



ALCOHOL PACKAGING IN AFRICA: SACHET BAN, ACCESS AND REFORMS

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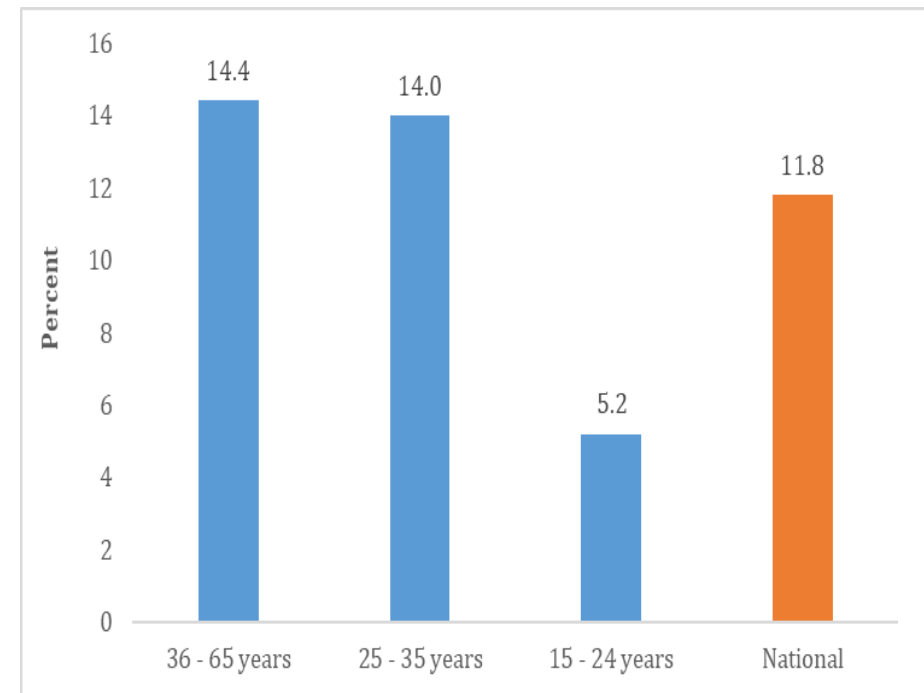
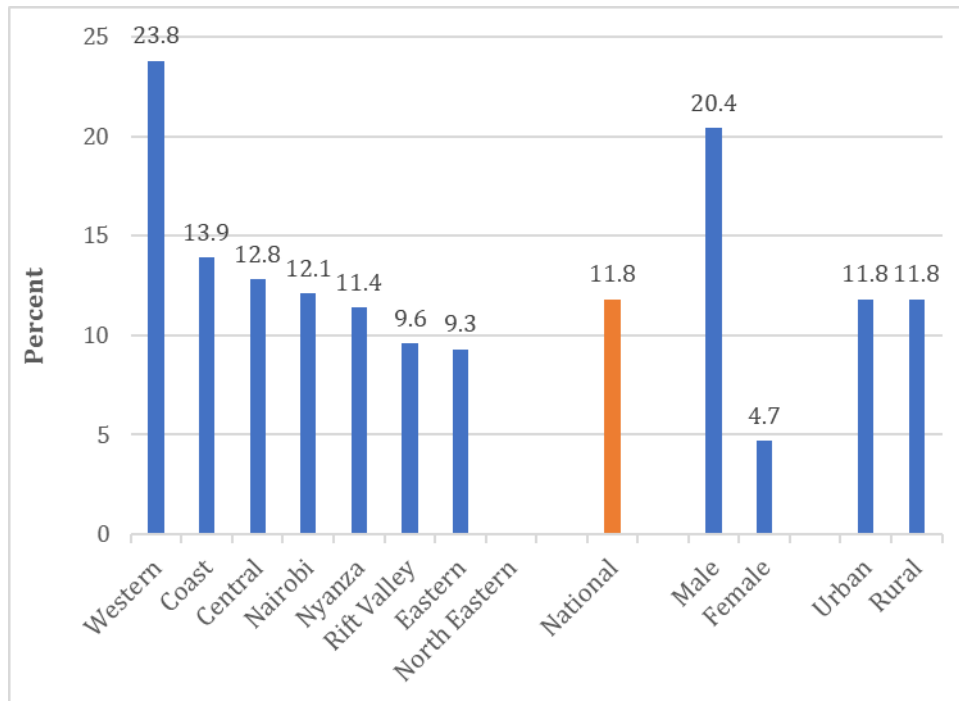
Introduction

- ☐ Alcohol remains the most widely consumed and commonly abused substance in Kenya posing major health, economic and social risks.
- ☐ 1 in every 8 Kenyans (3.2 million) consumes alcohol.
- ☐ 1 in every 20 Kenyans (1.36 million) addicted to Alcohol. (NACADA 2022)
- ☐ Minimum age of initiation to alcohol use is 7 years.

Background on alcohol use in Kenya

❑ Prevalence of current use of alcohol among Kenyans aged 15 – 65 years

❑ Prevalence of current use of alcohol by age category



Alcohol Control in Kenya

□ The Alcoholic Drinks Control Act (ADCA), 2010 was enacted to among others:

- **protect the health** of the individual;
- **protect** the health of persons **under the age of eighteen years** by preventing **their access** to alcoholic drinks;
- **Inform/educate** the public on the **harmful consequences** of the consumption of alcoholic drinks;
- **adopt** and **implement** effective measures to **eliminate illicit trade** in alcohol including smuggling, illicit manufacturing and counterfeiting; and
- **promote** and **provide** for treatment and rehabilitation programmes for those addicted or dependent on alcoholic drinks.

Section 31 of the ADCA (2010)

- ☐ Prohibits sale, manufacture, packaging and distributing of alcoholic drink in sachets and other prescribed forms.
- ☐ Provides for minimum packaging of alcoholic drinks in container of 250 mililitre;
- ☐ Prescribes that chang'aa (Traditional African Spirit) and distilled alcoholic drink be packed sold and distributed in glass bottles.

Labelling

- Act also requires that packaging of an alcoholic drink **bear a statement as to its ingredients** and **at least two of the health warning messages** in English or Kiswahili.
- 30% of total surface area of the package.



Sachet Ban

- ❑ Sachets banned amid rising concerns over easy and discreet access by youths and minors.
- ❑ Sachets made alcohol affordable for children, youth and low-income consumers resulting to early exposure and increase in consumption rate.
- ❑ Portability eased hidden consumption and made enforcement difficult.



Sachet Ban

- They are single-use creating an environmental hazard.



Reforms and Strengthened Regulation

- The National Policy for the Prevention, Management and Control of Alcohol, Drugs and Substance Abuse proposes extensive reforms:
- Raising minimum drinking/handling and purchasing age from 18 to 21.
- Banning online sales/advertising, home deliveries.
- Prohibiting promotional sales and free samples.
- Bans celebrity endorsements, promotion and advertising of alcohol.
- Restricting number of alcohol selling outlets in a locality based on population density.
- Strengthening tracking and tracing systems for alcoholic drinks and raw materials.

Gaps and Challenges

- ☐ Proliferation of counterfeit and illicit alcohol as well as unregulated traditional brews.
- ☐ Upsurge in online sale and home delivery of alcoholic drinks.
- ☐ Lack of harmonized laws within the East Africa bloc leading to alcohol tourism, illicit trade and increased consumption especially in border towns.
- ☐ Inadequate enforcement capacity, venality and weak regulation of outlets.

Recommendations

- Strengthen implementation and enforcement of labelling and packaging requirements.
- Support community education and rehabilitation programs.
- Invest in economic empowerment as alternative livelihoods to illicit brews.
- Enhance inter-state collaboration and harmonization of alcohol control laws and policies across the E.A.C to strengthen of cross border efforts in Alcohol Control.
- Strengthening compliance across informal markets.
- Monitoring and evaluating effectiveness of legislations and policy directions

Conclusion

- ❑ Sachet ban was a milestone in regulating alcohol packaging and limiting discreet access.
- ❑ However, did not fully address the challenge of access and affordability, especially by children.
- ❑ Need for stricter enforcement.
- ❑ Continued reforms and intensified creation of awareness essential to protect public health.



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