



SBL's Underage Drinking Campaign Reaches Kilimanjaro

Moshi, February 23, 2024 – Secondary school students have been urged to avoid underage drinking to secure their time at school and protect their health. The SMASHED program uses the art of drama to highlight the growing social issue of underage drinking and its negative impact on students.

The campaign was launched by the Kilimanjaro Regional Commissioner, Hon. Nurdin Babu, who emphasized the collective commitment to protect the well-being and future of Tanzania's youth.

Tanzania is one of the African countries where many young people start drinking at an early age. A study conducted in 2019 in the Mwanza and Kilimanjaro regions found that the level of alcohol consumption among secondary school students aged 15 and older ranged from 12.9% for girls in Mwanza to 63.9% for boys in Kilimanjaro. Meanwhile, alcohol consumption among students aged 13–15 in Dar es Salaam was recorded at 5.6%.

SBL initiated the program two years ago, educating underage students in Dar es Salaam and Tanga regions, where the company reached over 20,000 students in these two areas.

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