

NordAN November 21th 2021

“Interfering factors in alcohol policy”

“The Pink Monster”

**How to resist aggressive and targeted marketing
of addictive substances aimed at girls.**

Britt Fredenman

KSAN/ WOCAD, Sweden



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



What is WOCAD?

- WOCAD/Women's Organisations Committee on Alcohol and Drug Issues is the Swedish women's organisations collaborating body for issues concerning alcohol, narcotics and addictive drugs founded in 1943. WOCAD's main work is preventive. Our target groups comprise girls and women.
- WOCAD is a politically independent and non-denominational organisation with 38 member organisations. WOCAD embraces a total of around 300,000 women.
- In 2021, NordAN Women's Section has its 15th anniversary. NordAN's women's section was formed in 2006 by Sweden's WOCAD/ Women's Organisations Committee on Alcohol and Drugs Issues) and Finland's Women Together Against Addictions to encourage voluntary organisations to commit themselves more deeply towards issues pertaining to girls' and women's misuse and abuse of alcohol, addictive pharmaceuticals and drugs.



Interfering factors in alcohol policy

It is a violation of the law to consciously and systematically target advertising and marketing of addictive substances to children and young people.

It is an avalanche-like increase of the aggressive, intrusive and targeted marketing of products to girls from the industry of alcohol, tobacco, fitness doping and addictive substances, through traditional media outlets, as well as the internet and social media.

The cost of alcohol advertising in Sweden is now around 1 billion Swedish crowns.

At the same time, the labelling informs us that smoking kills, alcohol is addictive, snus contains arsenic and internet drugs can be labelled as “not for human consumption”.



Swedish alcohol law

Chapter 7

Marketing of alcoholic beverages and alcoholic beverage-like preparations.

1 §

When marketing alcoholic beverages or alcoholic beverage-like preparations to consumers, special moderation shall be observed. Advertising or other marketing measures may not be intrusive, outreach or encourage the use of alcohol. Marketing may not be specifically aimed at or portray children or young people under the age of 25. Law (2019: 345).



UN Convention on the Rights of the Child

Article 33

Protection from harmful drugs. Governments must protect children from taking, making, carrying or selling harmful drugs.

UN Convention on the Rights of the Child has been a Swedish law since January 1th 2020.



Swedish marketing law

Aggressive marketing.

7 §

A trader may not use aggressive marketing.

Marketing is considered aggressive if it involves harassment, coercion, physical violence, threats or other aggressive means of pressure.



What do these laws intend to fulfill?

Both separately and together, they constitute protective legislation for children and young people. The protection of health, life and against exploitation for financial profit.

Protective laws for children and young people have been established out of necessity. There was a clear lack of adequate protection and it was necessary to improve legislation.



To raise awareness about targeted marketing towards girls/young women

Since 2008 WOCAD has taken active measures to counter the pursuit of girls / young women as the new target group as prospective consumers of addictive substances.

Pink cigarettes, raspberry flavoured snus, flowery beer cans, fitness enhancing products, legal and illegal internet drugs and a range of pharmaceutical products are all marketed under the guise of a successful, fun-filled, free life style.

By gaining increased awareness of the forces, mechanisms and purposes of aggressive marketing, girls / young women gain increased power to make healthy choices and find their own strength.



Interactive methods for gender specific drug prevention

The tool is interactive method materials designed for girl group activities, which provides activities, knowledge, encourages reflection and helps to find health strategies that encourage participants to decide for themselves.

They can use their consumer power and refuse substances that are harmful to health.

As the most enlightened and money-rich generation ever, they can change and even stop the ongoing pursuit of new target groups.



The Pink Monster

The Pink Monster is a tutorial guide book for inspiring girls to activities and reflection. It is intended for all who wish to develop girls' awareness of the power of marketing and its purpose; this includes teachers, guidance counselors, nurses, youth recreation leaders, women's associations, girl group leaders and many others.

The material includes value clarification exercises, interaction activities, and reflection on a range of themes such as; "The Beauty Ideal", "Success", "Solidarity and loneliness", "Masculinity and Femininity", "Gender discrimination", "Health", "Freedom of choice" and "Change"



Targeted marketing of tobacco and alcohol to young women

- Increasing number of Swedish teenage girls are smoking.

- Aggressive marketing of tobacco targeted at young women.



- Seminars, newsletters, film, new material for girl groups.

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.”



Bag-in-bag

The producer describes this wine as:

”...the wine with the female touch...”

”... from practical to elegant...”



Fitness doping – Legal or illegal highs

- **”Barbie-drugs”- young women using pills to loose weight and trying to look a certain way to fit a barbie doll image of sexiness and beauty.**
- **Clenbuterol is often referred to as the ”size-zero-pill”.**
- **Many of these pills have serious side effects, e.g. high blood pressure, constipation, anxiety, etc.**



Pictures from: <http://se.clenbuteroldirect.com/>



BellaNet

Network for girl group leaders:

BellaNet National/ International

With members in Swedens 21 counties and in 17 other countries.

Sweden, Romania, Brazil, Iceland, Ecuador, Finland, Belarus, Denmark, USA, Norway, Netherlands, Portugal, Estonia, Latvia, Lithuania, Russia, Uganda and Canada.

Purpose: To strengthen, stimulate and develop methods for working with drug preventive girl groups.



Conclusions

- The aggressive marketing of addictive substances to young people reaches the group of young people who in the same age group often are expecting their first or second child.
- The combination of alcohol and prescription drugs does not take into account the increased health risk of the elderly.
- Policymaking in its current form is outdated, it still does not protect children and young people from the influence of the industries.
- The industry should not participate in policy-making on alcohol and other drugs.
- Future policymaking has to include the cyber space.



Thank you for your attention!

Britt Fredenman

britt.fredenman@ksan.se

+46 703 98 10 41

www.bellanet.se

KSAN/ WOCAD, Sweden

www.ksan.se