

**NordAN**

NTAK LITHUANIAN NATIONAL  
TOBACCO AND ALCOHOL  
CONTROL COALITION

# Alcohol advertising ban: who do we need to convince?

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# Alcohol marketing monitoring in NordAN region: from monitoring to control

May 18-19th 2013 Vilnius (Lithuania)

explored possibilities for  
coordinated marketing  
monitoring activities within  
NordAN region;

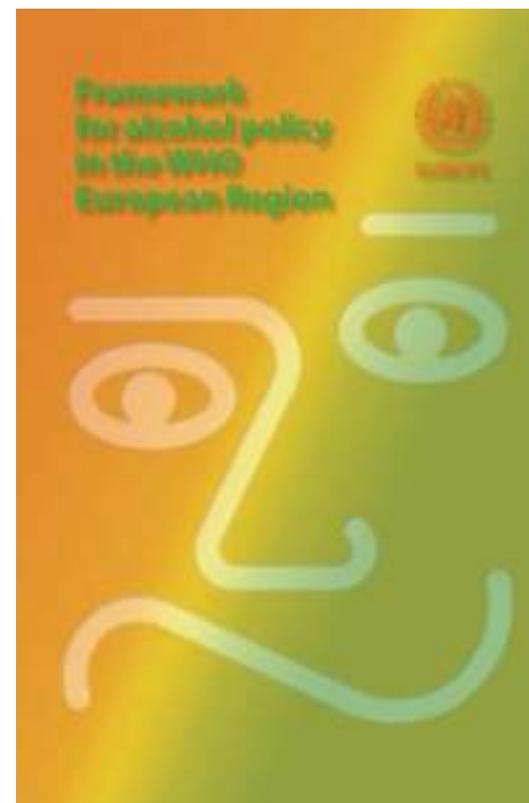
Was organized by the  
NordAN and member  
organization from Lithuania  
National Tobacco and Alcohol  
Control Coalition (NTAKK)



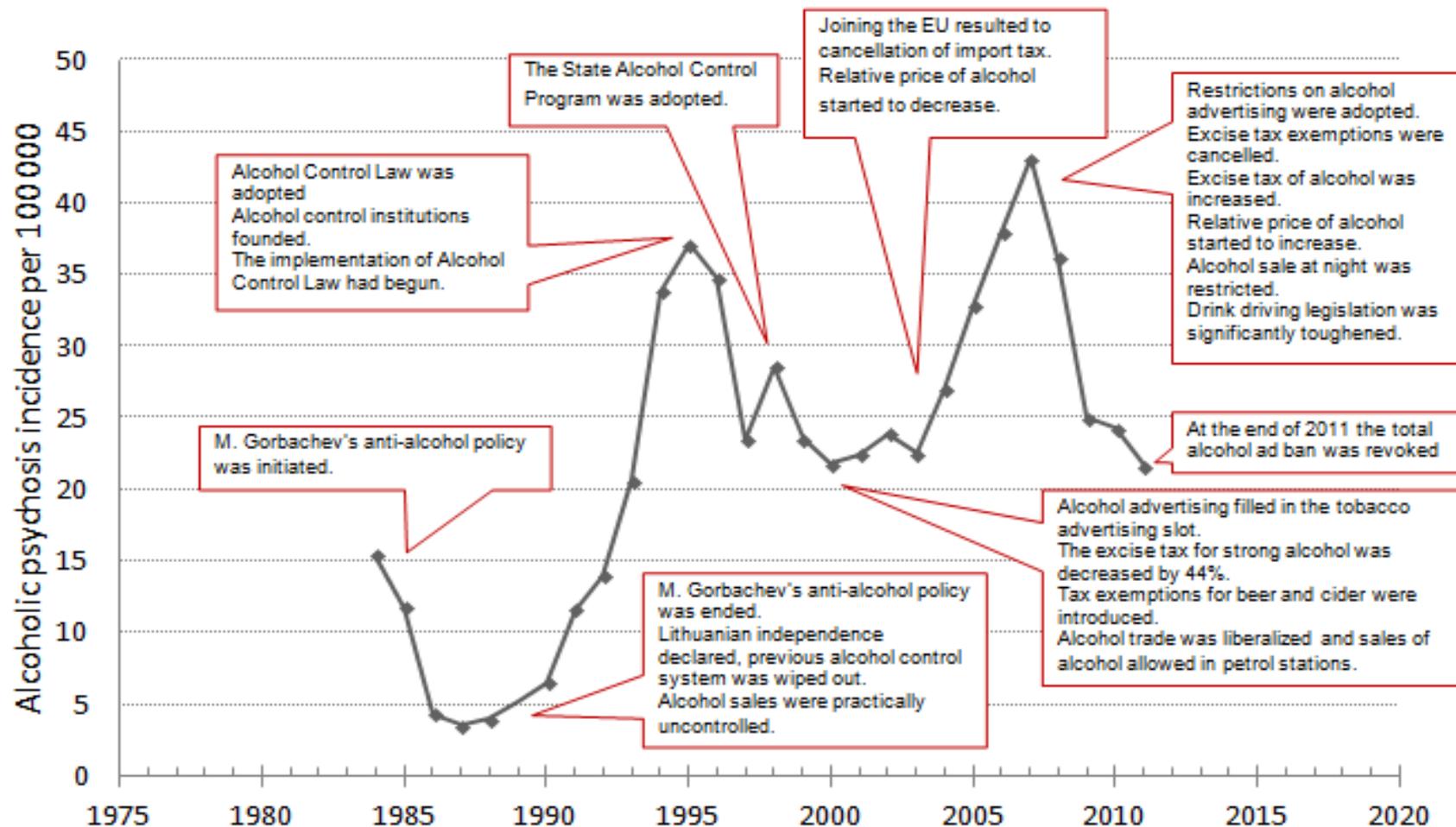
# European Charter on Alcohol (adopted in 1995)

## Ethical principles for alcohol control

1. All people have the right to a family, community and working life protected from accidents, violence and other negative consequences of alcohol consumption.
2. All people have the right to valid impartial information and education, starting early in life, on the consequences of alcohol consumption on health, the family and society.
3. **All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages.**
4. All people with hazardous or harmful alcohol consumption and members of their families have the right to accessible treatment and care.
5. All people who do not wish to consume alcohol, or who cannot do so for health or other reasons, have the right to be safeguarded from pressures to drink and be supported in their non-drinking behavior.



# Policy - indicator connection



**Best buys for harmful alcohol use:  
a significant public health impact, highly cost-  
effective, inexpensive and feasible to implement**

- Tax increases;
- Restricted access to retailed alcohol;
- Bans on alcohol advertising;

First Global Ministerial Conference on Healthy Lifestyles and Noncommunicable Disease Control (Moscow, 28-29 April 2011). Recommended “best buys”

# Marketing that does not work

Social responsibility campaigns by industry have opposite effect.

Campaign 18+ by the Lithuanian Guild of Beer Producers

NordAN

Kai kiti mano bendraamžiai  
rinkosi alkoholį,  
aš ruošiausi dvikovoms

Ričardas Berankis  
Tenisininkas, 20 m.

18+

UŽ JAUNIMO SAVIRAISKĄ  
LIEPŲS ALKOHOLIO  
BE ALKOHOLIO

Primename, kad Lietuvos Respublikoje draudžiama asmenims iki 18 metų vartoti alkoholinius gėrimus ar jų turėti

NTAKK LITHUANIAN NATIONAL  
TOBACCO AND ALCOHOL  
CONTROL COMMISSION

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# Alcohol in EU.

## Consumption, harm and policy approaches

### CONCLUSIONS re policy

23 EU countries reported the existence of a written national alcohol policy. **Most countries considered that the elements of alcohol policies had become stronger over the five years since 2006.** Apart from drink-driving policies, in which 23 countries reported stronger developments, the two main areas with **the greatest development for stronger policies were public awareness-raising** (22 countries) and **community action** (21 countries).

The two main exceptions to stronger policies were **regulation of marketing**, in which 17 countries reported no change and 3 weaker policies, and the **affordability of alcohol**, in which 13 countries had reported no change and 3 weaker policies.

Finally, two fifths of countries (12) did not regularly publish a comprehensive report on the alcohol situation in the country.

To sum up, over the past five years the policies that have got stronger, such as awareness-raising and community action, are not part of WHO's best buys, whereas the policies that have tended not to get stronger, such as affordability of alcohol and regulating of marketing, are part of WHO's best buys. There is thus a great opportunity to reduce the burden of alcohol on individuals and societies, as well as on the EU as a whole, over the coming years.

*WHO Regional Office for Europe in 2012*

# NordAN Policy Paper on Alcohol Advertising

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## **History**

NordAN alcohol policy platform adopted in Reykjavik, Iceland on 12th October 2007;

First seminar on Alcohol marketing monitoring in the NordAN region in Vilnius, Lithuania 18-19th May, 2013

## **Policy documents**

Framework for alcohol policy in the WHO European Region (WHO, 2006);

EU Alcohol Strategy (EC, 2006) ;

Global strategy to reduce harmful use of alcohol (WHO, 2010)

Reducing the Economic Impact of Non-Communicable Diseases in Low- and Middle-Income Countries (WHO, 2011).

# The goal of the policy paper

This policy paper is dedicated to substantiate, define goals and guide activities of NordAN in regard of controlling alcohol advertising and sponsorship as one of the best instruments for reducing alcohol consumption and thus reducing alcohol related harm in Nordic and Baltic countries.

# Acknowledge that:

- there is an inherent conflict of interest between the goal of public health and the profit interests of the alcohol and related industries
- there is a need to promote cost-effective alcohol control interventions;
- an alcohol advertising ban is one of 3 best buys advocated by WHO as a cost-effective measure for reducing alcohol related harm

# In the area of alcohol advertising and sponsorship NordAN adopts the policy goal:

**to seek, focus, research, promote, advance, protect and monitor implementation of a full ban on advertising and sponsorship of alcohol in the Nordic – Baltic region.**

*We conclude that there is sufficient evidence that a full ban on alcohol advertising and sponsorship is a cost-effective way to reduce alcohol consumption and exposure of young people to alcohol advertising and should be promoted as such. Politicians and policy makers in the Nordic-Baltic region should be encouraged to choose this intervention before seeking other more complex and expensive interventions.*

# The goal and outcome

**the target policy outcome is a full statutory ban on alcohol advertising and sponsorship in all countries of the Nordic – Baltic region.**

# Keeping focus

- the policy paper becomes useful, when and only if it is used;
- to be able to use it needs some form of the endorsement;

Possible:

- endorsement by the NordAN conference – as a resolution;
- adoption after a brief „communication“ period by the board;

- adoption by the member organizations as their policy document?

# The annex suggestions for discussion: As an umbrella organization NordAN will:

work towards a full statutory ban on alcohol advertising and sponsorship in all the countries of the region;

encourage the development and promote a framework for legal cooperation among alcohol control authorities in the countries towards adopting and implementing the ban;

encourage development of a framework for cooperation of NGOs and state agencies to support adoption and implementation of alcohol advertising and sponsorship ban;

encourage development of the framework for regional monitoring of industries marketing practices;

monitor marketing control regulations in the Nordic – Baltic region and produce an annual report;

provide a platform for sharing good practice examples;

encourage and support NordAN member organizations in these activities.

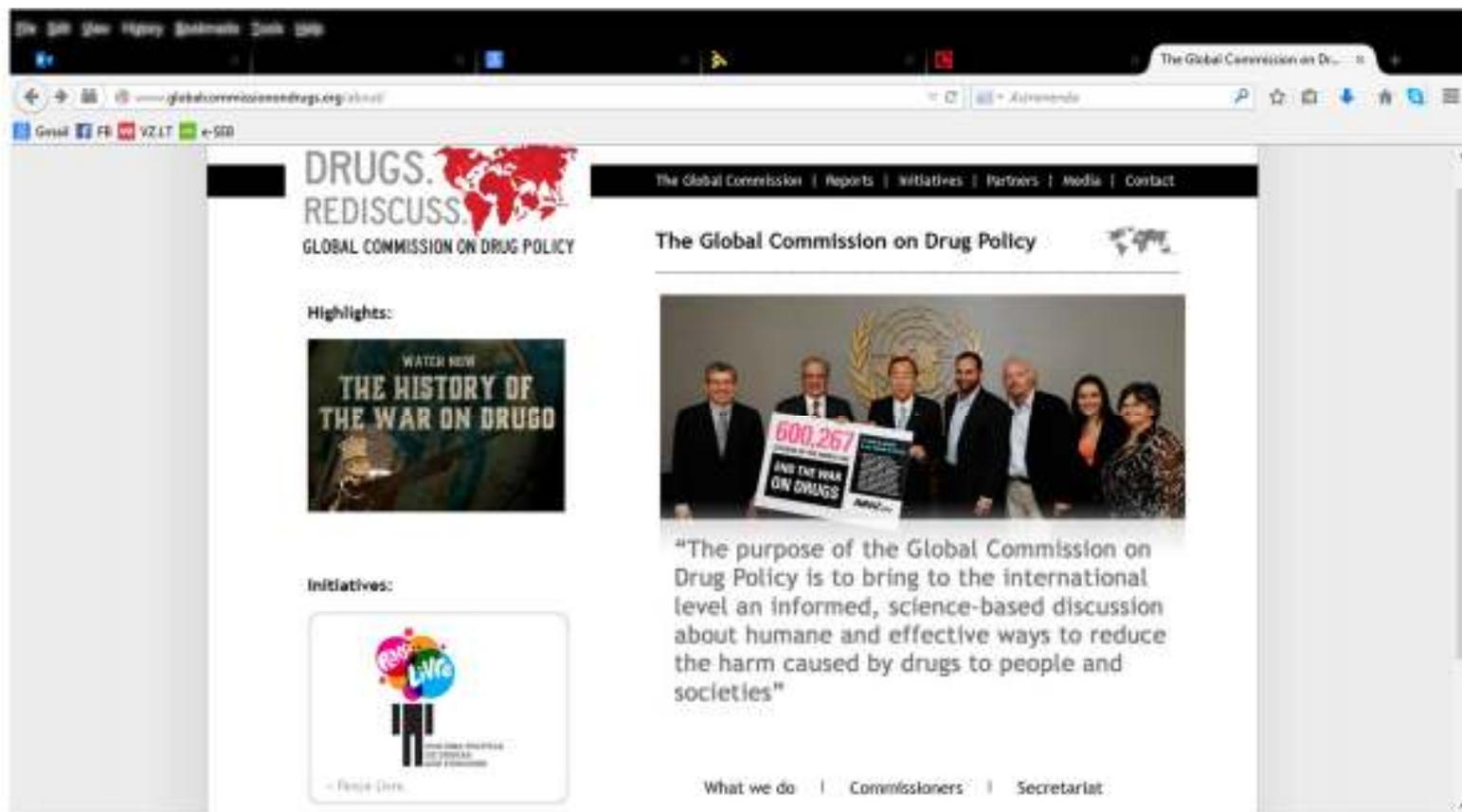
# Who do we need to convince?

- Are the facts and the science clear?
- Is there a consensus among public health authorities?
- Does the public mind?
- Do politicians see the benefit?

# Who we should not bother convincing?

- All of the population?
- Industry?
- Media?
- Ministries of economics and industry?
- Social cause activists?

# The Global Commission on Drug Policy



The screenshot shows the website of the Global Commission on Drug Policy. The browser address bar displays [www.globalcommissionondrugs.org/about](http://www.globalcommissionondrugs.org/about). The main navigation menu includes links for "The Global Commission", "Reports", "Initiatives", "Partners", "Media", and "Contact".

The page features a prominent logo with the text "DRUGS. REDISCUSS." and "GLOBAL COMMISSION ON DRUG POLICY" next to a red world map. Below the logo, there are sections for "Highlights" and "Initiatives".

**Highlights:**

- A graphic titled "WATCH NOW THE HISTORY OF THE WAR ON DRUGS" with a background image of a globe.
- A photograph of the commission members standing together, holding a sign that reads "600,267 AND THE WAR ON DRUGS".

**Initiatives:**

- A logo for "Fair Life" with the text "THE GLOBAL COMMISSION ON DRUG POLICY" and "Fair Life" below it.

The main content area contains the following text:

The Global Commission on Drug Policy

"The purpose of the Global Commission on Drug Policy is to bring to the international level an informed, science-based discussion about humane and effective ways to reduce the harm caused by drugs to people and societies"

At the bottom of the page, there are links for "What we do", "Commissioners", and "Secretariat".

# The Global Commission on Drug Policy

[Aleksander Kwasniewski](#) Former President of Poland

[Asma Jahangir](#) former UN Special Rapporteur on Arbitrary, Extrajudicial and Summary Executions, Pakistan

[César Gaviria](#) Former President of Colombia

[Ernesto Zedillo](#) Former President of Mexico

[Fernando Henrique Cardoso](#) Former President of Brazil (*chair*)

[George Papandreou](#) Former Prime Minister of Greece

[George Shultz](#) Former Secretary of State, United States (*honorary chair*)

[Javier Solana](#) Former EU Representative for the Common Foreign and Security Policy, Spain

[John Whitehead](#) Banker and civil servant, chair of the World Trade Center Memorial, United States

[Jorge Sampaio](#) Former President of Portugal

[Kofi Annan](#) Former Secretary General of the United Nations, Ghana

[Louise Arbour](#) Former UN High Commissioner for Human Rights, Canada

[Maria Cattau](#) Former Secretary-General of the International Chamber of Commerce, Switzerland

[Mario Vargas Llosa](#) Writer and public intellectual, Peru

[Michel Kazatchkine](#) Prof. of medicine, former director of the Global Fund

[Paul Volcker](#) Former Chairman of the US Federal Reserve and of the Economic Recovery Board, US

[Pavel Bém](#) Former Mayor of Prague, member of the Parliament, Czech Republic

[Ricardo Lagos](#) Former president of Chile

[Richard Branson](#) **Entrepreneur, advocate for social causes, founder of the Virgin Group, cofounder of The Elders, United Kingdom**

[Ruth Dreifuss](#) Former President of Switzerland and Minister of Home Affairs

[Thorvald Stoltenberg](#) **Former Minister of Foreign Affairs and UN High Commissioner for Refugees, Norway**



# Grey Goose vodka and Virgin Galactic partnership takes flight

By Ian Griggs, [marketingmagazine.co.uk](http://marketingmagazine.co.uk), 23 September 2014

The screenshot shows a web browser displaying the Campaign website. At the top, there is a navigation bar with 'Brand Republic Group Websites' and 'Part of the Brand Republic Group'. Below this is a banner for 'THE WORLD'S LEADING INDEPENDENT AGENCIES'. The main header features the 'campaign' logo, a search bar, and navigation links for 'Mobile view', 'Galema', 'Subscribe', and 'Sign in'. A secondary navigation bar includes 'News', 'In-depth', 'The Work', 'Cannes 2014', 'Opinion', 'Agencies', 'Media', and 'Jobs'. Below the navigation, there is a sub-navigation bar with 'Agency', 'Digital', 'Direct Marketing', 'Media', and 'Bulletins'. The main content area displays the article title 'Grey Goose vodka and Virgin Galactic partnership takes flight' by Ian Griggs, dated Tuesday, 23 September 2014. The article text states: 'Grey Goose vodka has announced a global partnership with Virgin Galactic, Richard Branson's commercial spaceflight experience.' To the right of the article is a 'CAMPAIGN JOBS' section listing three positions: 'Head of UK & Digital Design Director MCO Associates tax free competitive package, Dubai (Emirate)-JAE', 'Trading and Investment Manager - Middle Ultimate Asset £45000 - £50000 per annum + Amazing benefits. London', and 'Senior Account Director looking to step up to Group Account Director £55k Barker Graves c£55-70k, Central London'. At the bottom of the article, there is a cookie consent message: 'We use cookies on Campaign to improve your browsing experience and to provide relevant content and advertising. By continuing to use our site you agree to this. See our [privacy policy](#) for more details.' A 'Continue' button is visible next to the message.

# Grey Goose Galactic martini: created to toast a global partnership



It is time to have NordAN standpoint on advertising and sponsorship

Let's do it.

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