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# European Alcohol and Health Forum Task Force on Marketing Communication

## Chair's report to plenary in November 2009

Conclusions and Next steps from development of three reports



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# Background: last chair's report in March 2008

- **Consensus on alcohol strategy (*reduce harm, curb underage drinking, educate, stop irresponsible behaviour*)**
- **Trends in marketing communication (*stagnating growth of classic advertising, emergence of new media*)**
- **Complex relationship between exposure and volume demand**
- **DG SANCO's working hypothesis is that the balance of evidence shows cumulative effect of marketing on young people's knowledge, attitudes and behaviour**



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## Progress since March 2008

- **Three reports being prepared by Stirling University including contributions by Taskforce Members**
  - **Social marketing**
  - **Targeting/Not targeting youth**
  - **Self regulation mapping**
  
- **What are conclusions and next steps in these three areas?**



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## Social marketing - conclusions

- **It should be more than just an information campaign**
- **Social marketing is an emerging area of knowledge**
- **Its impact on behaviour is methodologically hard to evaluate**
- **But individual campaigns can be useful/effective to**
  - **Raise awareness, underpin policy debate, build momentum**
- **Mapping report as an inventory of ideas, but it is neither complete nor authoritative**
  - **Examples offered largely communication related (health 'promotion') rather than a mix of methods**
  - **Many initiatives seem to lack the rigour which characterises the 'golden standard'**
- **The criteria still need to be better refined**
- **There is no consensus on**
  - **The role of branding and credibility**
  - **How to involve economic operators**



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## Social marketing – next steps

- **Clearing house under development**
  - Advisory Committee now selected based on nominations
  - First meeting on 15 September
  - Proposals for database structure sent to Advisory Members
- **There is potential for an EU wide initiative (but not this year)**
- **SANCO financed feasibility study into funding structures for voluntary and not for profit public health activities at EU level**
  - Exploring options to harness funds for public health actions
  - Results in 12 months



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# Targeting/not targeting youth - conclusions

- **Broad agreement that young people and children need to be protected**
- **Increasing consensus that advertising influences the alcohol consumption of young people**
  - **With decline of classic advertising, challenge is also to limit exposure across the new media**
  - **There is no consensus on the size of the influence**
- **Mix of statutory/voluntary rules very variable across the EU**
  - **All forms of regulations come down to (i) content and (ii) exposure/placement**
  - **A number of threshold principles exist (50:50, 70:30, 75:25, 80:20) but 70:30 is most prevalent**
- **What counts are effective approaches to protect youth**



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# Targeting/not targeting youth – next steps

- **Possible Public Health Programme Call for tender on, e.g.**
  - **Regulatory and self-regulatory approaches in the field of advertising and promotion, with particular focus on the protection of children and young people**
  
- **Economic operators to move towards an agreed common threshold principle?**
  - **Based on the proportional thresholds**
  - **Compare with US situation: economic operators have agreed 70:30 as a proportional standard (based on 70% of US population aged 21 or older)**



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# Self regulation mapping - conclusions

- **Development of systems for SR variable across the EU**
  - Some advanced, e.g. UK, Germany, Spain, Ireland
  - Some limited, e.g. Latvia, Malta
  - Mix of industry codes and guidelines in use
- **Limited information on**
  - compliance of codes within MS
  - the application of the codes in the retail and hospitality sectors
- **More detail/criteria needed on how to strengthen systems**
  - within all sectors
  - along the value chain



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# Updated MS Table (1)

Country	General Ad. SRO	General Ad. code	Alcohol adv. Law	One code for all alcohol sectors	Beer			Spirits			Wine			Hospitality	Retail
					Beer code in place	Is the Code in line with EU-wide sector Standards?	Is the code adjudicated on by a third party? By whom?	Spirits code in place	Is the Code in line with EU-wide sector Standards?	Is the code adjudicated on by a third party? By whom?	Wine code in place	Is the Code in line with EU-wide sector Standards?	Who adjudicates on the code?		
	Yes/No (name)	Yes/No	Is alcohol adv. regulated by law?	Yes/No	Yes/No	Yes/No		Yes/No	Yes/No		Yes/No	Yes/No		Yes/No	
Austria	OWR	Yes		Yes	Yes	Yes	OWR	General code	Yes (1)	OWR					
Belgium	JEP	Yes		Yes	General code	Yes	JEP	General code	Yes (2)	JEP	General code	Yes	JEP	co-signed code	co-signed code
Bulgaria	In progress	In progress		N/A	Yes	Yes	In progress	In progress	In progress	In progress	In progress	In progress	In progress		
Cyprus	In progress	In progress		N/A	In progress	In progress	In progress	N/A (4)	N/A	N/A	In progress	In progress	In progress		
Czech. Rep	RPR	Yes		N/A	Yes	Yes	RPR	Yes	Yes	RPR					
Denmark	N/A	Yes		Yes	General code	Yes	Alcohol Adve	General code	Yes (1)	Alcohol Adve	General code		Alcohol Adve	co-signed code	
Estonia	No	No		N/A	In progress	In progress	In progress	Yes	In progress	No					
Finland	MEN	Yes	LAW	Yes	General code	Yes	Court	General code	N/A	Court	General code	N/A	Court		
France	ARPP	Yes	LAW	Yes	General code	Yes	Court	General code	Yes (2)	Court	General code	N/A	Court		
Germany	DW - ZEN	Yes		Yes	General code	Yes	DW	General code	Yes (2)	DW	General code	Yes	DW		
Greece	SEE	Yes		N/A	Yes	Yes	SEE	Yes	Yes (1)	SEE	In progress	In progress	In progress		
Hungary	ORT	Yes		N/A	Yes	Yes	ORT	General code	Yes (1)	ORT	In progress	In progress	In progress		
Ireland	ASAI	Yes		Yes	General code	Yes	ASAI	General code	Yes	ASAI	General code	Yes	ASAI	co-signed code	
Italy	IAP	Yes		Yes	General code	Yes	IAP	General code	Yes (1)	IAP	General code	In progress	In progress	co-signed code	
LAW	Very widespread statutory regulation				No	not in place				N/A					
Yes	in place / enforced				In progress	decision has been taken /in implementation phase					information not available				
(1) the 70/30 rule and the 25 year minimum age for models not implemented															
(2) the 70/30 rule is not implemented															
(4) not a CEPS member															



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# Updated MS Table (2)

Country	General Ad. SRO	General Ad. code	Alcohol adv. Law	One code for all alcohol sectors	Beer			Spirits			Wine			Hospitality	Retail
					Beer code in place	Is the Code in line with EU-wide sector Standards?	Is the code adjudicated on by a third party? By whom?	Spirits code in place	Is the Code in line with EU-wide sector Standards?	Is the code adjudicated on by a third party? By whom?	Wine code in place	Is the Code in line with EU-wide sector Standards?	Who adjudicates on the code?		
	Yes/No (name)	Yes/No	Is alcohol adv. regulated by law?	Yes/No	Yes/No	Yes/No		Yes/No	Yes/No		Yes/No	Yes/No		Yes/No	
Latvia	No	No		N/A	In progress	In progress	In progress	Yes	Yes (2)	Council of Ethics					
Lithuania	LRB	Yes		N/A	In progress	In progress	In progress	N/A (4)	N/A	N/A					
Luxembourg	CLEP	Yes		N/A	Yes	In progress	Yes	No	No	N/A	In progress	In progress	In progress		
Malta	No	No		N/A	In progress	In progress	The Sense G	Yes	In progress	The Sense G	In progress	In progress	In progress		
Netherlands	SRC	Yes		Yes	General code	Yes	SRC	General code	Yes	SRC	General code	Yes	SRC		
Poland	RR	Yes		N/A	Yes	Yes	RR	Yes	Yes (1)	RR					
Portugal	ICAP	Yes		N/A	Yes	Yes	ICAP	Yes	Yes (1)	ICAP	Yes	Yes	In progress	co-signed code	
Romania	RAC	Yes		N/A	Yes	Yes	RAC	No	No	N/A	In progress	In progress	In progress		
Slovakia	RPR	Yes		N/A	Yes	Yes	RPR	No	No	N/A					
Slovenia	SOZ	Yes	LAW	N/A	N/A	N/A	Court	N/A	N/A	Court	N/A	N/A	Court		
Spain	Autocontrol	Yes		N/A	Yes	Yes	Autocontrol	Yes	Yes	Autocontrol	Yes	Yes	Autocontrol		
Sweden	Ro.	Yes	LAW	Yes	General code	Yes	AGM	General code	Yes (2)	AGM	General code	N/A	AGM		
UK	ASA	Yes		Yes	General code	Yes	ASA	General code	Yes	ASA	General code	Yes	ASA	co-signed code	

LAW Very widespread statutory regulation

No not in place

N/A

Yes in place / enforced

In progress decision has been taken /in implementation phase

information not available

(1) the 70/30 rule and the 25 year minimum age for models not implemented

(2) the 70/30 rule is not implemented

(4) not a CEPS member



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# Self regulation mapping – next steps

- **Continue to fill the gaps**
  - Public Health Programme could contribute (e.g. call for tender)
- **Develop emphasis on effectiveness**
  - Workshop on marketing communication held as part of Swedish Presidency meeting, Stockholm 22 September
- **Bring Member States into the debate**
  - Add MS column to chart

**This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**