

Industry Views on Beverage Alcohol Advertising and Marketing, with Special Reference to Young People

Prepared for the World Health Organization by the
International Center for Alcohol Policies on behalf of its sponsors

This paper has been prepared at the request of the World Health Organization as background for a meeting to be held in Valencia, Spain, to review alcohol marketing and advertising relevant to young people at the global level.

It summarizes the ethical position of leading members of the industry – expressed through commitments made by ICAP sponsors – never to target those under the legal drinking age and to promote only responsible drinking patterns.

Noting that the majority of alcohol consumed worldwide is not advertised, the paper argues that there is insufficient evidence to support an association between advertising and levels or patterns of drinking, either among adults or young people. Other factors – especially parental and peer influences – appear more powerful.

Industry efforts towards effective self-regulation are summarized, as are some examples of industry-sponsored social responsibility programs. Acknowledging that there is still room for improvement, ICAP's sponsors believe that industry leaders are making significant efforts to take a responsible approach towards advertising and marketing and are open to suggestions on how to improve.

The paper concludes with proposals for three specific areas in which ICAP could work more closely with WHO in order to combat alcohol problems among young people.

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Introduction

1. Both leading beverage alcohol producers and WHO recognize that alcohol abuse and alcohol dependence are significant public health problems. Although differences certainly exist in views about the relative importance of the health benefits of moderate drinking or the definitions of what might be called harmful drinking, there is agreement that irresponsible and excessive alcohol consumption can lead to adverse health and social consequences, both in the short and long term. A key area of common concern relates to alcohol consumption by young people, which has been perceived in developed and developing countries as an important problem.
2. There are two distinct aspects of this problem. The first relates to the consumption of beverage alcohol by those under the minimum legal drinking age, however that is defined in any particular country. The other is a pattern of drinking by some young people, whether or not below the legal minimum drinking age, that is characterized by occasional or periodic episodes of excessive drinking and that places young people at increased risk of health and social problems, especially in relation to accidents and injuries. Both aspects of the problem are acknowledged by the industry.
3. It has been suggested that advertising and marketing contribute to this problem. This paper describes the ethical position of industry in the context of an analysis of the place of alcohol in culture and society, the role of brand marketing and competition, and the current state of knowledge on the effects of alcohol advertising. It goes on to describe existing efforts by industry members and organizations to regulate alcohol advertising and to promote social responsibility. It closes by suggesting opportunities for further dialogue designed to stimulate real and effective policies.
4. The paper has been drafted by the International Center for Alcohol Policies (ICAP), based on reviews of the scientific literature, compilations of regulatory provisions and third party reviews of such provisions, and the experience and views of the eleven international drinks companies that sponsor its activities. A list of those companies can be found as Annex 1. The paper does not pretend to represent the views of the entire industry. Rather, it expresses the intent to open dialogue on this important public health issue and to establish the credibility of its authors in serving as legitimate and useful partners in continuing that dialogue in the future.

Ethical position of ICAP sponsors

5. It is the view of all ICAP sponsors that beverage alcohol should not be marketed towards those under the legal drinking age in any country. In the case of a country where no minimum age for consumption or purchase exists, beverage alcohol should not be marketed to those under the age of majority, as defined in that country. In support of this view, ICAP sponsors all endorse self-regulation through voluntary codes of good practice, including in some instances the creation of independent bodies charged with the responsibility to monitor advertising and marketing practices. ICAP sponsors consider themselves bound to comply with the decisions of such independent bodies and support strengthening sanctions against any companies which contravene agreed codes of practice.
6. Compliance with existing codes, or efforts to establish such codes where they do not already exist, remains only a first step in defining the ethical position of the industry. A broader issue, of which the codes are simply a regulatory expression, is the responsibility of the industry to promote only positive drinking patterns.

7. This issue is especially important when considering the drinking behavior of young people, whether above or below the minimum drinking age. Although advertising and marketing efforts may not be specifically targeted at youth, some advertising is still going to be seen by young people. Care is taken in the placement of advertisements to avoid media that would be particularly appealing to young people. Equally, the content of advertising and marketing should portray only positive drinking patterns and promote only responsible drinking practices. This goal can be achieved both by allowing only responsible brand advertising as well as through campaigns specifically designed to promote responsible consumption. Some examples of both approaches are included as Annex 2.

8. For young people, the greatest risks associated with alcohol consumption relate to its acute effects. It is clear from the data included in the Global Burden of Disease (Murray and Lopez 1996) that accidents and injuries are especially significant for this age group, in terms of both mortality and morbidity. It is equally clear that alcohol is a contributory factor in a number of these accidents and injuries, often in association with other factors, including the propensity of this age group to choose to engage in risky behavior. In considering advertising and marketing - even if it is not directed at young people - it is therefore especially important to avoid anything that might promote over-consumption, drunkenness or intoxication.

9. ICAP sponsors feel a social responsibility to participate in efforts to reduce adverse health and social consequences associated with the excessive or inappropriate use of their products. People who choose to consume beverage alcohol generally do so because they expect to derive pleasure from the experience. The pleasure is associated both with the product and with the circumstances in which it is consumed. On the other hand, alcohol clearly carries the potential for abuse and, as a consequence, for at least some people some of the time, alcohol consumption can lead to serious health and social problems. Defining an ethical position for the industry and its members must also, therefore, acknowledge these adverse consequences.

10. Thus, although the pleasure of the drinking experience remains a dominant theme in much advertising, and despite the fact that young people cannot but be aware of the cumulative impression of such advertising, ICAP sponsors seek to create advertising campaigns which focus on attributes of the brand rather than encouraging excessive consumption or dangerous occasions for drinking. Responsible drinking occasions remain a legitimate, although certainly not essential, component of a balanced lifestyle and are compatible with work that WHO has done on quality of life (Orley 1999).

11. It is well known that many different influences help shape young people's drinking attitudes and behavior (Houghton and Roche 2001) and that advertising is only one of these. Nevertheless, ICAP sponsors take the view that their advertising should meet the highest standards, so that the influence it has, however slight, should be towards encouraging legal and responsible drinking practices, under all circumstances.

12. In summary, the ethical position of ICAP sponsors, as expressed through their commitment to these issues and demonstrated by their behavior, is that alcohol advertising and promotions should never target those under the legal drinking age. Beyond that, all alcohol advertising and promotion should be of a nature, which should not influence young people towards illegal, reckless or inappropriate consumption.

Alcohol advertising

13. Advertising does not exist in isolation, but is closely interwoven with the culture and traditions of the society in which it appears. Even advertisements for the same brand may differ considerably from country to country.

Alcohol in culture and society

14. Alcohol beverages are an integral part of the fabric of adult society in most countries. Moderate and responsible drinking is considered to be part of normal and balanced life in most societies and patterns of drinking are largely culturally determined. The decision to drink by both adults and young people is motivated by a variety of factors – enjoyment, lifestyle, rites of passage, parental influence, and, not least, cultural acceptability of drinking. In many countries, drinking is traditionally considered normative behavior and an integral part of everyday life. The introduction of children to alcohol beverages often occurs early, within the family, and in a way that integrates drinking into other commonplace activities.

15. It is commonly, if wrongly, believed that in many cultures alcohol beverages have only been introduced fairly recently. There are, however, very few societies where alcohol beverages have not been enjoyed as part of local culture, as part of family and village life, or as part of religious and spiritual life, since before written history (Heath 2000). Nevertheless, there has clearly been an increase in consumer choice in many countries in the past couple of centuries, with the introduction of branded products where few existed before. The very high visibility of beverage alcohol advertising for branded products gives the false impression that these are the most frequently consumed alcohols, and this obscures the continuing popularity of non-commercial and traditional forms of alcohol.

16. The vast majority of the beverage alcohol consumed worldwide is not advertised. This is especially true in developing countries and in economies in transition, where many beverages are home-brewed or produced illicitly. In developing countries, commercially produced and advertised beverage types are generally inaccessible to the majority of the population, especially to young people. The price differential between commercially produced, branded products and home-brewed beverages is often prohibitive. In addition, import tariffs and excise taxes can at times increase the price of a product to several times its original value. The price of branded products also reflects higher costs of production. Such costs are clearly not associated with illicit and home-produced alcohol, thus making them overwhelmingly the beverages of choice. It should be noted, however, that many home-produced and illicit products, particularly in developing countries, use low-quality raw materials and may be contaminated, thus carrying health risks not associated with branded products. The majority of young people in developing countries, when they do drink, consume alcohol which is not commercially marketed or advertised.

Brand marketing and competition

17. The producers of alcohol beverage brands (e.g., Heineken or Guinness beer, Jack Daniel's whiskey or Smirnoff vodka, Penfold wine or Mumm champagne) use advertising and promotional activities in a way that is no different from any other branded goods manufacturer. They compete for market share in an exceptionally competitive environment. Competition is not only between

brands but also between categories, so that Heineken lager competes not only against Fosters or Budweiser, but also against Ballantine's scotch or Bacardi rum – or a Penfold shiraz or a Mondavi merlot.

18. The competition for a bigger share of the market is strong and incessant, with advertising being a part – important but still only a part – of the wider marketing process. In most established, mature markets (where branded products are well known), total consumption is fairly static. Companies attempt to increase their business through better brand marketing, enabling them to gain market share at the expense of the competition by trying to give their brands greater appeal than other branded competitors. In emerging markets, where the situation is less static, companies still mainly compete against each other for market share. There is little commercial advantage to be gained from generic advertising of beverage alcohol.

19. Since alcohol advertising is expensive, it is therefore specifically and selectively targeted at consumers thought likely to buy a given product. Market research is constantly refining the target audience and tightening strategies for reaching it. Thus, a marketing campaign indiscriminately aimed at the general public is inefficient and not cost effective. Equally, groups who are not already consumers, such as abstainers or young people below the legal purchase age, are not a fertile target for advertising resources. Resources are directed at those already consuming a certain type of product in an effort to persuade them to switch brands.

20. Individual company strategies involve increasing the share of an existing market for their products. In the USA, beer consumption declined 7.5% from 1990 to 1999. Even within that shrinking market there was intense competition, and the import sector – foreign beers like Beck's, Guinness, Carlsberg and Corona – managed to increase their share of the total market significantly from 4.5% to 9.1%. The share held by foreign beers doubled at the expense of domestic US brands – while total consumption fell.

General impact of advertising

21. The body of literature examining alcohol advertising and its impact on different groups of consumers is extensive. A review of the available data strongly suggests that there is insufficient evidence to support a relationship between advertising and either levels of drinking or patterns of drinking.

22. There is a lack of conclusive evidence that alcohol advertising increases levels of aggregate consumption among adults or young people (Calfee and Scheraga 1994; Duffy 1991, 1995; Fisher 1993, 1999; Fisher and Cook 1995; Nelson and Moran 1995; Nelson and Young 2001). Furthermore, the literature shows no causal link between alcohol advertising and particular drinking patterns and resulting problems (Fisher 1993, 1999; Fisher and Cook 1995; Simpson et al. 1985; Young 1993). Advertising does, however, have a measurable effect on market share for brands and a substitution effect between brands (Gius 1996; Lee and Tremblay 1992; Nelson 1997).

23. A similar assessment has been reached by independent third party reviews of the literature, such as the one described in the 10th Special Report to the U.S. Congress on Alcohol and Health (National Institute on Alcohol Abuse and Alcoholism 2000), which states,

“When all of the studies are considered, the results of research on the effects of alcohol advertising are mixed and not conclusive” (p. 422).

The newly launched *Plan for Action on alcohol problems* prepared by the Scottish Executive (2002) states,

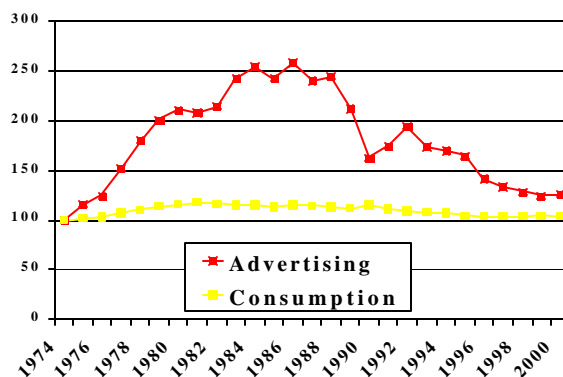
“Evidence about the effects of advertising on alcohol consumption and alcohol problems is equivocal” (p. 66).

24. There is some evidence that advertising for beverage alcohol responds to trends in consumption, rather than leading them. Market data analysis has shown that increases in alcohol advertising expenditure are actually preceded by increases in consumption, not vice versa (Fisher 1995). In other words, advertising is part of a producer response to consumer demand.

25. As the following examples show, market data from a number of countries also support the inconclusiveness of the research literature on the effect of alcohol advertising on aggregate demand for or consumption of beverage alcohol.

- In the Netherlands, Germany and the United Kingdom, alcohol consumption has declined despite increases in advertising expenditure (Calfee and Scheraga 1994).
- Although the amount of advertising for all beverage types has increased dramatically over the past century, data show that the consumption of beer, wine, and spirits in the United States has remained relatively constant. In fact, per capita consumption levels for 2000 do not differ dramatically from those of 1900.
- Data from the U.S. Bureau of the Census also show that increases in advertising within individual sectors of the beverage alcohol industry have no impact on consumption. As shown in Figure 1, despite a significant increase in advertising expenditure during the period 1974-1989 by the brewing industry, the beer market has remained constant.

Figure 1. 1974-2000 Beer advertising vs. per capita beer consumption
(Indexed so 1974 Figures=100)



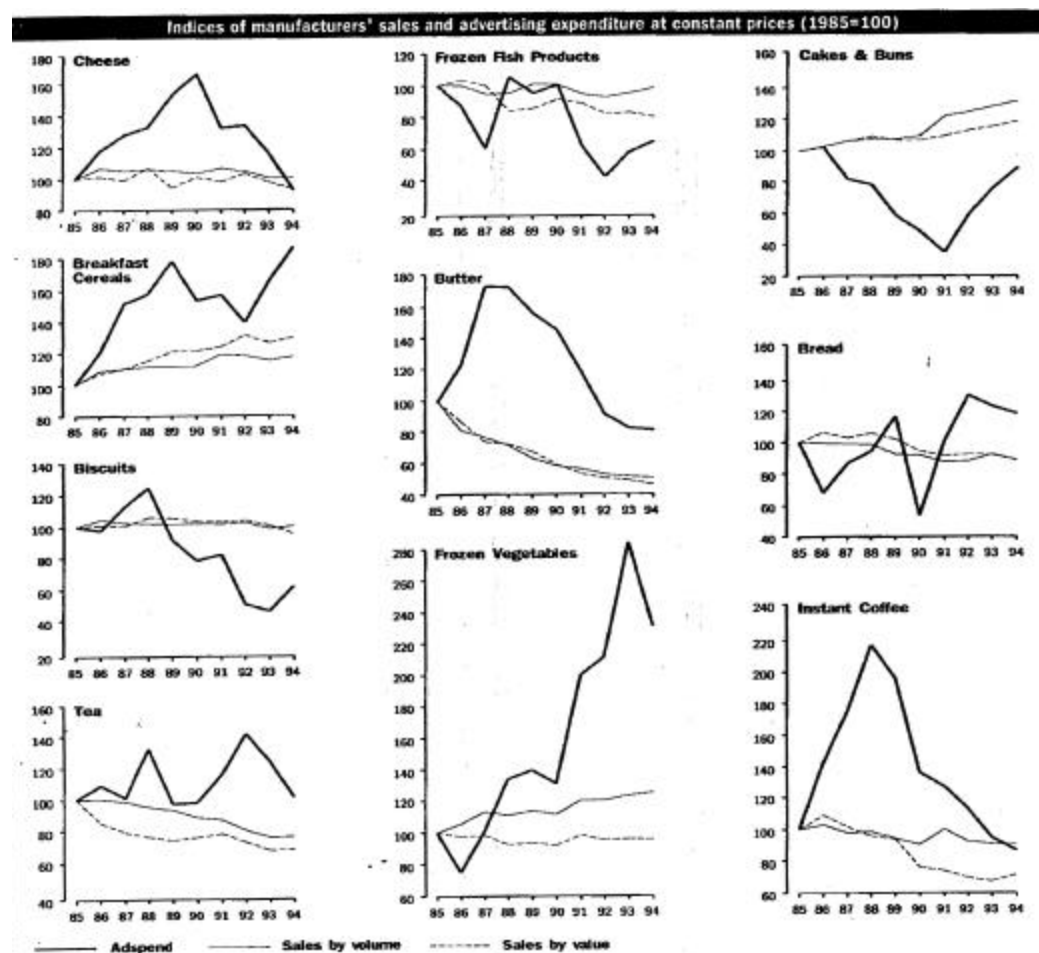
Source: Leading National Advisors Index; Bureau of the Census.

- Bans on broadcast advertising in Sweden, Denmark, Finland, and Norway have not resulted in a decline in consumption.

- Despite the repeal of an advertising ban on all types of beverage alcohol in New Zealand in 1992, there was no resulting increase in the consumption of distilled spirits. The already declining spirits market fell even further during the two years following the introduction of broadcast advertising.
- In Chile, consumption of rum brands has trebled during the past three years and that of vodka brands has doubled. This increase has been attributed to marketing campaigns for these products. During the same period, however, sales of whisky brands have remained static and tequila brand sales have halved, lending further support to the notion that primary effect of advertising is on market share.

26. The lack of a demonstrable positive relationship between advertising and aggregate consumption is not unique to the alcohol market. The experience of other industries with regard to their products is similar, as indicated in Figure 2, showing that the extent of advertising does not necessarily correlate with the size of a market. The most notable examples shown are for instant coffee and frozen vegetables where trends in advertising expenditure bear no relation to trends in consumption.

Figure 2. Indices of manufacturers' sales and advertising expenditure at constant prices (1985=100)



(Figure adapted from Henry 1996).

Impact of advertising on young people

27. The impact of alcohol advertising on young people has received considerable attention. A substantial body of research has been devoted to the respective roles of family, peers, culture, social forces, media, and other significant factors in determining the decision by young people whether or not to drink. The most powerful factors in shaping beliefs and attitudes about drinking are parental and peer influence (Adlaf and Kohn 1989; Fisher 1993; Milgram 2001; Smart 1988; Stockdale 2001). Alcohol advertising, on the other hand, plays only a small role. In fact, there is no compelling evidence of a correlation between advertising and either drinking patterns among young people, or rates of abuse. It is likely that other forces, especially parental and peer influences, play a more significant role and that drinking patterns among young people are much more likely to be influenced by the prevailing culture around alcohol, than by advertising.

28. It is clear that drinking among young people is one of many risk-taking behaviors and part of a process of experimentation. There is also substantial evidence that potentially harmful youthful drinking patterns generally do not continue as responsibilities, such as entering the workforce, marriage, or parenthood, take over and lifestyles change (Fillmore 1988; Fillmore *et al* 1991; Kandel and Logan 1984; MacMahon *et al* 1994; Adams *et al* 1990).

29. For young people, as well as for adults, alcohol consumption is driven by long-term social trends. In the United States, for instance, the independent 1999 Report of the Federal Trade Commission (FTC) to the U.S. Congress (Evans and Kelly 1999) found that alcohol consumption was lower than it had been in 1980. Among young people, alcohol consumption had also fallen during that period – by 30%.

30. The industry does not condone promotion and advertising of beverage alcohol to those under the legal minimum purchase age. Yet it should be acknowledged that young people are inevitably exposed to beverage alcohol advertising, as they are to advertising for any other consumer product. They are aware of it, and are able to identify and distinguish between alcohol brands, just as they are able to discern brands of other consumer goods. However, the evidence does not support the notion that such awareness increases consumption by young people.

31. Evidence of alcohol consumption patterns among young people in a number of countries included in the European School Survey Project on Alcohol and Other Drugs (ESPAD) Report (Hibbell *et al.* 2000) is instructive. In some of the countries included in the study, alcohol advertising has been banned; in others, there is reliance on self-regulation by the industry to ensure responsible advertising. The results from the study show that there is no clear relationship between alcohol advertising, its regulation, and either drinking patterns or problems among youth. Instead, it points to the importance of culture in determining drinking patterns and problems in different societies.

32. For example, Denmark has a ban on all broadcast advertising except on low alcohol-content products, as well as various restrictions on print and outdoor advertising. At the same time, Denmark has one of the highest reported rates of intoxication among young people. Similarly, Ireland, a country that has banned all spirits advertising in the broadcast media and has imposed restrictions on other beverage types, also has one of the highest reported rates of intoxication among youth.

33. Italy, on the other hand, reported one of the lowest rates of intoxication, even though advertising relies heavily on self-regulatory codes. Greece, another country with low rates of intoxication among young people, has a combination of voluntary self-regulation, and some legislated regulations. However, in Romania, which also shows some of the lowest intoxication rates, all beverage alcohol advertising is explicitly forbidden, reinforcing the conclusion that neither advertising nor restrictions imposed upon it seem to play a role in either drinking patterns or problems. In all these examples, culture plays the determining role.

Industry action

34. The last decade has seen a dramatic decrease in inappropriate advertising, as the industry has established self-regulatory schemes within companies and committed itself to independent review mechanisms. It certainly has to be acknowledged that some past alcohol advertising by some industry members has been inappropriate or offensive. The industry has, however, been making strenuous efforts, through self-regulation and compliance with codes of practice, to eliminate inappropriate advertising. At the same time, it has initiated a range of social responsibility programs.

Self-regulation

35. Self-regulation is a process whereby advertisers work together with their agencies and the media to ensure that advertising standards are agreed and adhered to. Self-regulation takes many forms, from adherence to company-written internal guidelines, collective industry self-regulation with a common code of practice among producers (often enforced by an industry-composed to hear complaints) and, in numerous instances, independent regulation by a third party body, not composed of industry members, which is organized to administer a code of practice, to hear complaints and to enforce its provisions. A rigorous, independent process is set up to ensure that complaints about advertising or other promotional activities can be dealt with promptly, fairly and efficiently.

36. This is not to say that there is no role for legislation to play with relation to advertising and other forms of commercial communication. Indeed, self-regulation often exists in tandem with a broad legal framework that can be helpful in defining the boundaries within which self-regulation has to operate. One of the main purposes of self-regulation is to avoid cumbersome bureaucratic processes. It is an expression of responsible marketing practices.

Self-regulation and alcohol

37. As a matter of principle, ICAP sponsors believe that the advertising and promotion of alcohol may need more careful regulation than for some other products, as there is a potential for abusing alcohol when it is inappropriately consumed. The sponsors of ICAP acknowledge that their freedom to advertise their brands has to be balanced by their undertaking to advertise in a responsible manner.

38. In many countries, advertising for alcohol beverages, as for many other products and services, has been subject to self-regulatory rules for many years. A recent survey of 22 European countries found that 21 countries, including all EU Member States and an increasing number of other European countries, have developed self-regulatory systems that govern alcohol advertising. Of

these, 18 countries have developed a sector-specific code for alcohol advertising. 16 countries have legislation affecting alcohol advertising in addition to self-regulatory codes. (See Annex 3.)

39. ICAP sponsors believe that it is appropriate for alcohol beverage advertising to feature adults drinking in a responsible way but that alcohol beverage advertising that depicts excessive or irresponsible drinking is unacceptable. This applies to alcohol beverage marketing anywhere in the world – in both developing and developed countries. Many codes, therefore, include provisions against: implying enhanced physical, sexual or social abilities; depiction of intoxication; association with violence; immoderate or excessive drinking; or depiction of unsafe conditions like driving or operating machinery. (See Annex 4 for other provisions of self-regulatory codes around the world.)

40. In addition to formal self-regulatory systems, most of the major alcohol beverage companies, including all ICAP sponsors, have their own internal codes of practice for advertising and promotional activities or are in the process of developing them. These can have a particularly important role to play in countries where there are no codes of practice and/or few regulatory controls. (See Annex 5 for a sample of provisions covered under some ICAP sponsor company codes.)

41. As a general principle, it is the role of alcohol beverage producers, as brand owners, to market their products responsibly, but there are responsibilities, too, on the part of the retailers of alcohol beverages. Some of these are addressed in the Model Code of Practice for marketing and promotion of alcohol beverages, which is included as Annex 6. As its name suggests, this code is a model and not implemented in all markets. Based on principles and practices taken from mature markets, it was created with developing countries and emerging markets in mind, but needs to be modified to reflect cultural differences.

42. Few countries in the developing world have yet introduced some of the controls at retail level that exist elsewhere regarding the sale of alcohol to underage young people. This may be because there is cultural acceptance of children being asked to do shopping for the family as part of their routine chores, and this shopping would include alcohol beverages. Some countries do not define the age when alcohol beverage purchase becomes ‘legal’ for young people, so there is no ‘rule’ for retailers to enforce. While alcohol producers often have no control over retailers, ICAP sponsors believe that it is useful for alcohol beverage producers and retailers to work together with the appropriate authorities to help ensure that proper controls exist and that they are routinely implemented. For example, in South Africa, the Industry Association for Responsible Alcohol Use has developed a code of practice for alcohol beverage retailers, with the support of the government.

43. While the majority of codes of practice deal primarily with brand advertising, it is now increasingly common for codes to cover aspects such as brand naming and packaging, internet promotional activities and point-of-sale promotions at retailer level. This is a good way of ensuring that all forms of commercial communication are, in fact, covered. When dealing with alcohol beverages, promotional activities at points-of-sale can be particularly conspicuous, which only emphasizes the benefit of involving retailers in the self-regulatory system whenever possible.

Codes of practice and young people

44. ICAP sponsors are committed to complying with existing laws and regulations regarding young people in all markets. This includes adherence to nationally mandated legal purchase ages and

restrictions on advertising and marketing to young people. They do not even want to create the appearance that their advertising or promotional activities are directed to the underage or that they condone irresponsible behavior.

“Self-regulation is a realistic, responsive and responsible approach to many of the issues raised by underage drinking. It can deal quickly and flexibly with a wide range of advertising issues and brings the accumulated experience and judgement of an industry to bear without the rigidity of government regulation” (Evans and Kelly 1999).

45. Almost every industry code of practice relating to alcohol -- whether a company or self-regulatory code – prohibits the targeting of minors. How explicitly this is conveyed varies, but some codes include additional clauses requiring that models used in advertisements be above a certain age (18 in Singapore; 21 in Nigeria; 25 in the UK, South Africa and Australia), the prohibition of the use of children’s characters – fictitious or not – (Germany, Hong Kong, New Zealand, UK, USA) or placement at events where the majority of the audience is underage (Hong Kong, Nigeria, USA). In addition, ICAP sponsors also adhere to the voluntary guidelines or codes of conduct for their individual companies, which cover young people and are often more stringent than those issued by governments or, indeed, industry-sponsored trade bodies. This commitment applies both in markets where other codes exist and in those in which such codes are absent.

46. One example of an emerging issue that is especially relevant to young people is the dramatic growth in the use of the internet as a new form of commercial communication. Businesses, including the alcohol industry, use the internet as a marketing tool. Young people are major users of the internet, and ICAP sponsors recognize that this is becoming a cause for concern. They therefore take the position that the general principles behind the self-regulatory codes referred to in this paper should apply both to alcohol advertising on the internet and to all other internet activities by the industry that are targeted at consumers, including brand web sites.

Efficacy of self-regulation

47. It is common knowledge that the industry prefers a system of self-regulation to one of government intervention, which can often include lengthy bureaucratic processes. It is also perhaps self-evident that a system which the industry itself has helped develop, and to which companies have agreed, stands a better chance of success than one that is imposed upon it. However, it is important to note that self-regulation and government oversight do not represent two opposite and mutually exclusive alternatives. Rather, they exist on a continuum, and the issue is one of striking the right balance between the two.

48. Generally, while a small number of particular instances of problematic advertising or marketing can be found – and there is always room for improvement – ICAP sponsors feel that the industry is on the right track and has created systems that respond quickly and effectively to problems when they occur. All ICAP sponsors have internal review mechanisms to attempt to ensure that advertising and other promotional activity are in keeping with the spirit of responsible promotion. Some codes of practice incorporate independent pre-vetting systems to catch irresponsible promotions before they become public. In Australia, for example, the drinks industry has voluntarily established such a system for alcohol advertising.

49. Over the past ten years, codes of practice in a number of countries have been strengthened and complaints regarding youth issues have diminished. Recently, the 2001 European Union Council Recommendation “Drinking of Alcohol By Children and Adolescents” (European Commission 2001) encouraged self-regulation by the beverage alcohol industry in the sale and advertising of beverage alcohol. The industry strongly supports these recommendations and is working to implement them. The effectiveness of self-regulation can be seen in independent evaluations of the alcohol beverage industry’s behavior.

50. The United States of America. In 1999, the Federal Trade Commission (FTC) whose responsibility it is to enforce efforts to stop “unfair or deceptive acts of practice” was requested by Congress to examine the effectiveness of the alcohol industry’s voluntary guidelines to avoid promoting to underage consumers. The review required a thorough examination of internal documents provided by eight companies (seven of which are ICAP sponsors) to determine how they interpret and implement the provisions made in their respective codes. The FTC also reviewed company websites and information provided by interested government and consumer groups. In conducting its review, the FTC looked at issues such as advertisement placement, advertising content, product placement, online advertising and college marketing. It reviewed how each of these was implemented and what best practices emerged. The report is perhaps the most extensive review of self-regulation ever undertaken by a government. The FTC report concluded that,

“...members of the industry comply with the current standards set by the voluntary advertising codes, which prohibit blatant appeals to young audiences and advertising in venues where most of the audience is under the legal drinking age. In addition, many individual companies follow their own internal standards that exceed code requirements when they are deciding what their ads should say and where they should be placed” (Evans and Kelly 1999, p. i).

51. The United Kingdom. In the United Kingdom, the industry-sponsored Portman Group introduced its voluntary code of practice on the naming, packaging and merchandising of alcohol beverages in April 1996. This was largely in response to public and government concern regarding the introduction of alcoholic lemonade and other so called “alcopops” in the UK. The code was welcomed but criticized by some for its lack of independence in monitoring its members. In 1997, a second edition of the code was released which included stricter criteria, including requirements for clearer statements of alcohol content and a focus on more adult labeling. It also included an independent review panel, chaired by the former banking ombudsman. A pre-vetting service was introduced and made available by The Portman Group to prevent inappropriate advertising prior to production.

52. The Portman Group’s second review of its code of practice in 2001 noted that 78% of complaints made were in the first two years of the code's existence (1996-1998), and that there have been significant changes in the grounds for those complaints. The grounds for the complaints within the first two years were predominantly “under-age appeal” which have subsequently almost disappeared. Although a few producers did not comply with the independent complaints panel decisions, retailer action has resulted in offending products being taken off the shelves (The Portman Group 2001).

53. New Zealand. In New Zealand, an independent review team was appointed in 1994 by the Advertising Standards Authority to examine whether or not to allow alcohol advertising on radio and television, and if so, what the rules governing such advertising should be. The independent

team did not recommend banning all types of alcohol advertising on radio and television. The 2000 Annual Report of New Zealand's Advertising Standards Authority states:

"It is interesting to note that liquor now attracts less than 5% of all complaints. A decade ago in 1991, 48% of complaints were about liquor advertisements. Over the last 10 years the ASA has been particularly vigilant in ensuring that liquor advertisements meet a high standard of social responsibility. Changes included a revised Code and the introduction of the Liquor Advertising Prevetting System in 1993. Consequently, the controversy which used to surround liquor advertising has virtually disappeared" (Advertising Standards Authority, 2000, p. 9).

54. European Union. The "Study on the Impact of Advertising and Teleshopping on Minors" conducted in 2001 (INRA 2001) for the European Commission reviewed the effectiveness of the "Television Without Frontiers" Directive. Countries in which advertising is covered through industry self-regulation have not recommended any changes through legislation or codes, indicating that self-regulation is effective.

Efforts to improve self-regulation

55. The sponsors of ICAP believe that the self-regulatory mechanisms that are in place around the world are the best way to ensure that their products are marketed, promoted and packaged responsibly. They are making efforts to set up self-regulatory mechanisms in countries where these do not currently exist and to strengthen codes, if needed, where they do. Mechanisms are in place to correct inappropriate advertising or promotion when it does occur. Improvements are continuing as the industry promotes better self-regulation.

56. There is no doubt that more can be done to improve the effectiveness both of the codes and of self-regulatory organizations, particularly in the developing world. It is essential that local alcohol producers be included along with international producers of beverage alcohol. There is a need to make them partners in the process and to address all marketing practices, not just advertising. ICAP sponsors have identified the issue of improving self-regulation as a priority and have drafted a self-regulation toolkit specifically intended to give advice on how self-regulation works in practice. It draws on examples of self-regulatory systems in more than ten countries, including some low-income countries, and has been welcomed by the European Advertising Standard Alliance as a new and useful guide to the workings of self-regulation. The full text of the toolkit will be available on ICAP's website by the end of May 2002 and will also be circulated widely within the industry and to interested governments.

57. It would be disingenuous to suggest that no inappropriate advertisements currently exist, but the overwhelming impression now is of an industry that has done much to set its house in order and is open to suggestions of how to improve still further. ICAP sponsors are especially sensitive to those issues that relate to young people.

Social responsibility efforts

58. The sponsors of ICAP recognize that some young people engage in illegal, risky and reckless drinking practices. As a result, they are actively involved in efforts to minimize these practices. The industry supports numerous social responsibility programs through individual companies, as well as through social aspects organizations (SAOs), set up specifically for the purpose of educating

consumers, particularly young people, and for reducing harm, both in developed and developing countries. For a review of some of these activities, see Annex 7.

59. One example of this commitment to social responsibility can be found in a dialogue that ICAP has initiated between its sponsors and the UN Special Rapporteur on Violence against Women, Ms. Radhika Coomaraswamy. Having acknowledged that the industry had already made considerable progress in avoiding the objectification of women in advertising, Ms. Coomaraswamy challenged the industry to find ways through brand advertising to promote non-violent stereotypes, especially of young men. Even though it is unclear how this can best be achieved, ICAP sponsors have agreed to respond positively to this challenge by exploring ways of how to represent male aspirations and associate them with non-violent themes, compatible with positive drinking patterns. This issue is of special relevance to young people and relates to issues such as machismo, which may help perpetuate negative cultural stereotypes.

60. Another example relates to the involvement of ICAP sponsors in the Global Road Safety Partnership (GRSP), which is a public/private partnership initiated by The World Bank and now hosted by the International Federation of Red Cross and Red Crescent Societies. The mission of GRSP is to reduce road traffic injuries and fatalities, especially in developing and transition countries. Although the focus of GRSP's efforts is much wider than the issue of drink-driving, ICAP sponsors are playing an active role in GRSP local partnership projects in Africa, Asia and Eastern Europe. Again, ICAP sponsors see this effort as especially relevant to young people, because they are disproportionately represented in road traffic casualty figures.

61. A third example, particularly focussed on the issue of ethical responsibilities, is "Alcohol, Ethics and Society: an international conference on rights and responsibilities" which ICAP is organizing in Dublin on 16-18 October 2002 in collaboration with the National College of Ireland. The conference has three main working sessions – on government regulation and personal pleasure (where the key question is: Who decides what "responsible" drinking means?); on research and education (Who has the responsibility to educate the public about the "good" and "bad" aspects of drinking?); and advertising, marketing and sales (Is it enough that advertisements should be "truthful, honest and decent," or are higher ethical standards needed for beverage alcohol?). An effort has been made to invite a very broad range of participants, including some traditionally not involved in alcohol policy discussions. It is anticipated that youth drinking will be a major underlying theme at this conference.

62. It is clear that more operational research is needed into the interplay of factors that influence drinking behavior and drinking patterns. Although the industry's direct involvement in such research is likely to be limited, it has an interest in factors such as: cultural influences on consumption patterns; influence of family and peers; youth behaviors such as risk taking and their relationship to wider issues, such as gender; influences of the media; and long term trends in drinking patterns. There may be a relationship between advertising and some of these factors, but the nature of that relationship needs to be better understood.

Opportunities for further dialogue

63. Contact between WHO and the industry on alcohol policy issues has never been extensive, although the possibility that such contact could prove useful has been noted by both parties. For example, one of the conclusions of a WHO Inter-regional Meeting on Alcohol-related Problems

held in Tokyo in 1991 was that “opportunities be sought for dialogue with the alcohol-beverage industry, particularly in relation to its capacity to promote more responsible drinking practices” (World Health Organization 1991). With this in mind, the following three suggestions are made as opportunities for mutually beneficial exchanges of views.

Alcohol, Ethics and Society

64. The international conference on “Alcohol, Ethics and Society” was described above. One focus of the conference will be on corporate responsibility and a recurring theme will be the place of young people. It is anticipated that much of the time at the conference will be devoted to active discussion groups, focussed on a number of key questions (see paragraph 61 above). Although no consensus statement will be produced, an attempt will be made on the final day to bring together the conclusions of the discussion groups. The presentation of general conclusions will be made by an independent commentator.

65. It is suggested that WHO make one of the keynote presentations at the conference, based upon the conclusions and recommendations of the technical meeting in Valencia. This could either be the keynote presentation in the session on government regulation and personal pleasure or in the session on advertising, marketing and sales. In addition, it is suggested that WHO be offered the opportunity to comment on the presentation of general conclusions on the final day.

International status report on underage drinking

66. In June 2001, the ICAP Board of Directors approved the development of a program of work to produce a monograph assessing the current status of underage drinking around the world and reviewing implications for the future. It will include sections dealing with the cultural and legal framework which defines the underage concept, the biomedical basis for distinguishing between young people and adults in relation to alcohol consumption, and social and epidemiological data on drinking patterns and changing trends among youth in different countries. The final section, which will deal with the implications of the current trends in underage drinking for policy, research education and prevention, will be based upon the views of a panel of invited experts, who will meet early in 2003, after the completion of the three previous sections.

67. It is suggested that WHO provide advice to ICAP on the identification of experts who could be invited to join the panel from the areas of policy, research and education.

Informal discussions with the WHO alcohol policy scientific advisory committee

68. It is noted that the WHO Director General has established an alcohol policy scientific advisory committee, whose mandate includes, *inter alia*, being a forum for dialogue with the industry. The current paper, prepared for a technical meeting on one aspect of alcohol policy, represents only a fraction of the experience and expertise which is available through ICAP, which could contribute in a positive and collegiate way to other and wider alcohol policy discussions.

69. It is suggested that WHO consider inviting ICAP to interact with members of their alcohol policy scientific advisory committee, to prepare other relevant documents for their consideration, and to be invited to participate in discussions on relevant topics at one or more future meetings of the committee.

70. These suggestions are made to demonstrate ICAP's willingness to continue dialogue in a positive way. They are also a demonstration of ICAP's commitment to transparency and to an open exchange of views among all interested parties.

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INTERNATIONAL CENTER FOR ALCOHOL POLICIES

LIST OF SPONSORS

ALLIED DOMECQ PLC

ASAHI BREWERIES, LTD

BACARDI-MARTINI

BROWN-FORMAN CORPORATION

COORS BREWING COMPANY

DIAGEO PLC

FOSTER'S GROUP LIMITED

HEINEKEN N.V.

MILLER BREWING COMPANY

MOLSON

SOUTH AFRICAN BREWERIES PLC

Annex 2

**SAMPLES OF ICAP SPONSOR CAMPAIGNS PROMOTING
RESPONSIBLE BRAND ADVERTISING
AND
RESPONSIBLE DRINKING PRACTICES**

[NOTE: THIS ANNEX AVAILABLE BY CONTACTING ICAP](#)

Self-Regulation of Beverage Alcohol Advertising

An important element of public policy is developing standards regarding how the private sector communicates information about their products. Ideally, advertising is meant to inform the public so that they can be aware of products and make informed choices among different products or brands. Advertising is, of course, also of benefit to businesses in assisting them to sell their products, which in most countries is a commercial right.

This issue of *ICAP Reports* will explore the concept of self-regulation in relation to the advertising of alcohol beverages. It will explore the elements of different codes and how they are applied in practice. It is recognized that advertising is one of several forms of commercial communication, including sponsorship, promotion and the Internet.

HOW DOES SELF-REGULATION WORK?

Self-regulation is the process whereby industry actively participates in and is responsible for its own regulation. While this process varies widely from country to country, the foundation for advertising self-regulation is based on the principles embodied in the International Code of Advertising, issued by the International Chamber of Commerce. The Code states in its introduction that advertising should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society and with proper respect for the rules of fair competition.¹ This is accomplished through rules and principles of best practice to which advertisers and the advertising industry agree to be bound.

The basic elements of self-regulation are two-fold: a code of practice or set of guiding principles governing the content of advertisements, and a process for the establishment, review and application of the code or principles. Impartiality is seen to be key to an effective code and public trust in it. The European Advertising Standards Alliance (EASA) recommends that the body responsible for the practical application of the code should ideally be independent of the industry body responsible for its initial establishment and subsequent review.

In reality, there may be several self-regulatory bodies to which a given alcohol beverage company must adhere regarding commercial communications. For example, in Australia there is a code that covers advertising generally, and another code for alcohol which is set separately by the Australian

Association of National Advertisers, the Distilled Spirits Industry Council of Australia and the Australian Associated Brewers. The parameters of each of these codes and their development are discussed more fully under the case studies.

In addition to self-regulatory bodies, most of the major alcohol beverage companies have their own internal advertising codes.

Self-regulation often exists in tandem with a broad legal framework, and, indeed, according to EASA, this is the preferred way.² In many cases, these laws address such general topics as misleading advertising, unfair competition and consumer issues, but less restrictive countries tend not to address product specific issues such as alcohol. In more restrictive countries, such as France, statutory authorities and national legislation control advertising content and placement.

POLICY OVERVIEW

In 1996, the Centre for Information on Beverage Alcohol, a private research group, compiled data on the different approaches used by countries to regulate alcohol beverage advertising. The survey, which includes 119 countries and is presented as Table 1, was derived from a variety of sources including government departments, advertising associations and the alcohol beverage industry. Policies regarding advertising restrictions are divided into six categories. The category assigned to each country was derived by reviewing the restrictions that were in place regarding alcohol advertising on television, radio, cinema, print media, outdoors and sponsorship. The policy categories are (1) self-regulation, (2) statutory legislation, (3) a combination [of self-regulation and statutory legislation], (4) [advertising of alcohol is] banned, (5) some controls and (6) no controls.

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS						
Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Africa & Middle East						
Bahrain				X		
Benin						X
Botswana	X					
Cameroon		X				
Ethiopia					X	
Gabon		X				
Ghana	X					
Israel						X
Jordan					X	
Egypt				X		
Kenya	X					
Kuwait				X		
Lebanon						X
Madagascar						X
Malawi						X
Mauritius	X					

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS CONTINUED

Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Namibia						X
Nigeria			X			
Reunion		X				
Senegal				X		
South Africa	X					
Syria				X		
Gambia						X
The Seychelles		X				
Togo					X	
Uganda						X
Zaire						X
Zambia						X
Zimbabwe	X					
Asia						
Bangladesh						X
Cambodia						X
China		X				
Hong Kong			X			
India		X				
Indonesia			X			
Japan			X			
Kazakhstan		X				
Korea (North)		X				
Korea (South)		X				
Kyrgyzstan						X
Laos						X
Malaysia			X			
Mongolia		X				
Nepal		X				
Pakistan		X				
Papua New Guinea		X				
Singapore	X					
Sri Lanka			X			
Taiwan		X				
Tajikistan						X
Thailand		X				
The Philippines	X					
Turkmenistan		X				
Uzbekistan						X
Vietnam						

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS CONTINUED

Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Australia						
Australia	X					
New Zealand	X					
Europe						
Armenia		X				
Austria			X			
Azerbaijan						X
Belarus				X		
Belgium			X			
Bulgaria		X				
Croatia						X
Cyprus			X			
Czech Republic			X			
Denmark			X			
Estonia		*				
Finland		X				
France		X				
Georgia						X
Germany	X					
Hungary		X				
Greece		X				
Iceland		X				
Ireland			X			
Italy			X			
Latvia	**				X	
Lithuania		X				
Luxembourg			X			
Macedonia						X
Malta		X				
Moldova						X
Norway		X				
Poland	**	X				
Portugal			X			
Romania						X
Russia		X				
Slovak Republic		X				
Slovenia	**	X				
Spain			X			
Sweden		X				

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS CONTINUED

Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Switzerland		X				
The Netherlands	X					
Turkey		X				
Ukraine				X		
United Kingdom	X					
North America						
Canada		X				
Mexico		X				
USA			X			
South America						
Argentina	X					
Barbados	X					
Bolivia					X	
Brazil			X			
Chile	X					
Colombia		X				
Costa Rica		X				
Ecuador		X				
Guadeloupe		X				
Guatemala		X				
Guyana						X
Honduras		X				
Jamaica			X			
Martinique		X				
Panama		X				
Paraguay		X				
Peru		X				
Puerto Rico			X			
Uruguay	X					
Venezuela			X			

*Statutory legislation is pending in Estonia

**Self-regulation is under consideration in Latvia, Poland, Slovenia

Note: Any inconsistencies with Table 2 reflect the different dates when the data was collected.

The data in this table shows that a plurality of 45 countries surveyed restrict advertising of alcohol beverages through statutory legislation, followed by 21 countries that use a combination of statutory legislation and self-regulation, 23 countries that have no controls on alcohol advertising and 17 countries that employ self-regulatory mechanisms. Five countries are listed as having some controls over alcohol advertising, while seven ban the advertising of alcohol altogether.

The alcohol beverage industry recognizes that the advertising and promotion of beverage alcohol may need more careful regulation than that for some other products.³ In addition, individual companies often have their own codes of conduct. The self-regulatory codes that industry organizations sponsor generally address placement and content of advertisements and in many cases, like The Netherlands and South Africa, packaging. Other topics covered by the codes include issues concerned with minors, abuse/product strength, social/sexual/medical aspects and physical performance/driving. Table 2 describes information on self-regulation and rules relating to alcohol in Europe.

TABLE 2 – INFORMATION ON SELF-REGULATION AND RULES RELATING TO ALCOHOL				
Country	Self-Regulation System	Covered Implicitly by General Code	Specific Code or Heading Rule	Specific Legislation on Alcohol
EASA Members				
Austria	Yes	–	Yes	Yes (ban on TV and radio advertising)
Belgium	Yes	–	Yes (code in Wallonia)	Yes
Czech Republic	Yes	–	Yes	Yes
Denmark	Yes	Yes	Yes	Yes
Finland	Yes	Yes	Yes	Yes
France	Yes	–	Yes	Yes (very restrictive)
Germany	Yes	–	Yes	Yes
Greece	No	Yes	–	Yes
Hungary	Yes	Yes	–	–
Ireland	Yes	–	Yes	–
Italy	Yes	–	Yes	–
Luxembourg	Yes	–	Yes	–
Netherlands	Yes	–	Yes	Yes
Portugal	Yes	Yes	–	–
Russia	Yes	–	–	Yes
Slovakia	Yes	–	Yes	Yes (very restrictive)
Slovenia	Yes	–	Yes	Yes (very restrictive)
Spain	Yes	–	Yes	Yes
Sweden	Yes	–	Yes	Yes
Switzerland	Yes	–	Yes	Yes
Turkey	Yes	–	Yes	Yes
UK (broadcast)	Yes	–	Yes	–
UK (non-broadcast)	Yes	–	Yes	–

Note:1) The “–” means No.

2) Blank cell means no information available about that country.

TABLE 2 – INFORMATION ON SELF-REGULATION AND RULES RELATING TO ALCOHOL

Country	Self-Regulation System	Covered Implicitly by General Code	Specific Code or Heading Rule	Specific Legislation on Alcohol
Non-Members				
Romania	–	–	–	Yes (ban on alcohol advertising)
Poland	–	Yes	–	Yes (act on alcohol advertising)
Norway	–	–	–	Yes
Lithuania	–	–	–	Yes
Countries where no information/incomplete information is available				
Albania				
Belarus				Yes (act on alcohol advertising)
Bosnia-Herzegovina				
Bulgaria				
Croatia		Yes	–	Yes
Estonia				
Macedonia				
Iceland				
Latvia				
Moldova				
Ukraine				Yes (draft law on advertising 1997)
Uzbekistan				Yes (total ban on alcohol advertising)
Yugoslavia				
Georgia				
Kazakhstan				Yes (law on alcohol advertising)

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Note:1) The “–” means No.

2) Blank cell means no information available about that country.

3) Any inconsistencies with information contained in Table 1 reflect the different dates when the data was collected.

EFFECTIVENESS OF SELF-REGULATION

The effectiveness of self-regulation on alcohol advertising has rarely been studied systematically, although the issue is often hotly debated in alcohol policy circles. Ostensibly, the objective of such evaluations would be to determine whether the alcohol beverage industry is effective in policing itself when it comes to commercial communication. How one would measure such effectiveness in practice, especially in a country that has both statutory and self-regulatory mechanisms, has not been adequately explored.

Recently, the Advertising Association in the U.K. recommended that a country analysis should be carried out of the statutory and self-regulatory status of the advertising of alcohol beverages in the European Union. The Association's recommendations to the Commission include a series of analyses, such as a pan-European study on alcohol abuse and consumption among young people in relation to alcohol beverage advertising.⁴

One sign that the beverage alcohol industry prefers self-regulation to government controls is how it behaves when it is threatened with government intervention. As is evident from the case studies below, such a threat can prompt industry action.

AUSTRALIA

Australia has minimal legislation and few mandatory requirements concerning the advertising of alcohol beverages. In the 1980s and early 1990s, concern was mounting about the perceived harmful effects of alcohol beverage advertising. Blakeney & Barnes noted a lack of sanctions in Australia for offending parties, the variable nature of adjudication, the protracted delays in determining complaints which run counter to the industry's interest and the lack of health and welfare representation on adjudicating bodies.⁵ Saunders and Yap, who studied the system of self-regulation of alcohol beverages advertising based on 16 advertisements, concluded: "...the system of self-regulation of alcohol advertising does not serve the public interest."⁶ Hawks editorialized that unless the industry demonstrates that it could regulate its members, "the public have a right to demand that governments exercise more control of the industry."⁷

The alcohol beverage industry did react. In 1928, the Australian Association of National Advertisers was established and in 1998 a self-regulatory Alcohol Beverages Advertising Code and Complaints Management System (ABAC) was organized. Members commit to abide by the decisions of the independent Complaints Adjudication Panel. All key alcohol beverage sectors — marketing, advertising, media and consumer associations as well as government ministers and departments — were involved in its design. In addition, an Alcohol Advertising Pre-vetting System, was established by the Australian Associated Brewers and the Distilled Spirits Industry Council of Australia. Its prime function is to ensure that beer and spirits advertisements are consistent with the ABAC code.

The Commonwealth Minister for Health endorsed and launched the code, noting that he will be "monitoring advertising closely to ensure that the spirit of the code is upheld so that all alcohol advertising is responsible and reflects community expectations."⁸

The National Alcohol Beverage Industries Council launched new self-regulatory guidelines for the name, packaging and promotion of alcohol beverages. Although the code was voluntary, each of the four members was asked to sign a legally binding agreement to adhere to the code and the complaint panel's decision.⁹

THE NETHERLANDS

The Dutch Advertising Code, established in 1978, governs general advertising with no special provisions for alcohol beverages. In 1987, the Dutch parliament averted a proposed ban on alcohol advertising on radio and television by adopting a motion granting the alcohol beverage industry an opportunity to exercise self-regulation. In 1990, the Code for Alcohol Beverages was implemented with rules for alcohol advertising and for sales behavior.

In February 1999, the Dutch Health Minister warned the alcohol beverage industry that it must amend its code of conduct on advertising and sponsorship or face tough new legislation. The Minister believed that government efforts to encourage moderate alcohol consumption were being frustrated by the growing visibility of leading beer brands at major sporting and music events.¹⁰

The alcohol beverage industry rejected the Minister's complaint and the head of the industry — funded foundation for responsible alcohol use (STIVA) commented: "There has been no criticism of the code in the past seven years – in fact, only last year the government praised the industry's system of self-regulation."¹¹ In April 2000, agreement was reached between the industry and government that led to revisions in the Alcohol Beverage Code.

The main amendment of the Code relates to the ban on advertisements for alcohol beverages. Advertisements will not be allowed to feature anyone below the age of 25. Cocktail drinks must be clearly portrayed as alcohol, rather than fizzy drinks. A stipulation has also been included in the new Code banning the advertisement of alcohol beverages from pillars and billboards along motorways and roads outside built-up areas. Fines for contravening the code have been doubled.

The Dutch case illustrates that the industry can respond quickly to governmental concerns regarding alcohol advertising.

UNITED KINGDOM

Responsibility for self-regulation in the United Kingdom is split between non-broadcast media and broadcast media. The Advertising Standards Authority (ASA) was established in 1962 to ensure that all non-broadcast media adhered to the basic principles contained in the International Code of Advertising. The ASA code contains specific rules on alcohol beverages.

The Portman Group, an industry-funded social aspects organization, introduced its voluntary Code of Practice on the naming, packaging and merchandising of alcohol beverages in April 1996. This was chiefly in response to public and government concern regarding the introduction of alcoholic lemonade and other so called "alcopops" in the UK¹², which some argued were targeted at young people under the legal drinking age of 18. The code was welcomed, but was also criticized for its lack of independence in monitoring its members.^{13 14}

In September 1997, a second edition of the Code was released which included strict criteria, including bolder statements of alcohol content and a focus on more adult labeling. It also included an independent review panel, chaired by the former banking ombudsman. The results of the review are published, and there is also a pre-vetting component, which allows manufacturers to submit relevant new products to the Portman Group for pre-launch clearance. The Chairman of the Ministerial Group on under-age drinking welcomed the revised Code and also indicated that there would be no need for government intervention on alcopops.¹⁵

It appears that these revisions have won government approval as well as industry compliance, as is clear from the remarks made recently in the House of Commons by the Secretary of State for the Home Office. He stated that “the numbers of complaints and upheld complaints have both fallen; the finding of the independent panel...have enjoyed a high degree of compliance and the [Portman] Group’s Retailer Alert Bulletins, advising retailers not to stock offending products in their original packaging, has reduced their availability to the public.”¹⁶

SOUTH AFRICA

In South Africa, advertising is permitted on television, radio, in the cinema, in print and outdoors. This is, however, subject to the code of the Industry Association for Responsible Alcohol Use (ARA), an association of most of the major alcohol producers in South Africa. The code, for example, specifies that advertisements may not be transmitted in the commercial breaks immediately before, during or immediately after children’s programs.

The ARA set up a self-regulatory code in 1989 which regulates advertising, packaging and promotional activity. Since 1989, the code has been amended twice. In addressing advertising issues, the code prohibits a range of activities, including appeal to young people, inclusion of youth under-25 drinking alcohol, special promotion of higher alcohol content beverages and promotion of aggressive or anti-social behavior. The packaging requirements include using packaging of the “highest practical quality and attractiveness,” and not promoting the alcohol strength of the beverage as the principal subject of the label.

In 1996, the Advertising Standards Authority of South Africa accepted the advertising clauses of the code, in *toto*, as their own code, thus making the ARA code applicable to non-members of the ARA as well. With the addition of the packaging and promotional clauses, the ARA code in fact is more stringent than the Code of the Standards Authority of South Africa. An external ombudsman settles code disputes within the ARA. Generally, it is believed that these guidelines and codes are being followed.¹⁷

UNITED STATES

The alcohol beverage industry in the United States has established separate voluntary advertising codes initiated by trade associations from each of the three sectors that make up the industry – beer, wine and distilled spirits. At the same time, the Federal Trade Commission (FTC) is responsible for enforcing efforts to stop “unfair or deceptive acts of practice” and recently was asked to review industry efforts to avoid promoting alcohol to underage consumers.

Generally, the three codes provide that alcohol advertising and marketing efforts should not be directed at or appeal to an audience that is primarily underage. In conducting their review, the FTC looked at issues such as advertising placement, advertising content, product placement, online advertising and college marketing, how each of these were implemented and what best practices emerged.

The FTC report concluded that “for the most part, members of the industry comply with the current standards set by the voluntary advertising codes, which prohibit blatant appeals to young audiences and advertising in venues where most of the audience is under the legal drinking age.”¹⁸ The report also noted that many individual companies had their own internal standards that exceed code requirements.

Third-party review that would provide for an independent assessment of complaints was one recommendation cited by the FTC to improve the codes still further. Several beverage alcohol companies support this recommendation in one form or another, but opinion about the need for this enhancement is divided. The best practices cited by the FTC include prohibiting ads with substantial underage appeal even if they also appeal to adults, and curbing on-campus and spring break sponsorships and advertising.

The three codes operated by the Beer Institute, the Distilled Spirits Council of the United States (DISCUS) and the Wine Institute have generally strengthened their provisions over the years. In 1997, DISCUS repealed one of its provisions which called for a ban on spirits advertising on television. This change put the DISCUS code in line with the codes of the Beer Institute and the Wine Institute on this issue. DISCUS argued that if beer and wine were allowed to advertise on television with certain restrictions, the spirits industry should be too. There was strong adverse reaction to ending the ban, which had been in place for 50 years. However, in the end, the response to this reaction was not to legislate, but for most major broadcast television networks to decline to accept spirits advertising. The spirits industry continues to strongly promote the expansion of their advertising over the broadcast media, though networks have yet to accept such advertising.

This example also illustrates that self-regulation is not simply incumbent upon the alcohol beverage industry to police itself. It acts in concert with the agencies responsible for advertising form and content as well as the media that carry the advertising.

EUROPE

In 1984, The Amsterdam Group (TAG), an industry-sponsored pan-European organization, produced its *Guidelines for Commercial Communications on Alcoholic Beverages*. These guidelines have since been adopted by the alcohol beverage industry in a number of countries where sector-specific rules were deemed necessary. More recently, TAG has been working with the principle European beer, wine, spirits and cider industries in an effort to revise and develop the guidelines, including addressing such issues as enforcement and sanctions.

In December 2000, the member companies of TAG endorsed Standards on Commercial Communication for Europe. The intent of these standards, which cover all forms of commercial communication, is “to provide a common basis to be incorporated in national codes where it is necessary to achieve commonality on these standards”¹⁹ and not to replace national codes. These standards were developed as part of the alcohol beverage industry’s response to a European Parliament Green Paper and then to the Draft Proposal for a Council recommendation on the “Drinking of alcohol by children and adolescents.”

The standards address issues concerned with misuse, minors, driving, the workplace, medical aspects, alcohol content, performance, social/sexual aspects and sampling. TAG is currently working on the compliance and sanctions, which will provide general criteria that should be met by national compliance mechanisms. They will draw principally from the compliance systems operated by EASA, which provide general coverage of all parts of the advertising chain.

ANALYSIS

It has been argued by the EASA that “properly designed and well administered self-regulatory systems provide a swift, flexible, inexpensive and effective means of enabling the responsible majority of the industry to restrain the irresponsible minority...”²⁰ This view is also echoed by the Federal Trade Commission.²¹

In recent years, public health advocates have called for strict regulation or elimination of alcohol advertising,²² and particular attention has been drawn to how alcohol advertising might affect young people.²³ The argument that alcohol advertising is intended to create brand preference and not give cause for abuse by showing irresponsible consumption rings hollow among these critics, some of whom believe that advertising increases alcohol abuse and that self-regulation does little to prevent this.²⁴

The U.S. Department of Health and Human Services recently reviewed the evidence on the effects of alcohol advertising on alcohol consumption, alcohol-related problems and drinking-related beliefs and attitudes.²⁵ Studies were drawn from seven diverse fields. The overall conclusion was that survey research on alcohol advertising and young people “consistently indicates small but significant connections between exposure to and awareness of alcohol advertising and drinking beliefs and behaviors.”²⁶ The report adds that taken as a whole, the survey studies provide some evidence that alcohol advertising may influence drinking beliefs but that this evidence is far from conclusive. “When all of the studies are considered, the results of research on the effects of alcohol advertising are mixed and not conclusive.”²⁷ The report states that with few exceptions, recent econometric research provides “very little consistent evidence that alcohol advertising influences per capita alcohol consumption, sales or problems.”²⁸

SUMMARY

Some form of self-regulation of advertising is widely practiced in many countries. Most countries that have self-regulation have specific codes concerning alcohol beverages and usually operate within some sort of legal framework. Although evaluation of self-regulation of alcohol beverages has not been conducted in a systematic way, the case studies presented offer a glimpse as to how industry responds to public and government criticism of their efficacy. The research on the effects of alcohol advertising on total consumption and on young people is inconclusive.

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The International Center for Alcohol Policies (ICAP) is dedicated to helping reduce the abuse of alcohol worldwide and to promoting understanding of the role of alcohol in society through dialogue and partnerships involving the beverage alcohol industry, the public health community and others interested in alcohol policy. ICAP is a not-for-profit organization supported by eleven major international beverage alcohol companies.

Other *ICAP Reports* include:

- **Issue 1:** Safe Alcohol Consumption: A Comparison of *Nutrition and Your Health: Dietary Guidelines for Americans* and *Sensible Drinking*
- **Issue 2:** The Limits of Binge Drinking
- **Issue 3:** Health Warning Labels
- **Issue 4:** Drinking Age Limits
- **Issue 5:** What Is a “Standard Drink”?
- **Issue 6:** Government Policies on Alcohol and Pregnancy
- **Issue 7:** Estimating Costs Associated with Alcohol Abuse: Towards a Patterns Approach
- **Issue 8:** Who are the Abstainers?

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Provisions Against

Organizations

	<i>Encouragement of Immoderate/ Excessive Drinking</i>	<i>Targeting of Minors</i>	<i>Placement at Events Where Audience Majority is Underage</i>	<i>Subjects in Adverts Being Under 25</i>	<i>Use of Children's Characters (Fictitious or Not)</i>	<i>Implication of Enhanced Ability (Physical)</i>	<i>Implication of Enhanced Ability (Sexual)</i>	<i>Implication of Enhanced Ability (Social)</i>	<i>Depiction of Enhanced Ability (Driving)</i>	<i>Depiction of Unsafe Conditions</i>	<i>Association with Intoxication</i>	<i>Association with Violence</i>	<i>Association with Illegal Activity/Drugs</i>	<i>Solitary Drinking</i>	<i>Portrayal of Drinking as Center of Event</i>	<i>Depiction of Drinking as Challenge</i>
British Advertising Standards/ Broadcast Advertising Clearance Centre (UK)	y	y		y	y	y	y	y	y	y			y	y	y	
Portman Group Code of Practice (UK)	y	y			y	y	y	y			y	y				
German Advertising Council	y	y			y	y	y	y	y							
DISCUS (USA)	y	y	y		y	y		y	y	y	y	y			y	
Beer Institute (USA)	y	y	y	y	y	y	y	y	y	y		y				
Wine Institute (USA)	y	y	y	y	y	y		y	y	y	y				y	
APCON (Nigeria)			y	y (21)		y			y							
South Africa (ARA/ASA)	y	y	y	y		y	y	y	y	y	y				y	
Australia (Alcohol Beverage Advertising Code)	y	y		y		y	y	y	y				y	y	y	
Hong Kong (Code of Advertising Practice- TV/Radio)	y	y	y		y	y	y	y	y	y					y	
Singapore Advertising Standards Authority	y	y		y (18)		y	y	y	y	y					y	
Uruguay Association of Publicity Agencies	y	y	y			y	y									
The Amsterdam Group Common Standards (TAG)	y	y	y								y					
Alcohol Advisory Council of New Zealand	y	y			y	y	y	y	y		y	y				

		<i>Provisions Against*</i>										
<i>Sponsors</i>		<i>Encouragement of Immoderate/ Excessive Drinking</i>	<i>Targeting of Minors</i>	<i>Placement at Events Where Audience Majority is Underage</i>	<i>Subjects in Adverts Being Under 25</i>	<i>Implication of Enhanced Ability (Physical)</i>	<i>Implication of Enhanced Ability (Sexual)</i>	<i>Implication of Enhanced Ability (Social)</i>	<i>Depiction of Unsafe Conditions (Driving)</i>	<i>Depiction of Intoxication</i>	<i>Association with Violence</i>	<i>Association with Illegal Activity/Drugs</i>
	Allied Domecq	y	y	y	y	y	y	y	y	y	y	y
	Brown-Forman	y	y	y	y	y	y	y	y	y	y	y
	Coors	y	y	y	y	y	y	y	y	y	y	y
	Diageo	y	y	y	y		y	y	y	y	y	y
	Heineken	y	y	y	y	y	y	y	y	y	y	y
Miller	y	y	y	y	y	y	y	y	y		y	

* Provisions listed are only those that are most relevant to youth. This table does not represent all provisions of any given code.

A model Code of Practice for the marketing and promotion of alcohol beverages

Basic Principles

All advertising and marketing communications should:

- Be legal, decent, honest and truthful and conform to accepted principles of fair competition and good business practice
- Be prepared with a due sense of social responsibility and be based on principles of fairness and good faith
- Not in any circumstances be unethical or otherwise impugn human dignity or integrity

Shared responsibilities

- Alcohol beverage producers should take the overall responsibility for the naming, packaging, merchandising, advertising and promotion of their brands. In particular, they must ensure that their marketing and promotional activities do not condone or encourage excessive or irresponsible drinking and are not targeted at minors.
- Advertising and PR practitioners or agencies, and agencies involved in the naming or packaging of alcohol beverages should be familiar with the Code and should operate in such a way as to enable advertisers to fulfil their responsibilities under the Code as set out below.
- Publishers, media-owners or contractors who publish, transmit or distribute advertisements or other promotional materials relating to alcohol beverages should exercise due care in the acceptance of advertisements and their presentation to the public.
- Retailers and others involved in the distribution and sale of alcohol beverages should not in any way encourage irresponsible or excessive consumption, or consumption by young people below the legal purchase age for alcohol beverages.

Self-regulation and alcohol

- It is the responsibility of alcohol beverage producers, in association with advertising agencies and media-owners, to support national self-regulatory systems for commercial communications where these exist, either as an alternative to, or a supplement to, national legislation or statutory regulations.
- Where a self-regulatory body does not exist, it may be necessary to create one for this purpose; alternatively, an industry trade association may take on the role of secretariat. At a minimum, a Complaints Officer is required, on a full or part-time basis, to service and act as secretary to a Complaints Panel.
- To establish impartiality and credibility, it is important for at least one independent person, not related to the alcohol beverage or the advertising industry, to sit on, or act as Chairman of the Complaints Panel.

- The self-regulatory system should, preferably, be capable of dealing with all forms of brand advertising or marketing communications, regardless of the medium used (eg both print and broadcast media, labelling, packaging, internet promotional activities and consumer promotions in the on and off-trade.) Where it is not possible for the self-regulatory body to handle all forms of such communications, the boundaries of its responsibilities should be clearly defined and communicated to consumers.
- Funding for the self-regulatory system should come from all parts of the advertising industry – advertisers, agencies and the media. Where Codes of practice also cover trade promotions, it is preferable to have funding support from the trade as well.

Young people *

(* Refers to minors below the legal purchase age for alcohol beverages; or to under 18-s in countries no minimum age is set).

- It is of fundamental importance that alcohol beverage producers should not target (or appear to target) minors through their advertising or promotional activities. These activities must be reviewed on a continual basis to ensure that this is the case.
- Marketing managers employed by alcohol beverage producers should be aware of the importance of this; and should ensure that their marketing and promotional teams understand what it means in practice for them.
 - (i) Brand advertising or promotional activities for alcohol beverages should not be placed in media directed primarily at minors.
 - (ii) Events and competitions directed primarily at minors should not be linked to alcohol beverage brands through sponsorship.
 - (iii) No minor should be directly associated with, or depicted drinking, alcohol beverages in any branded communication.
 - (iv) The naming and packaging of alcohol beverages should be clearly adult in terms of their appeal.
 - (v) As a minimum standard, models used in advertisements for alcohol beverages should be, and appear to be, 21 years of age or older.
- Advertising and PR agencies working with alcohol beverage producers should understand these requirements and operate in such a way as to enable advertisers to fulfil them. This applies, in addition, to agencies that work on the naming and packaging of alcohol beverage brands and to those who assist with promotional activities in the off- and on-trade.
- Traders and retailers to ensure that minors are not supplied with alcohol beverages. Where possible, proof-of-age identity should be requested.

Irresponsible or excessive drinking.

- Alcohol beverage producers should review all their advertising and promotional practices on a continuous basis to ensure that they do not encourage excessive or irresponsible consumption, nor present abstinence or moderation in a negative way.
- Marketing managers employed by alcohol beverage producers should be aware of the importance of this and should ensure that their marketing and promotional teams understand what it means in practice for them.

- (i) Marketing and promotional activities for alcohol beverages must depict only moderate and responsible consumption.
 - (ii) Marketing and promotional activities should not suggest any association with violent, aggressive, dangerous, illegal or anti-social behaviour.
 - (iii) Marketing and promotional activities should not suggest that alcohol beverages may be consumed immediately prior to, or during, the operation of a motor vehicle, boat or aircraft or other machinery; or engagement in activities such as swimming or any other potentially hazardous activity.
 - (iv) Marketing and promotional activities should not encourage consumers to prefer a particular brand of alcohol beverage because of its higher alcohol content or intoxicating effect.
- Advertising and PR agencies should understand these requirements and operate in such a way as to enable advertisers to fulfil them. This applies, in addition, to agencies that work on the naming and packaging of alcohol beverage brands and to those who assist with promotional activities in the off- and on-trade.
 - Traders and retailers in bars and licensed premises should discourage the rapid and/or excessive consumption of alcohol beverages; care should be taken to avoid promotions that have this objective. Where possible, food and non-alcoholic drinks should be available.
 - Traders and retailers should guard against the supply of alcohol beverages to intoxicated persons. Disorderly or offensive behaviour on the part of customers should not be tolerated.
 - Where possible, server-training schemes should be developed to help retailers address issues related to excessive consumption or disorderly behaviour. It is in the interests of both alcohol beverage producers and the trading/retailing community to work together on server-training programmes that address this need.

SAMPLE OF INDUSTRY SOCIAL RESPONSIBILITY ACTIVITIES AIMED AT YOUTH AND SUPPORTED BY ICAP SPONSORS

AUSTRALIA

Australian Associated Brewers

Via the Australian Brewers' Foundation (ABF): 'Rethinking Drinking' (1996 ongoing)
Via the Australian Brewers' Foundation (ABF): 'Rethinking Drinking - You're in Control'. Alcohol education programme for secondary school students, developed by the Youth Research Centre, University of Melbourne. Focus on teacher training. Kit includes workbooks, videos, teachers' and parents' guides and an interactive computer game.

Distilled Spirits Industry Council of Australia (DSICA)

Home Safely (1986 ongoing)
Home Safely - campaign in secondary schools and colleges, community groups, road safety organizations and driving schools, to raise awareness about drink driving and encourage teenagers to consider alternatives. Aimed at adolescents and their families. Materials include an education kit for schools, a speaker's kit for community groups, a "contract for life" and parent information brochure.

AUSTRIA

Austrian Brewers' Association (<http://bier.oesterreich.com>)

X-periment (Ongoing)
'X-periment' - educational video made in cooperation with The Amsterdam Group.

BELGIUM

FORUM voor Verantwoord Alcoholgebruik/FORUM pour la Consommation Responsable de Boisson Alcoolisées (<http://www.forum-taste-education.com>)

Quality not Quantity (1991, ongoing)
'Quality not Quantity' - training programme on sensible use of alcohol. Aimed at 16-18 year olds.

BRAZIL

Guinness UDV Brazil

Training of young unemployed people in bartending skills (June 2000 ongoing)
Training of young unemployed people in bartending skills. Aims to encourage responsible server training. In cooperation with Diageo Foundation and SEAC (training agency). The Bartender Project is proving successful, with more than 100 Guinness UDV employees involved with voluntary work and all of the 54 students of its first pilot already engaged in some form of employment with On Trade clients. The Project has been presented to the Secretary of Health of the Federal Government in Brasilia, Minister Jose Serra, who has accepted an invitation to be at the certificate awarding ceremony. The association of major hotel chains (that includes the Accord Group) and the big association of Barbecue Houses are currently considering partnerships with the Project.

CANADA

Brewers Association of Canada (<http://www.brewers.ca>)

BACCHUS Canada Partnership (1993 ongoing)

BACCHUS Canada Partnership - to promote responsible consumption of alcohol by youth. New posters in 1997 and 1998.

Educational program: Your Life: Your Choice (2000)

Your Life: Your Choice. Youth alcohol education programme aimed at 13-14 year-old high school students in New Brunswick, Alberta. In cooperation with the University of New Brunswick, Université de Moncton, Performx and NBTEL. Available in English and French.

Series of responsible drinking radio PSAs (1990 ongoing)

Series of responsible drinking radio PSAs aimed at parents and young people. Concerns drink driving, drinking in the family, youth and parents. In cooperation with broadcasters in Canada. Audiotaped copies are available.

Caring Together (Phase II) (Spring 1996 ongoing)

Caring Together (Phase II) - to provide an information tool to care providers that will help communities talk about prenatal health care and provide culturally affirming health knowledge to young, pregnant women, their partners, families and friends. In partnership with the Native Physicians' Association in Canada.

Caring Together (Phase III) (November 1997 ongoing)

Caring Together (Phase III): the Caring Together Interactive Board Game is specifically designed to help Aboriginal youth deal with everyday lifestyle situations. In partnership with the Native Physicians' Association in Canada.

Training video: Young Drivers of Canada (1998 ongoing)

Young Drivers of Canada - student driver training (video) for new drivers.

Youth Alternative (YA) Program (2001 ongoing)

Youth Alternative (YA) Program. This action was developed by the Alberta Alcohol and Drug Abuse Commission (AADAC) with funding from the BAC. Designed to talk to 15-17 year olds about alcohol, its goals include harm minimization, developing positive role models and teen mentoring.

Spirits Canada (<http://www.canadiandistillers.com>)

Spirits Days Alcohol Awareness Fairs (Pilot phase: 1999 and 2000)

Spirits Days Alcohol Awareness Fairs. On campus, interactive, hands-on alcohol education programme, based on premise that young students coming of legal age require one-on-one instruction on how to drink responsibly and with moderation. In partnership with Bacchus Canada/Student Education Life Company.

DENMARK

GODA (<http://www.goda.dk>)

GODA Test Tour - The Simulator Campaign (1995 ongoing)

GODA Test Tour - The Simulator Campaign - nationwide campaign aiming to teach young people about alcohol and driving.

Forældrefolder (For Parents with Teenagers) (1999 ongoing)

Forældrefolder (For Parents with Teenagers). Small folder providing parents with advice about adolescents, parties and alcohol.

Drik med stil (Drink stylishly) (2000 ongoing)

Drik med stil (Drink stylishly) - a small magazine for 14-year-olds. In Denmark people at that age begin to party and feel their way with alcohol. GODA supports a late debut. The magazine focuses on how to use alcohol sensibly and draws attention to the importance of relating to friends and parents when going to parties. It emphasizes that individuals choose whether they want to drink - or not.

GODA's Visiting Teachers Scheme (1998 ongoing)

GODA's Visiting Teachers Scheme is offered to schools' 7th or 8th grades. Young people trained by GODA to talk to the pupils about alcohol and parties, responsibility and comradeship.

Spillets regler' (The rules of the game) (1998 ongoing)

'Spillets regler' (The rules of the game) - magazine about young women and alcohol, distributed free to schools and youth clubs.

'Unge, Alkohol og Fester' (Young people, alcohol and parties) (1999 updated)

'Unge, Alkohol og Fester' (Young people, alcohol and parties) - leaflet for parents containing advice about young people, alcohol and parties. It provides an outline agreement between parents and children concerning mutual commitments in the context of parties. The leaflet is being distributed through the school system.

Young and children (1998 to 2000)

The national association Laenken gives support to the project 'Young and children', a preventive effort to strengthen young people raised in families that misuse alcohol.

Congratulations on getting your driving licence (1995-1999)

'Congratulations on getting your driving licence' - information on traffic and alcohol for those who have just passed their driving test.

GODA Test Tour (1995, ongoing)

GODA Test Tour - The Simulator Campaign - nationwide campaign aiming to teach young people about alcohol and driving.

Hustler with Style (October 2001 ongoing)

Hustler with Style. Designated driver campaign launched at technical schools throughout Denmark. One of the campaign elements was a track "Bo-bombom" by the Danish rap artists "Hvid Sjokolade" produced especially for the campaign. The CD booklet contains relevant information regarding the Hustler with Style initiative and various aspects of drinking and driving among young people in Denmark. In addition to being handed out at technical schools in Denmark, the CD may be ordered from the campaign microsite www.stoddermedstil.dk. So far GODA has distributed 25,000 copies of the CD.

FRANCE

Entreprise & Prévention (E&P) (<http://www.soifdevivre.com>)

Alcool & Société (Alcohol and Society). Newsletter (Ongoing)

Alcool & Société (Alcohol and Society). Newsletter aimed at young people, which provides details of Soif de Vivre programme. Enables people to order prevention tools and materials designed by E&P.

GERMANY

Deutscher Brauer-Bund (German Brewer's Association) (<http://www.brauer-bund.de>)

"Play Off - One For Four" (1996, ongoing)

"Play Off - One For Four: A game for drivers who reach their destination" - is a game to dissuade males of 18-25 years of age from drinking and driving. It is played in discotheques.

DIFA FORUM E.V. (<http://www.difa-forum.de>)

Don't Drink and Drive campaign (Spring 2001) Don't Drink and Drive - campaign at parties in discotheques aimed at young drivers. Uses posters, leaflets, stickers, key-holders, pins, game and caps. A designated driver receives free non-alcoholic drinks. In cooperation with Ford and pablik (event marketing agency).

PAFF - pilot project on alcohol education with young drivers (1998 - Autumn 2000)

PAFF - pilot project on alcohol education with young drivers. Involves computer tests, breath test, lectures, questionnaires, leaflet, posters and stickers. In partnership with Ministry of Traffic in Nordrhein Westfalia, University of Bonn and RWTÜV.

Conference on alcohol prevention. (15-16 November 2001)

Conference on alcohol prevention. DIFA Forum was one of the organizers of this conference, which was held in Potsdam. Speakers discussed the promotion of the responsible use of alcoholic beverages and presented an overview of available prevention strategies, based on examples from Germany and other European countries.

GREECE

EEOP - Association of Drinks Companies

Ten rules of a wise drinker (Ongoing)

'Ten rules of a wise drinker'. Folder handed to new drivers and distributed in a leading youth magazine.

INDIA

Society for Alcohol & Social Policy Initiative (SASPI) (<http://education.vsnl.com/saspi>)

Drinking and Driving (2001 – 2002)

Pilot project against drinking and driving in Bangalore. In partnership with The World Bank's Global Road Safety Partnership, the Bangalore Agenda Task Force, the Bangalore Police Department, the National Institute for Mental Health and Neuro-Sciences and the International Center for Alcohol Policies.

ITALY

Osservatorio Permanente sui Giovani e l'Alcool (<http://www.alcol.net>)

Community action (1 year)

Community action - prevention of alcohol abuse in the province of Biella. Whole community involved. Uses questionnaires before and after the action and a kit for schools - also posters, stickers and radio messages. In partnership with the provincial government of Biella, local health units and the Rotary Club.

Management of young people's risk (January - September 1999)

Management of young people's risk-taking behaviour - in-depth interviews with young people in Rome, Milan and Naples.

New Year's Eve. Used posters and postcards in addition to an advertising campaign, school lessons, policemen (20th November - 31st December 1998)

Road safety campaign in Cesena to prevent accidents on New Year's Eve. Used posters and postcards in addition to an advertising campaign, school lessons, policemen's direct actions, and a contest in high schools.

Survey: Youth, Drinking & Driving: Risk Behaviours. Third phase (2001)

Youth, Drinking & Driving: Risk Behaviours. Third phase, Definition of "Common Indicators" which could be monitored in terms of trends over time in the countries involved: Italy, Germany (and France, Greece, Spain and UK if locally financed). Quantitative survey of 9000 young people in Europe. In partnership with Università la Sapienza, Faculty of Psychology, Italy; I.F.T., Germany.

Survey: Young People and Risk in Italy and Europe. First phase (August - December 2000)

Young People and Risk in Italy and Europe. First phase of research to explore risky behaviours related to alcohol and also to driving and to substance abuse. Aimed at young people of 15-24 years. In partnership with Università la Sapienza, Faculty of Psychology, Italy; Université Rennes 2 Dept. L.A.U.R.E.P.S., France; Panteion University, Department for Social Policy and Social Anthropology, Greece; Alcohol Problem Clinic, Royal Edinburgh Hospital, UK; Socidrogalcohol, Spain; I.F.T., Germany.

Survey: Youth, Drinking & Driving: Risk Behaviours. Second phase (November - April 2001)

Youth, Drinking & Driving: Risk Behaviours. Second phase of research to analyse: the concept of risk, risk evaluation, risky behaviour phenomenology, risk management and alcohol-related behaviour (traffic/violence), information on how to improve adequate risk management. In partnership with Università la Sapienza, Faculty of Psychology, Italy; Université Rennes 2 Dept. L.A.U.R.E.P.S., France; Panteion University, Department for Social Policy and Social Anthropology, Greece; Alcohol Problem Clinic, Royal Edinburgh Hospital, UK; Socidrogalcohol, Spain; I.F.T., Germany.

Alcohol and Young People: Youth Narratives - book (1999)

Alcohol and Young People: Youth Narratives by Franca Beccaria, Amedeo Cottino and Odillo Guidoni Vidoni. Book reporting on research into young people and alcohol. Covers: types of encounters of young people; how young people approach alcohol; significant elements in the relationship between young people and alcohol; and awareness of the law regarding alcoholic drinks including drink driving.

JAPAN

Asahi Breweries Ltd

Underage Drinking. Educational video (Ongoing)

Educational video developed in cooperation with the Brewers Association of Japan and Japan Health and Alcohol Incorporated Association. Distributed to 6,000 junior high schools (50% of all junior high schools in Japan). Provides training materials for 13-15 year-olds on the medical and social effects of alcohol consumption.

Keeping on Good Terms with Alcohol: A Guidebook for Responsible Drinkers – book (1999 - ongoing)

Animated, easy-to-read booklet touting the importance of moderation in drinking. 550,000 copies distributed to date among freshmen in colleges and junior colleges nationwide.

Prevent Underage Drinking campaign (2001 – ongoing)

Poster and video campaign to prevent underage drinking, disseminated through retail outlets.

MALTA

The Sense Group (TSG)

Code of Practice for Bartenders (2000)

Code of Practice for Bartenders - guidelines to ensure that alcoholic beverages are consumed in moderation. Includes: no serving of alcoholic beverages to underage drinkers, known alcoholics or drivers who are above the drink-drive limit; bartenders should be able to translate alcohol content into units of alcohol, should know about services available to problem drinkers, and make transport arrangements for drivers who are above the drink-drive limit; advertising should not encourage irresponsible drinking; and the trade should support independent research into alcohol (mis)use. In collaboration with The Maltese Bartenders Guild and GRTU.

MEXICO

Fundación de Investigaciones Sociales A.C. (FISAC)

(<http://www.alcoholinformate.org.mx>)

TIPPS - Health promotion: workshops for teenagers (March 1999 - 2000)

TIPPS - Health promotion: workshops for teenagers. Aims to promote responsibility in the consumption of beverage alcohol, through life skills and by developing biological, psychological, social and spiritual areas. Involves workshops, specialized integration techniques, conferences, sessions led by a team of promoters and health and sociology professionals. Publicized via brochures and website. In cooperation with the governmental high school system. Evaluated using pre and post tests and focus groups.

Bimonthly seminars on research, culture and health

Bimonthly seminars on research, culture and health. Aim to convey a responsible drinking message to youth, older people, women, the authorities and specialists. In partnership with medical and social researchers.

Moderate drinking promotion (1998 ongoing)

Moderate drinking promotion - aimed at middle and high school students.

NEW ZEALAND

Beer, Wine and Spirits Council of New Zealand (<http://www.beerwsc.co.nz>)

Taking care of yourself and others (1998 to 2001-2003)

"Taking care of yourself and others" - teacher development programme to educate secondary school students in an effective manner towards responsible behaviour with alcohol. Aims to help 15-18 year olds make healthy decisions about alcohol. Focus on harm minimization. Makes use of work books, brochures and video. In cooperation with Christchurch College of Education, Alcohol Advisory Council of NZ and NZ Police Youth Education Service.

Education Associated with Legislation (1999 to 2000)

Education associated with Sale of Liquor Amendment Act 1999, which lowers the drinking age from 20 to 18. In co-operation with Ministry of Education, Ministry of Youth Affairs, Alcohol Advisory Council and New Zealand Police.

Financial and organizational support - information cards for under 18s (2000-2001)

Wellington Youth Council. Financial and organizational support to develop and distribute nationwide small information cards regarding alcohol laws for those under 18. In cooperation with Wellington City Council (local government), Wellington City Youth Council, NZ Police and Liquor Licensing Authority.

POLAND

MODUS (2001 ongoing) (<http://www.modus.org.pl>)

Modus is implementing a life skills and patterns approach into the teaching curriculum being developed for secondary schools.

SLOVENIA

Commercial Union for Viticulture and Wine of Slovenia Ltd

Wine and Young People (1998 ongoing)

Wine and Young People - seminars for graduate classes of secondary schools. Programme includes lecture, wine tasting and booklet. Emphasis is on cultural drinking - wine with food.

SOUTH AFRICA

Industry Association for Responsible Alcohol Use (ARA)

Substance abuse prevention policy development (1999-2001)

Substance abuse prevention policy development. Alcohol abuse prevention aimed at youth. In partnership with African National Congress (ANC) Youth League.

Alcohol abuse prevention - BUDDY project (Ongoing)

Alcohol abuse prevention - BUDDY project. Focus is on responsible use of alcohol and on dangers of abuse and road use. Aimed at youth at tertiary education institutions. In partnership with student organizations at participating institutions.

Life skills education (Ongoing)

Life skills education. Aimed at school-going children and youth. Education for alcohol abuse prevention. In partnership with Horizon Lifeskills Education Project.

SPAIN

Cerveceros de España (<http://www.cerveceros.org>)

Video: Young People, Alcohol and Driving (1999)

Young People, Alcohol and Driving. Video to show that moderate beer consumption does not affect driving ability. In cooperation with ADIGRAM (Asociación de Distribuidores e Industria de Grandes Marcas de Bebidas) and RACE (Real Club del Automóvil de España).

Learn to Enjoy Beer. Social awareness campaign (2000)

Learn to Enjoy Beer. Social awareness campaign to persuade young people to drink beer in moderate quantities and enjoy the social moments involved. Material on beer, health and "going for tapas" is to be displayed in nearly 15,000 Spanish bars. In cooperation with the Spanish Hotel Management and Restaurant Federation (FEHR) and the Consumer and Use Union (UCE).

Young People and Alcohol. Opinion survey (1999 ongoing)

Young People and Alcohol. Opinion survey amongst 1,400 young Spaniards to study their habits regarding alcohol consumption during the week and at weekends. The study will be submitted to health authorities in 2000.

Young People, Alcohol and Driving (2001)

Young People, Alcohol and Driving. Research study of 4000 young Spaniards carried out independently by Carlos III University of Madrid during weekend evenings. Investigating the drink driving habits of these young people.

FEBE (Federación Española de Bebidas Espirituosas)

Young People, Alcohol and Driving (1999, ongoing)

"Young people, alcohol and driving" - campaign against drink driving aimed at young people aged under 25. Video tapes to be distributed among all driving schools. In partnership with ADAC, ERSF, YES and The Spanish Brewers Association (as above).

SWEDEN

Svenska Bryggareföreningen (Swedish Brewers' Association) (<http://www.swedbrewers.se>)

Alkohål i huvet (Alcohol and Youth) (July 1997 - December 1999)

Alkohål i huvet (Alcohol and Youth) - information programme to prevent the misuse of alcohol among young people. Involves lectures in schools, a magazine, the Internet (www.alkohalihuvet.com), and television commercials. In partnership with Stiftelsen Non-Violence Sweden.

Arton.nu (Eighteen Now) (2000 ongoing)

Arton.nu (Eighteen Now) is a project dealing with the lifestyle and general well being of 18-year-olds. Designed as a contribution towards reducing excessive consumption of alcohol among young people. Publicized via a website (www.arton.nu) and by sending a pamphlet to everyone in Sweden who turns 18 during 2000. The website, which sets out to be a dynamic and lively platform for 18-year-olds, contains news stories, reports, reviews and discussions on events in society. Each week the editors invite a celebrity to discuss matters of interest and to chat to people who log on. Follow-up to the Alkohål i huvet (Alcohol and Youth) information programme, which ran from July 1997 to December 1999. The action is carried out in cooperation with Swedish breweries.

TAIWAN

Taiwan Beverage Alcohol Forum (TBAF)

With support from the Taipei city government, TBAF is implementing a poster and video campaign against drinking and driving. (2001 – ongoing)

UNITED KINGDOM

Allied Domecq

Internal booklet: Alcohol Issues: at a Glance (1998 ongoing)

Alcohol Issues: at a Glance. Internal booklet: reprinted and circulated to all Group employees in 1998. Covers health, moderate drinking, women, young people, drugs, driving, advertising, and the drinks industry.

British Beer and Pub Association (formerly Brewers and Licensed Retailers Association, BLRA) (<http://www.beerandpub.com>)

Think Before You Drink Before You Drive (Competition) (October 2000 to February 2001)

Competition for young people to design messages to deter 16-25 year olds from drinking and driving. Aims were to educate a large number of the target audience about the dangers of drinking and driving. Information, background briefing material, entry forms and posters for schools were made available on the website (www.blra.co.uk/drivesafe.html). Publicized by sending letters to colleges and through advertisements aimed at schools. In cooperation with a steering group from DETR, ROSPA, TPG and the Association of Colleges and teachers. The competition has now been judged and has proved to be very successful. The quality of the entries has been fantastic and it is hoped that many can be used in future campaigns. It is estimated that more than 6,000 young people have thought carefully about the subject as a direct result of the competition. A report is now available.

Wheelwatch (2001)

Wheelwatch: a third good practice guide for pub owners and licensees. This guide differs from the others in that it features ideas for targeting younger pub customers. It includes the results of a competition for young people to devise new messages to deter their peers from drinking and driving. Wheelwatch is about providing viable alternatives for drivers. For those who have to drive, it signposts the wide range of soft and non-alcoholic drinks available in pubs. It also highlights alternative ways of getting home safely, including designated driver schemes, taxis, minicabs and buses.

Northern Ireland Drinks Industry Group

Underage Drinking and Education (1999, Spring and Summer 2000)

To help counter underage drinking in Northern Ireland through informed and positive teaching. Aimed at underage drinkers, especially those in their early and mid-teens. In partnership with The Portman Group (TPG). Makes use of TPG material for primary and secondary schools.

Alcohol and Teenagers in Northern Ireland (May 1998)

'Alcohol and Teenagers in Northern Ireland' - joint conference with The Portman Group. Attended by social workers, health professionals, church workers, educationalists and young people.

The Portman Group (<http://www.portman-group.org.uk>)

"If you do do drink, don't do drunk" (2001 – ongoing)

Campaign which aims to influence behavior by emphasizing the risks attached to excessive drinking and the importance of personal responsibility. Features include radio advertisements, washroom advertising in pubs, clubs and student bars.

Educational materials for schools (Ongoing)

Educational materials for schools - includes two publications - 'We've seen people drinking' (8-11 years) and 'Finding out about drinking' (12-16 years) - and a video, 'In your face' (14-17 years). Video produced in association with facial surgeons and depicts the sometimes violent consequences of excessive drinking.

We've Seen People Drinking (March 2001 ongoing)

We've Seen People Drinking. Second update of classroom resource book first published in 1994. Alcohol education is now officially considered relevant to the curriculum in UK primary schools. TPG has recently awarded over £100,000 in grants to 17 local education authorities to include alcohol education in their in-service training programme for teachers. Barnsley Metropolitan Borough Council, Devon County Council and the London Borough of Enfield received nearly £20,000 between them. Three training days were provided by Devon County Council for 100 local primary teachers, while two half-day courses for 20 schools were organized by the London Borough of Enfield for teachers to produce, among other things, examples of good practice. In Barnsley, a day conference for primary teachers was arranged to share information about why young people drink, and what resources they could use most effectively for 8-11 year olds.

Alcohol and Society. Research study (2001)

Alcohol and Society. Research study conducted by MORI for TPG to gauge the current state of public opinion on a variety of alcohol-related issues, including: drinking behaviour, perceptions of the drinks industry, drinking and young people, and drinking legislation and controls. Previously available in five parts: general attitudes, young people, crime and disorder, sensible drinking and health, and trade and industry. The key message is that British people like a drink but do not like drunks. The survey shows that the public is particularly concerned about underage alcohol misuse and drunken violence and disorder.

Alcohol and Society. Part 2: Alcohol and Young People (2000)

Alcohol and Society. Part 2: Alcohol and Young People. Research study conducted by MORI for TPG. This aspect of the report reveals that 91% of the British public believe that wider use of identity cards could help control the underage drinking problem; 83% think a card should be compulsory. The survey also showed strong support (88%) for tougher penalties for retailers who sell alcohol to children. Two thirds support measures allowing the police to use young teenagers to pose as customers in organized swoops to root out retailers who sell to underage children.

Alcohol and Society Part 4: Sensible Drinking and Health (2000)

Alcohol and Society Part 4: Sensible Drinking and Health. Research study conducted by MORI for TPG. Found that the majority of people (78%) feel informed about the risks associated with alcohol, although 44% would like more information. The preferred channels of communication are schools (for the young), factual television programmes and television advertising. Shock tactics are felt to be the most effective means of communicating sensible drinking messages, combined with factual information. It is clear that, whilst British people are keen to understand and follow sensible drinking guidelines, many lack the basic knowledge of "units", "daily benchmarks" and the implications these have on the amount they should drink. Most of the people surveyed advocate the placing of the number of units on bottles and cans.

Prove it! Proof of Age Scheme (January 2000 ongoing)

Prove it! Proof of Age Scheme. Announcing the results of a year-long review of this scheme, TPG reports that government needs to do more to help the licensed trade. TPG's "Prove it!" scheme, which has been in operation for ten years, issues proof of age cards costing £5 to cardholders and £5 plus VAT for retailer kits. The applicant, who must be aged at least 18, submits a completed form along with a photograph and a signed statement from a referee who

can vouch for their age. All applicants are thoroughly vetted before a card is issued. The card is now carried by nearly half a million young adults.

Under the Influence: The Report of the Task Force on Underage Alcohol Misuse (1997)

Under the Influence: The Report of the Taskforce on Underage Alcohol Misuse. Presents the findings of a taskforce set up in the UK by TPG in response to the growing public perception of problems relating to young people's drinking.

The Alcohol Education Resource Directory (2000)

A-Z: The Alcohol Education Resource Directory. Publication aimed at teachers responsible for introducing alcohol education into the National Curriculum for pupils aged 8-16 years. Contains details of teaching packs, books, booklets and leaflets; videos and CD-ROMs; and useful contacts and websites. Includes information on theatre groups who use drama to promote understanding of alcohol issues, as well as games and posters. A free copy of this directory has been sent to every primary, middle and secondary school in England, Scotland and Wales. It is available at www.portman-group.org.uk.

UNITED STATES

American Vintners Association (AVA) (<http://www.americanwineries.org>)

Age verification service for direct-to-consumer sales (October 2000 ongoing)

Age verification service for direct-to-consumer sales. AVA have announced an agreement with creditcards.com to provide "real time" electronic age verification so that member wineries with remote sales by phone or Internet can check they are not selling to a minor. VerifyMyID(tm) provides wineries with a service that ensures that customers not present are of legal drinking age.

Beer Institute (<http://www.beerinstitution.org>)

WRAP (Washington Regional Alcohol Program) (1982 ongoing)

WRAP (Washington Regional Alcohol Program). Formed to fight drink driving, drugged driving and underage drinking in the Washington metropolitan area. Operates through public education, innovative health education programmes and advocacy as well as SoberRide, the organization's free cab ride service for would-be drink drivers. In cooperation with DC Department of Public Works, Maryland Highway Safety Office, Virginia Department of Motor vehicles, Anheuser-Busch, Coors and Miller.

TIPS (Training for Intervention Procedures for Servers of Alcohol) (Ongoing)

TIPS (Training for Intervention Procedures for Servers of Alcohol). Designed to teach servers, sellers and consumers of alcohol to prevent intoxication, drink driving and underage drinking through a commonsense approach to serving alcohol responsibly in any setting. In cooperation with the National Institute on Alcoholism and Alcohol Abuse, Anheuser-Busch, Coors and Miller.

TEAM (Techniques for Effective Alcohol Management) (Ongoing)

TEAM (Techniques for Effective Alcohol Management). The TEAM Coalition works to provide effective alcohol service training in public assembly facilities and promote responsible alcohol consumption that enhances the entertainment experience while reducing alcohol-related instances both in facilities and on surrounding roadways. In cooperation with ARAMARK Corporation/Campus Services; CBS, Inc.; Championship Auto Racing Teams, Inc.; FOX Sports; Health Communications, Inc.; Mothers Against Drunk Driving; National Association of Broadcasters; National Basketball Association; National Collegiate Athletic Association; National Football League; National Football League; National Highway Traffic Safety Association; National Hockey League; SMG; TIPS.

BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students) and GAMMA (Greeks Advocating Mature Management of Alcohol) (Ongoing)

BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students) and GAMMA (Greeks Advocating Mature Management of Alcohol). BACCHUS and GAMMA are an international association of college and university based peer education programmes focusing on alcohol abuse prevention and other student health and safety issues. In cooperation with Centers for Disease Control and Prevention, National Center for Social Norming, Center for Substance Abuse Prevention/Colorado Department of Human Services Alcohol and Drug Abuse Division, Colorado Department of Transportation, Florida Department of Transportation, Higher Education Center, Inter-Association Task Force on Alcohol and Other Substance Abuse Issues, National Organizations for Youth Safety, National Highway Traffic Safety Administration, Anheuser-Busch, Coors and Miller.

Coors Brewing Company

National Commission Against Drunk Driving (NCADD) (1989 ongoing)

National Commission Against Drunk Driving (NCADD). Since 1989, Coors has supported the NCADD, particularly its youth programmes. This organization fights drink driving by fostering consensus and cooperation among the corporate sector, state and federal governments and advocacy groups.

21 Means 21 (1998 ongoing)

21 Means 21. Coors' national "21 Means 21" advertising campaign was developed to communicate that Coors does not want the business of America's youth. This message reinforces the only good decision for those under 21 - don't drink. When you're 21, it's your choice. For retailers, the "21 Means 21" message on point-of-sale materials reinforces the importance of checking IDs. For consumers of 21 or older, the message emphasizes that it is illegal to buy alcohol for - or to serve it to - anyone who is underage.

Alcohol, Drunk Driving and You (ADDY) (Ongoing)

Alcohol, Drunk Driving and You (ADDY). ADDY, a programme of the National Commission Against Drunk Driving, is designed to promote safe and responsible driving among teenagers with a focus on preventing alcohol impaired driving. It includes an award-winning video, "Driving Drunk: Your Choice?" Through ADDY, teenagers and parents have learned about the dangers of underage drinking and driving.

National Collegiate Alcohol Awareness Week (NCAAW) (Ongoing)

National Collegiate Alcohol Awareness Week (NCAAW). Alcohol awareness among college students is supported through the annual NCAAW, held every October on campuses nationwide. Coors Brewing Company awards scholarships each year to 10 exemplary campus alcohol education programmes.

An Apple A Day (Ongoing)

An Apple A Day. This school-based prevention education curriculum builds resiliency skills in young children through the use of literacy skills. The programme is designed for students from kindergarten through fourth grade.

Grow Girl! (Ongoing)

Grow Girl! This self-esteem building programme serves as a companion to the concepts and skills established in An Apple A Day. It is designed to promote resilience in 10-12-year-old girls.

Responsibility in Campus Communities. (2002 ongoing)

Responsibility is a Way of Life for Coors in campus communities. Coors College Marketing Guidelines. Eight-page booklet, beginning with letter from Chairman Peter Coors, details the

philosophies, programmes and policies of Coors Brewing Company for use by Coors sales and marketing personnel and Coors distributors when dealing with college issues.

Heineken USA

"Heineken USA TIPS for the University Grant Program" (2000 - ongoing)

As part of the Health Education Foundation's TIPS server training program series, Heineken provides grants to national fraternities. These grants allow the fraternities to train chapter presidents and social chairs around the country in the TIPS for the University course. The course provides college students with important and relevant information about the importance of personal responsibility regarding the consumption of alcohol, including the legal and illegal consumption of the product.

Miller Brewing Company

WE ID card (Ongoing)

WE ID card - provided by the Beer Institute and National Beer Wholesalers' Association to help retailers spot fake IDs.

Here's Looking at Yours Kid: Driver License Booklet for the United States and Canada (1993 ongoing)

'Here's Looking at Yours Kid: Driver License Booklet for the United States and Canada' - part of 'Think When You Drink' campaign.

Good Times: A Guide to Responsible Event Planning (Ongoing)

'Good Times: A Guide to Responsible Event Planning' - checklist to ensure a safe gathering. Includes server training, checking ID cards, and the use of wristbanding for minors and designated drivers.

The Century Council (<http://www.centurycouncil.org>)

Pop culture point-of-sale campaign (2000 ongoing)

Pop culture point-of-sale campaign. Point-of-sale materials with a pop culture theme have been designed to help deter illegal underage purchasing at retail outlets. The materials, which include buttons, posters, stickers, table tents and pamphlets, are available in English and Spanish. During the second half of 2000, these materials were unveiled in 16 cities and over 500,000 items were requested by retailers across the USA. Over 20 additional launches are planned for 2001. Partners in the campaign are the National Association of Beverage Retailers (NABR), National License Beverage Association (NLBA), Wine and Spirits Wholesalers of America (WSWA) and the National Alcohol Beverage Control Association (NABCA).

Alcohol 101 (1998- ongoing)

Interactive CD-ROM program distributed free to over 650 US colleges and universities representing over 3 million students. The CD-ROM allows students to enter a virtual party where they can make decisions for characters in social situations involving drinking or not drinking, and then see the outcomes of various decisions. In collaboration with the University of Illinois.

Second annual National Prom-Graduation Safety Month (May and June 2001)

Second annual National Prom-Graduation Safety Month. During the prom and graduation season, alcohol-related traffic fatalities among youth are particularly high. The initiative will involve mass distribution of proactive safety tips for parents and educational videos as well as high school and online appearances by a young man who was disabled in a road accident after driving drunk.

Cops in Shops (1993 ongoing)

Cops in Shops - action to deter minors from attempting to purchase alcohol illegally and adults who purchase for minors. Signs are posted in store windows warning that off-duty police officers may be acting as sales clerks.

Young People and Drinking (1998 onwards)

Young People and Drinking presents statistics on alcohol use among US students.

Ready or not: Talking with kids about alcohol (1994 ongoing)

'Ready or not: Talking with kids about alcohol' - video illustrating five key steps to talking to children about alcohol, a facilitator's guide and promotional materials. A Spanish language version and an adaptation for the Native American community are also available.

Brandon and Tony Silveria (1994 ongoing)

Brandon and Tony Silveria - give presentations ('Make the Right Choice') to high school students about Branson's car crash after drinking beer. Brandon was permanently injured in the crash. 'Brandon's Story' is a video provided to schools that Brandon and Tony (his father) cannot visit personally.

UDV North America/Guinness Bass Import Company

Sponsorship of the launch of the Empire State Training for Intervention Procedures (ESTIPS)
(January 2000 ongoing)

Sponsorship of the launch of the Empire State Training for Intervention Procedures (ESTIPS). Makes use of server training to reduce underage purchasing, adult overconsumption and drink driving in New York State. In partnership with Empire State Restaurant and Tavern Association (ESRTA).