

SUBMISSION



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Date: January 22, 2008

NO. A 576.

*To the Chairman, F.S.A.N.Z.
PO BOX 7186, CANBERRA. B.C.
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SUBJECT OF THIS LETTER:

Part A of a 2-part submission

PART A

**"INHERENT RISKS OF ALCOHOL ADVERTISING, MARKETING,
AND SOCIAL CONDITIONING BY VESTED INTERESTS"**

Paradoxically, the biggest global educator on the topic of alcohol today is a vested interest body – namely the alcohol industry itself, which produces a vast amount of pro-alcohol biased information used for social conditioning.

This a great risk to the health and safety of the Australian population we believe. Witness the growing number of alcohol-related deaths, injuries and trauma, threatening the very fabric of our society with its ignorance about alcohol. The selection of material we have made from this Bridging The Gap Conference in a double issue of *The Globe Magazine*, Nos. 1 & 2, 2004.

We selected 14 pages in total, comprising 4 papers delivered at the conference and 2 additional articles taken from the same *GLOBE* issue titled respectively "Global Status – Alcohol Policy" and "Alcohol Advertising in New Zealand".

PART B. *Enclosed herewith.
(a supplementary submission)
to complement the above.*

*"The Beverage Alcohol Industry's
Social aspects organisations."
"A PUBLIC HEALTH WARNING."*

*A REQUEST. As PADD is working on the 15 Attachment 1
questions involving a vast amount of research. We therefore
request an extension of the FEB 6 2008 submission deadline.*

COMPILED BY DONALD CAMERON
STATE DIRECTOR FOR VICTORIA for
PEOPLE AGAINST DRINK DRIVING

yours sincerely,

DCameron

Encls. A. Submission from PADD

B. Source of Material – *The Globe Magazine*

Issues 1 & 2, 2004

* A NOTE FROM P.A.D.D. RE THESE SUBMISSIONS.

*Our selection of this preliminary material is designed
to show that because vested interests, both globally
& in Australia, are by far the biggest educators on
matters alcohol, how urgent and essential it is to
provide point of sale health warnings on beverage alcohol.
DC*



To the Chairman FSANZ.
SUBMISSION FSANZ. NO. A576

JAN 22, 2008

PADD SUBMISSION ON ALCOHOL ADVERTISING,
MARKETING AND SOCIAL CONDITIONING (BY VESTED INTERESTS)

yes { Young People "Young people have a right to grow up in a society where they are protected from pressures to drink and from the harm done by alcohol", declared the World Health Organisation, and all European Member States agreed in 2001.

Young people's attitude and drinking behaviour is shaped, to a large extent, by the society they live in. In Ireland, young people recognize the powerful influence of the drinking culture on their lives. Dail na nOg (National Children Parliament) recently criticised adults for creating and passing on to their generation the problems related to alcohol.

① Effective Alcohol Policy – a Review The research evidence is very clear on a number of key issues. Firstly, not all alcohol policy measures are equally effective. Secondly, policy measures that influence and change the physical, social and cultural environment around alcohol are more effective in preventing and reducing alcohol related harm, than measures targeted at the individual drinker. Thirdly, policies exclusively targeted at young people, while ignoring the wider adult population, are doomed to failure.

1c Regulating Alcohol Promotion Alcohol marketing is sophisticated in its methods, exceptionally well funded and powerful in its impact on young people including young adults, adolescents and those who have not yet tried alcohol²⁵. Alcohol marketing places alcohol as a defining feature of youth culture, linking alcohol with social and sexual success.

1d Alcohol marketing also undermines efforts to communicate health promotion messages to young people. While there is some evidence that bans on alcohol advertising decrease alcohol consumption²⁷, the other promotional activities, often using the largest part of the marketing budget, also need to be regulated²⁶. Such activities include sponsorship, product placement and special alcohol promotions, which especially appeal to young males, the groups mostly likely be high risk and heavy drinkers.

1e The health promotion literature has recognized for over two decades that information and education does not change complex health behaviours and that creating a supportive environment with healthy public policies is essential for sustained behaviour change^{32 33 34}. The alcohol research literature also concurs that education is not effective in reducing alcohol related harm, but can be useful in increasing understanding and in building life skills. Therefore, education should not be the lead policy measure, but rather an integral part of an overall strategy.

1f The mistaken over-reliance on education as the key solution to underage drinking has diverted attention and delayed more effective strategies being implemented. Media advertising, warning labels and information at point-of-sale outlets are also useful in creating awareness.

1g The use of warning labels on alcohol products in the USA increased awareness of the potential risks of alcohol use, among the target groups, in the areas specified on the labels-pregnancy, driving a car or operating machinery. Recall was also good for warning messages as in media advertisements, and on signs at point-of-sale^{35 36}. The value of media campaigns lie in creating greater awareness of alcohol issues and in providing a forum for public debate and support for policy changes.

1 h *Regulating alcohol promotion by restricting sport sponsorship, high-risk promotional activities and volume of alcohol advertising. yes ↓

1 a *Early intervention by screening and brief intervention across health and social welfare services.

*Creating greater awareness and support for effective alcohol policies across society. Providing education as a supporting strategy rather than a lead strategy and link it to drug education.

1 k ALCOHOL MARKETING PRACTICES

Sponsorship

The current high visibility sport sponsorships, in sports with the highest youth participation, (gaelic football, rugby and soccer), began in 1994 with the Guinness All Ireland Hurling Championship and symbolised a major social shift in a community rich in tradition and culture. The GAA sponsorship deal was followed by the Heineken Cup (rugby) and the Carlsberg League (soccer). Sponsorship deals of this type give in-depth exposure through event naming, product placement, sport commentary and discussions of the sporting event and embed the alcohol product into the daily lives of people. Alcohol sports sponsorship, linking alcohol, masculinity and sport, attracts young males, the groups mostly likely to be high risk and heavy drinkers. yes ✓

Alcohol products: The introduction of alcopops in 1995, with a strong sweet taste, disguising the taste of alcohol, attracted many young people into alcohol. The more recent new alcohol products with high alcohol content (shooter, shots) provide for a quick and easy 'fix' of alcohol for those who are interested in getting drunk fast. Drink combinations such as 'vodka and red bull' allow the drinker to consume large quantities of alcohol that the body otherwise could not normally tolerate, due to the stimulant affect of red bull. Alcohol promotions such as free alcohol, cheap alcohol and strong alcohol encourage high risk drinking which contributes to increased risk of alcohol related problems. ✓

Alcohol advertising: In Ireland, alcohol advertising is governed by voluntary codes or self-regulation. The codes of advertising all set down certain guidelines to protect young people. However, during the last decade alcohol advertising has increased in volume, as reflected in the advertising spend, from 25.8 million in 1996 to 43.2 million in 2002⁴³. The greatest increase happened in spirits advertisements between 1996 and 2000, coinciding with the introductions to the market of the new spirits based alcopops – television (+228 per cent), outdoors (136 per cent), cinema (+116 per cent), press (83 per cent) and radio (-62 per cent). ↓ yes ✓

Alcohol advertising also extended its scope by advertising alcopops products on television, despite the voluntary code that spirits drinks would not be advertised on television. During this time period a new commercial television station came into operation. A study was undertaken in 2000 asking young people how they perceived alcohol advertisements and whether the advertisements were in compliance with the code. The results suggested that alcohol advertisements did infringe the codes in a number of ways. These included linking of alcohol use with social or sexual success, depiction of immoderate drinking, use of characters that appear to be under ✓
L²

25 years implying that alcohol had therapeutic effects or improved physical performance, and alcohol advertisements targeted at young people⁴⁴. ✓

In 2003 the Drinks Industry Group established a Central Copy Clearance company to vet alcohol advertising prior to launch to ensure compliance with the voluntary code. However, despite the CCC role, alcohol advertisements continue to breach the code, illustrating the deficiencies of the self-regulation system⁴⁵. ✓ 1 m

Irish Policy Responses

Alcohol availability: In Ireland alcohol is easy to access, as there are at least 13000 outlets that sell alcohol. Since the 1980s, alcohol has become more available by increases in the number of exemptions (later opening) and in the number of outlets (restaurants and clubs, off-licenses). ✓

In response to calls for longer opening hours, from the retail drinks and tourist sectors, a Dail Select Committee examined the issue in 1996. Despite the scientific evidence showing the increased risks of increasing availability presented to the Committee, and outlined in the National Alcohol Policy⁴⁶, the Dail Committee decided to recommend greater availability through longer opening hours and more exemptions, which was enacted in the Intoxicating Liquor Act 2000. ✓

The longer opening hours, combined with no increases in alcohol taxes over a seven-year period and an annual economic growth rate of at least 10 per cent, was akin to throwing petrol on an already burning fire. ✓

The Minister of Justice, Equality and Law Reform, established the Commission on Liquor Licensing (CLL) in 2000 to consider reform of the licensing laws. Some of the CLL recommendations, if implemented will further increase availability such as more off-licenses, more on-premises bars (café bar model) and distance sales⁴⁸ and pose a threat of increased alcohol problems. ✓

Community Approach in the College Environment A framework for the development of a college alcohol policy was developed in 2000 with the Heads of Colleges and the Student Union, in response to a growing concern about alcohol promotion practices on campus and related problems⁴⁹. Five key areas were addressed, controlling marketing, promotions and sponsorship, limiting harm in the drinking environment, increasing ✓ 1 m yes

awareness and education, encouraging alternatives and choice and providing campus support services.

Information and Education *A three year alcohol awareness campaign (2001-2003) was implemented to raise awareness and create debate on alcohol issues and to highlight the necessity of a public health approach to reducing alcohol problems.*

Youth participation in matters that affect them is a key goal of the National Children's Strategy in Ireland.

The Gaf in Galway, set up by the Western Health Board as a social health project, provides a safe space (alcohol and drug free) for young people can go to meet and hang out with friends, listen or partake in music as well as access information (The Gaf evaluation 2003).

Strategic Task Force on Alcohol The Strategic Task Force on Alcohol (STFA), set up by the Minister of Health in 2002, was asked to bring forward specific measures to Government, based on sound scientific evidence, to prevent and reduce alcohol related harm in Ireland. The STFA first Interim Report⁴¹ recommended specific measures for action including an increase in alcohol taxes, the introduction of random breath testing, lower BAC, prohibition of service to drunk customers, restrictions on high risk sales promotions and reduced exposure of children to alcohol marketing.

The Minister for Transport is committed to the introduction of random breath testing in the near future. The Minister for Health and Children received government approval to proceed with legislation to reduce the exposure of children to alcohol marketing. The proposed legislation will restrict where alcohol advertisements can be placed, limit content, ban drinks industry sponsorship of youth leisure activities, and require a health warning on advertisements.

Challenges

Involvement of Young People All young people have a right to be heard and participate when policies, services and programmes are being developed to meet their needs.

Alcohol a global product, but no ordinary commodity The European Union was developed to provide for a single market where goods can be sold without unnecessary barriers to trade. However, alcohol is no ordinary commodity and its harmful properties result in a wide range of problems, there for the full suits of market rules do not and should not necessarily apply.

Alcohol Industry The alcohol industry exists to sell alcohol. Their aim, like all commercial businesses, is for a better bottom line not for better health for the citizens of Europe. Therefore it is inevitable that effective public health measures will continue to be opposed by the drinks industry if they impact on profits.

While the drinks industry says it is committed to reducing alcohol related harm, the continuing call by the industry for education as the lead strategy rings hollow given the research evidence, which shows that education is a supportive rather than a lead strategy. The Drinks Industry of Ireland rejected several of the recommendations in the STFA Interim Report (reduce overall consumption, increase taxes, lower BAC) despite the strong scientific evidence base for these recommendations⁵¹. One can only conclude that the alcohol industry is at best lukewarm on the public health approach.

Conclusion *We must ensure that the public understand and support the need for specific integrated actions., based on what works, in the interest of the common good of society. The reality is, that although alcohol in moderation is enjoyable, sociable and part of the most cultures, there also is an inherent risk with its use as it is a toxic substance and a drug.*

We do a disservice to our young people in not facing that reality, i.e. that alcohol is no ordinary commodity. We have to adjust our attitudes, behaviours and environments to reflect that sobering reality.

Vehicle Sanctions *There is a great tendency for drunken drivers to reoffend. They often ignore driving licence suspension and continue driving, confident the risk of detection is very low. One way of controlling this problem is to impound or forfeit the vehicle or confiscate the licence plates or to mark the licence plates in a conspicuous manner. Sweedler and Stewart (2000) claim high efficiency for all forms of vehicle sanctions even after the expiry of the measure.*

FINALLY *If we are successful in applying our tools and reduce the problem of alcohol on our roads, we are also giving public health a helping hand. Measures taken in the road traffic system will also create benefits for the whole public health sector.*

The world's leading researchers in the field of alcohol and public health list the ten options which stand out as "best practices" to avoid the harmful societal consequences of alcohol consumption. (Babor et al. 2003):
minimum legal alcohol purchasing age; government monopoly of retail sales, restrictions on hours or days of sale; outlet density restrictions; alcohol taxes; sobriety checkpoints; lowered BAC limits; administrative licence suspension or revocation; graduated licencing for new drivers; brief interventions for hazardous drinkers. *It is worth noting that five of the ten "best practices" are directly related to road traffic.*

I am afraid that before we will be able to make any significant progress in reducing the terrible toll that alcohol takes on our roads, it is necessary for us to be able to demonstrate to our politicians and to our decision makers how serious the problem is.

Therefore we must create an accident reporting system which reveals the true role of alcohol and of other drugs on our European roads.

5/10
best
practices
road
(traffic)
related

L4
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1 v
yes

yes
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1 x

THE 'LOI EVIN': A FRENCH EXCEPTION

BY Dr. Alain Rigaud President, Association Nationale de
Prevention en Alcoologies et Addictologie
and Dr. Michel Craplet Medical Advisor of ANPAA, AND
Chairman of Eurocare

A EUROPEAN-ORIENTED FRENCH LAW The alcohol policy law, the Loi Evin, was passed in France in 1991 in order to control the advertising of alcohol and tobacco. Whilst direct advertising of tobacco had already been forbidden in France 1974 (the Loi Veil), the tobacco articles of the Loi Evin address smoking in public places. Also as regards tobacco, control policy was further strengthened in 2003 through a sharp increase in taxation.

The severity of the law can be understood better in a European context. Formerly, French law on advertising discriminated against foreign products which led the Scotch whisky producers to take the French Government to the European Court of Justice: France was condemned and was asked to change the law in 1980. A first law was passed in 1985 but the government did not produce a satisfactory text until 1991.

During this ten year period, producers and advertisers flagrantly used this legal loophole to full advantage. This situation led the French Parliament to pass the Loi Evin. This series of events explains why - unlike most European countries - the advertising of alcohol in France does not depend on self-regulation or voluntary codes of practice depending on the goodwill of the producers; it is controlled by law and illegal advertisements can be brought before the courts. There are significant penalties for infringement.

Description Of The Law The articles relating to alcohol in the Loi Evin may be summarized as follows:

- A clear definition of alcoholic drinks is given
- All drinks over 1.2 per cent alcohol by volume are considered as alcoholic beverages
- Places and media where advertising is authorised are defined
- No advertising should be targeted at young people
- No advertising is allowed on television or in cinemas
- No sponsorship of cultural or sport events is permitted
- Advertising is permitted only in the press for adults, on billboards² on radio channels (under precise conditions), at special events or places such as wine fairs, wine museums
- When advertising is permitted, its content is controlled
- Messages and images should refer only to the qualities of the products such as degree, origin, composition, means of production, patterns of consumption

- *a health message must be included on each advertisement to the effect that "l'abus d'alcool est dangereux pour la sante"; Alcohol abuse is dangerous for health.* < ✓

Effects Of The Law On Advertising Since 1991 many advertisement^s infringing the law have been condemned by the French courts. Since 1991, more than twenty advertisements were brought to the courts by the French NGO ANPAA (Association Nationale de Prevention en Alcoolologie et Addictologie) and eighteen of the adjudications were in our favour. This success story alarmed the alcohol producers, the advertisers and media people. 2 a yes

As a consequence, since 1991, a real change in alcohol advertising is observable: the law has modified the language of advertising which has lost most of its seductive character. For example, it is no longer permissible to use images of drinkers or depict a drinking atmosphere: As a result the drinker has disappeared from the images which now highlight the product itself. 2 e

The law has been effective in correcting excesses in the form and the content of advertising messages and it is essential for the implementation of an overall and coherent preventative effort. Moreover, public health programmes should today address the topic of all psychoactive products in a global perspective. This is why we recently developed in France the concept of "addictologie". 2 f ✓

A Law Which Could Be Applied In Europe It is imperative that a European legislative framework covering the advertising of alcohol be enacted. This need has been recognised by many organisations for a long time. They have observed the way products and images of alcohol are transmitted across borders. The internationalisation of the styles, particularly those of the younger generation, have been deployed by the multinational drinks industry in the development of their marketing strategies. 2 g

This is why ANPAA and Eurocare are working together for a European control of advertising. We are not suggesting the Loi Evvin should be transposed directly into the wider European context, but we believe that this French experience should be taken into consideration.

Confronted by various national circumstances and the opening up of the European Union to new Member States, it is more appropriate to propose basic measures acceptable to all, the aim of which is to protect the younger generation. This is not to make young people scapegoats where many adults allow themselves to consume alcohol as they please, whilst at the same time denouncing the spread of alcohol amongst the younger generation. In fact these measures will be of help to the younger generations in their adult life. In order to limit the influence of advertising on the young, it is important to: 2 h yes

- Control forms of communications (advertising, public relations, sponsorship, patronage) using sporting and cultural international events. 2 i
- Forbid all advertisements for alcohol on television. L page 7

As far as national events and media limited to one country are concerned, we suggest giving Member States the freedom to regulate local advertising (billposting, radio, cinema, direct mail). In these fields, cultural characteristics play an important role, and prevention must take into account such cultural aspects in order to be acceptable and effective.

A Law That Cannot Be Ignored The Loi Evin has been constantly challenged but these attacks have not been successful. Many observers noticed the strength of the law: "The complaints lodged with Brussels by several alcohol producers against the Evin Law have not been taken up, up to now. The European Commission has, in fact, concluded the ban on the sponsorship of sporting events by alcoholic beverage producers should not be judged incompatible with Community law..... the European Commission has considered in this instance that the protection of consumers health should prevail over the freedom of the provision of services".

28
yes

In France, these attacks culminated in 2004 with several proposals for new legislation to withdraw wine from the law. This came after the adjudications of advertisements for Burgundy and Bordeaux wines, the "stars" of French agriculture and culture. In an unstable political situation, these proposals are a cause for concern. On the other hand, it is possible to be cheered by some good from the EU.

On the 11th March, 2004, the Advocate General of the European Union published his opinion⁷ in the two cases against the Loi Evin before the European Court of Justice. He asserted that French legislation achieves the objective protection of public health.

yes
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Moreover, the law made it impossible for the American brewer Anheuser Busch to sponsor the 1998 Football World Cup in France, in spite of heavy lobbying of the French government. It is important to note that a new sponsor was found in the Casio company. This example shows that sport does not die without alcohol sponsorship.

28
yes

Limits Of The Law It is regrettable that since 1991 some articles of the law have been changed: advertising is again permitted on billboards everywhere (and not only on places of production) and even in sports grounds, but the ban on television transmission restrains this advertising for major events.

28

It is true that some advertisements illustrating the patterns of consumption are still using a seductive atmosphere and still link alcohol with "beautiful people". Nevertheless the promoters of these advertisements are running quite high legal risks if the court interprets the law severely.

2 n

Of course, many marketing tools can still be used: mailing for middle-aged traditional drinkers or the Internet for the young looking for anything new and exciting. Even if official sponsorship is forbidden, alcoholic drinks are central to many social events such as harvesting, fairs, and, obviously enough, the launch of Beaujolais Nouveau and so on.

yes

Assessment Of The Law The effect of the Loi Evin on alcohol problems has not yet been assessed, and it is probably impossible to do so. The French situation makes this assessment even more difficult: the effect of the Loi Evin has been swamped by the general trend towards the reduced alcohol consumption in France. This is a powerful and long running diminution of the average consumption of 1 per cent per year making it decline dramatically from 30 to 13 litres of pure alcohol per capita per year between 1960 and 2004.

20

The Symbolic Effect These quantitative considerations have little importance compared to the qualitative and symbolic effect. Advertising is used to strengthen preconceived ideas about alcohol consumption. These ideas have not been forced on potential consumers, they are instead enshrined in our cultural background and advertisers only use pre-existing, conscious and unconscious images.

yes

2 f

Whereas the effect on health or masculinity is theoretically no longer used in the Western world -having been proscribed by most codes of practice - alcohol consumption is still very often associated by advertisers with personal, sexual, and social success. The restrictiveness of the Evin Law was the only way to change this basic, insinuating, seductive language.

2 q

Alcohol Control Policy Is Encouraging Freedom Despite their reputation, public health experts do not wish to regulate peoples' lives nor do they wish to treat them solely as consumers, unlike alcohol producers whose aim is to impose consumption levels and who are paradoxically the new "norms" givers.

yes

2 r

On the contrary, the philosophy of the associations promoting prevention is to give citizens back their freedom of choice regarding products, consumption patterns, and rituals and to prevent these patterns and rituals becoming bounds which limit freedom. In addition to technical arguments, some non-government organisations such as the French Association Nationale de Prevention en Alcologie et Addictologie and the European association Eurocare have adopted political and ethical positions, arguing that the EU can no longer content itself with economic objectives, but that it must become a social

yes

2 s

community where the collective interest has priority over particular economic interests. This collective interest is based on the fact that alcohol is not a product like any other: as a harmful product causing addiction, its use must be controlled by the public authorities.

2 q

GLOBAL STATUS REPORT: ALCOHOL POLICY

WHO publishes a new review of alcohol policies around the world. Here Dr. Linda Hill summarises its main conclusions.

World Health Organisation 2004

Alcohol has been identified by the World Health Organisation as the fifth largest risk factor for the global burden of injury and disease. It is the third largest risk factor in industrialized countries, in developing countries with low general mortality – mainly countries with growing prosperity – it is now the highest risk factor.

Alcohol policy is a response to alcohol-related harm in the interests of public health and social well-being. Government measures to control supply and demand, minimize harm and promote public health are important to achieve this, says the report.

WHO recognises that alcohol-related harm is not confined to small numbers of heavy drinkers or alcoholics, however. Even non-drinkers may be victims of alcohol-related aggression. The largest share of harm is associated with light and moderate drinkers, because they may occasionally drink hazardously and because their numbers are higher.

The Global Status Report: Alcohol Policy aims to raise international awareness about the need for alcohol policies.

The report builds on the Global Status Report on Alcohol, 1999, a global survey of consumption data on alcohol, and the Global Status Report: Young People & Alcohol, 1991, as part of WHO's Global Alcohol Database project.

WHO Questionnaire A four-page questionnaire was sent to WHO representatives or key contact people working in the alcohol field in each country. The choice of questions- on price and taxations, restrictions on availability, drink driving and advertising- was based partly on earlier data and partly on research about the effectiveness of different policies.

The report provides a first snapshot, as at May 2002, of alcohol policies in 118 countries with around 86 per cent of the world's population.

Findings The survey is intended as a starting point for developing a minimum set of essential policies.

Defining Alcohol In Law Defining alcoholic beverages in law provides the basis for other policies. Definitions in different countries range from 0.1 per cent to 12.0 per cent alcohol by volume, with around 1.2 per cent the most usual level.

However, in countries with restrictions, these were rarely enforced in 25 per cent and not enforced in 10 per cent. This leaves much room for improvement through governmental or local action, the report concluded.

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yes

yes (3) l

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yes

(3) c
yes

(3) d
yes

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yes

L10

L10

In 16 countries, a beer cost less than a cola. In most countries, 1-3 soft drinks could be bought for the price of a beer. Alcohol is sold cheaper in developing countries. Relative to national wealth, one beer in Europe costs the same as nine beers in Africa.

There is good evidence that higher taxes and higher prices can reduce alcohol related harm. It was noted that industrialised countries are not using alcohol tax to its full potential as a public health measure.

Controlling Alcohol Advertising And Sponsorship *Alcohol advertising portrays drinking as socially desirable, while ignoring risks to individuals and to public health. Advertising can potentially promote pro-alcohol attitudes, recruit new drinkers and increase consumption among current drinkers.*

3 f
yes

The report considers restrictions on alcohol advertising and sponsorship to be an appropriate part of a comprehensive alcohol policy.

(3) f
yes

Less than a third of countries that had laws restricting advertising considered that they were fully enforced. About 15 per cent of countries rely on industry agreements, which appear difficult to enforce effectively because of their ambiguous and voluntary nature.

(3) h
yes

Sponsorships are becoming increasingly important in alcohol marketing. Only a quarter of countries have laws controlling sponsorship of youth and sports event. Alcohol marketing on the internet is also on the increase, often targeting young people.

(3) f
yes

Alcohol Free Environments Restrictions on drinking alcohol in public settings has two aims: to ensure a safe public environment for leisure and sports, and to minimize injury and loss of productivity.

(3) f
yes

CONCLUSION The Global Status Report: Alcohol Policy emphasises that single policies are less likely to impact on drinking and alcohol related-harm than several policies working together. This is particularly important if all governments policies are not necessarily working in the same direction.

3 h
yes

2. ALCOHOL ADVERTISING IN NEW ZEALAND:

Time For Second Thoughts on Self-Regulation?

by Linda Hill, Alcohol & Public Health Research Unit,
Department of Public Health, Faculty of Med. & Health Sciences,
In September 2003 New Zealand's Advertising Standards Authority (ASA), an industry body representing advertisers and broadcasters, extended alcohol advertising on television by half an hour. Auckland NZ

The start time changed from 9 pm to 8.30. This was opposed by the Alcohol Advisory Council (ALAC), who wanted the time pulled back to 10.30, and by the Ministry of Health who recommended the discontinuation of all alcohol advertising on radio and television.

'Minimising the exposure of young people to alcohol marketing messages' is one of the Objectives of the National Alcohol Strategy adopted by this government in 2001. Between 8.30 and 9 pm, 26 per cent of 12-17 year olds are watching television. This drops to around 10 per cent by 11 pm. Few alcohol ads are scheduled after 11 pm, so bringing the start time forward extending exposure time by 20 per cent.

Why wasn't this stopped? Because in 1993, the year after the 9 pm restriction was set, responsibility for standards in advertisements (rather than programming) was passed to industry self-regulation under voluntary codes. In 2003 the ASA asserted its right to self-regulation by declining to meet

concerned Ministers prior to release of its revised Code on Liquor Advertising with the new start time.

The government has no current powers to intervene on this issue - although it has the power to create some. At the time, there was other legislation before Parliament prohibiting smoking in bars and restaurants, to industry cries of "nanny state".

Liberalisation Of Broadcasting And Alcohol Advertising New Zealand has had laws about the sale of alcohol since 1842 but the marketing of alcohol is a modern phenomenon that has received less policy attention. For historical reasons related to donations to political parties, alcohol legislation is decided by the individual 'conscience' votes of MPs. This means the health policies of political parties do not include alcohol issues.

In 1981 advertising for bottle stores was permitted on radio and television and from 1987 alcohol companies could broadcast corporate and sports sponsorship ads. Young teenagers thought this simply promoted alcohol.

Sender Donald Cameron
for P.A.D.D.
(State Director vic.) L12

4 A
SOURCE GLOBE
+ to & C
MAGAZINE

4 cl

yes

4 E

yes