



*Women's Organisations
Committee on Alcohol and Drug Issues*

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”The Pink Monster”

*Methods to resist aggressive marketing of alcohol
and other drugs to girls and young women*

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Msc Political Science. President WOCAD since 2010. Has a political background, was Member of the Executive Committee, National Federation of Social Democratic Women in Sweden as well as Member of the Executive Committee, Swedish Social Democratic Party. Has been Local Governmental Politician in Norrköping, Member of Parliament, Chair for the Standing Committee on Social Insurance in Parliament, Minister for Social Security and Family Affairs, Ministry of Health and Social Affairs and Minister of Development Cooperation, Migration and Asylum Policy, Ministry for Foreign Affairs. Ambassador to Mozambique and at the Ministry of Foreign Affairs. Now vice President UNICEF Sweden and Member of CAN Board.



What is WOCAD?

- An umbrella organisation which is politically and denominationally independent
- 35 national organisations for women
- Alcohol, narcotics, addictive legal drugs
- Focus on girls and women
- Board: 9 members, 4 deputy members
- The annual general meeting has executive decision making powers
- Annual chairpersons conference



Member organisations

- The DEA Society of Women's Museums
- Feminist Initiative
- Forum – Women and disability
- The Fredrika- Bremer Association
- Girls' zone
- NGO Tänk Om!
- Green Women
- HOPP National organisation against sexual abuse
- IKF-International Woman's Association
- IOGT-NTO Sweden
- The Swedish medical women's association
- The Women association of the Christian Democratic Party
- Christian women
- The Swedish Federation of Liberal Women
- The Green Party's Committee on Equality
- The Moderatewomen
- The Women's Club Council of the Swedish Abstaining Motorists' Association
- RFHL Women
- The Swedish National Association Home and Society
- RIFFI/National Federation for International Immigrant Women
- The Women's Committee of SIMON
- Swedish association of school nurses
- ROKS/The National Organisation for Women's Shelters and Young Women's Shelters in Sweden
- SKIS Somali Women in Scandinavia
- The Swedish Association of Midwives
- Federation of Swedish Leftist Women
- Swedish Dentist Nurses federation
- Swedish Ecumenical Women's Council
- Swedish Association School Social Workers
- Unizon
- S-Women/The National Federation of Social Democratic Women in Sweden
- SWIS, Somali Women in Sweden
- WCTU in Skåne
- The Left Party Committee for Women's Policies
- 1,6 Million Club for Women's Health



Membership

(1/2)



The Swedish Council for information on alcohol and other drugs



Nordic Alcohol and Drug Policy Network (NordAN)



The Swedish Women's Lobby European Women's Lobby (EWL)



International Council on Alcohol and Addictions (ICAA)



Membership

(2/2)

- World Federation Against Drugs (WFAD)
- EU Civil Society Forum on Drugs
- Vienna NGO Committee On Drugs



WOCAD's activities

- Information material/Campaigns
- Conferences/Seminars
- Projects
- Education
- Monitor and support research
- Co-operation with local and central government authorities and other organisations
- Body for referral of proposed legislation
- Co-operation within the Nordic area and at international level



WOCAD's projects - From cradle to grave

- Alcohol and pregnancy
- Bella
- Bella the Driver
- Bella Europe
- BellaNet – network for girl group leaders
- EAD – European Action on Drugs
- Girls/young women and pills
- Focus on teenage girls
- **Targeted marketing of alcohol and tobacco to young women**
- "See you at the bar!" (theatre play)
- Somali girls
- Eye of the storm
- Detecting early signs of sexual abuse
- Freedom
- Mothers of the world
- Women 55+



Marketing to new vulnerable groups

- **In 2008: a growing awareness of the aggressive marketing of alcohol and tobacco targeted at girls/young women**
- **Research about the connection between early smoking debut and increased risk of developing an addiction to alcohol and other drugs.**
- **Teenagers that smoke:**
 - **9 times higher risk (then teenagers who do not smoke) of alcohol abuse or addiction in the past year**
 - **13 times higher risk of abusing narcotics or being addicted**

(Source: CASA-National Center on Addiction and Substance Abuse, Columbia University)



Marketing of alcohol is increasing

Marketing of alcohol in Sweden:

- Year 2000 - 8 million Swedish Crowns
- Year 2014 - almost 1,4 billion Swedish Crowns

(IQ, 2015)

Alcohol advertisement makes young people drink more alcohol

(Smith & Foxcroft, 2009)

Teenagers are exposed to alcohol advertisement every day on internet by social media.



Tobacco and alcohol use in Sweden

Tobacco

Grade 9 (age 15): 17% of girls och 11% of boys smoke.

Grade 11 (age 17): 29% of girls and 28% of boys smoke.

Alcohol

Grade 9: 50% of girls and 43% of boys consume alcohol.

Grade 11: 82% of girls and 76% of boys.

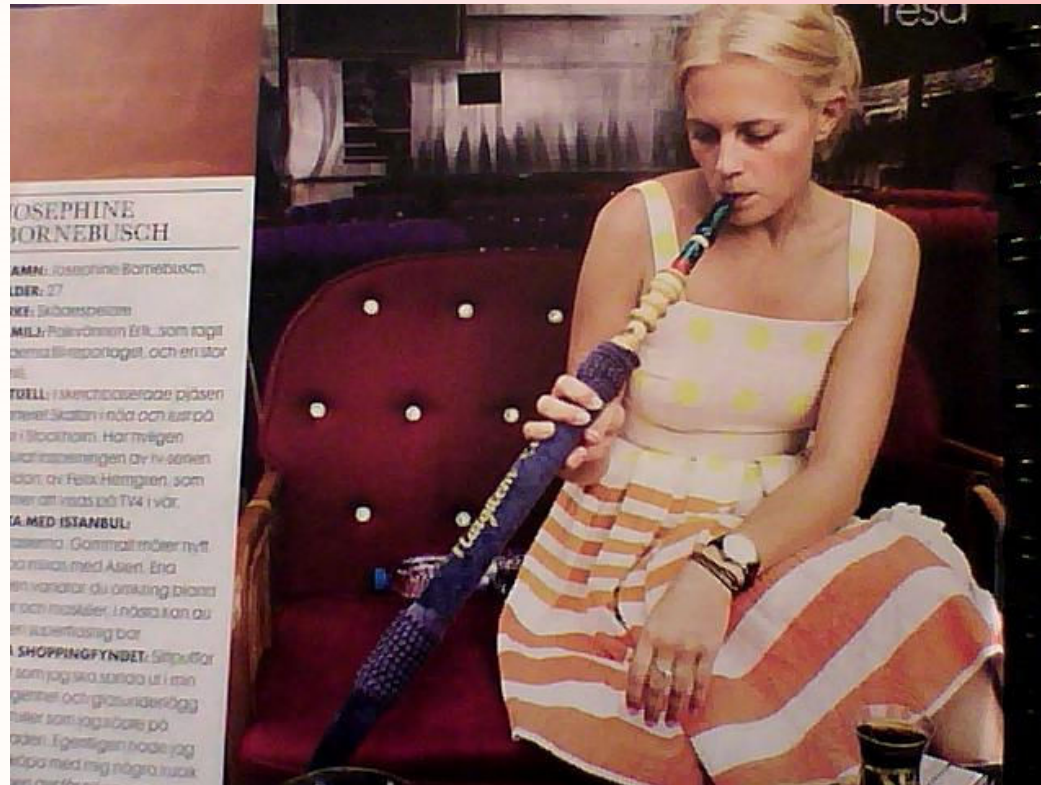
(CAN, Skolelevers drogvanor 2014)

Targeted marketing of tobacco to young women

- Pink and pastel colors
- Elegance and style
- Sexy
- Slim cigarettes
- Celebrities – good role models?



The trendy way to smoke?



WHO warning about the harmful effects of waterpipe tobacco smoking, e.g. a very high level of nicotine.
(Picture from Elle magazine)



The gender perspective of the alcohol industry

- **Carlsberg UK has launched a low calorie, low alcohol drink for women.**
- David Scott, Carlsberg UK, said: “The drinks industry has largely ignored female consumers in the on-trade for a long time, which is criminal.”



Targeted marketing of alcohol to young women



Weight loss and diet pills

- Heavily promoted on social media sites
- Many products contain dangerous concoctions of hidden ingredients
- May have dangerous side-effects, e.g. can effect heart and lungs.
- Clenbuterol: a steroid used to treat respiratory illnesses in horses. It's not approved for human use, but is taken illegally by athletes and models to boost muscle mass and trigger weight loss.





Narcotics and internet drugs

- The manufacture and abuse of opiate based prescription drugs and new synthetic drugs is increasing globally. Cannabis remains the most widely produced and consumed illicit drug globally. (World Drug Report, UN)
- Motion from KSAN/WOCAD to the NordAN Annual Meeting 2013: *Emphasize drug issues in Plan of action 2014.*
- WOCAD has noticed an increasing, aggressive and targeted marketing of both legal and illicit drugs to women, mostly online. Many of these substances have falsified table of contents and may pose an immediate danger to life.



How to counteract the aggressive marketing?

- WOCAD has 35 member organisations and gathers 270 000 women. WOCAD is mobilising this huge network for drug preventive work!
- Seminars, newsletters, educating girl group leaders
- 2012: A new method material “The Pink Monster”, written about marketing of alcohol and other drugs to young women.

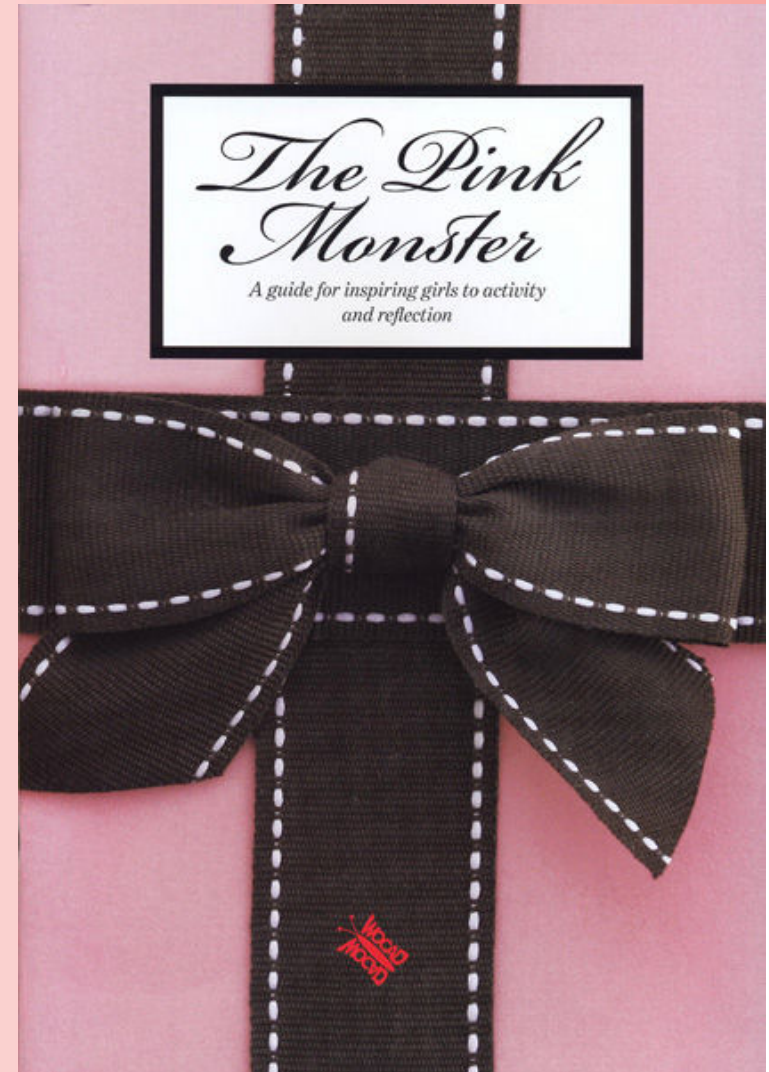




The Pink Monster

A guide for inspiring girls to activity and reflection

- It is intended for all who wish to develop girls' awareness of the power of marketing and its purpose
- For teachers, guidance counselors, nurses, youth recreation leaders, women's associations, girl group leaders and many others.
- Methods to strengthen the health and lifestyle of girls.
- Value clarifications exercises, interaction activities, reflection
- Themes: The Ideal beauty, Success, Solidarity, Loneliness, Masculinity and Femininity, Gender discrimination, Health, Freedom om choice, and Change.
- Order at www.ksan.se or info@ksan.se





Why work with The Pink Monster?

- *The Pink Monster* is intended to make young women more aware of the power and purpose of advertising and to enable them to make healthy choices and to find their own inner strength.
- The current generation is the most well-informed and in terms of purchasing power, the strongest ever. They have the ability to change and even stop this on-going hunt for new consumer groups.
- The Pink Monster is both a work and information guide book which makes use of newsletters on the subject of alcohol, tobacco, pharmaceuticals, doping and internet drugs.



Excerpt from The Pink Monster

From chapter 4: Happiness

Reflective conversation (with girl group)

What advertisement do you associate with pink cigarettes?

Why would someone make pink cigarettes?

Do you feel that marketing is directed towards girls?

Do you think tobacco companies want young girls to smoke, and if so why?

From chapter 7: Health

Reflection (with girl group)

What gives you a headache? Can one get rid of a headache without having to use painkillers?



Regulation is needed

- **WOCAD believes it is necessary and urgent to increase the awareness of how extensive the marketing of alcohol, tobacco and other drugs is on the Internet and in other interactive media.**
- **This is important in order to prevent drug abuse and to formulate clear rules for regulation.**
- **These rules must protect girls/women from being exploited in sexualised or offensive marketing of drugs.**





Health communication project

- Those who market drugs are very good at targeted communication! They know exactly how to target young women.
- We - the drug preventive movement – have to improve our communication skills.
- WOCAD's project "Targeted health communication", 2015
- Seminars for our member organisations: speaker Gunilla Jarlbro, professor in Media and Communication studies. Research on effective methods for health communication.
- Study what makes a campaign successful or not – study the group you're targeting!
- **We need to market the healthy lifestyle!**

Thank you for your attention!

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