



9 June 2016

Submission to the Justice and Electoral Committee:

Sale and Supply of Alcohol (Display of Low-alcohol Beverages and Other Remedial Matters) Amendment Bill

The New Zealand College of Public Health Medicine would like thank the Justice and Electoral Committee for the opportunity to make a public submission on the Sale and Supply of Alcohol (Display of Low-alcohol Beverages and Other Remedial Matters) Amendment Bill. The College does not wish to make an oral submission to the Committee.

The New Zealand College of Public Health Medicine (NZCPHM) is the professional body representing the medical specialty of public health medicine in New Zealand. We have 223 members, all of whom are medical doctors, including 184 fully qualified Public Health Medicine Specialists with the majority of the remainder being registrars training in the specialty of public health medicine.

Public Health Medicine is the branch of medicine concerned with the assessment of population health and health care needs, the development of policy and strategy, health promotion, the control and prevention of disease, and the organisation of services. The NZCPHM strives to achieve health gain and equity for our population, reducing inequalities across socioeconomic and cultural groups, and promoting environments in which everyone can be healthy.

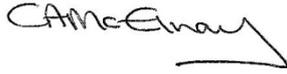
In New Zealand, alcohol is a commonly used recreational drug with the latest New Zealand Health survey finding that 80% of adults consumed alcohol in the past year¹. Further to this, 802 deaths in people aged less than 80 years were attributable to alcohol (5.4% of all deaths) in 2007, representing 13,769 years of life lost². These statistics show the presence and impact of alcohol in New Zealand, highlighting the importance of ensuring the sale and supply of alcohol is carefully regulated and enforced. NZCPHM supports the strengthening of measures aimed at changing New Zealand's drinking culture¹.

The NZCPHM supports the Display of Low-alcohol Beverages and Other Remedial Matters Amendment Bill and supports clear legislation around the sale and supply of alcohol^{3,4}.

However, the NZCPHM reinforces that licensees need ongoing education so that they not only know the rules but understand the rationale for them and therefore be willing to comply with the rules⁴. This recommendation strengthens the link between health promotion, health education and regulatory aspects to alcohol harm reduction⁴.

Thank you for the opportunity for the NZCPHM to submit on Sale and Supply of Alcohol (Display of Low-alcohol Beverages and Other Remedial Matters) Amendment Bill. We hope our feedback is helpful and please do not hesitate to contact the NZCPHM if we can be of further assistance.

Yours faithfully,



Dr Caroline McElnay, President, NZCPHM

References:

1. Ministry of Health. 2015. Annual Update of Key Results 2014/15: New Zealand Health Survey. Wellington: Ministry of Health. Available at:
<http://www.health.govt.nz/system/files/documents/publications/annual-update-key-results-2014-15-nzhs-dec15-1.pdf>
2. Connor, J., Kydd, R., Shield, K., & Rehm, J.. The burden of disease and injury attributable to alcohol in New Zealanders under 80 years of age: Marked disparities by ethnicity and sex. N Z Med J. 2015; 128, 15–28.
3. New Zealand College of Public Health Medicine. Policy statement on Alcohol. Wellington: New Zealand College of Public Health Medicine, 2013. Available at:
http://www.nzcpmh.org.nz/media/31199/2012_06_alcohol_policy_statement_updated_ref.pdf
4. New Zealand College of Public Health Medicine. Submission to Law Commission Review: Alcohol in our lives. Wellington: New Zealand College of Public Health Medicine, 2009. Available at:
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