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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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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

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

(1) Y2005 data

(2) EASA input

(3) EU picture



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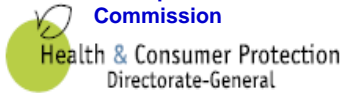
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Best practice actions

- **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.**



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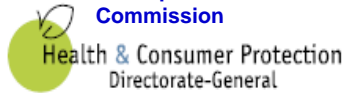
Recommendations to Forum (I)

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)

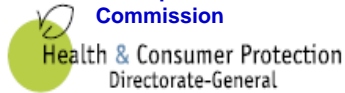
- **Encourage EU-wide independent monitoring as to youth aspects of SR, perhaps under 2008 PHP, in a manner complementary to SROs' self-monitoring.**
- **SROs should work to involve young people in adjudicating what is 'attractive' to them.**

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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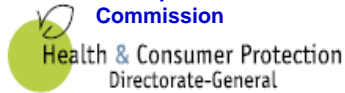
Recommendations to Forum (III)

3. New media

- all share goal of preserving principles of responsibility
- Industry (through EASA) should be open and participative in developing/adjusting SR codes to new media
- How effective can gatekeeping be? - underage visits to new media sites



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Follow-up (I)

■ Science Group

- 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.

■ EASA

- should report back to Forum on marketing code for new media
- be open for input



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Follow-up (II)

- **Social marketing:**
 - topic for further discussion
 - new Task Force?

- **Self-regulation all along the value chain – paper to be prepared for April Plenary.**