

Population Drinking Behavior and the Alcohol Controlling Policies

Chardsumon Prutipinyo¹

Abstract

Thai alcohol drinking situation is in the serious degree and direct impact to our social. From year 1990 statistic, Thai people consumed purely alcohol average 7.46 liters per man per year and increased consumption to be 58.0 liters per man per year in year 2003. This research aim to 1) studies as overview of alcohol production and alcohol drinking behavior in Thailand and 2) analyze the alcohol drinking controlling policies together with the drinking and risky behavior. The data gathered from the NSO survey in year 2004. The results found that the alcohol production and trading direction have been continuously increasing and impacted the drinking quantity. The overall drinking population ages over 15-year favor the alcohol type as 33% of beer, 32.3% of whisky and 19.7% of distilled spirits. By separate areas, the municipal area found the percentage drinking as 41.7% of beer, and 35 % of distilled spirits and the rural area found the percentage drinking as 40.4% of distilled spirits and 29.2% of beer. In generally, the whole kingdom male and female were not different drinking behavior. However, there was differing frequency of drinking pattern of female drinkers more than male in aged 25-40 years. The average alcohol drinking expense was THB328.6 per month. As municipal expense was more double than rural but the drinking behavior proportion was not different between municipal and rural. The continuous drinking behavior for male drinker was 10 times of female. The seldom drinker for male was 3 times of female as the rural percentage more than municipal.

Accordingly, the policies and measures of controlling the alcohol start from production, trading, taxation, selling and drinking area restriction, and PR and advertising limitation. Also to protect the youth less than 18 years and reduce both the breadth and depth of alcohol-related harm such as fatalities, accidents, there are sell and service controlled zone in organization, advertising ban in early evening time and etc. But drinking behaviors are not decreased. Moreover the driving and drinking correlation is show the direct accident projection to 57.3% as accidents from male drunk drivers and the happen accidents in municipal area is higher than rural. These points show that the PR and advertising spots, accident campaigns, public social work penalties, drunk driving laws, mistake discount scoring policies and etc. are not achieved.

¹ Faculty of Public Health, Mahidol University