Lifesaving Initiatives about Methanol Poisoning Prevention

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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
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 indicate 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?
Our family .............. in 2013 .............. forever changed through Methanol Poisoning
Is that real alcohol?
Liam Davies ...............our son
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
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.
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

- Dom LaVigne, Director of Government & Public Affairs (AP/ME), Methanol Institute
  +65 6325 6302 / dlavigne@methanol.org.

- Tim & Lhani Davies, L.I.A.M Charitable Fund
  +61 404 055 163 / lhani.davies@liamcharity.org