



Alcohol Policy Coalition



VICTORIAN ALCOHOL POLICY ROADMAP WEBINAR SERIES

WEBINAR 1: ALCOHOL MARKETING AND YOUNG PEOPLE

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Centre on Alcohol Marketing and Youth



- An independent monitor of the marketing practices of the alcohol industry
- Where and when alcohol ads occur, and youth versus adult exposure to advertising
- A substantial portion of alcohol advertising in the US more effectively exposes young people (ages 12-20) than people of the legal drinking age.
- 12-20 year olds exposure compared to 21 +, 21-24 or 21-34 year olds

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- Advertisements that played to audiences that were disproportionately youthful:
 - Television – 20%
 - Magazines – 26%
 - Radio – around 1/3rd
- CAMY federally mandated (funded by the Centers for Disease Control and Prevention) to carry out advertising monitoring
- To shine a bright light on what the alcohol industry is doing, and encourage the industry to tighten its standards.

Alcohol marketing and youth drinking



- Studies show that the more young people are exposed to alcohol marketing, the more likely they are to start drinking, or if they're already drinking, to drink more.
- Parents, peers, and social pressure are all relevant to why young people drink.
- Peers and social pressure are strongly influenced by alcohol advertising.
- Advertising is an intentional process of cultural change to normalise behaviour.

Alcohol marketing and youth drinking



- Young people who start drinking before age 15 are:
 - 5 times more likely to have a drinking problem
 - 4 times more likely to become addicted
 - 6-7 times more likely to be in a motor vehicle crash or in a physical fight after drinking
- There is a neurological period of risk for adolescents <21 who are vulnerable to messages about high-risk immediate reward products like alcohol
- This risk to young people is the justification for seeking to reduce youth exposure to alcohol marketing
- Essential to have evidence-based policies e.g. watershed policies (common in developed countries) may increase rather than decrease youth exposure

The US experience: how states have attempted to reduce alcohol advertising exposure



The US experience: how states have attempted to reduce alcohol advertising exposure



- Almost all regulatory controls on advertising are devolved to the states; in some states this is passed on to the locality
- Creates a range of opportunities:
 - Billboards: ‘National Association of African Americans for Positive Imagery’ highlighted the disproportionate amount of alcohol and tobacco advertising in African American communities
 - US cities banned alcohol and tobacco billboards in residential neighbourhoods: e.g. in Baltimore billboards decreased from 1300 to 70

The US experience: how states have attempted to reduce alcohol advertising exposure



State/City	Action
Connecticut	Ban on all alcohol signage except at point of purchase at Renschler Field
Philadelphia	Ban on alcohol advertising on bus shelters
Ohio	500 foot limit on billboard placements adopted into OLCC administrative rules
Oregon	Local department stores convinced to remove pro-drinking clothing and paraphernalia
Somerville, MA	Ban on alcohol billboards within 500 feet of schools etc, combined with grassroots enforcement
Greater Boston, MA	Ban on alcohol ads on public transit

The US experience, and parallels with tobacco: state-state competition for advancing policy interventions



- Much to be learned from policy approaches to tobacco control. However - alcohol and tobacco are different products, in terms of risk and penetration in the population
- APIS – Alcohol Policy Information System tracks state and Federal laws in all 50 US states
- A-Gs: the leading law officials in every state, with large legal teams
- Model public health intervention was the Master Settlement on tobacco
- A-Gs have been active in alcohol at certain times: e.g. alcohol ads removed from magazines in schools and libraries; banning pre-mixed, malt-based, caffeinated alcoholic beverages; restructuring alcohol taxes.

The role of public health advocates



- Researchers – lawyers – NGOs = tripartite alliance
- **Researchers:** provide sound public health evidence base
- **Lawyers:** point out the levers, how to construct policies, and navigate legislative processes
- **NGOs:** create the public noise that influences politicians

Alcohol advertising interventions: exposure or content?



- Variety of interventions addressing content or exposure
 - E.g. tombstone advertising for alcohol
 - E.g. *Loi Evin* France's alcohol advertising law, bans everything, and permits various exceptions, e.g. advertising about product characteristics. Enforced by NGOs.
- Restricting advertising content is contentious
 - Exposure restrictions avoid the subjective element inherent in content restrictions

Global strategies, international agencies



- Global alcohol industry is large, concentrated, wealthy (\$1 trillion/year) industry
 - 2/3^{rds} of all beer is sold by 10 companies
 - 44% of distilled spirits sold by 10 companies
- As consumption slows in developed countries, industry focus is on expanding and increasing consumption in low and middle income countries
- Imperative for those in developed countries to engage and encourage voices from LMIC

Global strategies, international agencies



- **Act protectively** – to monitor trade developments, and the risks for countries that lack legal infrastructure to defend WTO challenges
- **Act proactively** – to support the WHO's global alcohol strategy, recognising the importance of the WHO in under-resourced countries
- NGO voices are critical to support the global strategy, although under-resourced.
- Global Alcohol Policy Alliance (GAPA)
 - Biennial conference brings together almost 1000 delegates, particularly from LMIC, to support the exchange of information for effective country level evidence-based alcohol interventions and to identify opportunities for addressing alcohol harm globally.

More information



- Centre on Alcohol Marketing and Youth
<http://www.camy.org/>
- Global Alcohol Policy Alliance
<http://www.globalgapa.org/>
- Alcohol Policy Coalition
<http://www.alcoholpolicycoalition.org.au/>
- WHO's Global strategy to reduce the harmful use of alcohol
http://www.who.int/substance_abuse/activities/gsrhua/en/