

“Sober” Mzansi (see paragraph below). Bronwynne Pereira wants us to discuss the name with a communication specialist as she does not like the term “sober”

Big idea	Further description	Action steps	Who responsible (driver underlined)	Time lines
Accomplish greater community ownership of the alcohol environment (1)	Address issues of: <ul style="list-style-type: none"> <li>o Retail sale of alcohol in communities (mainly)</li> <li>o Social host responsibility</li> <li>o Alcohol marketing (billboards, signage)</li> <li>o Alcohol-free school zones</li> </ul> Will be a synergy between this area and areas (2) and (3)	<ul style="list-style-type: none"> <li>o Facilitate coalition building</li> <li>o Implement pilot community projects (incl. mobilisation, recording of statistics @ community level)</li> <li>o Link to initiatives of other groups (e.g. X Power of 1, Safety in Home, 7 to 24)</li> <li>o Develop good practice guidelines</li> </ul>	<u>Soul City</u> <sup>3, 5</sup> , MRC <sup>6</sup> , SADD <sup>8</sup> , Gauteng Taverners' Association, MAAPSA, CSIR <sup>13</sup> )	<u>2009</u> (April) for launch
See that specific legislative / regulatory reform takes place & is acted on (2)	Change policy: <ul style="list-style-type: none"> <li>o zero alcohol levels for drivers</li> <li>o compulsory alcohol testing @ crash scenes or where serious moving traffic offences</li> <li>o institute alcohol-free school zones</li> <li>o external regulation of alcohol advertisements (pre-approval)</li> <li>o “equal time” for public health counter-advertising</li> </ul>	<ul style="list-style-type: none"> <li>o Build coalition(s)</li> <li>o Advocate with DoT, DoComS, DoE</li> <li>o Prepare a policy document for policy reform</li> </ul>	<u>AFSSA driver group</u> (incl. MRC <sup>1</sup> , AAC <sup>10</sup> , UCT <sup>4</sup> , Soul City <sup>5</sup> , AA <sup>7</sup> , SADD <sup>8</sup> , CTDCC <sup>9</sup> , Legal Resources Centre, SAHRC. IDASA PMG)	<u>2010</u> (passing of legislation but activities need to start sooner) <u>2010</u> (passing of legislation) <u>2010</u> (passing of legislation) <u>2012</u> (passing of legislation) 2012 (passing of legislation)

Establish an Alcohol Health Promotion Foundation (3)	Will stimulate & support community mobilisation efforts; funded by a 1% tax on profits of major alcohol manufacturers (importers)	<ul style="list-style-type: none"> <li>o Form a coalition</li> <li>o Lobby for legislation to tax industry (DTI)</li> <li>o Plan for set up of Foundation</li> </ul>	Soul City <sup>5</sup> , MRC <sup>1</sup> , UCT <sup>4</sup> (alcohol coalition incl. AAC <sup>2</sup> , AFSSA driver group <sup>13,14</sup> , Int'l experts (Jernigan), NAS <sup>12</sup> )	2011 (passing of legislation but activities need to start sooner)
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1-Charles Parry, 2-Warren Whitfield, 3-Aadielah Maker, 4-Sebastian van As, 5-Bronwynne Pereira, 6-Neo Morojele, 7-Gary Ronald, 8-Caro Smit, 9-Grant Jardine, 10-Bill Rogers, 11-Soul City, 12-Yussuf Saloojee, 13-Barabara Holtmann, 14-Roelf Meyer

## **Sober Mzansi**

The vision of this group is to create an “alcohol safe” South Africa. Three big ideas have been put forward, first to facilitate greater community ownership of the alcohol environment in our communities; second to ensure that specific legislative/regulatory reform takes place in areas such as drinking and driving, alcohol advertising, and schools as alcohol-free zones; and third, to form of a single body, an Alcohol Health Promotion Foundation, to action a national campaign to improve alcohol health at various levels in society. This body would not replicate existing programmes, but would instead be used to kick start, support and maintain the proposed community mobilisation efforts and various new initiatives, like stimulating alternative economic activities for persons who are involved in survivalist selling of alcohol and supporting counter-advertisements,