

ALCOHOL POLICY FOR THE NEW URBAN AGENDA



**Promoting safe, inclusive, enabling and diverse public spaces
to help build healthy cities for sustainable development**

IOGT International is the largest worldwide community of non-governmental organizations with a mission to independently enlighten people around the world on a lifestyle free from alcohol and other drugs.



HEALTHY CITIES. HEALTHY HUMANITY

The New Urban Agenda must be about harnessing the positive aspects and the potential of urbanization, while reducing the pitfalls and mitigating the negative aspects.

The New Urban Agenda is not just for the people inhabiting cities and towns, it's an agenda for the whole of humanity.

By the middle of the 21st century four out of every five human beings might be living in towns and cities.

Urbanization has become a driving force for and a source of development. Urbanization already displays its power to change and improve lives. At the same time it

creates cities in which slums host more than 50% of the urban population, in some parts of Africa.

Urbanization and urban development do matter. And the role cities play impacts not only the more-than-3.5 billion human beings who live in them; the role cities play impacts the whole of humanity, including the sustainable development agenda.

The New Urban Agenda is therefore a unique opportunity to forge a coordinated approach to promoting healthy lifestyles and urban environments that enable well-being.



HEALTHY PUBLIC SPACE. HEALTHY CITIES. SUSTAINABLE DEVELOPMENT

Well-planned urban development, especially with regard to public spaces, promises massive opportunities to solve health challenges comprehensively.

Public space is a cornerstone of urban development. Therefore, the promotion of healthy public spaces is essential to help build healthy cities for sustainable development.

Healthy public spaces are safe, inclusive, enabling and diverse.

It is through healthy public spaces that social justice, Human Rights, participation and citizenship and well-being are protected and promoted.

Alcohol policy measures should be part of the New Urban Agenda. They help facilitate:

1. Access to public space for a larger amount of vulnerable groups,
2. Quantity of public spaces in a given community, and
3. Quality of public spaces – also known as healthy public spaces.



SAFE PUBLIC SPACE. LIBERATED WOMEN

Safe public space is a Women's Rights issue. Evidence shows that alcohol is a tremendous obstacle to women's safety and freedom in public space.

The New Urban Agenda needs to address this in order to liberate and empower women.

Alcohol policy measures provide solutions.

- In India: infamous gang rape perpetrators are frequently under the influence of alcohol.
- In Australia: 40% of all cases of physical and/ or sexual assault of women are alcohol-related.
- In Cambodia: 83% of beer girls are subject to unwanted sexual contact.
- In New Zealand: more than one in ten women in the age group of 14 to 19 reported that they had been physically assaulted, and one in five women aged 14 to 19 had been sexually harassed in the previous 12 months, by someone who had been using alcohol.
- In Europe: 29% of alcohol users in European nightlife used alcohol specifically to facilitate sexual encounters.



INCLUSIVE PUBLIC SPACE. HEALTHY ADOLESCENTS

Inclusive public space is a youth rights issue. Evidence shows that alcohol-related exclusion from public space is a tremendous obstacle to adolescent's health and well-being.

The New Urban Agenda needs to address this in order to foster healthy adolescence.

Alcohol policy measures provide solutions.

- In Sweden, 21% of adolescents between the ages of 16 to 19 say that they only use alcohol because there is nothing else to do during their leisure time.
- In Sweden, 87% of adolescents agree/ partly agree that alcohol makes public space unsafe. 80% say that alcohol-free public space feels safe.
- And more than 50% of Swedish youth says that alcohol-free leisure time activities are more fun.
- 55% of adolescents in Sweden say that they stay away from public space because of alcohol.
- High densities of alcohol outlets are associated with increased binge consumption and a range of alcohol harms, such as violence, road traffic injuries or sexually transmitted infections.



ENABLING PUBLIC SPACE. PARTICIPATORY SOCIETY

Enabling public space is a fundamental cornerstone of sustainable urban development. Evidence shows that environments play a major part in determining health and other social outcomes in human interaction.

Enabling public space is about the absence of violence and the presence of opportunity to engage in creative ways with different people and ideas.

The New Urban Agenda needs to address this in order to foster participatory urban societies.

Alcohol Policy measures do provide solutions.

- In England: One in five adults have been harassed or insulted on the street by someone

who has been consuming alcohol.

- In Ireland, 2011, every second person had experienced alcohol-related intimidation, threat or violence.
- 45% of Irish people say they decided to walk a different way due to fear of people who had used alcohol, or of places where alcohol use is very common.
- In England and Wales in 2015, 70% of all violent incidents which took place in public spaces were alcohol-related.
- In a United States community sample of 8 to 30-year-olds, almost 25% of men and 12% of women had experienced violence or aggression in or around a licensed bar during the previous year.



DIVERSITY FOR DEMOCRACY, NOT JUST FOR CONSUMERISM

Participation in public space, the exchange of ideas, engaging in dialogue are important both for community development and the well-being of citizens.

Alcohol marketing in public space is pervasive and fuels social injustices, erodes communities' resilience and undermines sustainability. The proliferation of corporate messages glamorizing consumerism has fueled obesity, eating disorders, early uptake and binge alcohol consumption, the acquisition of materialistic values, youth violence, family stress, and precocious sexuality.

Public spaces that celebrate and engender diversity beyond corporate communication provide meaning and strengthen democracy.

- Greater concentration of alcohol establishments in an area is associated with more alcohol marketing but also with increased prevalence of violence.
- Youth who saw more alcohol advertisements consumed more on average, each additional advertisement seen increasing the number of drinks consumed by 1%.
- Greater exposure to alcohol advertising contributes to an increase in alcohol use among underage youth. For each additional dollar per capita spent on alcohol advertising in a local market (above the national average of \$6.80 per capita), young people consumed 3% more.



ALCOHOL POLICY SOLUTIONS FOR THE NEW URBAN AGENDA

Alcohol harm is a paramount obstacle to sustainable development in general, and to urban development and healthy cities in particular.

Alcohol price regulation

- An analysis of 112 studies on the effects of alcohol tax increases confirmed that **when taxes go up, alcohol use goes down**, and incidents of violent crime are reduced.
- In the United States during the mid-80s, 1% increase in the price of an ounce of pure alcohol was found to decrease the probability of intimate partner violence by 5%.
- In the United States it has been estimated that a 10% increase in beer price would reduce the number of college students involved in violence by 4%.



ALCOHOL POLICY SOLUTIONS FOR THE NEW URBAN AGENDA

The New Urban Agenda ought to address alcohol as the risk factor it is. And the New Urban Agenda should utilize the potential of alcohol policy measures to help build healthy cities, for sustainable development.

Alcohol availability regulation

- An ecological study of the association between outlet density and Interpersonal Partner Violence in Sacramento, California found that each **additional “off premise” alcohol outlet increased IPV** related calls to the police by 4%.
- In 2015 in Sydney, Australia, lockout laws and alcohol restrictions have driven assaults down by 40%.
- In Diadema, Brazil, the ban on alcohol sales after 11PM helped prevent an estimated 273 murders over a two year period.
- In Australia, extended licensing hours in public houses are associated with increased alcohol consumption and more violence.
- In communities in the United States, restricting access to alcohol for adolescents reduced disorderly conduct violations among 15 to 17-year-olds.

www.iogt.org



IOGT International is the premier global interlocutor for evidence-based policy measures and community-based interventions to prevent and reduce harm caused by alcohol and other drugs.

