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# European Alcohol and Health Forum Task Force on Marketing Communication

## Chair's report

on workshop of  
4-5 March 2008



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# Background

- Consensus confirmed along lines of Alcohol Strategy:
  - reduce harm;
  - curb under-age drinking;
  - educate;
  - stop irresponsible commercial behaviour.
- Alcohol ≠ tobacco:
  - “denormalisation” is not the goal.
- Alcohol advertising in law:
  - AVMS Directive
- Percentage of population below 18 years in EU-27:  
22%.



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# Trends in Marketing Communication (I)

- **'Classic' advertising:**
  - big, but stagnant or decreasing.
- **Advertising through new media:**
  - much smaller, but growing (fast).
- **Complex relation between marketing exposure and volume demand:**
  - advertising is one part of a multifactorial environment around alcohol
  - complex issue, correlation of trends in advertising to harmful drinking is unclear.
- **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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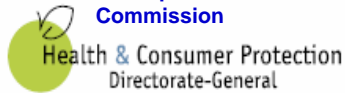
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## Trends in Marketing Communication (II)

- Desire that advertising should be more responsible.
- Things slip through SR schemes.
- Public opinion/expectations: less exposure towards young people.
- Distinction: messages sent, and received.



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## Best practice: SR effectiveness

- Support for Advertising Round Table as the benchmark for SR processes.
- Some parts of EU-27 still have to catch up
- Recognition that the codes/principles in SR:
  - may not reach all parts of alcohol value chain, so that there remains a need to work on this;
  - are (by design) unable to deal with price or volume.
- Participation and openness to non-economic players.



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# SR situation in Member States

	<b>SR0 <sup>(1)</sup></b>	<b>Code</b>	<b>Brewers <sup>(2)</sup></b>	<b>CEPS <sup>(3)</sup></b>
<b>Belgium</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>Ireland</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>Italy</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>Netherlands</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>Portugal</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>Spain</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>UK</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>France</b>	Yes	Yes	Limited scope	(almost) Full implementation
<b>Sweden</b>	Yes	Yes	Limited scope	(almost) Full implementation
<b>Greece</b>	Yes	Yes	moving to next level	(almost) Full implementation
<b>Finland</b>	Yes	Yes	Limited scope	very restrictive context
<b>Lithuania</b>	Yes	Yes	Moving to next level	
<b>Austria</b>	Yes	Yes	Mature system	Limited coverage or no code
<b>Germany</b>	Yes	Yes	Mature system	(almost) Full implementation
<b>Czech Republic</b>	Yes	No	Moving to next level	Limited coverage or no code
<b>Denmark</b>	No	Partial	Mature system	(almost) Full implementation
<b>Luxembourg</b>	No	Partial	Moving to next level	Limited coverage or no code
<b>Poland</b>	Yes	Yes	Moving to next level	very restrictive context
<b>Hungary</b>	Yes	Yes	Starting from scratch	Limited coverage or no code
<b>Romania</b>	Yes	Yes	Starting from scratch	Limited coverage or no code
<b>Slovakia</b>	Yes	Yes	Starting from scratch	Limited coverage or no code
<b>Slovenia</b>	Yes	Yes	Starting from scratch	very restrictive context
<b>Cyprus</b>	Partial	Partial	Moving to next level	Limited coverage or no code
<b>Estonia</b>	Partial	Partial	Starting from scratch	Limited coverage or no code
<b>Latvia</b>	No	Yes	Starting from scratch	Limited coverage or no code
<b>Malta</b>	No	No	Moving to next level	Limited coverage or no code
<b>Bulgaria</b>	Partial	Partial	Starting from scratch	Limited coverage or no code

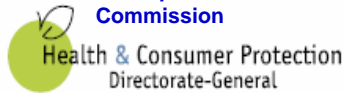
(1) Y2005 data

(2) EASA input

(3) EU picture



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# Best practice actions

- Social marketing can have positive impact on attitudes and behaviour.
- Media can play a role in social norming around alcohol in society, but top-down rules difficult: freedom of the press.

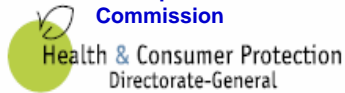
# Recommendations to Forum (I)

## 1. Self-Regulation (SR):

- Public authorities at all levels across the EU should challenge other actors to work together more.
- Forum Members should offer concerted support for more rapid extension of participation as a value in SR.
- SR behaviour should target audiences that are on average older than the overall population, not younger!
- Forum members should cooperate to ensure that principles of SR codes extend all along the value chain (retail/on-trade).



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## Recommendations to Forum (II)

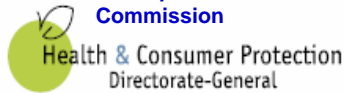
- Encourage EU-wide independent monitoring as to youth aspects of SR, perhaps under 2008 PHP, in a manner complementary to SROs' self or third-party monitoring.
- SROs should work to involve young people in adjudicating what is 'attractive' to them.

### 2. Social Marketing:

- Support social marketing as a potentially useful tool for positive education and harm reduction.
- Learn from nutrition platform experiment in social marketing



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# Recommendations to Forum (III)

## 3. New media

- all share goal of preserving principles of responsibility
- Industry (through EASA) should be open and participative in rethinking how best to ensure that SR codes apply effectively to new media
- How effective can gatekeeping be? - underage visits to new media sites

# Follow-up (I)

- National SRO development
  - Commission will correct and clarify the map of progress.
- Science Group
  - Commission will, with input from the Task Force, prepare task for Science Group to further analyse linkage between marketing and youth attitudes/behaviour.
- Monitoring
  - stakeholders could consider submitting proposal under 2008 call of Public Health programme.
  - Forum could look at other case studies of advertising self-regulation in individual countries.



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## Follow-up (II)

- EASA
  - should report back to Forum on new media
  - be open for input
- Social marketing:
  - topic for further discussion in the Task Force
- Self-regulation all along the value chain:
  - discussion in Plenary in April on basis of the example of beer. Referred back to the TF
  - more input needed, including on retail/on-sales: only 4 national retail/on-trade bodies signed up to produce SR rules
  - Relationship between health goals and competition law needs deeper study.

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