

Focus on Alcohol Safe Environment:

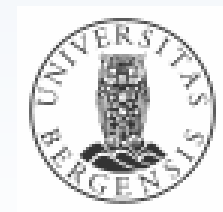


Topics:

- Alcohol at the workplace
- Safe Drinking Environments
- Alcohol advertising**

Co-funded project by EC;

Partners in the project:





What theory tells us about effective alcohol marketing regulations

Anouk van den Broeck



FASE – Focus on Alcohol Safe Environments

Alcohol and the workplace

To reduce the harm done by alcohol to the economy

German Centre for Addiction Issues (DHS)

Safe drinking environments

To create safer drinking environments

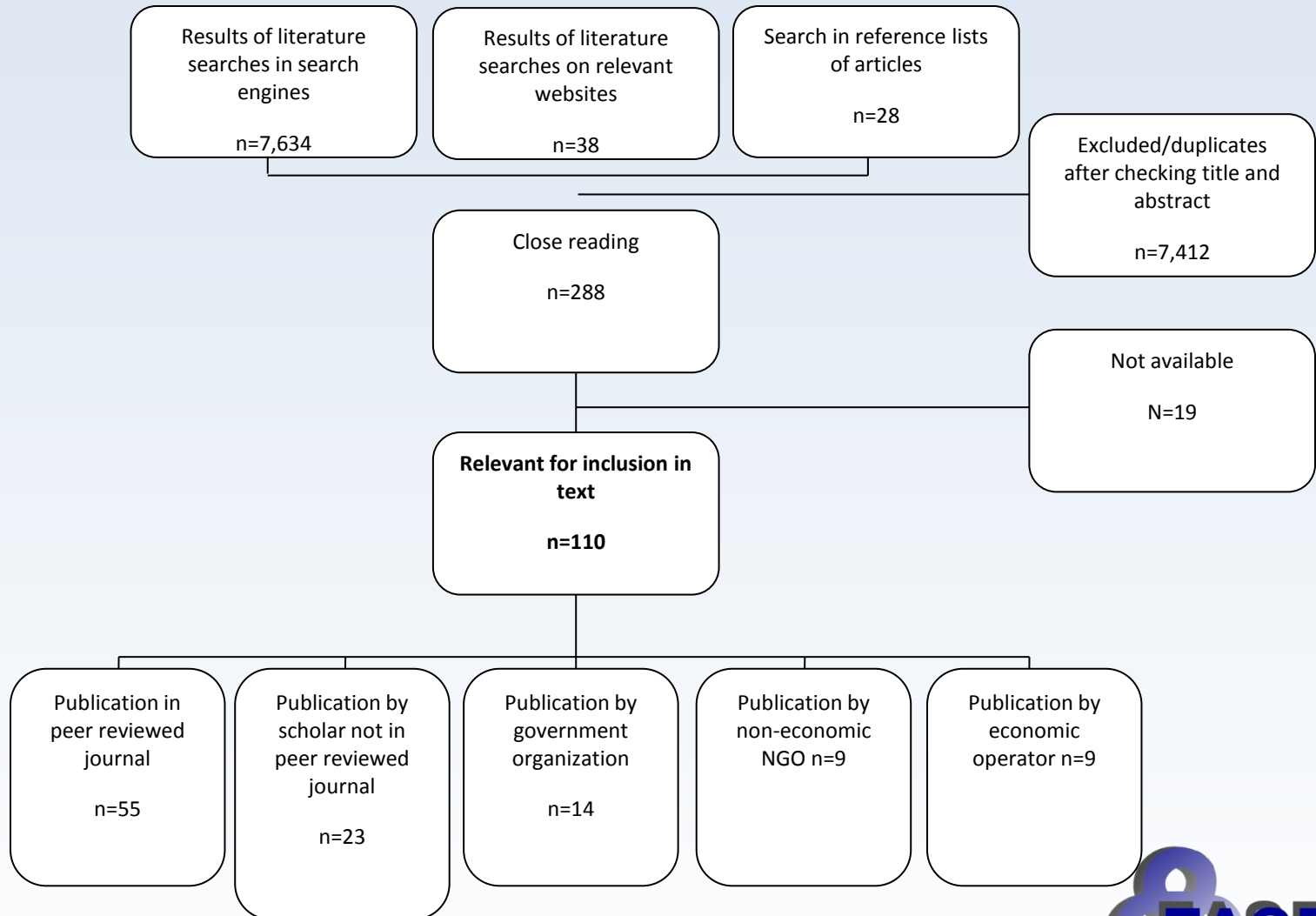
LJMU (Liverpool John Moores University)

Alcohol marketing regulations

To reduce the harmful influences of alcohol marketing on youngsters

Dutch institute for alcohol policy (STAP)

Literature study



Project objectives:

- Aim: To provide a tool to examine the alcohol marketing regulation's potential effectiveness. The expected influence on drinking behaviour of children and adolescents is crucial here.
- Inventory on alcohol marketing regulations in 23 EU countries following the framework

**content
restrictions**

**alcohol
marketing
regulations**

**volume
restrictions**

**supporting
system**

Effective content restrictions

1. Content restrictions should address all elements that have shown to be appealing to young people (e.g. lifestyle images, humour).
2. Content restrictions should limit advertisements that young people find appealing even if these are not specifically targeting minors or are specifically appealing to minors (but to adults as well).
3. Alcohol advertisements should be evaluated according to young people's interpretation and not according to the intention of the advertiser.

Good example: France – Loi Evin

Effective volume restrictions:

1. The bans proposed are not merely symbolic policies but contribute substantially to the total volume of alcohol advertising to which adolescents are exposed;
2. No significant substitution effects arise.

Good example: Norway- overall ban on alcohol marketing

Effective Regulation System:

1. A supporting legal context;
2. Commitment of all important stakeholders;
3. A pre-screening system; mandatory and binding
4. An effective complaint system with easy access to and support from the public;
5. Independent advertising committee;
6. Sanctions that are expected to be most effective are withdraw broadcasting rights and substantial financial penalties;
7. Monitoring that is independent from commercial interests;
8. Restrictions should cover the entire range of forms of marketing activities and should be up to date.

Evaluating alcohol marketing regulations following evidence based criteria (1) – content of the regulation

The code of the regulation	
	Evidence-based criteria
Code (general)	Distinguished in volume and content restrictions (see below)
Size volume restrictions	contribute substantially to the total volume of alcohol advertising no significant substitution effects
Size content restrictions	Address all elements
Participation youth in content regulations	Limit advertisements that are appealing to youngsters Evaluated according to young peoples' perception

Evaluating alcohol marketing regulations following evidence based criteria (2)

- supporting regulatory system

Regulation embedded in regulatory context	no conflicting regulations on the supra-national or national level Availability legal back stop
Commitment stakeholders	Commitment of all stakeholders (Policymakers + civil society + industry related stakeholders)
Transparency	Available provisions of information to the public at every stage of the regulation process
Pre-screening system	Obligatory Pre-screening system for all marketing types
Complaint system	Effective complaint system (Easy access + support from the public)
Composition advertising committee	Independent jury
Sanctions	Substantial sanctions (act as deterrent)
Monitoring	Monitoring Independent from commercial interests Monitoring Routinely & Systematically
Coverage	Code covers entire range of alcohol marketing practices
Flexibility	Code should be updated regularly

Recommendations for policy makers (1)

Effective
content
restrictions

Effective
alcohol
marketing
regulations

Effective volume
restrictions

Effective
supporting
system

Recommendations for policy makers (2)

1. Decrease the overall volume of alcohol marketing to which adolescents are exposed.
2. Prohibit marketing tools that are difficult to monitor (e.g. internet) or reach many adolescents.
3. Content restrictions should address all attractive elements
4. Avoid ambiguous restrictions: content restrictions should address what is allowed instead of what is not permitted.

Recommendations for policy makers (3)

5. Regulations should be supported by a strong supporting system:
 - No conflicting regulations
 - Independent evaluating committee
 - Routinely and independently monitoring
 - Mandatory and binding pre-screening system

6. Regulations embedded by law are necessary to protect vulnerable groups

7. Harmonization of regulations at the European level

Thank you for your attention!

For more information on the FASE project or alcohol marketing regulations please contact avandenbroeck@stap.nl or visit www.eucam.info

