



REPUBLIC OF ZAMBIA
MINISTRY OF HEALTH

NATIONAL ALCOHOL POLICY IMPLEMENTATION PLAN

**“Towards Attainment of a Safer, Healthier and Productive Nation
Free of Alcohol Related Harm “**

2018

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FOREWORD



This National Alcohol Policy Implementation Plan contains and provides a framework within which the Government of Zambia in partnership with other key stakeholders shall develop specific targeted alcohol action plans. The Plan translates government commitment and policy direction into practice.

Suffice to state that Zambia's transformation agenda in moving towards the attainment of the Vision 2030 involves shifting the country towards becoming a prosperous middle-income nation. In the desire to fulfill this vision, harmful use of alcohol has been identified as a serious obstacle to this critical national development agenda. The current rise in the middle-income group among the Zambian population is resulting in many people using part of their increasing disposable incomes on harmful use of alcohol, thereby affecting short, medium and long term national development goals.

Government has a role in ensuring that people are provided an enabling environment to embrace positive changes and, at the same time, helping reduce the risk of any potential harm associated with the shifting consumer demands which includes alcohol consumption. The Government also recognises its responsibility to balance the rights of the adult members of the community to purchase and consume alcohol, with the equally important rights of the entire community to be protected against alcohol related harms.

It is within this context that the National Alcohol Policy Implementation Plan is used as a tool to implement what the Policy espouses and articulates. The underlying causes of alcohol related harm are varied and complex. Therefore, effective plans to reduce alcohol related harms to individuals, family and the community must be multi-faceted and interdisciplinary. There is need to create greater awareness of alcohol related harms, promote better national alcohol consumption patterns and practices, including an alcohol abuse sensitive public health agenda. In doing so, this Alcohol Policy Implementation framework builds and provides a firm foundation for promoting public health-related and evidence based policies that have proven effective in reducing alcohol related harm.

A handwritten signature in black ink, appearing to read 'J. Chilufya', written over the printed name.

Honourable Dr. Chitalu Chilufya, (MP)

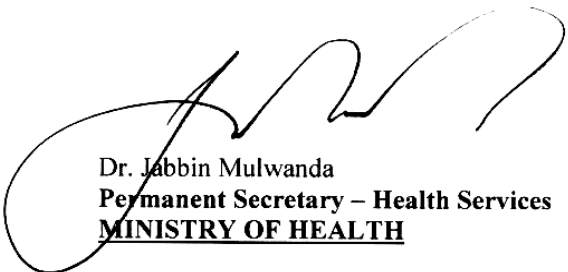
MINISTER OF HEALTH

ACKNOWLEDGEMENT



This National Alcohol Policy Implementation Plan has been developed as a result of broad consultations involving senior representatives of Government Ministries, Bilateral and Multi-lateral partners, Non-Governmental Organisations, training institutions, the alcohol beverage industry, representatives of civil society and the community at large.

The Ministry of Health therefore, wishes to thank all the individuals and institutions for their support and contributions in the policy development process. We thank the public sector, the private sector and civil society for their tireless commitment to ensuring that this policy is developed.



Dr. Jabbin Mulwanda
Permanent Secretary – Health Services
MINISTRY OF HEALTH

WORKING DEFINITIONS

Abuse	Use of alcoholic beverages to excess, either on individual occasions or as a regular practice.
Adult	Anyone over the age of eighteen years.
Availability	Physical or economical availability, such as when, where and under what conditions alcohol beverage may be availed or purchased, and the financial ability to purchase alcohol.
Dependence	Behaviour which indicates a person has impaired control of their mind due to alcohol use and continues to use alcohol despite the adverse consequences.
Drinking Patterns	Describes how much people drink, how often, where, when, who, with whom and the types of beverages drunk.
Evidence-based	The use of scientific evidence to address policies and strategies that will put in place measures to reduce alcohol related harms
Harm	Harm can either be physical or emotional injury or damage.
Harm minimisation	A strategy that aims to prevent and reduce the number of harms associated with the misuse of alcohol in the community, and encourages responsible and beneficial drinking patterns.
Intoxication	A condition that results from the administration of too much alcohol, resulting in disturbances in the level of consciousness, cognition, perception, behaviour and physical functions and responses.
Unit of Alcohol	When undertaking estimates and international comparisons of levels of alcohol consumption the common approach is to take the available data on consumption based on a calculation of pure alcohol per litre.
Misuse of alcohol	Consuming more than is safe for a given situation and task
Harm-free drinking	Drinking which harms neither the drinker nor anyone else
Moderate	Refers to alcohol consumption which is below the levels identified

Consumption	as risky or hazardous by national or international evidence-based guidelines.
Negative drinking Patterns	Drinking patterns shown to be associated with an elevated risk of short or long term harms.
Partnerships	The inclusion of the government and private sectors, the brewing industry, civil society and the community all working towards a common goal.
Positive drinking Patterns	Drinking patterns that is complementary to a healthy lifestyle and are not associated with increased risk of alcohol related harms in the short or long term.
Responsible Drinking	Drinking enjoyably, socially and responsibly. It includes not drinking at all in situations where the effects of alcohol will put someone's safety or health at risk. It is a level of drinking that poses a low risk of alcohol-related problems, both to drinkers and others.
Social harms	Harms associated with the misuse of alcohol which impact negatively at community and societal level. These can include costs associated with criminal activities, health care, social welfare, economic losses and absenteeism and poor work performance.
Targeted Interventions	Interventions that address specific "at-risk" populations or occasions, potentially harmful situations and drinking patterns.
Underage drinking	Consumption of alcohol products by people under the age of eighteen years.

ACRONYMS

AIDS	Acquired Immune Deficiency Syndrome
HIV	Human Immuno-deficiency Virus
IEC	Information Education Communication
MOH	Ministry Of Health
NGOs	Non - Governmental Organisations
PAC	Policy Analysis and Coordination Division
WHO	World Health Organisation
ART	Anti-Retroviral Therapy
PLHIV	People living with HIV
NAC	National HIV/AIDS/STI/TB Council
GBV	Gender Based Violence
DEC	Drug Enforcement Commission

CHAPTER 1

1. INTRODUCTION

The Ministry of Health, working with government and non-governmental partners developed the National Alcohol Policy Implementation Plan (PIP) to translate the National Alcohol Policy (NAP) into specific, measurable, actionable, realistic and time-bound (SMART) goals to benefit the Zambian people.

The Policy Implementation Plan (PIP) describes broad actions which government, together with its stakeholders, intends to undertake in order to address key issues related to alcohol production, storage, distribution, retailing and consumption on one hand and the management of people who suffer illness and harm in whatever form as a result of alcohol misuse. It is hoped that with greater input from a wide range of stakeholders, and the eventual operationalisation of the National Alcohol Policy, through this PIP, there will be a marked reduction of alcohol related harm including road traffic accidents; gender based violence, HIV/AIDS, other substances abuse and loss of productivity in the work place, among others.

1.1 Purpose:

This Implementation plan is intended to provide a framework of broad activities to all stakeholders working in the area of alcohol. As they buy into these broad activities to develop their detailed activities, they will be supporting the operationalisation of the National Alcohol Policy in a coordinated manner.

1.2 Target Audience:

This plan is targeted towards all government institutions, the private sector, civil society organisations and members of the general public.

CHAPTER 2

VISION, RATIONALE AND GUIDING PRINCIPLES

2.1 VISION

A safer, healthier and productive nation free of alcohol related harms.

2.2 RATIONALE

Harmful use of alcohol has been known to cause many social, economic and public health problems in the country. Problems arising from the harmful use of alcohol like road traffic accidents are a drain on the country's resources. Currently, there is no national policy to provide guidance on the production, distribution, and consumption of alcohol in the country, a situation which if left unchecked, could lead to a further increase of other negative consequences of alcohol misuse.

In view of the foregoing, Government has identified the need for the development and implementation of a comprehensive National Alcohol Policy to provide for an appropriate and evidence-based policy framework to guide the production, distribution and consumption of alcohol. The policy will also provide measures to mitigate various negative consequences associated with harmful use of alcohol and thereby enhancing national development.

2.3 GUIDING PRINCIPLES

Promotion and Protection of human rights: an effective response to alcohol related harm requires that the rights to equality before the law and freedom from discrimination are respected, protected and fulfilled. These rights include:

- a. The right of all Zambians, to be informed of and protected from alcohol related harm;
- b. The right of all children under the age of eighteen, to be protected against alcohol related harm.
- c. The right not to drink for those who choose not to.
- d. The right of Zambians above the age of eighteen, who choose to do so, to purchase and consume alcohol in accordance with laws and regulations;
- e. The right of the alcohol dealers to conduct legitimate and legal business in a responsible way in keeping with the current laws and regulations, and the duty to actively support the enforcement of said laws and regulations.

Political Leadership and commitment: strong political leadership and commitment at all levels is essential for sustained effective and proper reduction of alcohol related harms.

Multisectoral approach and Partnership: all sectors of society must be actively involved in the design, implementation, review, monitoring and evaluation of the National Alcohol Policy, taking into account cultural, moral and religious values in order for it to be effective.

Public Health Approach: A public health approach is the most effective way to reduce alcohol-related harm by focusing on the most effective promotive, preventive, curative and rehabilitation services.

Scientific and evidence-based research: It is essential that the national response to alcohol problems and interventions be based on scientific and evidence based research.

Sustainability: The interventions embarked on should be sustainable and take into consideration the economic situation of the nation. Government shall remain open to new initiatives that are effective and sustainable in the implementation of the alcohol policy.

Gender: Mainstream gender in all interventions related to reduction of alcohol related harms which are meant to prevent, treat and rehabilitate all alcohol abuse related harms.

CHAPTER 3

ORGANISATION OF THE IMPLEMENTATION PLAN

3.1 Logical Framework

The Implementation plan is organised in form of a logical framework which has the following components:

- i. **Objectives:**
These objectives are extracted from the policy and they correspond to each policy issue that was recognised in the situation analysis.
- ii. **Measures:**
Each policy objective has got a number of corresponding measures which are the equivalent of strategies in strategic planning.
- iii. **Key Activities:**
Each measure has been translated into broad activities which if successfully completed will lead to the attainment of a given measure. Stakeholders are encouraged to buy into these measures and key activities in order to develop detailed activities of their own.
- iv. **Time Frame:**
Government, through the Ministry of Health as the coordinating line ministry of policy implementation, has proposed targeted time frames within which to complete selected key activities. This time frame is critical for planning purposes as well as monitoring and evaluation.
- v. **Output Indicator:**
Once all stakeholders who are buying into a given activity have reported against set targets, the output indicator, which has been included, will be used to measure progress made towards those targets.
- vi. **Means of verification:**
This column documents where the evidence of having undertaken a given activity will be found.
- vii. **Partners (Lead and collaborating)**
This column outlines partners who include other line ministries, cooperating partners, civil society and private organisations that will help implement the Policy.

3.2 Sections of the Policy Implementation Plan

For easy navigation of general policy objectives and measures the policy implementation plan is arranged as follows:

Multisectoralism: The section is meant to ensure that all sectors are actively involved in the development, implementation, monitoring and evaluation of the national alcohol management programme.

Regulation of the formal alcohol market: Under this section, the plan highlights regulatory issues including plans to update and enforce existing laws governing alcohol production, its distribution and retail selling.

Regulation of the unrecorded alcohol market: This section focuses on the need to ensure that all alcohol in Zambia is sold through licensed outlets and that all products follow safety and quality standards.

Increased advocacy, social mobilisation and effective communication: This section highlights how to get the highest levels of advocacy, social mobilisation and effective communication that guarantees leadership commitment to dealing with alcohol related harm at all levels

Incorporation of Faith Based Organisations: Realising the critical role which FBOs play, it is prudent to include a section from where FBOs can draw their activities in the fight against the harmful use of alcohol

Involvement of traditional leadership structures: This section highlights the critical role of enculturating the response in the fight against harmful use of alcohol by promoting the use of acceptable traditional values and strengths as part of a foundation in all interventions.

Employment and workplace environments: The harmful effects of alcohol have not spared workplace environments; hence this section looks at how alcohol related challenges and harms in the workplace should be addressed.

Protection of human rights and prevention of stigma and discrimination: The temptation to discriminate and stigmatise people with alcohol related problems can be high. Therefore, this section has been included to ensure that the rights of both people going through alcohol treatment and rehabilitation and the non-drinkers are protected.

Protection of rights of children and young people: This section contains activities intended to protect the rights of children and young people and to avail them access to prevention and care services targeting victims of alcohol related harm.

Promotion of alcohol related research and development: There are many effects which are caused by the harmful use of alcohol. Some of these are inherent within the cracks of regulation, production, distribution and consumption. In order to effectively address the negative impact of the harmful use of alcohol, it is pertinent to have the right information. For this reason, therefore, it is prudent to include in this plan a section to promote research initiatives in causes, effects and treatment of the effects of harmful use of alcohol which will inevitably promote evidence based response.

Improved and Expanded Information, Education and Communication on the dangers of alcohol misuse: In order to ensure that there is widespread information at all levels regarding regulations to safeguard the production, storage, distribution, retailing and consumption of alcohol in a manner that does not endanger society, it is critical to produce, package and disseminate appropriate information. This section addresses these issues.

Building life skills as a preventive measure: One of the reasons cited for increased alcohol intake in Zambia is the high level of unemployment coupled with lack of life skills, particularly among the youth. This section encourages stakeholders to invest in life skill development as a preventive strategy.

Safeguard the safety of people who drink traditional brews by ensuring that these products are prepared within the provisions of the Liquor Licensing Act:

Traditional brews form a substantial part of the menu of alcohol in Zambia. However, these brews rarely have documented production guidelines or standard operation procedures. Therefore, this section has been included in order to encourage adherence to standard brewing procedures.

Treatment of people with harmful use of alcohol related problems: While prevention will form the cornerstone of government strategy in alcohol related matters, there will always be that proportion of people already suffering from alcohol harm related health conditions. This category of people needs treatment in specialised centres. This section addresses such cases.

Increased access to services aimed at mitigating harmful use of alcohol: Services aimed at mitigating the harmful use of alcohol are scarce in Zambia. However, even the few available ones are, in most cases, inaccessible. Therefore, this section is concerned with firstly promoting accessibility at available facilities and secondly, increasing the number of functional facilities.

Support to those affected by alcohol related harm within their families and communities:

The effects of alcohol related harm transcend the individual to affect their families including spouses and children. These might also require interventions aimed at supporting their own efforts. Under this section, the needs of families and how they may be met are presented.

Support to high risk and vulnerable groups: Harmful use of alcohol is not a generalised phenomenon. There is a tendency to have high risk and vulnerable groups who could even be marginalised. Unborn babies who are at the mercy of the carrying mother, children of parents who abuse alcohol may need support. These and many more issues are highlighted under this section.

CHAPTER 4

4.0 GENERAL OBJECTIVES, MEASURES AND KEY ACTIVITIES

4.1 Multisectoralism						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To ensure that all sectors are actively involved in the development, implementation, monitoring and evaluation of the National Alcohol management programme	Ensure that all employers and employees adhere to the terms and conditions of service pertaining to alcohol use in the workplace	Appoint focal persons	Dec 2018	Focal point persons appointed and trained	Establishment registers	MoH and Line Ministries, Parastatals, Private companies, NGOs
		Training of the focal point persons in psychosocial counselling	On-going	Number of focal point persons trained	Training and sensitisation reports	
		Production of IEC materials on alcohol	Bi-annual	IEC materials produced and distributed		
		Periodic sensitisation of public sector workers on the harmful use of alcohol.	Quarterly	Reports	Number of workmates sensitised; Number of sensitisation meetings	
	Ensure operational guidelines are developed for FPPs	Production of guidelines	Dec 2018	Guidelines developed, approved and distributed	Number of guidelines distributed	MoH

	Involve the civil society movement and FBOs in Zambia to contribute to the implementation of relevant parts of this policy and to rally public support for needed regulatory measures	Appoint focal person Training of the focal point persons in peer counselling Production of IEC materials on alcohol Periodic sensitisation of public sector workers on the national alcohol programme	Dec 2018	Focal point persons appointed and trained Guidelines and IEC materials produced and distributed Sensitisation conducted	Establishment registers Training and sensitisation reports	Religious leaders, NGOs All line Ministries
	Involve the traditional leaders and communities to contribute towards the effective implementation of government regulations on the use of alcohol	Identify community and peer leaders and train them in alcohol issues Offer TS and logistical support for community sensitisation	On going	Community and peer leaders trained in alcohol issues TS and logistical support offered	Community registers Activity reports	MLG, Local communities, MCDSS, Traditional leaders, MCTA
	Compel trade unions and other institutions to initiate and implement workplace based policies to deal with effects of alcohol in the workplace	Identify focal point persons and train them in alcohol issues Identify persons with harmful use of alcohol related problems	On going	Focal point persons appointed and trained IEC materials produced and distributed Sensitisation conducted	Establishment registers, Training and sensitisation reports Number of people with alcohol related problems identified and supported	MLSS, ILO, ZCTU, ZLUWU, Local Govt Service commission, PSMD

	Ensure implementation of an effectively coordinated multisectoral response to alcohol related harm	Formation of a National Alcohol Multisectoral Committee	Dec 2018	National Alcohol Multisectoral Committee established	Functional Multisectoral Committee	MOH, MOI, MCDSS, Cabinet Office, CPS NGOs MoF
4.2 Regulation of the formal alcohol market						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To review and enforce laws governing alcohol production, its distribution and retail selling	Strengthen enforcement of the Liquor Licensing Act of 2011 and other related pieces of legislation as stipulated in the legal framework of the policy	Conduct 5 Provincial Sensitisation Meetings for stakeholders per year	Annually beginning March 2019	5 Provincial sensitisation meetings conducted	Reports	MLGH (lead) MOH MIBS MHA MCDSS NGOs
		Quarterly Publication of Act in print media		4 publications done	Newspaper publications	
		Hold bi-annual Consultative Meetings involving Enforcers and Traders		2 Consultative meetings held in each Province bi- annually	Reports	
		Conduct 4 inspection exercises in each Province		4 inspection exercises conducted		
	The adoption of revised regulations relating to the	Constitute TWG and	Dec 2018	General regulations developed, approved and	Regulations	MLGH (lead)

Liquor Licensing Act	develop ToR		published	enforced	MOJ
	Develop draft guidelines Conduct stakeholders' consultative meeting Submit draft regulations to MOJ for drafting Issuance of regulations by Minister of LG		ToR for TWG developed Stakeholder meetings conducted Draft regulations submitted to MOJ for drafting Minister of LG issues SI	Number of violations Documented Compliance levels	
	Continuation of inspections of areas and premises where alcohol is produced, stored, distributed and sold, Continue with inspections at import entry points	Ongoing	Number of inspected areas and premises where alcohol is produced, stored, distributed and sold	Inspection reports	MLG MHA MOJ MOH MCDSS MCTI
	A ban on the production and sale of liquor sachets and similar products less than 300ml				
Increased taxation on alcohol products	Form task team to advocate and lobby government to increase tax on alcohol Develop advocacy plan and submit to responsible Ministry	Sept, 2018	Taxes on alcohol products reviewed Task Team formed Advocacy plan developed and approved	Implementation of the Advocacy plan	MLG MCTI MoF MoJ MoH NGOs
	Strengthen the local inspectorate work on producers, distributors and retailers of alcohol to ensure that laws and regulations are followed in practice	Dec, 2018/ Ongoing	Inspectors recruited In-service trainings conducted	Number of Inspectors recruited In-service Training Reports Resources mobilised	MLGH MHA MCDSS MCTI NGOs MoF CPs

	Enforce existing laws to regulate the quality and volume of alcohol advertisements and stop other types of alcohol promotion	Conduct Regulatory Impact Assessment (RIA)	June , 2019	RIA conducted	RIA report	MOJ ZLDC MCTI MLGH Business Regulatory Review Authority (BRRA)
	Support fast track courts	Train prosecutors and magistrates	June 2019/ Ongoing	Number of prosecutors and magistrates trained	Training reports Court case reports	MLGH MOJ NIPA MoF CPs NGOs NPA/DPP
		Mobilise resources and other logistics		Resources mobilised	Financial reports Resources mobilised	

4.3 Regulation of the unrecorded alcohol market						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To ensure that all alcohol in Zambia is sold through licensed outlets and that all products follow safety and quality standards	Effective enforcement of the provision in the Liquor Licensing Act that all alcohol meant for sale shall be produced and sold only from licensed premises	Build capacity of law enforcers on enforcement of Liquor Licensing Act of 2011	By June 2019 /Ongoing	Number of law enforcers trained in enforcing the Liquor Licensing Act of 2011	Training reports and registers	MHA MOH MOJ MLGH MCDSS Co-operating partners CSOs
		Sensitise business owners and general public on Liquor Licensing Act	By June 2019 /Ongoing	Number of business owners and general public sensitised on Liquor Licensing Act	Activity reports and registers	MLGH MCTA MIBS
		Prosecute non-compliant business owners	December 2019/Ongoing	Number of non – compliant business owners and distillers successfully prosecuted	Prosecution records	MOETVECE MHA MLGH MCTA MOJ Judiciary MCTI
		Conduct inspections on brewers and distillers	By September 2019/Ongoing	Number of brewers and distillers successfully inspected	Inspection reports	MLGH MHA MCTA MOH
	Intensify control to ensure that brewers and distillers, both industrial and local, follow quality standards	Prosecute non – compliant brewers and distillers	By December 2019/Ongoing	Number of non – compliant business owners and distillers successfully prosecuted	Prosecution records	MLGH MOJ MHA

	Build capacity of inspectors to enable them to conduct their mandate of alcohol inspection throughout the production chain and to deal with those companies and individuals who break provisions of the Liquor Licensing Act	Conduct needs assessment for inspectors Conduct targeted trainings for pre and in-service	By June 2019/Ongoing	Reports of conducted needs assessments Number of inspectors trained	Needs Assessment reports Training reports Prosecution reports	MOH MLG MCTI MOH MLG MOETVECE MLG MHA MOJ Judiciary
		Prosecute non – compliant companies and individuals	By July 2019/Ongoing By December 2018/Ongoing	Number of non – compliant companies and individuals successfully prosecuted		
	Educate members of the general public on their rights with respect to the quality of alcohol, that all points of alcohol sale shall have a license and that this license shall be displayed at a prominent place on the premises	Conduct sensitization meetings	By August 2019/Ongoing	Number of people sensitised	Reports, media coverage and registers	MCDSS MOH MOETVECE MHA MCTA
		Print and distribute IEC materials	By August 2018/Ongoing	Number of IEC materials printed and distributed	Printing and distribution list/records	MOH MCDSS MHA MLGH CSOs Co-operating partners

communication that guarantees leadership commitment to dealing with alcohol related harm at all levels	Ensure that leaders and their representatives at all levels are conversant with and understand the alcohol context and implication of alcohol related harm and understand their expected role in fighting the scourge	Training of leaders and their representatives in alcohol related harm Conduct sensitisation meetings at all levels Conduct media campaigns, radio programmes, production of fliers and brochures on alcohol related harm and the roles to played by the leaders in fighting the scourge	On going	Leaders and their representatives trained. Sensitisation meetings conducted Media campaigns conducted, radio programmes done, Brochures and fliers produced	Training reports Number of leaders trained Sensitisation reports	MOH MIBS MLGH NGO's Cabinet Office Parliament
	Encourage and support the family and the community as the basic unit of society in the protection and fight against alcohol related harm	Conduct sensitisation for family members and community in the protection and fight against alcohol related harm	On going	Number of sensitisations conducted	Sensitisation Reports	MHA MOH MCDSS MLGH MGCD MCTA
	Promote, create and strengthen strategic partnerships with all key stakeholders such as NGOs, religious leaders, civic and political leaders, CBOs and the private sector in the fight against alcohol related harm	Facilitate the formation of strategic advocacy alliances	On going	Strategic alliances formed	Reports Guidelines Work plans	MCDSS MLGH NGOCC CHAZ CBO'S Church Mother Bodies
	Facilitate and support dialogue at national, provincial, district and community levels with a view to engendering social change for effectively fighting alcohol related harm	Conduct consultative meetings at national, provincial, district and community levels Distribute IEC materials	On going	Number of Consultative meetings held at all levels Number and types of IEC materials distributed	Reports and minutes	MOH MCDSS MLGH MCTA Mo MNGRA

4.5 Incorporation of Faith Based Organisations						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To fully involve Faith Based Organisations (FBOs) in the fight against the harmful use of alcohol	Collaborate Faith Based Organisations and networks to play a leading role in mobilising their respective constituents in prevention of alcohol related harm, as well as in treatment and rehabilitation of those in need of the services	Collaborate with FBOs in the prevention, treatment and rehabilitation of those people with alcohol related problems Distribution of IEC materials	Dec 2018	Number of activities conducted in collaboration with FBO'S Number and type of IEC materials distributed	Activity Reports IEC materials distributed	CHAZ The 4 Church Mother bodies(ZEC, ICZ,EFZ,ECZ), ISLAMIC SOCIETY OF ZAMBIA
	Promote interfaith collaboration on harmful use alcohol	Create inter faith working groups related to harmful use of alcohol Develop ToR	DEC 2018	Interfaith working groups established ToR developed and approved	Implementation of WGs activities ToRs implemented	The 4 Church Mother bodies(ZEC, ICZ,EFZ,ECZ), ISLAMIC SOCIETY OF ZAMBIA
	Facilitate the formation and strengthening of linkages between Faith Based Organisations and government as well as the private sector as they seek solutions to problems caused by the harmful use of alcohol	Conduct interparty meetings	On going	Inter-party meetings held	Number of meetings held	The 4 Church Mother bodies (ZEC, ICZ, EFZ,ECZ), ISLAMIC SOCIETY OF ZAMBIA

4.6 Involvement of traditional leadership structures						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To enculturate the response in the fight against harmful use of alcohol by promoting the use of acceptable traditional values and strengths as part of a foundation in all interventions.	Involve traditional leaders to play a leading role in the promotion of responsible drinking and discouragement of harmful alcohol use among their subjects, and in the enforcement of existing laws and regulations regarding alcohol production and consumption	Conduct Baseline Assessments on drinking patterns in chiefdoms	June, 2019	Baseline conducted	Baseline Assessment reports	MOH MCDSS CSOs UNZA Chainama College
		Conduct KAP	December, 2019	KAP conducted	KAP report	MOH MCDSS CSOs UNZA Chainama College
						MCDSS CSOs MOH MCTA MOETVECE Co-operating partners
		Conduct targeted trainings among traditional leaders and selected chiefdoms	March 2019/Ongoing	Number of traditional leaders trained	Reports and registers	MOH MCDSS MLGH MCTA Co-operating partners MLGH

		Conduct sensitisation on harmful use of alcohol in chiefdoms	May, 2019/Ongoing	Number of sensitisation meetings conducted Number of people reached	Sensitisation Reports/ registers	
		Print and distribute IEC materials in 7 official local languages and English	2018/Ongoing	Number of IEC materials printed and/ distributed	Print and distribution lists	
		Conduct regular inspections on compliance of existing laws and regulations regarding alcohol production and consumptions in chiefdoms	2018/Ongoing	Number of targeted chiefdoms reporting compliance to existing laws and regulations	Inspection reports/ records	
	Encourage and support traditional leaders in their effort to bring about social and cultural change as a means of prevention and control of alcohol related	Hold consultative meetings with traditional leaders	2018/Ongoing	Number of meetings held	Reports	MOH MCDSS MLGH MCTA Co-operating partners CSOs

harm	Conduct trainings on social and cultural change for traditional leaders	2018/Ongoing	Number of traditional leaders trained	Reports/ registers	MCTA CSOs International partners
	Develop alcohol management competencies of traditional leaders and structures	2019/Ongoing	Gap analysis conducted	Gap analysis reports	MOH MCDSS CSOs
	Provide targeted ongoing technical support based on identified gaps	2019/Ongoing	Number of traditional leaders provided with technical support	Technical support reports	MOH MCDSS CSOs
	Provide technical backstopping to alcohol related programmes and activities carried out by traditional leaders	2018/Ongoing	Number of traditional leaders visited and supervised	Supportive supervision reports	MCTA MOH MCDSS CSOs
		2019/Ongoing	Number of traditional leaders re-trained	Refresher training reports/ register	MCTA MOH MCDSS CSOs
		2019/Ongoing	Number of chiefdoms assessed	Impact Assessment reports	MCTA MOH MCDSS CSOs

	Paying attention to quality, use and types of alcohol as well as regulatory role particularly in their areas of jurisdiction where there is no police presence							
4.7 Employment and workplace environments								
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners(Lead and Collaborating)		
To ensure that harmful use of alcohol related challenges are addressed in the workplace	Involve and support employers and employees, trade unions and other workplace related institutions to play leading roles in the fight against alcohol related harm	Hold consultative meetings with employers and trade unions	2018/Ongoing	Number of consultative meetings for employers and trade unions held	Minutes/ Reports	MLSS MOH PSMD Trade Unions Cooperating partners		
		Conduct Baseline Assessments	2018	Baseline conducted	Baseline report Gap Analysis Report	MLSS MOH PSMD Trade Unions Cooperating partners Research Institutions FBOs CBOs		
		Conduct a gap analysis and identify capacity building needs among employers and unions.	2018	Gap Analysis conducted	Reports	MLSS MOH PSMD Trade Unions Cooperating partners Research Institutions		
				Number of		MLSS		

	Provide targeted ongoing technical support based on identified gaps	2018 / Ongoing	employers, employees, trade unions and other workplaces provided with technical support	Reports/	MOH PSMD Trade Unions Cooperating partners MOE
	Conduct sensitisation workshops	2019/Ongoing	Number of Sensitisation workshops conducted; Number of people sensitised		MLSS MOH MCDSS MIBS PSMD CSOs Trade Unions Cooperating partners
	Incorporate alcohol policies or alcohol related harms in existing ministerial policies and programmes	2018	Number of Policy Analysis conducted	Reports	MLSS MOH MCDSS PSMD Research Institutions Cooperating Partners
	Conduct trainings in mainstreaming of alcohol responses in line ministries	2019/Ongoing	Number of trainings conducted	Reports /registers	MLSS MOH MCDSS PSMD CSOs
	Mainstream alcohol activities in workplace policies	2019/Ongoing	Number of people trained	Reports and documents	MLSS MOH MCDSS PSMD CSOs
	Conduct supportive	209/Ongoing	Number of Workplaces	Supportive supervision	MLSS MOH

		supervision visits on alcohol mainstreaming activities in line ministries and workplaces		with mainstreamed alcohol in workplace policies Number of supportive supervision visits conducted Number of workplaces supported	reports	MCDSS PSMD
Develop and strengthen workplace based harmful use of alcohol prevention, care and support programmes throughout the country		Advocate for establishment of Focal Point Wellness Officers in all institutions	2019/Ongoing	Number of institutions with Wellness Focal Point Officers	Reports and personnel	MLSS MOH MCDSS PSMD
		Develop guidelines on basic management of alcohol related harm in workplaces	2019/Ongoing	Number of Institutions with developed Guidelines	Guidelines	
		Conduct training of Focal Point Wellness officers including basic management of alcohol related harm in the workplace	2019/Ongoing	Number of trainings conducted Number of Focal Point Wellness Officers trained	Reports /registers Referral mechanisms and instruments	MLSS MOH MCDSS PSMD CSOs

		Create referrals and linkages with appropriate health facilities	2018/Ongoing	Number of institutions with referral systems/mechanisms	Reports on linkages	MLSS MOH MCDSS PSMD
		Conduct performance and impact assessment of the mainstreaming of alcohol management in Workplace wellness activities	2018/Ongoing	Number of institutions implementing alcohol policy in programmes	Reports	MLSS MOH MCDSS PSMD Research Institutions Cooperating partners

4.8 Protection of Human Rights and Prevention of Stigma and Discrimination

Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners(Lead and Collaborating)
To ensure that the rights of both people going through alcohol treatment and rehabilitation and the non-drinkers are protected	Make prevention, treatment and care of harmful use of alcohol a priority issue in the planning and budgeting in all institutions	Advocate for mainstreaming of alcohol interventions in planning and budgeting in line ministries	2019 /Ongoing	Alcohol interventions mainstreamed in all institutions	Institutions plans and budgets Reports	All institutions NGOs, CSOs & Trade Unions PSMD Cooperating partners Alcohol producers and dealers
		Conduct sensitisation on the rights of people going through alcohol treatment and rehabilitation	2018/ Ongoing	Number of people reached	Institutional reports	MOH, MCDSS, MHA, MESTVTECE, MIBS, Cooperating partners

		Establish referral system and linkages to specialised services	2018/ Ongoing	Number of referral systems and linkages established by institutions	Institutional records	All institutions
Progressively build, and provide resources to support rehabilitation centres in the country	Advocate for resource allocation for prevention, treatment, management and rehabilitation of persons with alcohol related problems	2019/ Ongoing	Resources allocated for prevention, treatment, management and rehabilitation	Plans and budgets	All institutions, NGOs, CSOs & Trade Unions, PSMD, Cooperating partners Alcohol producers and dealers	
	Conduct capacity building in the management of alcohol related harms	2018/ Ongoing	Number of people capacity built in management of alcohol related harms	Reports/ registers		
	Conduct supportive supervision visits to treatment and rehabilitation centres	2019/ Ongoing	Number of supportive supervision visits conducted	Supportive supervision reports and minutes		
	Conduct sensitisation on effects of stigma and discrimination for persons with alcohol related problems; Regularly monitor and					

		evaluate the impact of education activities on stigma and discrimination of people with alcohol related problems					
Support and integrate services that may be required by people with disabilities engaged in harmful use of alcohol into the existing health, and social welfare delivery systems	Conduct baseline assessment of misuse of alcohol among persons with disabilities	2018	Baseline conducted	Baseline report	MOH, MHA, MCDSS, MLGH, MCTA , Disabilities Organisations & Cooperating partners		
	Conduct sensitisation workshops for persons with disabilities on the effects of alcohol	2018/ Ongoing	Number of people sensitised	Reports	MOH, MHA, MCDSS, MLGH, MCTA , MIBS, Disabilities Organisations & Cooperating partners		
	Conduct targeted trainings of health and social welfare service providers	2019/ Ongoing	Number of sensitisation sessions conducted; Number of people trained	Reports/ registers	MOH, MHA, MCDSS, MLGH, MCTA , MESTVTECE, Disabilities Organisations & Cooperating partners		
	Establish referrals and linkages to specialised facilities	2019/ Ongoing	Referral and linkages established	Institutional records	All line ministries		
Promote healthy living among those who drink alcohol	Conduct health seeking behaviour survey among those who drink alcohol	2019	Health seeking behaviour survey conducted	Survey report Reports	MOH, MHA, MCDSS, MLGH, MCTA , Research Institutions, Higher Learning Institutions Cooperating partners		
	Conduct targeted sensitisation workshops.	2018/ Ongoing	Number of people sensitised	Institutional records and reports			

	Establish targeted referrals and linkages to specialised facilities	2018/ Ongoing	Number of institutions established with referrals and linkages		
Educate the public on the link between harmful use of alcohol and gender based violence	Sensitise the public on the link between harmful use of alcohol, GBV and other forms of violence. Print and distribute IEC materials on stigma and discrimination of persons with alcohol related problems Regularly monitor and evaluate the impact of education activities on stigma and discrimination of people with alcohol related harms Sensitise the public on existing supportive services for victims of GBV and other forms of violence. Refer victims of GBV and other forms of violence to existing supportive services	2019/ Ongoing 2018/ Ongoing 2018 Ongoing	Number of people sensitised Number of people sensitised Number of GBV victims and other forms of violence referred	Reports Institutional reports Institutional reports	MOH, MHA, MCDSS, MLGH, MGCD, MCTA, MESTVTECE, CSOs, MIBS, Cooperating partners
Educate the alcohol consumers about the need to encourage rather than stigmatise those who choose a lifestyle without drinking alcohol	Conduct sensitisation on the need to mitigate stigma and discrimination related to harmful use of alcohol.	2018/ Ongoing	Number of people sensitised	Reports	MOH, MHA, MCDSS, MLGH, MCTA, MESTVTECE, MGCD, CSOs, MIBS, Cooperating partners

		Conduct sensitisation of the public on the benefits of non-use of alcohol and the dangers of harmful use	2019/ Ongoing	Number of people sensitised	Reports	
		Advocate for formation of lifestyle without alcohol support groups	2014/ Ongoing	Number of 'lifestyle without alcohol' support groups formed	Institutional records	
4.9 Protection of Rights of Children and Young People						
Objectives	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To protect the rights of children and young people including access to prevention, promotion, curative and rehabilitative services.	Domesticate the rights of children as enshrined in the African Charter and the UN Convention on the Rights of a Child into the relevant Zambian laws;	Conduct Baseline Assessment on the violation of children's rights as enshrined in the AU Charter and UNCRC	2019	Baseline Assessment conducted	Baseline Assessment report	All line ministries, Higher Learning Institutions, Research Institutions and Cooperating Partners
	Train health workers, social workers and child protection educators to deal with counselling and psychotherapy of children and young people about the harms arising from alcohol use;	Identify factors that may predispose the child to alcohol	2019	Factors predisposing children to alcohol use identified	Reports	All line ministries, Higher Learning Institutions, Research Institutions and cooperating partners
	Ensure that children enjoy their childhood in a safe environment, free of alcohol and alcohol related harms;	Harmonise children's laws in relation to their rights and alcohol	2018/ Ongoing	Children's laws harmonised	Reports	All line ministries, CSOs, Law Development Agency, cooperating partners
	Involve parents, children and					All line ministries, CSOs, Law Development Agency,

relevant civil society organisations in the dissemination of information on the harms of alcohol to society; Prevent children from entering bars or any premises selling alcohol	Conduct sensitisation on the rights of children as enshrined in the African Charter and UNCRC	2018/ Ongoing	Sensitisation meetings conducted	Reports	cooperating partners
	Strengthen enforcement of existing laws regarding children and young people's access to alcoholic beverages	2019/ Ongoing	Laws regarding children and young people's access to alcohol strengthened and enforced	Reports	MLGH, MCTA, MYS, Local Authorities, MOH, MCDSS, MHA, MOJ
	Strengthen the existing training programme on child counselling and psychotherapy	2019/ Ongoing	Training programme on child counselling and psychotherapy strengthened	Reports and registers	MOH, MCDSS, MYS, MESTVTECE, Cooperating partners
	Mobilise resources for implementation of child counselling and psychotherapy services	2018/ Ongoing	Resources mobilised	Plans and Budgets	MoF, MOH, MYS, MCDSS, MESTVTECE, MCTA, Cooperating partners
	Strengthen coordination and referral mechanisms at all levels	2018/ Ongoing	Coordination and referral strengthened	Records	MOH, MCDSS, MYS, MESTVTECE, MCTA, Cooperating partners
	Integrate child counselling and psychotherapy in all children programmes	2019/ Ongoing	Child counselling and psychotherapy integrated	Reports and plans	All Ministries, NGOs & CSOs
	Facilitate development and Implementation of support groups for children and young people	2019/ Ongoing	Support groups formed	Support groups	MOH, MCDSS, MESTVTECE, MCTA, Cooperating partners
		2019/			MoF, MYS, MOH, MLGH,

	Establish child and youth friendly rehabilitation centres	Ongoing	Child and youth friendly rehabilitation centres established	Rehabilitation centres	MHA, MCDMCD, MESTVTECE, MCTA, Cooperating partners, private sector, Sports Associations
	Sensitise the general public on creation of alcohol free environment for the children and young people	2015/ Ongoing	General public sensitised	Reports	All line ministries, CSOs, NGOs, cooperating partners, private sector, Sports Associations
	Train parents, children and relevant CSOs to disseminate information on dangers of harmful use of alcohol	2019/ Ongoing	Parents, children and relevant CSOs trained	Reports /registers	MOH, MYS, MLGH, MHA, MCDSS, producers, dealers, MESTVTECE, MCTA, Cooperating partners, private sector, Sports Associations
	Develop appropriate alcohol IEC materials	2015/ Ongoing	Appropriate IEC materials developed	IEC materials	MOH, MCDSS, MESTVTECE, MCTA, Cooperating partners
	Establish linkages with both print and electronic media to disseminate information on dangers of harmful use of alcohol	2019 Ongoing	Linkages with both print and electronic media established	Reports	All line ministries, CSOs, NGOs, private sector, Sports Associations
	Mainstream appropriate information in school curricula	2018/ Ongoing	Age appropriate alcohol information in schools mainstreamed	School Curricula	MOH, MESTVTECE, MCDSS, cooperating partners, private sector, Sports Associations

	Establish and maintain recreation facilities for children and young people in order to keep them away from alcohol use	2019/ Ongoing	Recreation facilities established and maintained	Recreation facilities	MOH, MLGH,MHA, MCDSS, MYS, MESTVTECE, MCTA, Cooperating partners, NGOs, CSOs, private sector, Sports Associations
	Encourage children and youth activities that keep them away from activities related to harmful alcohol use	2018/ Ongoing	Children and youths activities encouraged	Records/ reports	MOH, MLGH,MYS, MCDSS, MESTVTECE, MCTA, CSOs, NGOs, Cooperating partners, private sector, Sports Associations
	Facilitate creation of peer to peer education and recreation programmes	2018/ Ongoing	Peer to peer education recreation programmes facilitated	Records/ reports	MOH, MLGH,MCDSS, MESTVTECE, MCTA, CSOs, NGOs, Cooperating partners, private sector, Sports Associations
	Educate children and youths on dangers of underage drinking	2018/ Ongoing	Children and youths educated on dangers of underage drinking	Reports	MOH, MLGH,MCDSS, MESTVTECE, MCTA, CSOs, NGOs, Cooperating partners, private sector, Sports Associations
	Educate parents and guardians about the dangers of underage drinking	2018/ Ongoing	Parents and guardians educated	Reports	MOH, MLGH,MCDSS, MESTVTECE, MCTA, CSOs, NGOs, private sector, Sports Associations
			Appropriate	IEC	MOH, MCDSS,

		Develop appropriate alcohol IEC materials	2018/ Ongoing	materials developed	IEC materials	MESTVTECE, MCTA, Cooperating private sector, Sports Associations
		Establish linkages with both print and electronic media to disseminate information on dangers of underage drinking	2018/ Ongoing	Media established linkages	Institutional records	All line ministries, NGOs, CSOs, private sector, Sports Associations

4.10 Promotion of alcohol related research and development						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners(Lead and Collaborating)
To promote research initiatives in causes, effects and treatment of harmful use of alcohol related harms	Ensure that the National Health Research Agenda incorporates the research of harmful use of alcohol	Prioritise alcohol related research in the National Health research agenda	2018	Alcohol related research in the national health research agenda prioritised	Reports/ Minutes	MOH, MCDSS, MESTVTECE, MCTA, National research technical coordinating committee, Cooperating partners, private sector, higher learning institutions,
		Undertake targeted alcohol related research	2019	Targeted alcohol related research undertaken	Research reports	

	Establish links with public, private research institutions and individual researchers that will promote cooperation between and among research agencies to maximise utilise both local and international research findings	Identify public, private research institutions and individual researchers	2018	Public, private research institutions and individual researchers identified	Reports /Register	All line ministries, National Research Coordinating Committee, Cooperating partners, CSOs, private sector, higher learning institutions.
		Develop a directory of public, private institutions and individual researchers	2017	A directory of public, private institutions and individual researchers developed.	Directory	MOH and Cooperating partners
		Establish a National Research Coordinating Committee on alcohol related activities	2017	A National Research Technical Coordinating Committee on alcohol related activities established	Minutes/ Reports/ Register	MOH, MCDSS,MLGH, MESTVTECE, Higher learning institutions, cooperating partners, alcohol producers and dealers
	Foster alcohol related research for both local and international researchers	Support local and international research activities Hold dissemination conferences for sharing findings	Ongoing 2018	Local and international research activities supported Research dissemination conferences for sharing findings held	Reports Conference Reports	MOH, MCDSS,MLGH, MESTVTECE, Higher learning institutions, cooperating partners, alcohol producers and dealers

	Facilitate the application of research findings into policy and practice	Conduct systematic reviews in order to generate evidence on the findings	2019	Systematic reviews in order to generate evidence on the findings conducted	Reports	MOH, MCDSS, MLGH, MESTVTECE, Higher learning institutions, cooperating partners, alcohol producers and dealers
		Develop and present policy briefs to policy – makers and other stakeholders.	2018	Policy briefs to policy-makers and other stakeholders presented	Reports/Policy briefs	MOH, National Research Technical Coordinating Committee, PAC, Cabinet Office
	Provide and facilitate appropriate infrastructure and funding for alcohol related research	Mobilise resources for appropriate infrastructure for alcohol related research	2019	Resources for appropriate infrastructure for alcohol related research mobilised	Reports	MOF, MOH, MLGH, MESTVTECE, High learning institutions, cooperating partners, alcohol producers and dealers
		Support capacity building for researchers on alcohol related activities	2019	Capacity building for researchers on alcohol related activities supported; Capacity development actually undertaken	Reports	

CHAPTER 5

5.0 PREVENTION AND EDUCATION MEASURES

5.1 Improved and Expanded Information, Education and Communication						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To raise public awareness about the dangers of harmful use of alcohol, and generate understanding of and support for evidence based prevention and control	Facilitate sensitisation programmes and activities on the dangers of harmful alcohol consumption as well as existing alcohol legislation	Conduct public sensitisations on activities on the dangers of harmful alcohol consumption as well as existing alcohol legislation.	2018/ Ongoing	Number of public sensitisations conducted on the dangers of harmful use of alcohol	Sensitisation session reports	MIBS MOH MCDSS MLG MOJ MOCTA CSOs
		Print and disseminate IEC materials on the dangers of harmful alcohol consumption as well as existing alcohol legislation.	2018/ Ongoing	Number of IEC materials printed and disseminated	Signed distribution list	MOH MCDSS MLG MMOCTA Cooperating partners
		Mainstream alcohol related messaging in sports programmes and activities	2018/ Ongoing	Number of sports programmes which have mainstreamed alcohol harm prevention and reduction messages	Programme reports	FAZ MYSCD MOH MCDSS MLG CSOs

	Promote social and behavioural change as a way of preventing and mitigating alcohol related harm	Control of alcohol advertisements	2019/ Ongoing	Controlled adverts	Copies of adverts on alcohol	MLG MIBS Zambia Institute of Marketing
		Identify and use public figures as alcohol free ambassadors and champions of responsible alcohol use Advocate and support the enforcement of alcohol related legislation.	2018/ Ongoing	Number of anti-alcohol ambassadors and champions identified and oriented Alcohol related legislation effectively enforced	Reports on the work of ambassadors Number of prosecutions relating to failure of compliance with alcohol regulations and laws	MLG MOH MCDSS CSOs MHA MLG MOJ
	Support dissemination of timely information about the laws governing the production, distribution, trade and consumption of alcohol.	Conduct public sensitisations on the laws governing the production, distribution, trade and consumption of alcohol.	2019/ Ongoing	Number of public sessions conducted on laws governing the production, distribution, trade and consumption of alcohol	Sensitisation reports	MIBS MLG MCTI MOJ MOEVTECE CSOs
		Print and disseminate IEC materials on the laws governing the production, distribution, trade and consumption of alcohol.	2018/ Ongoing	Materials produced and distributed	Distribution list	MOH MCDSS MLG MMOCTA Cooperating partners

	Support documentation and communication in response to harmful use of alcohol and promotion of responsible drinking	Hold conferences on sharing best practices on alcohol related matters.	2019/ Ongoing	Number of conferences held; Number of delegates attending conferences	Conference reports Conference registers	MOH MCDSS MHA MOEVTECE Institutions of higher learning CSOs Cooperating partners
		Publicise the best practices on reduction of the harmful use of alcohol.	2019/ Ongoing	Number of best practices publicised	Publications on best practices	MIBS MOH MCDSS MOEVTECE MAL Cooperating partners Research Institutions

	Introduce public education on dangers of certain cultural and common practices that perpetuate harmful use of alcohol	Identify and document cultural and other social practices that perpetuate harmful use of alcohol	2019/ Ongoing	Number of cultural and other social practices that perpetuate harmful use of alcohol identified and documented	Copies of documented harmful cultural and other social practices that perpetuate harmful use of alcohol	MOH MOCTA MCDSS Institutions of higher learning CSOs
	Conduct public sensitisations on the dangers of certain cultural and other social practices that perpetuate harmful use of alcohol		2018 / Ongoing	Number of public sensitisation sessions conducted	Sensitisation reports	MOCTA MCDSS MOH MIBS Institutions of higher learning CSOs
	Conduct sensitisation activities aimed at reducing harmful use of alcohol		2018/ Ongoing	Number of people reached	Number of prosecutions and convictions on those who break the law governing alcohol production, storage, distribution and consumption	MIBS MOH MOCTA MCDSS MHA MLG MOJ MAL
	Intensify enforcement of existing legislation on alcohol		2019/ Ongoing	Existing legislation on alcohol effectively enforced	Reports Records	MLG MOJ MOCTA MCDSS MOH MHA

	Support the integration of alcohol related education in traditional practices	Integrate harmful use of alcohol education in traditional ceremonies	2018/ Ongoing	Number of traditional ceremonies which have integrated education on harmful use of alcohol education in traditional ceremonies	Targeted observation reports on traditional ceremonies	MOCTA MCDSS MOH CSOs
		Sensitise traditional leaders and counsellors on harmful use of alcohol	2018/ Ongoing	Number of people sensitised on harmful use of alcohol	Sensitisation sessions reports	MIBS MOCTA MCDSS MOH CSOs MAL
	Support development of Information and Communication materials targeted at out of school youths	Identify Education Information and Communication needs	2019/ Ongoing	Number of Information and Education Communication materials targeting out of school youth developed and distributed	Reports	MIBS MOCTA MCDSS MOH MY &S MAL CSOs Cooperating partners
		Develop, print and disseminate Education Information and Communication materials targeted at out of school youths	2019/ Ongoing	Number of targeted out of school youth reached using Education Information and Communication materials developed	Records Distribution lists	MY &S MIBS MOCTA MCDSS MOH MAL CSOs Cooperating partners
		Conduct Education Information and Communication sensitisation activities quarterly in all the	2019/ Ongoing	Number of out of school youths reached	Reports	MIBS MY &S MOCTA MCDSS

		districts targeted at out of school youths				MOH MAL CSOs Cooperating partners
	Promote awareness of the dangers of alcohol misuse and its role in increasing the sexual risk of contracting HIV/AIDS and other diseases at all levels	Mainstream alcohol activities into Wellness & HIV/AIDS at all levels	2018/ Ongoing	Number of institutions that have mainstreamed alcohol activities into Wellness and HIV/AIDS plans & budget	Institutions plans & budgets, Wellness HIV/AIDS Workplace policies Reports	All line ministries, PSMD, National AIDS Council (NAC), private and CSOs
		Conduct public sensitisation on alcohol misuse and its role in increasing the sexual risk of contracting HIV and other diseases	2018/ Ongoing	Number of people reached with messages on alcohol misuse	Reports	All line ministries, NAC, PSMD private and CSOs
		Monitor implementation of Alcohol misuse activities in HIV/AIDS & Wellness	2018/ Ongoing	Number of institutions with monitoring plans for alcohol misuse in Wellness and HIV/AIDS	Monitoring Plan Reports	All line ministries, NAC, PSMD private and CSOs
		Create youth entrepreneur empowerment schemes	2019/ Ongoing	Youth entrepreneur empowerment schemes created	Institutional reports	MY &S MOE/VTECE MCDSS Higher Institutions of learning Cooperating partners MOD
		Strengthen existing youth skills training centres	2018/ Ongoing	Number of youth skills training centres strengthened	Reports from Youth skills training centres	

5.2 Building life skills as a preventive measure						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners(Lead and Collaborating)
To equip Zambians, particularly the youth, with knowledge and skills as a way of protecting themselves and others from alcohol related harm	Facilitate for the creation and support of income generating and recreation opportunities for children and out of school youths	Identify stakeholders with interest to support out of school youths and children with Income Generating Activities (IGAs) & recreation opportunities at all levels	2018/ Ongoing	Number of identified stakeholders interested in supporting children & out of school youths	Reports Directory	MY &S MOCTA MCD MOH MAL CSOs MOD
	Strengthen mechanisms which guardians and older people use to communicate with young people about alcohol, responsible drinking and alcohol abuse and to help them develop life skills	Form fora of stakeholders with interest to support children and out of school youths with IGAs and recreation at all levels	2018/ Ongoing	Number of fora formed	Records	MY &S MOCTA MCDSS MOH MAL CSOs
		Mobilise resources towards support of children and out of school youth IGAs and recreation opportunities	2018/ Ongoing	Number of children and out of school youths supported with IGAs and recreation opportunities	Records Financial reports	MY &S MOCTA MCDSS MOH MAL CSOs MoF Cooperating partners

		Advocate for curricula at all levels of education that develops life skills among learners	2018/ Ongoing	Developed curricula with life skills among learners	Institutional reports	MY & S MOE/TECE MCD Higher Institutions of learning Cooperating partners
	Involve educators/teachers in order to deal with alcohol misuse related problems	Identify education needs of teachers in alcohol misuse related problems	2018/ Ongoing	Education needs of teachers in alcohol misuse related problems identified	Reports	MOE/TECE MCDSS MOH MHA Higher Institutions of learning Cooperating partners
5.3 Safeguard the health of people who drink traditional brews						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To ensure safety and standards in the production of traditional beer and regulate its distribution and consumption	Develop legislation on the production of traditional beer so that it is responsive to current community demands	Conduct sensitisation meetings on the need for legislation on the production of traditional brews	2018/ Ongoing	Number of people sensitised	Reports Sign-in registers	MIBS MOH MOCTA MCDSS MHA

		Develop regulations for production and distribution of traditional beer and consumption	2018/ Ongoing	Regulations for production & distribution of traditional alcohol beer and consumption developed	Regulations	MLG MOJ MCTI
	Create awareness in the community about the existence of the laws governing production of traditional beer and regulate its distribution and consumption	Sensitise the public about laws governing production and distribution of traditional beer and consumption Educate the traditional brewers on safer methods of production, storage, distribution and consumption of traditional beer Engage traditional beer producers to adhere to safety standards in traditional beer production	2018/ Ongoing 2018/ Ongoing 2018 - 2019	Number of people sensitised Number of chiefdoms, producers educated on the scientific brewing of traditional beers Reports from the chiefs council Number of traditional beer producers that adhere to safety standards in traditional beer production	Reports Sign – in registers Records Reports Research report	MOH MOCTA MCDSS MLG MCTI Research Institutions Cooperating partners

	Build capacity of traditional leaders and their councillors to regulate traditional beer	Train traditional leaders and their councillors on safety and quality of traditional beer.	2018/ Ongoing	Number of traditional leaders and their councillors trained on safety and quality of traditional beer	Sign-in register; Training reports	MOH MOCTA MCDMS MLG MCTI MOEVTECE MAL CSOs Cooperating partners
		Engage traditional beer producers to adhere to safety standards in traditional beer production	2018/ Ongoing	Number of traditional beer producers engaged to adhere to safety standards in traditional beer production	Records reports	MOH MOCTA MCDSS MLG MCTI CSOs
	Promote research about safety and risks of traditional beer	Conduct research on traditional beer in order to improve safety, quality and packaging	2018-2020	Research conducted on traditional beer safety and quality	Research report	MOH MOCTA MCDSS MLG MCTI Research Institutions Cooperating partners

CHAPTER 6

6.0 TREATMENT AND REHABILITATION OF PEOPLE WITH ALCOHOL RELATED HARMS

6.1 Access to effective and efficient diagnostic, treatment and rehabilitative services						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To provide effective diagnostic, treatment and rehabilitative services at appropriate levels of health care	Ensure availability and accessibility of appropriate infrastructure, equipment, drugs and other materials for diagnostic and treatment of alcohol related problems	Mobilise resources for infrastructure and medical supplies	2018/ Ongoing	Resources mobilised	Financial records	MoF MOH MOCTA MCDSS Cooperating partners
		Procurement of diagnostic equipment	2018/ Ongoing	Diagnostic equipment procured	Records	MoF MOH MOCTA MCDSS Cooperating partners
		Establish service for diagnosis and treatment of people with problems related to harmful use of alcohol	2018/ Ongoing	Established services for diagnosis and treatment of people with problems related to harmful use of alcohol	Records	MOH MOCTA MCDSS Cooperating partners
		Conduct training for clinicians, counsellors and psychotherapists and other service providers in the management of alcohol related problems	2018/ Ongoing	Number of clinicians, counsellors and psychotherapists and other service providers trained in the management of alcohol related problems	Sign-in registers Reports	MOH MOCTA MCDSS Cooperating partners
		Advocate for the integration of the management of alcohol related problems in existing clinical	2018/ Ongoing	Number of training institutions that have integrated the	Training institution	MOH MOCTA MCDSS

				graduate course in management of alcohol related problems				Institutions	
			2018/ Ongoing	Strengthen the bonding system for the specialised personnel			Number of specialised personnel being bonded	Records Reports	MOH MCDSS MG &H PSMD
			2018/ Ongoing	Lobby for the improvement of conditions of service for the specialised personnel			Number of retained specialised personnel	Reports	MOH MCDSS MG &H PSMD
	Facilitate the development of minimum standards for establishment of treatment and rehabilitation facilities	Develop minimum standards for establishment of treatment facilities	2018/ Ongoing	Ensure adherence to the minimum standards			Minimum standards established by treatment facilities	Institutional reports	MOH MCDSS Medical Institutions
	Support the development of self-help groups and systems for people with alcohol related problems, including programmes involving families	Facilitate the development of guidelines for self-help groups for people with alcohol related problems	2019/ Ongoing				Number of institutions adhering to minimum standards	Reports Records	MOH MCDSS Medical Institutions
		Facilitate formation of the self-help groups	2018/ Ongoing				Guidelines for self-help groups for people with alcohol related problems are developed	Guidelines	MOH MCDSS
							Number of self-help groups formed at all levels	Reports Records	MOCTA MOH MCDSS MLG &H CSOs

		Provide technical support to the self-help group and the family	2018/ Ongoing	Number of self-help groups provided with technical support	Reports	
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CHAPTER 7

7.0 TREATMENT, CARE AND SUPPORT MEASURES OF THOSE WITH ALCOHOL RELATED PROBLEMS

7.1 Treatment of people with harmful use of alcohol related problems						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To provide effective diagnostic, treatment and rehabilitative services at all levels of health care	Ensure availability and accessibility of appropriate infrastructure, equipment, drugs and other materials for diagnosis and treatment of harmful use of alcohol related problems	Mobilise resources for infrastructure and medical supplies	2019/ Ongoing	Resources mobilised	Financial records	MoF MOH MOCTA MCDSS Cooperating partners
		Procurement of diagnostic equipment	2018/ Ongoing	Diagnostic equipment procured	Records	MoF MOH MOCTA MCDSS Cooperating partners
		Establish service for diagnosis and treatment of people with problems related to harmful use of alcohol	2019/ Ongoing	Established services for diagnosis and treatment of people with problems related to harmful use of alcohol	Records	MOH MOCTA MCDSS Cooperating partners
	Strengthen skills in managing harmful use of alcohol related problems at all levels of health care	Conduct training of clinicians, counsellors and psychotherapists and other service providers in the management of alcohol related problems	2019/ Ongoing	Number of clinicians, counsellors and psychotherapists and other service providers trained in the management of alcohol related problems	Sign – in registers Reports	MOH MOCTA MCDSS Cooperating partners

	Advocate for the integration of the management of alcohol related problems in existing clinical training programmes	2018 / Ongoing	Number of training institutions that have integrated the management of alcohol related problems	Training institutions' curricula	MOH MOCTA MCDSS MHA CSOs
	Promote mentorship in the management of alcohol related problems at all levels	2018 / Ongoing	Number of service providers trained in management of alcohol related problems mentored	Reports	MOH MOCTA MCDSS MHA
	Introduce instruments for screening and brief interventions by general practitioners and at health care centres	2018/ Ongoing	Adapted and adopted instruments for screening and management of individuals with alcohol related problems at all levels	Adapted and adopted instruments	MOH MOCTA MCDSS MHA CSOs
	Facilitate the standardisation of management and treatment protocols for harmful use of alcohol related problems	2014/ Ongoing	Number of consultative meetings and workshops to share information on standardised protocols held	Reports	MOH MOCTA MCDSS MHA CSOs Cooperating partners
	Distribute standard protocols to all health facilities	2019/ Ongoing	Standard protocols distributed to all centres	Standards protocols to all health facilities	MOH MOCTA MCDSS MHA

Train, retain, and motivate specialised human resource in all essential fields required to run and manage treatment centres	Conduct targeted training in the management of individuals with alcohol related problems	2018 / Ongoing	Number of trained people to manage individuals with alcohol related problems	Training reports Sign – in registers	CSOs MOH MCDSS MHA CSOs
	Establish post basic and post graduate course in management of alcohol related problems	2019 / Ongoing	Number of established training institutions for post basic and post graduate course in management of alcohol related problems	Reports Records	MOH MCDSS Medical Training Institutions
	Strengthen the bonding system for the specialised personnel	2019 / Ongoing	Number of specialised personnel being bonded	Records Reports	MOH MCDSS MG &H PSMD
	Lobby for the improvement of conditions of service for the specialised personnel	2019 / Ongoing	Number of retained specialised personnel	Reports	MOH MCDSS MG &H PSMD
	Develop minimum standards for establishment of treatment facilities	2019 / Ongoing	Minimum standards established by treatment facilities	Institutional reports	MOH MCDSS Medical Training Institutions
	Ensure adherence to the minimum standards	2018 / Ongoing	Number of institutions adhering to minimum standards	Reports Records	MOH MCDSS Medical Training Institutions
Facilitate the development of minimum standards for establishment of treatment and rehabilitation facilities					

	Support the development of self-help groups and systems for people with alcohol related problems, including programmes involving families	Facilitate the development of guidelines for self-help groups for people with alcohol related problems	2019 / Ongoing	Guidelines for self – help groups for people with alcohol related problems are developed	Guidelines	MOH MCDSS
		Facilitate formation of the self-help groups	2018 / Ongoing	Number of self – help groups formed at all levels	Reports Records	MOCTA MOH MCDSS MLG &H CSOs
		Provide technical support to the self-help groups and the family	2019 / Ongoing	Number of self – help groups provided with technical support	Reports	MOCTA MOH MCDSS MLG &H CSOs

7.2 Increased access to services aimed at mitigating harmful use of alcohol						
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)
To improve and increase the availability, and accessibility of services aimed at mitigating harmful use of alcohol	Establish and scale up treatment programmes at appropriate levels	Conduct baseline assessment of available services and facilities	2018/2019	Baseline assessment conducted	Baseline Assessment report	MOH MCDSS MLG &H Research Institutions Cooperating partners
		Scale up treatment programmes at all levels	2018/ Ongoing	Scale up of treatment at all levels done	Reports	All line ministries, PSMD, private and CSOs
	Create an enabling environment for the private sector and civil society in the treatment, care and support of those with alcohol related problems	Hold joint consultative meetings with civil societies and the private sector institutions	2018/ Ongoing	Number of participating CSOs and private institutions	Minutes Reports Sign-in registers	MOH MCDSS MLG &H MOCTA Cooperating partners
		Facilitate formation of coordinating team	2018/ Ongoing	Number of coordinating teams formed	Reports Records	MOH MCDSS MLG &H MOCTA CSOs
		Engage civil society organisations and private sector in support of	2018/ Ongoing	Number of supported programmes for alcohol related	Reports Records	All line ministries, NAC and PSMD

		programmes for alcohol related problems			problems by CSOs and the private sector		
	Ensure that appropriately trained human resource is deployed in established rehabilitation centres in the country	Deploy qualified human resource in health facilities and rehabilitation centres	2018 / Ongoing		Number of deployed qualified human resource in health facilities and rehabilitation centres	Human Resources records Reports	PSMD MOH MCDSS MoF Cooperating partners
	Provide funding and support for alcohol related programmes at all levels	Mobilise resources for alcohol related programmes	2018/ Ongoing		Resources mobilised	Records Reports	MoF MOH MCDSS CSOs Cooperating partners
		Ensure prioritisation of alcohol related programmes in sector plans and budgets	2019/ Ongoing		Alcohol related programmes mainstreamed into plans and budgets of institutions	Plans and budgets	MoF MOH MCDSS NAC CSOs Cooperating partners
	Establish screening instrument for detecting harmful use of alcohol at the health Centre Level	Mobilise resources for purchase of screening instruments for detecting hazardous and harmful alcohol drinkers	2018/ Ongoing		Resources mobilised	Records Reports	MoF MOH MCDSS Cooperating partners
		Train staff on how to detect hazardous and harmful alcohol drinkers	2018/ Ongoing		Staff trained	Reports Sign-in registers	MOH MCDSS MHA CSOs

			Conduct patrols on highways on hazardous and harmful alcohol drinkers	2018/ Ongoing	Number of hazardous and harmful alcohol drinkers rehabilitated	Reports Records	MHA MOH MCDSS
7.3 Referral systems linking affected individuals and families							
Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners (Lead and Collaborating)	
To develop and strengthen referral systems for those affected by alcohol related problems	Ensure that there are strong referral systems linking affected individuals and families to effective support programmes in public and private sectors as well as civil society.	Public sensitisation on the available services for alcohol related problems	2018/ Ongoing	Number of people reached	Reports	All line ministries, PSMD, private and CSOs	
		Provide logistical support to the referral centres	2018/ Ongoing	Number of referral centres supported with logistics	Distribution records/lists	MOH MCDSS MoCTA CSOs Cooperating partners	
	Facilitate and empower community based volunteers to provide support within a community based support referral system	Identify the volunteers in the communities engaged in care and support for people with alcohol related problems Provide training in skills related to care and support for people with alcohol related problems	2018/ Ongoing 2018/	Volunteers identified Number of people trained	Records Training reports Sign- in registers	All line ministries, PSMD, private and CSOs MOH MCDSS MoCTA	

			Provide logistical support to volunteers involved in the care and support services.	Ongoing 2018/ Ongoing	in care and support of people with alcohol related problems Number of volunteers involved in the care and support services supported with logistics	Records Reports	MLG & H CSOs Reputable institutions in alcohol care and support All line ministries, PSMD, private and CSOs
	Involve affected families in planning for community based interventions	Identify families with individuals affected by alcohol related problems Hold planning meetings for community based interventions with affected families	2018/ Ongoing 2018/ Ongoing	Families identified with individuals affected by alcohol related problems Number of affected families participating to plan community based	Records Records reports	All line ministries, PSMD, private and CSOs All line ministries, PSMD, private and CSOs	

				interventions			
	Actively support communities and groups engaged in home based care	Identify community groups engaged in alcohol related Home Based Care (HBCs)	2018/ Ongoing	Number of identified community based groups engaged in alcohol related Home Based care	Reports Records	All line ministries, PSMD, private and CSOs	
				Number of HBCs provided with logistical support and training in HBC			
	Provide ongoing psychosocial support and appropriate skills to care givers	Provide logistical and training support to home based care groups	2018/ Ongoing	Number of care givers involved in retreats	Records	All line ministries, PSMD, private and CSOs	
				Number of care givers gone for vacation			
	Devise strategies to address burn out syndrome for providers of services	Conduct retreat for the care givers as a way of refreshing	2018/ Ongoing	Number of care givers involved in retreats	Records	All line ministries, PSMD, private and CSOs	
				Number of care givers gone for vacation			

	Support those who care for those who are affected by alcohol	Identify groups supporting individuals affected by alcohol related problems	2018/ Ongoing	Number of identified groups supporting individuals affected by alcohol related problems	Reports Records	All line ministries, PSMD, private and CSOs
		Provide logistical support and training	2018/ Ongoing		Reports Records	All line ministries, PSMD, private and CSOs
		Provide incentives for to groups supporting individuals affected by alcohol related problems	2018/ Ongoing	Number of people trained and supported	Reports Records	All line ministries, PSMD, private and CSOs
	Encourage and support the formation of half way centres	Develop halfway homes / centres countrywide	2018	Number of groups provided with incentives	Records	
				Number of centres / homes developed		

7.4 Ensure availability of psychotherapy services for children and young people exposed to alcohol related harm

Objective	Measures	Key Activity during the period	Time Frame	Output Indicator	Means of verification	Partners(Lead and Collaborating)
To mitigate the impact of alcohol related harm particularly those who are	Ensure availability of counselling and psychotherapy services for children and young people who	Public sensitisation of the available services for alcohol related problems for children	2018/ Ongoing	Number of sensitised	Reports Sign- in registers	All line ministries, PSMD, private and CSOs

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exposed	may be exposed to alcohol related harm	and young people	2018/ Ongoing	people Number of referral centres for children and young people provided and supported with logistics	Records Reports	MOH MCDSS MOCTA MLG & H CSOs
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