



The Impact of Alcohol Marketing on our Youth

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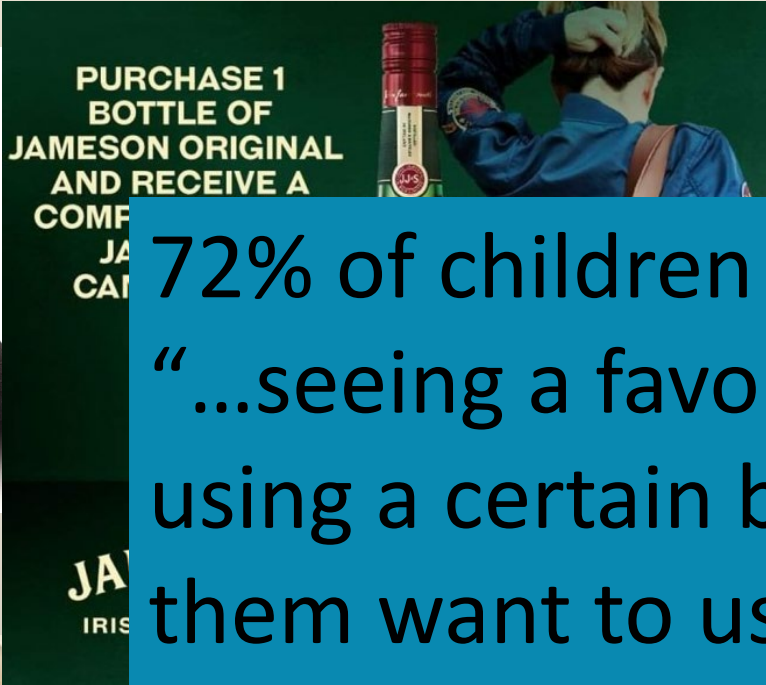
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Alcohol industry marketing spend

- AB Inbev is the 13th largest marketer in the world, spending \$4.7 billion globally in 2020
- Alcohol marketing spend is increasingly going “below the line,” including social media:
 - AB Inbev spent \$595 million on traditional measured media in 2017, \$947 million on “other marketing,” including digital and social media
 - Molson Coors spent \$429 million on traditional media in 2017, \$456 million on “other marketing”

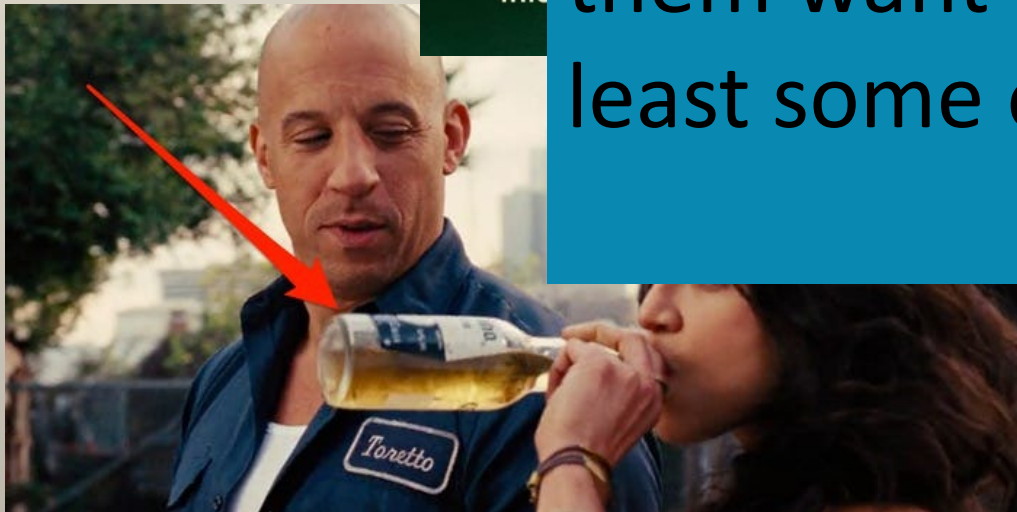


Marketing is more than just pictures



72% of children reported that
“...seeing a favorite character
using a certain brand makes
them want to use that brand at
least some of the time.”

—Kennedy 2004



Alcohol advertising and youth

- **Initial published review (2009) summarizes 13 longitudinal studies**
 - Followed groups of young people over time, monitoring alcohol marketing exposure and drinking behavior
 - Find increased exposure to alcohol advertising and marketing is associated with drinking initiation and increased consumption and greater risk of problems, even after controlling for wide range of other variables



More recent research findings

- **Jernigan et al. systematic review 2017:**
 - 12 longitudinal studies published since 2008
 - 9 unique cohorts containing 35,129 participants not previously reported on
 - Cohorts from Europe, Asia and North America
 - Range in duration from 9 months to 8 years
 - All found significant associations between levels of exposure to alcohol marketing and subsequent levels of drinking among youth



Youth alcohol consumption by brand

- 2011 on-line survey of 1,031 young people ages 13-20
- Refuted common myths:
 - Kids drinking the same brands as adults - FALSE
 - Kids drink the cheapest brands - FALSE
 - Kids drink the brands that are easiest for them to obtain – FALSE
- Associated brand and type of alcohol with consequences
 - Kids who drink eight specific brands more likely to experience fights and injuries
 - Kids who drink supersized alcopops exclusively six times more likely to suffer injuries
- Found significant effects from exposure:
 - Kids with self-reported exposure to a brand three times more likely to drink that brand
 - Alcohol brands popular among underage drinkers more likely than other brands to advertise in magazines with high underage readerships, resulting in the disproportionate exposure of underage youth



Industry self-regulation: Marketing should not appeal to youth?

Smirnoff Ice
January 24 ❄️

Blend in by standing out ;)



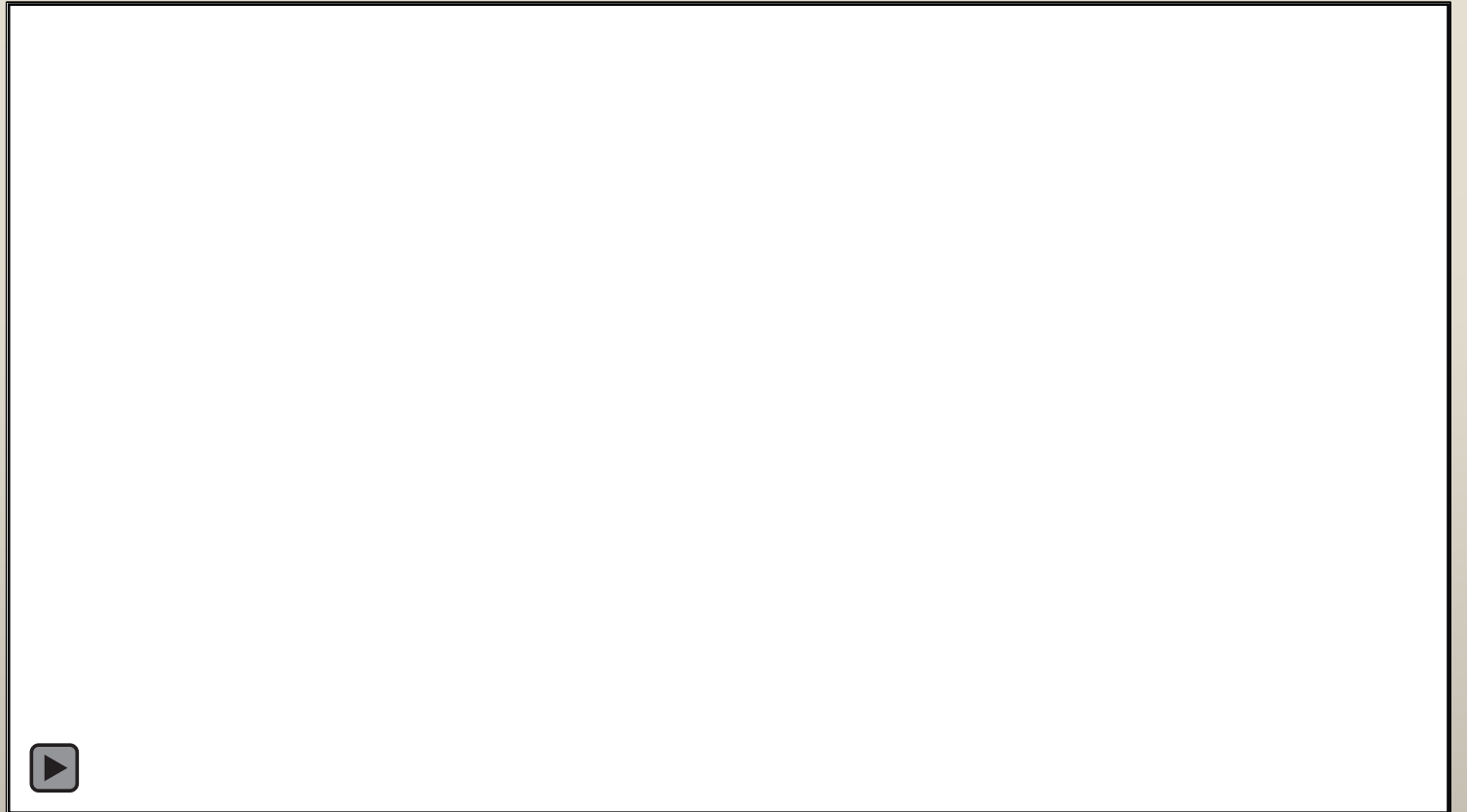
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792 12 105

- DISCUS code: The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.

Industry self-regulation: Use during risky activities?

- Beer advertising and marketing materials should not portray beer drinking before or during activities, which for safety reasons, require a high degree of alertness or coordination.



Effectiveness of industry self-regulation



- Review of over 100 articles from multiple countries
- Of the 19 studies evaluating marketing codes and 25 content analysis studies, all detected potentially harmful content
- 57 studies found high levels of youth exposure to alcohol advertising
- The current self-regulatory systems that govern alcohol marketing practices are not meeting their intended goal of protecting vulnerable populations

Alcohol marketing: The case for causality

- “Bradford Hill” criteria for assessing causal relationships between environment and disease:
 - ✓ Strength of the association
 - ✓ Dose-response relationship
 - ✓ Temporal association (does the cause precede the effect?)
 - ✓ Consistency (across locations, populations, circumstances)
 - ✓ Specificity (one type of exposure leads to one specific outcome)
 - ✓ Plausibility (biological or psychological)
 - ✓ Experimental evidence
 - ✓ Coherence (is there evidence youth drinking goes up without exposure or goes down without it?)
 - ✓ Analogy (similar to findings on tobacco marketing?)



Traditional business practices not practical for alcohol

A typical business plan includes:

- Efforts to retain and increase customers who are frequent buyers
- Discounts and promotions to gain new frequent buyers
- **Advertising to young people to build a future customer base**



For alcohol this means:

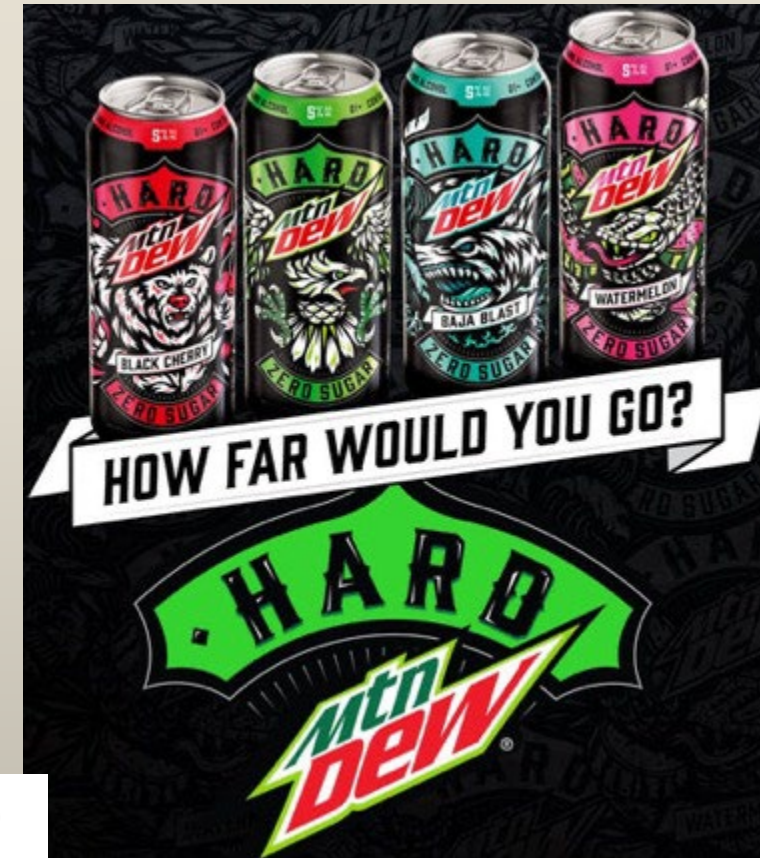
- Marketing to heavy drinkers
- Use of volume discounts to encourage greater use
- **Marketing to underage youth to encourage present and future alcohol use**



Let's put alcohol in everything...

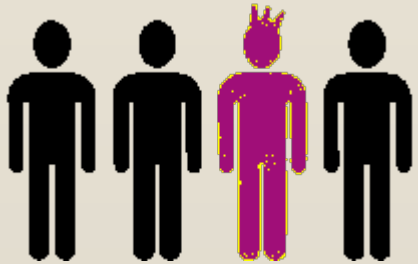


Dunkin' is releasing boozy versions of their iced coffees and teas



SunnyD Vodka Seltzer and other alcohol that looks like juice is everywhere. Some states are cracking down to avoid confusing shoppers.

Industry messaging: shared values



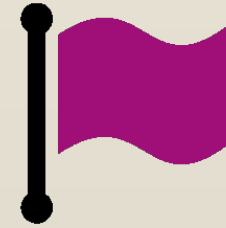
Individualism



Freedom



Education



Patriotism



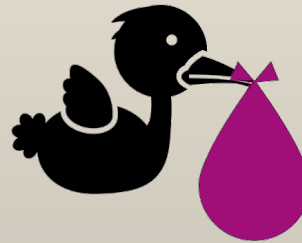
Motherhood
(Family)



Fairness



Generosity



Protection of Children
(and the Underdog)



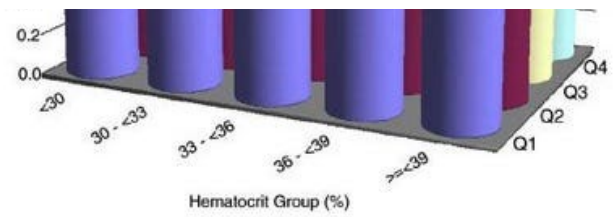
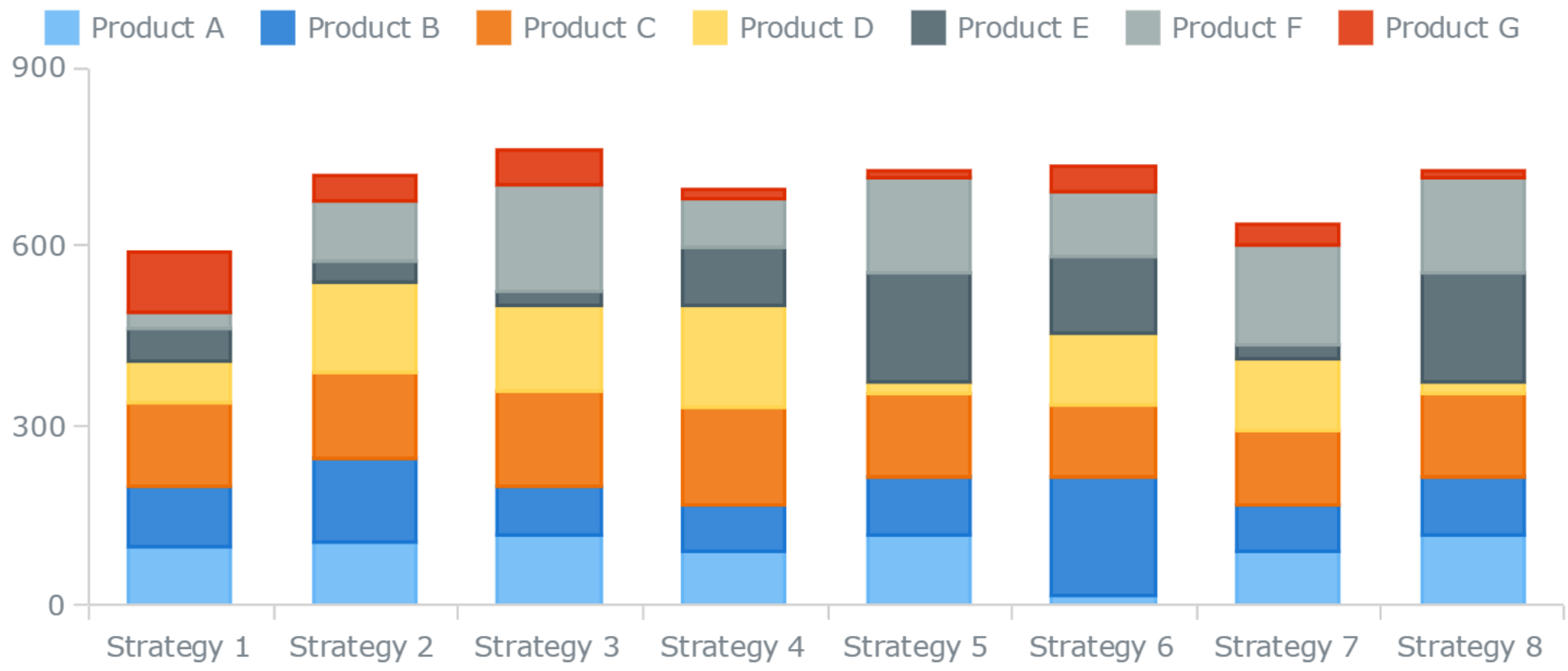
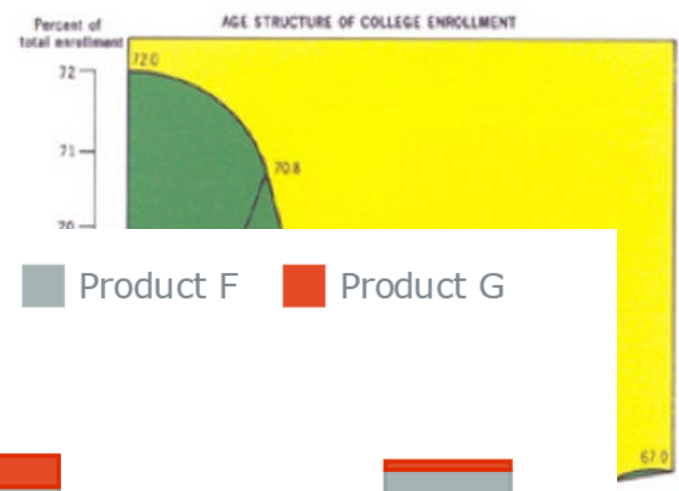
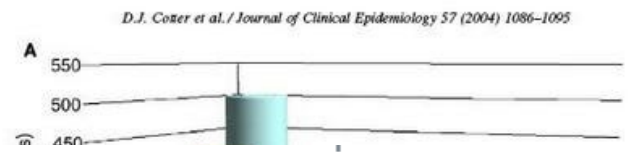
Empowerment



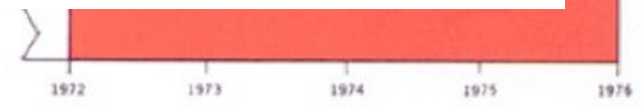
Sportsmanship

Others: opportunity, free enterprise, competition, human rights, self-determination, independence, self-reliance, trust, responsibility, leadership

Public health me



there is a trend within each of (<30%) hematocrit range toward higher epoetin dose increase range decreases. For the reference group, the specific hematocrit range



What we can do

- Show up!
- CDC Community Guides
- WHO “Best Buys”
- Refocus on the overall environment
- Reframe the issue on shared values
 - Protecting youth and communities
- Promote equity
- Health in All Policies approach
- Bring data to the conversation
- Solidify your partnerships
- Use the media
- Labels and warnings

Reduce harmful use of alcohol

Best buy interventions

✓ **Regulate alcohol distribution**

✓ **Restrict or ban advertising**

✓ **Increase prices**

More key interventions



Prevent and treat alcohol use disorders



Raise awareness of alcohol-attributable health burden



Support community action to prevent and reduce the harmful use of alcohol



Provide consumer information on alcohol containers



Regulate informally produced alcohol



Implement drink-driving policies



Develop surveillance systems for alcohol consumption, health consequences and policy



10% reduction in the harmful use of alcohol by 2025

Alcohol and health



STRATEGIES TO PREVENT EXCESSIVE ALCOHOL USE & RELATED HARMS



Enact Dram Shop Liability

Holding alcohol retailers accountable for injuries or harms caused by underage or intoxicated customers who were served alcohol.



Enforcement Laws Prohibiting Sales to minors

Increasing the frequency of retailer compliance checks for laws against the sale of alcohol to minors.



Limiting Alcohol Outlet Density

Applying state, county, city, or local governmental control to reduce or limit the number of places that can legally sell alcohol within a given area.



Limit Days of Sale

Prevents excessive alcohol consumption and related harms by regulating access to alcohol, typically by targeting weekend days.



Prevent Privatization of Government Control

No further privatization of government controlled alcohol retail sales. Privatization results in increased per capita alcohol consumption, a well-established proxy for excessive consumption.



Increasing Alcohol Taxes

Increasing the price of alcohol by raising beverage-specific taxes at the state and federal level have proven effective in reducing consumption.



Limit Hours of Sale

Prevents excessive alcohol consumption and related harms by regulating the hours that alcohol can be sold.

Alcohol advertising and youth—impact

- Youth exposure to alcohol advertising has been associated with expectancies that drinking will lead to happiness and social acceptance
- Longitudinal studies have found positive associations between youth exposure to alcohol advertisements and drinking initiation, frequency of drinking, and amount of alcohol consumed.
- Alcohol brands using more youth appealing content more likely to be consumed by youth than adults



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