MALAWI ALCOHOL POLICY ALLIANCE (MAPA)

STRATEGIC PLAN 2026 - 2030

Advancing Effective Alcohol Policy for a Healthier Malawi.

1. INTRODUCTION

The Malawi Alcohol Policy Alliance (MAPA) is a national civil society alliance comprising member organizations working collectively to promote effective implementation of Malawi's National Alcohol Policy and strengthen action to prevent and reduce alcohol-related harm in Malawi.

MAPA provides a platform through which civil society organizations coordinate their efforts, engage Government and other stakeholders, generate and share evidence, advocate for effective alcohol policies, promote public awareness, and monitor progress in the implementation of the National Alcohol Policy.

The period 2026 - 2030 presents an important opportunity for MAPA to strengthen its role as a coordinated civil society platform for alcohol policy advocacy, public health promotion and accountability. The Alliance will focus on strengthening internal coordination, supporting policy implementation, generating and using evidence, promoting public awareness, strengthening partnerships, building institutional capacity, and mobilizing resources for sustainable alcohol policy action.

This Strategic Plan provides the overall direction for MAPA's work from January 2026 to December 2030. It will be implemented through annual activity plans that translate the strategic priorities into specific activities, responsibilities, timelines, indicators and budgets.

2. BACKGROUND AND CONTEXT

Alcohol consumption and alcohol-related harm present important public health and social challenges in Malawi. Alcohol-related problems can affect individuals, families and communities and may contribute to health problems, injuries, violence, family difficulties, reduced productivity, road traffic incidents and other social and economic consequences.

Malawi has a National Alcohol Policy that provides a framework for coordinated action to prevent and reduce alcohol-related harm. Effective implementation requires sustained

engagement by Government, civil society organizations, communities, development partners, academia, the media and other relevant stakeholders.

Civil society organizations have an important role in complementing Government efforts through public education, community engagement, advocacy, research, monitoring and accountability.

MAPA was established to provide a coordinated platform through which civil society organizations can contribute to these efforts. The Alliance seeks to strengthen collective action, promote evidence-informed policy dialogue and support effective implementation of the National Alcohol Policy.

During the 2026 - 2030 strategic period, MAPA will therefore strengthen its institutional foundation while expanding its contribution to national alcohol policy advocacy, public awareness, research, stakeholder engagement and accountability.

3. VISION

A Malawi where individuals, families and communities are protected from alcohol-related harm through effective policies, responsible governance and coordinated public health action.

4. MISSION

To coordinate and strengthen civil society action in advocating for, supporting and monitoring the effective implementation of Malawi's National Alcohol Policy through partnerships, evidence-based advocacy, public education and stakeholder engagement.

5. MOTTO

Advancing Effective Alcohol Policy for a Healthier Malawi

6. CORE VALUES

MAPA will be guided by the following core values:

1. Integrity
2. Transparency
3. Accountability
4. Professionalism

5. Collaboration
6. Inclusiveness
7. Equity
8. Respect for human rights
9. Evidence-based advocacy
10. Independence
11. Public health protection
12. Mutual respect

7. OVERALL GOAL

To strengthen coordinated civil society action and stakeholder engagement for the effective implementation of Malawi's National Alcohol Policy and reduction of alcohol-related harm during 2026 - 2030.

8. STRATEGIC OBJECTIVES

MAPA will pursue the following six strategic objectives during the 2026 -2030 period:

Strategic Objective 1: Strengthen MAPA's institutional coordination and membership

To strengthen the organizational structure, coordination mechanisms, membership and collective capacity of MAPA and its member organizations.

Strategic Objective 2: Promote effective implementation of the National Alcohol Policy

To support, advocate for and monitor implementation of the National Alcohol Policy through constructive engagement with Government and other relevant institutions.

Strategic Objective 3: Strengthen evidence-informed alcohol policy advocacy

To generate, document, analyze and disseminate evidence that supports effective alcohol policy development, implementation and accountability.

Strategic Objective 4: Increase public awareness and community engagement

To increase public understanding of alcohol-related harms and promote informed community action for prevention and reduction of alcohol-related harm.

Strategic Objective 5: Strengthen strategic partnerships and stakeholder engagement

To establish and strengthen partnerships with Government, Parliament, development partners, academia, media, traditional leaders, faith-based organizations, communities and other relevant stakeholders.

Strategic Objective 6: Strengthen institutional sustainability and resource mobilization

To improve MAPA's institutional sustainability, resource mobilization capacity and ability to implement its strategic priorities.

9. STRATEGIC PRIORITY AREAS.

9.1 Institutional Coordination and Strengthening

MAPA will strengthen its internal governance, coordination, communication and membership systems to ensure that member organizations work collectively and effectively.

Key interventions

1. Hold quarterly MAPA coordination meetings.
2. Conduct annual planning and review meetings.
3. Strengthen communication and information sharing among member organizations.
4. Maintain an updated MAPA membership database.
5. Engage additional relevant civil society organizations to strengthen the Alliance.
6. Establish technical or thematic working arrangements where necessary.
7. Strengthen the capacity of the MAPA Secretariat.
8. Develop and maintain appropriate organizational and operational procedures.
9. Promote active participation of member organizations in Alliance activities.

Expected result

MAPA operates as a stronger, coordinated and effective national civil society platform for alcohol policy advocacy.

10. NATIONAL ALCOHOL POLICY IMPLEMENTATION AND ACCOUNTABILITY

MAPA will promote constructive engagement with Government and other responsible institutions to support effective implementation of Malawi's National Alcohol Policy.

Key interventions

1. Hold regular engagement meetings with the Ministry of Health and other relevant Government institutions.
2. Participate in national alcohol policy technical meetings and consultations.
3. Monitor progress in the implementation of priority areas of the National Alcohol Policy.
4. Document implementation achievements, gaps and challenges.
5. Organize stakeholder dialogues on implementation of the National Alcohol Policy.
6. Advocate for effective coordination among relevant Government institutions.
7. Promote meaningful civil society participation in relevant policy processes.
8. Develop recommendations for addressing identified implementation gaps.
9. Monitor emerging issues that may affect implementation of the National Alcohol Policy.

Expected result

Improved coordination, engagement and accountability around implementation of the National Alcohol Policy.

11. RESEARCH, EVIDENCE AND POLICY ADVOCACY

MAPA will strengthen the availability and use of evidence to inform alcohol policy advocacy, programming and public dialogue.

Key interventions

1. Document alcohol policy implementation experiences from MAPA members.
2. Identify priority evidence gaps affecting alcohol policy implementation.

3. Conduct or support research on priority alcohol-related policy issues, subject to available resources.
4. Develop policy briefs and advocacy papers.
5. Prepare evidence-based advocacy statements on emerging alcohol policy issues.
6. Compile and disseminate relevant national, regional and international evidence.
7. Engage academic and research institutions in evidence generation and dissemination.
8. Establish an accessible repository of alcohol policy information and resources.

Expected result

MAPA advocacy increasingly reflects credible evidence and contributes to informed policy dialogue.

12. PUBLIC AWARENESS AND COMMUNITY ENGAGEMENT

MAPA will support public education and community engagement aimed at increasing understanding of alcohol-related harms and prevention measures.

Key interventions

1. Conduct public awareness activities during relevant national and international health commemorations.
2. Produce and disseminate alcohol prevention information.
3. Use radio, television, print media, social media and other appropriate communication channels.
4. Engage communities through MAPA member organizations.
5. Promote evidence-based public messages on alcohol-related harms.
6. Engage traditional and faith leaders in community awareness activities.
7. Promote youth participation in alcohol prevention and awareness initiatives.
8. Develop communication materials for different audiences and settings.
9. Support community dialogue on alcohol-related challenges and prevention.

Expected result

Increased public and community understanding of alcohol-related harms and prevention measures.

13. PARTNERSHIPS AND STAKEHOLDER ENGAGEMENT

MAPA recognizes that effective alcohol policy implementation requires coordinated action across sectors.

Key interventions

1. Strengthen engagement with relevant Government Ministries, Departments and Agencies.
2. Engage Members of Parliament and relevant Parliamentary structures on alcohol policy issues.
3. Establish relationships with development partners and international organizations.
4. Engage universities and research institutions.
5. Strengthen collaboration with the media.
6. Engage traditional leaders and faith-based organizations.
7. Engage community-based organizations and other civil society networks.
8. Participate in relevant national, regional and international alcohol policy forums.
9. Identify opportunities for joint initiatives and technical collaboration.
10. Strengthen relationships with organizations working in public health and related policy areas.

Expected result

Stronger and more coordinated stakeholder support for alcohol policy implementation and prevention of alcohol-related harm.

14. INSTITUTIONAL SUSTAINABILITY AND RESOURCE MOBILIZATION

MAPA will strengthen its ability to mobilize financial, technical and material resources required to implement its strategic priorities.

Key interventions

1. Develop an annual resource mobilization plan.
2. Identify potential funding and technical partners.
3. Develop concept notes and funding proposals aligned with MAPA priorities.
4. Establish partnerships for technical assistance and capacity strengthening.

5. Explore opportunities for joint fundraising among MAPA members.
6. Strengthen documentation of MAPA achievements and results.
7. Develop communication materials demonstrating MAPA's contribution to alcohol policy implementation.
8. Strengthen financial and administrative systems appropriate to the Alliance's needs and resources.
9. Promote responsible and transparent resource mobilization.

Expected result

Improved institutional sustainability and increased capacity to mobilize resources for MAPA priorities.

15. TWO-YEAR STRATEGIC IMPLEMENTATION FRAMEWORK

Strategic Objective	Key Activity	2026	2030	Lead Responsibility
Institutional coordination	Quarterly MAPA coordination meetings	Yes	Yes	MAPA Secretariat
Institutional coordination	Annual planning and review meeting	Yes	Yes	Secretariat and Members
Institutional strengthening	Membership engagement and recruitment	Yes	Yes	Secretariat and Members
Institutional strengthening	Member orientation and capacity strengthening	Yes	Yes	Secretariat
Policy implementation	Government coordination meetings	Yes	Yes	Secretariat
Policy implementation	Participation in technical meetings and consultations	Yes	Yes	MAPA Representatives
Policy monitoring	Documentation of implementation progress and challenges	Yes	Yes	Secretariat
Policy advocacy	Stakeholder dialogue on National Alcohol Policy	Yes	Yes	Secretariat
Research and evidence	Documentation of evidence and lessons from members	Yes	Yes	Secretariat
Research and evidence	Development of policy briefs and advocacy statements	Yes	Yes	Technical Working Group
Public awareness	National and international awareness activities	Yes	Yes	Member Organizations
Public awareness	Media and social media engagement	Yes	Yes	Secretariat and

				Members
Partnerships	Government and stakeholder engagement	Yes	Yes	Secretariat and Members
Partnerships	Development and technical partner engagement	Yes	Yes	Secretariat
Sustainability	Resource mobilization and proposal development	Yes	Yes	Secretariat
Monitoring	Semi-annual progress review	Yes	Yes	Secretariat
Monitoring	Annual strategic review	Yes	Yes	Secretariat and Members

16. KEY PERFORMANCE INDICATORS

MAPA will monitor progress against the Strategic Plan using measurable indicators.

16.1 Institutional Coordination

1. Number of MAPA coordination meetings conducted.
2. Percentage of member organizations participating in MAPA activities.
3. Number of new organizations engaged or admitted into MAPA.
4. Number of members participating in capacity-strengthening activities.

16.2 Policy Implementation and Advocacy

1. Number of engagements with Government institutions.
2. Number of national alcohol policy consultations in which MAPA participates.
3. Number of policy implementation issues documented.
4. Number of stakeholder dialogues conducted.
5. Number of policy recommendations developed and communicated.

16.3 Research and Evidence

1. Number of evidence products produced.
2. Number of policy briefs and advocacy statements developed.
3. Number of research or evidence initiatives supported.
4. Number of stakeholders reached with evidence products.

16.4 Public Awareness

1. Number of public awareness activities conducted.

2. Number of communication materials produced and disseminated.
3. Number of media engagements conducted.
4. Estimated number of people reached through public awareness activities.

16.5 Partnerships

1. Number of strategic partnerships established or strengthened.
2. Number of Government and non-government stakeholders engaged.
3. Number of joint initiatives implemented.

16.6 Sustainability

1. Number of funding proposals developed and submitted.
2. Number of technical partnerships established.
3. Resources mobilized for MAPA activities.
4. Number of MAPA activities supported through partnerships or resource mobilization.

17. MONITORING, EVALUATION AND LEARNING

MAPA will establish a practical monitoring, evaluation and learning framework to track implementation of this Strategic Plan.

The MAPA Secretariat will coordinate routine monitoring, with member organizations contributing information on activities implemented under their respective areas of responsibility.

Monitoring will include:

1. Quarterly activity and coordination reviews.
2. Semi-annual implementation reviews.
3. Annual strategic performance reviews.
4. Documentation of achievements, challenges and lessons learned.
5. Member feedback and reflection sessions.
6. Stakeholder feedback where appropriate.
7. Annual implementation reporting.

The monitoring process will assess not only whether activities have been completed but also whether they are contributing to the intended strategic results.

18. ANNUAL REVIEW AND ADAPTATION

MAPA will review implementation of the Strategic Plan at the end of each year.

The annual review will assess:

1. Progress against strategic objectives.
2. Achievement of planned outputs and outcomes.
3. Changes in the alcohol policy environment.
4. Emerging alcohol-related issues requiring attention.
5. Effectiveness of partnerships.
6. Resource availability.
7. Challenges encountered during implementation.
8. Lessons learned.
9. Priorities for the following year.

Annual activity plans may be adjusted where necessary to respond to emerging priorities while remaining consistent with the overall strategic direction of MAPA.

19. RESOURCE MOBILIZATION AND SUSTAINABILITY

Successful implementation of this Strategic Plan will require adequate financial, technical and human resources.

MAPA will pursue a diversified resource mobilization approach that includes:

1. Development of funding proposals for relevant development partners.
2. Engagement of Government and technical partners.
3. Collaboration with academic and research institutions.
4. Joint initiatives among MAPA members.
5. Technical assistance and in-kind contributions from partners.
6. Development of strategic partnerships with organizations working on alcohol, public health and related issues.
7. Documentation and communication of MAPA achievements.
8. Engagement with regional and international networks working on alcohol policy and public health.

MAPA will maintain transparency and accountability in the management and use of all resources mobilized for implementation of its activities.

20. IMPLEMENTATION ARRANGEMENTS

The MAPA Secretariat will coordinate implementation of the Strategic Plan on behalf of the Alliance.

Member organizations will contribute according to their expertise, geographical presence, organizational capacity and agreed responsibilities.

Where appropriate, MAPA may establish technical working arrangements to support specific areas, including:

1. Policy advocacy.
2. Research and evidence.
3. Public awareness and communications.
4. Community engagement.
5. Monitoring and accountability.
6. Resource mobilization.

MAPA will work collaboratively with relevant Government institutions, development partners, academia, media, traditional leaders, faith-based organizations, communities and other stakeholders.

21. EXPECTED RESULTS BY THE END OF 2030

By the end of the Strategic Plan period, MAPA expects to have achieved the following:

1. Strengthened coordination and collaboration among member organizations.
2. Increased civil society participation in alcohol policy implementation and related policy processes.
3. Strengthened engagement between MAPA and relevant Government institutions.
4. Increased availability and use of evidence in alcohol policy advocacy.
5. Increased public awareness of alcohol-related harms and prevention measures.
6. Strengthened partnerships with national, regional and international stakeholders.

7. Improved technical and organizational capacity among MAPA members.
8. Increased documentation of alcohol policy implementation progress, challenges and lessons.
9. Strengthened resource mobilization mechanisms for the Alliance.
10. A stronger and more coordinated civil society platform contributing to effective implementation of Malawi's National Alcohol Policy.

22. CONCLUSION

The MAPA Strategic Plan 2026 - 2030 provides a framework for coordinated civil society action to support effective implementation of Malawi's National Alcohol Policy and contribute to the prevention and reduction of alcohol-related harm.

The success of the Strategic Plan will depend on strong collaboration among MAPA members, constructive engagement with Government, meaningful participation of communities and other stakeholders, availability of credible evidence, effective communication and mobilization of adequate technical and financial resources.

MAPA will continue to serve as a platform through which civil society organizations coordinate their efforts, share knowledge and experience, advocate for effective alcohol policy implementation, engage decision-makers and contribute to healthier individuals, families and communities in Malawi.