

# Lifesaving Initiatives about Methanol Poisoning Prevention



**GPCA Methanol Seminar**  
Dubai – February 16, 2016

*Dom LaVigne, Methanol Institute (MI) (Singapore)*  
*Lhani & Tim Davies, L.I.A.M Charitable Fund (Australia/Indonesia)*

Are you a risk-taker?



**1 of every 2 drinks in Indonesia & Vietnam  
could kill you**

## Are you a risk-taker?



Your drinks might have  
come from here...

# Methanol's Benefits

## 1. Safe

- Methanol biodegrades quickly
- Soluble in water
- Can be washed off with soap/water
- Harder to ignite than petrol, burns with 1/8 the heat



## 2. Economical

- Economically competitive, non-subsidized
- Produced from variety of feedstocks
- Complex infrastructure, handling not needed

## 3. Proven

- 70 MMT worldwide demand forecasted for 2016
- 470,000 vehicles in China using methanol fuel
- Stena *Germanica*, Methanex new-build tankers



## Who is MI?

- Global non-profit, private-sector trade association established in 1989
- Headquartered in Singapore with offices in Washington DC, Brussels, and Beijing
- Provides market support and development of new/emerging markets
- Global public policy outreach
- Product stewardship, responsible care, safe handling tools and resources



# 2016 Members



## MI Bootleg Alcohol Prevention Subcommittee (BAPS)

- Every year, MI sees multiple incidents of bootleg alcohols spiked with methanol leading to mass poisonings.
- PSC initiatives:
  - Formation of Bootleg Alcohol Prevention Subcommittee (BAPS) in 2012
  - Web site fact sheets
  - Medical Community outreach, including international organizations led by World Health Organization (WHO)
  - Pilot campaign to combat methanol poisoning in Indonesia



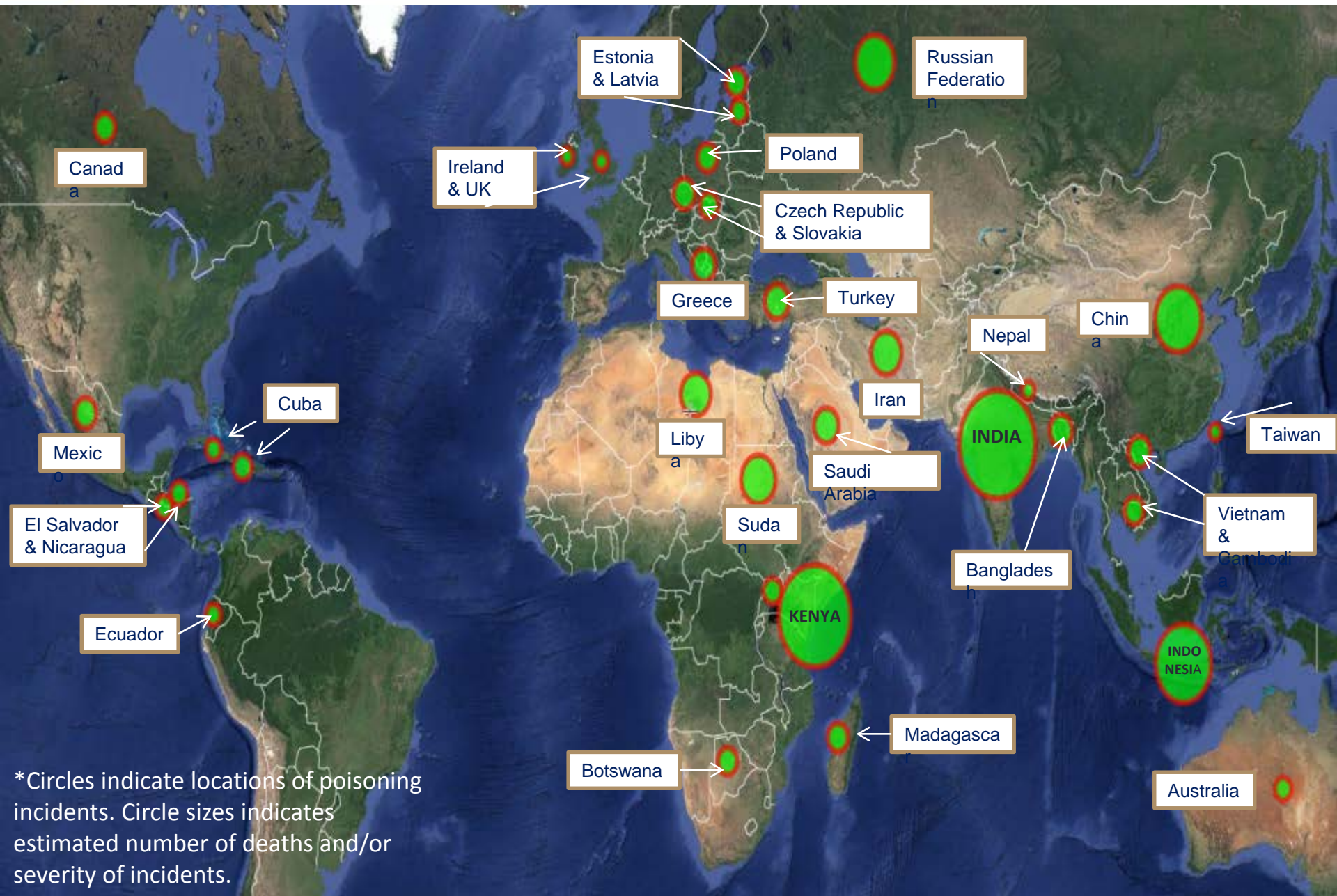
# MI BAPS Mission

- Mass poisonings globally from alcohol & spirits adulterated with methanol and improperly-made alcohol
- Mission: Develop a sustainable, global pilot program which can be easily replicated and customized in at-risk markets
- Pillars: Consumer education & protection, medical training, law enforcement/government
- Initial target market: Indonesia
- Others at-risk: Vietnam, India, Kenya, Nigeria, Pakistan, Czech Republic, Poland, etc.



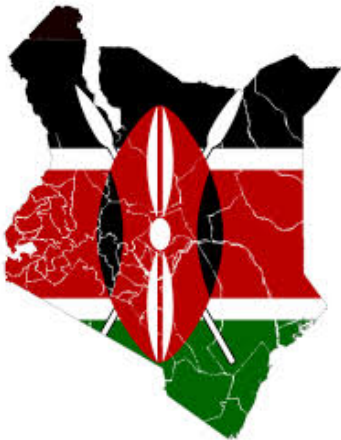


# Bootleg Alcohol Poisoning is a Global Issue



\*Circles indicate locations of poisoning incidents. Circle sizes indicates estimated number of deaths and/or severity of incidents.

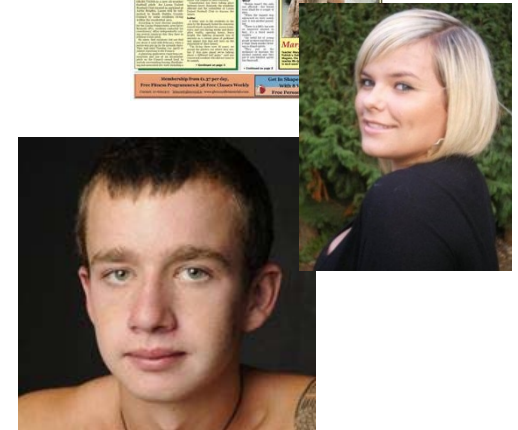
## Major Incident Locations



- **India** – At least 600 people died since 2001
- **Kenya** – More than 650 people have died since 1985
- **Nigeria** – 23 deaths in April 2015

## Methanol Poisoning in Indonesia

- Methanol poisoning is an emerging public health problem in Indonesia.
- 10 Indonesian deaths daily; numerous tourist fatalities
- Little understanding of methanol poisoning, cultural barriers to treatment
- **MI-LIAM collaboration began in Nov 2013.**





# How We Have Saved Lives

---

- Dec 2014: First two lives saved by Sanglah Hospital staff trained under the MI-LIAM MEP
- Jan 2015: Renewal of MI-LIAM contracts; 2015 CEP/MEP expansion to Lombok and Gili Islands
- Summer 2015: Development of pilot model and supporting collaterals, succession planning (Indonesia), five-year strategies
- November 2015: Approval for MI-LIAM five-year funding in Indonesia and MI expansion into Vietnam





# The Next Five Years (2016-2020)

---

## Sustainability

### MI Resources

- **Internship Programs** (Singapore & Washington): Secure longer-term donors and strategic partners
- **Foundation Search Software**

### Potential Sources of In-Country Funding

- Government
- University grants and programs
- NGO programs
- Methanol producers & related industry companies
- Other trade associations and allied industry partners (International Federation of Spirits Producers (IFSP), DIAGEO)



# The Next Five Years (2016-2020)

---

## Vietnam

- **Status/goals:** Starting Year 1 in 2016, phase-out in 2019. Build project team, stakeholders, govt support, strategic/funding partners
- **Oct 2015-Jan 2016:** Dom LaVigne leading MI expansion into Hanoi -- stakeholder mapping, issues/risk identification, market assessment
- **Key risks:** 55% of alcohol in Vietnam is homemade, often not properly brewed; counterfeit/tainted alcohol from China
- 412% growth in alcohol consumption between 1990-2010; 150% consumption growth between 2004-2014.



# The Next Five Years (2016-2020)

---

## Vietnam

### Key Partners:

1. **Institute for Preventative Medicine & Public Health at Hanoi Management University (IPMPH-HMU)**
2. **Bach Mai Hospital Poison Control Center (PCC)**
3. **Phu Tho Provincial Department of Health**
4. **Vietnam Food Agency (MOH): Govt support**
5. **Advisors: LIAM Foundation & VINASTAS**



# L.I.A.M CHARITABLE FUND

---

Methanol Poisoning in Indonesia



# L.I.A.M. Charity – why was it formed?



Our family in 2012.....just like your families?

# L.I.A.M. Charity – why was it formed?



Our family.....in 2013.....forever changed through Methanol Poisoning

# Is that real alcohol?

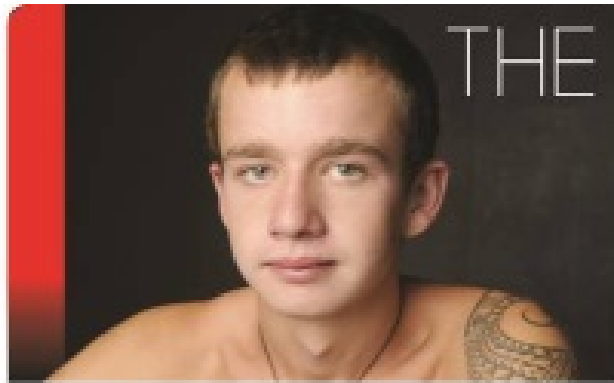


# Liam Davies.....our son





# L.I.A.M Charity



## Mission Statement:

- To prevent innocent people being subjected to the tragic results of methanol poisoning

# L.I.A.M Charity – Strategic Objectives



- Improve regulation of alcohol distribution
- Improve knowledge and skills for primary health services
- General education and awareness
- Lifesaving Development

Sustainability being the key principal in strategy and program development

# L.I.A.M Charity – Current Programs



## Industry Lobbying of Regulatory Bodies

- In association with MI and the International Federation of Spirit Producers (IFSP), targeted lobbying of political and regulatory departments – ongoing.
- Policy writing and promotion.
- Awareness campaigns in major Hospitals and airports.



# L.I.A.M Charity – Current Programs



## Medical Education Program (MEP) Bali, Lombok, Java & Gili Islands

Education workshop seminars focusing on:

- Regional Health Centres
- Emergency departments
- Dialysis specific training
- Specialist training





# L.I.A.M Charity – Current Programs

Community Education Program (CEP)  
Bali, Lombok, Java & Gili Islands

Provided through the School of Public Health, Faculty of Medicine, Udayana University, Bali.

- Villager Awareness Program
- High School Student Awareness Program
- Alcohol Producer Awareness Training
- Student Nurse Training
- Primary Health Centre Staff Training



# L.I.A.M Charity – Current Program Status



## 4. Education Programs – Bali – Funded by Methanol Institute – Current Status

- Enthusiastic support from Sanglah Hospital and Udayana University in Bali.
- Community Education Program well received in regional areas, Medical Program well supported by Hospitals
- Methanol Poisoning seen as silent killer in Indonesia Communities, Approx 10 deaths/day across the country
- Religious and cultural barriers associated with alcohol consumption
- Program flexibility required, depending on cultural and religious demographics.



# L.I.A.M Charity – Key Messages



- **Key Messages:** (Delivered through all Charity Initiatives and Programs)
  - Methanol Poisoning (MP) is a “poisoning” issue.... not an over consumption of alcohol issue.
  - Knowledge and awareness are the key to survival
  - Understand Alcohol.....Ethanol verses Methanol.
  - 50% of spirit alcohol in Indonesia is counterfeit (IFPS)
  - Approx 10 Indonesians die everyday
  - Lives are saved with the use of genuine alcohol (ethanol) as a frontline intervention as well as crucial dialysis treatment.
  - What may seem an obvious easy idea to us may be a huge undertaking in Indonesia

# L.I.A.M Charity – Outcomes



- Previously a taboo topic, people are now open to discussions on methanol poisoning
- Steep change in methanol poisoning knowledge and awareness where programs are active.
- Local Indonesian communities actively seeking participation in Community Education Program
- Expanded CEP/MEP training reached more than 2,000 people in 2015
- The LIAM name has gained credibility and trust as a locally run and focused program

# L.I.A.M Charity: Long Term Future Plans



- Application of LIAM-MI programs globally
  - LIAM-MI 5 Year Plan
  - Develop a Methanol Poisoning Intervention Handbook including training modules for Community and Medical Education Programs
  - Extend our contacts for further methanol poisoning medical information and expert support. See government run programs established and run successfully.
  - See the making and/or serving of Methanol laced alcohol a criminal offence around the world.



## Your Efforts & Contributions Will Save Lives Contact Us to Learn How



[www.methanol.org](http://www.methanol.org)

- **Dom LaVigne**, Director of Government & Public Affairs (AP/ME), Methanol Institute  
+65 6325 6302 / [dlavigne@methanol.org](mailto:dlavigne@methanol.org).
- **Tim & Lhani Davies**, L.I.A.M Charitable Fund  
+61 404 055 163 / [lhani.davies@liamcharity.org](mailto:lhani.davies@liamcharity.org)



[www.liamcharity.org](http://www.liamcharity.org)