

# STRATEGIC PLAN 2019 - 2022

adopted by the World Congress at its 69th Session  
on 5 August 2018 in Sigtuna, Sweden

## Introduction

Alcohol and other drugs are obstacles to development – on personal, community, societal and global level. Harmful substances, especially alcohol, are among the foremost underlying causes of premature death, disease, injury and violence, disability and quality of life years lost. Their damage reaches far beyond health concerns, affecting human beings' potential, families' wellbeing, communities' resilience, socio-economic prosperity, sustainable development and global justice and Human Rights.

In 2015, governments of the world have recognized this through the adoption of the United Nations 2030 Agenda. Governments have committed themselves to “strengthen the prevention and treatment of substance abuse, including narcotic drugs and harmful use of alcohol.”

Therefore, this Strategic Plan comes at a critical moment time. The imperative for action has never been stronger. It is our ambition with this Strategic Plan to build on the momentum, to lead civil society and foster transformative change for people, communities, societies and our planet – all burdened by the pervasive harm from alcohol and other drugs.

This Strategic Plan is rooted in an analysis of the world around us. From this analysis we have developed a theory of change. We have asked: What is the main problem we are addressing? What are its consequences and what are the root causes of the main problem? This analysis allowed us to define and map the concrete solutions. Our Theory of Change is thus a comprehensive description and illustration of why and how the change we want to effect is expected to happen through the contribution of our work.

Therefore this Strategic Plan comprises six areas of strategic action:

1. Social Movement
2. Advocacy
3. Expose Big Alcohol
4. Raise awareness
5. Shatter the alcohol norm
6. Treatment and recovery

## The Movendi International Platform

### Our Vision

Movendi International's vision is a life for all human beings free to live up to their fullest potential, and free from harm caused by alcohol and other drugs. It's a world of peace, democracy and justice where free and healthy citizens actively contribute in all levels of society.

### Our Mission

Movendi International's mission is to unite, strengthen and empower civil society to tackle alcohol and other drugs as serious obstacles to development on personal, community, and societal and global level.

Movendi International advocates comprehensive and evidence-based solutions consisting of public policy measures as well as scientific research, prevention, education and awareness raising, capacity building and treatment and rehabilitation.

Movendi International promotes a lifestyle free from alcohol and other drugs.

### Our Values

#### Human rights and global solidarity

Movendi International is a global community and movement of human rights defenders resting on the principles of international solidarity, the universality and indivisibility of human rights, independence, democracy and mutual respect.

#### Compassion

Movendi International believes that each human being is unique and has an infinite value. Everyone is entitled to personal freedom and is obliged to work for the improvement of the quality of life of all people.

#### Peace and sustainable development

Movendi International works for peace by promoting sustainable development and protecting human rights and human dignity. Furthermore, Movendi International advocates the peaceful settlement of conflicts between individuals and groups. Member organizations are encouraged to work towards peace among nations.

#### Democracy

Movendi International fosters active citizenship and community engagement in order to promote democracy at all levels of society.

## Movendi International's Theory of Change



### Our context analysis

Almost two-thirds of the global adult population chooses not to use alcohol in any given year. Nevertheless, the alcohol use of one-third of the global adult population – fueled by an ever more aggressive alcohol industry – causes tremendous harm and costs.

### **Alcohol use results in a significant health, social, economic and Human Rights burden on society at large.**

- Alcohol kills 3.3 million people worldwide every year. This represents 5.9 % of all deaths.
- Alcohol consumption is a causal factor in more than 200 disease and injury conditions.
- "Alcoholic beverages are carcinogenic to humans." – established the International Agency for Research on Cancer (IARC) in 1988.
- There is a causal relationship between alcohol use and a range of

mental and behavioral disorders, other Non-communicable conditions, such as cancer, cardiovascular disease, diabetes, as well as injuries.

- There is a causal relationship between alcohol use and incidence of infectious diseases such as tuberculosis as well as the course of HIV/AIDS.
- Overall 5.1 % of the global burden of disease and injury is attributable to alcohol, as measured in disability-adjusted life years

### **Alcohol harm is a tremendous burden on the young people of the world:**

- Alcohol consumption causes death and disability early in life – relative to other health hazards. In the age group 20 to 39 years of age about 25% of the total deaths are alcohol-attributable.

Beyond health consequences, alcohol harm causes significant social and economic losses to people, their communities and society at large. Alcohol's harm to others affects family members, friends, co-workers and strangers. Some examples are emergency room staff, police, taxi drivers, children from families with parental alcohol problems, children born with fetal alcohol syndrome, road traffic fatalities, or alcohol-related violence – especially gender-based violence.

- Up to 80% of gender-based violence can be alcohol-related.
- Alcohol is a major obstacle to sustainable development and economic prosperity.
- Alcohol is the leading risk factor for death and disability among people aged 15 to 49 years worldwide. This is the age range when people are typically at their most productive economically.
- The economic burden of alcohol worldwide is substantial, accounting for up to 5.44% of Growth Domestic Product in some countries.

## The main problem

Harmful substances are major obstacles to sustainable development - on personal, community, and societal and global level. The higher consumption, the more harm.

The consequences from this problem are serious, severe and pervasive on all four levels.

## Serious, severe and pervasive consequences on all levels

- Human being  
Harmful substances negatively affect the quality of life and limit and erode human potential by adversely affecting health and well-being; by decreasing community engagement; and by undermining the person's ability and opportunities to live up to one's full potential.
- Community  
Harm to others from alcohol and other drugs, such as domestic violence, child neglect or unsafe public space, hinders communities from thriving by fueling social exclusion; by driving inequalities within and among communities; by jeopardizing community resilience and well-being; and by eroding communities' human capital.
- Society  
Beyond the health and societal dimension, there is an economic dimension to harmful substances. For example, alcohol costs any society more than the alcohol trade adds to the respective economy. Alcohol harm undermines economic productivity and development as the leading risk factor for death and disability among 15 to 49-year olds, and substance use disorder likely results in billions of dollars of lost wages. The alcohol industry externalizes most of these costs leaving societies, communities, and people behind while raking

in windfall profits. For instance, in South Africa, the cost of alcohol harm was calculated to be as much as 12 % of the growth domestic product. In the European Union for instance, alcohol harm costs €156 billion every year.

- Global justice, development, peace
- 14 out of 17 UN Sustainable Development Goals are adversely affected by alcohol-related harm – constituting a massive obstacle
- o To ending poverty and hunger,
  - o To achieving gender equality,
  - o To ending violence against women and children,
  - o To promoting health for all,
  - o To creating inclusive communities,
  - o To protecting precious water and food resources
  - o To achieving quality education for all, and
  - o To promoting just and peaceful societies with democratic

Gigantic transnational corporations have institutionalized unethical business practices putting profits over Human Rights and undermining public policy processes and exploiting the most vulnerable people, communities and countries.

## The root causes

The root causes to the main problem lie in several areas:

### 1. Weakness of the social movement

Social movement for alcohol-free lifestyle, curbing alcohol industry and advocating for and safeguarding alcohol policy implementation is too weak and shattered to be able to balance out the current forces fueling alcohol consumption.

### 2. Lack of legislation

Absence of effective, evidence-based, population-level alcohol policy measures and laws caused by lack of knowledge and political will among decision-makers

### 3. Corporate political activity

Aggressive lobbying and other political activity of the alcohol industry in public policy-making processes and unethical business practices in areas such as marketing, science or corporate social responsibility;

### 4. Alcohol norm

The reign of the current pervasive alcohol norm fueled by anecdotal rather than scientific evidence; The current norm is glamorizing

alcohol use and fueling the alcoholization of all social events; it is giving unfair and illogical privileges to those under the influence of alcohol and it helps excusing otherwise unacceptable behavior. The current alcohol norm is driving ever increasing physical, social, economical and psychological availability of alcohol. And it is fueling the stigmatization of alcohol-free choices as well as of people who have alcohol use disorders. The dominance of anecdotal evidence over scientific evidence and significant incoherence between the scientific evidence about prevention and health promotion on one hand and the applied prevention methods on the other hand are contributing to the current situation.

## **5. Absence of treatment and recovery services**

The lack of help and support for everyone who needs help with substance use disorders;

## **6. Inability to recognize the real effects of harmful substances**

The persistence of alcohol myths and the general illiteracy about corporate tactics, as well as the lack of awareness about the real effects of harmful substances and solutions to the problem;

## **Our solutions**

In order to facilitate development on all four levels, countries need to reduce per capita alcohol use by 10% by 2025 and the right of children, youth and adults to abstain from alcohol needs to be protected in order to (at least) maintain abstention rates at current level (62% global population abstains from alcohol).

We need to continue building and leading a strong, modern, vibrant, diverse, inclusive and innovative social movement that promotes and celebrates alcohol-free lifestyle choices, advocates for evidence-based alcohol policies and exposing the alcohol industry.

This movement shall work for implementation of the three best buys in alcohol policy; for an increase of public awareness and recognition of alcohol related harm; for making the alcohol-free lifestyle attractive and for encouraging quitting alcohol; for enabling treatment and recovery for everyone who needs it and for counteracting economic forces promoting alcohol use.

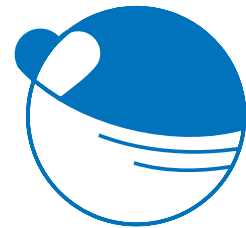
## Movendi International's Strategic action areas

In order to achieve our goals, this Strategic Plan is based around six strategic action areas (six solutions for six problems), all of which are interconnected. Our success in the era of sustainable development depends on two things: a) our expertise and best practice know-how in addressing the main problem in a comprehensive manner; and b) our ability to work across sectors and policy areas, to engage with the world around us and catalyze dialogue and joint solutions to common challenges.

-  **Social Movement**
-  **Advocacy**
-  **Commercial Determinants of Health and Development**
-  **Alcohol norm**
-  **Treatment and Recovery**
-  **Awareness and discourse**







## Social movement

### External dimension:

Inspire, unite, and lead the global movement to tackle harmful substances as obstacles to sustainable development, comprising all aspects and a diverse range of stakeholders

Movendi International will:

- Create and promote a common narrative for the movement to tackle harmful substances as obstacle to development and elevate voices of affected people and communities.
- Convene a diverse range of stakeholders and foster coalition-building across the fields of prevention, recovery and sobriety as well as policy advocacy
- Continue to grow its membership on all continents

### Internal dimension:

Strengthen and utilize the capacity of Movendi International Member Organizations and their civil society partner organizations and alliances at local, national and regional levels

Movendi International will:

- Develop geographic and/ or topical hubs to inspire joint action, facilitate capacity development, stimulate global exchange and serve as a training ground for workshops and sharing of good practices
- Provide an increased portfolio of capacity development services for members including tools and guidance documents, technical assistance, training workshops, seed grant programs, networking and twinning initiatives;
- Design tools and trainings and implement events to galvanize best practice implementation



## Advocacy

### External dimension:

Lead global advocacy to hold UN agencies and governments accountable to fulfill their political commitments especially those enshrined in the Agenda 2030, in the WHO Global NCDs action plan and in the WHO Global Alcohol Strategy. It's the goal of the global Movendi movement to work towards a legally binding international agreement on alcohol, a Framework Convention on Alcohol.

Movendi International will:

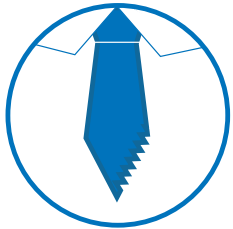
- Build capacity for and guide regional, national and local advocacy for Human Rights-based and evidence-based policies
- Partner with decision-makers to enable implementation and enforcement of the alcohol policy best buy measures
- Catalyze dialogue about and elevate the visibility of alcohol policy solutions within high-level global and regional political processes across policy areas
- Support the delivery of WHO and other UN agency commitments to prevent and reduce harm from alcohol and other drugs

### Internal dimension:

Effectively connect all levels of the Movendi movement's advocacy work and host an inspiring advocacy platform

Movendi International will:

- Build capacity of Member Organizations for their regional, national and local advocacy work and support with advice, know-how, and relevant contacts and resources
- Develop policy analysis, publications and briefs on relevant and timely issues to support advocacy, policy and practice among the Movendi International membership;
- Facilitate participation and engagement of grass-roots activists in UN processes
- Establish and coordinate a network of Movendi advocacy champions



## Commercial determinants of health and development

### External dimension:

Counter-act the economic forces that promote alcohol use

Movendi International will:

- Safeguard democratic institutions and public policy processes from undue influence of the alcohol industry and expose potential conflicts of interest
- Reveal harmful tactics by collecting, curating, presenting and spreading examples and case stories of unethical alcohol industry practices
- Debunk myths, increase corporate literacy, and create public discourse about alcohol industry tactics and practices

### Internal dimension:

Institutionalize an effective mechanism to respond to unethical corporate practices worldwide

Movendi International will:

- Coordinate and support Member Organizations in the collection and curating of case examples of alcohol industry practices
- Provide support to Member Organizations in responding to Big Alcohol
- Empower members to recognize, debunk and debate alcohol industry myths



## Alcohol norm

### External dimension:

Promote the attractiveness and the benefits of the alcohol-free choices and lifestyle

Movendi International will:

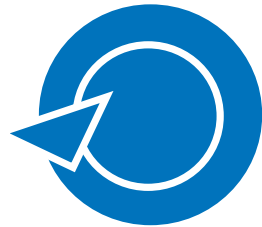
- End the stigma attached to alcohol-free lifestyle choices by flipping the script and communicating the positive effects of these choices
- Tell the stories of people from around the world living free from alcohol
- Question illogical and unfair advantages attached to alcohol use, call out the alcoholization of all social events and challenge the glamorization of alcohol
- Promote the right of children, adolescents and youth to grow up in alcohol-free environments

### Internal dimension:

Increase the availability of alcohol-free environments in communities around the world

Movendi International will:

- Support Member Organizations in promoting an attractive image and narrative of sobriety, including Magic Drink and how to create truly inclusive and attractive environments for all
- Exchange best practices and inspiration to attract more members and supporters
- Initiate and collaborate in projects and events that increase the number of alcohol-free environments in communities worldwide
- Celebrate Global Drink Revolution Day on October 3, every year



## Treatment and recovery

### External dimension:

Enable treatment availability and foster recovery for all affected by substance use disorders

Movendi International will:

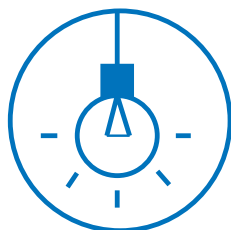
- Advocate for greater investment in community-based services such as mental health care and others
- Protect and promote the right of people suffering from substance use disorder to access treatment, fully recover and integrate in the society
- Protect and promote the right of children from families with parental substance use problems to receive help and support
- Establish a global coalition for early screening and brief interventions

### Internal dimension:

Enhance the Movendi International movement's ability to support people in overcoming substance use problems

Movendi International will:

- Foster best practice exchange and scaling up of best practices for our membership to reach and help more vulnerable children, adolescents and youth
- Mobilize Member Organizations for mutual help work, including self-help groups and family clubs
- Produce and disseminate manuals for rights-based and effective treatment and recovery best practices



## Awareness and discourse

### External dimension:

Increase public awareness and recognition of the real effects of harmful substances

Movendi International will:

- Support research on harmful substances and effective prevention, treatment and recovery as well as policy solutions and foster its translation into action
- Develop influential papers and publications with strategic civil society and academic partners exploring different aspects of and solutions to harm caused by alcohol and other drugs
- Establish the Movendi International website as a global hub for cutting-edge expertise, analysis, opinion and best practices concerning alcohol and other drugs

### Internal dimension:

Foster best-practice exchange to enable use of the most effective and innovative methods and tools

Movendi International will:

- Conduct joint actions to address different aspects of harm caused by alcohol and other drugs
- Promote evidence-based interventions and innovative tools for the prevention of harmful substances and foster exchange and scaling-up
- Share success stories of Member Organizations in developing and implementing innovative prevention programs and campaigns.