



S T A P

**STICHTING
ALCOHOLPREVENTIE**

Effects of Alcohol Marketing during European Football Championship 2008

By Avalon de Bruijn

STAP: Dutch Knowledge Institute for Alcohol Policy

Alcohol Marketing related activities of STAP:

- Monitoring Alcohol Marketing in the Netherlands for 7 years (authorized by Dutch Ministry for Health)
- Initiators of the European Centre for Monitoring Alcohol Marketing (www.eucam.info)
- European projects on Alcohol Marketing (co-funded by the EC):
 - ELSA project (2005-2007): overview regulations, adherence and impact of alcohol marketing
 - FASE project (2008-2010): effective regulations
 - AMMIE project (2009-2011): systematic monitoring
 - AMPHORA project (2009-2012): impact research
- Research in cooperation with European universities



Recent Studies on Alcohol Marketing

- Review by Anderson et al (2009):

Examined (13) longitudinal studies consistently suggest that exposure to media and alcohol marketing is associated with the likelihood that adolescents will start to drink alcohol, and with increased drinking amongst established drinkers.

- Experiment by Engels et al (2009):

Male adolescents that were assigned to the conditions with substantial alcohol exposure in either movies or commercials consume more alcohol than other participants. Those in the condition with alcohol portrayal in movies and commercials drank on average 1,5 glasses more than those in the condition with no alcohol portrayal, within a period of 1 hour.

Alcohol Marketing Regulation in the NL:

- Raising awareness Dutch government of importance regulating alcohol marketing by law;
- New legislation on alcohol advertisement on TV/Radio from January 2009: watershed between 6 am to 9 pm;
- Youngsters are approached by a combination of different marketing techniques
- Often link between lifestyle and a brand: e.g. a link with sport

Longitudinal study on the effects of exposure to alcohol marketing during the Football Championship in the Netherlands

- In cooperation with the University of Twente
- Researcher: Veronique de Bos MSc.
- Football Championship 2008:

(Example TV commercial Heineken: Holland's secret weapon)

Research question

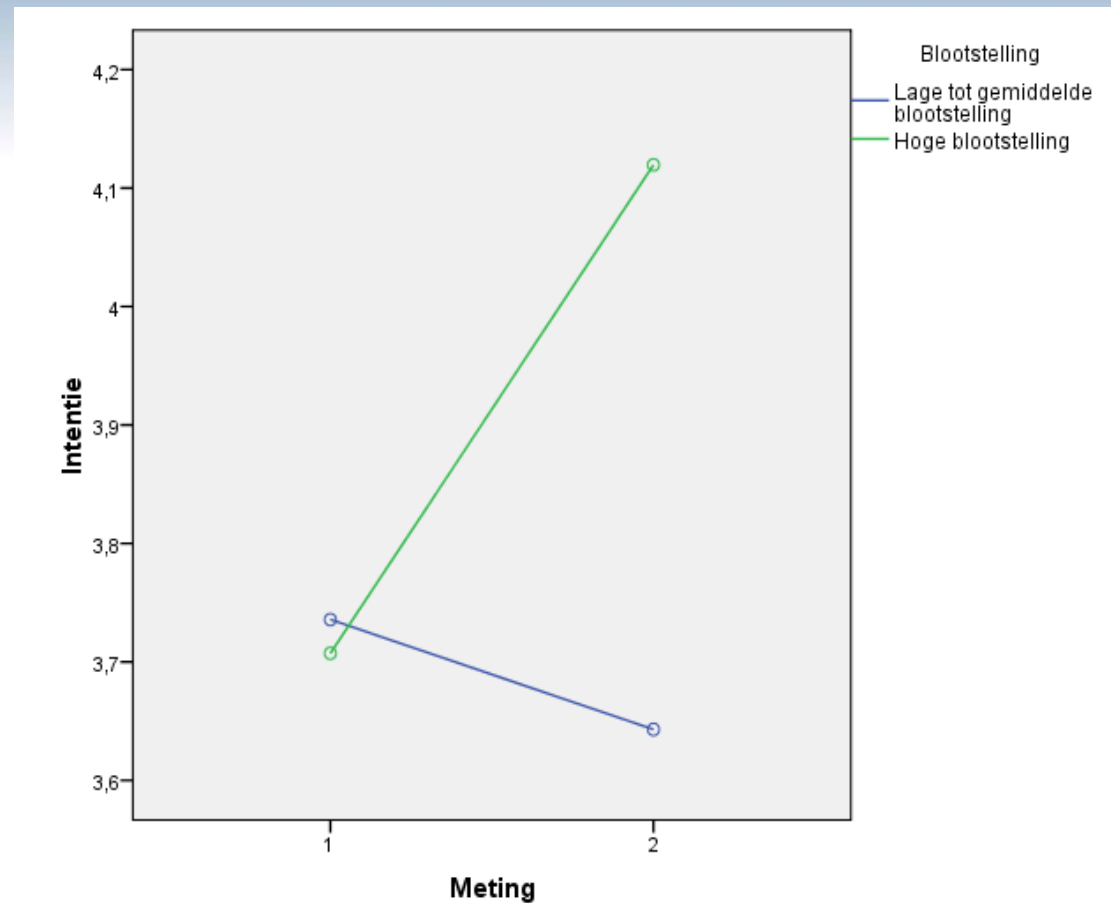
What is the influence of alcohol promotion during the European football Championship (EC) 2008 on drinking behaviour among Dutch youth of 12 to 15 years old?

Sample of 1688 youngsters (national sample);

Research Design: Pretest-posttest design

	time 1		time 2
Group A:	O_1	X	O_2
Group B (control):		X	O_2

Results- intention to drink



Results- Effects exposure among 12-15 year olds

Higher exposure to alcohol marketing during Championship:

- increases knowledge of alcohol brand (F=8.35, p<.01).
- increases positive attitude with respect to beer (F=1.06, p=0.31)
- increases intention to drink alcohol (F=9.11, p<.01)

Owning a promotional item increases alcohol consumption

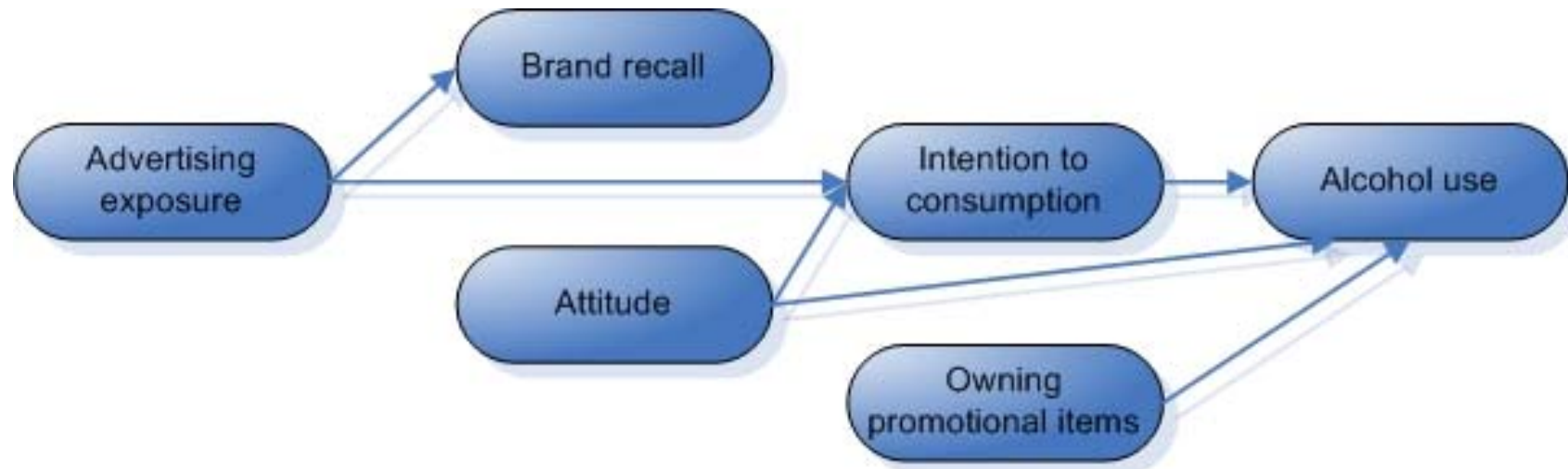
(F=11.46, p=<.01).

No direct effect was found of exposure to ads on the behaviour of drinking alcohol among youth (F=.14, p=.71).

It is expected that this can be explained by the group of non-drinkers who did not initiate drinking within these 3 weeks. Will be explored in further analyses.



Conclusion



Influence of advertising during the EC



Protecting young people against harmful effects alcohol marketing exposure: Policy recommendations

- Addressing promotional items in alcohol marketing regulations
- Extensive monitoring exposure to alcohol advertising & promotional items
- Volume restrictions of sport related alcohol marketing and sponsoring are recommended.



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