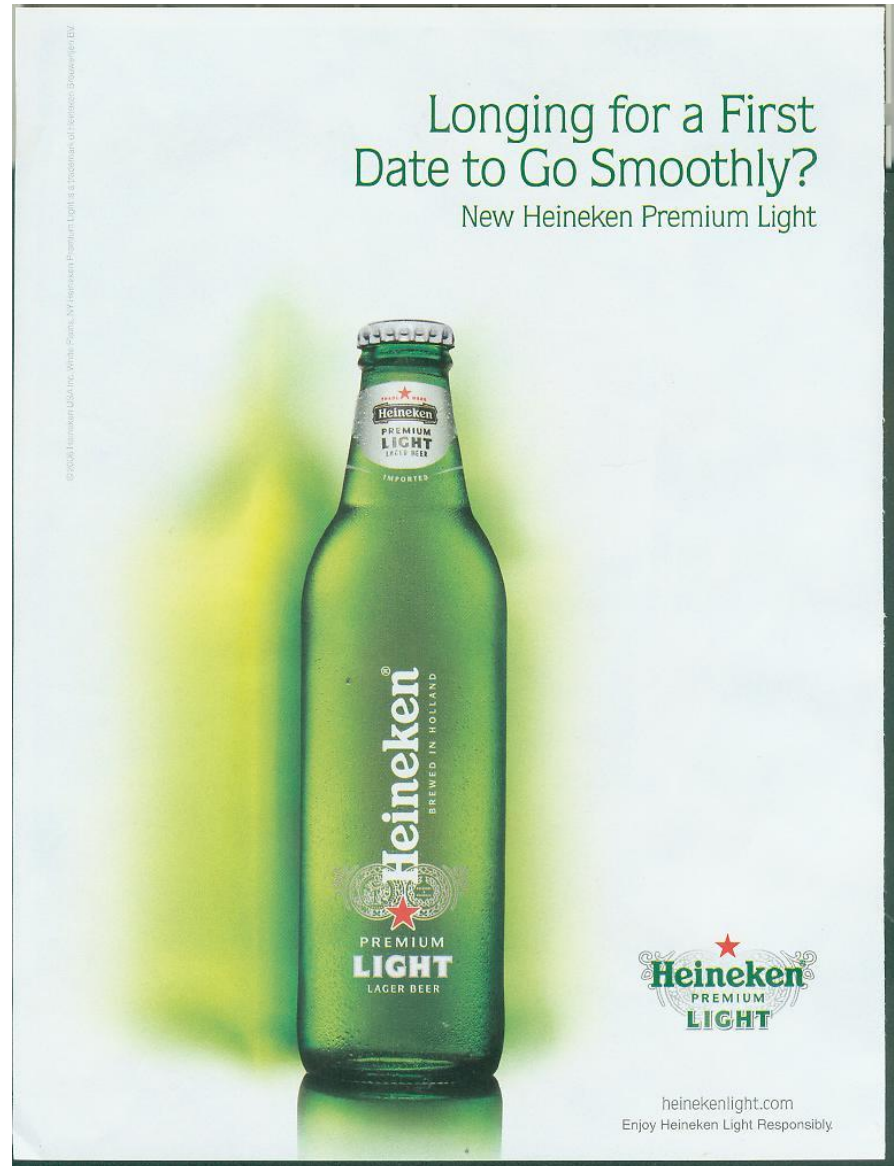


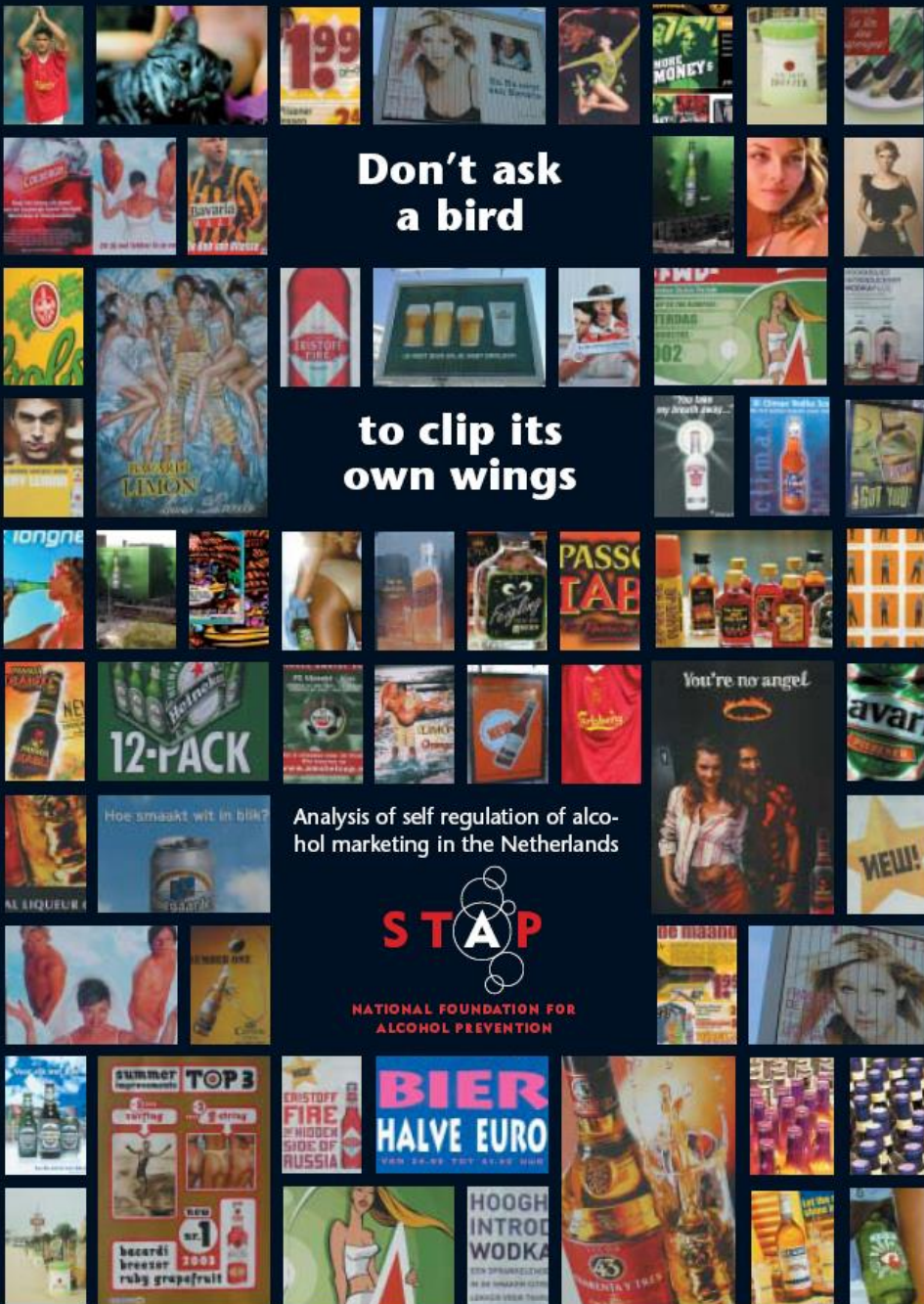
- Beer advertising and marketing materials should not...claim or represent that individuals cannot obtain social, professional, educational, athletic, or financial success or status without beer consumption.



- Beer advertising and marketing materials should not portray persons lacking control over their behavior, movement, or speech as a result of consuming beer, or in any way suggest that such behavior is acceptable.

- Beer advertising and marketing materials should not contain graphic nudity.





Don't ask  
a bird

to clip its  
own wings

Analysis of self regulation of alcohol marketing in the Netherlands



NATIONAL FOUNDATION FOR  
ALCOHOL PREVENTION

### 3. Examples of case studies

Research

Moo Joose

Babor and Xuan

Alcohol policy  
research and  
the grey literature

A Tale of Two Surveys

NAT, 2004

Compared results of:

ICAP survey of 48/114 (42%)  
countries, representing 22%  
of the world's population

WHO survey of 118/175 (67%)  
countries, representing 86%  
of the world's population

Compared Prevalence of  
existing policies between 2  
surveys

Reported on results of  
partnerships with the  
beverage alcohol industry  
from ICAP survey



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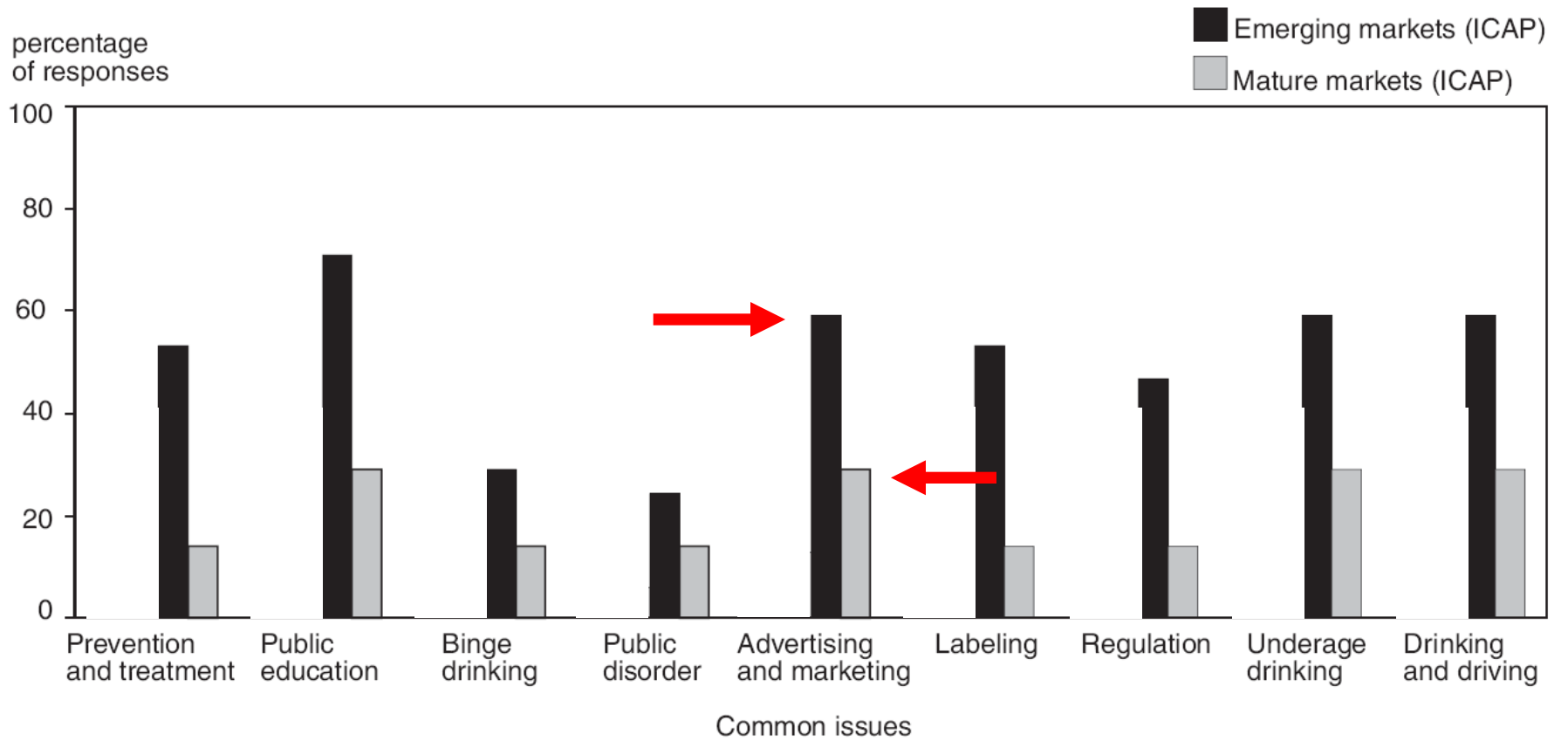
**Table 1.** Comparison of ICAP and WHO surveys in terms of reported prevalence of five alcohol policies listed as potential response options in both questionnaires.

Policy	Global %		Regions									
	ICAP	WHO	L. America %		Africa %		W. Europe %		E. Europe %		Asia Pacific %	
ICAP			WHO	ICAP	WHO	ICAP	WHO	ICAP	WHO	ICAP	WHO	ICAP
Number of countries	(48)	(118)	(12)	(23)	(10)	(26)	(7)	(20)	(6)	(23)	(6)	(19)
Minimum purchase age	63%	82%	67%	100%	60%	64%	72%	100%	50%	87%	83%	74%
Licensing of sales	75%	73%	58%	88%	80%	82%	100%	65%	83%	52%	83%	80%
Drinking and driving	81%	93%	50%	96%	70%	84%	100%	100%	100%	96%	100%	89%
Regulations on advertising	52%	60%	42%	70%	20%	43%	72%	70%	83%	74%	50%	65%
Health warning labels	25%	33%	42%	56%	20%	27%	14%	10%	17%	30%	0%	33%

Regarding the issue of partnerships with the alcoholic beverage industry, 50% of the 48 respondents in the ICAP survey answered yes to the question:

“Do you view the beverage alcohol industry as an effective partner in developing alcohol policies in your country?”

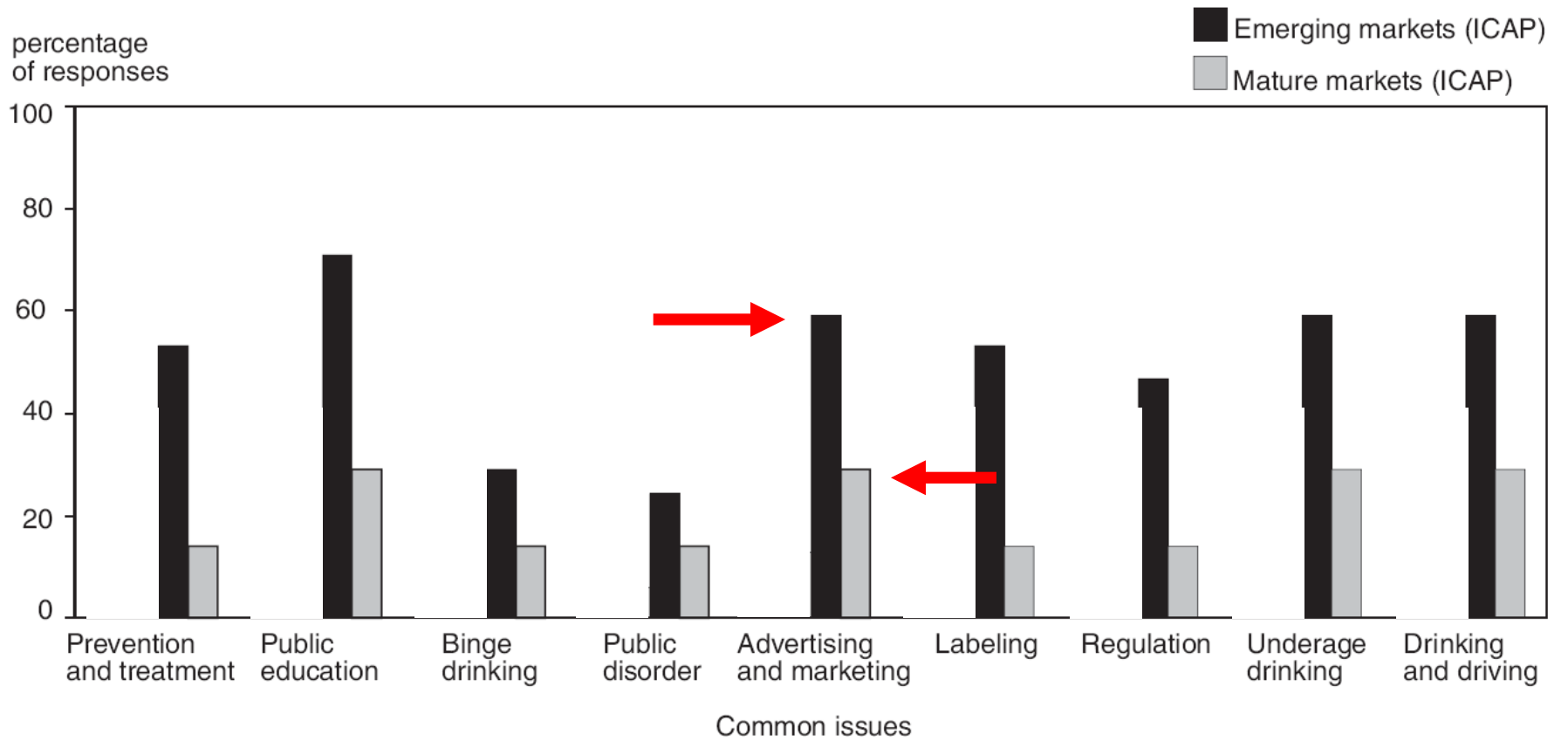
Among the respondents  
answering yes (N = 24),  
respondents were then asked to  
list the topic areas for potential  
partnerships

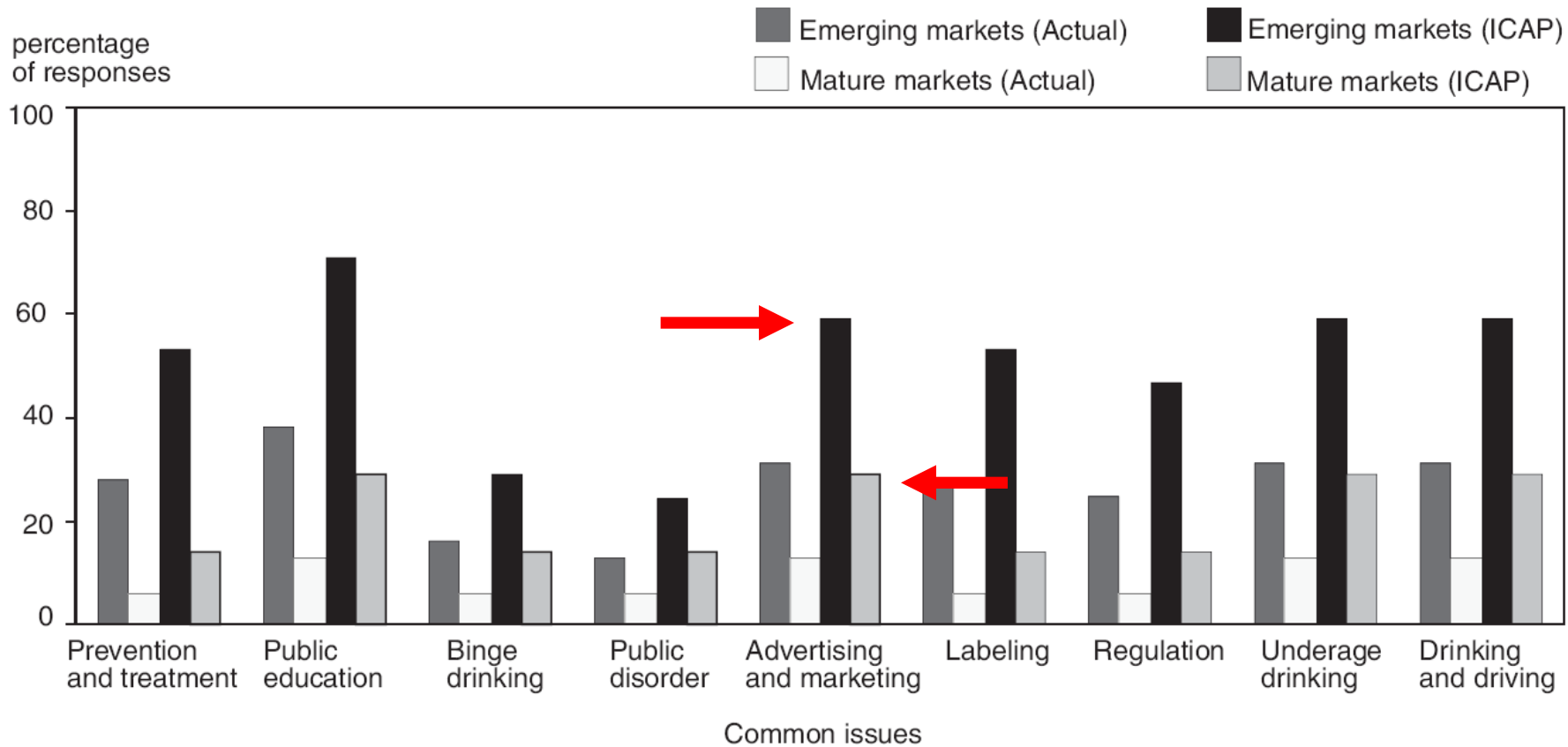


But, ICAP used the wrong denominator, 24,

the respondents who answered yes to the question "Do you view the beverage alcohol industry as an effective partner in developing alcohol policies in your country?",

instead of the total sample of 48.







Munro

AN ADDICTION AGENCY'S  
COLLABORATION WITH  
THE DRINKS INDUSTRY:  
*MOO JOOSE* AS A CASE  
STUDY

Addiction, 2005

## Alcohol Education Australia Ltd

In August 2002, the Alcohol and Drug Foundation - Queensland (ADFQ) announced the formation, in conjunction with the alcohol industry, of Alcohol Education Australia Ltd. (AEA), to "promote responsible drinking and moderation in the consumption of alcohol."

The host, Alcohol and Drug Foundation - Queensland, was a non-government, not-for-profit body with a thirty-year history. It conducted treatment services in residential, custodial and community settings, a prevention program, an annual conference, and published a quarterly magazine.

According to the Alcohol Education Australia prospectus: "The Company is owned by the Alcohol and Drug Foundation - Queensland, and was set up as a separate legal entity for the purpose of being recognised as a national public health organisation."

A board of nine directors will govern AEA, three appointed by each of ADFQ, industry stakeholders, and community stakeholders.

## The *Moo Joose* case

Within months of forming AEA, ADFQ intervened in a licensing case to support a manufacturer whose application to sell alcoholic milk (*Moo Joose*) was rejected by a state licensing authority. Two principals of ADFQ, the president, and the CEO submitted an eight-page statement in defence of *Moo Joose* and both appeared before the tribunal as witnesses for the manufacturer.

In supporting *Moo Joose*, ADFQ reversed a previous policy.

In 1997 ADFQ declared *Candy Shots*, a vodka-based pre-mixed drink marketed in flavours of chocolate, banana, caramel, and marshmallow, "dangerous," and called for proscription.

The CEO said, "But everyone knows that underage drinking occurs and this is just the type of drink that will make it easier for kids to get started."

Features of ADFQ's defence of *Moo Joose* included:

- The narrow neck of the bottle and the screw top would militate against the risk of drink spiking.
- The four-pack was "a harm minimisation strategy" that would limit consumption.
- The milk content would prevent excessive use and intoxication.

## The Outcome

Liquor Licensing Victoria rejected *Moo Joose* because it saw alcoholic milk as a corruption of a product known to be healthy and one that might easily be taken up by children.

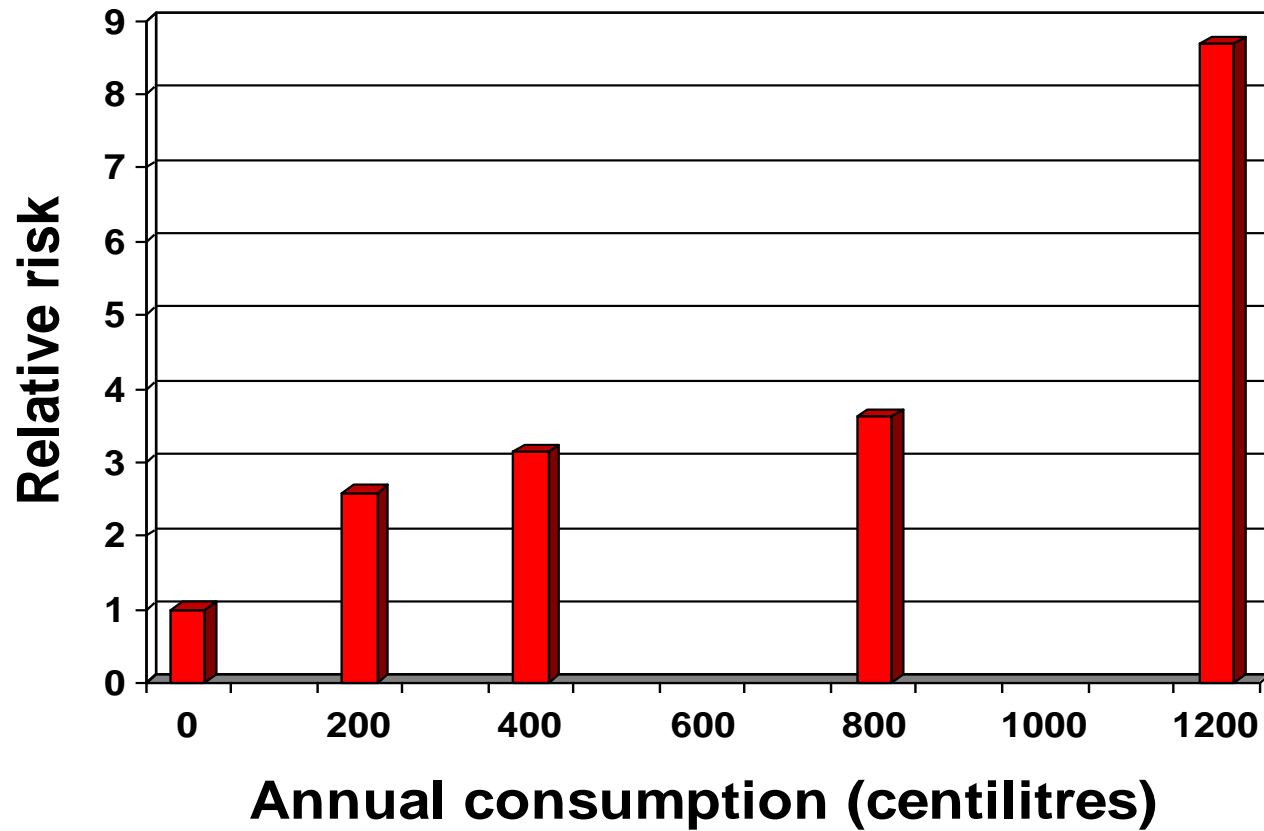


## 4. Alcohol as a health issue

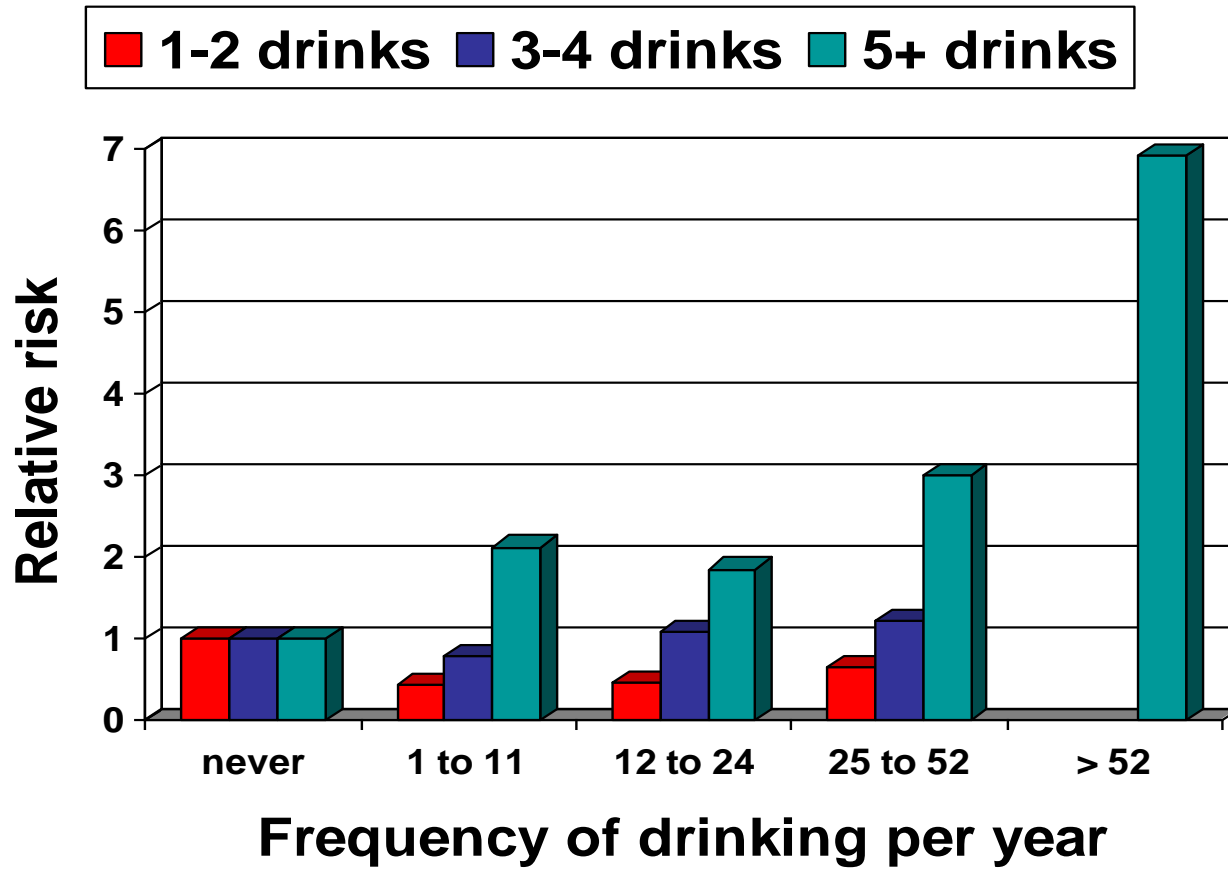
DALYs

Risk curves

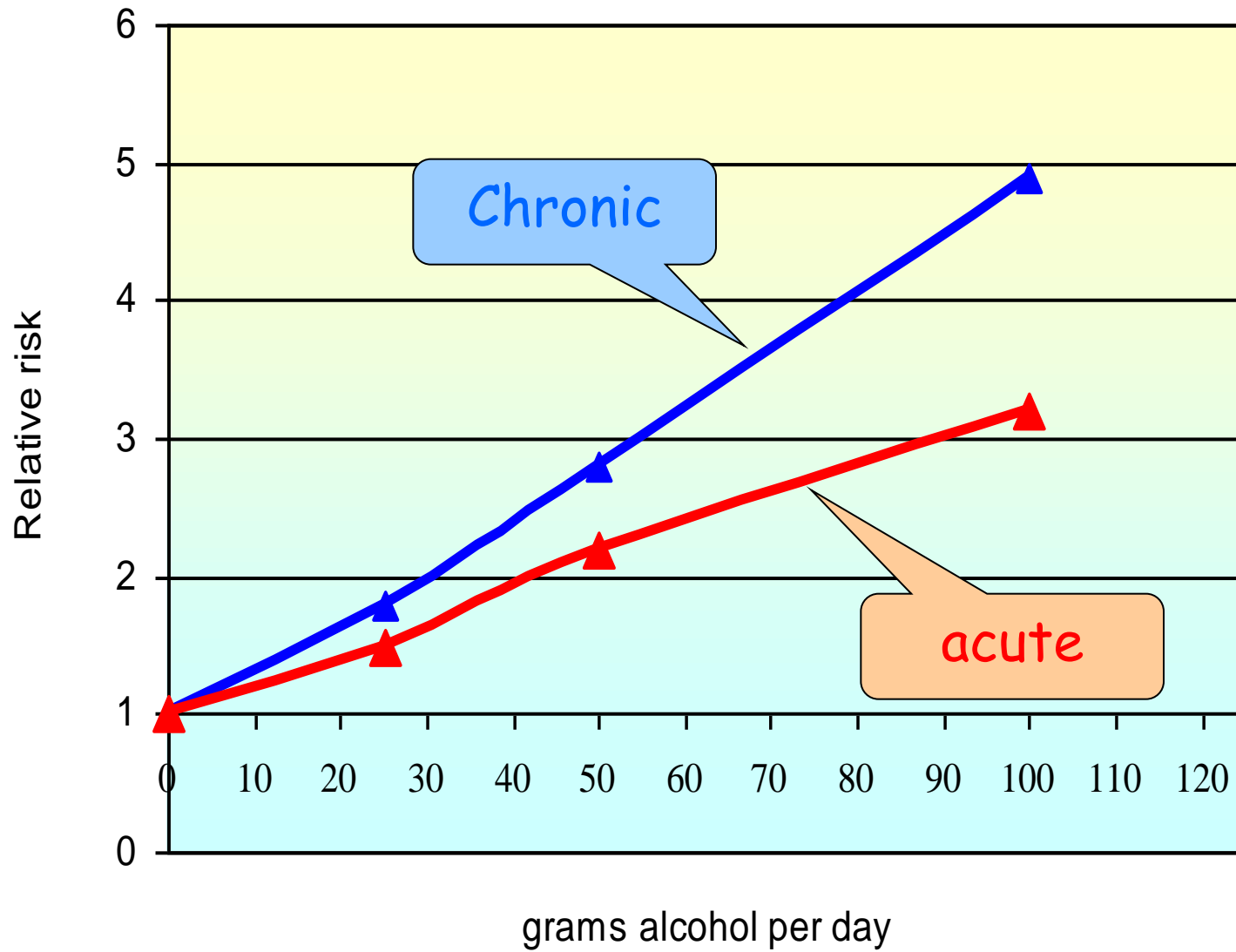
	High mortality developing region			Low mortality developing regions – emerging economies			Developed regions			World		
	(AFR-D, AFR-E, AMR-D, EMR-D, SEAR-D)			(AMR-B, EMR-B, SEAR-B, WPR-B)			(AMR-A, EUR-A, EUR-B, EUR-C, WPR-A)					
	Male	Female	Both	Male	Female	Both	Male	Female	Both	Male	Female	Both
<b>Total DALYs (000s)</b>	420,711	412,052	832,763	223,181	185,316	408,497	117,670	96,543	214,213	761,562	693,911	1,455,373
Smoking and oral tobacco	<b>3.4%</b>	<b>0.6%</b>	<b>2.0%</b>	<b>6.2%</b>	<b>1.3%</b>	<b>4.0%</b>	<b>17.1%</b>	<b>6.2%</b>	<b>12.2%</b>	<b>6.3%</b>	<b>1.6%</b>	<b>4.1%</b>
Alcohol	<b>2.6%</b>	<b>0.5%</b>	<b>1.6%</b>	<b>9.8%</b>	<b>2.0%</b>	<b>6.2%</b>	<b>14.0%</b>	<b>3.3%</b>	<b>9.2%</b>	<b>6.5%</b>	<b>1.3%</b>	<b>4.0%</b>
Illicit drugs	0.8%	0.2%	0.5%	1.2%	0.3%	0.8%	2.3%	1.2%	1.8%	1.1%	0.4%	0.8%



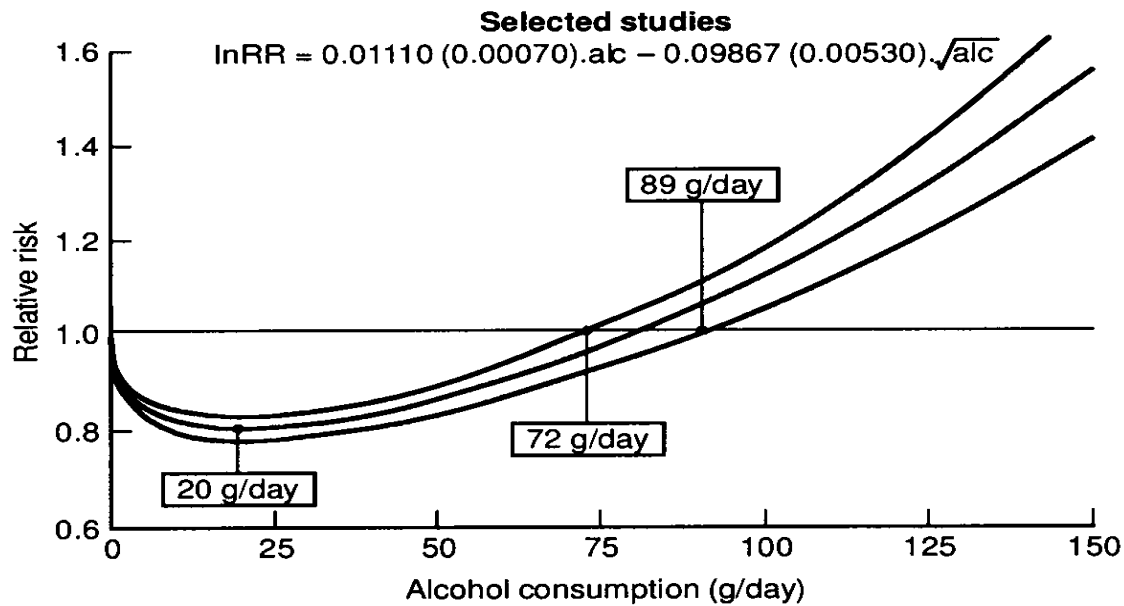
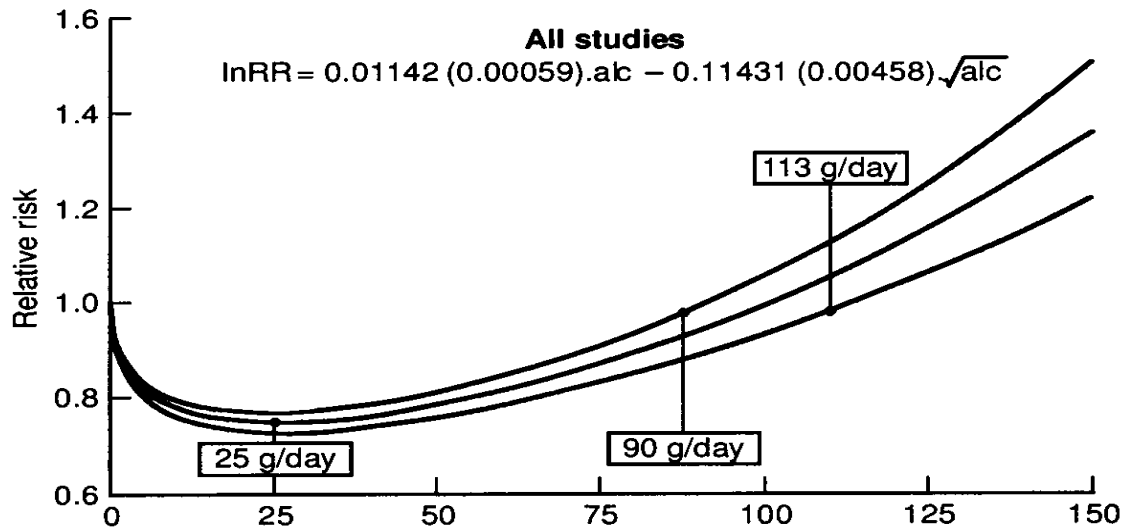
Risk of death from injury, Finland

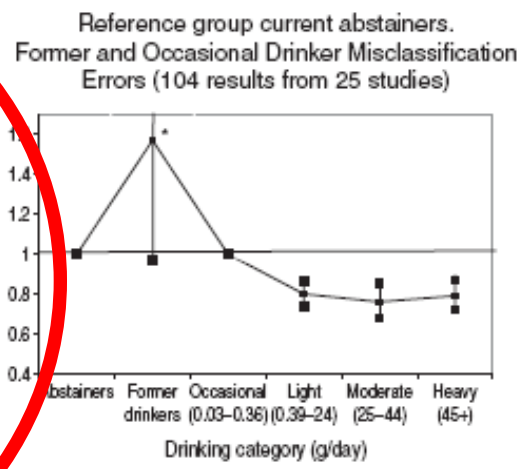
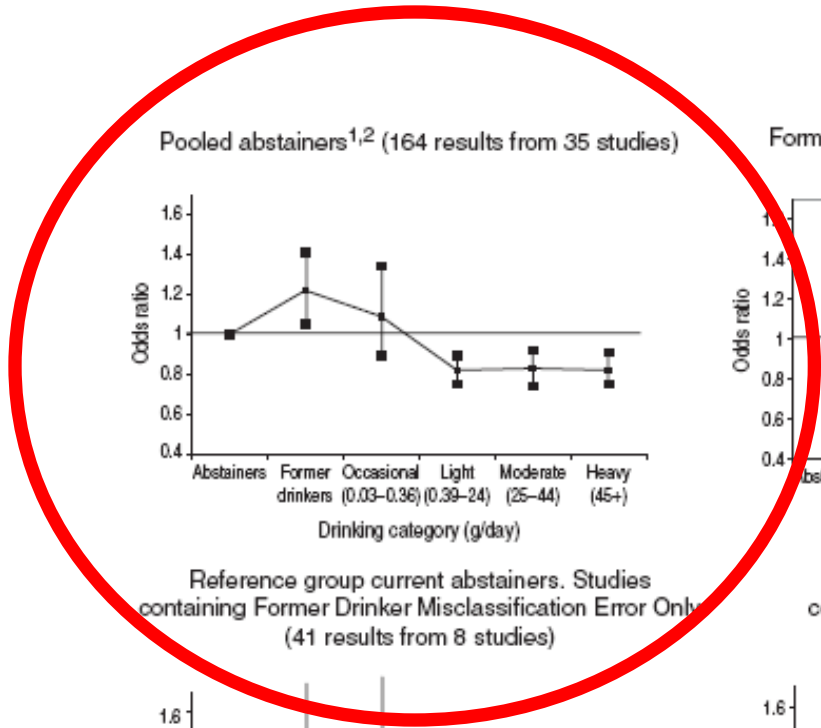


Risk of death from injury, Finland

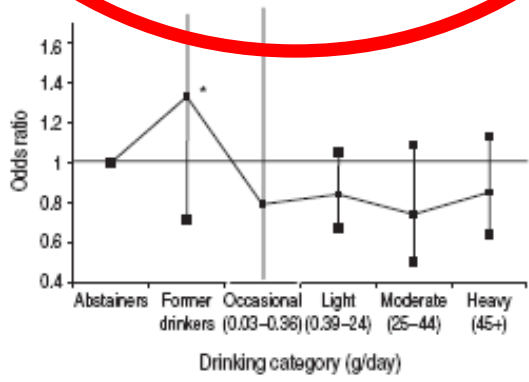


—▲— Cancer airways —▲— Heart arrhythmias

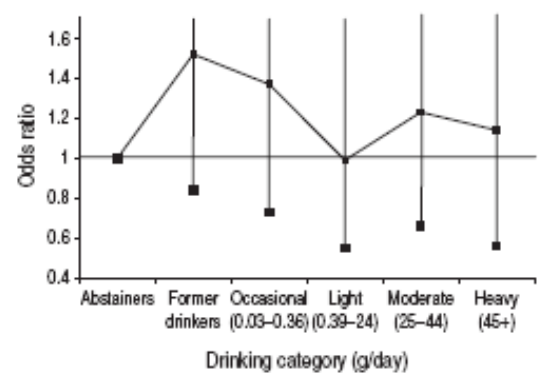




Reference group current abstainers. Studies containing Former Drinker Misclassification Error Only (41 results from 8 studies)



Reference group long-term abstainers containing neither Error (19 results from 2 studies)



<sup>1</sup> In pooled model, former drinkers are statistically significantly higher than light drinkers.  
<sup>2</sup> In pooled model, occasional drinkers are statistically significantly higher than light drinkers.  
 \* In some studies Former Drinker Misclassification Errors were found but these studies classified some of their respondents as former drinkers. This accounts for the category of former drinker in these models. The number of observations for former drinkers in the studies containing both former drinker and occasional drinker misclassification is 1. The number of observations for former drinkers in the studies containing former drinker misclassification error only is 2.

Figure 2. Categorical drinking group models for CHD mortality.

## 5. The SSA project

Copenhagen meeting

Papers

Next plans



# SCIENTIFIC MEETING ON ALCOHOL INDUSTRY AND ALCOHOL POLICY

April 5-7 2006, Copenhagen

- Organized by the Society for the Study of Addiction (SSA) and the Nordic Council for Alcohol and Drug Research (NAD)
- Financed by the SSA, with support from the Norwegian government

# MAIN AIMS

- Gather data and create an evidence base on the roles and actions of the alcohol beverage industry to the extent it has to do with alcohol policy
- Investigate the strategies and what drives the industry with the goal of counterbalancing industry strategies from a public health point of view

# 5 POINTS

1. The dominance of marketing strategies
2. Health vs business
3. Framing the issue
4. Litigation
5. Code of practice for research in relations with industry

# FURTHER STEPS

- Scientific papers and information should be disseminated more broadly
- Discussions should be promoted in other venues
- Development of an expertise group on the alcohol industry to link with other global initiatives
- Follow-up meeting
  - identification of research gaps
  - more case studies
  - alcohol industry case studies
  - development of code of practice
  - consider links to NGOs.

# Contents:

## 6. Some future directions

Science

Policy

Trade

Businesses should not try to do the work of governments, just as governments should not try to do the work of businesses.

The goals of business and the goals of government are different

“Partnership” between those two should always arouse intense suspicion



# Alcohol Harm Reduction Strategy For England



The proper guardians of the public interest are governments, which are accountable to all citizens to:

- set goals for regulators
- deal with externalities
- mediate among different interests
- attend to the demands of social justice



Business managers, acting in their professional capacity, ought not to concern themselves with the public good:

- they are not competent to do it
- they lack the democratic credentials for it
- they cannot be trusted to get it right, partly because they lack the wherewithal to frame intelligent policy in these areas.

The proper business of business is business, by discharging responsibility to the owners of the firms, the shareholders

# The 'loi Evin'

- No advertising is permitted :
  - when targeted to young people
  - on TV and cinema
- No sponsorship is permitted
- Messages and images should refer only to the qualities of the products

# The 'loi Evin'

- Before the law



- After the law



# The 'loi Evin'

These ads were judged illegal  
in France in 2004

RÉVÉLATION N°14

"Des nuances pourpres teintées d'éclats rubis donnent toujours des robes aux reflets chatoyants."

En Bourgogne, plus de 100 appellations d'origine aux couleurs, textures, saveurs et aromes et aux savoirs ancestraux et expérimentés font de la région de France un territoire unique. Cette collection fait de chaque vin de Bourgogne une véritable révélation.

**B**  
BOURGOGNES  
L'âme des vins de la Terre

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, CONSOMMEZ AVEC MODÉRATION.

RÉVÉLATION N°4

"Un bouquet aux nuances subtiles exhale des parfums de chèvre-feuille, des senteurs de tilleul et d'acacia."

En Bourgogne, plus de 100 appellations d'origine aux couleurs, textures, saveurs et aromes et aux savoirs ancestraux et expérimentés font de la région de France un territoire unique. Cette collection fait de chaque vin de Bourgogne une véritable révélation.

**B**  
BOURGOGNES  
L'âme des vins de la Terre

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, CONSOMMEZ AVEC MODÉRATION.

RÉVÉLATION N°8

"Le Chablis possède de subtiles notes minérales à la fraîcheur vivifiante qui rappelle que, jadis, l'océan recouvrait ses terres."

Leur pureté, leur fraîcheur, leur caractère unique et leur savoirs ancestraux et expérimentés font de la région de France un territoire unique. Cette collection fait de chaque vin de Bourgogne une véritable révélation.

**CHABLIS**  
L'âme des vins de la Terre

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, CONSOMMEZ AVEC MODÉRATION.

The French Government was taken to court, alleging that the Loi Evin, by prohibiting alcohol advertising on hoardings visible during the retransmission of bi-national sporting events on TV, entail restrictions on the freedom to provide advertising services and television broadcasting services

1. It is in fact undeniable that advertising acts as an encouragement to consumption
2. The French rules on television advertising are appropriate to ensure their aim of protecting public health
3. They do not go beyond what is necessary to achieve such an objective

# Conclusions:

1. The alcohol industry is increasingly consolidating
2. The industry's approach is to avoid regulation and promote education
3. Case studies describe the impact of the industry on science, policy and trade



# Contents:

4. Alcohol from a health point of view is as, or more, important than tobacco
5. The SSA co-financed project enhances the science base
6. There needs to be much greater vigilance and exposure of the actions of the industry