

Localizing SAFER: How Communities Drive Alcohol Policy Forward

Empowering communities to
shape effective alcohol regulations





Setting the Stage



Localizing SAFER: How Communities Drive Alcohol Policy Forward

Local Impact of Alcohol Policy

Alcohol policies succeed or fail based on their implementation and enforcement at the community level.

Bridging Global and Local

SAFER serves as a dynamic link connecting global ambitions with community actions and realities.

Community as Policy Drivers

Communities not only implement but also inform and strengthen global policy strategies over time.

Inclusive Engagement

The approach emphasizes practitioners, local leaders, and civil society as central actors in policy success.



Why This Matters

Alcohol as Public Health Issue

Alcohol causes preventable harm globally, affecting health and social wellbeing across communities.

Policy Implementation Gap

Strong policies exist but fail due to ineffective implementation and enforcement at local levels.

Importance of Localization

Local systems and political realities shape how policies are enforced and impact community health.

Shift from Knowledge to Delivery

Focus moves from knowing policies to effectively delivering and enforcing them for real change.

The Core Message



Local Implementation Importance

Local systems are crucial for enforcing alcohol policies and shaping daily outcomes effectively.

Role of National Governments

National governments set frameworks and strategic directions but do not directly control local enforcement.

Community Ownership

Communities co-produce policy success by embedding actions in social norms and mobilizing local resources.

Sustainable Impact Alignment

Sustainable alcohol policy depends on aligning national intent with local capacity and motivation.

From Global Frameworks to Local Action

From Global to Local



Global Strategy Overview

The Global Strategy defines why reducing harmful alcohol use is essential for public health worldwide.

Action Plan Objectives

The Global Alcohol Action Plan sets clear objectives and commitments for 2022 to 2030 to guide reduction efforts.

Evidence-based Interventions

SAFER provides proven policy levers and interventions to effectively reduce alcohol-related harm in practice.

Community Implementation

Communities are where policies are applied and enforced, translating strategy into tangible local impact.

SAFER as a Delivery Platform

SAFER as Adaptive Platform

SAFER functions beyond fixed recommendations, adapting to diverse administrative and cultural contexts effectively.

Implementation and Monitoring

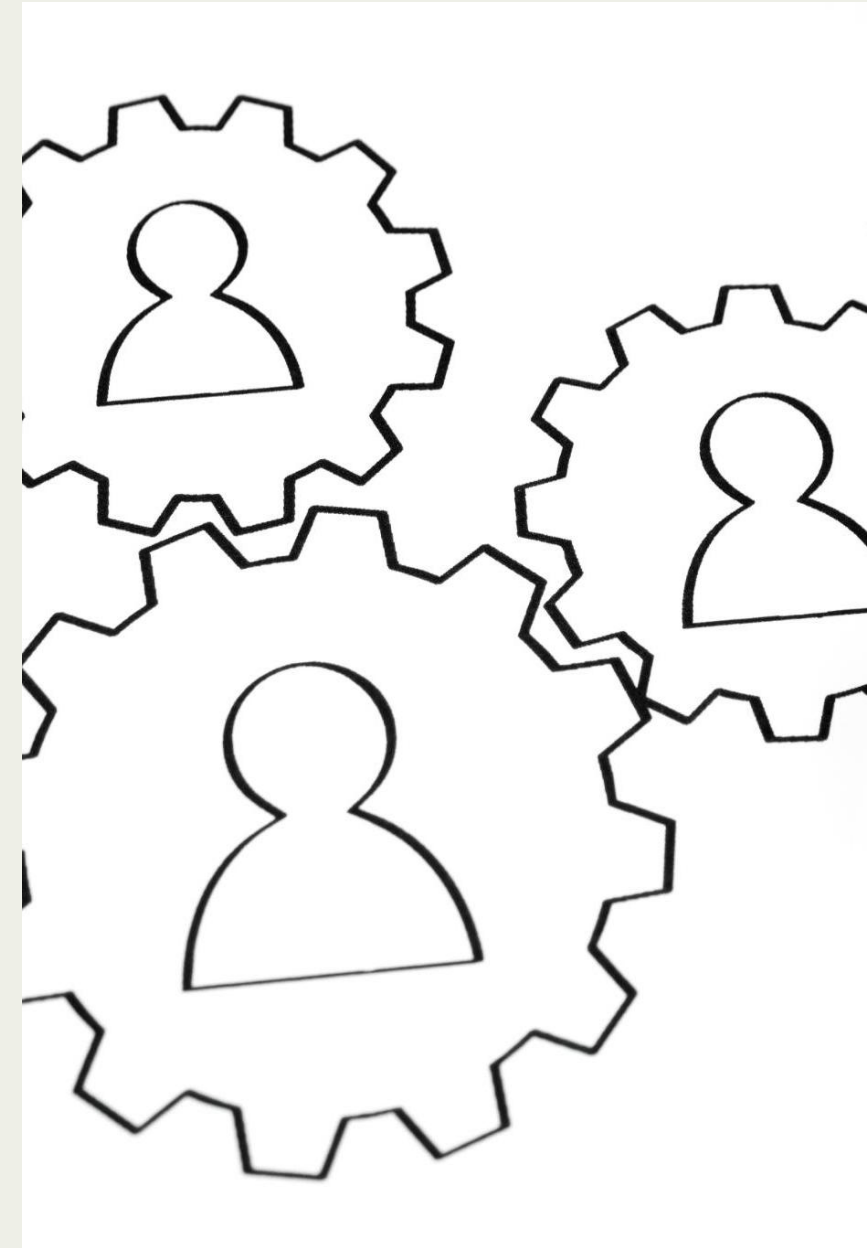
Emphasizes strong implementation and monitoring to ensure policies are effectively carried forward and progress measured.

Protection from Commercial Interference

SAFER highlights protecting policies from commercial influence to maintain integrity and public interest.

Governance and Sustainability

Effective alcohol policy delivery requires strong governance, capacity building, and sustainable accountability systems.



What SAFER Looks Like Locally

SAFER AREA

LOCAL REALITY

Availability

Licensing systems, outlet density controls

Drink-driving

Checkpoints, roadside enforcement

Treatment

Primary care screening and brief interventions (SBIRT)

Marketing

Advertising compliance checks

Pricing

Enforcement of taxes and price measures

Implementation, Sustainability, and Learning



The Missing Link

Implementation Role

Implementation provides concrete rules, bylaws, and enforcement that give policies effectiveness and authority.

Monitoring Importance

Monitoring tracks actions, assesses outcomes, and facilitates learning to improve local SAFER efforts over time.

Protection Against Interference

Protection safeguards local systems from alcohol industry interference through lobbying and narrative manipulation.

How Communities Start



Understanding Alcohol-Related Harms

Communities must identify and map specific alcohol-related harms to develop a shared evidence base and prioritize actions effectively.

Engaging Multisectoral Stakeholders

Key stakeholders from health, law enforcement, transport, and civil society are essential for comprehensive alcohol harm implementation.

Establishing Governance Structures

Clear governance ensures defined roles, decision-making processes, and accountability for sustained community action.

Building Social Infrastructure

Localization begins with existing people and institutions, creating a foundation for coordinated and sustained action.

How Communities Sustain Action

Training and Capacity Building

Continuous training helps maintain implementation quality despite staff turnover or political shifts.

Monitoring and Adaptive Learning

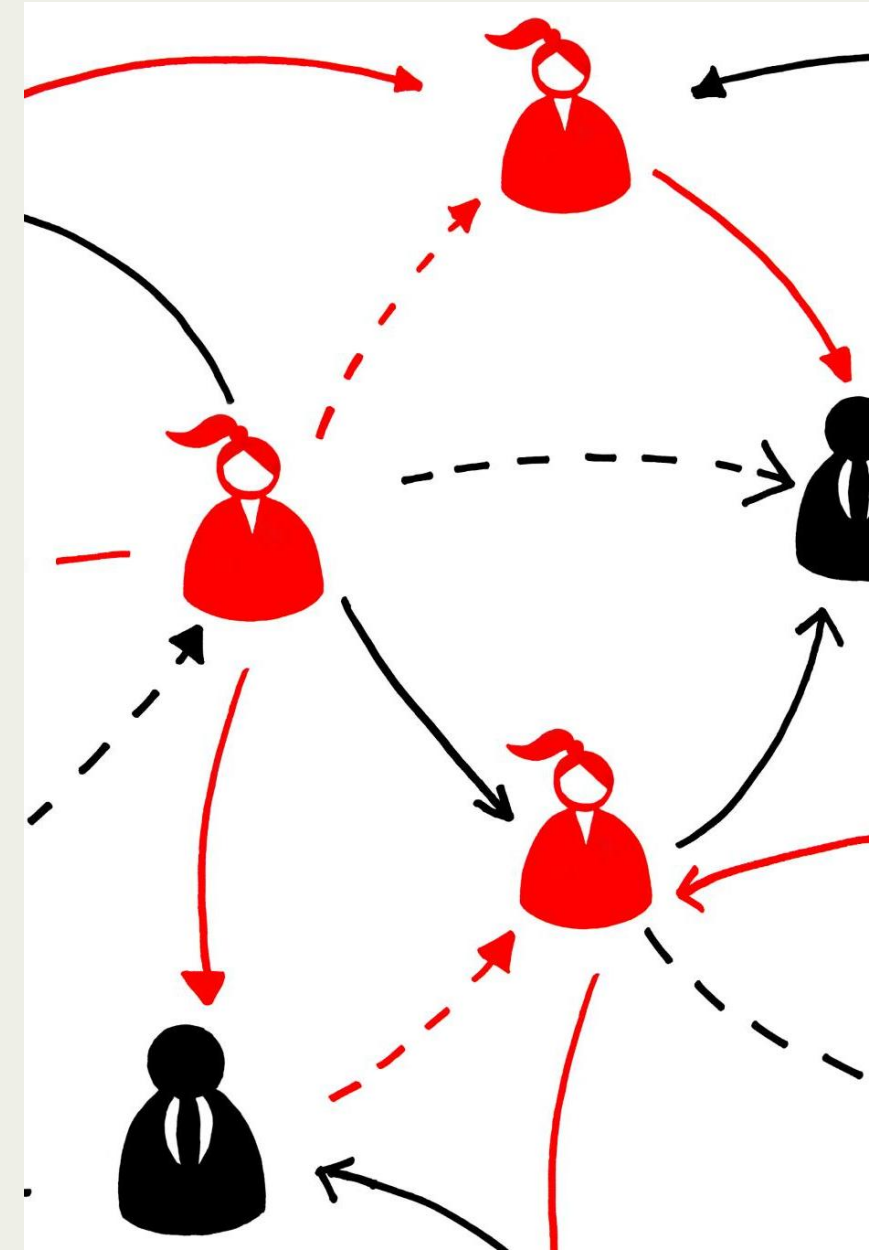
Monitoring systems keep issues visible and promote learning to adapt policies effectively.

Political Engagement

Ongoing political support secures resources, legitimacy, and alignment with broader goals.

Protection from Industry Interference

Safeguarding policy gains requires vigilance against external industry influence and dilution.



Evidence From the Field

Case Study: Uganda



Whole-of-Society Mobilization

Engaging multiple sectors fostered shared ownership and minimized fragmentation in implementing SAFER principles.

Integration into Primary Care

Embedding screening and brief interventions into routine health services improved reach and sustainability of alcohol harm reduction.

Policy Advocacy and Alignment

Strong advocacy linked local insights with national policy, ensuring coordinated action across governance levels.

Enabling Conditions for Success

Success relied on leadership, civil society, health system capacity, and external support working together effectively.

Case Study: Nepal



Local Government Engagement

Hundreds of local governments in Nepal translated national policies into municipal plans, aligning with SAFER guidelines.

Strategic Legal Action

Legal efforts in Nepal led to a Supreme Court decision upholding an advertising ban, influencing national policy.

Empowering Communities

Communities actively shape regulatory environments through legal literacy, alliances, and coordinated advocacy.

Case Study: Ireland

Structured Community Implementation

Ireland's approach features organized community efforts with clear governance and strong independence safeguards.

Training and Evaluation

Systematic training and standardized evaluations ensured consistency and robust evidence of impact.

Contextual Adaptation

The model encourages adapting the approach to local contexts rather than direct replication.

Investment in Implementation Architecture

Investing in governance, capacity, and evaluation drives effectiveness and continuous learning.



Connecting, Learning, and Acting

Connecting Levels



Role of National Policies

National policies provide legitimacy, resources, and standards essential for effective local action.

Local Implementation

Local actors translate national policies into practice through delivery and enforcement on the ground.

Feedback and Refinement

Implementation feedback flows back to inform and improve national policy through a continuous loop.

Systems Perspective

Focus on relationships and information flows rather than isolated interventions to enhance impact.

The Policy Feedback Loop

Local Action Impact

Local initiatives strengthen national policies through reinforcing feedback mechanisms that boost effectiveness and reach.

Building Public Support

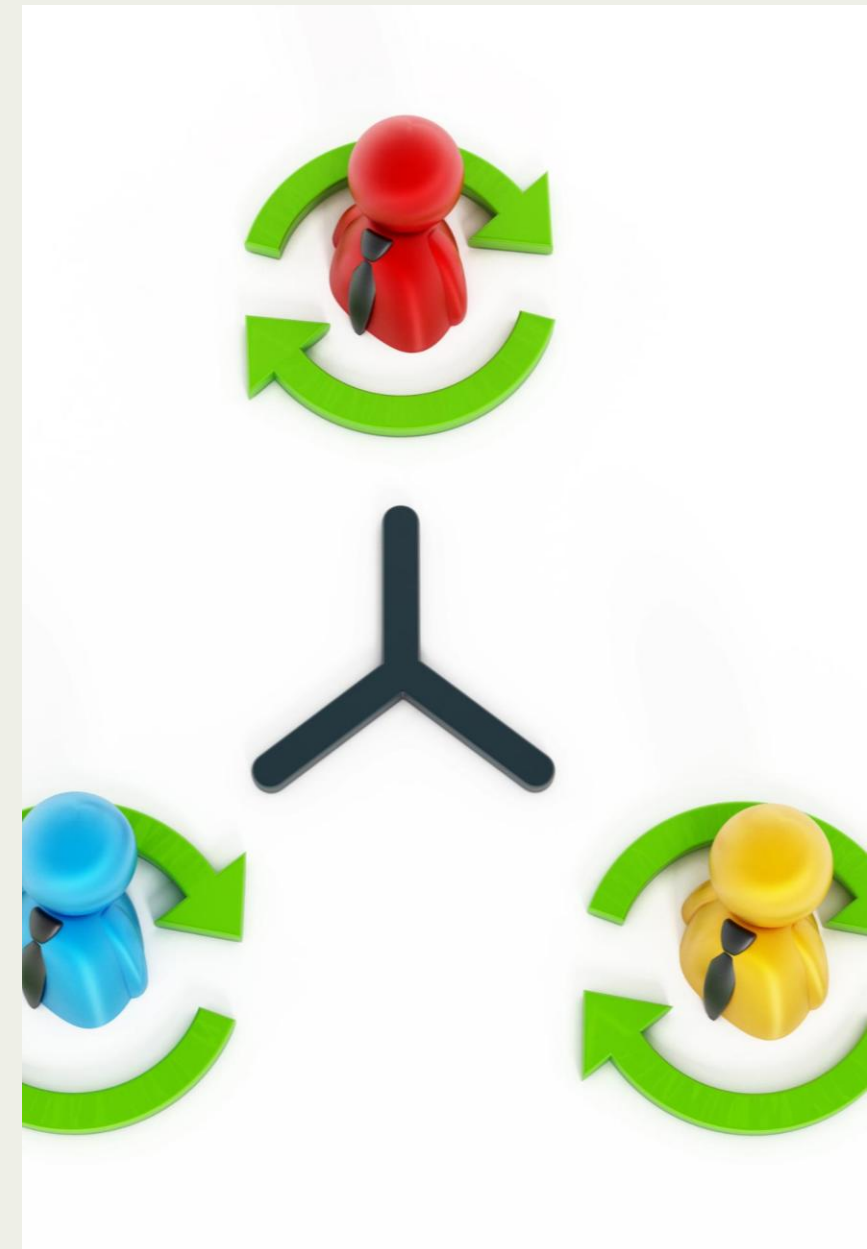
Visible results from policy implementation increase public support and enhance political credibility for sustained efforts.

Learning and Adaptation

Implementation creates practical learning about what works and under which conditions, enabling continuous improvement.

Overcoming Stalled Loops

Identifying where feedback loops stall—results, learning, or resources—helps unlock political momentum and resources.



Practical Tools and Your Role



Concrete Tools Available

Participants have access to the SAFER package, training resources, coalition building, and monitoring systems for immediate use.



Personal Commitment Reflection

Participants identify a local barrier and feasible action within six months to foster personal commitment.



Local and National Balance

Successful alcohol policy requires both local ownership and national support, connected by SAFER implementation.