



LIVE SAFE
 DRINK SAFE

DRINK SAFE
 LIVE SAFE

How to use this book

Phuza Wize – Drink Safe – Live Safe is a book to help you understand how alcohol is a danger to your community. It gives you ideas and advice that you and your community can use to reduce these problems. Some of the ideas may work for your situation, others may not.

Changing alcohol-use and drinking places is a slow process. You will need the involvement of many community members to succeed. These could be tavern- and shebeen-owners, the community policing forum and the police, as well as friends, family and other community members.

Every community has groups such as parents, schools and community organisations. Each of these groups and organisations can do specific things to help to reduce the problem of alcohol abuse in your community.

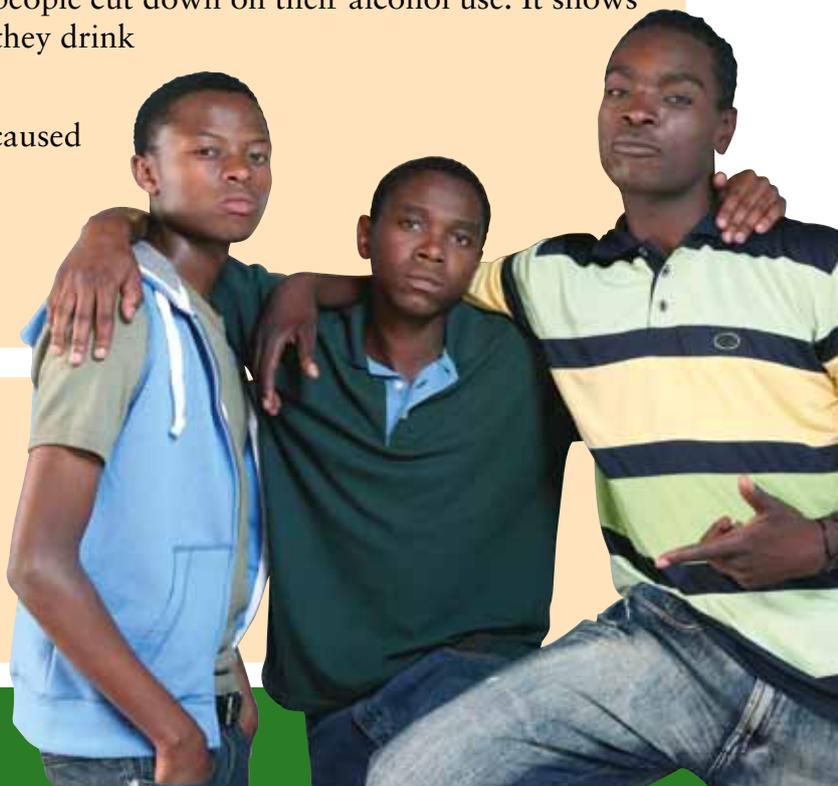
When you are ready to take action, start with the ideas from the community mobilisation section (pages 10–11). Then you can use ideas from the other sections to choose ways to make the use of alcohol in your community safer.

This book gives many ideas about how to change the way people drink. And how to change the environment where they drink.

It shows how to do things that will help people cut down on their alcohol use. It shows ways to make the environment in which they drink safer for everyone.

A lot of community-based problems are caused by the drinking in shebeens and taverns. So the ideas are mostly on how to make these places safer, and how to encourage people to drink more safely.

In this book the difficult words are underlined. They are translated into Zulu, Xhosa, Sotho and Afrikaans in boxes on the side of the page.



Contents

Is alcohol a problem in your community?	2
Why does alcohol lead to problems like violence?	4
How do people get drunk? And why?	6
Safe and sensible drinking tips for drinkers	8
What can communities do?	10
Community action for safer drinking places	12
What is a safer drinking place?	14
Ideas for selling alcohol more safely	16
Prevent violence in and around drinking places	18
How to discipline people who behave badly	20
Liquor licenses	22
How can you protect under-18s?	24
Making schools alcohol-free	26
Drinks that can kill you	28
Understand the liquor industry	29
What can communities do about the liquor industry?	30
Community action on alcohol that works	31
Places to help	32



Is alcohol a problem in your community?

There are many problems caused by alcohol abuse. In the first column, tick those that happen most in your community. In the second column, tick those that are very harmful.

Problems caused by alcohol abuse	Yes, these are the most common	Yes, these are very harmful
◦ Arguments about small things		
◦ Fights between drunk people		
◦ Violence within the family		
◦ Road accidents leading to injuries or death		
◦ <u>Child abuse</u> or neglect		
◦ Rape		
◦ Unsafe sex		
◦ Sex with someone and then feeling sorry about it afterwards		
◦ Using all the family money on drink		
◦ Health problems like a headache, or feeling anxious or sad		
◦ Bad health problems like <u>liver cirrhosis</u> or <u>high blood pressure</u>		
◦ Job losses		
◦ <u>Broken relationships</u>		

Problems in your community?

If you answered 'yes' in any of the columns on the opposite page, then some things need to change in your community. The abuse of alcohol is serious. Your community can make plans to reduce these problems and find ways to improve the situation. This book will help you to do this.



child abuse

- ukhulukunyezwa kwezingane
- impathombi yabantwana
- tlhekefetso ya bana
- kindermishandeling

liver cirrhosis

- isifo, i-liver cirrhosis
- i-cirrhosis yesibindi
- borurusi ba sebete
- skrompellewer

high blood pressure

- umfutho wegazi ophezulu (ihayihayi)
- uxinzelelo oluphezulu lwegazi
- kगतello e phahameng ya madi
- hoë bloeddruk

broken relationships

- ubudlelwano osebuphelile
- ubudlelwane obonakeleyo
- dikamano tse nyopileng
- gebroke verhoudings

Why does alcohol lead to problems like violence?

The effect alcohol has on your brain

- 1 When you drink alcohol it enters your body from the stomach into the blood.
- 2 Then it enters your brain and makes you feel happy, relaxed, less shy and more talkative.
- 3 As you drink more, the effects change and you stop being able to think clearly and walk or drive properly.
- 4 When you have had a few drinks of alcohol, you can lose control of what you say or do. You forget how to respect children and other adults.
- 5 Sometimes you can get aggressive and angry over small things. You can get into fights or have a car accident. You could also commit a crime such as rape.

Drunk people are an easy target for criminals as they are not good at seeing trouble coming. They also find it harder to run away.

Why does alcohol affect some people more than others?

Alcohol affects people differently because we are all made up differently. It can depend on these four things:



For example, a small woman who does not usually drink alcohol will feel the effect of one glass of wine more than a big man who has been drinking for many years.

The way people behave when they drink alcohol is also related to their personality and their mood. Some people just talk and laugh more than usual, but others may get angry and violent more easily than when they are sober.

What way of drinking alcohol is the most dangerous?

X You will get drunk very quickly if you do the following:

- You have many drinks over a short time.
- You drink on an empty stomach. This means you do not eat any food while you are having the drinks.

This is called binge drinking, and is the same as alcohol abuse.

Unfortunately many South Africans drink in this way, especially over the weekends.

What way of drinking alcohol is the safest?

✓ You will be safer if you do the following:

- You take your time and drink just one or two drinks slowly.
- You have a full stomach or drink while you are eating. This is because having food in your stomach slows down the absorption of alcohol and you get less drunk.
- You have a glass of water or other cooldrink in between alcoholic drinks.
- You drink at home with people you trust. This lowers your risks of being attacked.
- If you are out having a drink, you come home early. This is because most fights happen late at night.

People who drink this way get the good effects of alcohol. They usually don't get into fights or suffer any of the other problems caused by alcohol. Following these helpful ideas could save your life.



respect

- hlonipha
- ukuhlonipha
- hlompha
- respekteer

aggressive

- qala ingxabano
- ukuhlasela
- hlahafala
- aggressief

personality

- ubuntu bomuntu
- kubuqu babo
- botho
- persoonlikheid

mood

- isimo senhliziyo
- nemo yengqondo
- maikutlo
- bui;
gemoedstoestand

sober

- ngaphuzile
- bengaselanga
- hlaphohetswe
- sober; nie
beskonke

binge drinking

- ukuphuzela
ukudakwa
- ukusela kakhulu
- ho nwa haholo
- fuifdrinkery

absorption

- ukumunceka
- ukufunxeka
- kamohelo
- absorpsie; opname

How do people get drunk? And why?

The person

You will get drunk if:

- You are a woman and you drink more than **2 drinks/units** in one sitting (read page 9).
- You are a man and you drink more than **4 drinks/units** in one sitting (read page 9).
- You have not had any food just before drinking.
- You are feeling depressed or angry about things or relationships.
- You are bored or frustrated.
- You don't have the willpower to stop drinking even if you know that you will get drunk if you carry on.
- You want to impress your friends with how much you can drink.
- You are a young person or you are not used to drinking alcohol.

The alcohol

You will get drunk quickly if:

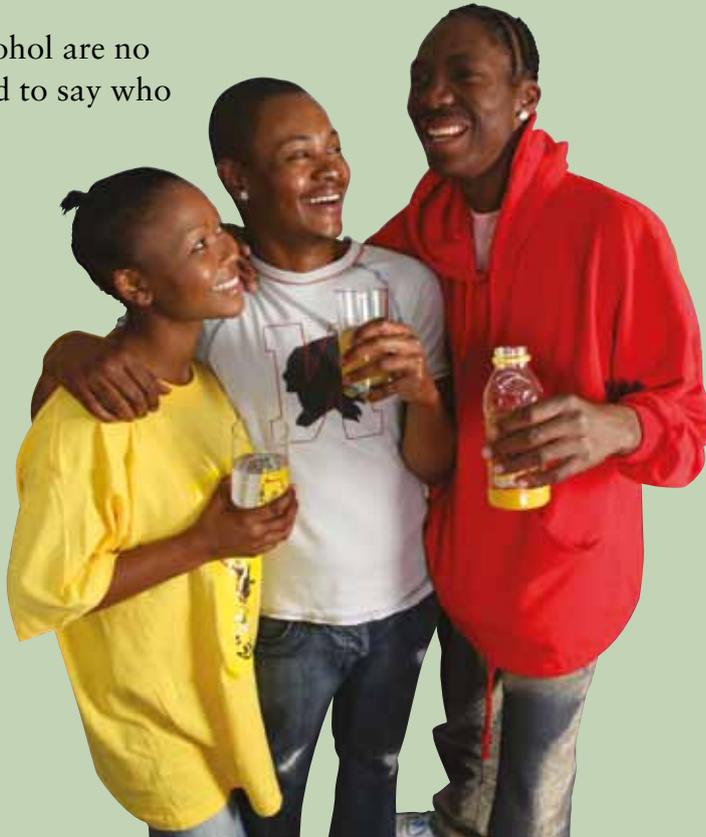
- You have drinks with a high level of alcohol. Spirits like brandy, whisky or vodka are stronger than beer, so you need a smaller amount to get drunk.
- Your drinks are mixed together, like in a cocktail.
- You drink more than one type of alcohol in one sitting. This means drinking beer **and** whisky rather than just beer **or** whisky.
- You have homemade drinks with chemicals added or ones that have been brewed for too long.



The social environment

These things affect the way you get drunk:

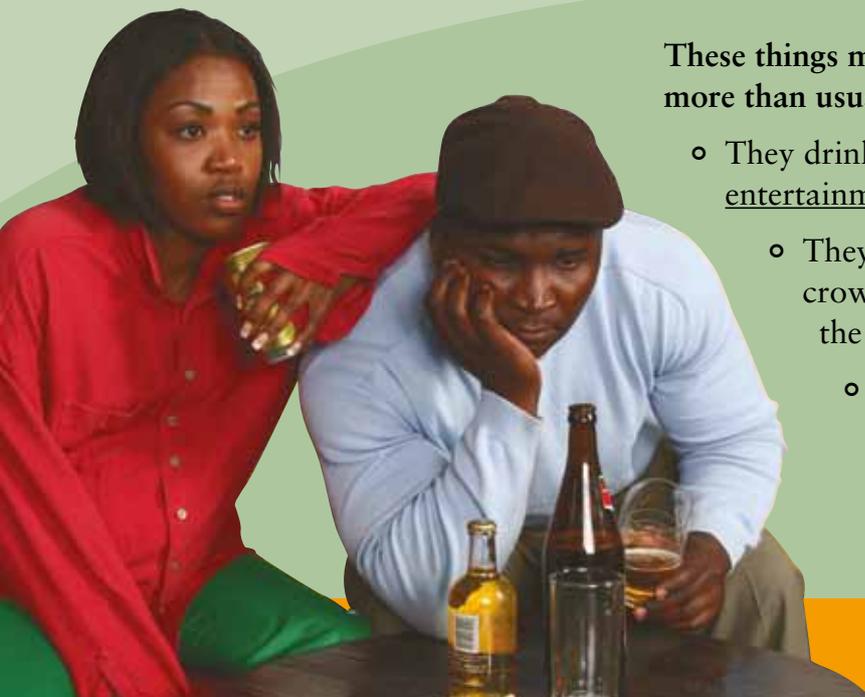
- People may drink too much when everyone around them is drinking.
- Cultural values around alcohol are no longer followed. These used to say who can drink, and how much they may drink.
- The liquor industry likes to tell us in advertisements that drinking is a sign of success, sophistication or is our reward for working hard. These advertisements are there to make you buy alcohol, they are not the truth! Read pages 29–30.



The physical environment

These things make people drink more than usual:

- They drink more if there is no entertainment or games to play.
- They drink more if it is crowded and uncomfortable in the drinking place.
- They drink more if alcohol is available in many places at all hours of the day and night.



frustrated

- dumele
- udanile
- ferekane
- gefrustreerd

willpower

- umdlandla
- intando eyeyakho
- thahasello
- wilskrag

impress

- bonisa
- ukukholisa
- kgahlisa
- beindruk

cocktail

- ingxube
- yeziphuzo, i-cocktail
- kwingxubevange
- moketjana
- mengeldrankie

chemicals

- amakhemikhali
- amachiza
- dikhemikhale
- chemikalieë

liquor industry

- imboni yotshwala
- ishishini lotywala
- indasteri ya jwala
- drankbedryf

entertainment

- okokuqeda isizungu
- kuzonwabisa
- boithabiso
- vermaak

uncomfortable

- hlalisa/phatha kabi
- kungonwabekanga
- kukunela
- ongemaklik

Safe and sensible drinking tips for drinkers

Your guide for safe drinking

✓ Do

- ✓ Drink with friends you know well and trust.
- ✓ Drink in places where you will be safe.
- ✓ Ask a sober friend to drive you home if you have had too much to drink.
- ✓ Drink in a place near home or where you can get safe transport home.
- ✓ Set yourself a limit of how much you will drink. Only drink with friends who drink sensibly.
- ✓ Have 2 or 3 days with no alcohol every week.
- ✓ Buy only small amounts of alcohol for keeping at home or when you go out.
- ✓ Say 'no' if you have had enough. Do not be persuaded to drink more than you want to.
- ✓ Have a glass of water or a cooldrink in between alcoholic drinks.
- ✓ Keep count of the number of drinks you have.



NOTE!

Know how much pure alcohol is in each drink.
Try to count the standard units:



One can of beer
= 1 standard unit



One bottle of cider
= 1 standard unit



One tot of whisky
or brandy =
1 standard unit



One quart bottle of
beer = 2 standard units



One bottle of alcopops
(like brutal fruit) =
1 standard unit



One small glass
of wine =
1 standard unit

MEN: Can drink a maximum of **4 units** of alcohol in one evening or day

WOMEN: Can drink a maximum of **2 units** of alcohol in one evening or day

Difficult words

limit

- isilinganiso
- umda
- moedi
- limiet; perk

persuaded

- kholwa amazwi
- ukuthundezwa
- hatellwa
- oorreed

unit

- iyunithi
- iyuniti
- yuniti
- eenheid

tot

- ithothi
- ithoti
- mothamo
- sopie

X Don't

- ✗ Don't drink with strangers. They may behave badly when drunk.
- ✗ Don't drink in places where there are often fights.
- ✗ Don't drink and drive.
- ✗ Don't walk alone in the dark when you are drunk. You could easily be hit by a car or get robbed.
- ✗ Don't drink with people you are angry with. This may lead to a fight.
- ✗ Don't drink every day.
- ✗ Don't buy a lot of alcohol at once. This makes it easier to drink often.
- ✗ Don't let people force you to drink if you don't want to.
- ✗ Don't drink to get drunk.
- ✗ Don't share drinks with anyone.



What can communities do?

Learn from other people

Alcohol problems are found in many parts of the world and in many places in South Africa. We can learn how other people have made plans to deal with alcohol problems in their communities.

- You need to accept that alcohol will never be banned in our society. This is because alcohol brings in a lot of money for the communities and the country.
- It has been shown that if alcohol is used carefully and with respect, it does not lead to violence and other social problems. But remember, even moderate drinking can still give you health problems. Your baby could be born with foetal alcohol syndrome.
- Try to find ways to make alcohol safer. Work together with the people who sell alcohol at drinking places.

Change how people drink and change the environment

There are two main ways to reduce people getting drunk and causing harm:



Change the pattern of drinking

- Reduce the amount that people drink.
- Get people to drink more slowly.
- Reduce the number of drinking sessions.



Make the environment safer for drinkers and non-drinkers

This means accepting that some people will get drunk sometimes.

So, things need to be put into place to protect them from:

- Causing trouble
- Being in an accident
- Being attacked or raped while drunk



Whose responsibility is it to make drinking safer?

The easy answer to this question is that it is everyone's responsibility – drinkers and non-drinkers, young and old!

But, there are some people who can take more responsibility for reducing alcohol use and the trouble that it can cause. Look at the list below. Can you think of others in your community who can help to make alcohol-use safer?

Person or organisation	Some of their roles in alcohol safety	Page number for ideas
Owners of shebeens and taverns	Run their business according to safer drinking places guidelines.	15, 16, 18, 21, 23, 30
Staff of shebeens and taverns	Take some responsibility for helping customers practise safer drinking.	16, 18, 20
Community policing forum	<u>Monitor</u> drinking places and help drunk people not to cause trouble.	13, 14, 18, 19, 23, 30
Municipality	Put by-laws in place that support 'safer drinking places' and sensible drinking.	31
Liquor licensing authority	Give out new licenses and review old licenses around 'safer drinking places'. The community needs to get involved with this.	22, 23
SAPF (police)	Monitor drinking places and react quickly when trouble happens. Make sure that criminal cases are taken to court.	13, 18
School principals and teachers	Be good <u>role models</u> for learners. Include lifeskills training about alcohol abuse in the curriculum.	26
Youth	Play a part in keeping schools alcohol-free.	24, 25
Parents	Be role models about safer drinking behaviour.	24, 25, 26, 27

banned

- buvalwe
- ipheliswe
- thibetswe
- verban

moderate

- ukungeqisi
- ngobungcathu
- bobebe
- matige

foetal alcohol syndrome

- i-foetal alcohol syndrome
- iimpawu zotywala emntwaneni
- bohloko ba tahi ho lesea
- fetale alkoholsindroom

responsibility

- umthwalo
- luxanduva
- boikarabelo
- verantwoordelikheid

monitor

- lawula
- beka esweni
- lekola
- monitor

role models

- yisibonelo
- yimizekelo yokulandelwa
- mehlala
- rolmodelle

Community action for safer drinking places

A story about community action

Community leader, Lesedi, was worried about the crime and problems around alcohol in his area. He decided that the only way to change this was to get people living in the area to meet and form a group. So people from different organisations joined...

Sipho came from the community policing forum; Mbali and Busi came as teachers from the local high school. This group first met to discuss what they knew and felt about the alcohol-related problems in the area.

Lesedi said at that meeting, *“We first need to understand the problem well. Then we can move on to discuss how to make drinking places safer and help drinkers to practise safer drinking.”*

Sipho said, *“I think we need to invite the tavern- and shebeen-owners in our area, so that we can get everybody’s ideas.”*

So tavern-owners, shebeen-owners and teachers came to the next planning meeting...



Lesedi, will you want to close down my shebeen? I have worked a long time to get it going.

No, we don't want to shut them down. We want to work together to reduce the problems. Remember that poor child that was raped near your shebeen?

We need to use that crisis to get everyone to work together. Then people will realise how serious the dangers of alcohol are.

I'd like to be involved – that child is from my school. We need to find a solution so it doesn't happen again.

Collect information on alcohol problems – action research

People need to know how serious the alcohol-related problems are, and where and when they take place. Then they will understand the problems better. They will be more committed to making changes once they have the information.

There are different ways of collecting information on the harm that comes from alcohol abuse:

- **Police records** – ask the local police what information they can give on alcohol-related crime and accidents in the area over the past year.
- **Traffic officers** – ask about car accidents and pedestrian accidents where alcohol was the cause of the accidents.
- **Clinic and hospital records** – ask the staff about how many people are treated at the emergency department for alcohol-related injuries.
- **Newspapers** – some of the stories in the local newspaper can show what happens when people drink too much alcohol.
- **Talking with people** – ask simple questions about how people in the area drink alcohol, and how this causes problems.

HOW TO USE THIS INFORMATION

This information can be used to show where the worst alcohol-related problems are. Then in the future more information can be collected from the same people and organisations and compared to what was first collected. This can tell you if the actions taken by the community group are helping to reduce alcohol-related problems or not.

If a community policing forum and a night patrol is set up, they can keep records of violent incidents related to alcohol use. They can then find out where those involved were drinking.

committed

- zibophezela
- kuzinikela
- itella
- verbind tot



What is a safer drinking place?

Your community policing forum, or another similar group like Lesedi's (on page 12), must decide what a safer drinking place should look like, feel like and be like.

These are some of the things that describe a safer drinking place:

- It has only adult customers in the section where alcohol is served (even if not everyone is drinking alcohol).
- It has comfortable seating and tables.
- There is good lighting both inside and outside.
- There are clean toilets and hand-washing basins. Try to have separate toilets for male and female customers.
- Someone is responsible for checking on and preventing trouble.
- It is not too crowded, and the music is not too loud.
- There is a relaxed feeling and everyone respects each other.
- Nobody is getting very drunk.
- Food and water are served.
- No liquor is sold on credit.

These things will help to make a drinking place safer. You can read about ways of making them possible on pages 15–17.

Posters can also be made showing these things. These posters can then be displayed at willing liquor outlets. It is important to follow up and monitor how the liquor outlet is doing.



responsible

- ngokuzithiba
- ezinenkathalo
- nang le boikarabelo
- verantwoordelik

respects

- hlonipha
- uhlonipha
- hlompha
- respekteer



The campaign aims to encourage drinking places to adhere to the 10 point Safer Social Spaces criteria below:

- ★ Do not liquor sell to intoxicated people.
- ★ Do not sell to children under the age of 18 years.
- ★ Do not sell to visibly pregnant women.
- ★ Sell food and non-alcoholic drinks; and also make water available.
- ★ Have good lighting, clean toilets and adequate security.
- ★ Do not have more than 3 people per square metre.
- ★ Mark clearly and adhere to inside and outside serving areas.
- ★ Display safe sex messages and condoms.
- ★ Discourage customers from driving when drunk.
- ★ Opening and closing times:
 - 14h00 to 20h00 (Sun)
 - 13h00 to 20h00 (Mon – Thur)
 - 13h00 to 24h00 (Fri – Sat)

Ideas for selling alcohol more safely

Owners and staff of taverns and shebeens need to take responsibility for what happens at their business. Making the drinking place safer does not mean losing business. It may increase business because more people with more money will want to visit a safer place. The environment should make the customers want to enjoy themselves without getting drunk.

Work with owners and sellers to put some of these things in place:

- Smaller quantities should be sold at a time, like glasses of beer and not quart bottles.
- Lower-strength alcohol can be sold, like light beer. This should be sold a bit cheaper than full-strength beer.
- Provide alcohol-free beer for those who have to give up drinking, or choose not to drink.
- Cooldrinks should be promoted in between alcoholic drinks and for non-drinkers.
- Don't have promotions like 'happy hour' or '2 for the price of 1'.
- Make sure that no dangerous mixed drinks are sold or given to customers.
- Do not sell alcohol beyond a certain time in the evening. The last drink should be at an hour before closing time. See page 15.
- Have a reward system for regular customers who stay within an agreed maximum number of drinks in one sitting.
- Do not sell alcohol to people on a credit system.
- Put up sensible drinking posters to educate people about things like:
 - standard drinks
 - how many is enough for men and women
 - it is not ok to get drunk
- Make condoms freely available for people to take with them.



No drinking at all!

NOTE!

There are some places where no drinking should take place at all:

- when you are playing any sports
- when you are in water, like swimming and using boats
- when using machinery at work or home
- when you are on duty at any workplace
- when you are driving a vehicle
- when you are at school

! And never drink when you are pregnant or might get pregnant.

promoted

- gquqquzelwa
- zikhuthazwe
- tumiswe
- aangemoedig



Prevent violence in and around drinking places

There are some things that can be done to prevent fighting and assaults taking place in and around drinking places. Some of the ways may seem expensive, but they will help to keep your customers safe. They will also improve the way your place looks.

- Customers should be checked at the door for weapons. You may need to employ a security guard to do this.
- Don't allow too many people inside – if it is too crowded, people get irritated and may start a fight more easily.
- Choose a staff member to look out for arguments or threatening behaviour between people.
- Ask the community policing forum (CPF) or police patrol to visit regularly – this helps to keep a check on what is going on. The customers are likely to behave better too.
- Make sure that the police station can be contacted quickly if violence breaks out.
- Make sure that there is good lighting around the drinking place.
- Make sure that no drugs like dagga, tik or mandrax are available or sold at the drinking place.
- Keep the music down to prevent neighbours from getting angry. Stop customers from talking loudly.



Night patrols

What is the purpose?

A night patrol can be started by the community policing forum (CPF) to help to create a safer environment for all community members. It is made up of volunteers who are trusted by the CPF to serve the community. The night patrol must focus on the prevention of harm and not on the punishment of drunk people or alleged criminals.

How does it work?

The CPF needs to decide what the main problems are and where they mostly take place. Then a plan needs to be made:

- Where will the patrol go?
- For how many hours during the night?
- How will they deal with common problems?

Things need to be discussed like:

- How to deal with drunk people on the street
- How to stop family violence
- How to prevent house-breaking or car-hijacking

The night patrol needs to work together with the local police to prevent crime, and to know what to do in dangerous situations. They should also be able to contact other emergency services, such as an ambulance or fire station if necessary. The way of dealing with the perpetrators and the victims needs to be agreed on.

A book with all the incidents should be kept so that the patrol can give feedback to the CPF. The information also needs to be used in the action research (see page 31).

assaults

- ukushaywa
- ukubethwa
- ditlhaselo
- aanrandings

weapons

- izikhali
- kwizixhobo
- dibetsa
- wapens

irritated

- cikeka
- bayacaphuka
- phephetswa
- geirriteerd

threatening

- kokwesabisa
- okunezoyikiso
- tshosang
- dreigende

alleged

- solwa
- ezityholwayo
- tsebahaditsweng
- vermeende

perpetrators

- abenzi bokubi
- nabaphembeleli bodushe
- batlodi ba molao
- oortreders; plegers



IDENTIFICATION AND SUPPORT

The patrol members should wear some clear identification, such as a coloured T-shirt with a logo, or a cap. This identification and the role of the night patrol needs to be well understood so that it can have some support.

The patrol should work in shifts of an hour or two per group. They can go on foot or in a vehicle, depending on the size of the area.

How to discipline people who behave badly

It helps if owners of drinking places in an area agree on which behaviours are not acceptable and what the punishment should be. The customers are then more likely to respect these rules.

One idea is the card system, like in soccer.

A YELLOW CARD

This is given to a customer if they do something wrong like shouting at other people or wanting to start a fight. The punishment could be no more drinks for the night at any drinking places in the area.

A RED CARD

This could be given to a customer who has been very rude or been aggressive and hit someone. The punishment could be being banned for a week from all drinking places in the area. Or you could stop serving them for the night and then increase the price of alcohol for that customer for one week at all drinking places in the area.



Code of conduct

A drinking place, or a group of drinking places, can have a code of conduct put up on the wall. This is a statement of how the place should be run and will help to make it safer.

CODE OF CONDUCT

I agree to cut down on the abuse of alcoholic drinks and to promote responsible attitudes towards the supply, sale, promotion and consumption of alcoholic drinks in my business.

I agree to follow these rules:

PROTECTING CHILDREN

- I will not supply anyone under 18 with alcohol.
- I will ask for proof of age before serving anyone alcohol.
- I will not serve pregnant women.

PROMOTING SENSIBLE DRINKING

- I will discourage the quick or excessive drinking of alcohol and will not allow promotions that encourage this pattern of drinking.
- I will provide information about taxi and public transport to reduce drunk people driving cars or walking home alone.
- I will sell food and non-alcoholic drinks.

MANAGING BAD BEHAVIOUR

- I will not supply alcohol to people who are already drunk.
- I will not allow bad behaviour or criminal behaviour by customers in my business.
- I will respect people in the area and make sure they are not disturbed because of my business.
- I will not allow customers to bring weapons into my business.

PROMOTING RESPONSIBLE ADVERTISING

- I will not have any alcohol advertising or promotions in my business such as 'happy hours' or discounts on alcohol products.

ILLEGAL AND STOLEN PRODUCTS

- I will not buy or supply illegal or stolen alcohol or other drugs.
- I will not supply unlicensed traders with alcohol for their businesses.

I,..... Owner of Date.....,
agree to run this business according to the above code.

banned

- valwa
- ukuvalelwa phandle
- thibetswe
- verban

illegal

- ngekho emthethweni
- engekhomthethweni
- ba seng molaong
- onwettige

unlicensed

- abangenalayisense
- abangenayo ilayisensi
- ba se nang laesense
- ongelisensierde

Liquor licenses

There is national legislation that is used to control the liquor industry and trade. Some laws control the making and distribution of liquor. Other laws control the way shops and places like restaurants, pubs and taverns serve and sell liquor. There are also laws that control how alcohol products can be advertised and promoted.

The two main National Acts are the Liquor Act 59 of 2003 and the Liquor Act 27 of 1989. Each province has a Liquor Board that develops its own Act that follows Act 59 of 2003.

NOTE!

The main problem in many communities on our country is that a lot of places selling alcohol are not licensed. This means they cannot be regulated by the provincial and municipal regulations and by-laws. To get a license you need to comply with the regulations to make the drinking place safer. Some of the things in the regulations are about:

- Not selling alcohol to under-18s
- Only selling products that are safe and show the alcohol content on the label
- The hours that the place is open for business



Is your drinking place licensed?

The drinking places that are not licensed are commonly called **shebeens**, and those that are licensed are called **taverns** or **pubs**. It is important for communities to put pressure on shebeen-owners to apply for a license so that they have to follow the guidelines for safer drinking places.

The process of applying for a liquor license is not very easy, and can be too expensive for shebeen-owners. Your local alcohol action group or community policing forum can help shebeen-owners to make applications. They need to find out:

- What you need to get a liquor license
- How to apply
- What the role of community members is in the decision of the Liquor Board or Magistrate

Community members

Community members can be part of the decision of granting or refusing a liquor license. You may want to object to drinking places getting a license because:

- There are already too many taverns in that area.
- You don't trust that the owner will run the business responsibly.
- The drinking place is within one kilometre of a school or place of worship.

legislation

- imithetho
- umthetho
- ketsamolao
- wetgewing

comply

- uvume ukwenza
- ukuthobela
- ho latela
- voldoen aan



How can you protect under-18s?

There is a law that prevents people under 18 from buying and drinking alcohol. This is a healthy law because the youth need to be protected from the harm that alcohol can cause.

Youth are at a vulnerable stage in their development, and are more likely than adults to get drunk and get into trouble if they drink alcohol. The young brain is more easily damaged by alcohol.

How should a drinking place manage under-18s?

- Under-18s should not be allowed into a drinking place unless they are with a parent or there is a separate section where no alcohol is sold.
- No alcohol should be sold to a person under 18, even if they say it is to give to an adult.
- The owner or security person should check all young adult's IDs at the door to make sure that they are 18 or more before they go in. It should become normal for people to show their IDs when entering a drinking place.



Activities for under-18s?

Under-18s need activities that will keep them happily occupied. There are many things that can be done with them at little or no cost to promote healthy lifestyles.

- Develop an alcohol-free club or games-room separate from the shebeen or tavern.
- Provide alcohol-free sports, talent contests and skills development events.
- Help under-18s to get involved in community work.

vulnerable

- sokungakwazi ukuzivikela
- elisengozini
- tshwaelehang
- kwesbare

Protection of children against abuse

CONVENTION ON THE RIGHTS OF THE CHILD

Article 19 (Protection from all forms of violence):

Children have the right to be protected from being hurt and mistreated, physically or mentally. Governments should ensure that children are properly cared for. They should be protected from violence, abuse and neglect by their parents, or anyone else who looks after them.

SPEAK OUT!

Alcohol abuse can hurt children. As a community, you can speak out if you are aware of children who are being neglected or abused because parents or caregivers are abusing alcohol.



Making schools alcohol-free

Work together

Parents, principals, teachers and learners should work together to make schools alcohol-free areas.

- Schools should not sell or provide alcohol at school events, like sports events and fundraisers.
- Teachers and parents are role models for children. They should communicate acceptable behaviour.
- Have no alcohol at schools so there is no access to under-18s.
- Teachers will not be allowed to teach or help with after-school activities if they have been drinking. Disciplinary action will be taken.
- Parent and teacher groups can work together to reduce or stop the sale of alcohol in the area next to schools.

Parents as role models

What parents say and do plays an important part in how their children manage alcohol. Your children will copy the way you drink alcohol. You are a role model to your children and their friends.

Talk with children when they are still young. Teach them how to be careful about their behaviour in the future.

It is better not to say things like:

“You must never drink alcohol when you are older”.

Rather have an open talk about how to understand alcohol and the possible negative results of using alcohol like:

“Do you know what could happen if you drink too much?”

“Do you understand ways of drinking safely?”

“Is it easy to say ‘no’ to alcohol?”

Parents protecting and guiding all children

Parents in a neighbourhood or connected to the same school can agree to certain things to protect their children. They need to be protected from getting into trouble with alcohol or being abused by someone who is drunk.

1 Parents should never give alcohol to under-18s in their house.

2 They should never have house-parties where adults get drunk.

3 Parents must never have other children sleeping over if anyone in the house is drunk.

4 They should never ask children to serve alcohol or send them to buy alcohol for adults.

5 Parents should be at home to watch their children's activities when they have friends over.

role models

- yizibonelo
- yimizekelo yokulandelwa
- mehlala
- rolmodelle

acceptable

- vumelekile
- okwamkelekileyo
- amohelhang
- aanvaarbare

disciplinary action

- ukuqondiswa kwezigwegwe
- inyathelo loluleko
- mohato wa kgalemelo
- dissiplinêre stappe



Drinks that can kill you

There have been many cases of severe illness and deaths as a result of people having drinks that contain alcohol and other poisonous chemicals. These are sometimes known as ‘killer concoctions’.

Accidents

Sometimes a dangerous drink is taken without you knowing that it is harmful. This can happen if alcohol is stored in a container that had agricultural chemicals in it before the alcohol. Or, harmful chemicals are put into the alcohol by mistake while it is being made. Then the product is not tested before you drink it. This means that what you are drinking has not been tested for safety.

Illegal brewing

Sometimes someone adds certain chemicals to the drink that they are making on purpose. This is to make it stronger or have a different taste. It may also be done to save costs of making the drink. This is illegal because the drink has been made without checking any of its dangers.

WHAT CAN BE DONE?

- 1** People should only drink alcohol that is produced and packaged in a clean and safe way.
- 2** Home-brew, such as *umqombothi*, should be monitored carefully while it is being made so that it is not brewed for too long. It also should be stored in clean containers, and used or thrown away before it goes bad.
- 3** A sample of an alcoholic drink can be tested in a laboratory to check what is in it, and to know if it could be harmful. A community could use information from a laboratory to lobby for a ‘killer concoction’ to be banned. A charge can also be brought against the person who made it.



Understand the liquor industry



In South Africa, the liquor industry is very powerful because many people are employed in this industry and it also makes large profits. Shebeens and taverns are important local businesses in many communities.

The liquor companies spend a lot of money on researching people in the country so that they can make new drinks that people will want to drink. They want people to continue drinking their favourite drinks.

- The liquor industry does a lot of advertising and has promotions to continue to make their products look good. This makes people feel that they are drinking the alcohol that suits them.
- The advertisements are well prepared and have goodlooking people and fun social situations in which their product is being drunk.
- The advertisements are put in many different places like on TV, on large billboards, and in liquor stores, taverns and shebeens.
- Alcohol is also strongly linked to sports – it is promoted among fans through sponsorships of teams and advertising at sports venues.

What is the problem?

- The glamorous and respectable image that is advertised is not what happens when many people drink the product. The customer may not realise that they are being tricked by the liquor industry. They believe that the alcohol will make them attractive and liked by other people. They think that they deserve the status that goes with the brand of alcohol.
- Many of the new products, like ciders and fruit-flavoured coolers, are made appealing to women and young people. The alcohol content is as high as beer, but the taste is like cooldrink, so they easily drink too much.



concoctions

- izithako zemithi
- imixube
- metswako e bolayang
- doodskonkoksies

illegal

- akukho emthethweni
- ayikhomthethweni
- seng molaong
- onwettig

monitored

- lawulwe
- ibekwe iso
- lekolwe
- gemonitor

laboratory

- egunjini labacwaningi
- kwilebhu
- laboratori
- laboratorium

lobby

- nxusa
- ukuququzelela
- tshwaetsa
- werf invloed

glamorous

- khangayo
- ohombileyo
- kgahlehang
- verleidelike

respectable

- nesithunzi
- ohloniphekayo
- hlomphehang
- respektabele

status

- isimo
- iwonga
- maemo
- status

What can communities do about the liquor industry?

There needs to be some restriction on allowing advertising, product promotions and sponsorships at a local level.

- This will prevent the industry from influencing the local traditions and values that try to restrict people's use of alcohol.
- It will also reduce people's thoughts that you need to have alcohol at a social event for it to be fun.

The community policing forum or the shebeen owners association need to discuss what action to take.

✓ Do



- ✓ Monitor the relationship between the marketers of the liquor industry and alcohol traders in the area.
- ✓ Make more people in the area, especially youth, aware of the real intentions of the industry.
- ✓ Report any illegal selling by wholesalers to the liquor licensing authority.
- ✓ Report advertisements that are not accurate or could mislead people to the Advertising Standards Authority.

✗ Don't

- ✗ Don't put up liquor industry posters in shebeens and taverns.
- ✗ Don't have any product launches or other promotions in the community.
- ✗ Don't allow the liquor industry to use social responsibility funding for any community development, sport, educational or entertainment activities in the area.

Community action on alcohol that works

What community actions could work?

We have learnt from project and action groups in other places that there are some common things that make action on alcohol problems successful:

- Focus on problems that are important to the community members.
- Think about values and culture when planning action to reduce alcohol-related problems.
- Community leaders need to support the action group, and give active advice and resources where possible.
- If there is funding available to pay the people doing the work, then it should be local people who are employed. Find resources to continue the actions over a long period of time.
- Choose actions that are flexible. Or make changes when they don't work or the causes of the problems change.
- Do the things that are easy to change first so that there can be some early success. Then people can feel motivated to continue.
- Have regular meetings to review progress and challenges.
- Publish success stories about safer drinking environments in the local newspaper. Or announce them on community radios. Then they can be celebrated publicly by the community action group or policing forum.
- Lobby for by-laws to be put into place with municipalities. These should support 'safer drinking places' and sensible drinking.

monitor

- lawula
- beka esweni
- laola
- moniteer; kontroleer

intentions

- izinhloso
- iinjongo
- intentions
- bedoelings

mislead

- khohlisa
- lahlekisa
- kgelosa
- mislei

launches

- ukwethulwa
- imimiselo
- kgakola
- bekendstellings

resources

- izinsiza
- imithombo yamancedo
- mehlodi
- hulpbronne

flexible

- hambisana nesimo
- avumele inguqu
- tenyetsehe
- buigszaam

motivated

- khuthazeka
- bekhuthazekile
- kgothalla
- gemotiveerd



Places to help



Provincial Organisations

Gauteng

AA	West Rand	Johannesburg
East Rand 011 421 1748	011 766 3283	011 728 1331/47
Johannesburg/ West Rand	SANCA	011 715 2000
011 683 9101	Johanneburg	Pretoria
Pretoria	011 726	012 342
012 331 2446	4210/01	2222/9111/ 9112
Vaal Triangle	Central Rand	Vaal Triangle
016 455 2986	011 836 2160	061 428
	Carletonville	1640/1740
	018 786 1833	
	Pretoria	
	012 542 1121	SONKE
FAMSA	Vaal Triangle	GENDER
East Rand	016 933 2055	JUSTICE
011 892 4272	West Rand	011 339 3589
/3/6	011 472 7707	
Johannesburg	East Rand	POWA
011 833 2057	011 892 0875	011 642 4345
/2058	Soweto	/4346
Pretoria	011 984 4017	
012 460 0733	LIFELINE	
Soweto	East Rand	
011 986 3290	011 421 0384	
Vaal Triangle		
016 933 8128		

Free State

FAMSA	LIFELINE	SANCA
Bloemfontein	Welkom	Sasolburg
051 525 2395	057 352 2212	016 976 2051
Welkom	AA	Bloemfontein
057 352 5191	Vereeniging	051 447 4111
	016 455 2986	Welkom
		057 352 3186

Eastern Cape

AA	FAMSA	LIFELINE
Port Elizabeth	Grahamstown	East London
041 452 7328	046 622 2580	043 722 2000
East London	Port Elizabeth	043 743 5123
043 722 4033	041 585 9393	Port Elizabeth
SANCA	East London	041 373 8666/ 8882/8883
East London	043 743 8277	
043 743 4350/1	Stutterheim	
Port Elizabeth	043 683 1418	
041 487 2827		
Umtata		
047 532 6556		

Limpopo

AA	FAMSA	SANCA
Pretoria	Tzaneen	Polokwane
012 331 2446	015 307 4833	015 295 3700

North West

AA	SANCA
Pretoria	Klerksdorp
012 331 2446	018 462 4568/9
FAMSA	LIFELINE
Potchefstroom	Klerksdorp
018 293 2272/ 018 297 1316	018 462 1234
Rustenburg	Mafikeng
014 592 9747	018 381 4263
Mafikeng	Rustenburg
018 381 6303	014 592 3158
	014 594 1455

AA = Alcoholics Anonymous

SANCA = South African Council on Alcoholism and Drug Dependency

FAMSA = Family and Marriage Society of South Africa

POWA = People Opposing Women Abuse

Northern Cape

FAMSA

Kimberley
053 872 2644
053 832 1087
Upington
054 332 5616

SANCA

Kimberley
053 831 1699
053 831 3102
Upington
054 332 1942

Western Cape

AA

Cape Town
021 418 0908

FAMSA

Mosselbay
044 691 1411
Oudtshoorn
044 272 7020
Worcester
023 347 5231
Wellington
021 872 2700

George

044 874 5811
Cape Town
021 447 7951

Knysna

044 382 5129

SANCA

Cape Town
021 945 4080
George
044 884 0574

Athlone

021 638 5116

Atlantis

021 572 7461

Mitchell's Plain

021 397 2196

LIFELINE

Cape Town
021 461
1111/1113

Mpumalanga

AA

Pretoria
012 331 2446

SANCA

Witbank
013 656 2370
Nelspruit
013 752 4376
013 755 2710
Piet Retief
017 826 3969/5700

LIFELINE

Nelspruit
013 755 3606/2635

FAMSA

Secunda
017 631 1593
Dullstroom
013 254 0343

KwaZulu-Natal

AA

Durban
031 301 4959
Pietermaritzburg
033 345 4173

LIFELINE

Durban
031 312 2323
031 303 1344
Pietermaritzburg
033 394 4444
033 342 4447

FAMSA

Durban
031 202 8987
Pietermaritzburg
033 342 4945

SANCA

Durban
031 202 2241/74
Pietermaritzburg
033 345 4173
Nongoma
035 831 0013
Newcastle
034 312 3641
Empangeni
035 772 3290/01

National Organisations

AA

0861 435 722
Helpline
086 143 5722

SANCA

011 781 6410

DEPARTMENT OF HEALTH

(Mental Health & Substance Abuse Directorate)
012 312 0477

FAMSA

011 975 7107

LIFELINE

0861 322 322

Soul City Institute is a not-for-profit organisation (012-983NPO) supported by:



This publication was partially supported by Cooperative Agreement Number U62/CCU024560/01 from Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



MTN Foundation



The Soul City Distribution Centre: To order Soul City material please call us on 0860 11 5000

Designed and Produced by © Soul City 011 341 0360 and Jacana Media 011 628 3200; 2010

It is not possible, in a small booklet like this, to give you all the answers you may need.

The purpose of this booklet is just to give you some ideas. You should not rely on everything that is written in this book for each and every situation. If you need more information, speak to one of the organisations on this page. Soul City and Jacana cannot be held responsible for any medical problems.

1st edition 2010

Published by Jacana Media
ISBN 978-1-77009-839-8



Beyond Education there is Empowerment

The empowerment of women, and respect for wives, mothers and daughters is one of the cornerstones of a happy, secure family life and a harmonious society. Through our partnership with Soul City, we strive to educate communities and families, to bring an end to violence against women.



beyond petroleum™
bp.com