Forgotten factors in violence against women

Alcohol corporations, their harmful products, & maintenance of harmful cultural norms

Sarah Mart, MS, MPH
Director of Research
Alcohol Justice

United Nations Commission on the Status of Women
March 8, 2013
Alcohol Justice

We promote evidence-based public health policies and organize campaigns with diverse communities and youth against alcohol-related harm.

- Increase alcohol taxes and fees
- Remove dangerous, youth-oriented products from the market
- Restrict alcohol advertising & promotions
- Support state control of alcohol distribution and sales
Alcohol, marketing, & violence

• Gender-based violence is one type of alcohol-related harm that is seen around the globe.

• Alcohol use can impact the risk and consequences of gender-based violence on a variety of levels.

• Alcohol use is a modifiable factor contributing to the risk of perpetrating, and experiencing, violence against women.

• Victimization is a modifiable factor contributing to the risk of heavy alcohol use.

• Alcohol is one of the most heavily marketed products in the world.
Pretty, but evidently not human
Giggly & glamorous
Just wait ‘til you get older...

Before Aging

After Aging

The longer you wait, the better it gets.

Evan Williams. Aged longer to taste smoother.
Again, women = things
Not only a sexualized woman in the ad, but a product named after sex itself.
Alcohol = sex, right?
UFC Ring Girl Gets Sticky in Giant Lime Pile for Bud Light

By Tim Nudd

June 15, 2011, 2:10 PM EDT

UFC, youtube.com, & Bud Light Lime
Women of color included, insulted...
...and dehumanized, too
More sexualization
Bottle caps as bikini...or beach?
Woman as robot
Women (& men) as product
Men will be men... & product/killer too
Men will be product/will be violent
Yet women still have choices. Right?
“The goal is not simply to expose consumers to a particular product or service, but to create an environment in which they are actually interacting with the brand, ‘befriending’ the product, and integrating it into their personal and social relationships.”

What the industry is fighting

The most effective policies include:

• Increasing alcohol taxes
• Government monopoly of retail sales
• Legal restrictions on alcohol ad exposure
• Minimum legal purchase age
• Outlet density restrictions
Industry Myths about Advertising

- Ads are intended for adults; youth are not impacted
- Education is the best solution to underage drinking
- Self-regulation is effective and essential
- The First Amendment bars advertising restrictions
Greater exposure to alcohol ads contributes to

- earlier initiation of drinking for youth who have not started
- higher drinking levels among underage youth who drink
- positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

The alcohol industry spent more than $6 billion on advertising and promotion in the U.S. in 2005.

Industry self-regulation charade

Barriers to effective self-regulation include:

- Lack of public awareness
- Lack of an independent review
- Subjective nature of guidelines
- Lack of penalties and enforcement power

A 2008 Marin Institute study found complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of its Code.

How alcohol industry influences

• **Consolidate** into multinational conglomerates
• **Target** vulnerable populations: youth, women, disenfranchised
• **Create** trade & front organizations
• **Misdirect** with voluntary self-regulation charade
• **Fund** public relations/education/”responsibility” programs
• **Lobby** to undermine effective public policy
Big Alcohol

MillerCoors

AB InBev

DIAGEO

Pernod Ricard

Bacardi
More Big Alcohol

Constellation Brands

Brown-Forman

Campari

Beam
Global Alcohol Producers Group

Links

Alcohol Policy Think Tank
International Center for Alcohol Policies

Trade Associations

Beer Institute
Brewers of Europe
Brewers Association of Japan
British Beer & Pub Association
Comité Européen des Entreprises Vins
Distilled Spirits Association (New Zealand)
Distilled Spirits Council of the United States (DISCUS)
The European Spirits Organisation - CEPS
Federación Española de Bebidas Espirituosas
Scotch Whiskey Association (SWA)
Wine Federation of Australia
Wine Institute
Worldwide Brewing Alliance
World Spirits Alliance
World Wine Trade Group

Privacy Policy | Site Map
Front groups

Anheuser-Busch InBev
Asahi Breweries
Bacardi-Martini
Beam Global
Brown-Forman
Diageo
Heineken
Molson Coors
Pernod Ricard
SABMiller
What we can do

Enact the most effective public health policies

• Increase alcohol prices
• Decrease outlet density
• Stop dangerous products such as alcopops
• Restrict alcohol advertising, especially that targets youth
• Refuse Big Alcohol sponsorship and involvement
• Support state alcohol control, regulation
South Africa proposes alcohol ad ban
The evidence is clear

We face a global production and supply machine, global producer-funded organizations actively promoting ineffective policies and global consumer marketing using global media to interact with an increasingly global youth culture.

A strong, well-funded, global response is essential and urgent.

Take action, & join us

Sarah M. Mart, MS, MPH
Director of Research
sarahm@alcoholjustice.org
415.257.2485

www.alcoholjustice.org