



A Civil Society

SHADOW REPORT

on the implementation of the Framework for
Implementing the Global Alcohol Action Plan
2022-2030 in Liberia

August 2025



Table of Contents

ABBREVIATIONS	I
ACKNOWLEDGMENT	II
EXECUTIVE SUMMARY	III
BACKGROUND	1
INTRODUCTION	2
Section 1: Establish Partnerships and Multisectoral Coordination Mechanisms	3
Section 2: Develop Multisectoral Alcohol Harm Reduction Policies	5
Section 3: Develop and/or Strengthen Legislation and Regulations	8
Section 4: Reduce the public health impact of illicitly or informally produced alcohol	9
Sections 5: Enforce measures to reduce the acceptability of alcohol	10
CONCLUSION	12
APPENDICES	
Appendix 1: Liberia Alcohol Policy Alliance (LAPA)	14
Appendix 2: West African Alcohol Policy Alliance (WAAPA)	15

ABBREVIATIONS

ADB	Agricultural Development Bank
AIDs	Acquired Immune Deficiency Syndrome
AUD	Alcohol Use Disorder
CSOs	Civil Society Organizations
D/SGBV	Domestic Sexual Gender Base Violence
ECOWAS	Economic Community of West African States
GoL	Government of Liberia
GAAP	Global Alcohol Action Plan
HIV	Human Immunodeficiency Virus
IMF	International Monetary Fund
LAPA	Liberia Alcohol Policy Alliance
LRA	Liberia Revenue Authority
MFDP	Ministry of Finance and Development Planning
MHU	Mental Health Unit
MoA	Ministry of Agriculture
MoCI	Ministry of Commerce and Industry
MoE	Ministry of Education
MoH	Ministry of Health
MYS	Ministry of Youth and Sports
NACB	National Alcohol Control Board
NAP	National Alcohol Policy
NTDs	Neglected Tropical Diseases
SUDs	Substance Use Disorders
UHC	Universal Health Coverage
UNODC	United Nations Office on Drugs and Crime
WAAPA	West African Alcohol Policy Alliance
WHA	World Health Assembly
WHO	World Health Organization

ACKNOWLEDGMENT

This report is the result of a collaborative effort made possible through the invaluable coordination and financial support of the West Africa Alcohol Policy Alliance (WAAPA) and the Liberia Alcohol Policy Alliance (LAPA). Their unwavering commitment to advancing public health and evidence-based alcohol policy in the region has been instrumental in bringing this work to fruition.

We extend our sincere gratitude to the dedicated teams at WAAPA and LAPA for their strategic guidance, technical input, and steadfast advocacy throughout the development of this report. Their leadership continues to inspire a regional movement toward safer, healthier communities.

It is our earnest hope that this report serves not only as a resource but also as a catalyst—stimulating action among key stakeholders including the Ministry of Health, WAAPA, LAPA, the World Health Organization (WHO), and other national and international partners. We urge all actors to take decisive steps toward the effective implementation of the National Alcohol Policy 2023–2033 and its accompanying National Alcohol Strategy 2023–2033.

Together, we can build a future where alcohol-related harm is significantly reduced, and public health is prioritized through informed, coordinated, and sustained policy action

EXECUTIVE SUMMARY

The Liberia Alcohol Policy Alliance (LAPA) has collaborated with the Ministry of Health (MoH) since 2019 to develop and launch the National Alcohol Policy and Strategy 2023-2033. However, implementation has slowed due to changes in government since 2024. To expedite this process, LAPA is working closely with the new Mental Health Unit of the Ministry of Health to strengthen political will and support for policy execution.

WHO has contributed and supported the establishment of the Alcohol Technical Working Group as the multisectoral coordination mechanism but regular operational activities are yet to commence and hindering effectiveness. Various sectors, universities, NGOs, and international partners are involved, but the delayed implementation of the National Alcohol Policy and Strategy 2023-2033 limits the assessment of its effectiveness.

Recommendations include activating coordination mechanisms, enhancing stakeholder awareness, and prioritizing alcohol harm prevention programs. Additionally, there is a pressing need for national legislation to regulate alcohol production and sales, as current measures to combat illicit alcohol production and reduce its acceptability are insufficient.

This executive summary outlines the current status of alcohol control efforts in Liberia, focusing on partnerships, policy development, legislation, illicit alcohol, and measures to reduce alcohol acceptability. It highlights key achievements, challenges, and actionable recommendations for stakeholders.

Key Achievements

- a. **National Alcohol Policy and Strategy:** The National Alcohol Policy 2023-2033 and the National Alcohol Strategy 2023-2028 were launched in 2023, providing a framework for multisectoral coordinated efforts to minimize alcohol-related harm.
- b. **Multisectoral Coordination Mechanisms:** The National Alcohol Technical Coordinating Committee and the National Alcohol Control Board were formally established within the National Alcohol Policy.
- c. **Partnerships:** The Liberia Alcohol Policy Alliance (LAPA) has been actively working with the Ministry of Health (MoH) and the WHO to advance alcohol control policy and implementation.

Key Challenges

- a. **Delayed Implementation:** The National Alcohol Policy and Strategy have not been fully operationalized due to changes within sectors following the 2024 transition of power.
- b. **Non-Operational Coordination Mechanisms:** Although established, the National Alcohol Technical Coordinating Committee, National Alcohol Control Board, Alcohol Secretariat, and Local Committee on Alcohol Control are not fully operational.
- c. **Lack of National Alcohol Legislation:** The absence of a National Alcohol Legislation hinders the effective implementation of the National Alcohol Policy and Strategy.
- d. **Limited Data Collection:** There is no functional system to collect data on illicitly or informally produced alcoholic beverages, impeding evidence-based interventions.
- e. **Ineffective Current Measures:** Existing measures to reduce alcohol acceptability are inadequate, contributing to a surge in substance use disorder, particularly among youth.

Key Recommendations

- a. Operationalize Coordination Mechanisms: The MoH should activate the National Alcohol Control Board, Alcohol Secretariat, and Local Committee on Alcohol Control and convene regular coordination meetings.
- b. Develop and Enact National Alcohol Legislation: Mobilize resources to support the drafting, review, validation, and passage into law of the National Alcohol Control Legislation.
- c. Strengthen Data Collection: Implement the Accessibility, Availability, Research, Monitoring and Evaluation interventions of the National Alcohol Strategy to collect and process data on illicitly produced alcohol.
- d. Enhance Public Awareness: Key stakeholders should engage in awareness creation and sensitize the public on the key elements of the National Alcohol Policy and Strategy 2023-2033.
- e. Prioritize Alcohol Harm Prevention: The Government through the Ministry of Health and Stakeholders should prioritize Alcohol Harm Prevention into its programme of work and develop, review, validate, adopt, implement and draft National Alcohol Legislation.
- f. Increase Budgetary Allocations: The Ministry of Finance in collaboration with MoH should make budgetary allocations to support the implementation of the National Alcohol Policy and Strategy 2023-2033.
- g. Provide Technical Assistance: WHO should provide technical assistance and other support to MoH, LAPA and other actors to effectively carry out their mandate including the implementation of the National Alcohol Policy and Strategy 2023-2033.
- h. Address Substance Use Disorder: The GoL needs to expand rehabilitation facilities across the country as SUDs cut across Liberia.

Conclusion

To effectively reduce alcohol-related harm in Liberia, it is crucial to operationalize existing policies, enact comprehensive legislation, strengthen data collection, and enhance public awareness. Prioritized action and resource allocation are essential to address the growing challenges of alcohol consumption and substance use disorder.

BACKGROUND

Alcohol consumption contributes to 3 million deaths each year globally as well as to the disabilities and poor health of millions of people¹. According to the latest WHO global estimates, 283 million people aged 15 years and older – 237 million men and 46 million women – live with alcohol use disorders (AUD), accounting for 5.1% of the global adult population. Alcohol dependence, as the most severe form of AUD, affects 2.6% of the world's adults, or 144 million people².

Harmful use of alcohol takes serious toll on the overall public health, environment, economy and society. Alcohol affects the function of the brain through the interference of the communication pathways, causes heart diseases, cancer and weakens the immune system thus making the body susceptible to diseases such as Tuberculosis, HIV/ AIDs and other sexually transmitted diseases. It is also a key influencing factor for domestic and sexual gender-based violence (D/SGBV). Alcohol intake and other harmful consequences of alcohol use/ abuse are as the result of the lack of alcohol control policies and comprehensive regulatory frameworks.

Liberia, like many other West African countries, is faced with growing alcohol related problems including substance abuse. The harmful consumption of alcohol has gained prominence, especially by the youth throughout the country, thereby leading to an exponential increase in health and social welfare related problems such as rape and violent crime. According to a National Survey conducted by UNODC among eleven graders from 87 schools in 2017, found out that 23% of the students have used alcohol at least once in their lifetime and among students who have used cigarettes at least once, 75% used alcohol³. A cross-sectional study conducted among 802 secondary school students in Monrovia to explore the prevalence of substance use found that 51% of students reported using alcohol respectively⁴.

In spite of these very alarming statistics, there has been little or no efforts on the part of the Liberian authorities to erect the necessary safeguards against the harmful use of alcohol as mandated in Section 16.6 of the Penal Code of Liberia. Since independence, Liberia is yet to enforce a national alcohol policy or strategy that regulates and controls the production, circulation, sale and consumption of alcohol. The absence of such regulatory framework has consequently provided a floodgate for the non-regulatory production, distribution and sale of alcoholic products (including cheap synthetic alcohol products), thus leading to the affordability and increase in harmful consumption that poses serious challenges to the health of individual consumer and the nation.

1. *Global Status on Alcohol and Health, WHO (2018).*

2. *Global alcohol action plan 2022-2030 to strengthen implementation of the Global Strategy to Reduce the Harmful Use of Alcohol, First Draft WHO June (2021).*

3. *National Survey on Substance Use and Health, UNODC (2017)*

4. *Harris et al, 2011*

INTRODUCTION

Alcohol consumption has become a normal behaviour in Liberia. Those beverages, mainly spirits, are sold at a minimum price to the extent that it is affordable for someone who cannot buy a cup of rice. According to a 2021 media report, club beer is sold in shops at a cost as low as five bottles for US\$5. Worst, people queue to buy hot liquors, to satisfy their thirsts for said substance just because they are “cheap” and easily accessible⁵. This shadow report aims to provide insights into the present implementation status of the Framework for Implementing the Global Alcohol Action Plan, 2022–2030, in the African Region under the World Health Organization (WHO).

In an effort to enhance the Framework for Implementing the Global Alcohol Action Plan, 2022–2030 in the World Health Organization (WHO) African Region execution and lessen the negative effects of alcohol consumption, the Global alcohol action plan (WHA75(11), 2022), which is based on the prior regional strategy was used as a cue. The goal of the current framework is to drastically lower the morbidity and mortality rates linked to alcohol usage in the African Region.

Its objectives are to:

- i. encourage greater implementation and enforcement of high-impact policies and interventions to reduce the harmful use of alcohol in the African Region;
- ii. promote multisectoral actions through effective governance, improved political commitment, leadership, dialogue, and coordination;
- iii. improve the ability of health and social care systems to prevent and treat disorders caused by alcohol use as an integral part of universal health coverage (UHC) and in accordance with the 2030 Agenda for Sustainable Development and its health targets;
- iv. raise awareness of the risks and harms associated with alcohol consumption and its impact on the health and well-being of individuals, families, communities, and nations;
- v. strengthen information systems and research for monitoring alcohol consumption, alcohol-related harm, their determinants and modifying factors, and policy responses at all levels; and
- vi. increase the mobilization of resources required for appropriate and sustained actions to reduce the harmful use of alcohol at all levels.

The fundamental tenets are to advance a fair, multisectoral, evidence-based, human rights-based, and life course approach; to empower individuals and communities; and

The establishment of multisectoral coordination mechanisms to monitor the alcohol policy's implementation; the creation of multisectoral priority interventions and activities; and the promotion of multisectoral collaboration are all examples of priority interventions and actions. measures to lessen the harm from alcohol, along with legislative development and/or evaluation. Lowering the price, popularity, and accessibility of alcohol are examples of policy actions, as is improving the enforcement of alcohol laws. the health sector to address alcohol use problems and implementing anti-drink driving measures.

To domesticate these interventions, the WHO encourages countries to:

- a) Establish partnerships and multisectoral coordination mechanisms
- b) Develop multisectoral alcohol harm reduction policies
- c) Develop and/or strengthen legislation and regulations
- d) Reduce the public health impact of illicitly or informally produced alcohol
- e) Enforce measures to reduce the acceptability of alcohol

Thus, the Ministry of Health, with support from the Liberia Alcohol Policy Alliance, West African Alcohol Policy Alliance (WAAPA) and the World Health Organization, took these priorities areas into account in the development of the National Alcohol Policy 2023-2033 and the accompanying National Alcohol Strategy 2023-2033.

5. *Daily Observer Newspaper-Feb- 2021 edition*

Section 1: Establish Partnerships and Multisectoral Coordination Mechanisms

1. Roles of duty-bearers in the establishment or/and operations of the National Multisectoral Coordination Mechanisms

The Liberia Alcohol Policy Alliance has been working with the Ministry of Health since 2019 and drove the process of the development, validation and launching of the National Alcohol Policy 2023 -2033 and the associated National Alcohol Strategy 2023 -2028. Since the transition of power in 2024 a lot of changes took place within all the sectors, thus slowing the implementation of the above instruments. To speed up the implementation of the instruments, LAPA met with the current Mental Health Unit Director of the Ministry of Health and he committed to support the work of LAPA and the policy implementation. LAPA will continue to work with the MHU Director to assist him understand that LAPA's workings are to assist the implementation of the alcohol policy

The Ministry of Health, with support from WHO and LAPA, established the Alcohol Technical Working Group that drafted the National Alcohol Policy. The National Alcohol Policy and Strategy 2023-2033 established the National Alcohol Control Board, Alcohol Secretariat and the National Alcohol Policy Sub-Technical Coordinating Committee and the Local Committee on Alcohol Control.

2. WHO office contribution to the establishment or/and operations of multisectoral coordination mechanisms

The WHO Country office as a member of the Alcohol Technical Working Group technically contributed to the development of the National Alcohol Policy and Strategy. However, since the policy launch, regular activities such as coordination meetings, follow-up actions, and implementation oversight have not yet started. Full operationalization of the coordination mechanism is pending.

3. Formal development process on the establishment of National Multisectoral Coordination Mechanism

Yes, The Ministry of Health, with support from LAPA and WHO formally established the National Alcohol Control Board and the National Alcohol Technical Coordinating Committee in the National Alcohol Policy as the national multisectoral coordination mechanism for the alcohol policy implementation

4. National multisectoral coordination mechanism

National Multisectoral Coordination Mechanism is established by the National Alcohol Policy and Strategy 2023-2033, but has not been operationalized.

5. Effectiveness of the current partnerships and national multisectoral coordination mechanisms

The current partnership and national multisectoral coordination mechanisms in place and includes the roles and responsibilities of the various government sectors (Health, Information, Culture and Tourism, Commerce and Industry, Education, Finance, Liberia Revenue Authority), National Universities and Research Institutions, Private Sector, National and International Non-Governmental Organizations and International Partnerships. Unfortunately, due to the delayed implementation of the policy and strategy its effectiveness cannot be accessed.



Representatives of MOH, WHO and LAPA at the Launch of the National Alcohol Policy and Strategy 2023-2033

6. Recommendations

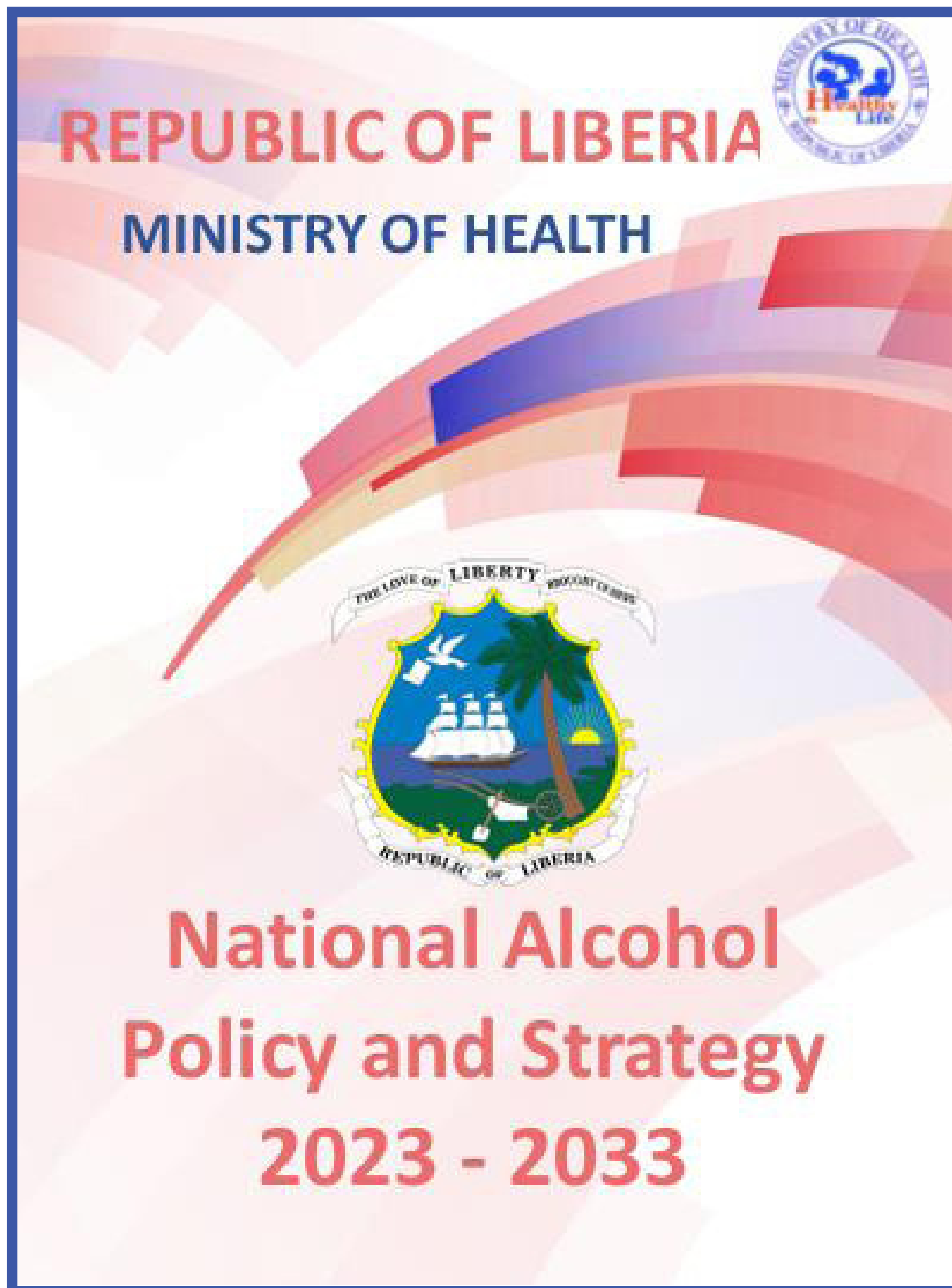
To ensure the effectiveness of the current partnerships and National Multisectoral coordination Mechanisms, the MoH needs to operationalize the National Multisectoral Coordination Mechanisms, Specifically:

- a. The Ministry of Health should activate the National Alcohol Control Board, Alcohol Secretariat and the Local Committee on Alcohol Control and convene regular coordination meetings.
- b. WHO should support MoH to strengthen the various structures listed above.
- c. LAPA should continue with its follow-up with partners
- d. WAAPA should continue and expand its technically support to LAPA and the structures above.

Section 2: Develop Multisectoral Alcohol Harm Reduction Policies

1. National Alcohol Policy and Strategy

In 2023, the Ministry of Health in collaboration with the WHO and the Liberia Alcohol Policy Alliance launched the National Alcohol Policy 2023 -2033 and the National Alcohol Strategy 2023-2028. These instruments are currently in place after a multisectoral development and implementation framework were developed.



National Alcohol Policy 2023-2033 and the National Alcohol Strategy 2023-2033

2. National Alcohol Policy and Strategy Purpose Statement

The purpose of the Liberian National Alcohol Policy and Strategy 2023-2033 is: To facilitate a coordinated efforts in minimizing the use of alcohol with the overall goal of reducing the harmful use of alcohol and its associated health risks.

1.3 Purpose

In the world today, there exist several international and national frameworks on alcohol control as well as established health and regulatory institutions with mandates that include the control of alcohol use. Nevertheless, the absence of a national instrument that incorporates the objectives of the existing frameworks and coordinates their implementation can hamper progress in the reduction of harm associated with alcohol use in Liberia. In acknowledgement of the existing frameworks, this policy aims to facilitate a coordinated efforts in minimizing the use of alcohol with the overall goal of reducing the harmful use of alcohol and its associated health risks.

3. Key provisions/elements of the National Alcohol Policies

The National Alcohol Policy and Strategy 2022-2032 is geared towards contributing to the achievement of the Ministry of Health National Health Policy and Plan 2022-2032 and the Pro-Poor Agenda for Health in Liberia. Thus, the Mental Health Unit of the Ministry of Health in collaboration with various Ministries, Agencies, Commissions and partners share the obligation for obtaining this goal. The policy shall ensure that the harmful use of alcohol and its associated health implications are addressed holistically through an inter-sectorial implementation with sustainable approaches.

Currently, there are challenges in dealing with issues related to the harmful use of alcohol as well as the increase in the number of the youthful population involved in substance abuse. To help curb the harmful use of alcohol and its associated health implication, the government saw the need to put in place some mechanism thereby leading to the development of this regulatory framework.

This document is geared towards ensuring alcohol support service delivery and improve service provision to the Liberian populace is included as a key implementation strategy of the Ministry of Health and its partners. The key strategic intervention areas of the policy include:

- a. Leadership and Governance
- b. Fiscal measures
- c. Alcohol control accessibility and availability Legislation-
- d. Controls on Alcohol Marketing and sponsorship
- e. Education, Training, Communication and Awareness on the harmful use of alcohol
- f. Public Health Services
- g. Standards Product Characteristics and Production Standards
- h. Control Measures for Drink Driving
- i. Research, monitoring and evaluation

3.0 STRATEGIC INTERVENTIONS.....	13
3.1 Leadership and Governance	13
3.2 Fiscal measures	13
3.3 Alcohol Control Accessibility and Availability Legislation	14
3.4 Controls on Alcohol Marketing and sponsorship	15
3.5 Education, Training, Communication and Awareness on the harmful use of alcohol	16
3.6 Public Health Services	18
3.7 Standardize Product Characteristics and Production Standards	19
3.8 Control Measures for Drink Driving	20
3.9 Research, Monitoring and Evaluation.....	21

4. Recommendations

Key stakeholders including the MoH, LAPA, other actors should engage in awareness creation and sensitize the public on the key elements of the National Alcohol Policy and Strategy 2023-2033.

- a. The Government through the Ministry of Health should: prioritize Alcohol Harm Prevention into its programme of work and develop, review, validate, adopt, implement and draft National Alcohol Legislation.
- b. LAPA should strengthen its advocacy and coordination efforts for a sustain momentum and develop an action plan to monitor policy implementation.
- c. The Ministry of Finance and development Planning, in collaboration with MoH, should make budgetary allocations to support the implementation of the National Alcohol Policy and Strategy 2023-2033.
- d. WHO should provide technical assistance and other support to MoH, LAPA and other actors to effectively carry out their mandate including the implementation of the National Alcohol Policy and Strategy 2023-2033.
- e. WHO is to facilitate the organization of a High-level Multi-Sectorial Meeting with MoH and partners and support and implementation of the structures and policy

Section 3: Develop and/or Strengthen Legislation and Regulations

1. National Alcohol Legislation

Liberia does not have a National Alcohol Legislation. However, the MoH through a consultant and key stakeholders are currently consulting to develop a draft National Alcohol Legislation for Liberia. The draft legislation when available will be open for stakeholders inputs.

2. National Alcohol Legislation Purpose Statement

The purpose of the National Alcohol Legislation will aim at regulating the production, sales, distribution and promotion of alcohol and alcoholic products in Liberia.

3. Key Provisions/Elements of National alcohol legislation and its impact

The National Alcohol Control Legislation currently being consulted among stakeholders will aim at regulating the production, sales, distribution and promotion of alcohol and alcoholic products in

Liberia. It contents may include but not limited to: The Establishment of the National Alcohol Control Board, Functions of the Board, Alcohol Control Fund, Powers of the Minister of Health, Use of Alcoholic Products in Public Places, Sale of Alcohol and Alcoholic Products to and by Children, Sale of Imitation of Alcoholic Products, Alcoholic Product Disclosures, Packaging and Labelling of Alcoholic Products, Advertising and Promotion of Alcoholic Products, Distribution of Alcoholic Products, Authorized Officers and Places, Authorized Officers may Enter, Regulations, Transition and Sanctions. The lack of a National alcohol legislation is the major stumbling block towards the implementation of the National Alcohol Policy and Strategy.

4. Recommendations

- i. MoH and partners should mobilise resources to support the drafting, review, validation and passage into law of the National Alcohol Control Legislation.
- ii. LAPA should sustain its advocacy, engagement and sensitization for an evidence-based National Alcohol Control Legislation based on CSO's roadmap.
- iii. WAAPA should consider strengthening its technical assistance and support to LAPA and other civil society actors.
- iv. WHO should provide technical assistance and support to in-country partners including MoH, LAPA and other actors for an evidence-based and a strong National Alcohol Legislation base on Best Buys, SAFER, GAAP, Global Status Report on Alcohol and Health Indicators, etc.



Photos of stakeholders meeting and advocacy materials distribution

Section 4: Reduce the public health impact of illicitly or informally produced alcohol

1. Situation regarding illicitly or informally produced alcohol

There was no intervention to address the public health impact of illicitly or informally produced alcohol in Liberia until 2023 when the National Alcohol Policy and Strategy 2023-2032 was adopted. Although the National Alcohol Policy and Strategy recognises the issues and proposes licensing, regulatory and enforcement measures, actions have not been implemented.

2. Effectiveness and challenges of current measures

The effectiveness and challenges of the current measures enshrined in the National Alcohol Policy cannot be assessed in that the policy and strategy have not been operationalized. Advocacy efforts by LAPA members and supported by WAAPA has raised awareness, but efforts remain limited due to lack of government leadership.

3. System to collect data on illicitly or informally produced alcoholic beverages

There is no functional system to collect data on illicitly or informally produced alcoholic beverages except the bulk figure given in the Central Bank annual report. The implementation of the National Alcohol Policy and Strategy provides for the data collection and storage but this has not yet begun.

3.3 Alcohol Control Accessibility and Availability Legislation

Collaboration with all relevant line ministries, agencies and civil society organizations, in engaging the National Legislature to enact the Alcohol Control Legislation to control the marketing, sale and consumption of alcohol and alcoholic products should be prioritized by the Ministry of Health.

Strategic Objective 3: To reduce alcohol associated harm through the regulation of the production, sale, distribution and supply of alcohol and alcohol products.

Intervention:

- a) Implement the provision of legal identification (ID) for all alcohol purchases;
- b) Prohibit individuals below 18 years of age from handling, selling, purchasing, participating in promotional materials and consuming alcohol and alcoholic products;
- c) Set operating hours guidelines for the sale of alcohol and alcoholic products around certain vicinities such as primary and secondary schools;
- d) Prohibit the establishment of alcohol and alcoholic products outlets within 200 meters within certain vicinities such as primary and secondary schools;
- e) Prohibit the establishment of primary and secondary schools within 200 meters of any alcohol and alcoholic products sales outlets such as retail shops, entertainment centers, bars and clubs;
- f) Enforce licensing of businesses or individual dealing in alcohol and alcoholic products to monitor and regulate the production, supply and marketing activities of alcohol;
- g) **Enforce licensing of informal/local alcohol brewers to regulate their production, distribution, supply, sale and marketing activities;**
- h) Mandate a standardize criteria for the size, quantity, packaging and labeling of alcohol and alcoholic products and ensure prescribed standards for compliance;
- i) Enforce ban on the sale of alcohol and alcoholic products through vending machines, internet or any online platforms;
- j) Enforce the establishment of designated selling points for alcohol and acholic products in supermarkets and other alcohol sales outlets so that they are not accessible to persons under the age of eighteen to protect from risks of harmful use of alcohol;
- k) Advocate for the enactment of a comprehensive National Alcohol Control Legislation to regulate alcohol production, marketing, distribution, sale, consumption and sponsorship; and
- l) Empower and collaborate with the relevant agencies to enforce any and all existing and new laws, regulations, and proclamations on the production, marketing, distribution, sale, consumption and sponsorship of alcohol products.

3.9 Research, Monitoring and Evaluation

The Ministry of Health shall promote evidence-based interventions on alcohol-related social and public health harms by promoting, monitoring, prevalence and research on alcohol use. **Specific Objectives 9:** To promote surveillance, monitoring and research into the use of alcoholic beverages in Liberia.

- a) **Develop a national alcohol registry/database in coordination with all relevant MACs in the DHIS 2 or other available database platform to store alcohol related information for decision making;**
- b) Establish and maintain a registration and monitoring system of alcohol-attributable health conditions such as diseases (NCDs), injuries and deaths for effective reporting in the DHIS2 or related database platform;
- c) Strengthen the capacity of the HMER and other existing research institutions to design and implement studies on alcohol-related problems;
- d) Participate in comprehensive research on the prevalence and other data dimensions on health, social and economic impacts of harmful use of alcohol;
- e) Establish systems on alcohol production, distribution, and consumption, in collaboration with MACs, to allow input to WHO statistics on several aspects of NCDs including data on alcohol per capita estimation; and
- f) Evaluate alcohol control intervention programs, policies and related legislations.

4. Recommendations

- i. Government through the MoH should ensure the operationalization of Alcohol Control Accessibility and Availability Legislation and Research, Monitoring and Evaluation interventions and a respectively of the National Alcohol Strategy for the Collection of data on illicitly or informally produced alcohol to inform evidence-based interventions in Liberia.
- ii. The MoH and WHO should collaborate with partners to build capacity and systems for data collection on illicitly and informally produced alcoholic beverages.

Sections 5: Enforce measures to reduce the acceptability of alcohol

1. Measures to reduce acceptability of alcohol

There are some inadequate measures in place to reduce the acceptability of alcohol as law enforcement officers are implementing the penal code as well as the commerce ministry that regulate the quality/quantity. The NAP proposes actions such as banning alcohol advertising, and sponsorships, launching public education campaigns, implement fiscal measures (tax and price), prohibit sales and buying to and by minors. However, these are yet to be implemented and enforced.

2. Interventions being implemented to reduce the acceptability of alcohol

Some ongoing interventions being implemented to reduce the acceptability of alcohol includes the Drug Enforcement Agency school awareness program on drug and alcohol use/abuse, Radio announcements on the use of alcohol and drugs by the Liberia National Police and the Liberia Broadcasting System TV advertisement. Community sensitization and advocacy campaign's led by LAPA with support from WAAPA and FORUT.

3. Effectiveness and gaps of current measures

Due to the increase in substance use disorder in Liberia (especially amongst the youths) over the last 6 years, it is difficult to provide an analysis on the effectiveness as well as gaps of the current measures. The surge in alcohol consumption and controlled substances shows that the measures being used in Liberia are not effective thus there is a need to shift to a new approach. The government has taken into consideration the dire situation of substance use disorder in Liberia thus declaring it a national emergency. With the renovation of some identified treatment facilities in Montserrado (Youth Agriculture Training Center) and Bomi (Klay Vocational Training Center) Counties. These facilities cannot cater to the needs of the SUDs population, thus the GoL needs to find other locations across the country as SUDs cut across Liberia.

Current measures are not comprehensive due to limited reach, lack of specific National campaign, lack of budgetary allocations and limited political will.

4. Reference

https://www.facebook.com/permalink.php/?story_fbid=801870655386074&d=100066894390760

<https://frontpageafricaonline.com/news/liberia-idea-commences-prevention-and-community-outreach-services-to-halt-the-spread-of-drug-addiction/>

<https://www.voaafrica.com/a/liberia-s-president-declares-drug-abuse-a-public-health-emergency-/7462153.html> (accessed on 14th July 2025)



Awareness Campaigns at ECOWAS Radio

5. Recommendations

To reduce the acceptability of alcohol, the MoH should operationalize the policy orientation Sections 4.1 - 4.9 of the National Alcohol Policy.

4.1 Leadership and Governance

The Ministry of Health shall, in collaboration with all other relevant line ministries, agencies and civil society organizations, create and coordinate the enabling environment for the harmful use of alcohol governance and regulation in Liberia.

4.4 Controls on Alcohol Marketing and sponsorship

The Ministry of Health, in collaboration with all other relevant line ministries, agencies and civil society organizations, shall restrict all advertisement and promotion of alcoholic products, whether these advertisements and promotions are done through road shows, sponsorship, promotional materials, social media, radio, Television, internet/e-mails, SMS, podcasts, satellite and other emerging mediums with the overarching aim of protecting the vulnerable group and the socioeconomic implications of alcohol misuse arising from disguised marketing strategies.

4.5 Education, Training, Communication and Awareness on the harmful use of alcohol

The Ministry of Health, in collaboration with relevant government entities and stakeholders (internal and external), will promote education, training and awareness in formal and informal institutions on health and socio-economic effects of the use of alcohol.

4.6 Public Health Services

The Ministry of Health, in collaboration with other MACs and stakeholders, shall ensure the provision of appropriate, applicable adapted interventions for the prevention and treatment of individuals and families at risk of or affected by alcohol use disorders and any associated condition.

4.7 Standards Product Characteristics and Production Standards

The Government of Liberia shall capacitate the National Alcohol Control Board and the National Standards Laboratory to continuously and effectively test and monitor alcohol production standards and characteristics throughout the country.

4.8 Control Measures for Drink Driving

The government shall mandate the adherence to the alcohol related road traffic legislations and enhance drink-driving counter measures.

4.9 Research, monitoring and evaluation

The Ministry of Health shall promote evidence-based interventions on alcohol-related social and public health harms by promoting, monitoring, prevalence and research on alcohol use.

CONCLUSION

Summary of key findings and recommendations

The Liberia Alcohol Policy Alliance has been advocating for alcohol control measures since 2019. It has since been working and partnering with the Ministry of Health, World Health Organization and Other partners on the domestication of the 'Reduction of Harmful Use of Alcohol a Strategy for the WHO African Region' in Liberia. Since the transition of power from the Coalition for Democratic Change to the Unity Party a lot of changes took place within all the sectors, thus slowing the implementation of the above instruments.

In 2023, the Ministry of Health in collaboration with the WHO and the Liberia Alcohol Policy Alliance launched the National alcohol policy 2023 -2033 and the National Alcohol Strategy 2023-2028.

The National Alcohol Policy established the National Alcohol Control Board and the Alcohol Control Sub-Technical Committee as the national multisectoral coordination mechanism for the alcohol policy implementation but has not been operationalized.

The purpose of the National Policy and Strategy is to facilitate a coordinated efforts in minimizing the use of alcohol with the overall goal of reducing the harmful use of alcohol and its associated health risks.

The major gap in the policy implementation is the absence of an alcohol control legislation to enforce and strengthen the implementation of the national alcohol policy and strategy 2023-2032. Among the weaknesses identified includes the lack of political will to oversee the comprehensive implementation of the National Alcohol Policy and Strategy.

Other Recommendations

The MoH should request for technical assistance and support from the World Health Organization on the establishment of evidence-based and global best practise structures and systems on the implementation of the ‘Framework for implementing the Global Alcohol Action Plan in the WHO African Region’ in Liberia.

WHO should conduct needs assessment in Liberia on the ‘Framework for implementing the Global Alcohol Action Plan in the WHO African Region’ and provide appropriate support to address the gaps identified towards the visions goals, objective and target Framework for implementing the Global Alcohol Action Plan in the WHO African Region’ in Liberia.

Regional and Global Intergovernmental Organizations and Development Partners including the ECOWAS/ West African Health Organization (WAHO), IMF, ADB, etc. should prioritize and provide logistical and financial support to Liberia for the implementation of their National Alcohol Policy and Strategy 2023-2032.

Civil Society Organizations including LAPA should strengthen their relationship and enter into official partnerships with MoH, WHO and other partners on the implementation of the ‘Framework for implementing the Global Alcohol Action Plan in the WHO African Region’ in Liberia.

Call to action

The Government of Liberia, civil society organizations, development partners and other stakeholders should actively advocate and support the development of a Global binding mechanism such as a Framework convention on Alcohol Control (FCAC) to succeed the Global Alcohol Action Plan (2022-2030) to effectively and comprehensively address alcohol harm in the Sub-Saharan Africa and Globally.

World Health Organization’s efforts in supporting Liberia on the implementation of the “Framework for implementing the Global Alcohol Action Plan 2022-2030 in the WHO African Region

Currently in Liberia, the WHO Country’s Office effort in supporting Liberia on the Framework for implementing the Global Alcohol Action Plan 2022-2030 in the WHO African Region since its adoption in 2023 has been a little slow.

Liberia Alcohol Policy Alliance (LAPA)

Introduction of LAPA

The Liberia Alcohol Policy Alliance has an acronym known as LAPA. It is a coalition of civil society organizations with a little over thirty member institutions and is an affiliate member of the West African Alcohol Policy Alliance. LAPA was established in 2019 with the general goal of advocating and assisting in developing, implementing, enforcing and evaluating scientific-based alcohol policies and programs, while at the same time monitoring and sharing information on alcohol and alcohol related issues among its member organizations and development and international partners in Liberia. It came into existence with the basic focus of advocating for curtailing the harmful use of alcohol in Liberia.

The following enlisted points constitute the working objectives of LAPA:

1. To promote and facilitate information sharing on alcohol and alcohol related issues.
2. To initiate and conduct scientific research on policies for the prevention of the harmful use of alcohol and alcohol-related programs.
3. To strengthen the capacities of civil society organizations in Liberia and professionals involved in developing alcohol policies and programs.
4. To encourage, support and strengthen partnerships between Alliance members and the Government of Liberia on the implementation of alcohol policies and programs in the Country.
5. To promote and advocate for national policies, programs and regulatory frameworks on alcohol and alcohol related issues in Liberia.
6. To mobilize and facilitate access to financial, human and technical assistance and resources required for the development, implementation and evaluation of alcohol policies and programs in Liberia.
7. Collaborate with key national inter-government agencies on alcohol policies and programs in Liberia.

Structure:

The Liberia Alcohol Policy Alliance (LAPA) operates under a governance framework designed to ensure strategic oversight and effective implementation of its mission. At the apex of its decision-making structure is a five-member Board of Directors, who serve as the highest authority within the organization. The Board is responsible for setting policy direction, approving strategic initiatives, and providing overall leadership and accountability.

Day-to-day operations and administrative functions are managed by the Secretariat, which is headed by the National Coordinator. The National Coordinator serves as the chief executive of the Secretariat and is tasked with implementing the Board's decisions, coordinating programs and activities, managing partnerships, and overseeing the operational efficiency of LAPA.

This structure ensures a balance between strategic governance and operational execution, enabling LAPA to effectively advocate for alcohol policy reform and public health advancement in Liberia

B&N Building Center& Benson Streets
Cell # +231-777-104-803/+231-770-365-930
Email: lapa.liberia@gmail.com
Facebook: [lapaliberia](https://www.facebook.com/lapaliberia)

West African Alcohol Policy Alliance (WAAPA)

Introduction/status:

The West African Alcohol Policy Alliance (WAAPA) is a regional network of civil society organizations and public health professionals committed to advocating for effective alcohol control policies across West Africa. WAAPA works to support the development, adoption, and implementation of evidence-based alcohol policies that reduce alcohol-related harm in the region. It collaborates with national alliances, governments, and international organizations to promote public health and social well-being.

Objectives:

1. Advocate for comprehensive alcohol policies and regulations in West African countries.
2. Promote and facilitate information sharing on alcohol and alcohol-related issues.
3. Initiate, facilitate and conduct research on alcohol prevention, policies, and programs.
4. Strengthen and support the capacities of civil society organizations, national alliances and development professionals involved in alcohol policies and programs.
5. Encourage, support and strengthen partnerships between member organizations, governments and development partners for the effective implementation of alcohol policies and programs.
6. Promote and advocate for national, regional, and continental policies, programs and regulatory frameworks on alcohol-related issues.
7. Mobilize and facilitate access to financial, human and technical resources needed for the development, implementation, and evaluation of alcohol policies and programs.
8. Engage with policymakers, stakeholders and communities to raise awareness about alcohol control measures.
9. Collaborate with regional intergovernmental organizations on alcohol policies and programs.

Structure:

WAAPA is headed by the General Assembly as the highest decision making organ and is supervised by the Regional Board of Directors. The Regional Secretariat is responsible for the day-to-day administration and coordination of initiatives. National General Assembly's are responsible for decision-making at the National Levels with the National Board of Directors supervising the National Secretariat which is responsible for the day-to-day administration. Standing and Adhoc committees or working groups are established to assist in the operation of the organization.

Contact: +233-(0)30-293-6305, +233-(0)24-405-7950

Email: infowaapa@gmail.com / info@waapalliance.org

Website: www.waapalliance.org