Chance or Challenge: A Health Advocacy Trial from Korea Experience on the Moderate Alcohol Drinking Project

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Health Promotion Fund

- Health Promotion Act (passed 1995)
- Health Promotion Fund were created by the Law.
- Monetary Source from Cigarette Sales Tax
- The fund to be used for health promotion programs reducing risky health practices such as smoking cessation, moderate alcohol drinking, obesity control, oral health, mental health and other programs.
- Korea Public Health Association (KPHA) has been conducting Moderate Alcohol Drinking Project for last ten years funded by the Fund.
Alcohol Drinking Tradition & Culture in Korea

- Alcohol as a type of food.
- Famous big men in history regarded are described as heavy alcohol drinkers.
- Capacity of alcohol drinking is thought to be positively correlated with social success.
- Alcohol drunken behaviors were treated generous.
- Even criminal actions committed while drunken were pleaded for leniency.
- A movement for moderate drinking campaign against excessive drunken is desperately needed since it is a big burden in terms of health and social norm.
Campaign Contents for Moderate Drinking

1) Education of trainers for moderate drinking leaders (continuing education, workshop, and conference)

2) Moderate drinking education school (adolescents, pregnant women, business men, military camp)

3) Education material development (newsletters, leaflets, website)

4) Organizing college circles for moderate drinking (competition among colleges)
Pa-Rang-Sae Forum
Blue Bird Forum

• Pa-Rang-Sae (Blue Bird) Forum was organized in 2007.
• The bluebird means ‘Hope’ for excessive alcohol drinkers.
• The Forum is a coalition with 20 organizations.
Vision & Action

• Vision : In pursuit of healthy society free from alcohol harms

• Action : Organized collaborative efforts in coordination to pursue the vision for building healthy society free from alcohol harms
Members of the Forum (20)

- **Government (3)**
  - Ministry of Health and Welfare (MOHW)
  - National Police Department (NPD)
  - Ministry of National Defense (MND)

- **Alcohol Suppliers (3)**
  - Korea Alcohol & Liquor Industry Association (KALIA)
  - Korea Wines & Spirits Importers Association (KWSIA)
  - Korea Restaurant Association (KRA)

- **Medical Treatment and Consulting (3)**
  - Korea Alcohol Consulting Center
  - Alcoholics Treatment Centers Network
  - A.A. Korea Network

- **Civil NGO (1)**
  - Adolescent Zero-Alcohol Drinkers Network

- **Professional Organizations (10)**
  - Korea Public Health Association (KPHA)
  - Korea Industrial Health Association (KIHA)
  - Korean NeuroPsychiatric Association (KNPA)
  - Korea Academy of Addition Psychiatry (KAAP)
  - Korean Association for Psychosocial Rehabilitation (KAPR)
  - Korean Mental Health Workers Union (KMHWU)
  - Korea National Council on Social Welfare (KNCSW)
  - Korea Alcohol Research Foundation (KARF)
  - Korean Association for Addiction Professionals (KAAP)
  - Alcohol Project Supporting Advisory committee
Organization and Roles of Blue-Bird Forum

**Task Force Team**
- TFTeam: 8 Members
- Role: Campaign Planning & Execution

**Steering Committee**
- Members: One from Each Member
- Roles:
  - Implementation Plan for the Campaign
  - Advanced Level Decision Making from Task Force Team

**Forum committee**
- Chief of Members
- Roles:
  - Executive Level Decision Making
  - Development of Coalition Strategy among Members for Alcohol Harm Reduction

**Bluebird Forum**

**Executive Committee**

**Step 1**
- Bluebird Forum TF team

**Step 2**
- Bluebird Forum Steering Committee

**Step 3**
- BueBird forum Executive Committee
Activities

1. Development of Audio-Visual Materials for Education (Posters, Leaflets, Manuals, Movie Files)
2. Inauguration Ceremony (Forum Members) in November Every Year for Intensive Campaign
4. Seminar & International Symposiums (National Assembly)
5. On-and-Off Line Campaign (Website, SNS, Banners, Radio CM, Subway CM, Buildings)
Ways and Means of Health Advocacy

- Anti-Drunken Driving Campaign (Police Department)
- Education & Consulting (Ministry of National Defense, Professional Organizations)
- Posters and Leaflets Distribution (Ministry of Health and Welfare)
- Signing Campaign (Forum Members)
- A.A. International Convention
- Coalition with Newspaper and TV media
On-Streets and Parks Campaign
Guide Book
Movie File
Seminars at the National Assembly
International Symposium
지나친 음주, 암의 보이지 않는 씨앗입니다.

유방암
간암
대장암

주최: 부산복지부, 파랑세포
주관: 경찰청, 국방부, 대한보건협회, 대한산업보건협회, 대한산정산과학회

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술 마시면 변하는 당신, 깨어보면 늙습니다

주최: 보건복지부, 파랑세포링

주관: 경찰청, 국방부, 대한보건협회, 대한산업보건협회, 대만산업보건협회, 일코올전문자료센터네트워크, 한국사회복지협회

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일시: 2012년 11월 1일(목) 14:00 ~ 17:00
2012년 11월 2일(금) 09:00 ~ 17:00
장소: 여의도 렉션타워텔 15층 센트럴파크
(서울 영등포구 여의도동 소재)

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Lessons Learned

1. A tendency to understand alcohol harms attributable to drinker himself as a perspective of individual freedom: less understanding from a perspective of building environment free from alcohol harms

2. Lower priority committed to reduction of alcohol harms in public health policy in all levels of governments regulation

3. Wet culture to drink in excess

4. No establishment of an integrated government entity to deal with efforts to prevent and to reduce the harms in an organized way

5. No nationwide media campaign via TV, radio was possible
Challenges Ahead

1. Need a wider forum to be representing multi-sectors, including media, labor workers and youth.

2. Nationwide mass media campaign, i.e., on TV should be initiated with social marketing strategy.

3. Empower the volunteers and participants in the forum to be activists with expertise in health advocacy.

4. More commitment made to alcohol issues by leaders from participating entities.

5. A mechanism to keep it financially sustainable should be established.
THANK YOU VERY MUCH