



EUROPEAN COMMISSION
HEALTH & CONSUMERS DIRECTORATE-GENERAL

Public Health
Health Determinants

EUROPEAN ALCOHOL AND HEALTH FORUM

10th Plenary Meeting

BRUSSELS, 26 APRIL 2012

Summary Report

1. Opening by the Chair, Despina Spanou, Principal Advisor, DG Health & Consumers

- The Chair welcomed participants (*cf. List in Annex 1*) to the plenary meeting of the European Alcohol and Health Forum (EAHF) focussed on responsible marketing.
- Noting that the results so far from the independent evaluation indicate that the alcohol strategy and the Forum have had an important influence on new actions to contribute to the reduction of alcohol-related harm across the society the Chair stressed that the Forum's work is far from completed. The strategy has generated a momentum that will continue in the future. Members of the Forum were invited to ensure that the body of valid commitments reflects a commitment to sustained action.

2. Applications for membership

- The European Medical Students' Association (EMSA) was admitted as new member. EMSA's members are national Faculty organisations. Once a faculty joins in, all its medical students gain right to participate in EMSA's activities. Public health is one broad field for activity, in which EMSA focuses in particular on issues that are of concern to young people
- With EMSA admitted the number of EAHF members is 68.

Issue in focus: responsible marketing

3. Introduction

- Michael Hübel, DG Health & Consumers, Health Determinants Unit, introduced the day's theme, responsible marketing, explaining that the purpose is to bring together different strands of action in this field and make visible some of the links between them. Voluntary action on responsible marketing takes place within Member States' regulatory framework. The upcoming report

of DG Information Society on the implementation of the Audiovisual Media Services Directive will shed light on some regulatory aspects in Member States. The focus on the EAHF plenary meeting is on self-regulatory aspects. A parallel discussion on the theme recently took place in the meeting of the Committee on National Alcohol Policy and Action, based on some of the same presentations.

- The session started with three presentations drawing on studies under the Public Health Programme which all used commercial data to examine aspects of alcohol marketing. All three speakers called for easier access to data on advertising placement and audience demographics. Data is available from commercial sources but at prohibitive cost which seriously limits the scope for research.
- The second part of the session focussed on the alcoholic beverage sector's activities for further development of self-regulation of commercial communications.

4. Trends and drivers of young people's drinking habits and beverage preferences: results from a study by the HAPI Consortium

- Peter Anderson, Professor at Newcastle and Maastricht Universities, presented the outcomes of a study by the HAPI consortium on trends and drivers of young people's drinking habits and beverage preferences. The study looked at alcoholic beverages that might have specific appeal among young people and examined their consumption and marketing in the wider context of youth beverage preferences, as captured in ESPAD data (European School Survey Project on Alcohol and Other Drugs) and in national surveys. The main conclusions are that alcoholic products do appeal to minors, and their marketing is appealing to minors. How the products are prepared, packaged and marketed, and their potential impact on minors does not, however, depend to any significant degree on the product category, that is, whether the products are a ready-to-drink mixtures, high strength premixes, beers, wines, spirits or ciders.
- Points raised in the discussion related to discrepancies between the pictures provided on youth drinking habits by national surveys and by the ESPAD survey, which were explained to stem from different methodologies used. The conclusion that alcopops do not seem to stand out from the other beverage categories popular among the young was found surprising, given that there is evidence at least from the UK which suggests that when alcopops were introduced, rather than substituting established drinks categories, they spurred additional alcohol consumption in particular among girls.

5. Young people's exposure to alcohol advertising in audiovisual and online media: preliminary findings from a study by RAND Europe

- Ellen Nolte from RAND Europe presented preliminary results from a study on young people's exposure to alcohol advertising in audiovisual and online media. The study looked at audience data and advertising occurrence in top 10 TV channels in three EU countries. The analysis based on UK data suggests higher exposure of 10-15 year-olds to television alcohol advertising compared with adults aged over 24 years. Due to lack of access to more refined audience

demographics, it was not possible to split the age group 16-24 years to take into account the 18-year minimum age applied to selling and serving alcoholic beverages.

- In the discussion the importance of aligning viewer categories with the cutting point for alcohol purchasing set by legal rules was stressed. It was also reminded that the idea for the Commission to this type of research originated in Forum discussions in 2009.
- While this is the first larger scale study in Europe to use objective measurement to examine the actual exposure of young people to alcohol advertising, in terms of scope it is not comparable to the seminal study by Chung & al (2010) in the US which used placement data for every national cable alcohol advertisement from 2001 to 2006, altogether more than 600 000 ads.¹

6. Monitoring alcohol advertising in Europe: experiences of the AMMIE project

- Wim van Dalen and Avalon de Bruijn from the European Centre for Monitoring Alcohol Marketing (EUCAM) presented results of the recently completed AMMIE project (Monitoring Alcohol Commercial Communications in Europe 2009-2010). Research looking at five EU countries indicates that in some cases large absolute numbers of 13-17 year-olds are reached by alcohol commercials placed in television programming whose audience composition meets the standard of minimum 70% adult viewership, endorsed by part of alcoholic beverage producers. Further findings demonstrate that self-regulatory adjudications concerning youth appeal of alcohol advertisements may be in conflict with views expressed by young people themselves.
- A range of points were made in the discussion, including relating to the methodology of the study and the representativeness and reliability of the data used. The need for independent monitoring of compliance with self-regulatory codes was stressed.

7. Strengthening comprehensive standards for responsible alcohol marketing: the role of the industry

- Malte Lohan, representing the World Federation of Advertisers (WFA), presented the Responsible Marketing Pact, a commitment to action under the Alcohol and Health Forum, launched on 16 April 2012. The Pact involves eight leading companies as signatories and, as associate partners, the trade organisations of spirits, wine and beer sectors as well as the associations of communications agencies and of the sponsorship industry.
- The aim is to develop common standards for audience composition (no alcohol advertising unless the share of adults is at least 70%), for marketing through social media and to revise guidance regarding content that appeals specifically to those under the legal drinking age. The common standards will be developed over 2013 and integrated incorporated into the self-regulatory systems by the end of 2014.

¹ Chung P & al. Association between adolescent viewership and alcohol advertising on cable television. American journal of public health, Vol 100 (3): 555-562, 2010.

- The Responsible Marketing Pact is the pan-industry response to Commissioner Dalli's call for further development of responsible advertising, particularly as regards new media. For the first time common standards will be applied across the wine, beer and spirits sectors and across the EU. While the effort required for cross-sector agreement was recognised, some commentators called for a more ambitious audience composition standard that would take into account youth demographics and the actual size of youth audiences. The need for the Commission to closely follow this commitment was acknowledged.

8. Ways forward on responsible marketing

- In the last part of the session, examples of work to strengthen self-regulation already carried out in the beer, wine and spirits sectors, as well as plans for further work were presented.
- An issue raised repeatedly in the discussions concerned the public's awareness of self-regulatory and the steps needed for filing a complaint which may affect the numbers of complaints received and processed by the self-regulatory bodies.

Implementation of the Wine Communication Standards

- Progress in the promotion of the Wine Communication Standards (WCS) introduced through the Wine in Moderation Programme, launched in 2008 as the wine sector's joint commitment under the Alcohol and Health Forum, was presented by José Ramon Fernandez from the European Committee for Wine Enterprises (CEEV) and Susana Garcia from the Spanish Wine Federation. Since 2009, adherence to the Wine Communication Standards has been mandatory for the members of the Spanish Wine Federation and voluntary for non-members. Over 2010-2011 more than 180 entities announced adherence on a voluntary basis. The second phase of the Wine in Moderation programme, launched in 2011, aims to expand the endorsement of the Wine Communication Standards by wine producers and among partners in the wider wine value chain.

Moving beer advertising self-regulation to the next level

- Simon Spillane from the Brewers of Europe described how the brewing sector is progressing beyond the implementation of the seven operational standards for commercial communication towards a broader approach. The Beer Pledge, launched on 28 February 2012 in response to Commissioner Dalli's call on the Alcohol and Health Forum's members to take further action, will enhance responsible marketing through partnerships with digital and social media providers. The Pledge also involves increasing consumer information and partnerships to tackle the misuse of alcohol. The Beer Pledge is a commitment of the Brewers of Europe under the Alcohol and Health Forum and the member organisations and companies are encouraged to develop and submit commitments to action related to the Pledge.

Responsible Advertising 2.0 : The Spirits Sector Approach

- Laure Alexandre from the European Spirits Organisation (CEPS) and Carole Brigaudeau from the European Forum for Responsible Drinking (EFRD) presented the spirits sector's approach for further development of responsible

marketing. The objective of the CEPS Roadmap 2015 is to rationalise national and company standards into a single document that serves as reference criteria for the development and future amendment of national self-regulatory codes, and to support the national implementation through a web training scheme. The EU-wide guidelines were adopted on 4 April 2012. The guidelines put special emphasis to digital and social media. The Roadmap also involves a commitment to deliver responsible drinking messages in all marketing communications.

Discussion

- Luc Delany, European Policy Manager of Facebook, completed the presentations by explaining briefly what kind of age restrictions are implemented for advertising delivered through Facebook. He stressed that as 90% Facebook users enter their correct age and that a minority of those who don't are under the 13-year minimum age, Facebook provides one of the safest channels to avoid young people from being exposed to alcohol advertising.
- Mariann Skar from Eurocare highlighted the need to ensure consumer awareness of the complaints mechanisms and, noting that a 25% youth audience threshold is already being used by a range of alcohol advertisers, invited the sector to aim for a threshold below 30% in order to achieve a true protective effect.
- The Chair concluded the discussion by highlighting that refining the actions and commitments is a joint responsibility across the stakeholders and that finding ways to monitor social media is a task for both the civil society and the companies involved.

Plenary meeting continued

9. External evaluation of the EU strategy to support Member States in reducing alcohol related harm: State of play and way forward

- The state of play with the external evaluation of the alcohol strategy was presented by the contractor (COWI Consortium). An overview of points made in the Advisory Group on the day before was presented by José Ramon Fernandez. Next steps consist in in-depth interviews which will feed into a final report in the autumn.

10. EAHF work plan and timeline

- The next plenary meeting of the European Alcohol and Health Forum will be held on 22 November 2012, followed by the Open Forum on 23 November 2012.

Annex 1 – List of participants

ORGANISATION	SURNAME	FIRST NAME
Active – The Swedish Youth Temperance Association	BARUKH CHOMILLE	Dalida
Active – sobriety, friendship and peace	DUENNBIER	Maik
Advertising Information Group	BLOMFIELD	William
Alcohol Policy Youth Network (APYN)	PELOZA	Jan
Association of European Cancer Leagues (ECL)	WOODFORD	Emma
Association of European Professional Football Leagues (EPFL)	ABATAN	Ezechiel
Association of European Professional Football Leagues (EPFL)-German Football League (DFL)	BROST	Stefan
Association of Television and Radio Sales Houses (Egta)	MURRAY	Conor
Brewers of Europe	SPELLANE	Simon
	BERGERON	Pierre-Olivier
	BERING	Anders
▪ Anheuser-Busch InBev (ABI)	LEROY	Steve
▪ SAB Miller	GARAMSZEI	Gabor
▪ Heineken	SIMPSON	Kieran
Comité Européen des Entreprises Vin (CEEV)	FERNANDEZ	Jose Ramon
	FILOPOULOS	Stylios
	GARCIA DOLLA	Susana
Committee of Professional Agricultural Organisations in the EU - General Confederation of Agricultural Cooperation in the EU (COPA-COGECA)	BINGAMI	Francesca
	FRADERA	Ursula
EUROCARE	SKAR	Mariann
▪ Institute of Alcohol Studies (IAS)	BROWN	CatherineK
▪ IOGT-NTO	OLSSON	Simon
	SJÖDIN	Ella
▪ Estonian Temperance Union	BEEKMAN	Llauri
▪ Eurocare Italia	CODENOTTI	Tiziana
▪ NordAN	WARSELL	Leena

ORGANISATION	SURNAME	FIRST NAME
▪ STAP	Van DALEN	Wim
	De BRUIJN	Avalon
EUROCOMMERCE	BEDERT	Els
European Advertising Standard Alliance (EASA)	GRAY	Oliver
European Association for the Study of the Liver (EASL)	WALKER	Margaret
European Association of Communication Agencies (EACA)	LYLE	Dominique
European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB)	HERREBOSCH	Walter
European Forum for Responsible Drinking (EFRD)	BRIGADEAU	Carole
	ZWIRN	Gregor
European Midwives Association	SIMON	Susane
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	PALMESINO	Ennio
	KACZMAREK	Aleksandra Maria
European Public Health Alliance	KOSINSKA	Moniika
	FUCHS	Doriane
▪ Royal College of Physicians, London	BELCHER	Paul
	SHERON	Nick
European Social Insurance Platform (ESIP)	GALVIS	Fanny
European Spirits Organisation (CEPS)	SKEHAN	Paul
	ALEXANDRE	Laure
▪ Bacardi Martini	SEARLE	Chris
▪ Brown-Forman	WALSH SKELLY	Kelly
▪ Diageo	BATYI	Csaba
▪ Moët Hennessy	GENEVEY	Noélie
▪ Pernod-Ricard S.A.	RICARD	Sandrine
▪ The Absolut Company	LUKSEP	Peeter
European Sponsorship Association (ESA)	DAY	Helen
European Travel Retail Council (ETRC)	LASSAIGNE	Julie
HOTREC British Beer and Pub Association	CATHCART	Jim

ORGANISATION	SURNAME	FIRST NAME
International Center for Alcohol Policies	BINAR	David
International Federation of Medical Students Associations – European Medical Students Association	RIBEIRO	Sofia
Standing Committee of European Doctors (CPME)	KATTELUS	Mervi
United European Gastroenterology Federation (UEGF)	RIGOTT	Martha
	Van EIMEREN	Mischa
World Federation of Advisers (WFA)	LOHAN	Malte
	LOERKE	Stephan
OBSERVERS	SURNAME	FIRST NAME
COWI Consortium	ZAMPARUTTI	Tony
	HERNANDEZ	Guillermo
Directorate of Health – Norway	GUSLUND	Jens
Facebook	DELANY	Luc
Ministry of Health – Portugal	CARDOSO	Manuel
RAND Europe	NOLTE	Ellen
University of Maastricht	ANDERSON	Peter
EUROPEAN COMMISSION	SURNAME	FIRST NAME
DG SANCO	SPANOU	Despina
DG SANCO	HÜBEL	Michael
DG SANCO	GALLO	Giulio
DG SANCO	MONTONEN	Marjatta
DG ENTR	BOUTHORS	Louis-Marie
DG EAC	LEKESOVA	Lucie
DG INFSO	DEZSERI	Kalman