

Cambodia: Working Together to Reduce Alcohol- Related Harm

Introduction

The Asia Pacific International Spirits and Wines Alliance (APISWA¹) is pleased to partner with the Ministry of Public Works and Transport (MPWT) and the National Road Safety Committee (NRSC) to support programs contributing towards road safety and reducing drunk driving road crashes in the Kingdom of Cambodia.

As international spirits and wines producers, we aim to foster an environment where legal spirits and wines can be enjoyed responsibly² in Cambodia. We believe that the responsible consumption of alcohol can be part of a balanced lifestyle, and are committed to fighting against harmful drinking. We support the Royal Cambodian Government's objectives to curb the harmful use of alcohol, further endorsing the World Health Organization's (WHO) goal to reduce harmful drinking by 20% by 2030³.

Since 2017, APISWA has played a proactive role in Cambodia in addressing alcohol-related harm, with a strong focus on prevention, in close partnership with the MPWT and NRSC, the Ministry of Education, Youth & Sport (MOEYS), and implementing partners. We acknowledge the value that a whole-of-society approach can bring in this regard⁴ and have shown a strong commitment to promoting a responsible drinking culture, tackling drink driving and youth drinking through our alcohol in society programs, as well as continuing to promote responsible marketing practices.

In this context, APISWA member companies wish to put a focus on the topic of minors accessing beverage alcohol products. Cambodia remains one of the few countries in the world without a minimum Legal Purchase Age (LPA)⁵. We strongly believe minors should not be drinking due to the harm associated with drinking at an early

age and its long-term impact on a child's development. APISWA member companies are strictly against youth drinking.

We welcome the recent announcement made by H.E. Senior Minister Sun Chanthol on the government's intention to set a legal minimum age limit for alcohol consumption⁶.

The introduction of an LPA provides an important protection when it comes to the sale and advertising of alcohol. In other jurisdictions, an LPA ensures that alcohol is not sold or willingly advertised to minors. More broadly, it supports efforts to address alcohol misuse, specifically, youth drinking and drinking driving amongst youth in Cambodia.

We support the adoption of an LPA set at 18 years old, which is consistent with most jurisdictions in the region and globally⁷.

As we move forward, we stand ready to support and work with the responsible line ministries and civil society to realize this important regulation. APISWA member companies believe that comprehensively tackling youth drinking is a shared responsibility, involving parents, schools and educators, governments, the alcohol industry, law enforcement and the hospitality industry.

TOGETHER, PUBLIC AND PRIVATE SECTOR AND CIVIL SOCIETY CAN COMBAT YOUTH DRINKING:

- Strengthening monitoring and enforcement of regulations
- Developing and promoting education campaigns for minors, parents, and other influencers
- Supporting health objectives to combat youth drinking and related harms

Drink Driving & Youth Drinking Trends in Cambodia

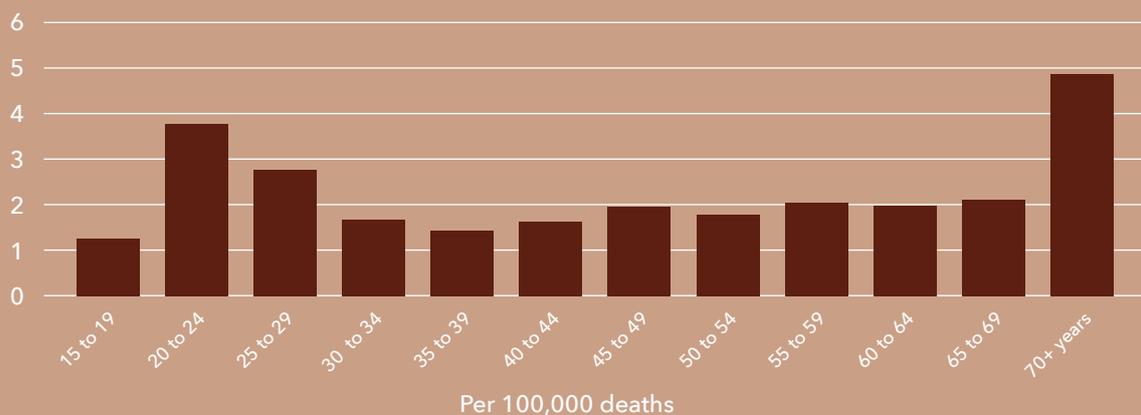
DRINK DRIVING TRENDS

One of the biggest threats facing young adults today is the risk of road crashes and injuries related to alcohol consumption. In the Asia Pacific region, road crashes claim the lives of 2,000 people each day; up to one-third of fatal road collisions involve alcohol as a contributing factor⁸. In Cambodia, an average of seven road crashes and five road deaths occur per day⁹ and the World Health Organization (WHO) estimates 13 percent of Cambodia's road traffic deaths involve alcohol¹⁰.

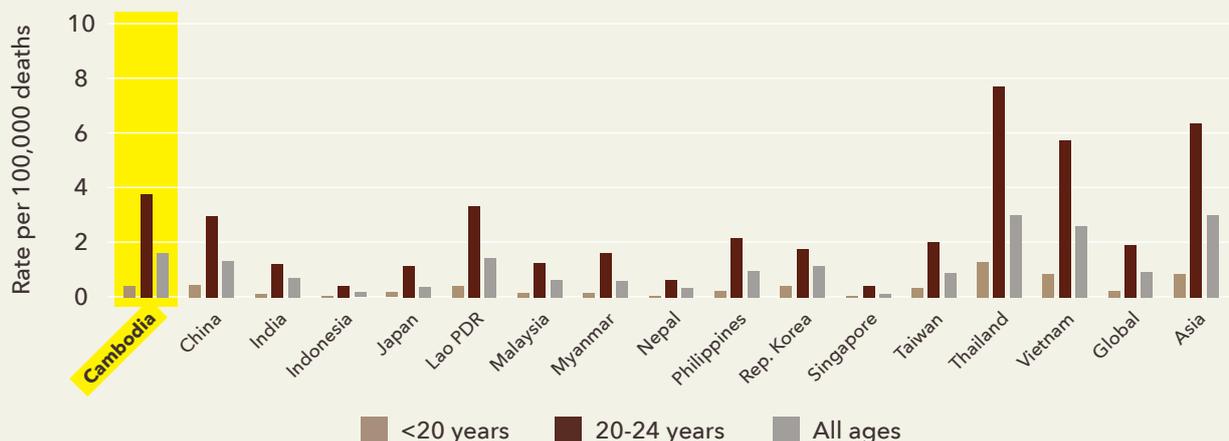


Those at highest risk are young, dynamic, and promising individuals who are just getting started on building their future. Trend indicates that young adults in Cambodia below the age of 20 and between 20 to 24 years old are disproportionately impacted by road crashes and injuries related to alcohol consumption as illustrated in the graphs below.

Alcohol-attributable deaths from road traffic injuries by age, 2019¹¹



Alcohol-attributable deaths from road traffic injuries by age, 2019 (per 100,000 deaths)¹²



CAMBODIA'S NATIONAL DECADE OF ACTION FOR ROAD SAFETY 2021 - 2030

Globally, the number of road traffic crashes remains unacceptably high, killing more than 1.35 million people, 90 per cent of those casualties occurring in developing countries, and representing the leading cause of death around the world for children and young people between 15 and 29 years of age¹³.



Against this backdrop, the United Nations (UN) General Assembly has renewed its commitment to improving global road safety and meet target 3.6 of the UN Sustainable Development Goal 3 on road traffic. Adopting the Global Plan for the Decade of Action for Road Safety 2021-2030, Member States are encouraged to ensure political commitment and responsibility at the highest possible level for improving road safety, and to develop and/or implement road safety strategies and plans with the involvement of all relevant stakeholders, including all sectors and levels of government¹⁴.

DECADE OF ACTION FOR **ROAD SAFETY**



2021 - 2030

The Decade of Action for Road Safety 2021-2030 aims to prevent at least 50% of road traffic deaths and injuries by 2030.



The Royal Government of Cambodia is determined to achieve the goal of reducing by half, road traffic crashes in accordance with the Global Decade of Action for Road Safety 2021-2030. **The NRSC is preparing its National Plan**, building on achievements from the previous decade, and addressing ongoing challenges¹⁵.



Will save at least 6,408 lives over the next 10 years

The goal and actions to be implemented under this National Decade of Action for Road Safety 2021-2030 will save at least 6,408 lives over the next 10 years.

IBC ROAD SAFETY WORKING GROUP

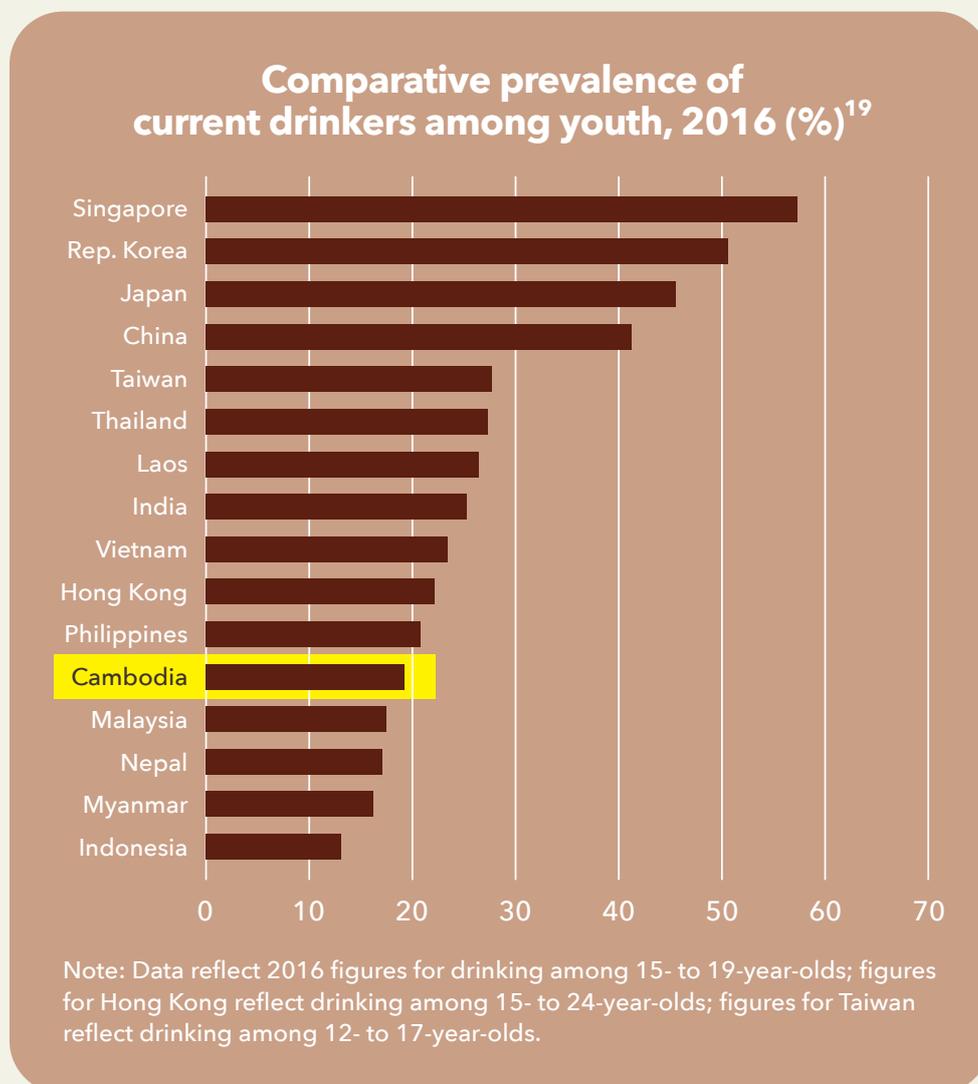


The International Business Chamber (IBC) Working Group on Road Safety was launched in January 2022 and aims to support the Royal Government’s goal to reduce deaths and injuries from road accidents by 50% by 2030. They have formerly partnered with the NRSC to help deliver Cambodia’s National Plan by promoting corporate

responsibility around road safety and advocating awareness with member company employees and within the community¹⁶. As a member of the Working Group, companies can make a commitment to road safety by driving internal change in their organization and supporting road safety initiatives led by the Working Group.

YOUTH DRINKING TRENDS

Observing national data, we can see that youth drinking is decreasing in most countries.¹⁷ It is important to note however, data availability on youth drinking is limited, especially in the Asia region¹⁸. Based on WHO estimates, the prevalence of youth drinking is lower in Asia than in other regions of the world as illustrated in the graph.



In Cambodia, data availability on youth drinking is a challenge, with historical or recent data not readily available to allow for the assessment of the situation at hand. Improved data collection is critical to being able to identify the most appropriate strategies to tackle youth drinking.



The latest available report by the WHO on alcohol use amongst youth in the West Pacific Region²⁰ indicates that Cambodia has comparably lower levels of recent use as defined by use of alcohol in the last 30 days²¹. The Report does however indicate that the median age of first drinking alcohol among those aged 10-19 years old is 17 for females and 16 for males in Cambodia. Similarly, a 2010 survey by the MOEYS of over 1,000 most at-risk young people aged 10-19 years found that amongst the surveyed group, levels of alcohol use were mainly associated with risky behavior and occupations²².

What Drives Youth Drinking

There are many potential drivers of youth drinking, and they differ from community to community. However, according to the IARD Trends Report on Underage Drinking (2019), researchers have identified several common factors that may have an important effect on when, if ever, young people start drinking and their drinking patterns²³.

These include:



THE ACCESSIBILITY OF ALCOHOL FOR MINORS



THEIR PERSONAL ATTITUDES TOWARDS DRINKING



THEIR FAMILY ENVIRONMENT, INCLUDING THE BEHAVIOR OF PARENTS AND SIBLINGS



THEIR CHARACTER TRAITS AND CONDITIONS, SUCH AS IMPULSIVITY AND HYPERACTIVITY



THE DRINKING BEHAVIOR OF THEIR PEERS



THEIR SOCIOECONOMIC STATUS (SES)

Source: IARD, 2019. "Trends Report: Youth drinking".
<https://www.iard.org/science-resources/detail/Trends-Report-Underage-Drinking>

Global Commitments to Reducing Harmful Drinking



APISWA is a proud member of the International Alliance for Responsible Drinking (IARD), an organization that is committed to reducing harmful drinking and promoting understanding of responsible drinking. Similarly, APISWA members are committed to building on these positive trends and actively support international goals to reduce harmful drinking.

This includes delivering on the recommendations presented to the sector in the United Nations 2018 Political Declaration on noncommunicable diseases, in particular by taking concrete steps towards eliminating the marketing, advertising, and sale of alcohol products to minors.

APISWA members have implemented some key global IARD standards²⁴ to reduce harmful drinking across the globe including:

GLOBAL STANDARDS FOR ONLINE ALCOHOL SALES AND DELIVERY

GLOBAL STANDARDS FOR INFLUENCER MARKETING

STANDARDS FOR ONLINE ALCOHOL MARKETING CHANNELS

IMPROVING CONSUMER INFORMATION ON LABELS



<https://iard.org/actions>

Working Together to Deliver Change



Since 2017, APISWA has been engaged in preventative programs that contribute to a reduction in alcohol-related harms. APISWA has worked in partnership with government partners and civil society stakeholders to implement programs that are evidence-based, impactful and adapted to the local context. This section presents a selection of the programs and their achievements.

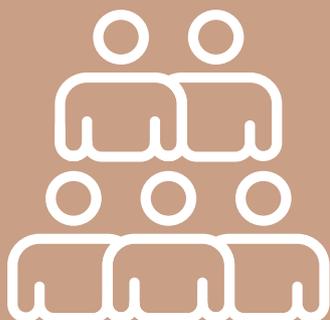
SMASHED



Smashed is a global preventative program intended to help delay the onset of early alcohol intake among young people. This program is delivering behavioral and attitudinal change around the world, engaging young people in a uniquely creative way.



In Cambodia, Smashed has been delivered in partnership with the MOEYS since 2017. Through theatrical performances, students aged 15-18 years old, learn about the dangers and potential consequences of youth drinking and drink driving. Exploring 'real life' scenarios, students learn to say no to youth drinking by understanding the role that peer pressure can play and as a result, how to make responsible choices around alcohol. From 2022, Smashed has also been made available as an online training module.



75,553 students
reached between 2017-2022
(excluding the pandemic years 2020 & 2021)

DRINKSAFE4KH



DrinkSafe4KH was APISWA’s first nationwide wide awareness campaign on drink driving in cooperation with the MPWT and the NRSC, supported by the Ministry of Information (MoI) and the MOEYS. Developing three video spots that highlight the consequences of drink driving, the campaign was aired on national television, acquiring pro-bono airtime, as well as through social media (Facebook and Youtube). It was further supported by static ads on key billboards and on Tuk Tuks in Phnom Penh.



Measuring the campaign’s impact, a population survey confirmed that after seeing the videos, 70% declared that if they drive, they will limit how much they drink.

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CAMBODIA RESPONSIBLE ALCOHOL MARKETING AND COMMUNICATION CODE OF CONDUCT



In 2017, APIWSA and the Ministry of Information signed the Responsible Marketing Code. The Code sets out the rules that apply to alcohol marketing, covering topics such as statements on alcohol strength, popularity, sexual success, irresponsible drinking and appeal to under 18s. The Code

represents a set of common standards supported by major international wine and spirits producers.

To support its dissemination, a dedicated “Alcohol Advertising” workshop was held in Phnom Penh, bringing together 150 government officials, media and industry representatives. The objective of the workshop was to share best practice and guidelines on responsible advertising, as well as the voluntary Code of Conduct on Advertising signed between APIWSA and the Ministry.



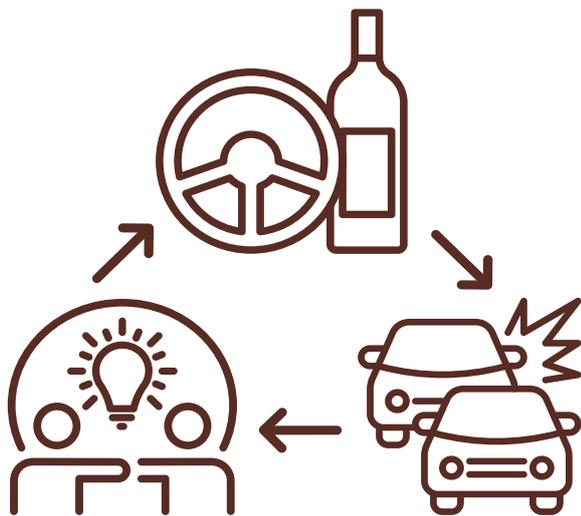
MARKETING SELF-REGULATORY CODES:

Marketing self-regulatory codes are an important demonstration of the industry's commitment to ensuring its marketing communications are social responsible.²⁵ They outline the highest standards that alcohol beverage companies apply to their marketing communications. There are many codes of practice for the self-regulation of marketing communications for beverage alcohol: they operate at company and sector levels and as part of national self-regulatory codes. Moreover, they not only apply to traditional marketing, but have been extended to online marketing and social media.²⁶



The Power Of No Campaign

Endorsed by the NRSC, APISWA has partnered with the IBC Road Safety Work Group and the Cambodia Automobile Association to launch the “Power of No” campaign, a digital public awareness campaign aimed at raising awareness amongst young adults of legal drinking age (18-30 years old) on the profound consequences of drinking and driving. It reinforces the message amongst young adults that drink driving is socially unacceptable, helping them make better-informed choices and, ultimately, saves lives.



The “Power of No” campaign represents a unique alliance of 28 partners representing multilateral organizations, community nonprofits, the private sector, governments, and civil society associations. This coalition may be a model for future public service initiatives by achieving regional influence while ensuring the campaign is tailored to local communities and context.

<https://www.power-of-no.org/cambodia>



Implemented in Cambodia, Laos, Malaysia, The Philippines, Thailand, and Vietnam, this groundbreaking social media campaign has reached over 30 million young adults of legal drinking age since launching in early 2022.

In Cambodia,
the campaign has reached
2.3 million
young adults.



Auto-Sobriety Training Program to Prevent Drink Driving



Delivered by CamSafe and the United Nations Institute for Training and Research (UNITAR),²⁷ "Auto-Sobriety"²⁸ is an education program to prevent alcohol-related traffic crashes and fatalities. The program aims at equipping road users with high quality science-based knowledge to empower them to make right decisions on roads through online and offline training tools in order to advance the UN Global Road Safety Performance Target 9: By 2030 halve the number of road traffic injuries and fatalities related to drivers using alcohol.



In Cambodia, the training will be delivered in 2023 to young adults at high schools and universities in Phnom Penh, Preah Sihanouk, and Siem Reap.

Footnote

1. APISWA members: Bacardi, Beam Suntory, Brown Forman, Campari, Diageo, Edrington, Moët Hennessy, Pernod Ricard, Remy Cointreau, and William Grant & Sons. For more information, visit: [Home - APISWA](#)
2. APISWA does not recommend that anyone drink alcohol for health benefits. However, for adults who choose to drink and are of legal drinking age, moderate drinking can be part of well-balanced lifestyle.
3. Global Alcohol Action Plan 2022-2030" (WHO, October 4, 2021),https://cdn.who.int/media/docs/default-source/alcohol/alcohol-action-plan/ada-action-plan-on-alcohol_second-draft.pdf?sfvrsn=a994ba7a_3&download=true.
4. UN Political Declaration on NCDs, 2018, art. 44 (b) - "Encouraging economic operators in the area of alcohol production and trade, as appropriate, to contribute to reducing harmful use of alcohol in their core areas, taking into account national religious and cultural contexts"
5. An LPA is a law that specifies the legal age when an individual can purchase alcoholic beverages
6. <https://www.khmertimeskh.com/501071434/law-to-curb-alcohol-abuse-still-up-in-the-air/>
7. Close to 80% of countries worldwide have an LPA at 18 years old. More information on Minimum Legal Age Limits can be found on IARD's Policy Table: <https://iard.org/science-resources/detail/Minimum-Legal-Age-Limits>
8. World Health Organization, 2018. "Global status report on road safety." <https://www.who.int/publications/i/item/9789241565684>
9. The Phnom Penh Post, 2021. "Cambodia averages seven road accidents, five road deaths per day." <https://www.phnompenhpost.com/national/cambodia-averages-seven-road-accidents-five-road-deaths-day>
10. World Health Organization, 2018. "Global status report on road safety." <https://www.who.int/publications/i/item/9789241565684>
11. Institute for Health Metrics and Evaluation (IHME), 2022. Global Health Data Exchange. <https://ghdx.healthdata.org/>
12. Ibid.
13. UNGA Resolution 74/299 on "Improving global road safety". N2022630.pdf (un.org)
14. Ibid.
15. The Phnom Penh Post, 2022. "2021-2030 road safety plan in the works". 2021-2030 road safety plan in the works | Phnom Penh Post
16. Khmer Times, 2022. "The International Business Chamber of Cambodia and the National Road Safety Committee sign a Memorandum of Understanding to strengthen road safety agenda in Cambodia"
The International Business Chamber of Cambodia and the National Road Safety Committee sign a Memorandum of Understanding to strengthen road safety agenda in Cambodia - Khmer Times (khmertimeskh.com)
17. IARD Trends Report Underage Drinking (2019). [trends-report-underage-drinking-2019.pdf](https://iard.org/trends-report-underage-drinking-2019.pdf) (iard.org)
18. Ibid. While data availability is improving over time, many countries - especially low- and middle income countries - do not yet have the historical and recent data to indicate trends in underage drinking
19. WHO-GHO, 2022. Alcohol, recorded per capita (15+) consumption (in litres of pure alcohol) (who.int)
20. The Western Pacific Region is one of the six regions of the World Health Organization. The Kingdom of Cambodia is located within the WHO's Western Pacific Region.
21. Young People and Alcohol: A Resource Book'. WHO West Pacific Region, 2015. <https://apps.who.int/iris/handle/10665/208202>
22. Ibid.
23. IARD is a not-for-profit organization dedicated to reducing harmful drinking and promoting understanding of responsible drinking. It is supported by the leading global beer, wine, and spirits producers. Home - International Alliance for Responsible Drinking (iard.org)
24. <https://iard.org/actions>
25. IARD, 2011. "Guiding Principles Self-Regulation of Marketing Communications for Beverage Alcohol" Guiding Principles_03.indd (iard.org)
26. <https://iard.org/science-resources/detail/Digital-Guiding-Principles-Self-Regulation-of-Mark>
27. The United Nations Institute for Training and Research (UNITAR) provides innovative learning solutions to individuals, organizations and institutions to enhance global decision-making and support country-level action for shaping a better future. <https://www.unitar.org/about>
28. UNITAR. Auto-Sobriety Training Programme to Prevent Drink Driving <https://www.unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/vr-training/auto-sobriety-training-programme-prevent-drink-driving>



Asia Pacific International Spirits & Wines Alliance

The Asia Pacific International Spirits and Wines Alliance (APISWA) proudly represents 11 global spirits and wine producers operating across the Asia-Pacific region. Our member companies include: Bacardi, Beam Suntory, Brown Forman, Campari, Diageo, Edrington, Moët Hennessy, Pernod Ricard, Proximo, Remy Cointreau and William Grant & Sons.

APISWA aims to foster an environment where legal spirits and wine can be enjoyed responsibly, and which supports a vibrant, sustainable, and responsible hospitality and tourism industry. APISWA is focused on protecting the interests and safety of consumers and on ensuring that alcohol is enjoyed in moderation, in ways that are appropriate to the local context and in line with international best practice.

<https://www.apiswa.org>

