

GAPA's key recommendations for the WHO decision to 'accelerate action to reduce the harmful use of alcohol 2022-2030'

Following a decision at the World Health Organisation 146th Executive Board WHO have started a two-year process to develop an action plan for the Global strategy to reduce the harmful use of alcohol. The following are the recommendations from the Global Alcohol Policy Alliance for that process. More comprehensive arguments are available in the longer document: GAPA Principles for Advocacy 2020-2022.

Opportunities for comment on the draft action plan will be in WHO Regional Committee meetings, October 2020 – March 2021; and a web-based consultation, April – June, 2021.

WHO action plan 2022-2030	
1. Reflect Global strategy guiding principles re conflict of interest in development of Action Plan	
GAPA requests WHO and Member States to heed the Guiding Principles laid out in the Global strategy and develop, incorporate, and operationalise clear conflict of interest guidelines in the action plan. GAPA further requests WHO and SAFER partners to support development and implementation of effective national alcohol policy free from industry influence.	
2. Reflect aspects of the Global Strategy calling for protection against conflict of interest in Secretariat activities	
GAPA requests WHO and Member States to strongly consider conflict of interest in the development and implementation of the proposed action plan, including details of meetings held between WHO Secretariat and the alcohol industry to be publicly available including records of participants, meeting costs, discussion topics and actions.	
3. Calling for improved implementation of the relevant parts of the FENSA document	
GAPA requests WHO and Member States to consider strengthening the provisions of WHO Framework for Engagement with Non-State Actors (FENSA) to include specific reference to alcohol industry in relation to conflict of interest, and to improve the implementation of FENSA.	
4. Focus on the global aspects of the Global Strategy	
GAPA requests WHO and Member States to underline need for global action and ensure that global action gets a prominent place in the action plan. GAPA requests the Secretariat to establish ongoing channels of communication with SAFER partners and Member States to achieve wide take up of the SAFER technical package and development of national alcohol regulations.	
5. Advocacy for the 'best buys' as part of Action Plan for Global strategy and beyond	
GAPA requests WHO and Member States to protect and promote the 'best buys' policy measures as the key elements of the action plan. Strengthening the work on the WHO SAFER package for	

supporting member states in implementing alcohol policy measures could be one aspect of this. WHO and Member states need to ensure that the best buys are not diluted in the action plan and civil society needs to be vigilant to advocate for the best buys.

6. Underline the changes since the Global Strategy was endorsed

GAPA encourages WHO and Member States to consider recent developments including with economic agreements, developments in digital platforms and the adoption of the Sustainable Development Goals (SDGs) that need to be factored in the development of the action plan. In parallel with the development and implementation of an action plan, Member States are requested to continue discussion on the need for a legally binding international mechanism.

7. Underline the unmet ambitions of the Global Strategy to support Low- and Middle-Income Countries.

GAPA requests WHO and Member States to place the need of LMIC for assistance in stemming the tide of alcohol to the forefront of the action plan. WHO needs to be resourced at all levels, including in regional and country offices, to be able to give substantial assistance to Member States to reduce alcohol harm through the implementation of SAFER including protection against conflict of interest.

Technical report on cross border marketing

GAPA requests WHO and Member states to give prominence to the technical report:

- Document contemporary developments in cross border alcohol marketing including the architecture of the digital ecology
- Ensure findings and implications from the technical report on cross border marketing are reflected in the Action Plan
- WHO and Member States: to initiate an inter-agency project with input from national regulatory authorities and public health to examine the implications of e-commerce rules for national governments' regulatory options to achieve effective restriction of alcohol marketing.

Adequately resource the work on the harmful use of alcohol

Member States are requested to provide funding commensurate with the health burden from alcohol for WHO to adequately resource the action plan now being developed. Recycling health taxes on alcohol is one viable approach.

Need for review of Global strategy and action plan before 2030

GAPA calls on member states for a resolution in 2022 calling for an Expert Committee and/or review in 2024 of the Global strategy to reduce the harmful use of alcohol and for such activities to include consideration of the necessity and feasibility of an international legally binding instrument to reduce harm from alcohol.

GAPA will participate constructively on the way forward

While GAPA will continue to advocate for an international control mechanism such as a Framework Convention on Alcohol Control (FCAC), we will be working constructively with our regional alliances, other civil society partners, Member States and WHO on accelerating actions to reduce alcohol harm.