

Problems and guidelines for controlling alcoholic beverages

Chardsumon Prutipinyo

Department of Public Health Administration,
Faculty of public Health, Mahidol University
Chardsumon.pru@mahidol.ac.th

Original article

OPEN ACCESS

Abstract

Citation:

Prutipinyo, C. Problems and guidelines for controlling alcoholic beverages. *Public Health Policy and Laws Journal*, 10(1), 121-131.
Retrieved from https://so05.tci-thaijo.org/index.php/journal_law/article/view/255445

Received: 3 Nov 2021

Revised: 10 Oct 2023

Accepted: 1 Nov 2023

Due to the Alcoholic Beverage Act of 2008, problems arise in enforcing the law. There is a situation where many agencies wish to amend the law. This article aims to present the issue of the effects of drinking alcohol, alcohol control, and guidelines for amending the law that the Ministry of Public Health intends to address through six important points: 1) Definition of alcoholic beverages referring to the Liquor Act of 1950, which was later repealed by the Excise Tax Act, B.E. 2560, may cause problems when the law is amended in the future. 2) There is a committee system for driving the alcohol control implementation process. The committee is responsible for providing policy guidelines, as well as determining various measures to achieve the success of alcohol control, in accordance with various strategic plans. Implementation of the laws at the local level in a concrete manner and having an effective monitoring system. 3) There are problems with the interpretation of the terms "advertising" and "marketing communication" and issues with law enforcement, such as in the case of traditional celebrations, with exceptions for weddings and diplomatic ceremonies only. 4) Funding or sponsoring activities that provide opportunities for corporate image may directly and indirectly stimulate and cultivate a positive corporate image for children and youth, who will become new drinkers. 5) Promoting and supporting the treatment or rehabilitation of alcohol addicts or those with alcohol consumption problems. This is to promote the good health and well-being of the people. 6) Amendment of penalties appropriately for the current situation. For manufacturers and importers of alcoholic beverages, the penalty is twice as much as for individual violators.

Keywords: Alcohol drinking problems; alcoholic beverages control; marketing communication; alcohol addicts

Introduction

How alcoholic beverages affect people's health conditions and cause health behavior problems are significant concerns. Many adverse social problems, such as accidents, social and family violence, have been reported, with regular alcohol consumption is a risk factor for various types of cancer. Measures to control alcohol advertising are necessary, along with efforts to reduce problems arising from alcohol consumption. The objective is to minimize the impact of alcohol consumption by limiting access through the implementation of various control measures. This includes controlling the sale of alcoholic beverages concerning date, time, place, age of the purchaser, sales method, and advertising and marketing communications of alcoholic beverages. Additionally, promoting easier access to treatment services for individuals struggling with alcohol consumption is crucial.

This article aims to present the issue of the effects of drinking alcohol, alcohol control, and guidelines for amending the law. The Ministry of Public Health intends to address these concerns through amendments aimed at enhancing regulations and mitigating the negative consequences of alcohol consumption.

Impacts of drinking alcohol

World Health Organization data report that Thailand has 8.3 liters of pure ethanol per capita per year, which is the highest amount compared to other countries in Southeast Asia. There is also a trend of increasing consumption of alcoholic beverages, especially among children, youth, and women. This is evident in the population aged 15 years and over, totaling 55.9 million people, who consumed liquor or alcoholic beverages in the past year. Approximately 15.9 million people (28.4 percent) contribute to a global loss of 8.5

years of life due to premature death. Alcohol drags people into the pit of poverty, as evidenced by the fact that in 2017, Thai drinkers incurred an average monthly cost of 917.24 baht per person, calculated as 10 percent of their monthly income (Center of Alcohol Studies, 2020).

Alcohol consumption is a significant risk factor for the health of the population, causing more than 230 types of diseases and illnesses according to ICD-10 (International Statistical Classification of Diseases and Related Health Problems, Tenth Edition). It ranks as the seventh health risk factor for death and disability among the entire population and is the number one risk factor for people aged 15 to 49 years. Approximately 3 million people die each year from diseases and injuries related to alcohol consumption, representing 5.3 percent of all global deaths. This information comes from the Center of Alcohol Studies (2019), providing an overview of the situation of alcohol consumption in Thailand.

Addiction to alcoholic beverages causes the Thai male population to lose years of health due to impaired health, totaling 324,000 years of premature death (Years Lost due to Disability: YLD), which is 13.1 percent of the Years of loss due to health impairment (Office for International Health Policy Development, 2017). The study found that, compared to other causes, drinking alcohol is the number one cause of lost years of good health (Office for International Health Policy Development, 2017). Supporting treatment and rehabilitation, including individuals with problems related to alcohol consumption, will make it possible to maintain the health of people who consume alcohol. This approach can address issues at an early stage, before symptoms appear or complications arise.

The impact of alcohol consumption problems on society can be reduced in various ways and on multiple levels. Generally, the effects and

problems resulting from drinking alcohol (Alcohol-related problems) can be divided into four groups:

1. Acute health effects, including accidents and injuries;
2. Long-term chronic diseases, encompassing illnesses with alcohol as the main risk factor, such as alcoholism and cancer;
3. Acute social problems, such as violence and various crimes;
4. Chronic social problems that take a long time to occur, such as domestic violence, family relationship problems, loss of productivity at work, and poverty issues.

These four impacts also have direct and indirect effects on society through structures and systems such as the health system, justice and security system, education system, insurance system, welfare system, the country's labor system, and the economic system. Measuring the impact of alcohol consumption on society or others (Alcohol's Harm to Others: HTO) can be viewed in several dimensions, including violence against children and women, domestic violence, road injuries and accidents, crimes, and other cases (Oratai Waliwong et al. 2014: 111 - 113).

Alcohol control

Controlling alcoholic beverages, according to the Alcoholic Beverage Control Act of 2008, is carried out under the National Alcohol Policy Strategic Plan. This plan aims to reduce consumption, control the prevalence of drinkers, and prevent new drinkers. Reducing the risk of consumption limits access and mitigates the severity of the effects of alcohol consumption. Overall, these measures have highly effective policy content (Best buy and good buy) in accordance with WHO recommendations. Another goal is to treat or rehabilitate those addicted to alcohol, helping to reduce problems and impacts in both social and economic aspects. It also promotes public

health by raising awareness of the dangers of alcohol and helps prevent children and youth from having easy access to alcohol, thus avoiding problems that affect the body, mind, economy, and society. These efforts are part of the World Health Organization's policy to create a society safe from the effects of alcohol consumption (WHO SAFER alcohol control initiatives).

One factor contributing to increased drinking among new drinkers is advertising, according to a study by the Alcohol Problems Research Center in collaboration with ABAC Poll (Alcohol Problems Research Center, 2020). Through a survey of 2,939 youths, it was found that 54 percent of the sampled youth had experienced drinking alcoholic beverages at least once in their lives, primarily influenced by remembering alcoholic beverage advertisements (93 percent). The desire to try increased to 29 percent in the group that had never drunk but remembered the advertisement, and 57 percent in the group who had drunk and remembered the advertisement. Exposure to advertising media has a direct relationship with the perception of the receiver, particularly among children, who may be stimulated to try drinking faster (Srirat Loisamut, 2018). Advertising of alcoholic beverages normalizes drinking, shaping people's attitudes to view alcoholic beverages positively (Nithat Sirichotiratana, 2011: 270 - 282). Therefore, measures to control alcoholic beverage advertising are crucial to preventing new drinkers and reducing alcohol consumption in the country as a whole.

In the case of using brands that are the same or similar to alcohol brands in advertising or surrogate advertising, a strategy of "disguise" is employed. This involves slightly modifying the original pattern without abandoning it, so it remains memorable. For example, the use of the DNA brand in advertising, perceived as an advertisement for alcoholic beverages by the majority of the public (ranging from 36.3 to

91.1 percent (Boonyu Khorphonprasert, 2019). For young people, it is challenging to distinguish substitute products from actual alcoholic beverages, and society generally accepts that substitute products are not alcohol products.

Regarding support or sponsorship for organizing special activities, the business sector communicates the marketing of alcoholic beverages through various forms such as sponsoring sports events, annual local events, music exhibitions, and social or educational work. Complaints from the Cigarette and Alcohol Complaint Center indicate that citizens have expressed concerns about annual local festivals sponsored by alcoholic beverage manufacturers, including beer garden activities. These activities indirectly stimulate youth, encouraging them to try alcohol. Studies show that athletes and teams sponsored by alcoholic beverage products create a link between sports and alcohol, resulting in increased beer consumption among youths (Nithat Sirichotiratana and Chardsumon Prutipinyo, 2017). Lessons learned from measures to limit marketing activities of the tobacco industry emphasize the effectiveness of passing laws and enforcing penalties to prohibit receiving sponsorship funds from alcohol companies (Orathai Waliwong et al., 2021). Without clear prohibition measures, the current advertising control may not achieve its objectives, leading to increased alcohol consumption and the inability to reduce the effects of alcohol among new drinkers, violating the spirit of the law.

Additionally, there is an upward trend in the data of people who consume alcoholic beverages, but information on people who have problems with alcohol consumption is not clearly disclosed. This issue is not evident in the health service system because Thailand lacks a screening system and comprehensive treatment and rehabilitation services for at-risk groups and those with alcohol use problems.

The limitations on access to the service system for people with alcohol use problems are unclear when comparing the prevalence of alcohol consumers with the number of treatment services. While the Alcoholic Beverage Control Act of 2008 includes provisions regarding support for treatment and rehabilitation of people addicted to alcohol, it does not specify a clear support mechanism and designates the Office of the Alcoholic Beverage Control Commission as the sole agency responsible for providing support. This causes limitations for other agencies in providing support for treatment and rehabilitation, both in hospitals and proactive operations.

Drinking alcohol is related to the Sustainable Development Goals (SDGs) of the United Nations, specifically Goal 3: Good Health and Wellbeing. Goal 3.5 emphasizes strengthening the prevention and treatment of substance misuse, including the harmful use of alcohol. Indicator 2 focuses on reducing the amount of alcohol consumption per capita by 10 percent by 2025 (Global targets NCD) (Thaksaphon Thamrangsi, 2014).

The Alcoholic Beverage Control Act of 2008 has been in effect for more than 13 years, and there are provisions that are not appropriate for the current and changing circumstances. This makes the law currently in force less effective and creates gaps in avoiding compliance with the law, violating the spirit of controlling alcoholic beverages and resulting in the law's objectives not being achieved. In other words, access to alcohol is not controlled in line with the objectives of the law. Additionally, there is a problem of different interpretations of the law in the law enforcement process, from the official level to the court level. Therefore, it is necessary to enact laws to be clearer.

Guidelines for revising the control of alcoholic beverages from the Ministry of Public Health

From a systematic review of the literature on controlling alcohol consumption, there is empirical evidence indicating that regulating and overseeing the marketing of the alcoholic beverage industry is essential for public health, safety, and human rights. The alcohol industry's marketing has a long-term relationship with the incidence of drinking and various problems caused by alcohol in various risk groups. The control of alcoholic beverages by law is crucial for public welfare.

Important guidelines for amending the law proposed by the Ministry of Public Health include:

Definition of "alcoholic beverage"

According to the Alcoholic Beverage Control Act of 2008, alcoholic beverages are defined as: "Alcohol according to the law on alcohol, but does not include drugs, psychotropic substances, narcotics according to the law on that matter." The Alcoholic Beverage Control Act of 2008 does not specify a particular definition of alcoholic beverages. Instead, it refers to the Liquor Act of 1950, which was later repealed by the Excise Tax Act of 2017. This creates problems when the law is revised in the future and is inconsistent with the intent of the Herbal Products Act of 2019. Under this act, some types of medicines, such as traditional and herbal medicines, originally included in the definition of "drug" under the Medicines Act of 1967, are now classified as "Herbal products" according to the Herbal Products Act, B.E. 2019. Consequently, the definition of alcoholic beverages according to the Alcoholic Beverage Control Act, B.E. 2008, may not be comprehensive and consistent with the law currently in effect.

Structure of various committees

The committee system plays a crucial role in driving the alcohol control mechanism. The committee is responsible for laying down

policy guidelines and determining various measures to successfully control alcoholic beverages according to various strategic plans. There is a need to push for more authority and duties, especially in enforcement at the local level. A systematic and concrete performance tracking system is necessary to enhance efficiency. The current structure, such as the Bangkok Alcoholic Beverage Control Committee and Provincial Alcoholic Beverage Control Committee, lacks comprehensive powers and duties, and there is no mechanism for monitoring the operations of provincial committees. This inefficiency hampers the effectiveness of the provincial mechanism.

Amendments to the composition and responsibilities of the Provincial Alcoholic Beverage Control Committee and Bangkok Alcoholic Beverage Control Committee, as well as the powers and duties of the acting minister and the office, are required to align with the current situation.

(1) National Alcohol Policy Committee:

The committee is tasked with setting policies and alcohol control plans, including tax measures. This encompasses various strategies for controlling alcoholic beverages, as well as the treatment and rehabilitation of alcohol addicts and individuals facing problems due to alcohol consumption. Additionally, the committee is responsible for preparing and presenting strategic plans and action plans for alcohol control in alignment with the national strategy to the cabinet.

(2) Alcoholic Beverage Control Committee:

The committee's duties include:

1. Proposing policies and plans for the control of alcoholic beverages, including tax measures, treatment, and rehabilitation of individuals affected by alcohol addiction and consumption-related issues.

2. Establishing criteria, methods, and conditions for packaging, labels, and warning messages on manufactured or imported alcoholic beverages. Opinions on the timing and places for selling alcoholic beverages, methods or nature of selling, prohibited alcoholic beverages, and places or areas where the consumption of alcoholic beverages is prohibited are submitted to the Minister.

3. Setting criteria, methods, and conditions for the treatment and rehabilitation of alcohol addicts and individuals with issues arising from alcohol consumption.

4. Providing opinions to the committee or the minister when issuing announcements or regulations for compliance with this Act, as applicable.

5. Offering advice, recommendations, and coordination with government and private agencies on alcohol control. This includes proposing measures to prevent the impacts of consuming alcoholic beverages and treatment and rehabilitation for those addicted to alcohol or facing issues from alcohol consumption.

6. Organizing, promoting, and supporting the dissemination of academic knowledge to youth and the general public to enhance their understanding of the dangers and risks associated with alcoholic beverages.

7. Inviting government officials, employees, or individuals from government agencies, state enterprises, local governments, or any person to provide facts, opinions, or documents for consideration in implementing the Act.

8. Monitoring, evaluating, and inspecting the actions of the committee in controlling alcoholic beverages in Bangkok and the Provincial Alcoholic Beverage Control Committee. This includes ensuring compliance with policies and plans and establishing criteria and methods for reporting the results of such operations. The committee must report the results at least twice a year.

(3) Provincial Alcoholic Beverage Control Committee:

The committee's duties include:

1. Enforcing laws to control alcoholic beverages, providing treatment or rehabilitation for those addicted to alcoholic beverages, and implementing policies, plans, and control measures for alcoholic beverages at the provincial level.

2. Offering advice and recommendations, and coordinating with government and private agencies regarding the control of the production, import, sale, advertising, and consumption of alcoholic beverages.

3. Proposing measures to prevent the effects of alcohol consumption, as well as treatment and rehabilitation for alcohol addicts and individuals facing issues from alcohol consumption.

4. Establishing guidelines for surveillance to prevent children and youth from getting involved with alcohol. This includes controlling the consumption of alcoholic beverages in the area and determining guidelines consistent with the policies of the committee to reduce and quit alcohol consumption. The committee is responsible for following up, evaluating, and inspecting operations related to enforcing laws to reduce and eliminate alcohol consumption, reporting the results to the Control Board.

5. Problems in interpreting law enforcement: Past law enforcement has revealed issues in interpreting law provisions. For instance, uncertainties arise regarding the steps needed to establish a club to be exempt from selling or consuming alcoholic beverages in government offices, or determining the type of catering exempted during traditional banquets. The law lacks specificity in rules and details, leading to various interpretations beyond the intended purpose. This affects the enforcement of the law's intent, especially in cases of traditional banquets where exceptions are made for weddings and diplomatic ceremonies. Due to limited venues in provinces for organizing events, permission is often sought to use educational institutions or government buildings. To clarify

interpretations, the Minister should be empowered to announce additional details.

Alcohol Advertising:

Section 32, paragraph one, of the Alcoholic Beverage Control Act, B.E. 2008, often sparks disputes, particularly concerning advertising. The law considers it an offense to boast of medicinal properties directly or indirectly to persuade people to drink. However, if there is no direct or indirect boasting of medicinal properties to induce people to drink, it is not considered an offense. This interpretation contradicts the law's intent, resulting in two separate cases: "no one is allowed to advertise alcoholic beverages" and "no one is allowed to display the name or mark of alcoholic beverages to show off the properties or influence others to drink directly or indirectly." The term "advertisement" is specifically intended for commercial benefit, persuading the mind to consume without the need to convey a message of showing off properties or inducing people to drink. These conflicting arguments arise from different interpretations, causing difficulties in law enforcement.

In addition, the use of product logos that are the same or similar to the logos of alcoholic beverages in advertising can create the understanding that it is an advertisement for alcoholic beverages. This is achieved by slightly modifying the trademark of alcoholic beverages and using it or registering it as a trademark for products other than alcoholic beverages. When that mark is used in advertising, claiming to promote products other than alcoholic beverages, people who see it may interpret it as a sign of alcoholic beverages. This reinforces brand awareness for alcoholic beverages, triggers reminiscence, and influences a decision to purchase alcoholic beverages (Srirat Loisamut, 2018: 134). While this case is considered an advertisement for alcoholic beverages under Section 32 in conjunction with Section 3 of

the Alcoholic Beverage Control Act 2008, there are problems in enforcement due to misunderstandings and different interpretations that do not align with the spirit of the law.

In cases where the alcohol business group provides sponsorship or support to individuals, groups of people, or agencies, in exchange for creating a positive image of alcoholic beverages through advertising, marketing communications, or any action to promote the consumption of alcoholic beverages (whether in the form of sports events, annual local events, music exhibitions, social or educational events), academic work supports the notion that providing sponsorship affects alcohol-drinking behavior. It is considered a method of communicating corporate social responsibility (CSR) without displaying products in advertisements. Instead, it communicates that the products are good when the organization is good (Srirat Loisamut, 2018: 53-56).

Concerning the use of product logos that are the same or similar to alcoholic beverage logos in advertising, this action is deemed an offense under Section 32 in conjunction with Section 3 of the Alcoholic Beverage Control Act 2008. This is because it conveys a message that leads the public to understand that it refers to alcoholic beverages. Although the law has been enforced in this case, there is a problem of people misunderstanding essential matters and different interpretations of law enforcement in various sectors. Therefore, it is necessary to clearly state these issues in the law. The same applies to providing sponsorship and support in organizing various activities such as sports, education, and annual local events, and publicizing support through various media by displaying company symbols or images of alcoholic beverages. Such actions are considered a form of marketing communication and are treated as advertising

under Section 32 of the Alcoholic Beverage Control Act, B.E. 2008.

1) Providing funding or supporting activities that build the image of the company has an impact on positive feelings and the desire to give back to that brand. This stimulation and cultivation of children and youth, both directly and indirectly, result in new drinkers. The primary objective of advertising, according to communication arts principles, is to create loyalty to the alcoholic beverage brand. This form of marketing communication by alcohol business operators is considered an offense according to Section 32 and Section 3 of the Alcoholic Beverage Control Act, B.E. 2008. However, when the law is enforced, there are different interpretations among law enforcers and those who follow the law. This divergence causes the law's objectives to remain unachieved, and law enforcement is not as efficient as it should be. Nevertheless, this Act does not intend to prohibit businesses from benefiting society. Therefore, providing patronage can be done as long as there is no hidden advertising of alcoholic beverages. Specifically, there should be no advertising or publicity of the image of alcoholic beverages or the company through such activities.

2) Rehabilitation of alcohol addicts is crucial for promoting and supporting the treatment or rehabilitation of people addicted to alcohol or those who have problems from consuming alcohol to help promote public health. According to the Alcoholic Beverage Control Act of 2008, there are regulations regarding requesting support for the treatment or rehabilitation of people addicted to alcohol. However, there is a lack of designation of agencies to support the treatment or rehabilitation of people addicted to alcohol. This results in problems with integrating budgets for treatment and rehabilitation without decentralization. Therefore, it covers only the treatment and rehabilitation of alcohol addicts based on health insurance rights, social security, and direct payment

rights (Suwara Kaewnui et al. 2011). It does not include individuals with problems from consuming alcohol or those with a pattern of alcohol consumption causing adverse effects on their health, physical, mental, or social health or hindering daily life duties. These individuals should be treated or rehabilitated to return to normal life.

Rehabilitation for people who have problems with alcohol consumption is considered a right to basic illness treatment for the general public. The Alcoholic Beverage Control Act of 2008 does not clearly specify agencies to support the treatment or rehabilitation of people addicted to alcohol. Therefore, there has been no legal action regarding Section 33 as it should be, preventing people with problems from alcohol consumption from accessing the necessary services. This may lead to the development of addiction. Adding substance to the law will make treatment or rehabilitation available to people who have problems from consuming alcoholic beverages, and a clear mechanism will be created to request support from other relevant agencies, such as budget disbursement from local administrative organizations. This will make treatment and rehabilitation more comprehensive and effective.

Penalties

The penalty rate for advertising offenses is not consistent with the current situation. When compared to the profits of companies producing or importing alcoholic beverages. Because producers and importers have more power or costs to commit crimes than the general public. When an offense is committed, therefore, the punishment should be amended. To suit the current situation

For producers and importers of alcoholic beverages The penalty rate has been doubled for the general public. This is because producers and importers have higher costs of causing damage to society than the general

public. The punishment that should be received should therefore be greater than that of the general public. It is based on the principle of proportionality that those who cause more damage must be punished more. By increasing the punishment, the aim is to deter the commission of crimes. The fact that producers and importers have more costs As a result, the fine may become only part of the cost of committing the offense.

The current penalties are therefore unable to deter the commission of crimes. and thus controlling alcoholic beverages is not effective. This is because the benefits from advertising are higher than the costs. Offenders receive economic benefits worth more than the punishment they receive. The increase in penalties stems from the principle of proportionality according to economic and financial conditions. In order for the penalty that determines the fine rate to be related to the average daily income of the offender so that the punishment of the offender is effective in deterring him from committing another offense according to the theory of punishment. inhibit This avoids prison sentences for offenders who are unable to pay their fines. According to the penalty, the fine has been set at a fixed rate. It also helps the punishment of fines achieve its purpose regardless of whether the offender is economically rich or poor. Because the fine is calculated based on the average daily income of the offender as mentioned above. consideration of living and the financial status of the individual offender. In order to achieve the objective of fines for both rich and poor offenders. The imposition of such fines must therefore be proportionate to each offender. Penalty system adjusted according to day and income It is based on three criteria for consideration: the daily income of the person who will be fined; The number of days deemed appropriate will be adjusted based on the seriousness of the offence. and the amount of the fine

Conclusion

Drinking alcohol to the point of intoxication causes problems in society, leading to compensation for damages incurred by society, such as taxes used for hiring medical personnel and building hospitals to treat individuals who are sick or have had accidents. The value of social impact costs, calculated from the consumption of alcoholic beverages in 2017, amounted to a loss of 86 billion baht, equivalent to 0.56 percent of Thailand's GDP in 2017. This was divided into direct costs valued at 3,945 million baht, including a) the cost of treating patients whose causes are related to the consumption of alcoholic beverages (2,508 million baht), b) the cost of the justice process related to lawsuits related to the consumption of alcoholic beverages (1,407 million baht), and c) costs related to damages from accidents caused by alcohol consumption (31 million baht). Indirect costs were valued at 82,000 million baht, consisting of a) the value of lost productivity from premature death caused by the consumption of alcoholic beverages and b) costs resulting from the decreased productivity of individuals who consume alcoholic beverages, often lower than normal conditions. This includes calculating the number of days or hours of work missed due to illness or treatment at the hospital, causing absenteeism or reduced work efficiency (Tatchanan Komonpaisarn 2019).

Supporting treatment for individuals with problems related to alcohol consumption will enable the treatment of illnesses before symptoms of addiction and other complications arise, ultimately reducing the cost of treatment. Providing easier access to treatment for individuals with problems related to alcohol consumption results in reduced costs for medical care borne by the government.

Although amendments to the Alcoholic Beverage Control Act may impact the ability and economic competitiveness of the alcohol

beverage business, potentially affecting the country's income, the industry has continued to grow from 2019 to 2021. In 2017, the beverage market in Thailand recorded a total consumption volume of 7,477 million liters, with a value of approximately 570 billion baht. The non-alcoholic and alcoholic beverage markets were divided at a ratio of 72:28 in terms of consumption volume and 35:65 in terms of value. This indicates that, despite control measures, the alcoholic beverage industry has demonstrated growth (Wanna Yongpisaphob, 2021).

Moreover, it has been observed that social media channels are increasingly used for marketing information in the online world of the alcohol business. The emergence of online liquor-selling websites raises concerns about the effectiveness of measures to control alcohol consumption in various areas without

action to control advertising and marketing communications. The Alcoholic Beverage Control Act of 2008 aims to prevent children and youth from easy access to alcoholic beverages, reduce social and economic problems, and raise awareness of the dangers of alcoholic beverages. After more than 12 years of enforcement, there are areas that need improvement to align with changes in economic and social conditions. Research reports indicate an increase in alcohol drinking problems, especially among younger age groups, influenced by increased production and sales volumes. The comprehensive ban on advertising, promotion, and sponsorship of events/ programs by the alcohol industry is crucial to protect vulnerable groups from the marketing efforts of the alcohol industry. Government agencies must continue to combat the liquor industry, and officials must remain diligent in their efforts.

References

Boonyu Khorphonprasert, (2019) Public perception of alcoholic beverage advertising through the DNA brand and similar symbols. Public Health Ministry.

Center of Alcohol Studies. (2019) Situation of alcohol consumption in Thailand and the world 2016 – 2018, Epidemiology Unit Faculty of Medicine Prince of Songkla University.

Center of Alcohol Studies. (2020) reports on the situation of alcohol control policy implementation in Thailand between 2008 - 2018 under the project “Joint Assessment Mission to Review Alcohol Control Policy and Strategy in Thailand”.

Center of Alcohol Studies. (2010) Alcohol situation report for the year 2010.

International Health Policy Development Office, 2017, Report on the burden of disease and injury in the Thai population 2014.

Kanitha Thaikla, (2018) Newsletter, Ten Years of the Alcoholic Beverage Control Act 2008: What is Thailand? at the 10th National Liquor Academic Conference, 21 - 22 November 2018, at Century Park Hotel. Bangkok.

Niphon Chinanonwet. (2020). The role of the government in controlling alcoholic beverages. Office of the Alcoholic Beverage Control Commission. http://cas.or.th/cas/wp-content/uploads/2019/04/ACFrOgAfYWyxjQOc3VpqFBjXNy488Zh7KCIgyJZ7QU3HpYY5mscG5Mg8OjEkd7VvlhsBrjtop5wOHhcbQffZU5800l_SemtnQhn3IJGoc_bIExLBvykLgW37U-uhv643U_C9f5VGha1EjP3jNv2o.pdf

Nithat Sirichotiratana (2011), Review of knowledge on the complete ban on advertising of alcoholic beverage products, Public Health Journal Department of Public Health Administration Faculty of Public Health, Mahidol University, Year 41, Issue 3, September - December 2011, 270 - 282

Nithat Sirichotiratana and Chardsumon Prutipinyo, (2017) Complete ban on advertising of alcoholic beverages. Research report, Center of Alcohol Studies.

Oratai Waliwong, Taksapon Thamrangsi and Jintana Chankhotkaew (2014) Effects of drinking alcohol on others: Situational concept and knowledge gaps in Thailand, Public Health System Research Journal, Year 8, Issue 2, April - June 2014, 111 -113

Orathai Waliwong, Kamonpat Makchaeng and Chananchida Buathong, August (2021) Summary of important academic information on measures for alcohol marketing activities to protect children and youth in the digital age and world of free trade. International Health Policy Program Thailand.

Srirat Loisamut (2018) Looking ahead and behind, following trends, revealing every issue: In-depth look at alcohol business strategies over the past 3 years. Center of Alcohol Studies.

Suwara Kaewnui, Taksaphon Thamrangsi, Sopit Nasueb and Prapak Neramitpitakkul. Screening, treatment, and rehabilitation of people with alcohol use problems: gaps under the universal health coverage system. Journal of Health System Research, Year 5, Issue 4, 2011

Thaksaphon Thamrangsi. (2014) Report on the situation of NCDs, health crisis, social crisis. 1st edition. Nonthaburi: Health Promotion Policy Research Office; 2014.

Thatchanan Komonpaisarn. (2019). Assessing the social impact costs of alcohol consumption in Thailand.

Wanna Yongpisanphob (2021) Industrial business trends 2019-2021: beverage industry. Retrieved on 5 September 2021, <https://www.krungsri.com/th/research/industry/industry-outlook/Food-Beverage/Beverage/IO/io-beverage20-th>

United nations, "Sustainable Development Goals: SDGs". Accessed September 16, 2021, <https://sustainabledevelopment.un.org/?menu=1300>