTITUDES TOWARDS ALCOHOLIC BEVERAGE CONTROL LAWS

(N=3910, >15yr, 12 provinces, July-August 2018)

กฎหมายหรือมาตรการเกี่ยวกับเครื่องดื่มแอลกอฮอล์ที่มีการรับรู้ไม่ถึง 70%



การห้ามจำหน่ายเครื่องดื่มแอลกอฮอล์ลดราคา ซิงโซด ซิงรางวัล

Discount, lucky draw

รู้จัก 36.0%

ไม่รู้จัก 64.0%



การห้ามจำหน่ายแก่คนเมาหรือคนขาย

Sale to drunken

รู้จัก 45.9%

ไม่รู้จัก 54.1%



การจัดให้สถานบริการสาธารณสุขรักษาผู้มีปัญหาจากการดื่มเครื่องดื่มแอลกอฮอล์

Treatment centre

รู้จัก 55.9%

ไม่รู้จัก 44.1%



การห้ามโฆษณาโดยมีเนื้อหาเกินจริงเกินหน้าที่การงาน การมีร่างกายที่ดีขึ้นสรรพคุณหรือจูงใจให้ดื่ม

Over claimed Advertisement

รู้จัก 57.0%

ไม่รู้จัก 43.0%



การห้ามจำหน่ายเครื่องดื่มแอลกอฮอล์สถานที่ รวมถึงห้ามเร่ขาย เครื่องขายอัตโนมัติ

Mobile vendor, vending machine

รู้จัก 58.5%

ไม่รู้จัก 41.5%



การห้ามใช้นักกีฬา ดารา นักแสดงผู้มีชื่อเสียงจูงใจให้ดื่ม

Celebs, athletes in ad.

รู้จัก 65.7%

ไม่รู้จัก 34.3%



กำหนดเวลาให้โฆษณาทางโทรทัศน์ ในช่วง 22.00-05.00 น.

Advertising times

รู้จัก 65.9%

ไม่รู้จัก 34.1%



การห้ามโฆษณาบางส่วน ห้ามปรากฏยกเว้นการให้ข้อมูลข่าวสารเชิงสร้าง

Show drinking in ad.

รู้จัก 66.5%

ไม่รู้จัก 33.5%

ความเห็นต่อข้อความที่เกี่ยวข้องกับการดื่มเครื่องดื่มแอลกอฮอล์



Drinking is a personal issue, not affecting society

30.7%



35.2%



34.1%



Alcohol is necessary for social gathering

23.7%



31.5%



44.8%



Drinking alcohol is an ordinary activity

18.1%



32.3%



49.6%



Drinking increases risk of cancer

3.2%



25.5%



71.3%



Drinking increases risk of heart dz

2.0%



23.0%



75.0%



Drinking increases risk of cirrhosis

0.3%



10.0%



89.7%



Alcohol is a sig. problem in Thai society

2.6%



25.5%



71.9%



Drinking leads to other problems

0.8%



7.5%



91.7%



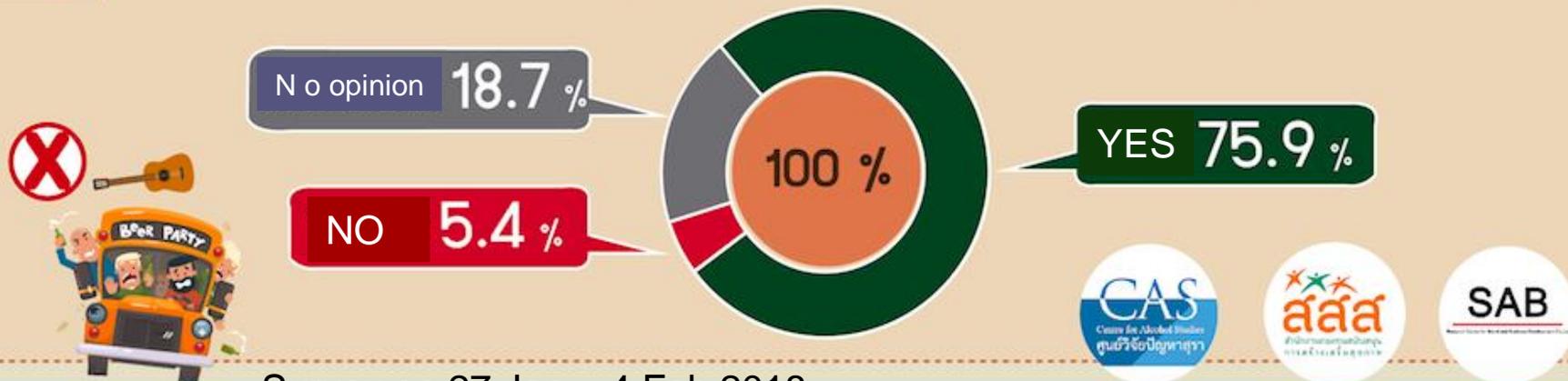
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Access to alcohol



4

It is necessary to have strict laws or interventions to control alcohol drinking



Survey on 27 Jan – 4 Feb 2018

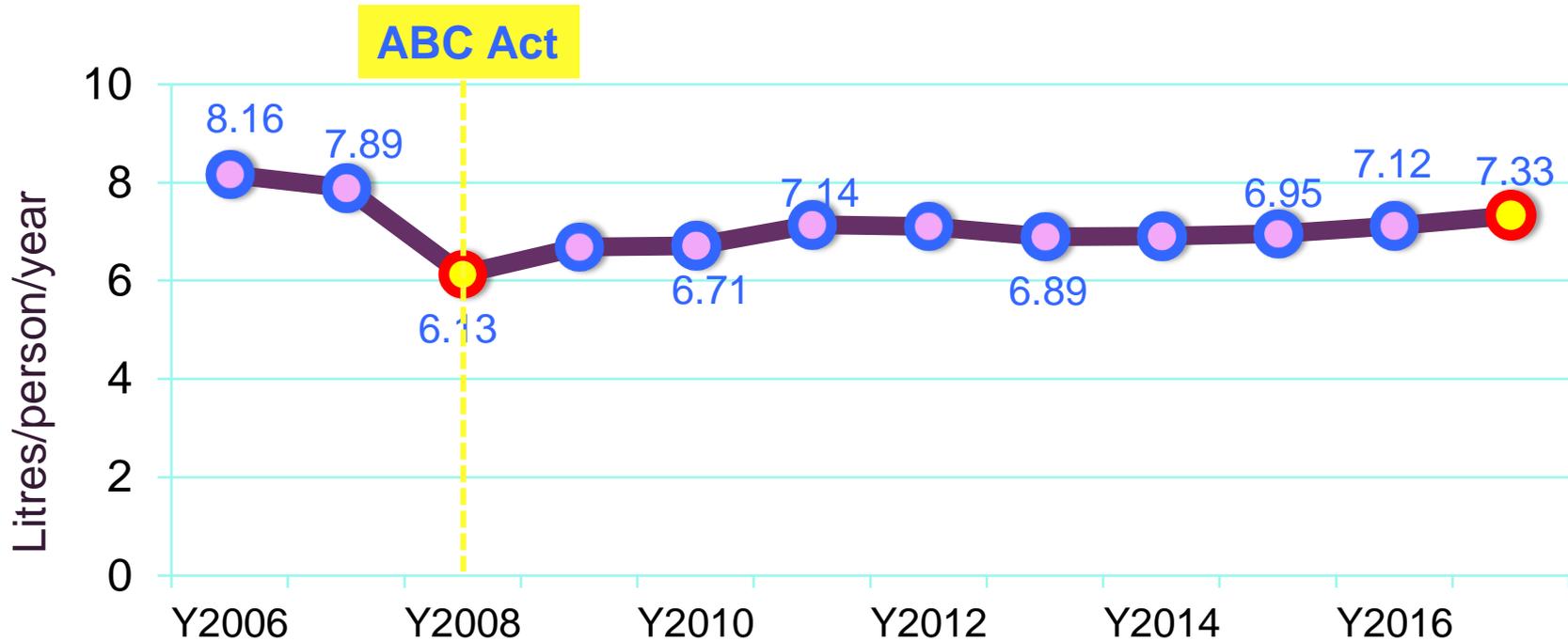
NATIONAL ALCOHOL CONTROL GOALS



-----GOAL----- -LATEST-

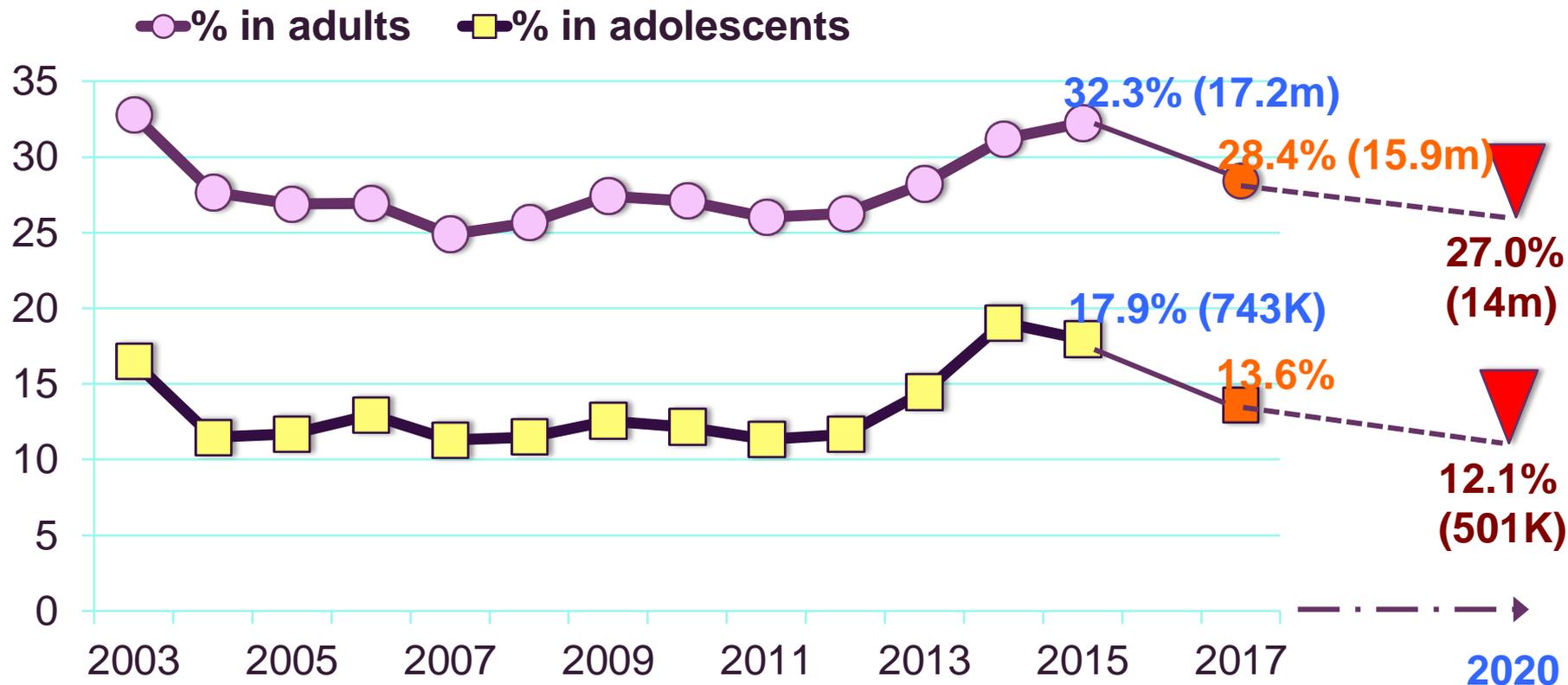
Indicator	Unit	Baseline (2007)	5-Y (2015)	10-Y (2020)	2017
Amount of consumption per adult population (APC)	Litre/person /year	7.71	7.71	7.32	7.31
Prevalence of drinking in adult population	%	30	28.5	27.0	28.4
Prevalence of drinking in adolescents aged 15-19 years	%	12.7	12.7	12.07	13.6
Proportion of regular drinkers among all drinkers	%	40.67	40.67	38.63	43.8

Recorded Annual Alcohol Consumption Per Capita (APC)



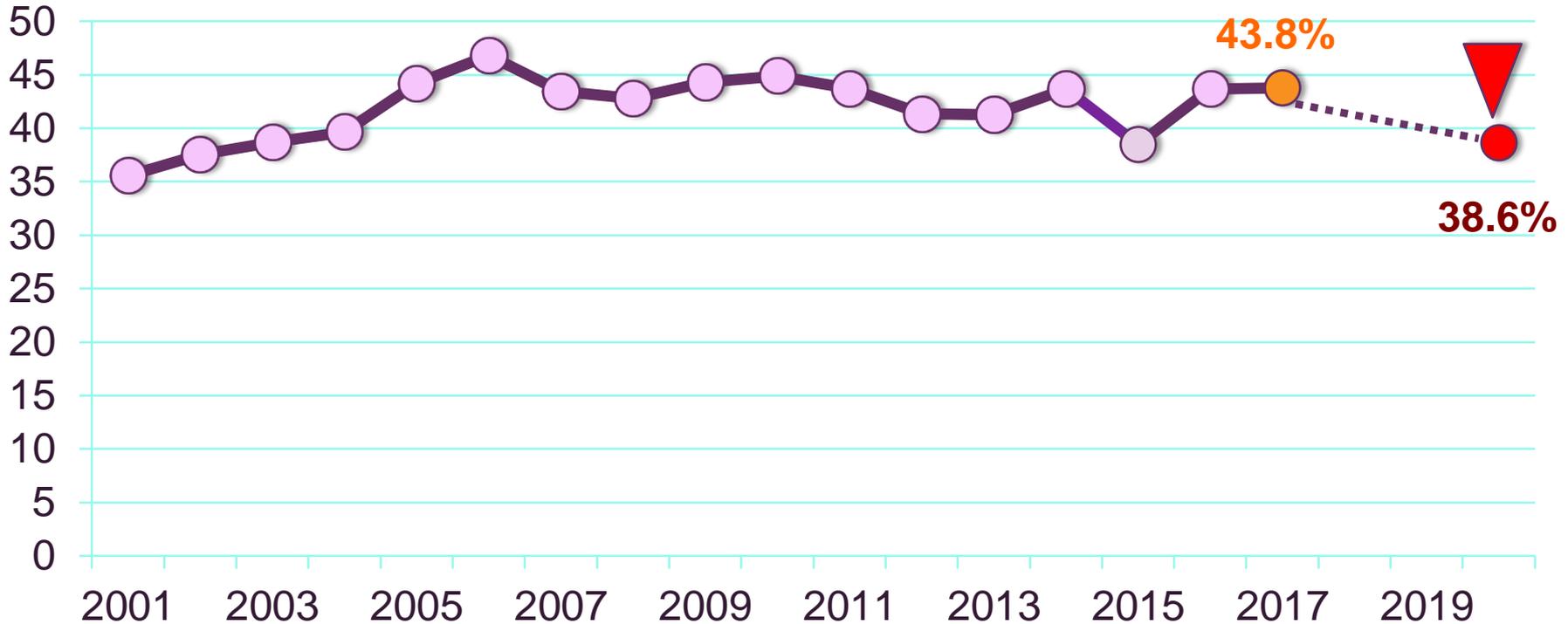
Source of data: Excise Department 2018, (not included import beer)

Prevalence of alcohol consumption in Thai population (Drinking in the past 12 months)



Source of data: National Statistics Office

Regular drinker (at least 1 time/week) among all drinkers (>15 years)



Source:

- The Health and Welfare Survey 2009, 2013, and 2015
- The Cigarette Smoking and Alcohol Drinking Survey 2007, 2011, and 2014



CAS

Center for Alcohol Studies

