

Public Health and Alcohol Policy

Dispelling Myths, Forging Solutions

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Wine and Spirits Wholesalers of America
December 7, 2009



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Takeaway Messages:

- 1) **We are not crazy, or even the enemy**
- 2) **What we want is reasonable, based in science, and benefits everyone**
- 3) **Wholesalers and public health have more in common that you think**
- 4) **We will go away once the problems do**

Top 5 Myths about Public Health

1. Neo-Prohibitionists



Top 5 Myths about Public Health

2. California Hippies



Top 5 Myths about Public Health

3. Kill-joys, buzz-killers



Top 5 Myths about Public Health

4. Anti-Business



Top 5 Myths about Public Health

5. Nanny State



Realities About Public Health

“Public health is what we, as a society, do collectively to assure the conditions for people to be healthy.”

-- Institute of Medicine, *The Future of Public Health*, 1988

PREVENTION is the core pillar of public health.

Realities About Public Health

Education alone has proven to be a dismal failure

“There is not a single public health crisis in the history of mankind that has been solved by handing out brochures.”

– Harold Goldstein, director,
California Center for Public Health Advocacy



Realities About Public Health

Parents Cannot be Expected to Shoulder the Burden Alone

Other ways we help parents:

- Speed limits, speed bumps
- Child pornography laws
- Child labor laws
- Toy safety laws
- Food safety laws

"My daughter's high school graduation is a special occasion, so I think it's okay if I allow her and her friends to drink alcohol."

THINK AGAIN.

Parents have the power to help prevent underage drinking. Regardless of whether you're buying teens alcohol or hosting a drinking party for minors, it's irresponsible and illegal. Do your part to prevent. Don't provide alcohol to minors.

Proven. don't provide.
ANHEUSER-BUSCH, INC.

Responsible Drinking
National Responsible Beverage Association

RESponsibility MATTERS™

Why Big Alcohol Can't Police Itself

A Review of Advertising Self-Regulation in the Distilled Spirits Industry

- **Examined 7 DISCUS Code Reports 2004-2007**
 - **Complaints and decisions made by Review Board**
 - **Analyzed variables**
 - **Reasoning for the decisions**

Results

- From 2004 to 2007, DISCUS reported 78 complaints
- AD SPENDING TOPPED \$1.9 BILLION DURING PERIOD**
- 93 individual ads
 - Average = 23 ads/year
 - 43 (46%) were found to violate the Code
 - 35 (81% of violations) resulted in a change by the advertiser, either by removing the ad, or promising to comply in the future

Results



- Worst “repeat offender” brands:
 - Skyy Vodka (8 complaints)
 - Svedka Vodka (6 complaints)
- Worst “repeat offender” companies:
 - Diageo (14 complaints)
 - Campari (11 complaints)

Results



- The most common complaints by far were about ads with sexual content
- 22 complaints alleged that ads overexposed youth
- Complaints by industry members 12.7 times more likely to be found in violation

Results

- 34% of complaints were from companies with DISCUS member on board
- Of these, 13% were in violation
- Complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of the Code

Barriers to Effective Self-Regulation

- 1) lack of public awareness – current reports
- 2) lack of an independent review
- 3) subjective nature of guidelines
- 4) lack of penalties and enforcement power

The Myth of the Family Winery

Global Corporations Behind California Wine



E&J. Gallo Winery

Italian imports



Based in Australia



Australian imports



**Based in
Kentucky**



Based in New York



**Based in England
French imports**

What We Want

- 1) Stop making products that appeal to youth,
and stop deceiving regulators about alcopops being “beer.”





ENJOY THE CRISP AND INVIGORATING
CITRUS TASTE OF
SMIRNOFF ICE

SAVOUR THE DRINK THAT IS THE NEXT STEP IN THE
COCKTAIL REVOLUTION, AND THE ONLY VODKA MIX
MADE WITH SMIRNOFF NO. 21†

GET THE FULL FLAVOUR AT SMIRNOFFICE.COM

† EXCEPT IN THE U.S. AND U.S.-SUPPLIED MARKETS WHERE
SMIRNOFF ICE IS A MALT BEVERAGE.



†“Except in the U.S. markets where Smirnoff Ice is a malt beverage”

What We Want

2) Stop marketing in youth-friendly venues (e.g., concerts, sports)



Diageo Deal with P. Diddy



Budweiser Super Bowl Ad

What We Want

3) Stop using sex to sell products



What We Want

- 4) **Stop obstructing public policy efforts to alleviate alcohol problems federal, state, and local levels**

- 5) **Stop excluding public health advocates from regulatory discussions**

- 6) **Stop acting like public health is the enemy, because when alcohol-related problems go down, everyone wins**

Forging Solutions

KEY FACTORS in creating healthy CONDITIONS in communities

Scientifically-proven influencers of underage and excessive drinking:

- 1) Price – youth especially sensitive
- 2) Access – over-concentration of retail outlets
- 3) Marketing – making alcohol appear essential to fun, success, etc.

Increase Alcohol Prices

- ❑ One of the most effective prevention strategies
- ❑ Youth are especially sensitive to price
- ❑ Alcohol taxes can generate new revenue
- ❑ Lots of activity in states due to economy

What We Have in Common

- 1) Wanting our communities to be free of harm caused by alcohol
- 2) Wanting to maintain an orderly, regulated marketplace
- 3) Keeping the 21st Amendment, state-based regulatory system intact
- 4) Ensuring that wholesalers remain a strong buffer between the producer and retailer tiers...yes, Marin Institute wants this... and....

What We Want – Ultimate Goal

To put ourselves out of business, not you... so how to work together?



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