

## FUTURE ALCOHOL HARM-REDUCTION INTERVENTIONS

AREA	STRATEGY	AIM
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• A minimum price per standard drink of alcohol</li> <li>• An increase in the alcohol excise tax</li> <li>• A reduced taxation regime for low alcoholic drinks</li> </ul>	<ul style="list-style-type: none"> <li>• To remove cheap alcohol products from the marketplace</li> <li>• To encourage the production &amp; consumption of low alcoholic drinks</li> <li>• To reduce the price imbalance between off-licence and on-licence alcohol</li> </ul>
<i>Placement</i>	<ul style="list-style-type: none"> <li>• The removal of alcohol from supermarkets and grocery stores</li> </ul>	<ul style="list-style-type: none"> <li>• To restrict the off-licence supply of alcohol to speciality alcohol stores</li> <li>• To stop the association, and normalisation, of alcohol products with ordinary (non-drug) commodities</li> </ul>
<i>Promotion</i>	<ul style="list-style-type: none"> <li>• A ban on alcohol advertising and sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>• To reduce the positive portrayal of alcohol</li> <li>• To increase the effectiveness of alcohol-based public health campaigns</li> </ul>
<i>Drinking &amp; Driving</i>	<ul style="list-style-type: none"> <li>• A reduction in the legal blood/ alcohol driving threshold from 0.08 to 0.05 mgs</li> </ul>	<ul style="list-style-type: none"> <li>• To reduce the number of alcohol-affected drivers on NZ roads</li> <li>• To reduce alcohol consumption</li> </ul>
<i>Accessibility</i>	<ul style="list-style-type: none"> <li>• Reduction in number of off- and on-licensed premises</li> <li>• Reduction in trading hours</li> <li>• Restrictions where licenced premises can be located</li> </ul>	<ul style="list-style-type: none"> <li>• To reduce density of alcohol outlets</li> <li>• To reduce the availability of alcohol</li> <li>• To reduce the profile of alcohol outlets</li> </ul>
<i>Purchase Age</i>	<ul style="list-style-type: none"> <li>• An increase in the off-licence and/or on-licence alcohol purchasing age</li> </ul>	<ul style="list-style-type: none"> <li>• To delay the age onset of drinking</li> <li>• To reduce the supply of off-licence alcohol to under age drinkers</li> </ul>
<i>Health Warnings</i>	<ul style="list-style-type: none"> <li>• The placement of health warnings on all alcohol containers</li> </ul>	<ul style="list-style-type: none"> <li>• To increase the profile of alcohol-related harms</li> <li>• To reduce the incidence of fetal alcohol disorder</li> </ul>
<i>Treatment</i>	<ul style="list-style-type: none"> <li>• Increased funding and provision of alcohol treatment services</li> </ul>	<ul style="list-style-type: none"> <li>• To support problem/addicted drinkers to reduce or stop their alcohol use</li> <li>• To support alcohol-affected families</li> </ul>
<i>Health Promotion</i>	<ul style="list-style-type: none"> <li>• Increased funding and provision of health promotion initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• To initiate and support changes to the national drinking culture</li> </ul>
<i>Enforcement</i>	<ul style="list-style-type: none"> <li>• Increased monitoring and prosecution of on-licensed premises selling alcohol to intoxicated and/or under-age drinkers</li> <li>• Increased training and monitoring of bar door-staff to halt intoxicated patrons entering licenced premises</li> </ul>	<ul style="list-style-type: none"> <li>• To reduce levels on intoxication in on-licensed venues</li> <li>• To reduce the sale of alcohol to underage drinkers</li> <li>• To reduce levels of intoxication in CBD alcohol-hospitality districts</li> <li>• To reduce preloading behaviour</li> </ul>