

# **Make Your Mark on Big Alcohol's Advertising Tactics**

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**Sarah Mart, MS, MPH**  
**Research & Policy Manager**  
**Marin Institute**

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# Marin Institute Strategies

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

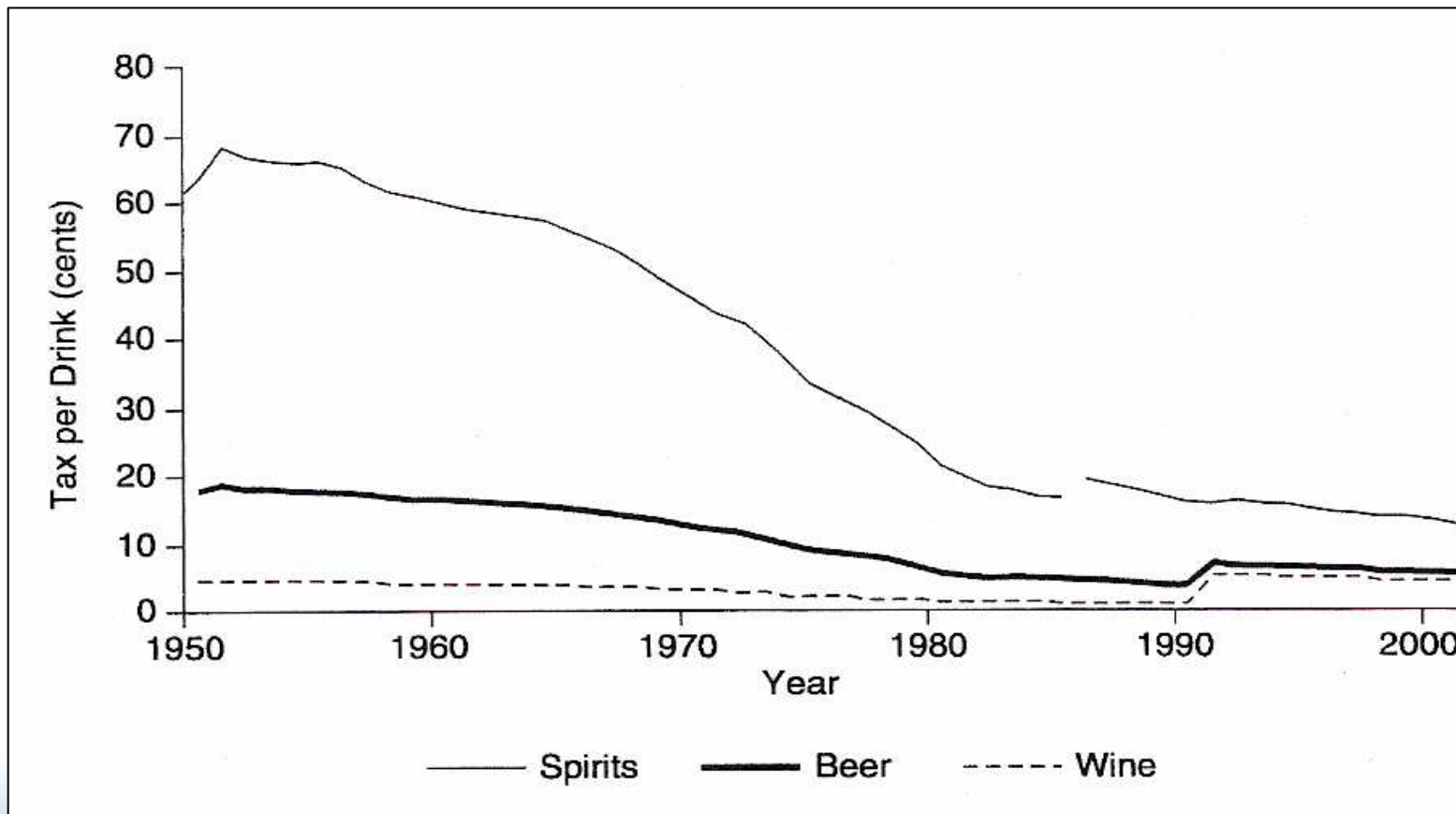


# Big Alcohol's Tactics

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- ❑ Consolidate into transnational firms
- ❑ Market: Get kids hooked
- ❑ Lobby: undermine effective prevention
- ❑ Public Relations: Blame parents (schools, servers, cops)
- ❑ Public Relations: Fund ineffective prevention

# Federal Alcohol Taxes, 1950-2002



# Big Alcohol Claims

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- ❑ Ads are for adults, youth are not affected
- ❑ Education is the best solution to underage drinking
- ❑ Self-regulation is effective and essential
- ❑ First Amendment bars advertising restrictions

# The Realities...

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- ❑ Alcohol advertising affects youth drinking
- ❑ Education is one of the least effective strategies to reduce underage drinking
- ❑ External regulation is necessary
- ❑ The First Amendment does not bar advertising restrictions

# Realities of Youth Exposure

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Greater exposure to alcohol advertising contributes to:

- ❑ Earlier initiation of drinking for youth who have not started yet
- ❑ Higher drinking levels among underage youth who drink
- ❑ Positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

Anderson P, et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies.



# Realities of Alcohol Education

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- Neither parents nor schools alone can match Big Alcohol's expertise in targeting youth
- School-based education has no sustained positive effect on behavior (Anderson et al, 2009)
- Parenting programs have produced mixed results in reducing alcohol use (Petrie et al, 2007)
- Industry-funded educational programs tend to increase positive views about alcohol and the alcohol industry (Fisher et al, 2001 and Smith et al, 2006)



# Realities of Industry Self-Regulation



Recent Headline:

## 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)

# Realities of Industry Self-Regulation

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

Marin Institute (2008)

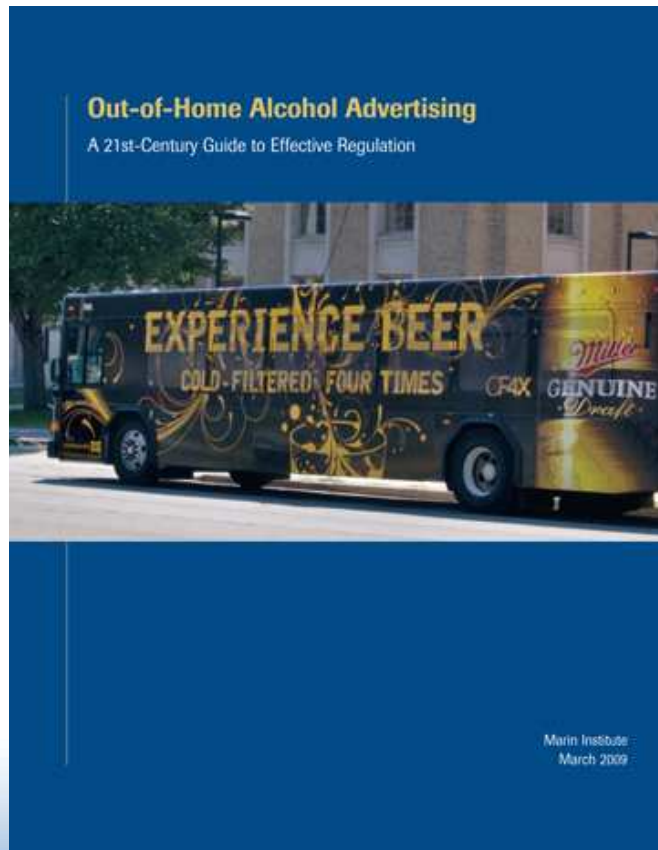
### Barriers to effective self-regulation include:

- lack of public awareness
- lack of an independent review
- subjective nature of guidelines
- lack of penalties and enforcement power



# Realities of the First Amendment

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

# Realities of the First Amendment

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Supreme Court test for regulating advertising:

- Unlawful or misleading?
- Substantial interest?
- Directly advance?
- Narrowly tailored?

# Alcohol Promotion on Facebook

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- ❑ 300 million users in 2009
- ❑ 1/3 of users are under age 21
- ❑ Began accepting paid alcohol ads in 2008
- ❑ Main functions of Facebook:
  - Advertisements
  - Pages
  - Applications
  - Events
  - Groups

# Alcohol Promotion on Facebook

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- ❑ Paid ads: 1 in 8 were alcohol-related
- ❑ Pages
  - ❑ 93 for beer brands, 334 for spirits
  - ❑ 6 out of 12 (50%) of Pages were accessible to the under-21 user
- ❑ Applications
  - ❑ More than 500 Apps for general alcohol terms
  - ❑ 4 out of 6 (67%) were accessible to the under-21 user
- ❑ Events
  - ❑ More than 2200 Events for top 5 beer and top 5 spirits
- ❑ Groups
  - ❑ More than 58,000 Groups for “alcohol”
  - ❑ 342 Groups for “binge drinkers”

# Facebook Recommendations

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- ❑ Stop accepting paid alcohol advertisements
- ❑ Stop allowing alcohol-related Pages, Applications, Events, and Groups;
- ❑ Monitor and enforce alcohol content regulations.

Mart S, Mergendoller J, Simon M. (2009). Alcohol promotion on Facebook. Journal of Global Drug Policy & Practice. <http://www.globaldrugpolicy.org/3/3/1.php>



# Out of Home Alcohol Advertising

Billboards



Alternative



# Out of Home Alcohol Advertising



Transit



Street Furniture

# 2008 Top Out of Home Advertisers

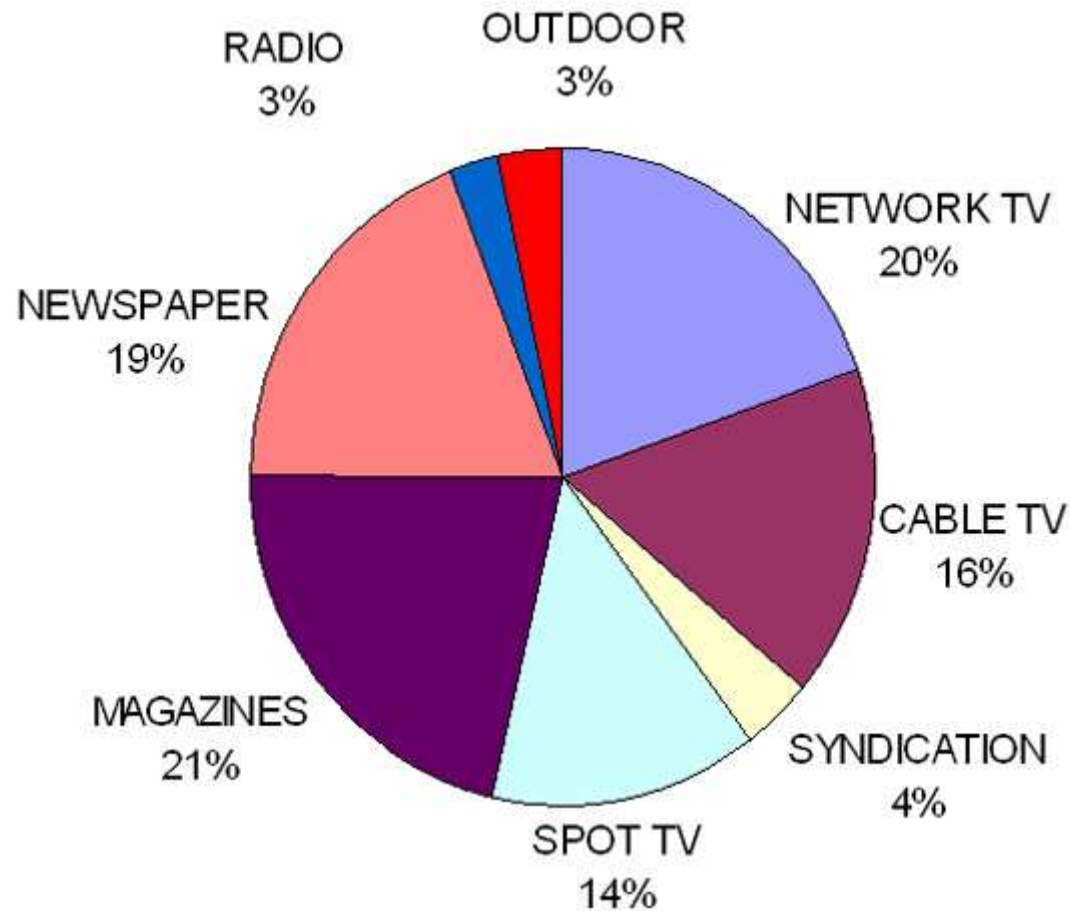
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1. VERIZON
2. MCDONALDS RESTAURANT
3. AT&T
4. SPRINT
5. STATE FARM
6. APPLE
7. GEICO
8. **COORS**
9. **ANHEUSER-BUSCH**
10. WARNER BROS PICTURES
11. COCA-COLA
12. PARAMOUNT PICTURES
13. HSBC BANK
14. CHARLES SCHWAB
15. **HEINEKEN**
16. COMCAST
17. **MILLER**
18. CRACKER BARREL RESTAURANT
19. WALT DISNEY PICTURES
20. UNIVERSAL PICTURES

(2008 Megabrands Report)



# 2008 Advertising Market Share



(TNS Media Intelligence)



# The San Francisco Experience...



Miller Ad near Sutro Elementary School



Bailey's Ad near Avila Elementary School

# Considerations for Drafting

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- Technology-neutral language
- Public or private ownership of the ad space
- Include findings (evidence of the problem, scientific basis for the restriction)
- Purpose of the restriction
- Sufficient evidence the proposed restriction will be effective
- Narrowly tailored
- Restrict alcohol ads or all ads?
- Enforcement, penalties
- Make friends w/ your jurisdiction's legal counsel

**Are there currently regulations  
restricting OOH alcohol ads?**

**Yes:**  
Assess compliance/enforcement

**Compare results to regulations**

**No:**  
Assess current extent of OOH  
alcohol ad problem  
in your community

**Draft proposed restrictions**  
using survey results, MI Guide,  
other resources, and attorney review

**Organize  
Advocate  
Regulate**

# Take Action, Join Us

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[www.MarinInstitute.org](http://www.MarinInstitute.org)

Sarah Mart, MS, MPH  
Research & Policy Manager

[sarahm@MarinInstitute.org](mailto:sarahm@MarinInstitute.org)

415/257.2487 (direct)

***Charge for Harm!***  
**ChargeForHarm.org**

