

Red flags on pink drinks

Alcohol products marketed to prevent cancer

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Thank you to my co-author:

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No conflicts of interest to disclose

Breast cancer: common & costly

- Globally, the breast is the most common cancer site diagnosed, and the most common cause of cancer death worldwide.
- 2015 projections for the United States
 - 231,840 new BC cases (incidence 124.8 per 100,000)
 - 40,290 estimated BC deaths (21.9 per 100,000)
 - Direct care costs estimated at \$18.5 billion
- 2015 projections for Canada
 - 25,000 new BC cases (incidence 100 per 100,000)
 - 5,000 estimated BC deaths (18 per 100,000)
- Alcohol is a leading risk factor for breast cancer in females.

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Alcohol & breast cancer

- 8% of global breast cancer disease burden is alcohol-attributable.
- The research is clear and extensive:
 - More than 100 studies show alcohol is a causal contributor to female breast cancer
 - Risk starts increasing at as low as one drink per day.
 - International Agency of Research on Cancer classified alcohol as a carcinogen (Group 1, Cancerous to Humans) for multiple cancers in 1988, and added breast cancer in 2007.
- From a recent study in the US:
 - The majority (56-66%) of alcohol-attributable female cancer deaths were from breast cancer
 - 15% of breast cancer deaths among women were attributable to alcohol

Stewart, Wild. World Cancer Report 2014. International Agency for Research on Cancer, 2014.

World Health Organization. Global status report on alcohol and health. Geneva: World Health Organization; 2014.

Bagnardi, Rota, Botteri, et al. Br J Cancer 2015.

Nelson, Jarman, Rehm, et al. Am J Public Health 2013.

good on so many levels



recent comments

“ I went to pick up some of the Mike's Hard Berry, was I was told it was temporarily replaced for Pink Lemonade, due to Breast Cancer Awareness. I bought it to try. It was really good! I noticed the proceeds were also going to Breast Cancer Awareness Research, so I went out and bought a whole case. ”

“ Even after the Breast cancer awarness is over for your pink lemonade You guys should really really keep making the stuff!!!! It is really good!!!!!! My husband and I have enjoyed it over a good game of pool or just sitting at the kitchen table and visiting. ”

Lisa

“ Thanx for your product!! I want to say thank you for the pink. Not only does it taste FABULOUS, but what a GREAT way to help breast cancer

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a project of



Pinkwashing

Companies using the breast cancer awareness pink ribbon, or the support of breast cancer charities, as a cause marketing technique to promote specific products, while at the same time manufacturing/selling products that contain ingredients that are linked to the disease.

Methodology

- Reviewed various types of promotional materials:
 - official product websites, press releases, and posts to social media platforms (e.g. Facebook, Twitter, Pinterest)
 - news stories and blog posts from alcohol industry, breast cancer charities, and social media users
- Analyzed using criteria based on Breast Cancer Action questions
 - Names of the breast cancer charities that would receive funding
 - Total amount donated to the designated organization
 - Breast cancer charity activities funded with the donation
 - Caps or limits set for amount of donation to the charity, along with timelines for donations
 - Whether the product exposes the user to carcinogens linked to breast cancer



Pinkwashed drinks

Flavored malt beverages

- Mike's Hard Pink Lemonade (Mark Anthony Group)

Beer

- PYNK Ale (Yards Brewing)
- Althea (Weyerbacher Brewing)
- Saison de Rose (Free Will Brewing)

Spirits

- Chambord vodka (Brown-Forman)
- Support Her vodka (Cottage Grove/Side Pocket Distillery)

Wine

- RELAX Pink (Schmitt Sohne)
- Happy Bitch
- ONEHOPE
- Global Journey (Mount Vernon)
- Cleavage Creek
- Chateau St. Jean (Treasury Wine Estates)
- Beringer (Treasury), Barefoot (Gallo), Sutter Home & Ménage a Trois (Trinchero), Korbel (Brown-Forman)

Drink PYNK with Yards Brewery

BY **ELLA TORRES** | JULY 25, 2014 AT 9:30 AM

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Common features

- Few:
 - specific breast cancer charities named to receive funding
 - total dollar amounts listed to be donated
 - specific breast cancer-related activities to be funded
 - designated caps or limits for a total donation
- A certain donation amount promised per item purchased or user activity completed
- Stories dedicated products to BC survivors who family or friends of the company
- Celebrity BC survivors promoted engagement w/sweepstakes or contests
- Sponsorship of charity fundraisers
- User engagement on social media as primary campaign
- Sexually-oriented images and phrases

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PA Breast Cancer Coalition

October 2, 2013 · 🌐



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Contradictions & Dangers

- Of the specific donation amounts listed, most were less than \$25,000
 - To compare: the U.S. National Cancer Institute funded \$559.2 million in breast cancer research in FY2013
- Extends the potential to increase sales of a carcinogen and enhances marketing opportunities by linking alcohol brand to charity networks, volunteers, and adherents
- Extends marketing reach of pinkwashed alcohol to young women, many of whom may already drink at risky levels
- Devalues prevention messages about drinking and cancer risk by linking the volume purchased (likely consumed) with donation amount
- Undermines efforts by charities that do not engage in corporate relationships with the alcohol industry.



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Future research directions

- Alcohol cause marketing with other types of cancer
- Confirm if BC charities receive donations promised in campaigns
- Alcohol sponsorship of BC/other cancer fundraising events
- BC fundraising activities that are drinking events
- Breast cancer charity policies re: acceptance of, agreements with alcohol industry
- Total amounts spent by alcohol industry on pinkwashing and net profit from those campaigns
- Comparison of costs of alcohol-related breast cancer to profits gained from pinkwashed alcohol
- Other alcohol industry cause marketing using types of alcohol-related harm: HIV/AIDS, LGBT equality, returning military veterans, disaster response...

Recommendations

Alcohol producers, wholesalers, retailers, and marketers/advertisers

- Refrain from producing and selling pinkwashed products and campaigns.
- Include restrictions on pink ribbon campaigns in voluntary industry advertising guidelines.

Local, state, and federal regulators

- Refrain from supporting and partnering with the alcohol industry on breast cancer campaigns.
- Where applicable, restrict pinkwashed products and campaigns.

Recommendations

Breast cancer research, treatment, and/or prevention charity leaders

- Refuse marketing and sponsorship arrangements that promote alcohol products and/or consumption.
- Adopt clear policies regarding how, if at all, the charity will engage with the alcohol industry.
- Join with public health and policy advocates to clearly separate alcohol marketing from cancer.

ALCOHOL & CANCER

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3003.0 Alcohol and cancer: risks, advocacy, and cooptation

Monday, November 2, 2015: 8:30 AM - 10:00 AM

Mart S & Giesbrecht N. Red flags on pinkwashed drinks: contradictions and dangers in marketing alcohol to prevent cancer. Vested Interests Series. *Addiction* October 2015; 110: 1541-1548.

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