

ALCOHOL BURDEN IN THE EASTERN REGION OF UGANDA

ISABIRYE JACKSON

FOUNDER AND EXECUTIVE DIRECTOR RING OF HOPE
REHABILITATION CENTRE, CERTIFIED ADDICTION PROFESSIONAL
(ICAP1), A BOARD MEMBER AND TREASURER UGANDA ALCOHOL
POLICY ALLIANCE.

Alcohol Burden

- *Alcohol is a drug that is toxic and addictive.*
- *Alcohol is a central nervous system depressant.*
- This means that it is a drug that slows down brain activity. It can change one's moods and behaviors.
- *Alcohol is created when grains, fruits, or vegetables are fermented.*
- Alcohol is readily available in our community here in Eastern Uganda.

Alcohol Burden Continue

- Its consumption is widely acceptable and its acceptance results in low recognition of alcohol use related health problems.
- Uganda has a fertile ground for establishment of alcohol business. That is the reason why we see the mushrooming alcohol factories producing different brands and all targeting the young generation.

Alcohol Brands in Eastern Uganda

- In Eastern part of Uganda, we have over 100 brands of alcohol packed in small quantities and at affordable prices. With very attractive names.
- Among them we have;
 - Simba
 - Pakasa
 - Twebelelemu
 - Master

Alcohol Brands in Eastern Uganda Continue

- Kampako
- Empire
- White milk
- Kibuku
- Jajja
- Toliro
- Officer
- Waragi
- Guma ofe
- Mandule
- Tonto
- Malwa/ Ajono
- Vodka
- Chef
- Coffee Spirit
- Wandago

Local Alcohol

- On addition to that we have the locally distilled alcohol from sugar factory molasses.
- It is produced and packed in 20 litres jerrycans and 1-liter bottles. This is sold to the travelers along the highway from Jinja to Tororo, Busia, Mbale and other districts.
- Where other regions sell Yoghurt to the travellers along the highway, for us in eastern Uganda we sell alcohol.

Alcohol Industry influence

- The big alcohol industry continue to convince us that we benefit a lot from Alcohol business in terms of revenue but it is not true. Actually as a country we spend a lot on treatment of the people who get alcohol health related problems compared to what we earn from Alcohol industry.
- The increasing availability of commercial alcohol in the region has driven consumption rates higher especially among the youth and working adults.
- This has also greatly contributed to rising alcohol related health issues, including liver diseases, traffic accidents and domestic violence.

Alcohol Related social economic challenges

- It has also greatly contributed to social-economic challenges that the eastern region struggle with due to decreased work productivity and increased expenditure on alcohol beverages.
- In some parts of the region you find bars opening very early in the morning and people seriously drinking till late in the night.
- As a region we contribute a lot in maintaining Uganda in its position as the leading country in alcohol consumption in Africa and among the leading 10 countries in the world.

Conclusion

- Regulating alcohol production, marketing and consumption will help us address all the above mentioned problems and Uganda will achieve much in terms of development. This will require joint efforts and team work from all those who wish good to our motherland Uganda.

Conclusion Continue

- Thank you.