

Alcohol Marketing to Youth

Corporate Myths and Policy Solutions

Michele Simon, JD, MPH
Research and Policy Director
Marin Institute

Massachusetts Department of Public Health
Bureau of Substance Abuse Services
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Marin Institute Strategies

- ❑ Monitor and expose the alcohol industry's harmful products, practices, promotion, and lobbying
- ❑ Research and propose viable policy solutions to reduce alcohol-related harm
- ❑ Support communities, coalitions, and individuals in rejecting Big Alcohol's damaging activities
- ❑ Frame issues from a public health perspective

Big Alcohol's Tactics

- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations such as youth
- **Lobby** to undermine effective public policy
- **Misdirect** with voluntary, self-regulation charade
- **Public relations** that blames parents, drinkers
- **Fund** alternative science, “responsibility” programs

The Big Beer Duopoly



- HQs in Belgium (Brazilian run) and England (SAB Miller)
- 80% of beer market

Anheuser-Busch InBev

- \$395 million advertising 9 beers
- \$3,460,000 federal lobbying
- \$373,500 federal campaign contributions

MillerCoors (JV)

- \$315 million advertising 7 beers
- \$1,367,000 federal lobbying
- \$426,930 to federal campaigns

The Beverage Information Group. Handbook advance 2009: A special report on spirits, wine and beer sales and consumption in 2008. Norwalk (CT): M2Media360; 2009.

Center for Responsive Politics. 2008 data. www.opensecrets.org



The Biggest of Big Alcohol

DIAGEO

- HQ: England
- Top spirits producer
- \$99 million advertising
- \$1.96 million federal lobbying
- \$161,578 federal contributions



The Beverage Information Group. Handbook advance 2009: A special report on spirits, wine and beer sales and consumption in 2008. Norwalk (CT): M2Media360; 2009.

Center for Responsive Politics. 2008 data. www.opensecrets.org

Trade Groups - Lobbying Power



BEER INSTITUTE



WINE INSTITUTE
THE VOICE FOR CALIFORNIA WINE

THE CENTURY COUNCIL

Distillers fighting drunk driving and underage drinking

DISTILLED
SPIRITS
COUNCIL
OF THE
UNITED
STATES

\$3,500,000 federal lobbying
\$23,118 federal contributions

Front Groups – not what they seem

Bacardi U.S.A.
Beam Global
Brown-Forman
Constellation Brands
DIAGEO
Hood River Distillers
Pernod-Ricard
Sidney Frank Importing Co.



International Center for Alcohol Policies
Analysis. Balance. Partnership.

Anheuser-Busch InBev
Asahi Breweries
Bacardi-Martini
Beam Global
Brown-Forman
Diageo
Heineken
Molson Coors
Pernod Ricard
SABMiller



Myths about Advertising

- 1) Ads are intended for adults, youth are not impacted
- 2) Education is the best solution to underage drinking
- 3) Self-regulation is effective and essential
- 4) First Amendment bars advertising restrictions

Alcohol Advertising & Youth

The alcohol industry spent more than \$6 billion on advertising and promotion in 2005.

Greater exposure to alcohol ads contributes to

- ❑ earlier initiation of drinking for youth who have not started
- ❑ higher drinking levels among underage youth who drink
- ❑ positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

Center on Alcohol Marketing and Youth. (2007). Alcohol advertising and youth. Retrieved April 29, 2010 from: <http://camy.org/factsheets/index.php?FactsheetID=1>.

Anderson, P., et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism* 44: 229-243.



Realities About Youth Exposure

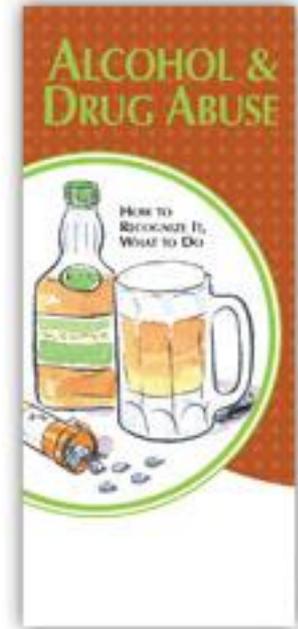
- 1) **The more ads kids see, the more likely they are to drink, and drink to excess.**
- 2) **Each additional dollar spent on alcohol advertising per capita raises youth drinking by 3 percent.** (Snyder et al, 2006)
- 3) **From 2001 to 2005, youth exposure to alcohol ads on television increased by 41%, mostly from spirits.** (CAMY, 2006)
- 4) **Attempts to decrease youth exposure are predicted to reduce adolescent drinking. A complete ban would save 7600 lives.**
(Hollingworth, 2006)

Realities About Education

Education alone has proven to be a dismal failure

“There is not a single public health crisis in the history of mankind that has been solved by handing out brochures.”

– Harold Goldstein, director,
California Center for Public Health Advocacy



Realities About Education

Parents Cannot be Expected to Shoulder the Burden Alone

Other ways we help parents:

- Speed limits, speed bumps
- Child pornography laws
- Child labor laws
- Toy safety laws
- Food safety laws
- FDA regulation of tobacco

"My daughter's high school graduation is a special occasion, so I think it's okay if I allow her and her friends to drink alcohol."

THINK AGAIN.

Parents have the power to help prevent underage drinking. Regardless of whether you're buying teens alcohol or hosting a drinking party for minors, it's irresponsible and illegal. Do your part to prevent. Don't provide alcohol to minors.

don't provide
ANHEUSER-BUSCH, INC.

A partnership with
National Responsible Beverage Association

RESPONSIBILITY MATTERS™

Realities about Self-Regulation

Definition = looking after own affairs

“the system by which an organization or institution deals with its own disciplinary and legal problems, often in private, rather than being publicly regulated by somebody else” (Encarta)

Critique of Self-regulation

“No one would seriously suggest that individuals should regulate themselves, that laws against murder, assault, and theft are unnecessary because people are socially responsible. (The Corporation, 2004)

Failure of Self-Regulation



Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry (2004-2007)

Marin Institute report (2008)

Barriers to effective self-regulation include

- 1) lack of public awareness
- 2) lack of an independent review
- 3) subjective nature of guidelines
- 4) lack of penalties and enforcement power

Failure of Self-Regulation



- The most common complaints by far were about ads with sexual content.
- 22 complaints alleged that ads overexposed youth.
- Complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of the Code.

Failure of Self-Regulation

Headline from Australia

Alcohol Advertising Self-regulation Not Working

“Addiction scientists are calling for tighter regulation of alcohol advertising, as new research shows that self-regulation by the alcohol industry does not protect impressionable children and youth from exposure.”

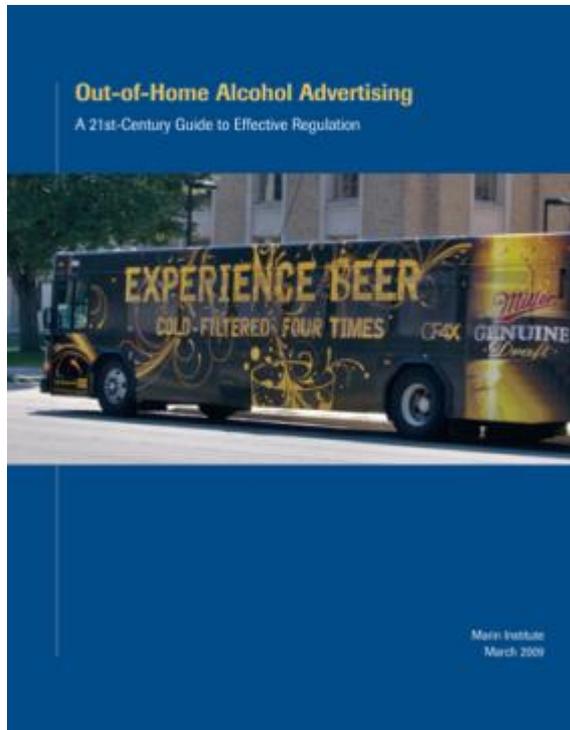
(Science Daily, June 9, 2009)



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Reality About First Amendment



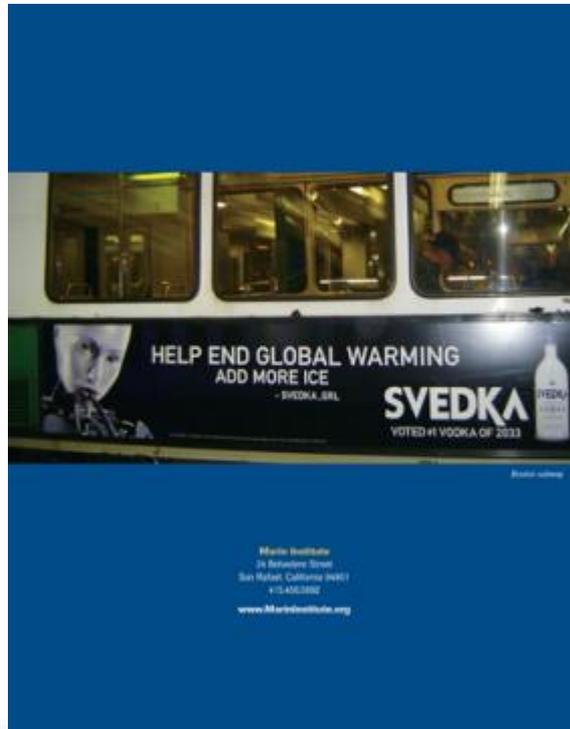
Out-of-Home Alcohol Advertising: A 21st Century Guide to Effective Regulation (Marin Institute, 2009)

- **Not an absolute right, but a balancing act between competing interests**
- **Need to follow Supreme Court test**
- **Government property easier to restrict**

Reality About First Amendment

Examples of out-of-home ad regulations

- No ads on public transit (most cities)
- No ads on city property (Philadelphia)
- No ads within 500 feet of school (San Diego)





Coors Light Fun weekend planned? Show us what you're up to by using the Coors Light Photo Pack app! Easily upload, manipulate and share photos with your friends, through the window to cold refreshment. We are excited to see your submissions. <http://bit.ly/atGxjZ> last Friday

[Wall](#)[Info](#)[Home Draft](#)[I'm Pouring](#)[NFL](#)[Local](#)

COORS LIGHT HOME DRAFT

**I'M
POURING**

Coors LIGHT
HOME DRAFT

**THE COORS LIGHT
HOME DRAFT
NEON SIGN**

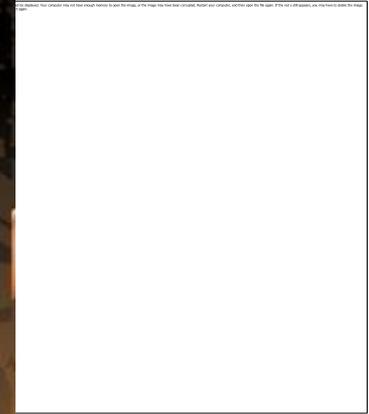
Turn it on to let friends know you're pouring Home Draft and come on over. The Coors Light Neon Sign. It's your big giant electric beer welcome mat.

I'M POURING

[Add this application to my Facebook bookmarks](#)

CLICK STRING TO TURN ON

Stop Youth-Oriented Products



- Created to:
- Compete with beer
 - Lower taxes
 - Greater retail availability

Other Ways to Protect Youth

Stop marketing in youth-friendly ways (e.g., concerts, cute animals)



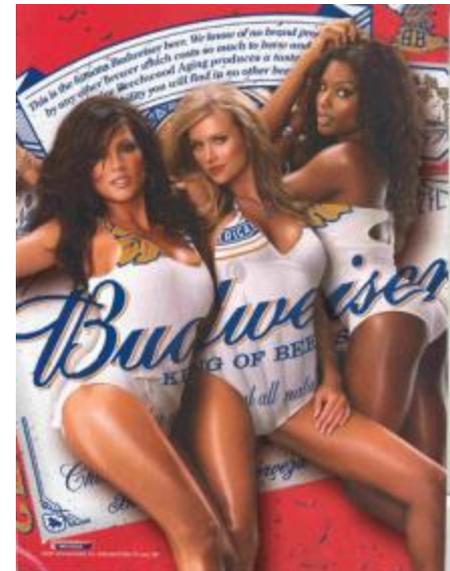
Diageo Deal with P. Diddy



Budweiser Super Bowl Ad

Other Ways to Protect Youth

Stop using sex to sell products



Increase Alcohol Prices / Taxes

- ❑ One of the most effective prevention strategies
- ❑ Youth are especially sensitive to price
- ❑ Alcohol taxes can generate new revenue
- ❑ Revenue can fund needed alcohol programs

What Happened 2009 Legislative Session

- At least half of the states proposed tax increases
- Most bills died
- Some are in 2-year sessions
- Increases in:
 - Kentucky Massachusetts (?)
 - New York New Jersey
 - Illinois North Carolina

What can we do?

- ❑ Increase alcohol prices (taxes and fees)
- ❑ Stop youth-oriented products (AEDs, alcopops)
- ❑ Restrict alcohol advertising (gov't property)
- ❑ Expose industry PR, lobbying, marketing

Take Action, Join Us

Michele Simon, JD, MPH
Research & Policy Director

MicheleS@MarinInstitute.org

415-257.2485 (direct)

www.MarinInstitute.org

