



White Ribbon Bulletin

World's Woman's Christian Temperance Union

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July • August • September



**Welcome to the 42 World
WCTU CONVENTION.
21-25 July, 2025
in Chicago, IL, USA.**



**Your cup will
overflow with
God's blessings**

Amen



“God Be With You ‘Till We Meet Again”

*God be with you till we meet again,
By His counsel's guide uphold you,
With His sheep securely fold you;
God be with you till we meet again.*

CHORUS:

*Till we meet . . . till we meet . . .
Till we meet at Jesus' feet,
Till we meet . . . till we meet,
God be with you till we meet again!*

AARONIC BENEDICTION

*The Lord bless and keep thee,
The Lord make His face shine upon thee and be gracious unto thee,
The Lord lift up His countenance upon thee and give thee peace.
(Numbers 6:24-26)*

Noontide prayer

Around the world, someone is always praying

President's greeting

Dear all,

On behalf of the World WCTU, I was pleased and proud to congratulate the the National WCTU in the USA on their SESQUICENTENNIAL CELEBRATION. 150 years is really a wonderful achievement for any organisation.

NWCTU has always been a great inspiration to the world body. Just that they exist and their history is preserved holds the World WCTU together to plan for our future. The leadership and members are a great inspiration and each of them are wished God's richest blessing in the years to come.

Preparations have now begun for the next World WCTU Convention. Merry Lee Powell, President of the USA NWCTU, has invited WWCTU to hold their next **World Convention in Chicago IL, USA on July 21 -25 2025**. Arrangement updates will be given in the next issue of the White Ribbon Bulletin. So far, I can tell you:

Keynote Speaker: Professor Bertha Madras

Venue: DoubleTree by Hilton Chicago/Skokie, IL with shuttle service to O'Hare Airport.

Outing: Visit to Evanston to see the Headquarters of NWCTU and Rest Cottage, the former home of Frances Willard which is now a museum.

The WWCTU was a founding member of the International Council of Women in 1893. The WWCTU has been a charter member (1945) of the United Nations Non-Governmental Organizations. For 140 years, the WWCTU has trained women to think on their feet, speak in public, and run an organization.

Furthermore, as an organization that consists mostly of women members, I feel that our organization is a great example of female strength and empowerment.

Our organization has a strong history of fighting for the protection of women at home and work; we have fought for women's suffrage rights, shelters for abused women, women police officers. We have even fought for stiffer penalties for sexual crimes against girls and women. What our organization has always done and is continuing to do is empower and protect women around the world. Our alcohol and drug policies, as well as our policies to protect domestic violence against women and children, is a great example of our organization's drive to love and protect our neighbors for "God, for Home, and every Land."

Hope as many as possible plan to attend the World Convention. It is also important that we all begin to pray earnestly. Prayer points include:

- God's guidance and protection in every aspect of preparations and the Convention.
- Wisdom and good health for the World Officers and USA Executive as they plan.

As in all things, God's banner over you is love.



Margaret Østenstad
WCTU World President



150TH ANNIVERSARY CELEBRATION



Celebrate the enduring legacy of the WCTU with this exclusive pin, honoring the remarkable 150th Anniversary of the Woman's Christian Temperance Union.

The WCTU in the US celebrated its 150 year anniversary in the beautiful Amish countryside of Berlin, Ohio. Members and delegates were warmly greeted by the national officers, hostesses for the celebration. Memories of our 150 years were beautifully recounted by Kathleen Johnson, NWCTU Vice President and her daughter, Dr. Joni Johnson Gray. Ladies and gentlemen in attendance dressed in 'period' clothing of the 19th century for the evening of history.

The program consisted of all aspects of the NWCTU including a beautiful White Ribbon Recruit service, LTL, YTC and all department directors' presenting. It was an honor to recognize four 90+ members as well as children and teens. A 'silent auction' was held including many older items from the Evanston Administration building. **It was a wonderful celebration of an illustrious organization and one that will continue to carry out its mission.** Pictures are available on our website wctu.org.

Merry Lee Powell





Alcohol is an obstacle to UHC and health for all

The health burden caused by alcohol is enormous.

Pervasive alcohol harm puts a heavy burden on health systems and poses a serious obstacle to Universal Health Coverage (UHC) and the promise of reaching health for all. The epidemic levels of alcohol harm put a heavy strain both on national budgets as well as healthcare systems. The disease, social, and economic burden of alcohol is rising, especially in low- and middle-income countries, which already can ill afford the associated productivity losses, healthcare costs, and household impoverishment.

Globally, at least 283 million people aged 15+ years suffer from an alcohol use disorder. That equals 5.1% of all adults worldwide¹. But health systems are insufficiently equipped to adequately deal with only this specific type of alcohol harm.

Health systems are ill- equipped for massive alcohol harm.

- Ca. 1 in 5 patients in the UK hospital system use alcohol heavily, and one in 10 are alcohol-dependent.
- Only 14% of countries indicated treatment coverage of more than 40% (not even every second AUD person).
- 8% of countries have very limited or close to zero treatment coverage.
- Most countries (40%) do not even know the level of treatment coverage.



Alcohol undermines norms and conditions for academic performance in the family and community setting.

Factor for poor educational outcomes. WHO, UNODC and UNESCO list a number of risk factors on the family level, alcohol is a major risk factor.

- parental substance use,
- parental mental ill-health,
- parental abuse and neglect,
- material poverty.
-

WHO, UNODC and UNESCO list a number of risk factors on the community level:

- easy and wide availability of alcohol and other drugs,
- social norms permissive to substance use and detrimental to academic achievement,
- lack of positive contact with other adults.
-

Alcohol clearly fuels all these risk factors, contributing to:

- Parental roles are neglected and abandoned,
- Scarce resources are wasted on alcohol, instead of healthy food, leisure time activities and school material
- Resulting health issues even exacerbate the dire situation, and fuel the vicious cycle,
- Norms and conditions for academic performance are undermined and eroded.

Introduction:

World Woman’s Christian Temperance Union (WWCTU), organized in 1883, now exists in 62 countries. The WWCTU is the longest continuously existing woman’s organization in the world. The organization strives to create safe spaces free from addictive substances in homes and societies and its plan of action is based in the UN Sustainability Development Goals(SDGs)

Aims and purposes of the organization

As an organization in consultative status with ECOSOC, the WWCTU partners with like-minded members to achieve the 2030 Agenda for Sustainable Development Goals (SDGs). WWCTU’s vision align with many international organizations that have international frameworks for monitoring and surveillance of alcohol use like the World Health Organization (WHO), United Nations (UN), and International Organization of Good Templars (IOGT). The WWCTU’s activity framework benefits many of the UN’s Sustainable Development Goals (SDGs), including 13 of the 17 SDGs associated with alcohol. Alcohol is specifically mentioned in SDG 3 on health and well-being. Target 3.5 reads “Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.” By following this framework and cooperating with other organizations, we can achieve our goals and vision more effectively and efficiently.

Significant changes in the organization

A five-year litigation of the organization in the United States against another group which tried to take over the buildings and rewrite the history of the WWCTU has been exhausting and expensive. It has however concluded favourably for the WWCTU (USA) in March, 2024. Name adjustment: World Woman’s Christian Temperance Union has never been incorporated. Therefore, it has been necessary to remove ‘Inc’ from the registered name for the organization.

Contribution of the organization to the work of the United Nations

The NGOs World Project is provision for Clean Water. WWCTU works on efforts to maintain and provide clean drinking water and sanitation around the world. Lack of clean water leads people to produce, sell and drink strong alcoholic beverages. The water that many people have access to is highly contaminated and leads to disease and death, especially among young children. Clean drinking water is a human right and is one of the goals of the UN. The provision of water needs: Education for village or slum area children; Feeding of malnourished children or mothers; Providing sporting facilities for marginal or underprivileged children who risk ending up stealing or becoming alcoholic or drug addicts; Providing sewing machines or spice grinding machines for those ladies whose husbands are spending most their money on alcohol.

Participation in meetings of the United Nations

A collaborative project: Children Matter - Right to a Drug-Free Childhood International Forum was sponsored by UNODC (United Nations Office of Drugs and Crime) and World Federation Against Drugs (WFAD) hosted by Fourth Wave Foundation of Kerala India 16-18 November, 2022. Dr. Sheela Lall attended. Nordic Alcohol and Drug Network held a one hour webinar on the 15 December 2022 and Leena Harake participated.

Cooperation with United Nations Bodies

NGO participated in several webinars with the World Federation against Drugs NGO marked UN Days related to addiction and health

Initiatives taken in support of the SDGs

WWCTU supports the UN Convention on the Rights of the Child, which stipulates in Article 33 that children have the right to be protected from the abuse of illicit drugs. WWCTU regards the non-medical use of narcotic substances as a severe public health problem which results in major problems for society.

Approved



"The world of grace is a Kingdom of Kindness where the culture is one of trusting Him, not trying harder, a society of Love, not laws, a place built around relationship, not rules. In this world, God blesses you because of His goodness, not yours."



Anne Bergen
World Organization Secretary

Greetings in the name of our Lord Jesus Christ. It is good to hear how WCTUs in various parts of the world are continuing to do important work for God, Home and Humanity. In this edition we will see work being done in New Zealand, Cambodia, Vanuatu and the Philippines.

Korea WCTU in New Zealand ((KWCTU)

On Saturday, July 20th, 2024, an event was held at VIBE Café in Auckland for all the youth who applied to the Bible Recitation Contest organized by the NZ Korean Christian Women’s Temperance Union’s YTC for youth.

The purpose of this event was to promote awareness of WCTU, inform about YTC activities, encourage participation in the temperance movement as YTC members, commend participation in the Bible Recitation Contest, encourage continuous Bible reading, and motivate participation in next year’s contest. Invitations were sent to 71 applicants of the Bible Recitation Contest and their parents, and with 50 of them attending, along with NZKWCTU members and their children.



The event began with a welcome speech by President Young-A Jung (pictured below) who later introduced the WCTU, explaining its origins and how it has become an international women's organization in 45 countries. She also introduced Kate Sheppard, who appears on New Zealand's ten-dollar bill, to demonstrate how the temperance movement started and grew in New Zealand.

She then shared the 100-year history of the Korean Temperance Union, highlighting its evangelism and campaigns against the harms of alcohol, tobacco, and drugs, and its efforts to practice God's love. She also introduced the activities of the Korean Temperance Union in New Zealand, encouraging participation in next year's Bible Recitation Contest.



YTC Manager Yong-Hee Kim (left) introduced some videos of YTC members opposing the legalization of marijuana in 2020, street evangelism videos, and temperance lectures to demonstrate the impact and involvement of the YTC.

There were requests for various topics in temperance lectures, including understanding proper Christian sexuality (especially from high school students), and more information on vaping and gaming addiction prevention.

Additionally, suggestions for the next Bible Recitation Contest and interest in YTC were expressed.

PHILIPPINE WCTU

Perla Gunzon, President of Philippine WCTU, reported that PWCTUI will be celebrating its 95th year of existence this September 2024. The event is scheduled on the 28th of September with the theme: “ACTIVELY PURSUING ITS MISSION TOWARDS A CHRIST CENTERED FAMILY- A VICE FREE SOCIETY”.

We are diligently pursuing PWCTUI’s goals and objectives through activities identified by the different departments.

Small and big projects were undertaken to promote and attain our goals. We have reached out to the least of our brothers and sisters, to the adult and to the young. We have warned them of the dangerous and dire effects in indulging into such vices as smoking, alcoholism and illegal drug consumption, pornography, etc. and now the irresponsible use of digital gadgets. To get our message across, we have partnered with relevant government and their local units, NGO, civic groups and other organizations which have similar stakes in the lives of our citizens. We have held seminars, lectures, forums, fun runs, an oratorical competition, quizzes and verses “and what have you” to attain our objectives.

PWCTUI, feels the weight of this responsibility. It believes we have to continue the drive to counter the march of traditional and modern vices - our aspiration is anchored in what is said in Mathew 5:14-16 “You are the light of the world - let your light shine! We then become “BEACONS”, a source of inspiration and guidance in this darkened world, able to shine by the grace of God.

CAMBODIA

Mihae Lee, National president, has reported that on July 3 members of Cambodia WCTU and 4 members of Korea WCTU, along with a medical doctor and a nurse, made a presentation to 180 grade 8 students at Bat Touk High School. CWCTU has received permission from the Ministry of Education to continue these activities for another 3 years.



VANUATU

Vanuatu WCTU got together for a new temperance conference recently in Villa, the capital and largest city of Vanuatu.

This conference encouraged them, renewing their commitment that they should keep working for the temperance work in Vanuatu.

All those who attended, received new teachings on various addictive drugs and alcohol addiction from Mrs. Sung Hyun Seo, the WWCTU Social Service Asia Superintendent.

They appreciated the new information and gave their lives to pray for homes, societies, and the nations. Such awareness led them to give their lives anew for the temperance work.

How blessed Vanuatu temperance leaders were, as they witnessed the anointing of the Lord and gave thanks to the Lord!

At this conference, 30 new ladies joined the VWCTU.

They are pictured below, each gladly holding up their application certificate high.



C H I C A G O

Hope you can come to Chicago!



Social drinking is deeply embedded in many cultures around the world, serving as a cornerstone of social gatherings, celebrations, and everyday interactions. However, the seemingly innocuous act of sharing a drink with friends or colleagues carries complex psychological, social, and marketing dynamics that can profoundly influence alcohol consumption behaviours. This article examines the multifaceted nature of social drinking, exploring how environmental cues, marketing tactics, and ingrained habits shape our relationship with alcohol in social settings.

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The Power of Social and Visual Cues

Recent research has shed light on the potent influence of social and visual cues on alcohol cravings and consumption. A randomised experiment by Bukreyev and Lac (2024) tested the effects of exposure to images depicting variations in the number of people consuming alcoholic or nonalcoholic beverages. The study found that visual cues showing social drinking scenarios activated alcohol-related cravings and outcomes, regardless of whether the beverages shown were alcoholic or nonalcoholic.

Key findings from the study include:

- The social drinking condition compared to the beverage-only condition induced significantly higher pro-alcohol cravings, attitudes, and behaviours.
- Visual cues depicting social drinking triggered alcohol-related outcomes, even when the beverages shown were non-alcoholic.
- The study helps explain the social mechanisms underlying people’s reactivity to alcohol cues.

These results align with the incentive-sensitisation theory of addiction, which posits that relevant cues can trigger alcohol cravings and related outcomes. They also support the encoding specificity principle and social impact theory, suggesting that social contexts depicting people can activate pro-alcohol reactions and tendencies.

The implications of this research are far-reaching, particularly when considering how the alcohol industry leverages social imagery in advertising and marketing campaigns. By associating their products with positive social experiences, alcohol companies can potentially trigger cravings and pro-alcohol attitudes even without explicitly showing their beverages.

Marketing Tactics: Happy Social Images and Booze

The alcohol industry has long recognised the power of social cues in driving consumption. Marketing strategies frequently employ images of people socialising and having fun while consuming alcohol, creating a strong association between drinking and positive social experiences.

Some key tactics employed by alcohol marketers include:

- Depicting large groups of friends enjoying drinks together
- Showing alcohol consumption in aspirational settings (e.g., beaches, nightclubs)
- Using celebrity endorsements to create a sense of social status associated with certain brands
- Sponsoring social events and festivals to reinforce the connection between alcohol and fun gatherings

These tactics are not coincidental. The industry's understanding of social cue reactivity allows them to craft campaigns that trigger cravings and positive associations with alcohol, even among those not actively seeking to drink.

Cultural Norms and Drinking Patterns

Social and cultural contexts play a significant role in shaping alcohol consumption patterns. A comprehensive review by Sudhinaraset et al. (2016) explored various influences on drinking behaviour within a social-ecological framework. Some key findings include:

- Cultural norms and beliefs are strong predictors of both current drinking and frequent heavy drinking.
- Across race and ethnicity in the United States, African Americans and Latinos report more conservative attitudes toward drinking compared with Whites.
- These more conservative norms may be associated with lower drinking rates among African Americans and Latinos compared with Whites.
- Gender norms around alcohol use vary by culture, with some showing stronger gender differences in alcohol use than others.

The review also highlighted how immigration status and acculturation can impact drinking behaviours:

- Recent immigrants generally have lower rates of alcohol consumption and excessive drinking than other U.S. residents.
- Higher acculturation is associated with higher odds of drinking and heavier drinking among Latino women.
- Age at immigration can influence drinking patterns, with those arriving younger often adopting drinking habits more similar to U.S.-born counterparts.

Understanding these cultural variations is crucial for developing effective interventions and policies to address problematic drinking behaviours across diverse populations.

Public Holidays and Social Events: Peak Times for Alcohol-Related Harms

A report by VicHealth (2024) examined the relationship between public holidays, social events, and alcohol-related harms in Victoria, Australia. The study revealed clear patterns in the timing and nature of alcohol-related incidents:

- Peak months for acute alcohol intoxication cases were November and December, with February also being a peak month among males.
- Fridays and Saturdays had the highest concentrations of alcohol intoxication related attendances, presentations, and admissions.
- Significantly elevated cases of acute alcohol intoxication occurred on the day preceding

The Role of Peers and Family in Shaping Drinking Behaviours

Social influences extend beyond broad cultural norms to the immediate social circles of individuals, particularly for adolescents and young adults. The review by Sudhinaraset et al. (2016) emphasised the strong influence of family and peers on drinking behaviours:

- Higher levels of alcohol use among parents and peers is associated with increased alcohol use among adolescents and young adults.
- Parental alcohol use exerts a greater influence before age 15 and diminishes over time.
- By late adolescence, peer influences related to alcohol use are stronger than parental influences.
- Peer pressure, peer alcohol norms, and socialising with substance-using peers were associated with alcohol misuse and binge drinking.

However, the review also noted protective factors within family and peer relationships:

- Family support, bonding, and parental monitoring is associated with lower alcohol use.
- Greater parental support and monitoring can lead to prosocial peer affiliations.
- Protective influences in parental domains can moderate the negative effects of negative peer influences among Latino college students.

These findings underscore the importance of addressing both risk and protective factors within family and peer networks when developing interventions to reduce problematic drinking behaviours.

Neighborhood and Community Influences

The physical and social environment of neighbourhoods and communities can also impact drinking behaviours. Sudhinaraset et al. (2016) highlighted several key findings:

- Individuals living in neighbourhoods with poorly built environments were 150% more likely to report heavy drinking compared to those in better-built environments.
- Minority communities often have higher concentrations of liquor stores than White communities, potentially increasing access to alcohol.
- Childhood exposure to neighbourhood violence is associated with increased exposure to delinquent peers and alcohol use later in life.
- Neighbourhood norms against drunkenness were found to be a stronger predictor of binge drinking than individual or family beliefs about alcohol use.

These findings suggest that community-level interventions, such as improving built environments and addressing alcohol outlet density, may be effective strategies for reducing problematic drinking behaviours.

Source: wrbnews.org





Photo: UN Women/Fatma ElzahraaYassin

– Ending violence against women

One in three women worldwide experience physical or sexual violence, mostly by an intimate partner. Violence against women and girls is a human rights violation, and the immediate and long-term physical, sexual, and mental consequences for women and girls can be devastating, including death.

Violence negatively affects women’s general well-being and prevents women from fully participating in society. It impacts their families, their community, and the country at large. It has tremendous costs, from greater strains on health care to legal expenses and losses in productivity.

At least 155 countries have passed laws on domestic violence, and 140 have legislation on sexual harassment in the workplace (World Bank 2020). But challenges remain in enforcing these laws, limiting women and girls’ access to safety and justice. Not enough is done to prevent violence, and when it does occur, it often goes unpunished.

Our solutions

A woman’s right to live free from violence is upheld by international agreements such as the Convention on the Elimination of All Forms of Discrimination against Women and the 1993 UN Declaration on the Elimination of Violence against Women.

Only 40 per cent of women seek help of any sort after experiencing violence, and so we advocate for, and support, women and girls’ access to quality, multi-sectoral services essential for their safety, protection and recovery, especially for those who already suffer multiple forms of discrimination.

We partner with governments, UN agencies, civil society organizations and other institutions to find ways to prevent violence against women and girls, focusing on early education, respectful relationships, and working with men and boys. Prevention is still the most cost-effective, long-term way to stop violence.

As part of UN Women’s comprehensive approach, we also work with partners to enhance data collection and analysis to provide a better understanding of the nature, magnitude, and consequences of violence against women and girls. Data collection and analysis also helps UN Women and our partners understand what works and doesn’t work to address this violence. For more than 10 years, UN Women’s global initiative, Safe Cities and Safe Public Spaces, has worked to prevent and respond to sexual harassment against women and girls in public spaces, and since 2017 we have also been a key member of the EUR 500 million Spotlight Initiative that deploys targeted, large-scale investments in ending violence in Africa, Asia, the Caribbean, Latin America, and the Pacific.



DEAR LORD AND FATHER OF MANKIND

*Dear Lord and Father of mankind,
forgive our foolish ways;
re clothe us in our rightful mind,
in purer lives thy service find,
in deeper reverence, praise.*

*In simple trust like theirs who heard
beside the Syrian sea
the gracious calling of the Lord,
let us, like them, without a word
rise up and follow thee.*

*O Sabbath rest by Galilee,
O calm of hills above,
where Jesus knelt to share with thee
the silence of eternity,
interpreted by love!*

*Drop thy still dews of quietness,
till all our strivings cease;
take from our souls the strain and stress,
and let our ordered lives confess
the beauty of thy peace.*

*Breathe through the heats of our desire
thy coolness and thy balm;
let sense be dumb, let flesh retire;
speak through the earthquake, wind, and fire,
O still, small voice of calm!*