

**Should the Healthy Caribbean  
Coalition be involved in this  
proposal?  
A case study**

Dr Rohan Maharaj

Healthy Caribbean Coalition meeting

NCD Advocacy, Accountability and Conflict of Interest

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# A regional organization:

- .....is desirous of collaborating with a significant Caribbean health stakeholder in hosting a regional symposium on legislation as it pertains to the legal purchase age (LPA) for beverage alcohol among the Member States of the Caribbean....
  - *‘None of our Team Members maintain any commercial relationship or ties to the alcohol industry and none of our programme interventions carry any commercial or other branding’*
  - *And... ‘our corporate social responsibility actions are completely separate from any commercial activity of the beverage alcohol industry.’*
  - *....operations are ‘covered by a modest grant from the global and regional beverage alcohol producers’...*

# The problem

- An average of above 43% of youth under the age of 14 having consumed alcohol in the previous year
- *“Beyond the lack or incompleteness of LPA laws in the Caribbean, there is an enforcement issue.*
- *We have observed indications that in many Caribbean countries in which a LPA exists, laws are not adequately enforced.”*

## Their Conclusion:

- A major reason young people drink is because of legislation and enforcement issues surrounding Legal Purchasing Age (LPA).
- Implication: *Therefore the problem is not our problem but one of law enforcement*

# *Organization of a Regional Two-Day Workshop*

- **Situation Assessment** *in Caribbean countries*
- *Development of a **Best-Practices Check List** for LPA legislation, implementation and enforcement*
- *Development of a **Workshop Curriculum** on LPA best practices; including legislation, implementation, and enforcement*

# The Balance

How would the HCC and Caribbean health interests benefit?	
PROs	CONs
Financial support for the workshop	
Workshop	Real action is not however the purpose of this proposal, but documents. It places real action in the future, obscuring as it were the work that can be done immediately. The end point of this work maintains the status quo and creates little or no real change.
Position: Increase LPA to 21y?	Places burden on the legislature. Each Caribbean state now has to enact legislation to increase LPA to 21y
The problem is law enforcement	Therefore law enforcement has to be better

## How would the Alcohol related organization benefit?

*“We have worked with several major health interest groups and regional public health institutions in addressing legal purchasing age in the Caribbean.”*

# Conclusion

- This collaboration was not in HCCs best interest, nor in the long-term interest of advocacy against the harmful use of alcohol in the Caribbean.

# The Final Decision

- Pricing and marketing are important areas where the alcohol industry can move unilaterally
- That would be a sign of the good corporate citizen