

# **Is Big Alcohol so different from Big Tobacco?**

Florence Berteletti  
Eurocare  
Secretary General

# Professional journey:

Cultural Sector  
EFAH

EGTA  
2001/2002

Eurocare  
2002/2005

ERS & SFP  
2005/2017

WHF  
2017/2021

Eurocare  
2021/.....

Cultural  
sector

CULTURE FOR  
THE “SAKE” OF  
CULTURE

EMERGENCE OF  
THE CULTURAL  
“INDUSTRIES”

European  
group of  
television  
advertising

20 years  
ago...

First day at work: Tobacco  
ban on the TWFD

Database of alcohol  
industry marketing spend

First discussions self  
regulation

## What they say:

*EGTA has been a proponent of responsible alcohol advertising and was a founding member of the European Alcohol and Health Forum. Our commitments focussed around providing advertising professionals with a **benchmarking tool** and, in turn, facilitating the **exchange of best practices** across Europe in the area of responsible advertising. **This was done through the creation of a compendium on alcohol advertising based on a survey conducted across 21 European countries. This study found TV advertising to be the most restricted means of marketing communication with regards to alcohol advertising. egta's compendium also highlights that sales houses **comply with a wide range of advertising self-regulatory codes of conduct** and individual companies codes of ethics applicable to the advertising of alcoholic beverages.***

## How it REALLY is!

EGTA is the European trade association for marketers of advertising solutions **across (multiple) screens and/or audio platforms**, with the aim to help its members protect, grow and diversify their business around content edited and broadcast on a linear basis by their TV channels and/or radio stations.

EGTA's objectives & mission statement:

*It is egta's role to assist and empower television and radio sales houses in their efforts to **MONETISE AUDIO AND/OR AUDIOVISUAL CONTENT THROUGH ADVERTISING SOLUTIONS, REGARDLESS OF THE DEVICE OR PLATFORM IT APPEARS ON.***

From Culture  
to public  
health? Why  
EUROCARE?

Advertising power

Lobbying techniques of  
the AI

Kingdon Model

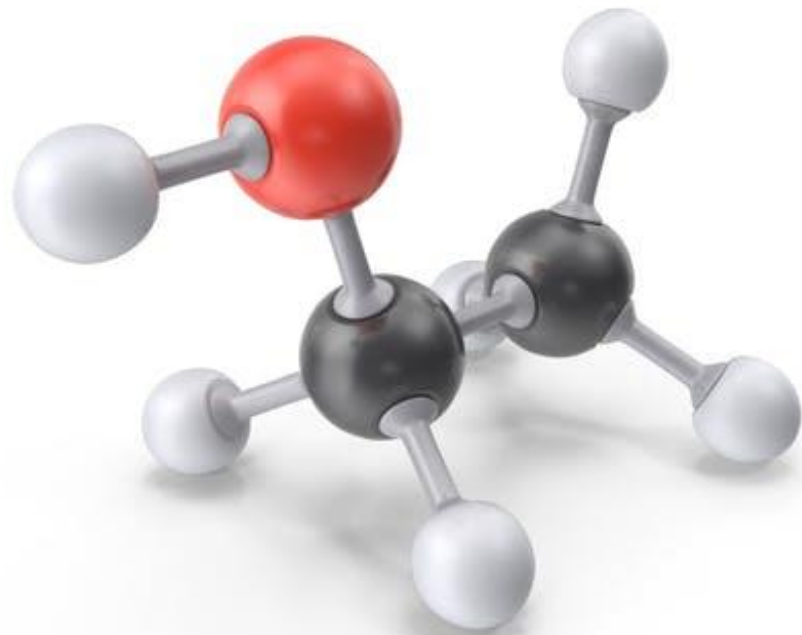
Shaped my professional &  
and family life













ERS and  
SFP  
Difficult to  
resume 15  
years ....

Scientific societies and  
congresses

Smoke Free laws

Stakeholder's dialogue  
group & FCTC 5.3

Tobtaxy

TPD

# World Heart Federation

**The UN and HQ Geneva**

**World Health Assembly**

**FoPL CODEX**

**Health taxes and  
innovative financing**



## Healthy budgets and healthy people

Finance ministry views on the  
importance, strengths and limitations  
of tobacco tax revenue and its uses

Supported by:





Closing the  
cycle: back  
at Eurocare



# Tobacco Tactics and Alcohol tactics are THE SAME BUT:

- Commissioning own scientific studies and discrediting proven science;
- Manoeuvring to hijack the political and legislative process; (BLOCK AMEND DELAY)
- Exaggerating the economic importance of the industry;
- Manipulating public opinion to gain the appearance of respectability;
- Fabricating support through front groups;
- Intimidating governments with litigation or the threat of litigation.

# Lessons learnt on the “what”

**Raise awareness about the harm**

**Fundamental conflict of interest  
with the AI and PH**

**Story telling and positive narratives  
of drinking less or not at all!**

**Labelling and health warning are  
preconditions for SAFER**

# Lessons learnt on the “how”?

**Set PRIORITIES at international,  
Regional and national level**

**Don't speak with the industry**

**Speak with ONE VOICE**

**Make alliances**

