

Snap, Tweet and Tube: Alcohol Marketing, Youth and Social Media

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Presentation overview

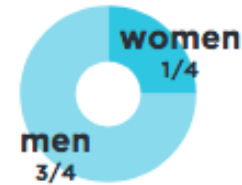
- What do we know about alcohol?
- What do we know about alcohol marketing and youth?
- What do we know about alcohol marketing and youth in social media?
- What do we do with what we know?

Background

Alcohol and health



3 million **deaths**
6 deaths every minute
from harmful use of alcohol
every year



Harmful use of alcohol causes



100% of alcohol use disorders



18% of suicides



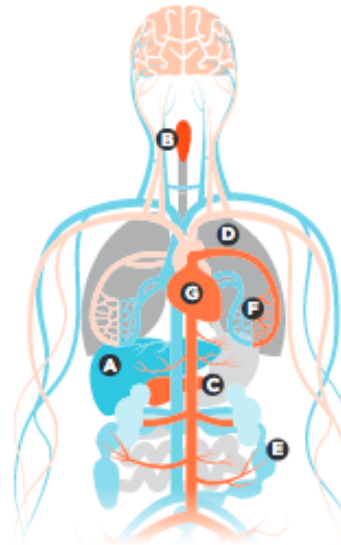
18% of interpersonal violence



27% of traffic injuries



13% of epilepsy



A 48% of liver cirrhosis

B 26% of mouth cancers

C 26% of pancreatitis

D 20% of tuberculosis

E 11% of colorectal cancer

F 5% of breast cancer

G 7% of hypertensive heart disease

Alcohol and global health

- In 2016, alcohol caused more death and disability worldwide than:
 - Tuberculosis
 - HIV
 - Diabetes
 - Hypertension
 - Digestive system diseases
 - Road traffic injuries
 - Violence

Alcohol and health

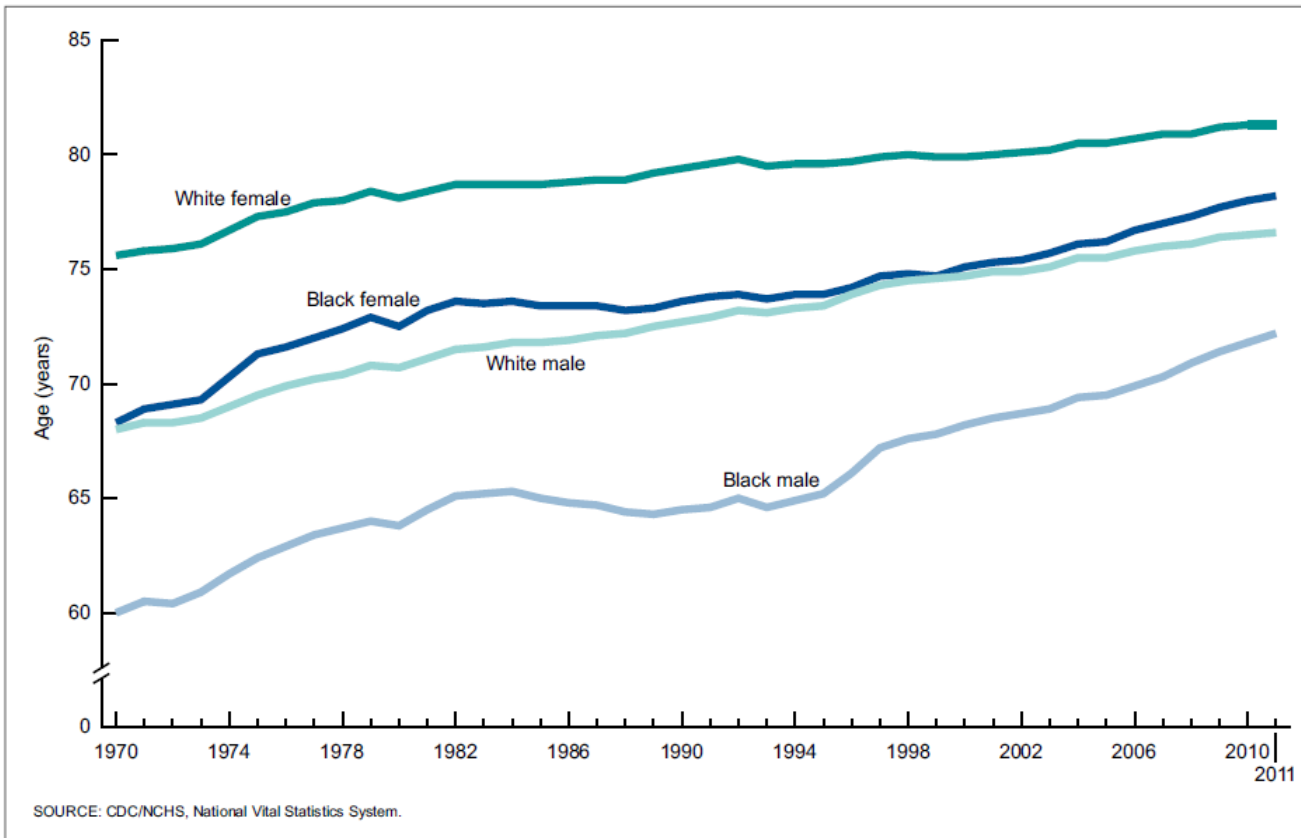
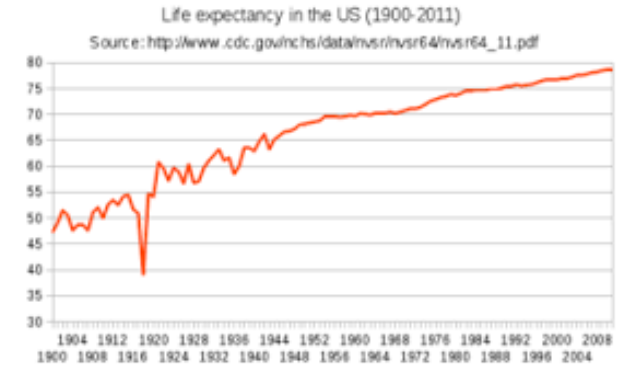
- A causal factor in more than 200 disease and injury conditions
- No safe level of alcohol consumption for cancer risk
 - Causally linked to cancers of the oral cavity, pharynx, larynx, esophagus, liver, colorectal, and female breast (15% in the US) (Nelson et al. 2013; Baan et al. 2007)
- Alcohol makes inequities worse – harms from a given amount of drinking are higher for poorer than richer drinkers.
- *If* there is health benefit from light drinking, none for anyone under age 44
- The great “co-factor”:
 - Interpersonal violence
 - Sexual assault
 - Child abuse
 - Family instability
 - Community disruption



Alcohol and health in the U.S.

- Fourth leading actual cause of death
- 88,000 deaths per year (106,000 without credit for possible CVD protective effect)
- Causes 1 in 10 deaths among people of working age (18-64)
- NOT an ordinary commodity
- Playing a key role in the “diseases of despair”

Trends in life expectancy in the US – going up forever?



Above since
1900; left from
1970 to 1990

But trends changed...starting in middle aged non-Hispanic Whites, and now for the US as a whole

- Shock for the US: in the first decade of the 21st century, the life expectancy of middle-age white Non-Hispanic adults decreased, mainly in people with lower socioeconomic status (SES)
- More recently, overall life expectancy has decreased in the US
- Why? Since 1900 major decrease in life expectancy in the US happened in World Wars (WW) I and II and the 1918-19 Influenza Pandemic (which killed more people than WW I).
- **BUT CVD and cancer mortality continue to decline**

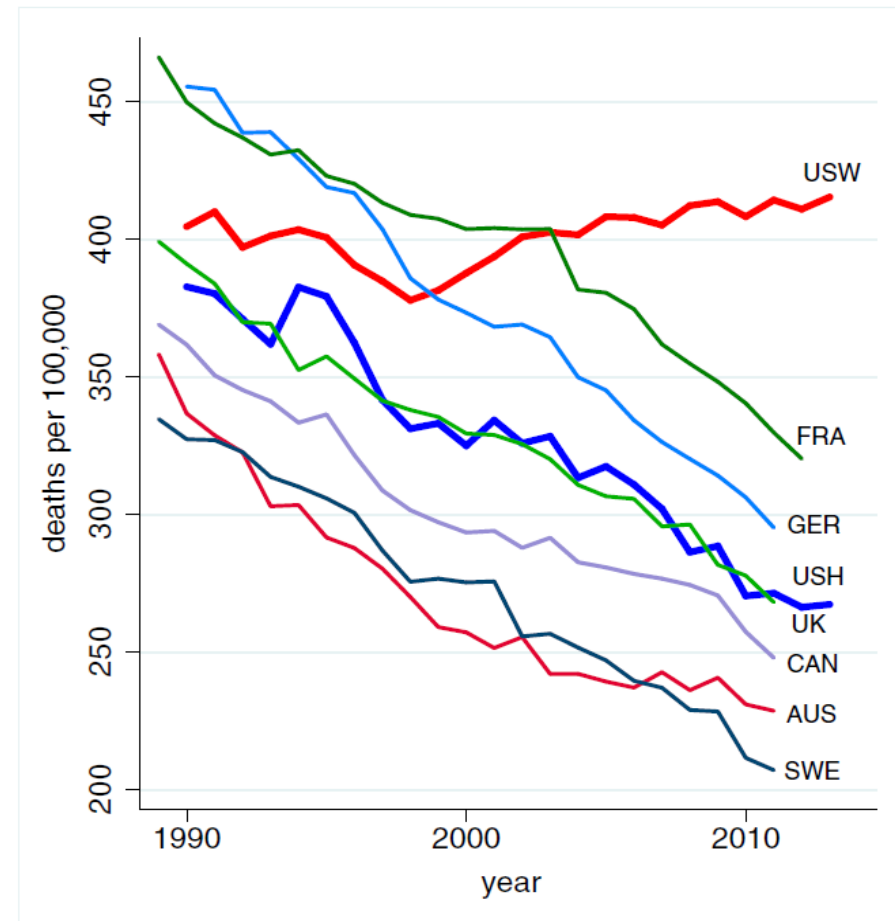


Fig. 1. All-cause mortality, ages 45–54 for US White non-Hispanics (USW), US Hispanics (USH), and six comparison countries: France (FRA), Germany (GER), the United Kingdom (UK), Canada (CAN), Australia (AUS), and Sweden (SWE).

Causes of death responsible for middle-aged non-Hispanic whites

For the overall losses in life expectancy in the last year...

Poisoning/
overdose

- Opioids (prescription opioids, heroin)
- Alcohol
- Other pharmaceutical

Suicide

- Alcohol
- Illegal drugs

Liver
cirrhosis

- More than 50% alcohol-attributable
- Illegal drugs → HCV

U.S. Per Capita Alcohol Consumption, 1935-2016

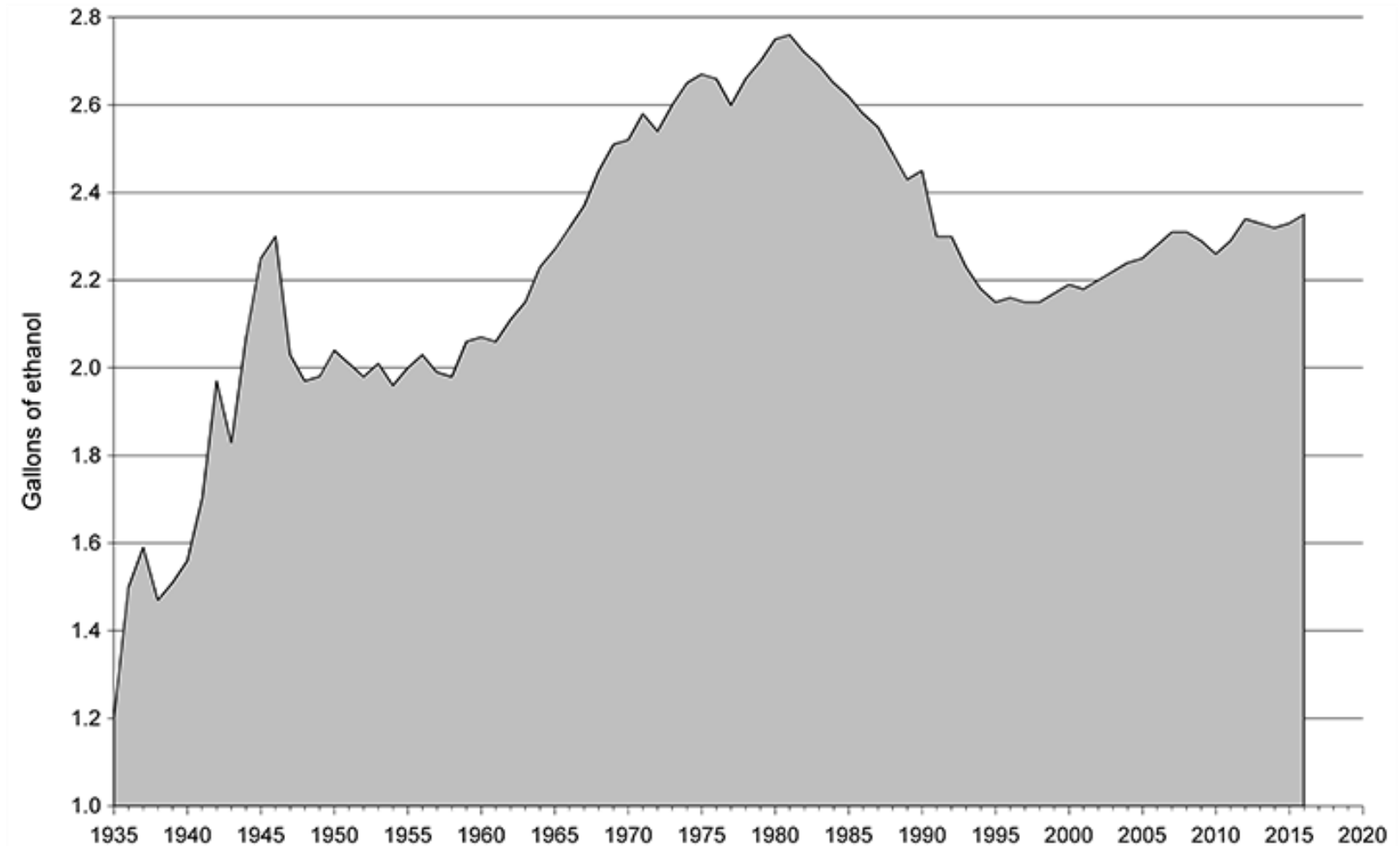


FIGURE 2-3 Total per capita ethanol consumption, United States, 1935–2014.

SOURCE: Haughwout and Slater, 2018

Alcohol consumption on the rise

- Comparing 2001-2002 to 2012-2013, for the total population:
 - Alcohol use in the past 12 months grew 11.2%
 - High-risk drinking grew 29.9%
 - DSM-IV alcohol use disorders increased by 49.4%
- Increases were greatest among:
 - Women
 - Older adults
 - Racial/ethnic minorities
 - Individuals with lower educational levels and family incomes

Source: *JAMA Psychiatry*
74(9):911-923, 2017.

Alcohol problems on the rise

- Between 2000—2016, death rates from alcohol increased 55%
Source: TFAH, 2018
- ED visits in the US, 2006-2014
 - Includes alcohol-specific causes (acute and chronic) as well as external cause of injury coded as alcohol contributing significantly to the visit or course of treatment
 - ED visits involving alcohol consumption increased by 61.6%, costing \$15.3 billion
 - Annual percentage change was larger for females than for males (5.3% vs. 4.0%)

\$249 billion



Motor vehicle crashes



Criminal justice



Healthcare

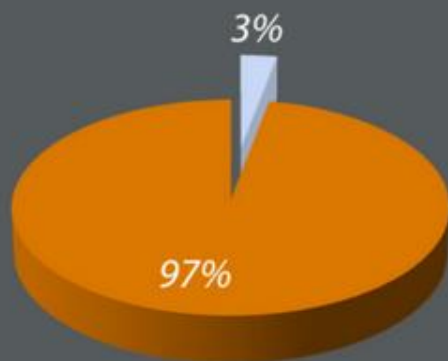


Lost productivity

Cost of excessive drinking in the United States, 2010

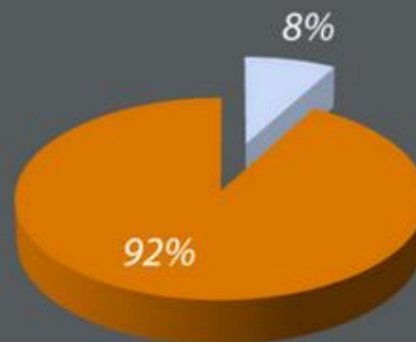
- Approximately \$2.05 per drink
- 2 in 5 dollars paid directly by government
 - NOT just alcohol dependence

Current drinkers



■ *Dependent* ■ *Non-dependent*

Binge drinkers



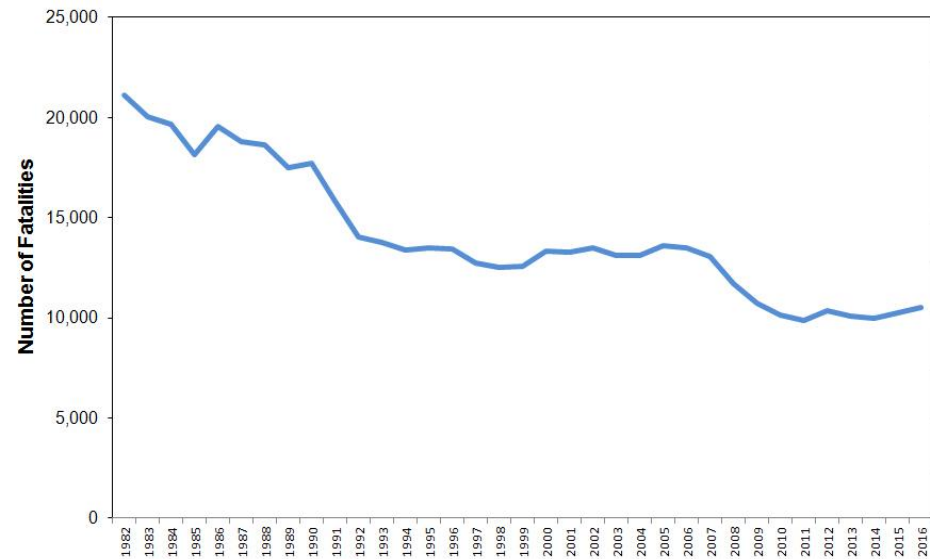
■ *Dependent* ■ *Non-dependent*

Source: Woerle, 2007

**MOST BINGE DRINKERS ARE NOT
DEPENDENT**

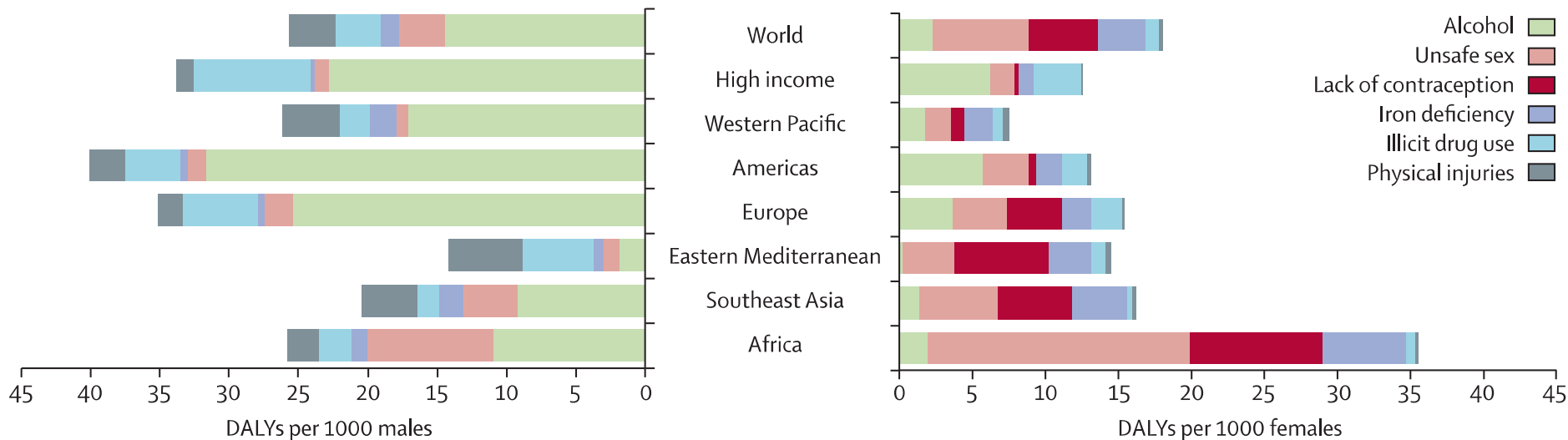
Progress in prevention of alcohol-impaired driving stalled in the U.S.

- Each day, 29 people in the U.S. die in an alcohol-impaired driving crash.
- On average since 1982, 1/3 of all traffic fatalities were from alcohol-impaired driving fatalities.
- 10,497 people were killed in alcohol-impaired driving crashes in 2016.
- 214 children (≤ 14 years) were killed in alcohol-impaired driving crashes in 2016.



Youth: Alcohol's role in the global burden of disease for 15-24 year-olds

B



Source: Gore et al., *Lancet* 2011;
377:2093-2102

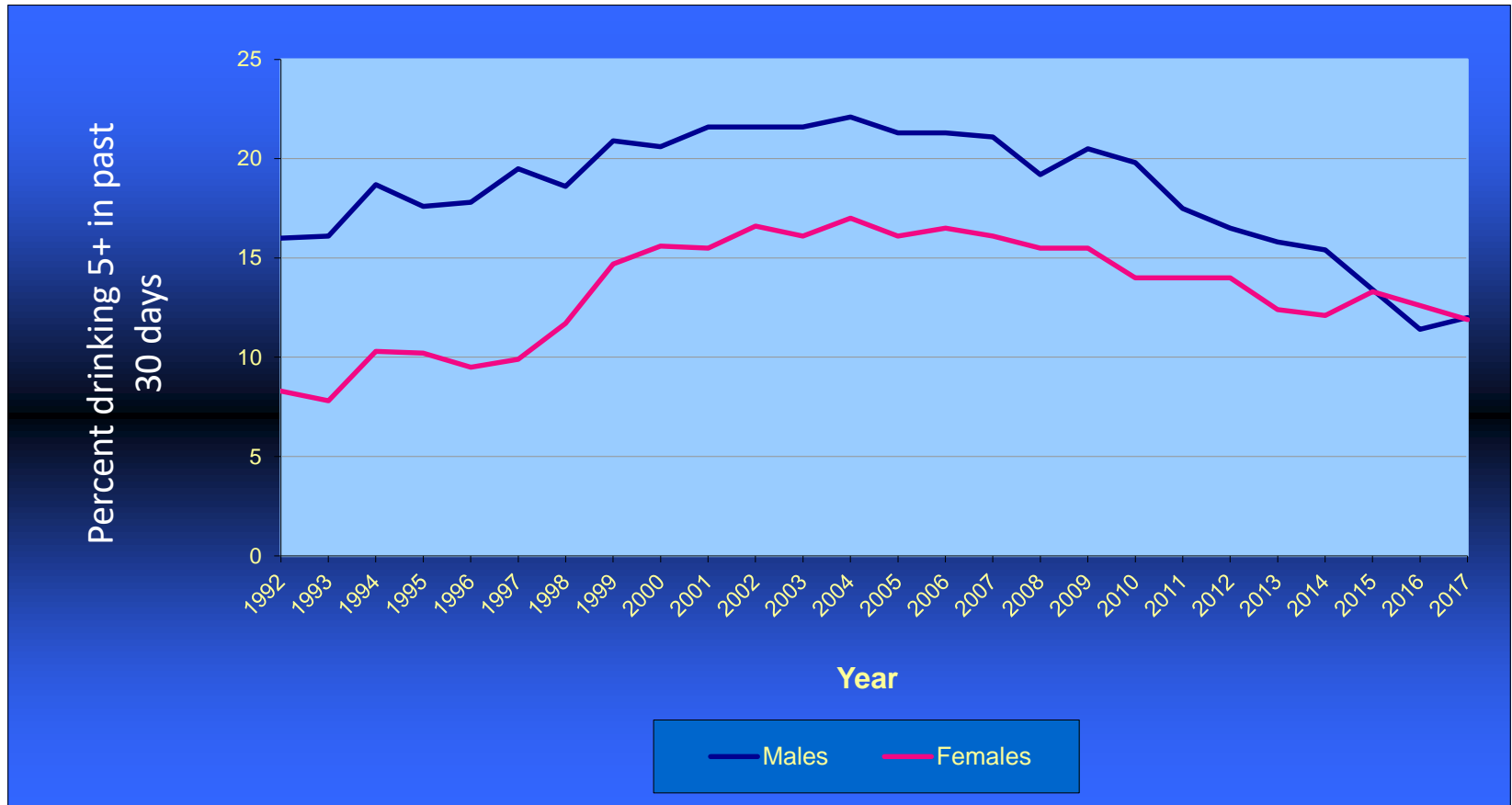
Youth drinking in the U.S.

- Alcohol use is the number one drug problem among young people. (NSDUH)
- In 2016, 7.4 million U.S. young people ages 12-20 reported drinking in the past month, and 4.5 million reported binge drinking. (NSDUH)
- Every year, 4,300 people under 21 die because of excessive alcohol use. (CDC ARDI)
- Every day, more than 4,000 kids under age 16 start drinking. (NSDUH)
- The earlier young people begin drinking, the worse the consequences are likely to be.

Consequences of youth drinking

- Young people who begin drinking before age 15 are five times more likely to develop alcohol problems later in life than those who wait until they are 21. (OSG, 2007)
- They are:
 - Four times more likely to develop alcohol dependence (Grant and Dawson 1997)
 - Six times more likely to be in a physical fight after drinking;
 - Greater than six times more likely to be in a motor vehicle crash because of drinking;
 - Almost five times more likely to suffer from other unintentional injuries after drinking (Hingson et al. 2009).

Youth (age 12-20) Binge Drinking in the U.S. (NSDUH)



- 1 in 8 young people age 12 to 20 binge drank in the past 30 days.
 - The rates are the same for females as for males.

Source: *NSDUH 2017 (SAMHSA 2018)*

POPULAR BELIEF:

We should just **EDUCATE** young people about these serious problems. If they knew the risks, they would drink responsibly.

True or False?

Neurodevelopmental Origins of Risk-taking



- Adolescence is a period of profound brain maturation to maximize capacity for exploration and to begin the separation from caregivers.
- We *thought* brain development was complete by adolescence.
- We now know... maturation is not complete until about age 25.

Neurodevelopmental Origins of Risk-taking



The area that develops **earlier**: Limbic System

- Processing emotions
- Processing social info
- Experience reward, punishment

The area that develops **later**: Prefrontal Cortex

- Deliberative thinking
- Logical reasoning
- Planning ahead
- Weighing costs and benefits
- Regulating impulses

Limbic System



Prefrontal Cortex



Limbic System > Prefrontal Cortex

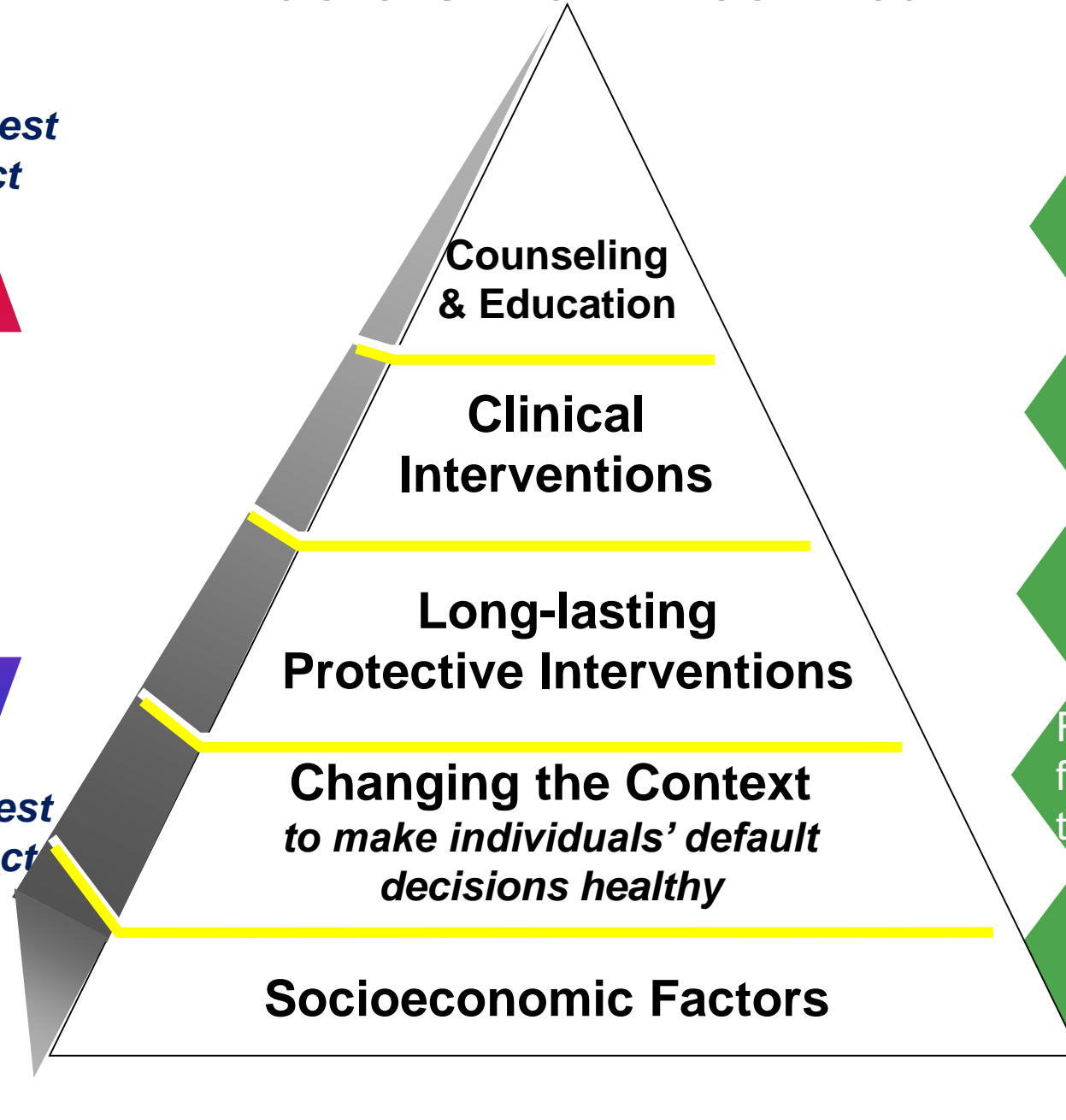


Factors that Affect Health

**Smallest
Impact**



**Largest
Impact**



**Counseling
& Education**

**Clinical
Interventions**

**Long-lasting
Protective Interventions**

**Changing the Context
to make individuals' default
decisions healthy**

Socioeconomic Factors

Eat healthy, be
physically active

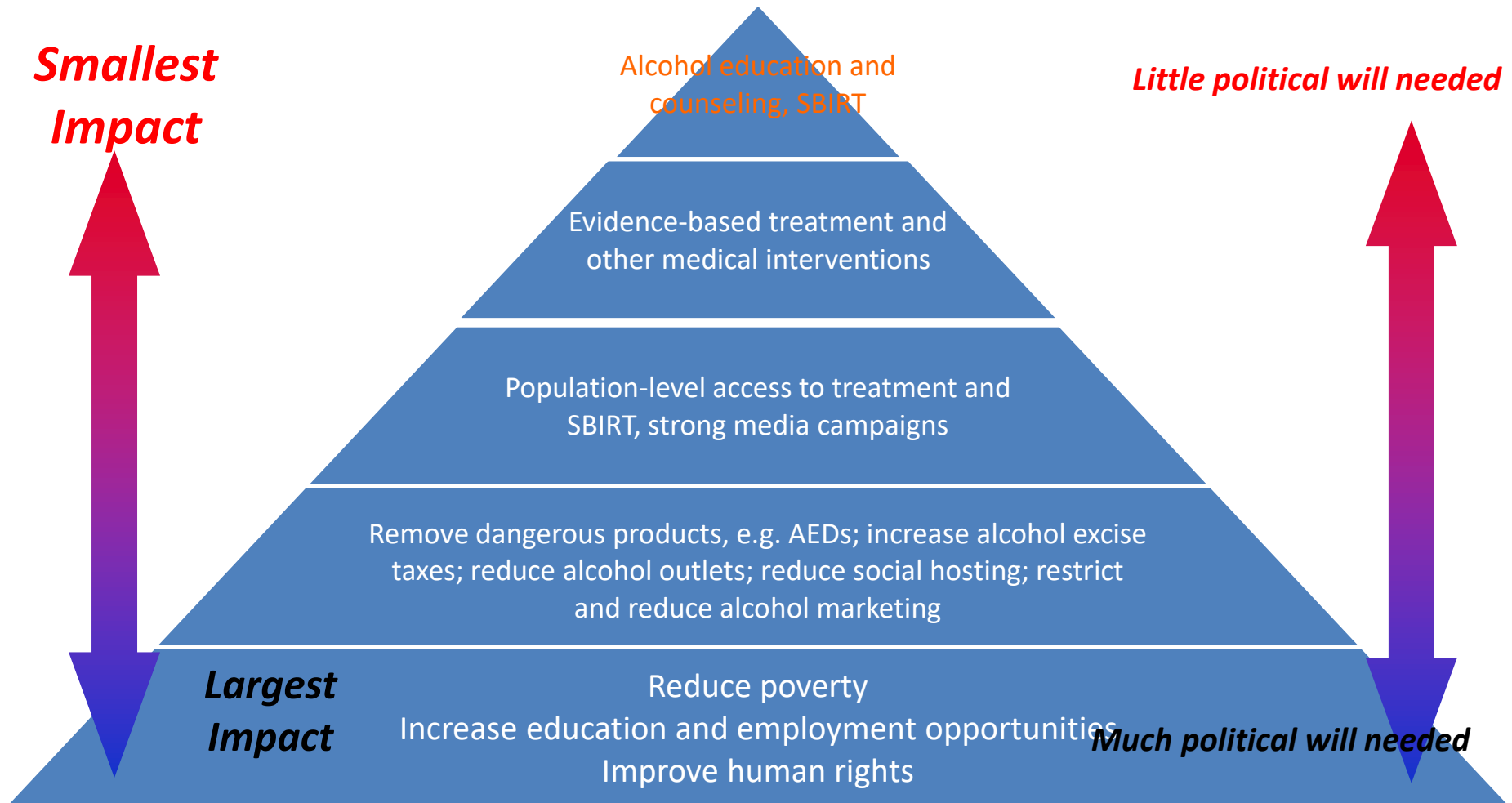
Rx for high blood
pressure, high
cholesterol, diabetes

Immunizations,
smoking cessation,
alcohol SBI

Fluoridation, smoke-
free laws, alcohol &
tobacco taxes

Poverty, education,
housing, inequality

Factors applied to alcohol



What to do?

- Screening, brief intervention and referral to treatment (SBIRT)
 - Promising, including e-SBI
 - Treatment – the ethical responsibility of a humane society but...
 - Important to screen young people, but expensive and difficult to have enough touchpoints to capture them

Drinking-driving prevention

- .05 – implemented in Utah in January, under consideration in California and elsewhere
- Recommended by NASEM panel last year
- The standard in most of the wealthy countries, except USA
- Keep doing what we're doing, and do it better, BUT
- Can't let drinking-driving carry all the water

What does not work, at least in isolation:

- The impact of education and persuasion programs tends to be small at best.
- When positive effects are found, they do not persist.
- Among the hundreds of studies, only a few show lasting effects (after 3 years) (Foxcroft et al. 2003).
- Media campaigns – IOM/NRC study doubtful that youth-oriented campaign can work, although adult-oriented campaign might.
- Casswell et al. in NZ – media campaigns can soften the ground for more effective policies

Community Guide Recommendations for Preventing Excessive Drinking

CDC community guide process:

- Conduct systematic reviews:
 - Identify all relevant studies
 - Assess their quality
 - Summarize the evidence
- Develop recommendations
- Publish systematic reviews and recommendations in peer-reviewed literature

“Insufficient evidence” according to CDC

- School-based social norming campaigns
- Designated driver programs
- School-based peer organizing interventions
- Responsible beverage service training
- Overservice law enforcement initiatives

Community Guide Recommendations for Preventing Excessive Drinking

- **Recommendations:**

- Increase alcohol taxes
- Regulate alcohol outlet density
- Dram shop (commercial host) liability
- **Avoid privatization of alcohol sales**
- Maintain limits on days of sale
- Maintain limits on hours of sale
- Enhance enforcement of laws prohibiting alcohol sales to minors

A global context: WHO's Global Strategy to Reduce Alcohol-Related Harm

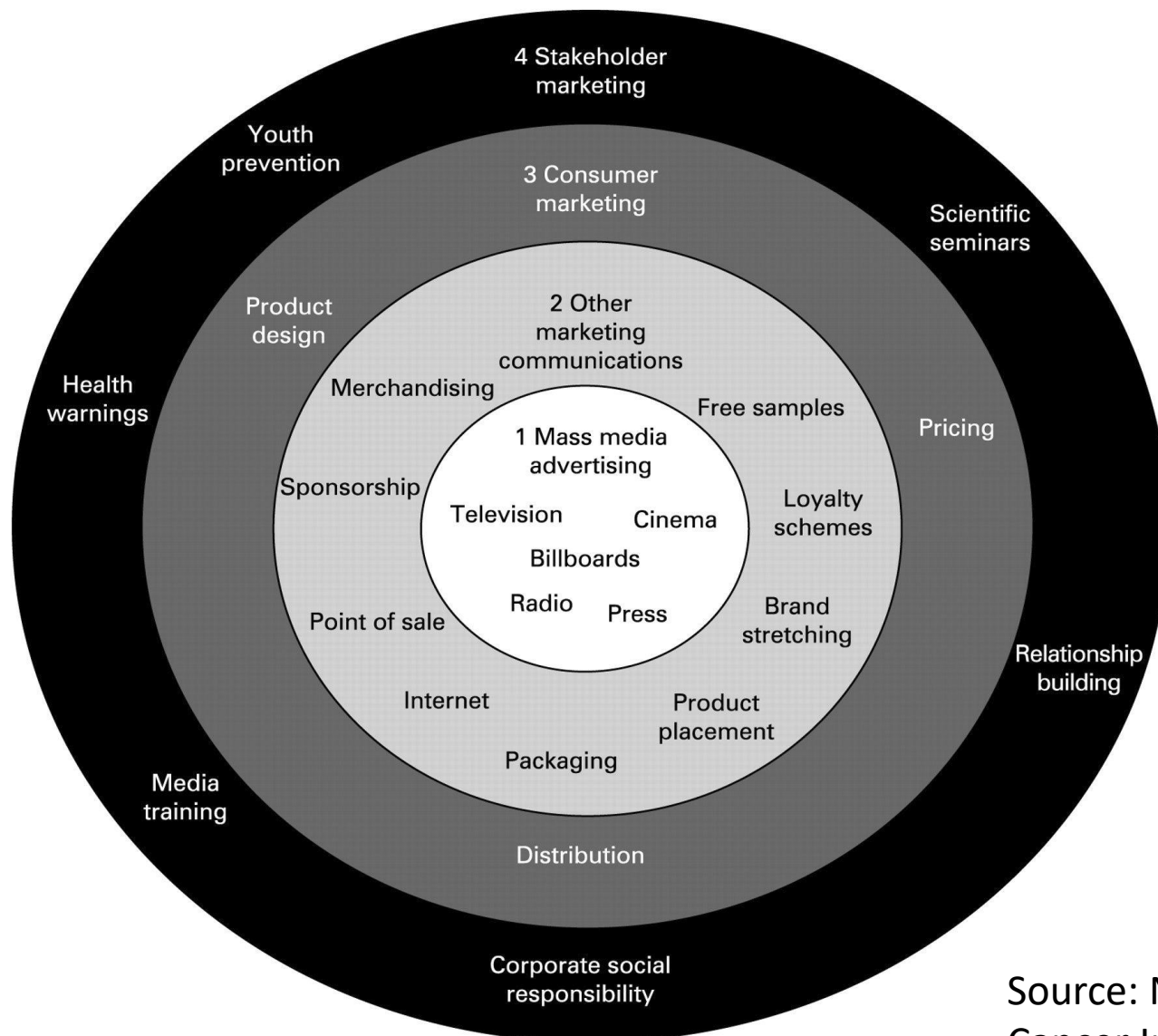
- (a) leadership, awareness and commitment
- (b) health services' response
- (c) community action
- (d) drink–driving policies and countermeasures
- (e) availability of alcohol
- (f) marketing of alcoholic beverages
- (g) pricing policies
- (h) reducing the negative consequences of drinking and alcohol intoxication
- (i) reducing the public health impact of illicit alcohol and informally produced alcohol
- (j) monitoring and surveillance.

Why do young people drink?

- In the USA, at the state level, highly correlated with adult drinking
 - BUT, drinking less common than many people think - only 57% of persons 18+ had alcohol in the past month
- Price and availability of alcohol
- Religious and cultural factors
- Exposure to alcohol marketing

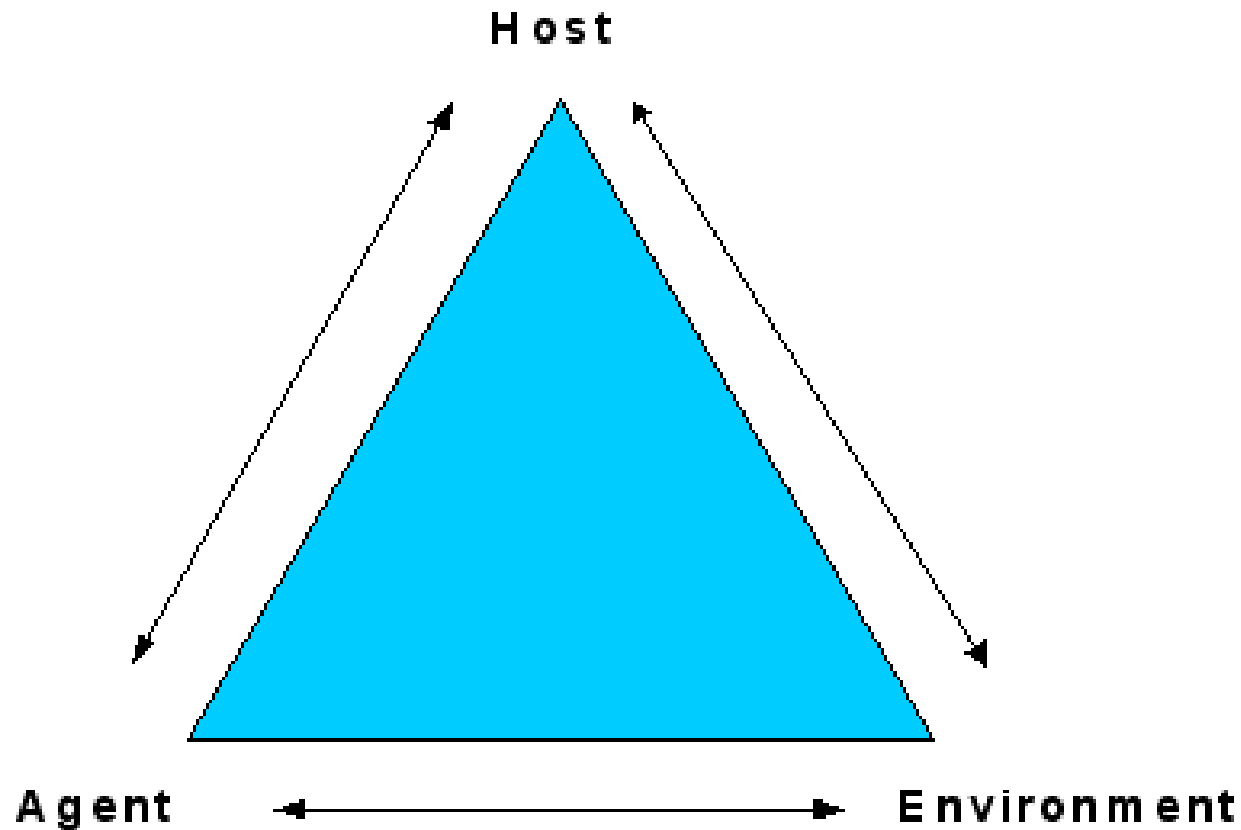
Alcohol Marketing

Alcohol marketing activities

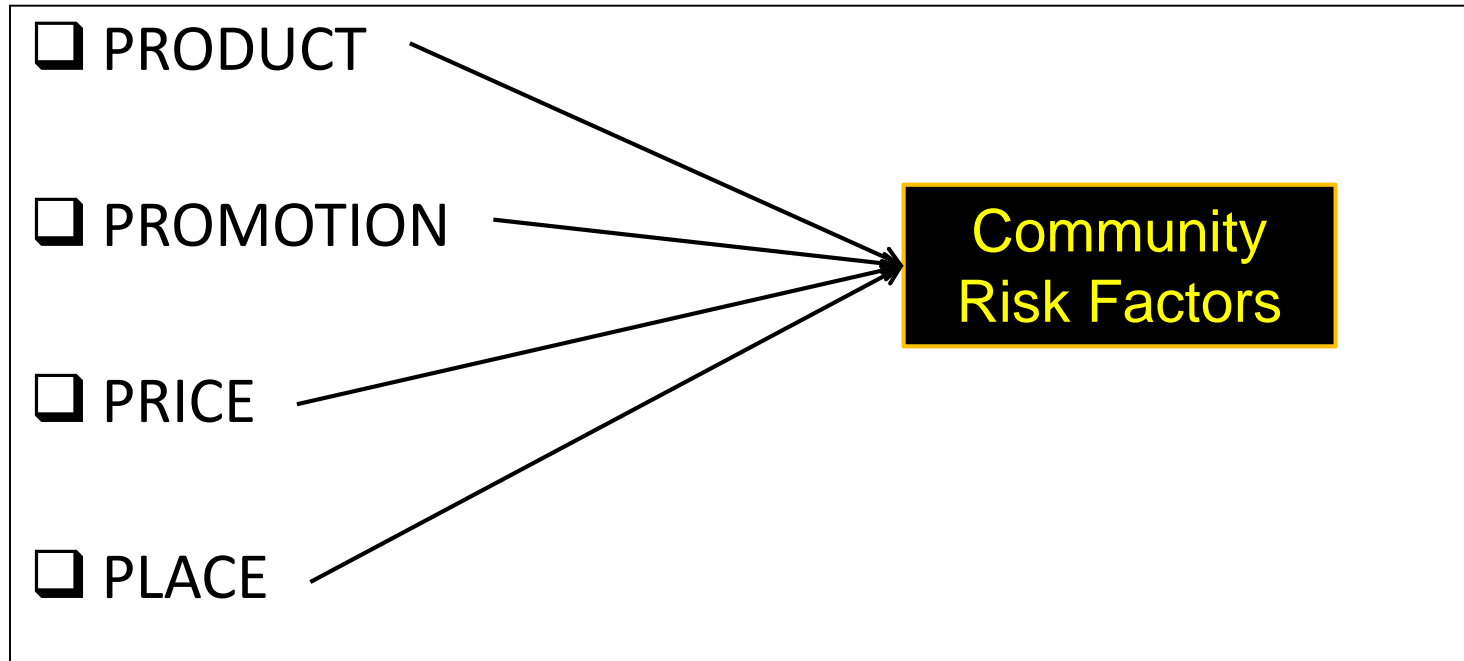


Source: National Cancer Institute, 2008

“Environment” in the public health model



Environmental Prevention: The “Four P’s”



“Alcopops”

- Industry spokespersons have described alcopops as designed for “entry-level drinkers” and those who do not like the taste of beer.
- Even though most of them have distilled spirits in them, the industry claimed they were made from beer, so that they could be:
 - Taxed lower
 - Sold in convenience stores
 - Advertised on TV

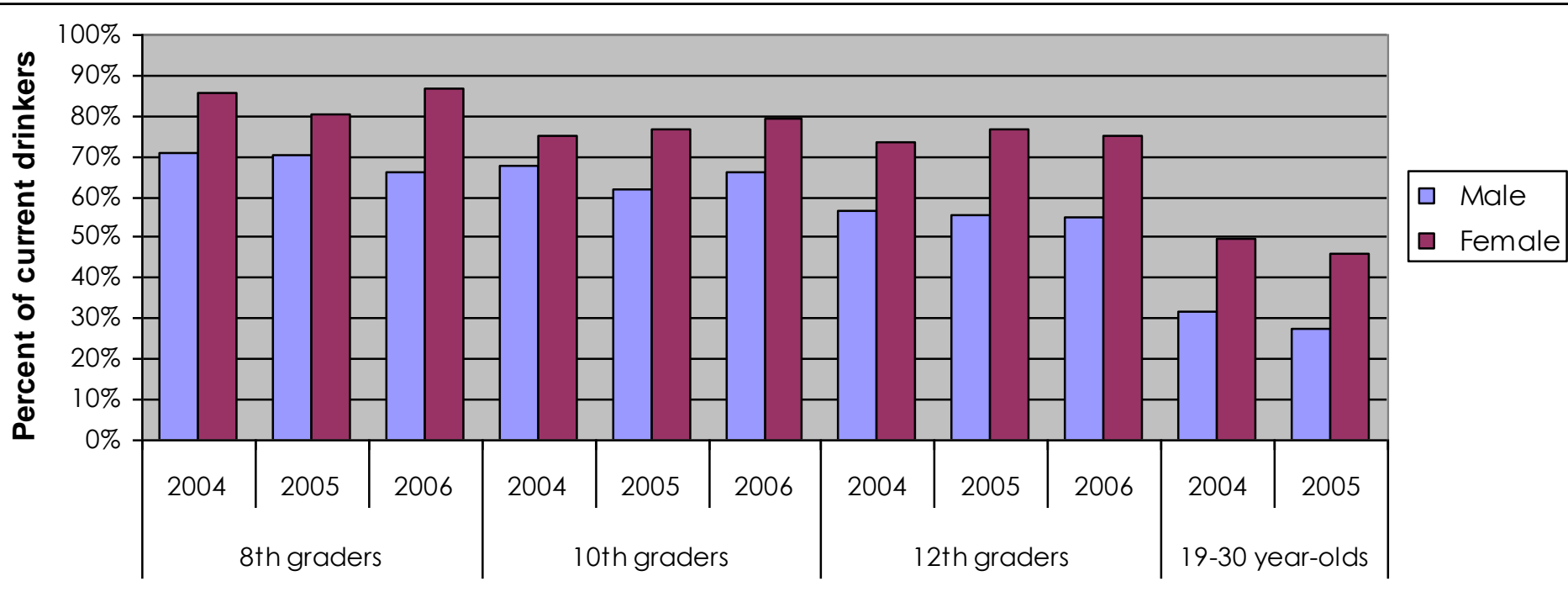


How popular are alcopops among kids?

- **Most popular with the youngest drinkers.**
- **78% of current 8th grade drinkers (past 30 days) drank alcopops in the past 30 days.**
- **71% of current 10th grade drinkers (past 30 days) drank alcopops in the past 30 days.**
- **65% of current 12th grade drinkers (past 30 days) drank alcopops in the past 30 days.**
- **42% of current drinkers, age 19 to 30, drank alcopops in the past 30 days.**

SMIRNOFF ICE™ Premium Malt Beverage

Alcopops most popular with females in every age group



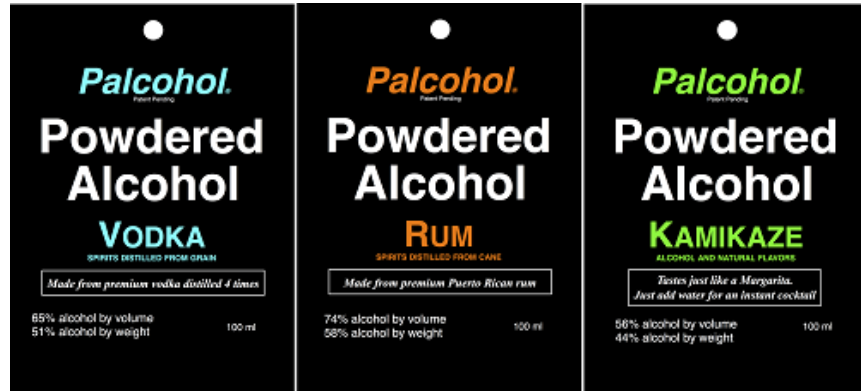
The next step...

Research findings on effects of alcoholic energy drinks on the drinker:

- Subjective perceptions of intoxication decreased (i.e. headache, weakness, dry mouth, perception of impaired motor coordination) compared to effects of drinking alcoholic non-energy drink
- However, according to objective tests, motor coordination and visual reaction time were still just as impaired. (ACER 30:598-605, 2006)
- AED drinkers more likely to engage in dangerous activities



And then...



Young people – and now



Who is Small Town Brewery?

- Beer is brewed at G. Heileman facility in Wisconsin – same place as Mike's Hard Lemonade
- Brand – but not the brewery – was reportedly recently purchased by Pabst
- Trademark is registered by Phusion Projects LLC – makers of Four Loko



Supersized Alcopops: “Binge in a Can”

THE HYDRILLA & COLT 45 PRESENT



Blast
in a
Glass

WEDNESDAY APRIL 6TH AT THE
CLERMONT LOUNGE
BACKBONE
DUNGEON FAMILY IN THE BUILDING
MAYHEM
ATLANTA'S OWN BASS JUGGANOT SHAKIN' UP
THE CLERMONT FOR THE FIRST TIME
MIGHTY HIGH COUP
FILMING THEIR NEW VIDEO "BOOM"
KILLER & THE SAVAGE • DJ FRANKIE D
\$2 ALL NIGHT LONGS • ALWAYS 21+ WITH ID • BOOKS AT 10
AT THE CLERMONT • NONPAC • THE PORCH OF DEATH, ATL, GA 30309
TRY BLAST BY COLT NOW AVAILABLE IN GEORGIA, COME TASTE IT
FOR THE FIRST TIME AT BLAST IN GLASS



What do we know about these?

- Despite an FTC-mandated label:
 - Consuming one can over the course of 2 hours can put youth and young adults well over .08 (Rossheim and Thombs 2018)
 - Even with the label, college students underestimate the number of drinks by 2 or more, with inaccuracy growing with potency (Rossheim et al., under review)
 - Sober young adults underestimated BAC following consumption of them compared to consumption of regular beer, and had 7 times greater likelihood of thinking they were below .08 when they weren't (Rossheim et al. 2018)
- The latest
 - They now come in a 14% version
 - YouTube is littered with videos of kids guzzling them

Alcohol Facts →	
Serving Size	5 fl oz (148 ml)
Servings Per Container	4 3/4
<hr/>	
Alcohol By Volume	12%
Alcohol Per Serving	0.6 fl oz

PRODUCT

Top 10 youth brands by gender

Rank	Male (%)	Female (%)
1	Bud Light (28.1)	Bud Light (27.7)
2	Budweiser (17.0)	Smirnoff Malt Beverages (22.7)
3	Jack Daniels Whiskeys (14.2)	Mikes (14.4)
4	Coors Light (13.7)	Smirnoff Vodkas (13.3)
5	Heineken (13.2)	Bud (12.2)
6	Captain Morgan Rums (13.1)	Coors Light (11.7)
7	Smirnoff Vodkas (12.2)	Absolut Vodkas (11.3)
8	Smirnoff Malt Beverages (11.6)	Corona Extra (11.2)
9	Corona Extra (11.3)	Bacardi Malt Beverages (10.3)
10	Blue Moon (10.2)	Jose Cuervo Tequilas (9.5)

Siegel et al., *J Substance Use*, 2014

PRODUCT: Branded consumption

Rank	Non-Hispanic White (%)	Black (%)	Hispanic (%)
1	Bud Light (26.6)	Hennessy Cognacs (30.2)	Bud Light (38.2)
2	Coors Light (15.0)	Smirnoff Malt Beverages (25.7)	Corona Extra (21.2)
3	Budweiser (14.5)	Ciroc Vodkas (21.4)	Smirnoff Malt Beverages (21.1)
4	Smirnoff Malt Beverages (13.7)	Heineken (20.3)	Budweiser (14.7)
5	Smirnoff Vodkas (12.4)	Bud Light (19.3)	Heineken (14.6)
6	Jack Daniels Whiskeys (11.9)	1800 Tequilas (18.4)	Smirnoff Vodkas (13.6)
7	Captain Morgan Rums (11.7)	Budweiser (17.3)	Bacardi Malt Beverages (13.2)
8	Mikes (10.3)	Seagrams Gins (14.8)	Jose Cuervo Tequilas (12.0)
9	Absolut Vodkas (10.2)	Jack Daniels Whiskeys (14.7)	Bacardi Rums (10.1)
10	Blue Moon (10.0)	Mikes (13.5)	Coors Light (10.1)

Brand research so far – 29 papers...

- Refute common myths:
 - Kids drinking the same brands as adults - FALSE
 - Kids drink the cheapest brands - FALSE
 - Kids drink the brands that are easiest for them to obtain
 - FALSE
- Associate brand and type of alcohol with consequences
 - Kids who drink eight specific brands more likely to experience fights and injuries
 - Kids who drink supersized alcopops exclusively six times more likely to suffer injuries

Brand research so far – 29 papers...

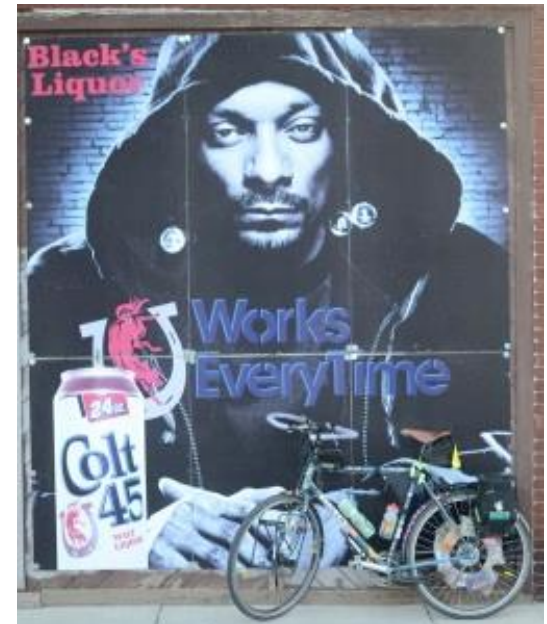
- Large effect sizes in exposure studies
 - Kids with self-reported exposure to a brand three times more likely to drink that brand
 - Population-level exposure (Nielsen data) associated with five times greater likelihood of youth consuming that brand
 - Latest: Alcohol brands popular among underage drinkers are more likely than other brands to advertise in magazines with high underage readerships, resulting in the disproportionate exposure of underage youth

Product: Brands in the JH ER (pilot study data)

Alcohol Brand	Share of ER “market”	Share of total market by type
Budweiser	15.0	9.1
Steel Reserve	14.7	0.8
Colt 45	13.5	0.4
Bud Ice	12.8	0.7
Bud Light	6.3	19.8
Barton’s Vodka	25.8	2.8
Miller Lite	5.0	7.8
Guinness	4.8	0.5
Smirnoff Vodka	22.2	15.2
Corona Extra	4.2	3.4

Jernigan et al., *Substance Use and Misuse*, 2013

Malt liquors



- Storefront malt liquor ads more common in African American communities.
- Malt liquor consumption is associated with greater adverse consequences of alcohol use.

Policy response



- Feb 15, 2014: Olympia WA creates an “Alcohol Impact Area”
 - Bans sale of nine high alcohol products including Steel Reserve, Mickey’s, Four Loko
 - As of Oct 2016, banning as many as 64 specific products, including Colt 45, Joose, etc.
- Control states (like NC):
 - Ban bad products (e.g. powdered alcohol, grain alcohol, pre-mixed alcoholic energy drinks)
 - These powers unevenly employed... (Grossman et al. 2018)

PRICE



$$\begin{aligned} \$2.39/16 \text{ oz} &= \$.15/\text{oz} \\ (\$4.00/32 \text{ oz}) &= \$.125/\text{oz} \end{aligned}$$



$$\$2.59/23.5 \text{ oz} = \$.11/\text{oz}$$

*"Sugar, rum, and tobacco, are commodities which are no where necessaries of life, which are become objects of almost universal consumption, and which are therefore **extremely proper subjects of taxation.***

*Adam Smith, An Inquiry into the Nature and Causes of
The Wealth of Nations, 1776*

Price and taxation

Alcohol taxes reduce alcohol consumption

- Review of 112 studies containing 1,003 estimates of effects of price on alcohol consumption and problems
- Consumption declines for general population, as well as young people and heavy drinkers (Wagenaar et al. 2009)

Evidence suggests that:

- People increase their drinking when prices are lowered, and decrease their consumption when prices rise.
- Adolescents and problem drinkers are no exception to this rule.
- Increased alcoholic beverage taxes and prices are related to reductions in alcohol-related problems.

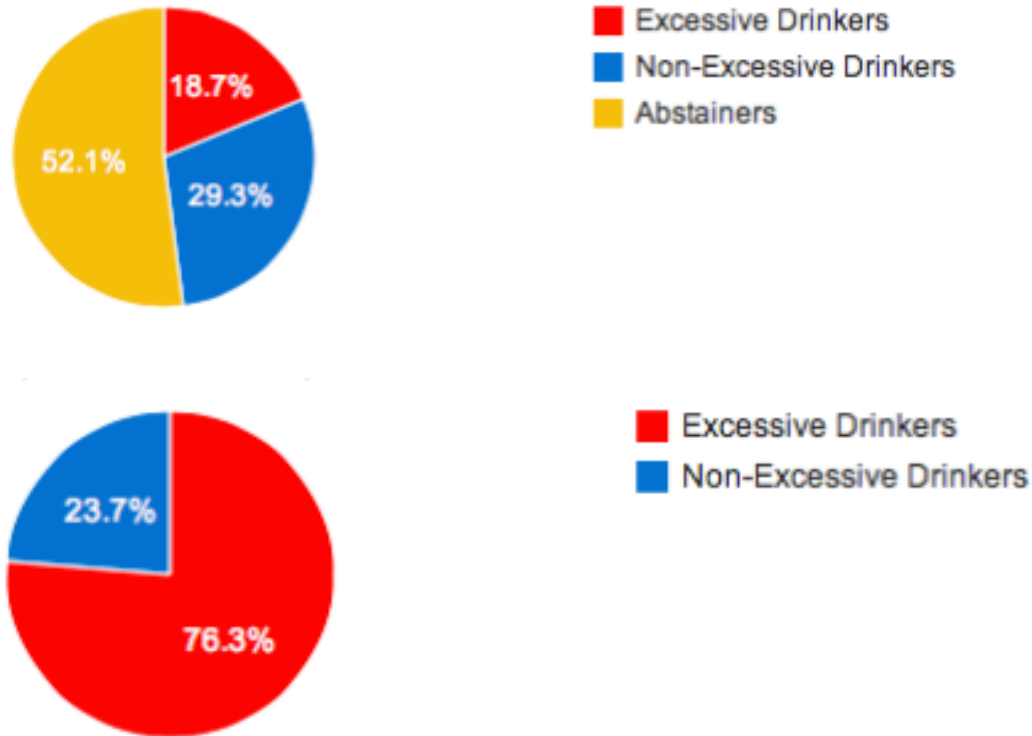
Health effects of alcohol taxes: specific studies

- Reduce:
 - Liver cirrhosis
 - Delirium tremens
 - Male suicide
 - Criminality
 - Hospitalizations
 - Alcohol-related disease mortality
 - Workplace injuries
 - STDs
 - IPV
 - Rape
 - Robbery
 - Severe violence towards children
- No impact on possible health benefits among moderate drinkers

Who Pays for an Alcohol Tax Increase?

Distribution of Alcohol Consumption Among Adults (age 18+)

Distribution of Alcohol Consumption Among Adults (age 18+) in North Carolina's Population



- *Excessive drinkers pay most of the tax increase.*
- *Non-drinkers pay nothing.*
- *Nickel a drink tax increase also creates **1419** jobs net*

Maryland's Experience

- Maryland 2011:
 - Increased the sales tax on alcohol by 3%
 - Raising close to \$70 million per year for dedicated causes
 - [Staras et al](#): led to 24% drop in gonorrhea cases, 1600 cases averted
 - Esser et al: 3.8% drop in alcohol sales ([American Journal of Drug And Alcohol Abuse, 2016](#))
 - Lavoie et al: 6% drop in alcohol-positive drivers on Maryland roadways ([American Journal of Preventive Medicine, 2017](#))

Other Price Policies



Eliminate Promotions:

Happy hours, ladies night, etc.



Bulk Discounts: For example, pitchers.



License Fees: Fund enforcement, prevention, education, surveillance, etc.

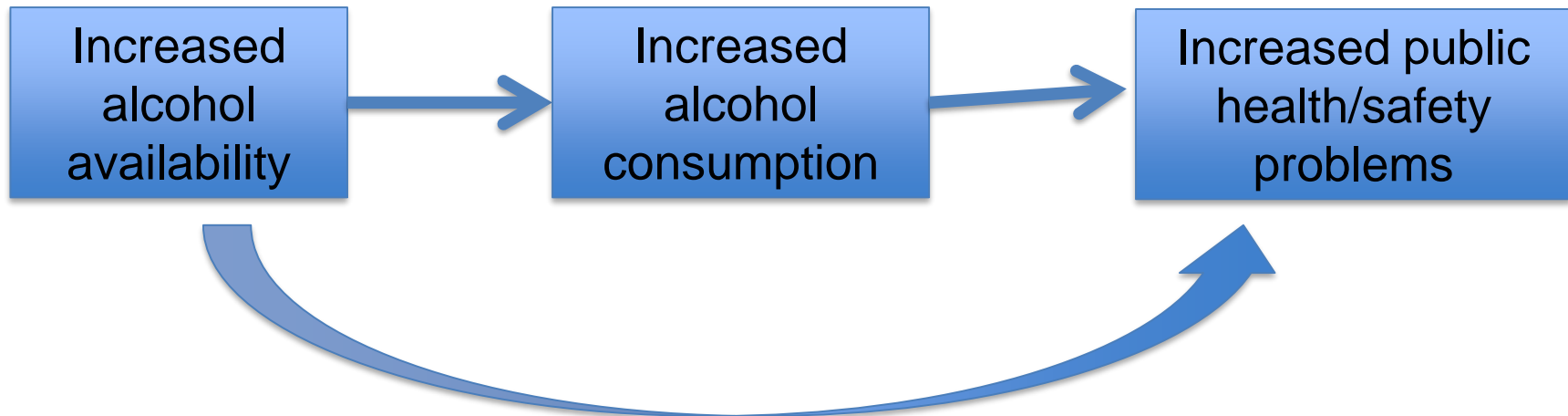


Minimum pricing

PLACE: Number/Density of Alcohol Outlets

Outlet over-concentration:

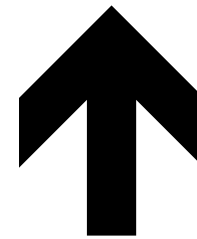
A key public health and safety concern



When the # of alcohol outlets increases...

So do the problems:

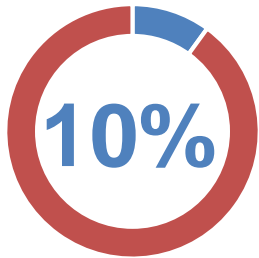
- violence/crime¹
- sexually transmitted infections²
- noise³
- injuries⁴
- property damage⁵



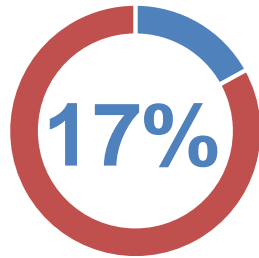
PLACE

ALCOHOL AVAILABILITY & UNDERAGE YOUTH

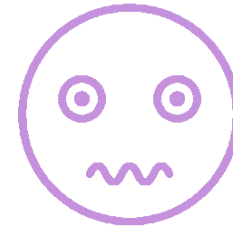
A 10% increase in alcohol outlet density is associated with a 17% increase in odds of adolescent alcohol consumption.



outlet density



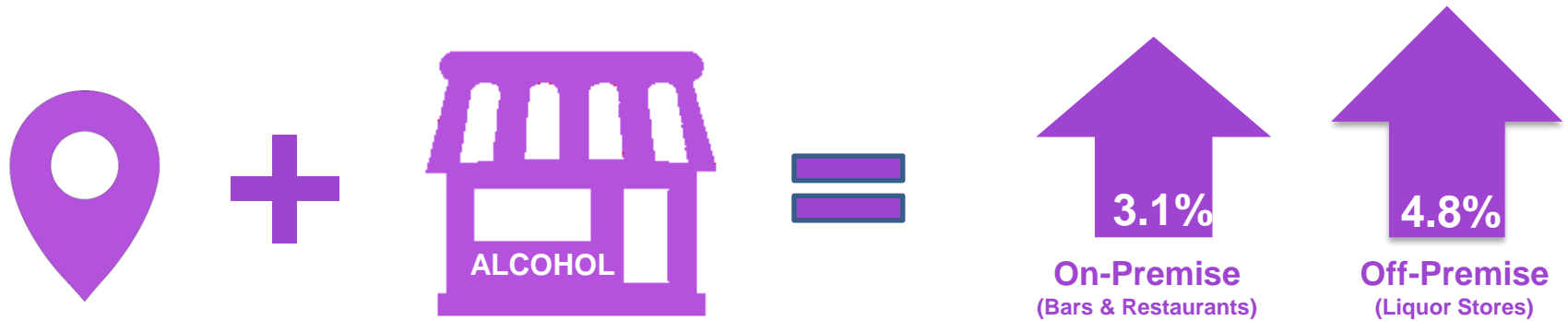
adolescent alcohol use



Children with an alcohol outlet on their walk to school are 2x more likely to report feeling unsafe in their neighborhood.

CRIMES CLUSTER AROUND ALCOHOL OUTLETS, 2016

In Baltimore City as of 2010, each additional alcohol outlet in a census tract is associated with increases in violent crime:





cityhealth

AN INITIATIVE OF



deBeaumont
FOUNDATION



KAISER PERMANENTE®



WHAT IS CITYHEALTH?

- **An initiative** of the de Beaumont Foundation and Kaiser Permanente that aims **to help cities thrive** through policies that improve people's day-to-day lives.
- **A package of nine policy recommendations** with significant potential to boost health, well-being, and quality of life by addressing the key social determinants.



CITYHEALTH'S NINE POLICIES



Affordable Housing



Alcohol Sales Control



Complete Streets



Earned Sick Leave



Food Safety/Restaurant
Inspection Rating



Healthy Food Procurement



High-Quality Universal Pre-K



Smoke Free Indoor Air



Tobacco 21



OBJECTIVES

- **Assess** how the 40 largest US cities stack up when it comes to the number and quality of these policies on their books.
- **Support cities** who want to take action on implementing these policies



SCORING CITIES' POLICIES

THREE CORE STEPS:

- 1** Collect and code all relevant laws, statutes, executive orders and regulations in each of the 40 cities.
- 2** Work with leading national issue experts to set scoring criteria; sort policies into gold, silver, bronze and no-medal categories.
- 3** Provide city leaders with an opportunity to vet their assessments for accuracy.

HOW OVERALL MEDALS ARE AWARDED



City received 5 or more gold medals across each of the 9 policies



City received 5 or more gold or silver medals across each of the 9 policies




























City received 4 or more gold, silver, or bronze medals across each of the 9 policies



2018 KEY FINDINGS



OVERALL MEDAL SCORES

- | | | |
|---|---|--|
|  Boston, MA |  Kansas City, MO |  Albuquerque, NM |
|  Chicago, IL |  Long Beach, CA |  Atlanta, GA |
|  Los Angeles, CA |  Philadelphia, PA |  Baltimore, MD |
|  New York, NY |  Sacramento, CA |  Austin, TX |
|  San Jose, CA |  San Antonio, TX |  Charlotte, NC |
| |  San Diego, CA |  Denver, CO |
| |  San Francisco, CA |  Fresno, CA |
| |  Seattle, WA |  Houston, TX |
| |  Washington, DC |  Louisville, KY |
| | |  Milwaukee, WI |
| | |  Portland, OR |




OPT-IN SITE FOR SMALLER CITIES

- With support from Robert Wood Johnson Foundation, creating and testing an “opt-in” site for small and medium-sized cities
- Based on same 9 policy package and same medals scoring criteria
- Open to self-nominations by cities interested in being part of the opt-in pilot test

CITIES THAT MOVED UP IN 2018

10 CITIES WITH IMPROVED OVERALL MEDAL STATUS *from 2017 to 2018*

- 
- Albuquerque
 - Austin
 - Kansas City
 - Long Beach
 - Louisville
 - Milwaukee
 - Portland
 - San Antonio
 - San Jose
 - Seattle

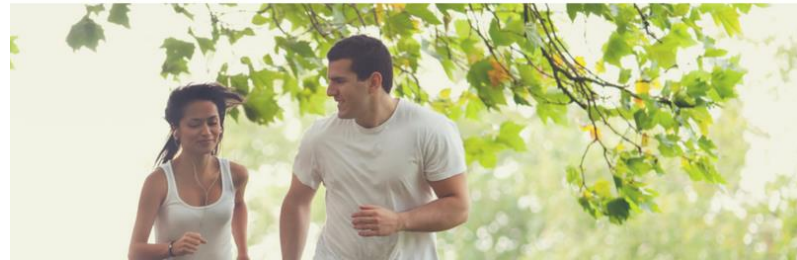


POLICY MEDALS

**In just one year,
cities earned 24
new policy
medals.**



**24 NEW
MEDALS
IN 1 YEAR**



How cities did on alcohol control

● Atlanta, GA	● Fresno, CA
● Boston, MA	● Long Beach, CA
● Chicago, IL	● Memphis, TN
● Denver, CO	● Nashville, TN
● Kansas City, MO	● San Diego, CA
● Las Vegas, NV	● San Francisco, CA
● Milwaukee, WI	● San Jose, CA
● Washington, District of Columbia	

25 cities received no medal:
Albuquerque, Austin,
Baltimore, **Charlotte**,
Columbus, Dallas, Detroit, El
Paso, Louisville, Mesa, New
York City, Oklahoma City,
Philadelphia, Phoenix,
Portland, Sacramento, San
Antonio, Seattle, Tucson,
Virginia Beach

Criteria for alcohol medal

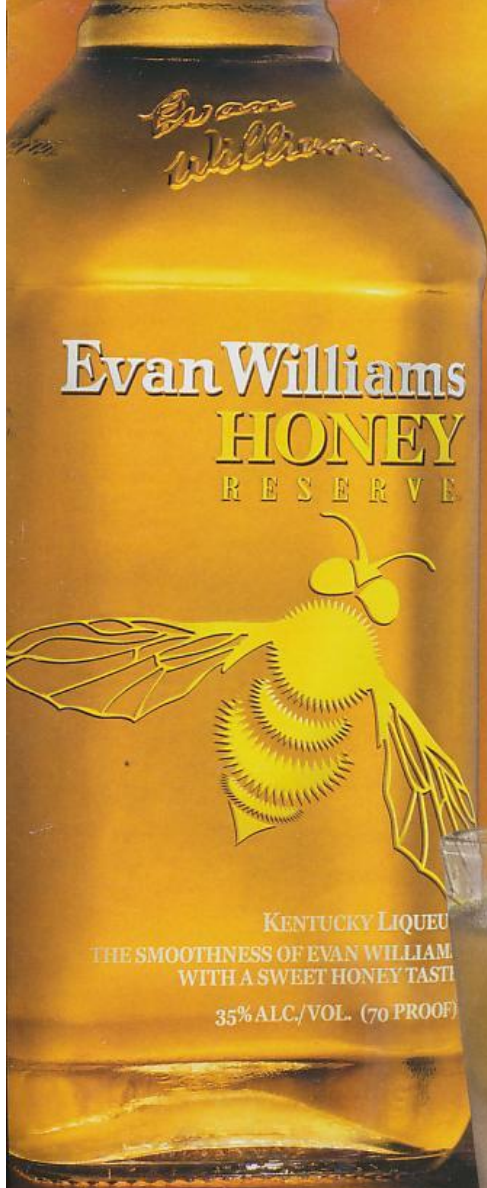
- Silver medal:
 - City has local zoning and/or licensing laws addressing alcohol outlets
- Gold medal:
 - City follows best practices for comprehensive local zoning and/or licensing laws addressing alcohol sales for both on- and off-premises consumption, and both prospectively and retrospectively
- North Carolina:
 - Charlotte – no medal – preempted at state level

Why does CityHealth matter for alcohol control?

- We are not a big enough field to make all the changes we need
- Coalitions are key – with other organizations, working on other issues, to create cities and communities where everyone has a full chance at a long and healthy life

Promotion: Alcohol marketing

- Modern alcoholic beverages are of their essence *marketed* beverages
- Purposes of marketing:
 - Promote brand-switching among existing brands
 - Protect market share from competitors
 - Inform public of new products
 - **Attract new users**



Evan Williams
Evan Williams
HONEY
RESERVE

KENTUCKY LIQUEUR
THE SMOOTHNESS OF EVAN WILLIAMS
WITH A SWEET HONEY TASTE
35% ALC./VOL. (70 PROOF)

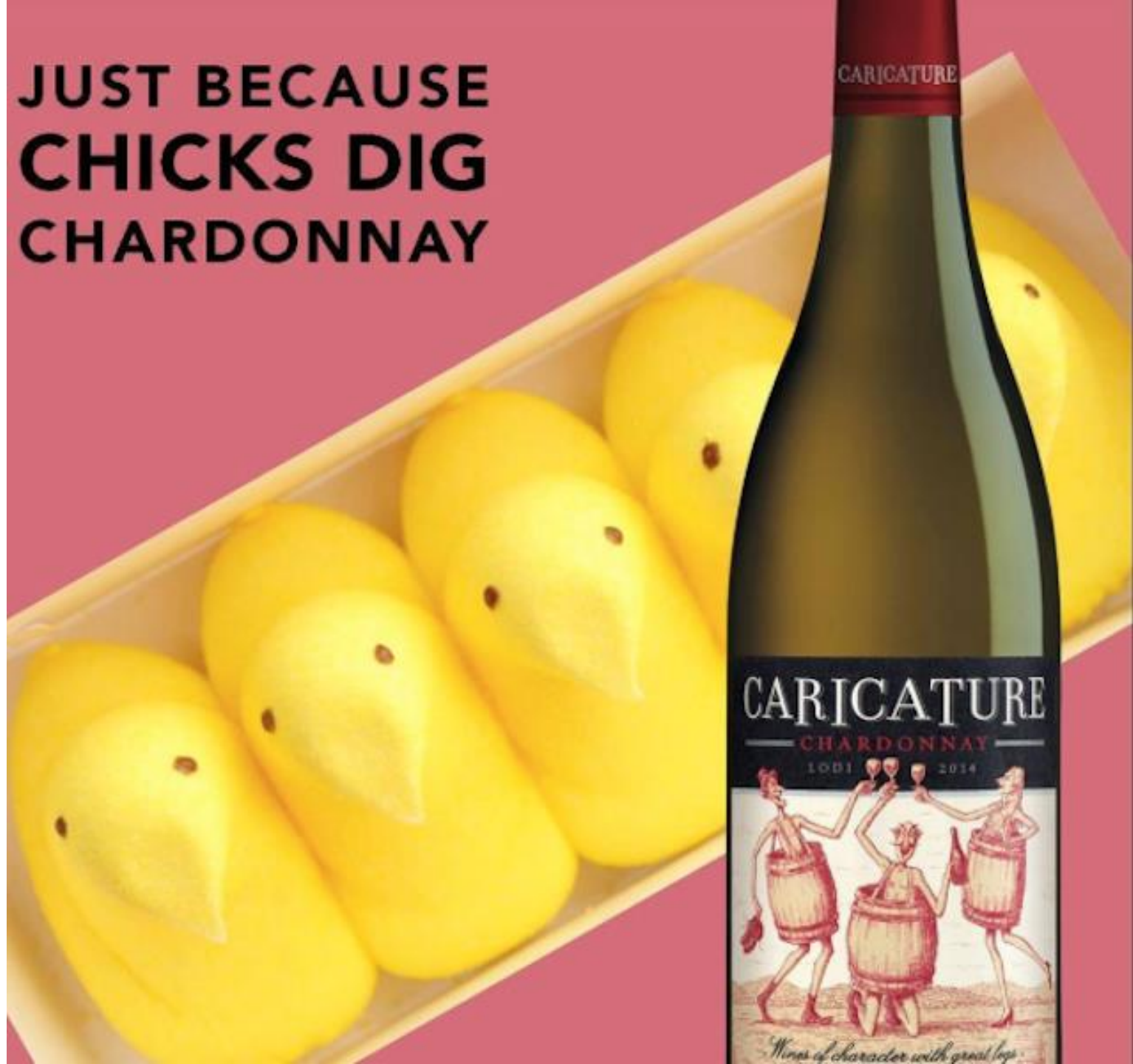
**CHASE
WOMEN,
NOT YOUR
SHOT.**

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Think Wisely,
Drink Wisely.

evanwilliams.com 




JUST BECAUSE
CHICKS DIG
CHARDONNAY



*I don't need mistletoe.
I'll kiss anyone
who holds
a glass of Risata
over my head.*



*No. 1 Moscato d'Asti
in America*

   risatawine.com

ATA® Moscato d'Asti ©2013 Imported by Prestige Wine Group, Princeton, MN. All rights reserved.
National Food Total US - Current 52 weeks ending September, 2013

Risata. ✨ ✨
The truest of blues.



Examples of Alcohol Marketing



“Real men”



Antioxidant beer

INSTANT ENERGY! 24 Fresh Ideas to Recharge Your Mind and Body

Special Double Issue Just \$3.50

fitness

mind, Body + Spirit

BURN MORE CALORIES
The New Science Behind A Faster Metabolism

Slim. Sexy. Confident!
Your Fast Track to Tight Abs, Butt and Thighs

PIZZA, CHIPS, ICE CREAM...
Our Guilt-Free Shopping List, p.158

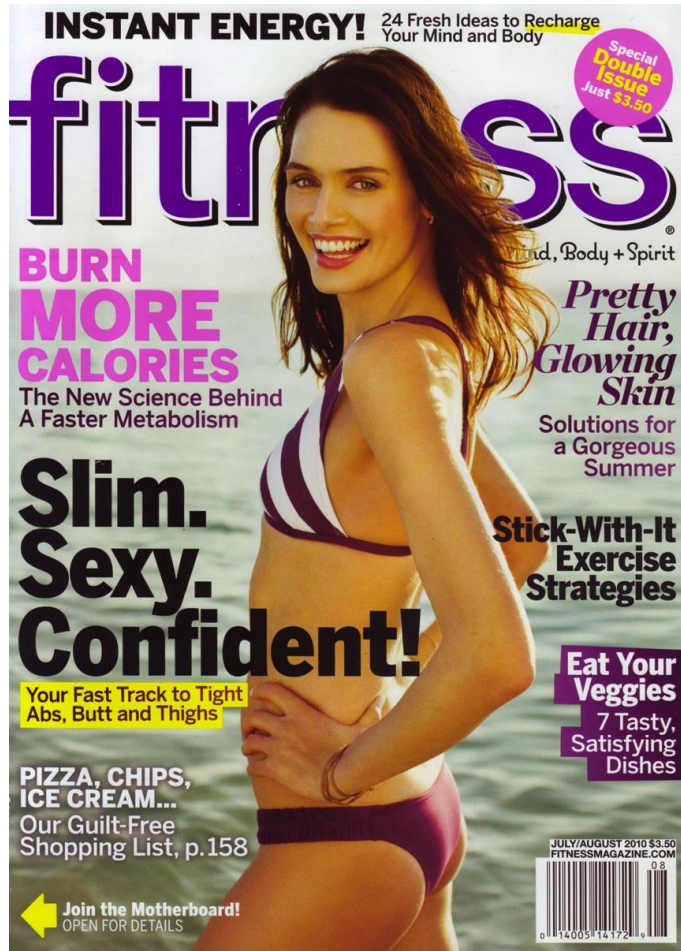
Stick-With-It Exercise Strategies

Eat Your Veggies
7 Tasty, Satisfying Dishes

Pretty Hair, Glowing Skin
Solutions for a Gorgeous Summer

JULY/AUGUST 2010 \$3.50
FITNESSMAGAZINE.COM

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Beer With Benefits

What's hot in ale? Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you'll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of two brews in one tastes like? We chose our top three earls gone wild. —Sarah D'Angelo



< BluCreek Zen IPA

The India pale ale-green tea mash-up was the fave. "It's refreshing—similar to a traditional IPA," says senior fitness editor Lindsey. (blucreek.com)

MateVeza Yerba Mate IPA >

Testers enjoyed the fruity flavor of this brew, made with South American yerba maté. Special projects editor Caroline put it simply: "Yummy!" (mateveza.com)

< Ineeka Organic Green Tea Bier

This ginger-tinged Belgian-style ale tastes more like herbs than hops. "A good option for people who don't love the flavor of beer," says associate beauty editor Ayren. (ineeka.com)



ALCOHOL, BREAST CANCER and MARKETING

RECIPES & PAIRINGS
SHERYL'S SELECTIONS

CHATEAU ST JEAN

ENTER FOR A CHANCE TO
WIN A GIBSON GUITAR

NOTES OF HOPE
WITH
SHERYL CROW
&
CHATEAU ST JEAN

SHARE YOUR NOTES OF HOPE AND YOU COULD WIN
AN AUTOGRAPHED Gibson GUITAR

ENTER NOW

FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU
BUY THIS OCTOBER, \$1 WILL BE DONATED
TO HELP FIND A CURE FOR BREAST CANCER

A Perfect Pairing
OF RELAXED ELEGANCE

Chardonnay
Pinot Noir



happy
Bitch™

Special October Promotion

For every bottle of our
Pink Chardonnay you purchase
in October, we will donate \$1.00
to breast cancer research.

Thank you for your support.
www.HappyBitchWines.com

HARD PINK
LEMONADE
JOIN THE FIGHT

SCREW CANCER.
RELAX WINES HELPS
SAVE THE TA-TAS.

100% PINK YOUR DRINK™ 100%

CHAMBORD

"LIKE" OR "SHARE" THIS POST AND WE'LL DONATE
\$1 TO A NATIONAL BREAST CANCER CHARITY.

Alcohol Advertising and Youth

- **Initial published reviews (2009) summarize 13 longitudinal studies**
 - Followed groups of young people over time, monitoring alcohol marketing exposure and drinking behavior
 - Find increased exposure to alcohol advertising and marketing is associated with drinking initiation and increased consumption and greater risk of problems, even after controlling for wide range of other variables



New systematic review (Jernigan et al., 2017)

- **12 longitudinal studies published since 2008**
 - 9 unique cohorts containing 35,129 participants not previously reported on
 - Cohorts from Europe, Asia and North America
 - Range in duration from 9 months to 8 years
 - All found significant associations between levels of exposure to alcohol marketing and subsequent levels of drinking among youth



Alcohol Marketing

A Major Risk Factor for Underage Drinking

- **Forms of alcohol advertising and marketing that predict drinking onset among youth**
 - Alcohol advertisements in magazines
 - Beer advertisements on television
 - Alcohol advertisements on radio
 - Alcohol advertisements on billboards
 - In-store beer displays and sports concessions
 - Alcohol use in movies
 - Ownership of alcohol promotional items
- **Alcohol companies have moved rapidly into social media – research has not kept up**



Collins et al., Journal of Adolesc Health 2007;40:527-34;
Snyder et al., Arch Pediatr Adolesc Med 2006;160:18-24;
Stacy et al., Am J Health Behav 2004;38:498-509
Pasch et al. J Stud Alcohol Drugs 2007;68:586-596;
McClure et al., Am J Prev Med 2006;30:277-83; Stoolmiller
et al., BMJ Open 2012;Feb 20;2:e000543; Sargent et al, J
Stud Alcohol. 2006;67:54-65; Henriksen et al., J Adolesc
Health 2008;42:28-35

Failure of industry self-regulation


- Beer advertising and marketing materials should not portray beer drinking before or during activities, which for safety reasons, require a high degree of alertness or coordination.



DISCUS code: The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.

Smirnoff Ice
January 24 ❄️

Blend in by standing out ;)



Like · Comment · Share

792 12 105

Effectiveness of industry self-regulation



- Review of over 100 articles from multiple countries
- Of the 19 studies evaluating marketing codes and 25 content analysis studies, all detected potentially harmful content
- 57 studies found high levels of youth exposure to alcohol advertising
- The current self-regulatory systems that govern alcohol marketing practices are not meeting their intended goal of protecting vulnerable populations

Other media

- Movies
 - Dartmouth Medical School
 - Top 100 box-office hits per year, 1996-2009
 - 1400 movies
 - 500 tobacco brand appearances
 - 2433 alcohol brand appearances
 - Tobacco screen time and brand appearances dropped
 - Alcohol brand appearances rise from 80 to 145 per year

From: Trends in Tobacco and Alcohol Brand Placements in Popular US Movies, 1996 Through 2009

JAMA Pediatr. 2013;167(7):634-639. doi:10.1001/jamapediatrics.2013.393



Figure Legend:

Trend in Tobacco Brand Appearances Trend in tobacco brand appearances in the top 100 movies with the highest US box-office gross revenues from 1996 through 2009. Points show the actual data, and the bold line shows the post-1999 trend estimate. Rate of decline is 7.0% per year.

From: Trends in Tobacco and Alcohol Brand Placements in Popular US Movies, 1996 Through 2009

JAMA Pediatr. 2013;167(7):634-639. doi:10.1001/jamapediatrics.2013.393

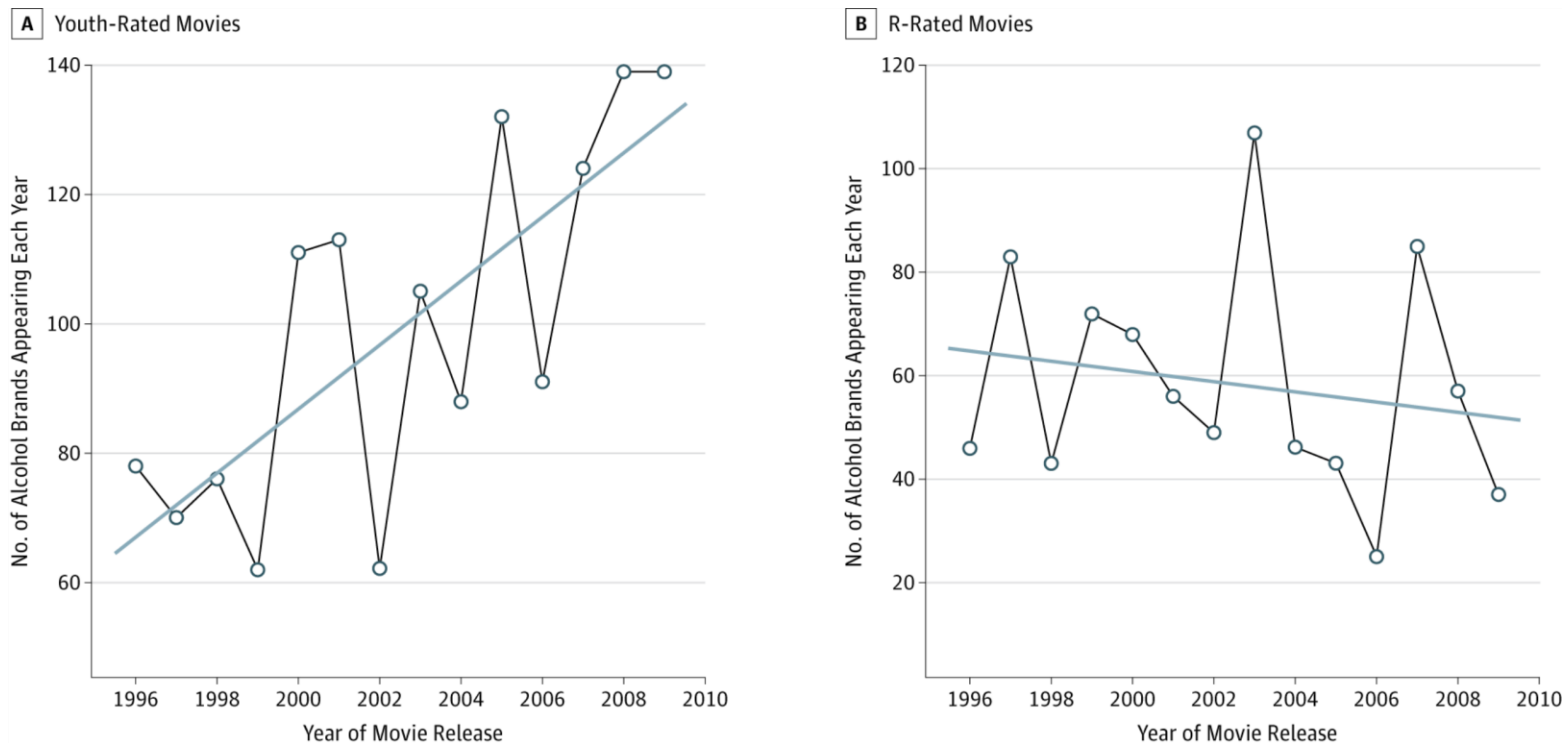


Figure Legend:

Trends of Movie Alcohol Brand Counts Trends of movie alcohol brand counts from (A) youth-rated and (B) R-rated movies, with a linear trend line. For youth-rated movies, slope = 4.97 (P = .002); for R-rated movies, slope = -0.99 (P = .52).

Other media

- Popular music (Siegel et al. 2014)
 - 720 most popular urban, pop, country and rock songs, 2009-2011
 - 38% of urban songs mentioned alcohol, 12% a specific brand
 - 22% of country songs mentioned alcohol, 6% a specific brand
 - Most common brands mentioned: Patron, Hennessy, Grey Goose, Jack Daniel's

Pilot survey 2013

- 1192 youth ages 13-20
- 1124 adults ages 21+
- Internet panel
- Source: Jernigan et al., *Alcoholism: Clinical and Experimental Research*, 2017

Findings: exposure to alcohol advertising in past 30 days

	Youth	Adults
TV	69.2%	61.9%**
Radio	24.8%	16.7%***
Magazines	35.7%	36.4%
Billboards	54.8%	35.4%***
Internet	30%	16.8%***

*p<.05;**p<.01;***p<.001, proportions weighted

Findings: seeing alcohol content on the internet (ever)

	Youth	Adults
Alcohol advertisements	468 (40)	278 (25.3)***
Celebrities using alcohol	422 (36.1)	227 (20.8)***
Celebrities wearing alcohol-branded items	325 (27.7)	175 (15.9)***
Friends/peers using alcohol	346 (29.5)	334 (30.6)
Friends/peers showing negative effects of alcohol use	187 (16.1)	148 (13.6)

*p<.05;**p<.01;***p<.001, proportions weighted

Findings: interacting with alcohol content on the internet (ever)

	Youth	Adults
Alcohol advertisements	114 (9.7)	78 (7.1)
Celebrities using alcohol	126 (10.7)	63 (5.7)**
Celebrities wearing alcohol-branded items	109 (9.3)	54 (4.9)**
Friends/peers using alcohol	165 (14.1)	111 (10.1)*
Friends/peers showing negative effects of alcohol use	110 (9.4)	53 (4.8)**

*p<.05;**p<.01;***p<.001, proportions weighted

Findings: deception

Age Groups	N	Lied about age on the Internet	Lied about age in Social Media	Lied in an Internet-Based Profile
13-14	339	40.7%	42.2%	35.2%
15-16	280	35.0%	33.0%	32.0%
17-18	250	37.8%	34.7%	36.2%
19-20	323	38.2%	26.4%	32.2%
21-34	246	18.8%	10.1%	25.6%
35-49	273	12.5%	9.5%	17.9%
50+	605	4.4%	2.7%	7.6%

SNAP, TWEET AND TUBE

Alcohol marketing and social media

- Narrative review in 2017 found 47 studies – findings:
 - Exposure to marketing through digital media associated with higher levels of drinking
 - Marketing activities use materials and approaches attractive to young people and encourage interactive engagement with brands
 - Current alcohol marketing codes being undermined by alcohol producers using digital media (Lobstein et al. 2017)
- Marketers use peer-to-peer transmission of messages on social networking sites to blur the boundary between marketing and peer activities (Buchanan et al. 2018)
- Parental critiques of social media messages about alcohol help build critical thinking skills and predict less interaction with alcohol brands on social media (Radanielina et al., 2018)

Tale of two companies

- Measured media spending in 2017 in the U.S. market
 - Anheuser-Busch
InBev: \$595 million
 - Molson-Coors: \$429 million
- Digital marketing spending in 2017 in the U.S. market
 - Anheuser-Busch
InBev: \$947 million
 - Molson-Coors: \$456 million

Instagram



emrata • Follow
New York, New York

emrata ATTACK OF THE 50 FT EMRATA. I'm so excited to share with you guys that I am now a part of @drinkbabe ✨ consciously coupling with my good friend, wine visionary and fellow entrepreneur @thefatjewish is an actual dream. Watch out for powerful billboards like this one to take over your hometown!

Load more comments

تم ل

itfrat28 Cool

itfrat28

fpulvirenti7 The new King kong



382,652 likes

MARCH 21

Log in to like or comment.





drinkbabe • Follow

drinkbabe Pairs well with not going in to work today.

[Load more comments](#)

caracushansky Check inbox

lyonsdor @alexholody cute rosé names - proof in the pudding

lyonsdor @alexholody cute rosé names - proof in the pudding

lucyinthebarwithawineglass

@meg_passfield we need all these wines



2,544 likes

NOVEMBER 10, 2017

[Log in to like or comment.](#)





coachella • Follow
Paid partnership with cupcakevineyards

coachella What's better than a frozen wine cocktail? A frozen wine cocktail with your face on it! @cupcakevineyards is serving up refreshing beverages almost too pretty to drink, so make sure their Frozie Factory is on your festival to-do list. Open to guests 21+. #ChooseJoy

Load more comments

rnlexy @certified_beast_33 gotta try one
elenamantopoulou @matilda.sp 🥰🥰
lalalehua @emilyjpat @toni_xclusive we have to do this!



22,751 likes

5 DAYS AGO

Log in to like or comment.



Coachella demographics: 16% age 15-19; 27% age 20-24

Miss Universe Loves Cointreau



oliviaculpo  • Follow

oliviaculpo I partnered with @cointreau_us to unveil The Designer Cocktail Series and create my spin on the Cosmopolitan: The Red Carpet Cosmo. Make your own and send me pics 🍹😘:The Red Carpet Cosmo by Olivia Culpo

Ingredients:

3/4 oz. Cointreau

2 oz. Vodka

3/4 oz. Fresh Lime Juice

Bar Spoon of Raspberry Jam

How to Make:

Combine all ingredients in a shaker. Shake vigorously with ice and strain into a coupe glass. Garnish with skewered candied ginger #TheArtOfTheMix

[Load more comments](#)

anaps92 @sarapuerto q hace ajajja

iessvnewh @katie snook16 next time l'm



619,180 views

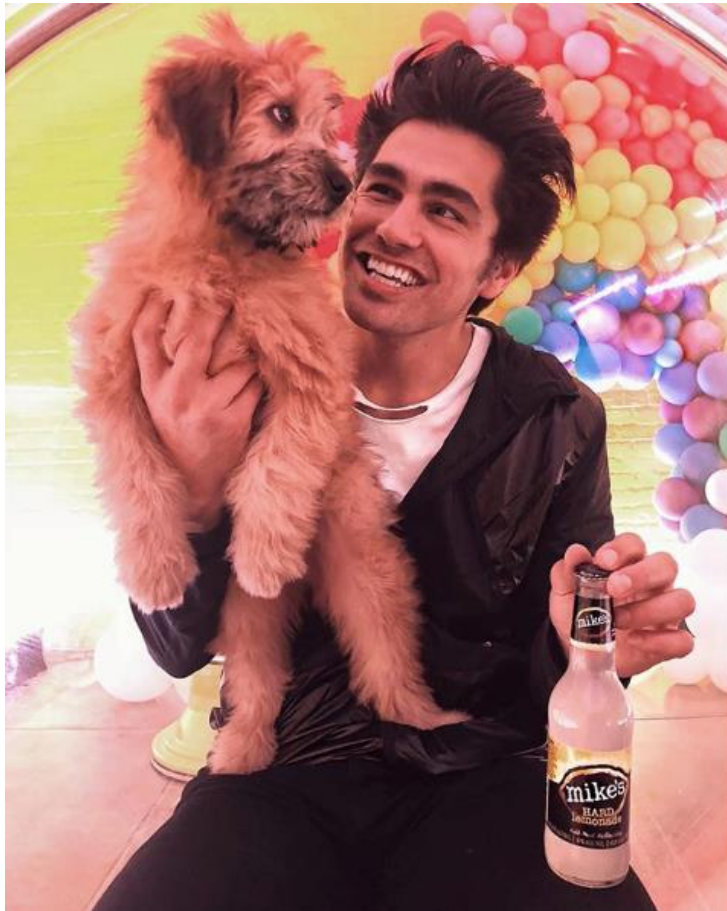
NOVEMBER 9, 2018

Log in to like or comment.



Broke up with The Bachelor, “partnered” with Budweiser





todderic_ • Follow

todderic_ when life gives you lemons i'm sure it will come with @mikeshardlemonade so make sure to take both! #mhl #ad

Load more comments

sydneyysnow @elizabeth_whelan

the_chipster23 @mackennak42

stephtarno That's the cutest dog with the best beard.

fwbailee23 Benji



165,374 likes

JUNE 7, 2018

Log in to like or comment.



Toddy Smith – Instagram star – began building on-line following when he was 19, now 26 – has more than **2 million Instagram followers**, more than **1 million YouTube channel subscribers**

DJ Khaled's Alcohol Advertising Past



One of DJ Khaled's deleted Instagram posts. Instagram

DJ Khaled is not alone...

- Study by VicHealth in Melbourne, Australia released last month:
 - Looked at top 70 Australian Instagram influencers and their alcohol-related content
 - 73% of the top influencers featured alcohol brands in their Instagram accounts in the past year
 - 39% of these were undisclosed (did not feature a hashtag such as #sponsored #ad #collab or use the “Paid partnership” option)

Twitter



BACARDI  @BACARDI · Feb 14

Rocking that millennial pink 🍹 #NYFW  #CuatroAndGrapefruit



2



8



Smirnoff  @SmirnoffEurope · Mar 19



Powerful women doing powerful things. Huge shoutout to Flexx London and their event for #IWD2019





Diageo News 
@Diageo_News



"The Women's Prize for Fiction shines a light on women and their achievements. It gets more books written by women, into the hands of more people" 📖 Syl Saller our CMO. Find out more about @WomensPrize and see the shortlist here: diageo.com/en/news-and-me...

 **Women's Prize**  @WomensPrize · Apr 29

We couldn't be more thrilled that the 2019 #WomensPrize shortlist is here 🎉

Not sure which one to discover first? Here are brilliant judges @KateWilliamsme...



Arifa Akbar
Journalist & Critic

0:45 3.1K views



Budweiser ✓
@budweiserusa



Who's ready for a cold one at the [@BudweiserUSA](#) Country Club [@Stagecoach](#)? 🍷 Wait until you see what we have in store for you this year! [#ThisBudsForYou](#)



7:41 PM · Apr 26, 2019 · [Twitter Web Client](#)

11 Retweets 83 Likes

Snapchat

“Diageo pulls Captain Morgan Snapchat ads over age concerns” (2018)



YouTube

What do we know?

- Assessment of 16 brands associated with highest underage past 30-day prevalence
 - Created fake profiles age 14, 17 and 19
 - Every profile was able to subscribe to each of the 16 official YouTube channels; on average 2/3 of the brands' channels were successfully viewed (Barry et al. 2015)

YouTube viewship


Brand	Video	Number of Views
Absolut	Swedish House Mafia-Greyhound Music Video	63,122,693
Michelob Ultra	The Pure Experience Pure Gold Super Bowl	16,881,544
Heineken	The Date	10,527,900
Michelob Ultra	Robots-Super Bowl 2019	8,591,159
Bud Light	Game of Thrones X Bud Light	7,477,604
Budweiser	A Dream Delivered - Folds of Honor	6,683,049
Captain Morgan	Captain, Captain	2,207,355
Aviation Gin	The Process	2,042,168
Bacardi	Dance Floor	1,275,194

Swedish House Mafia-Greyhound Music Video (Absolut Vodka) (2012)
63,122,963 views

Swedish House Mafia - Greyhound

Watch later Share

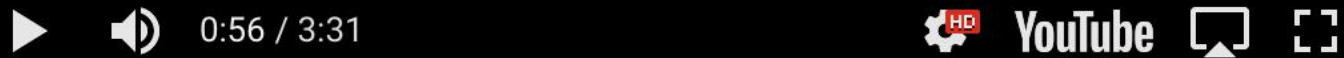
More videos <https://www.youtube.com/watch?v=PDboaDrHGbA> X



vevo

0:56 / 3:31

YouTube



Game of Thrones X Bud Light | Official Super Bowl LIII Ad | Extended Version | HBO (2019)

7,477,604 views

The Process | Aviation Gin (2018)

2,042,168 views

BACARDÍ Dance Floor – :60 (2018)

1,275,194 views

How does the effect work?

- Davis et al. 2019, followed 4840 young people from age 12 to 22
- Measures:
 - (a) videos on the internet showing someone who is drunk or high;
 - (b) pictures or comments on a social networking site (e.g., Facebook) showing or talking about someone who is drunk;
 - (c) movies showing someone who is drunk or high;
 - (d) television programs showing someone who is drunk or high;
 - (e) alcohol advertisements on billboards, magazines, or somewhere else;
 - (f) songs that talk about getting drunk or high; and
 - (g) video games that show someone getting drunk or high

How does the effect work?

- Greater exposure to substance-related media can increase normative beliefs for peer alcohol use, which then predicts greater alcohol use during adolescence
- Social media is a SUPER PEER
- Implications for action:
 - Normative feedback integrated into interventions
 - Media literacy
 - “...effective public policies (e.g., buy-in from local, state, and federal government as well as from the platforms that provide access to content)”

The Super Peer



Counter-ads

- Successful in tobacco, little used in alcohol
- Continuum, ranging from PSA's to true “counter-advertising”
- IOM calls for many experiments in youth-oriented media campaign – none ever funded
- One example – Dover Y2Y



Dover kids urge Anheuser-Busch to nix beer slogan



Bottom line from research on alcohol advertising

- Youth are vulnerable to influence
- The primary form of protection in most countries is alcohol industry self-regulation
- Guidelines in self-regulatory codes are routinely violated
- Vague language allows for easy circumvention
- Lax exposure guidelines allow excessive youth exposure
- Current self-regulatory review of possible violations not informed by public health expertise and marred by COI
- Early initiation is critical risk factor for both acute consequences and those, such as cancer, that can result from longer-term exposures



North Carolina State Scorecard

- Rated states in eight categories of possible action in 2012
- Gave states a “BP” if they had the best practice, “I” if they had some element(s) of a best practice but not all of it
- North Carolina
 - Two best practices
 - Targeting minors
 - Electronic media
 - Two incompletes
 - False or misleading
 - Promoting giveaways – lacks ban on distribution of promotional materials at commercial or civic events at least to those under legal purchase age
- Lots of potential!

Marketing techniques

- Embed alcohol in the target audience's lives
 - The brand is the experience.
- Make it affordable
 - Use small containers
 - Keep the price low
- Create new products to catch new audiences
 - Especially young people
- Put the product in places where the audience can easily get it

The significance of craft brewing

- The fastest growing segment of the beer market
- Fastest growing craft brewers have all been bought by beer giants
- Craft is the “nose under the tent” of alcohol control
 - Advocating for increased “self-distribution” that gets around alcohol control system
 - Pushing for more outlets, in more neighborhoods, in the name of “small business” and enterprise

What can be done?

- **PRODUCT:** alcohol impact areas, banning specific products
- **PRICE:** alcohol tax increases, minimum unit pricing
 - **PLACE:** zoning reform
- **PROMOTION:** local ad bans (billboards, public transit), retail signage restrictions and counteradvertising

What is to be done: social media

- Take on the platforms
 - We have given our democracy away to unregulated, highly profitable giants
 - “Starting the conversation” with Facebook etc.
- Use local powers to address the marketing “bubble”
 - Outdoor advertising
 - Retail advertising
 - NC – advertising originating in NC (radio)

What is to be done: social media

- Digital and social media are global platforms
- Global action is needed
- Who is taking the lead?
 - WHO is taking the lead
 - Principles on engagement with the industry
 - SAFER

A WORLD FREE FROM ALCOHOL-RELATED HARMS

SAFER

Strengthen
restrictions
on alcohol
availability

Advance &
enforce drink
driving
counter-
measures

Facilitate
access to
screening,
brief
interventions
& treatment

Enforce bans/
comprehensive
restrictions on
alcohol
advertising,
sponsorship &
promotion

Raise prices
on alcohol
through
excise taxes
& pricing
policies

What is to be done: social media

- Finland
 - 2015 – passes a path-breaking law directed at social media
 - Bans any activity by alcohol companies in social media aimed at promoting engagement of any kind – no sharing, liking, contests, etc.
 - Good effort but early evaluations not promising, because EXPOSURE is still huge

What is to be done: social media

- Framework Convention on Alcohol Control
 - Model is the global Framework Convention on Tobacco Control
 - 168 countries have signed it
 - Sets a floor for national action on tobacco control
 - countries can do more but sets the minimum
 - Has the ability to address global and cross-border actions
 - Could be a vehicle for limiting alcohol marketing in social media

If the evidence is so clear, why aren't we doing these things?

**THE
EMPIRE
STRIKES BACK**

The global alcohol industry

- More than \$1.5 trillion in sales worldwide
- If the nine largest companies for which data are available were a country, they would be the 55th largest country in the world
- Highly concentrated, e.g. 10 companies sell two-thirds of the world's beer
- Impact of concentration:
 - Monopoly profits
 - High marketing spend
 - Barrier to entry
 - \$2.2 billion on measured marketing in USA in 2016
 - Stakeholder marketing

The U.S. alcohol industry

- Even more concentrated than the global industry:
 - 2 beer companies, 3 wine companies, 5 spirits companies have more than half the market in their sector
- Oligopoly profits fund stakeholder marketing:
 - Federal lobbying: \$32 million in 2017, 303 lobbyists in DC
 - State lobbying 2002-2017: \$104 million

Alcohol Producers and Public Health: The conflict of interest

- Alcohol industry self-regulatory (voluntary) codes:

- Distilled Spirits Council of the U.S. (“DISCUS”):

- “DISCUS members encourage responsible decision-making regarding drinking, or not drinking, by adults of legal purchase age, and discourage abusive consumption of their products.”

- Beer Institute (U.S.):

- “Brewers strongly oppose abuse or inappropriate consumption of their products.”

What is “abusive consumption”?

The alcohol industry will never define this.

In the U.S., “binge consumption” is defined as:

- More than 5 drinks in two hours for males
- More than 4 drinks in two hours for females



Binge drinking dominates the alcohol market

More than half of adult consumption in the U.S. is in the form of binge drinking

At least 2/3 of youth consumption in the U.S. is in the form of binge drinking

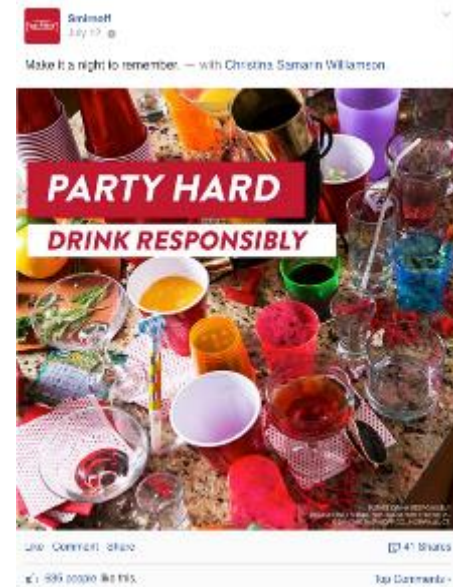
<http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>; Naimi, T. S. S., S.; DeJong, W.; O'Doherty, C.; Jernigan, D. (2014). "Beverage- and brand-specific binge alcohol consumption among underage youth in the US." Journal of Substance Abuse **Early online**: 1-7.



The Conflict of Interest

If everyone drinks in a safe and responsible manner:

- Alcohol companies face a market less than half the size of what we have today
- Alcohol companies lose at least a third of their profits.
- No publicly-traded company can intentionally lose this much of their market and survive.
- The alcohol industry has a conflict of industry with safe and responsible drinking.



The drug of choice...

- Alcohol consumption and binge drinking rise with income
- Binge drinking is most common among people who earn \$75,000 a year or more; least common among those making \$25K or less
- Marketing convinces people “everyone is doing it”
- Alcohol is the drug of choice of those who write the laws

“Stakeholder marketing” in NC

- 2018 – 388 contributions totaling \$568,000 to candidates running for election in NC
- Since 2010, more than \$3 million in campaign contributions to state-level candidates
- Before 2012, fairly evenly balanced between Republican and Democratic candidates
- Since 2012, overwhelmingly going to Republicans

The message of hope: We can...

- Raise awareness about the role of price in youth drinking
- Reduce physical availability of alcohol, particularly to young people
- Reduce youth exposure to alcohol marketing
- Maintain and strengthen effective alcohol control systems
- Take on the most effective prevention strategies, and succeed.

What it takes: Research

- Traditional (“evidence-based”)
- Public opinion (polling, focus groups)
- Non-traditional
 - Relationship building
 - Listening
- Opposition research

What it takes: Advocacy

- Skills not often taught as part of public health training
 - Strategic communication
 - Organizing – both community and political
 - Legal expertise
- Willingness to be controversial, engage in public debate
- Commitment to accuracy
- Persistence
- Focus
- Rapid response
- Message discipline
- Organizing/relationship building

But isn't this lobbying?

- BIG difference between educating the public and policy makers about effective strategies and...
 - Convincing a legislator to take a position on a specific bill (direct lobbying)
 - Asking someone to contact a legislator to ask them to take a position on a specific bill (grassroots lobbying)
- Section 503
- Your democratic rights

Lessons from alcohol tax campaigns in three states

- Broad coalitions are required – we have to reach beyond the alcohol/substance use field, and for alcohol that should be easy...
- Media advocacy makes a difference
 - The most successful campaign made the best use of “earned media” – generated articles, letter to the editor, op-eds, editorials
- Smart campaigns speak to what the legislators care about:
 - Money
 - Values
 - Votes
 - Media coverage

Implementation



- ▶ Organize
- ▶ Build Coalitions
- ▶ Advocate

Artwork courtesy of Jenny Anderson

Parting thoughts

“I've been absolutely terrified every moment of my life - and I've never let it keep me from doing a single thing I wanted to do.”

-- Georgia O' Keefe

“Hope is like a road in the country; there was never a road, but when many people walk on it, the road comes into existence.”

-- Lin Yu Tang

“Never doubt that a small group of thoughtful, committed citizens can change the world.”

-- Margaret Mead

THANK YOU!

THINK. TEACH. DO.
FOR THE HEALTH OF ALL



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