



STRATEGIC PLAN 2023 - 2026

Alcohol prevention

Strategic Plan 2023 - 2026

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FOREWORD

We all want to see our communities and societies thrive. This will happen when we create environments that enhance people's well-being, social connections, and fair access to our common resources. But sustainable development remains out of reach for many. A big reason for that is the harms caused by alcohol companies. The alcohol industry, exactly like Big Tobacco, is deploying a range of strategies that put their own profits before people. The products and practices of alcohol companies cause cancer and fuel violence, for instance. Big Alcohol lobbies against any attempt to develop policy solutions that would protect people from alcohol harm. Alcohol companies and their front groups interfere in countries all around the world jeopardizing people's well-being, social connections, and fair access to our common resources.

Simply said: The products and practices of alcohol companies cause severe and pervasive harm. Alcohol is a major obstacle to development – on personal, community, societal and global level.

That's why we need to address alcohol as obstacle to development. We have a set of proven alcohol policy solutions that help protect people and communities. We want to see full implementation of solutions such as higher alcohol taxation, lower alcohol availability, and bans of alcohol advertising. They help ensure thriving communities and societies with health and development for all.

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INTRODUCTION

Alcohol is one of the leading causes of premature death, disease, injury and disability, and loss of quality of life years. The damage caused by the alcohol industry reaches far beyond health concerns, affecting human beings' potential, families' wellbeing, communities' resilience, socio-economic prosperity, social capital, sustainable development and global justice and Human Rights.

In 2015, world leaders recognized this through the adoption of the United Nations 2030 Agenda. Through adopting the 17 Sustainable Development Goals, governments have committed themselves to strengthen the prevention and treatment of harm due to alcohol.

In May 2022, the World Health Assembly reaffirmed global commitment to accelerate action on alcohol harm as health and development priority by unanimously adopting the WHO Global Alcohol Action Plan to improve implementation of the WHO Global Alcohol Strategy. The period since the adoption of the Global Alcohol Strategy in 2010 has been a lost decade for alcohol policy. Between 2010 and 2022, countries achieved no progress in reducing population-level alcohol use and protecting more people from the harm caused by the alcohol industry. To the contrary, alcohol's contribution to the global disease burden is increasing:

- Alcohol remains the number one risk factor for death and disease among the age group 25 to 49 years; and
- In the last ten years, no low- and middle income country has increased resourced for alcohol policy.

Therefore, this Strategic Plan comes at a critical moment in time. The need for bold action has never been more urgent. It is our ambition with this Strategic Plan to make alcohol prevention the priority it should be, to lead civil society and to foster transformative change for people, communities, societies, and our planet – all burdened by the pervasive harm caused by the products and practices of alcohol companies.

This Strategic Plan is rooted in a thorough analysis of the world around us. We have asked: What is the main problem we are facing? What are its consequences and what are the root causes of the main problem? This analysis allowed us to define and map concrete solutions. Our Theory of Change is thus a comprehensive description of why and how our work will foster transformative change.

This Strategic Plan comprises seven areas of strategic action:

1. **Building a social movement**
2. **Advocacy for high-impact policy solutions**
3. **Exposing Big Alcohol**
4. **Preventing harm and promoting health**
5. **Raising awareness**
6. **Replacing the alcohol norm**
7. **Strengthening support and recovery**

Our Strategic Plan 2022 – 2026 sets out ambitious goals, targets and actions to contribute to achieving the Sustainable Development Goals and a world where no one is left behind and where everyone can thrive, free from alcohol harm.

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 holds 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

The majority of the global adult population lives free from alcohol consumption. Nevertheless, the products and practices of the alcohol industry result in a severe and pervasive health, social, economic and Human Rights burden on people, communities, and society at large.

Alcohol is a major obstacle to sustainable development, adversely affecting all three dimensions of sustainable development and reaching into all aspects of society. It harms human well-being, jeopardizes human capital, undermines economic productivity, erodes social fabric and social capital, and burdens health and social welfare systems. In addition to human health the products and practices of the alcohol industry also harm planetary health.

- Alcohol is a psychoactive substance with toxic, carcinogenic, teratogenic, and dependence-producing properties.
- Alcohol kills 3 million people worldwide every year. Every 10 seconds a human being dies because of alcohol.
- The death rate resulting from the products and practices of the alcohol industry is higher than the death toll caused by tuberculosis, HIV/AIDS, and diabetes.

- 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.
- Alcohol causes a range of mental and behavioral disorders, and, other Non-communicable conditions, such as cancer, cardiovascular disease, diabetes, as well as injuries.
- Alcohol also is a risk factor for infectious diseases, such as tuberculosis, HIV/AIDS, and the COVID-19.

Alcohol remains one of the leading risk factors contributing to the global burden of disease. And alcohol's contribution to global deaths and disease has increased, not declined, over the past two decades.

- Alcohol is the 8th leading preventable risk factor of disease.
- The contribution of alcohol to the global disease burden has been increasing year by year from 2.6% DALYs in 1990 to 3.7% DALYs in 2019.
- In high income countries, alcohol use is the 2nd fastest growing risk factor and in Low- and Middle-Income Countries (LMICs) it is the 4th fastest rising risk factor.

Alcohol harm is a tremendous burden on the children and youth of the world:

- Alcohol is the 2nd largest risk factor for disease burden in the age group 10-24 years.
- Alcohol is the largest risk factor for disease burden in the age group 25-49 years.

Beyond health consequences, the products and practices of the alcohol industry cause significant social and economic loss to people, communities and societies 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 of households with alcohol problems, children born with fetal alcohol syndrome, road traffic victims of driving under the influence of alcohol, or victims of alcohol violence – especially gender-based, domestic and intimate partner violence.

- Up to 80% of gender-based violence can be alcohol-related.
- Alcohol is a major obstacle to economic productivity, growth, and prosperity for all.
- A recent worldwide overview showed: the economic costs of harm due to alcohol amount to 1306 Int\$ per adult, or 2.6% of the GDP. About one-third of costs (38.8%) were incurred through direct costs, while the majority of costs were due to losses in productivity (61.2%).

THE MAIN PROBLEM

The harm caused by the products and practices of the alcohol industry is a major obstacles to sustainable development - on personal, community, societal and global level. The higher alcohol consumption in a population is, the bigger is the resulting alcohol harm.

The consequences are severe and pervasive on all four levels:

Human being

The products and practices of the alcohol industry negatively affect people's quality of life. Alcohol fuels premature death, loss of healthy life years, and life years lived with disabilities and ill-health.

Alcohol also harms and erodes human capital 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

Alcohol harm undermines and jeopardizes community resilience by draining precious human, social, and economic resources. Marginalized and already vulnerable communities are burdened by alcohol harm disproportionately.

Alcohol's second hand effects, such as domestic violence, child neglect, unsafe public space, and crime hinder 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 and social capital.

Society

Beyond the health and societal dimension, there is an economic dimension to the harm caused by the alcohol industry. For example, alcohol costs any society more than the alcohol trade adds to the respective economy. Alcohol harm severely undermines economic productivity and growth as the leading risk factor for death and disability among 25 to 49-year olds – when people are the most productive. Alcohol use disorder – just one aspect of alcohol harm – likely results in billions of dollars of lost wages and productivity.

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The alcohol industry externalizes most of these costs leaving societies, communities, and people behind to pay for the harm, 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 OECD, productivity loss of employees due to alcohol harm amounts to US\$ 595 billion (adjusted for purchasing power), according to a recent report.

Global Justice, Development and Peace

Alcohol harm hinders the achievement of 14 out of 17 UN Sustainable Development Goals – constituting a massive obstacle to:

- Ending poverty and hunger,
- Achieving gender equality,
- Ending violence against women and children,
- Achieving health for all,
- Creating inclusive communities,
- Protecting precious water and food resources
- Achieving quality education for all, and
- Promoting just and peaceful societies with democratic institution that operate in the public interest.

A small number of transnational alcohol companies have institutionalized unethical business practices putting profits over Human Rights, undermining public policy processes and exploiting the most vulnerable people, communities and countries. They have accumulated so much financial, political, and market power to maximize profits no matter the costs to

people, communities, and societies. These companies mainly come from high-income countries whose governments promote alcohol industry profit interests to the detriment of the people in low- and middle-income countries that suffer disproportionately from the harms caused by these alcohol companies.

THE ROOT CAUSES

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

Weakness of the social movement

The social movement for alcohol policy development and implementation, for exposing and counter-acting Big Alcohol, and for promoting health and development through alcohol prevention lacks cohesion, diversity, community involvement, the capacity to learn from leaders, and funding to be able to effectively raise awareness, promote healthy norms, and advance high-impact policy solutions.

Lack of population-level alcohol legislation

There is a vast and persisting gap between evidence about alcohol harm and action on what we know works in preventing and reducing the harms caused by alcohol companies: cost-effective, evidence-based, population-level alcohol policy solutions.

The alcohol policy best buys lack political support and commitment and face relentless alcohol industry opposition.

Alcohol Industry interference

The alcohol industry deploys an array of unethical practices – the dubious five strategies of political interference, manipulation, sabotage, promotion, and deception – to protect and maximize their profits. Alcohol industry interference hinders policy making in the public interest, undermines the public's recognition of the real effects of alcohol, shapes people's perceptions of the role of alcohol in society, and fuels the glamorization of alcohol. Big Alcohol's strategies aim at pushing their products on everyone, everywhere, all the time – fueling the alcoholization of all environments and social settings. Predatory corporate behavior of the alcohol industry violates the right of children, youth, and adults to live in alcohol-free environments.

Lack of investment in and implementation of evidence-based prevention

Programs to prevent early alcohol initiation and alcohol harm yield significant returns on investment. But adequate investments in prevention and health promotion programs addressing alcohol are lacking. While effective and evidence-based prevention programs are available, the persistence of prevention practices that lack evidence and effectiveness remains part of the root causes to the main problem. 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.

Pervasive Alcohol Norm

The current alcohol norm is glamorizing alcohol use and promoting the alcoholization of all social events and settings. The current alcohol norm provides unfair privileges to alcohol users and excuses harmful behavior. This way it is driving the ever increasing physical, social, economic and psychological availability of alcohol. And it is fueling the stigmatization of alcohol-free choices and of people who experience alcohol use disorder and addiction.

Lack of provision of and investment in treatment and recovery services

More than 5% of the global adult population experience alcohol use disorder in any given year. And the coronavirus pandemic has further increased the need for treatment and recovery services, including for liver disease and mental health conditions due to alcohol. However, early identification, brief interventions, treatment and recovery services remain unavailable for most people affected by alcohol use disorder, addiction, and other alcohol harms – including children of households with alcohol problems.

Flawed discourse and low awareness of real harm due to alcohol

Alcohol myths persist in the media and public discourse about alcohol harm and policy solutions. There is a lack of recognition of the root causes of alcohol harm and of the real extent, severity and pervasiveness of the harm caused by the alcohol industry.

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MOVENDI INTERNATIONAL'S SOLUTIONS: SEVEN STRATEGIC ACTION AREAS

Ensuring low or declining prevalence of alcohol use and the prevention of alcohol use initiation in communities and societies leads to reduction and prevention of alcohol harms. In turn, this leads to increasing possibilities to achieve development for all. To help create a better world for all, we advocate for solutions at the system and population level.

To facilitate development on all four levels, countries need to reduce per capita alcohol use by 20% until 2025. In addition, children, youth, and adults who do not use alcohol have a right to be protected from pressures to start consuming alcohol, according to the WHO Global Alcohol Strategy.

To achieve our goals, this Strategic Plan is based on seven strategic action areas (seven solutions for seven root problems). This is a comprehensive approach: all strategic solutions are interconnected and synergistic.

Our success in the era of sustainable development depends on two things:

- Our expertise and best practice know-how in addressing the main problem in a comprehensive manner; and
- 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.



Figure 1. Seven strategic action areas

SOLUTIONS

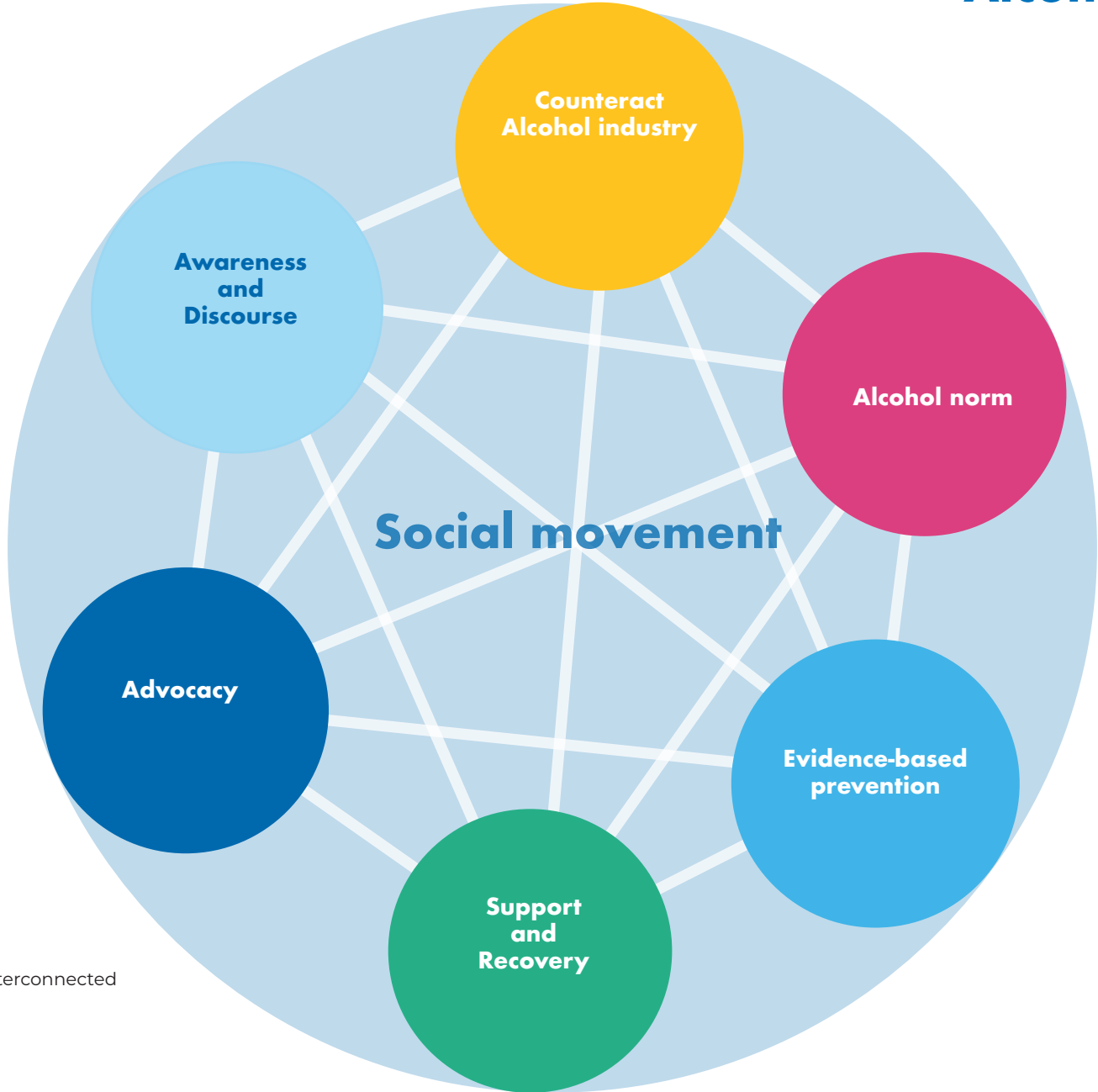


Figure 2. All strategic solutions are interconnected and synergistic.

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BUILD COMMUNITY-DRIVEN SOCIAL MOVEMENT



Movendi International will continue to build a global social movement for alcohol policy advocacy, alcohol industry counter-action, promotion of alcohol-free environments and choices, replacing the alcohol norm, ensuring evidence-based prevention and health promotion, as well as support and recovery services, and for improving public discourse and awareness.

Movendi International is committed to leading a strong, modern, vibrant, diverse, inclusive, and innovative social movement rooted in and driven by communities.

Our people and the relations between our members and Member Organizations are the driving force and backbone of our global social movement. Movendi International will strengthen and develop the social dimension of our movement.

External dimension:

- Inspire, unite, and lead the global movement to address alcohol as obstacle 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 address alcohol as obstacle to development, and the full realization of Human Rights, and elevate voices of affected people and communities, such as people living in recovery and children of households with alcohol problems.
- Convene a diverse range of stakeholders and foster coalition-building across the fields of prevention, recovery and sobriety, policy advocacy, global health and development, and beyond.
- 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.
- Strengthen social connections and promote relation-building among members and Member Organizations.

Movendi International will:

- Develop geographic and/ or topical hubs to inspire join action, facilitate capacity development, stimulate global exchange and serve as a training ground for workshops and sharing of good practices.
- Provide a cutting-edge 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.

ADVOCATE FOR POPULATION-LEVEL SOLUTIONS



Movendi International works in partnership with governments and UN agencies to make alcohol policy the priority it should be and to support the development and implementation of evidence-based, high-impact, cost-effective alcohol policy solutions. In this work, Movendi International's Official Relationship Status with the World Health Organization has special priority.

As proud founding partner of the WHO-led SAFER initiative, Movendi International works to advance the SAFER alcohol policy blueprint.

External dimension:

- Movendi International is committed to work in partnership with governments on all levels to facilitate full implementation of the WHO Global Alcohol Strategy and its regional manifestations.
- Movendi International will continue to lead global advocacy to hold governments and United Nations partners accountable for taking ambitious action to reach the agreed global targets – such as from the SDGs and the WHO Global Alcohol Action Plan.
- Movendi International works towards the development and adoption of a global binding treaty on alcohol.

Movendi International will:

- Build civil society capacity for and guide regional, national and local advocacy for Human Rights-based and evidence-informed alcohol policy solutions.
- Partner with decision-makers to enable implementation and enforcement of the alcohol policy best buy solutions in particular and SAFER in general.
- 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, such as the SAFER initiative and the WHO Global Alcohol Action Plan, to protect more people from the harm caused by the alcohol industry

Internal dimension:

- Effectively connect all levels of the Movendi International movement's advocacy work and host an inspiring and enabling 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 community activists in UN processes.
- Establish and coordinate a network of Movendi International advocacy champions.

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COUNTER-ACT ALCOHOL INDUSTRY INTERFERENCE



Movendi International will continue to lead and develop the community-driven movement to expose the unethical business practices of the alcohol industry. Together, we monitor, document, and expose Big Alcohol.

Movendi International will take strategic action to counter-act the dubious five strategies of the alcohol industry.

External dimension:

- Monitor, document, expose, and counter-act the economic forces that promote and profit from alcohol use.

Movendi International will:

- Safeguard public institutions and policy processes from interference of the alcohol industry and expose conflicts of interest, for example through promoting the i-Mark initiative.
- Systematically expose the dubious five strategies and other harmful tactics by collecting, curating, and disseminating case stories of unethical alcohol industry practices.
- Increase corporate literacy and create public discourse about alcohol industry tactics and practices and about other harmful industries and corporate drivers of ill-health.

Internal dimension:

- Institutionalize an effective mechanism to monitor, document, and respond to unethical alcohol industry practices worldwide.

Movendi International will:

- Coordinate and support Member Organizations in monitoring, documenting, and publishing examples of alcohol industry practices.
- Provide support to Member Organizations in responding to Big Alcohol interference and alcohol industry attacks, including how to identify, avoid, and safeguard against conflicts of interest.
- Empower and support members to increase corporate literacy, including to recognize alcohol industry myths and to counter-act alcohol industry and other harmful industries strategies effectively.

STRENGTHEN EVIDENCE-BASED PREVENTION AND HEALTH PROMOTION



Movendi International will promote protective factors to prevent early initiation and/ or progression of alcohol use – and related harms. We do this with a life-course approach aimed at increasing human and social capital through preventing the harmful effects of social, commercial, and environmental influences.

External dimension:

- Develop and popularize a flagship prevention and health promotion program that helps reduce the attractiveness of the image of alcohol, deconstruct the alcohol norm, reduce alcohol availability, and promote healthier social norms.

Movendi International will:

- Support and disseminate research on alcohol harm and effective prevention, health promotion programs, and policy solutions and foster translation of evidence into practice.
- Advocate for investment in and systematic implementation of evidence-based prevention.
- Conduct outreach to professional alcohol prevention organizations.
- Share success stories of Member Organizations in developing and implementing innovative prevention programs and campaigns.

Internal dimension:

- Strengthen and utilize the capacity of Movendi International Member Organizations and their partners to adopt, promote and scale-up evidence-based prevention work.

Movendi International will:

- Coordinate and support Member Organizations in monitoring, and adopting latest development in the science and practice around prevention and health promotion.
- Facilitate best practice exchange and peer-learning to enable adoption of the most effective and innovative prevention and health promotion methods and tools.

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REPLACE THE ALCOHOL NORM



Movendi International will accelerate work to de-glamorize alcohol use, deconstruct the alcohol norm, and counter-act the alcoholization of all social events.

Movendi International will promote, support, and harness the sober curious movement.

We reduce alcohol availability and attractiveness by questioning alcohol's role in society, deconstructing the alcohol norm, and promoting experiences and environments liberated from alcohol.

External dimension:

- Promote the attractiveness and benefits of alcohol-free experiences and environments.
- Increase awareness of the alcohol norm and the harms it causes to people and communities.

Movendi International will:

- End the stigma around sobriety by flipping the script and conveying the benefits of going alcohol-free, and through telling the stories of people living free from alcohol.
- Promote the right of children, youth, and adults to grow up and live in alcohol-free environments.
- Celebrate World Alcohol-Free Day on October 3, every year and launch World Sober Summit© (and regional off-shoots).
- Provide tools, programs, and build capacity to deconstruct and de-glamorize alcohol and the alcohol norm and increase awareness of harms and how to replace it with healthier, more inclusive, and freer social norms.

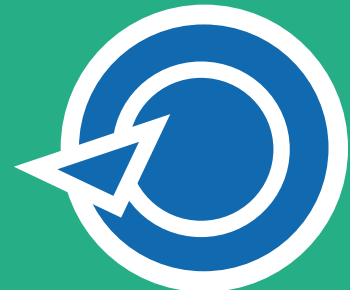
Internal dimension:

- Increase the capacity of our movement to develop and adapt innovative approaches and ambitious new efforts to promote alcohol-free experiences, environments, and ways of life.

Movendi International will:

- Enhance the capacity of our member organizations to reach new groups through innovative concepts, methods, programs, and tools, including through digital means.
- Initiate and collaborate in projects and events that increase the number of alcohol-free environments in communities worldwide.

ENHANCE THE AVAILABILITY OF SUPPORT AND RECOVERY SERVICES FOR ALL



Movendi International will work to help close the gap between the need for early identification, brief interventions, treatment, and recovery services for people affected by alcohol use disorder, addiction, and other alcohol harms, and the actual availability of these services in communities.

External dimension:

- Advocate for investments in and integration of support and recovery services in the primary healthcare setting to reach all people affected by alcohol use disorder, addiction and other alcohol harms..

Movendi International will:

- Advocate for greater investment in community-based services to support people in quitting or reducing alcohol use and to prevent progression of alcohol harm.
- Protect and promote the right of people experiencing alcohol use disorder to access support services, fully recover and live healthy lives.
- Protect and promote the right of children of households with alcohol problems to receive help and support.
- Collaborate with selected health professionals, including young health professionals, to increase their capacity to talk with their patients about alcohol.

Internal dimension:

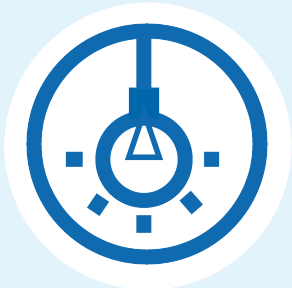
- Enhance the Movendi International movement's ability to support people in overcoming alcohol use problems.

Movendi International will:

- Foster best practice exchange and scaling up for our membership to reach and help more vulnerable children, youth, and adults.
- Build capacity of Member Organizations to make support and recovery services more available to more people.
- Produce and disseminate manuals for rights-based and effective support and recovery service best practice interventions.

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PROMOTE AWARENESS AND INFORMED PUBLIC DISCOURSE



Movendi International will continue to lead the campaign to increase recognition of the root causes of alcohol harm and of the real extent, severity and pervasiveness of the harm caused by the alcohol industry.

External dimension:

- Develop and drive an informed public discourse about the real harm caused by the products and practices of the alcohol industry.

Movendi International will:

- Launch an online platform to increase literacy about alcohol harm, policy solutions, and other alcohol issues.
- Develop influential papers and publications with strategic civil society and academic partners exploring different aspects of and solutions to harm caused by alcohol companies.
- Further develop the Movendi International website and associated communication channels as a global hub for cutting-edge expertise, analysis, opinion and best practices concerning alcohol and other drugs.
- Develop campaigns and toolboxes for different topics and target groups to raise awareness of specific alcohol harms, such as cancer.

Internal dimension:

- Strengthen our membership to be the engine for an informed public discourse in their communities and countries about the real harm caused by the products and practices of the alcohol industry.

Movendi International will:

- Conduct joint actions to address different aspects of harm caused by the products and practices of the alcohol industry
- Provide continuous updates about latest scientific and policy development concerning alcohol harm.
- Strengthen the capacity of member organizations to apply the lessons of value-based messaging for health promotion to their own communication and advocacy.