

How to Stop Big Alcohol from Making Its Mark on Our Communities

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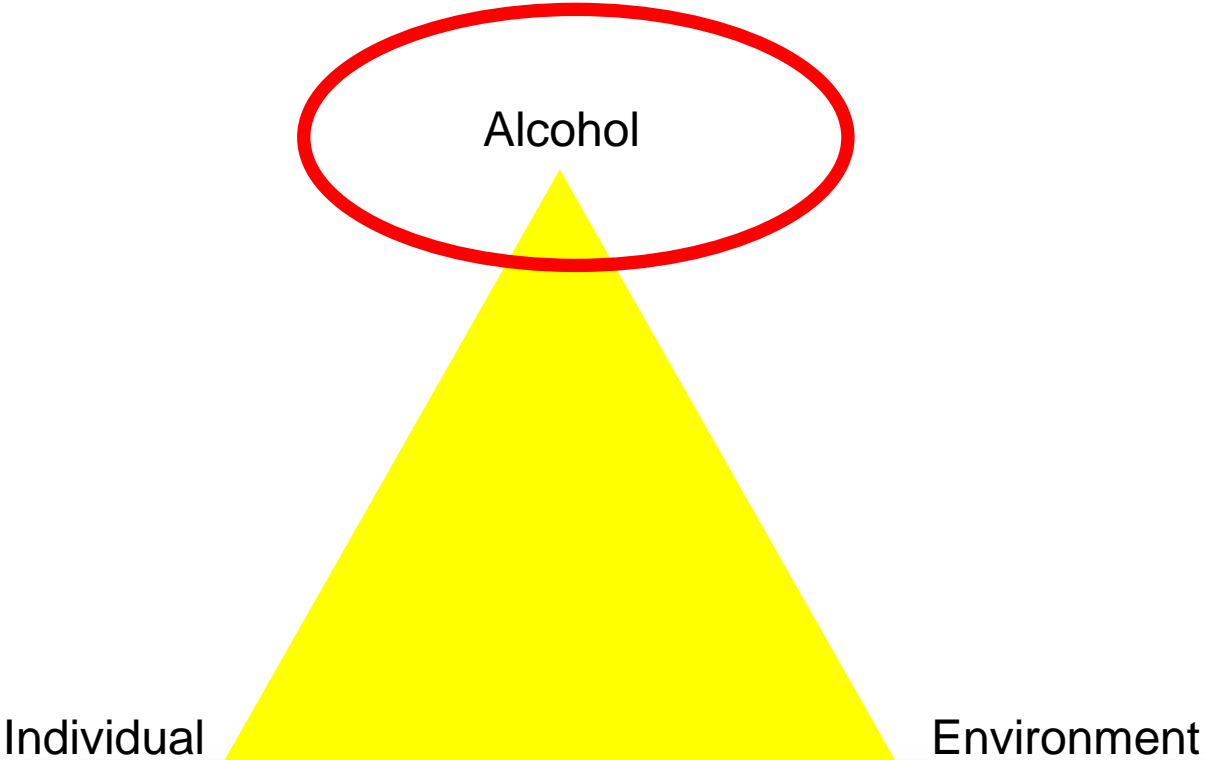


Marin Institute Strategies

- ❑ Monitor and expose the alcohol industry's harmful products, practices, and promotion
- ❑ Research viable policy solutions to reduce alcohol-related harm
- ❑ Support communities, coalitions and organizers in rejecting Big Alcohol's damaging actions
- ❑ Frame the issues from a reasonable public health perspective



Public Health Framework



Big Alcohol's Tactics

- ❑ Consolidate into transnational firms
- ❑ Market: Get kids hooked
- ❑ Lobby: undermine effective prevention
- ❑ Public Relations: Blame parents (schools, servers, cops)
- ❑ Public Relations: Fund ineffective prevention

The Biggest of Big Alcohol



AB InBev:

- \$395 million advertising 9 beers
- \$3,460,000 federal lobbying
- \$373,500 federal campaign contributions

- ❑ Parent companies HQ in Belgium and England
- ❑ 80% of the U.S. beer market

MillerCoors:

- \$315 million advertising 7 beers
- \$1,367,000 federal lobbying
- \$426,930 fed campaign contrib

The Biggest of Big Alcohol

DIAGEO

- ❑ HQ: England
- ❑ Top spirits producer
- ❑ \$99 million advertising
- ❑ \$1.96 million federal lobbying
- ❑ \$161,578 fed contributions



The Biggest of Big Alcohol



Pernod Ricard



- ❑ HQ: France
- ❑ Top spirits producer
- ❑ \$42 million advertising
- ❑ \$1,105,000 federal lobbying



The Biggest of Big Alcohol



BACARDI LIMITED



- ❑ HQ: Bermuda
- ❑ Top spirits producer
- ❑ \$42 million advertising
- ❑ \$710,000 federal lobbying
- ❑ \$123,251 federal contributions

Lobbying Arms



BEER INSTITUTE

THE CENTURY COUNCIL

Distillers fighting drunk driving and underage drinking



WINE INSTITUTE
THE VOICE FOR CALIFORNIA WINE



washington
wine institute

DISTILLED
SPIRITS
COUNCIL
OF THE
UNITED
STATES

\$3,500,000 federal lobbying
\$23,118 federal contributions



Front Groups

Bacardi U.S.A.
Beam Global
Brown-Forman
Constellation Brands
DIAGEO
Hood River Distillers
Pernod-Ricard
Sidney Frank Importing Co.



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



International Center for Alcohol Policies
Analysis. Balance. Partnership.



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What can we do?

- ❑ Increase alcohol prices (taxes and fees)
- ❑ Stop youth-oriented products (AEDs, alcopops)
- ❑ Restrict alcohol advertising
- ❑ Refuse Big Alcohol funding and messages
- ❑ Expose industry PR, lobbying, marketing

Increase Alcohol Prices

- ❑ One of the most effective prevention strategies
- ❑ Youth are especially sensitive to price
- ❑ Alcohol taxes can generate new revenue for states
- ❑ Revenue can fund necessary alcohol programs

Increase Alcohol Prices

For example, a 50% increase in price from a tax change would reduce:

- Underage drinking by 32.5%
- The number of heavy (more than 9 drinking occasions in last month) underage drinkers by 21%
- The number of youth traffic fatalities by 15.5%



Increase Alcohol Prices

- ❑ A 10% increase in price would reduce traffic crashes by 5 - 10%, with even larger reductions (7 - 17%) for youth
- ❑ A 10% increase in price would reduce cirrhosis mortality from 8.3 - 12.8%
- ❑ Higher prices can reduce rates of homicide, suicide, domestic violence and child abuse

What Happened this Legislative Session

- At least half of the states proposed tax increases
- Most bills are already dead
- Some are still pending or are in 2-year sessions
- Increases in:
 - Kentucky Massachusetts
 - New York New Jersey
 - Illinois North Carolina

What Happened this Legislative Session

Lifted Sales Tax Exemption Increase

- Massachusetts 6.5%
- Kentucky 6%

Raised Excise Tax

- New York 11 cents (wine) & 3 cents (beer)
- New Jersey 25 % (not beer)
- North Carolina 8.7 cents (wine) & 5 cents (beer*)
- Illinois **64 cents (spirits) \$4.05 (wine) 4.6 cents (beer)**

Illinois tax is being challenged in court

* per liter, all others per gallon

What Happened this Legislative Session

At least 13 states had bills that died:

- Arkansas
- Connecticut
- Delaware
- Indiana
- Kentucky*
- Maryland
- Minnesota
- Montana
- Nevada
- New Hampshire
- New Mexico
- New York*
- Oregon

Others in 2-year sessions, many will be back in 2010

*States with additional higher tax proposals than what passed.

Bottom of the Beer Barrel

	Tax per gallon	Year Last Raised
1) Wyoming	\$0.02	1935
2) Missouri	\$0.06	1971
3) Wisconsin	\$0.06	1969
4) Colorado	\$0.08	1976
5) Kentucky	\$0.08	1982
6) Oregon	\$0.08	1977
7) Pennsylvania	\$0.08	1947
8) Maryland	\$0.09	1972
9) Washington, DC	\$0.09	1989
10) Rhode Island	\$0.10	1989
11) Massachusetts	\$0.11	1975
12) New York	\$0.11	2001
13) New Jersey	\$0.12	1992
14) Indiana	\$0.12	1981

Stop Youth-Oriented Products



- Created to:
- Compete with beer
 - Lower taxes
 - Greater retail availability

Restrict Alcohol Advertising

- ❑ Assess local environment for out of home alcohol ads
- ❑ Limit ads to adult-oriented media
- ❑ Monitor to ensure enforcement



Turn Down Big Alcohol Funding

- ❑ Big Alcohol pays for activities that don't work
 - ❑ Guest speakers
 - ❑ Information/awareness educational materials: posters, flyers, brochures, online info, ads
 - ❑ Awareness events, chotchkes, banners, signs

- ❑ They do not pay for initiatives to:
 - ❑ Increase alcohol taxes
 - ❑ Decrease access and availability
 - ❑ Restrict alcohol advertising to youth

Turn Down Big Alcohol Funding

- ❑ Big Alcohol spends money to add positive value to brand and company image

College | talk

THE #1 CAN, FOR THE #1 FAN™



Turn Down Big Alcohol Funding

- ❑ Big Alcohol does not fund prevention strategies that reduce product sales

Our company is and always will be a **sales-driven organization**...In 2008, steps were taken to ensure we become a truly **consumer-centric company**...

...we leveraged our leading brands to encourage the right consumption behavior; regular, but moderate and with a full understanding of the negative personal and social consequences of excessive drinking.

Increased taxes:

Lobbied against

Restricted advertising:

Lobbied against

Reduced availability:

Lobbied against



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Take Action, Join Us

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Charge for Harm!
ChargeForHarm.org

