



WEBINAR

ALCOHOL IN THE CARIBBEAN **3RD ANNUAL CARIBBEAN ALCOHOL REDUCTION DAY** **Youth: Let's Talk About Alcohol**

Date: Thursday November 29th, 2018

Time: 12.30pm – 1.30pm Washington DC Time/ 1.30pm – 2.30pm AST

On November 29th the HCC with the support of partners PAHO, CARPHA, CARICOM Secretariat and the UWI Open Campus, will host the 3rd Annual *Caribbean Alcohol Reduction Day*. This year the theme is: Youth: Let's Talk About Alcohol.

Objectives of CARD 2018

1. Increase public and policymaker awareness about the levels of youth alcohol consumption and the associated short- and long-term harms.
2. Initiate a parental influencer campaign which calls on parents and guardians to actively participate in alcohol reduction in the youth by:
 - Speaking to young people about alcohol and its dangers.
 - Reducing availability and acceptability of alcohol use in the home.
 - Engaging discussion around the drinking culture and associated pressures.
 - Acting as guides to help young people understand and process alcohol advertising around them.

3. Sensitise the public about the new [WHO SAFER alcohol control initiative to prevent and reduce alcohol-related death and disability](#) and the [Global Status report on alcohol and health in 2018](#).
4. Call on Policy makers to implement specific policies to reduce alcohol consumption among young people (WHO Best Buys).
 1. Increase excise taxes on alcoholic beverages.
 2. Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media).
 3. Reducing alcohol availability in community setting by more strictly regulating alcohol distribution licenses especially around youth-oriented events.
 4. Work towards a minimum pricing of alcohol across Caribbean communities.

The Webinar

One of the key events in support of CARD 2018 is the hosting of a webinar. This webinar will feature global and regional experts who will discuss patterns and drivers of alcohol consumption among youth and explore policy options to reduce the harmful use of alcohol within this group.

Speakers

- **Youth drinking in the Americas: where we are and what can we do?**
 - **Dr. Maristela Monteiro**, *Senior Advisor Alcohol and Substance Abuse, PAHO*
 - The presentation will share the findings from the 2018 Global Status Report on Alcohol and Health and share the new WHO Package of Interventions (SAFER) – with a focus on young people.
- **Youth and Alcohol Advertising - A brief review**
 - **Dr. Rohan Maharaj**, *HCC Alcohol Policy Advisor; Senior Lecturer, UWI*
 - The marketing of alcohol beverages to young people in the Caribbean is particularly pervasive and warrants urgent attention as the restriction of advertising is one of the WHO Best Buys for the reduction of the harmful use of alcohol. This presentation will draw from the situation in one Caribbean island to highlight the extent of alcohol industry advertising targeting young people.
- **Let's Talk About Alcohol – Perspectives from Young People**
 - **Krystal Boyea**, *NCD Youth Advocate*
 - This presentation will provide a youth perspective on why young people consume alcohol and what strategies can be adopted to reduce levels of consumption.

Agenda

1. Introduction
 - a. Sir Trevor Hassell
2. Youth drinking in the Americas: where we are and what can we do?
 - a. Dr. Maristela Monteiro
3. Youth and Alcohol Advertising - A brief review
 - a. Dr. Rohan Maharaj
4. Let's Talk About Alcohol – Perspectives from Young People
 - a. Krystal Boyea
5. Question & Answer Session
 - a. Moderated by Maisha Hutton