

Country reports

COOK ISLANDS

Alcohol consumption

The Cook Islands have a high level of alcohol consumption. The per capita consumption is approximately 4.8 litres alcohol per person. The high consumption is linked to ready availability of alcoholic beverages. A survey conducted in 1993 on alcohol revealed that 91.3% of men and 85% of women started drinking at 16 years of age.

Harm done by alcohol

The estimated number of people with harmful alcohol consumption is indicated in the table.

Age group	1998	1999	2000	2001	2002
0 -14	0	0	0	0	1
15 - 22	9	4	12	16	16
25 - 34	7	6	6	12	4
35 - 44	1	1	2	9	6
45 - 54	1	4	0	2	3
55+	1	0	0	1	0
Total	19	15	20	41	42

Alcohol policy

The Cook Islands' Government is committed to combat the harm done by alcohol. The Ministry of Health, in partnership with stakeholders, has adopted initiatives and strategies to inform the public of the harm done by alcohol.

In 1998 the Healthy Island Committee established a sub-committee to review the sale of liquor and recommended: a review of the licensing fee to fund an education programme; public venues should remain alcohol free; all forms of alcohol advertising and sponsorship of sports should be prohibited; and a levy tax on alcohol should be used for health promotion and treatment.

There are locally produced information and education materials with a focus on alcohol and sports. Television is used during alcohol awareness campaigns. The police and Public Health Department launches an alcohol awareness week campaign to reduce drinking and driving twice a year. There is a violence awareness week to

and violence. A 24 hour Centre provides counselling and referral services for victims

The number and type of alcohol licenses is shown in the table.

Type of license	Cook Islands 2004 Total
Retail	82
Restaurants	27
Sports club	14
Hotel/motel/ guesthouse	10
Guestroom bar	12
Bar	9
Airport	4
Restaurant & bar	20
Special	8