



Building a Digital Constituency of Young People to Pressure Big Alcohol to Stop Advertising During Televised Sporting Events

September 2010



### **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



## **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



### **Big Alcohol Claims**

- Ads are for adults, youth are not affected
- Education is the best solution to underage drinking
- Self-regulation is effective and essential
- First Amendment bars advertising restrictions



#### **The Realities**

- Alcohol advertising affects youth drinking
- Education is one of the least effective strategies to reduce underage drinking
- External regulation is necessary
- The First Amendment does not bar advertising restrictions



### Realities of Youth Exposure

# Greater exposure to alcohol advertising contributes to:

- Earlier initiation of drinking for youth who have not started yet
- Higher drinking levels among underage youth who drink
- Positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.



#### Realities About Public Health

"Public health is what we, as a society, do collectively to assure the conditions for people to be healthy."

-- Institute of Medicine, The Future of Public Health, 1988

PREVENTION is the core pillar of public health.



## **Forging Solutions**

KEY FACTORS in creating healthy CONDITIONS in communities

Scientifically-proven influencers of underage and excessive drinking:

- □ Price youth especially sensitive
- Access over-concentration of retail outlets
- Marketing making alcohol appear essential to fun, success, etc.





#### **ANNUALLY:**

- 85,000 American deaths are caused by alcohol consumption
- Economic costs associated with alcohol exceed \$220 billion
- More than 10 million underage youth drink alcohol, more than 7 million binge drink
- 5 thousand youth under age 21 die from alcohol-related causes
- Hundreds of thousands more suffer alcohol-fueled sexual assaults and other injuries



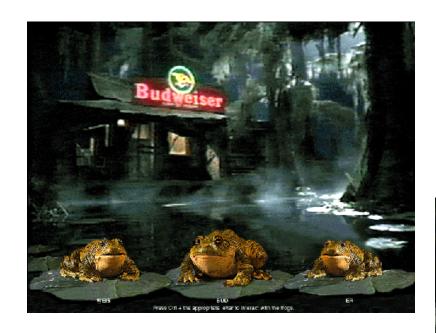
### Sports, Alcohol Ads & Youth



- Between 2001 and 2007, Big Alcohol placed more than 2 million alcohol ads on TV
- Foreign-based alcohol corporations spend half a billon dollars advertising during TV sports programs alone
- TV sports have the largest youth viewing audience of any type of programming with alcohol ads
- Big Alcohol experiences its largest overall sales increase during the 2 week period surrounding the Super Bowl











































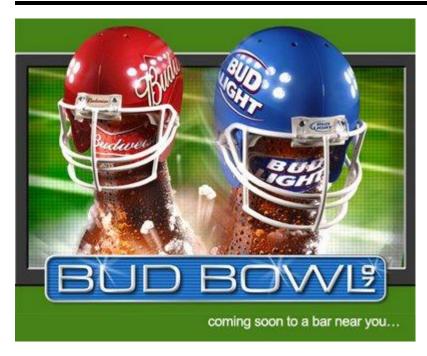
#### **The Bottom Line**



- Youth are needlessly exposed to alcohol ads
- Alcohol ads increase risk of underage drinking
- □ 75% of adults favor banning alcohol ads in youth-oriented media.



### The Clock is Running Out on the









#### **A Solution**



- Engage and activate youth to protest exploitation by Big Alcohol
- Give youth a national venue to voice their opposition to alcohol ads during TV sporting events
- Drive a wedge between alcohol and sports
- Reduce, then eliminate alcohol ads during TV sporting events



#### **A Solution**

#### The Free the Bowl™ Video Contest



- □ Prize winning youth-produced videos from 2009 & 2010
- □ FTB Promo videos



#### **A Solution**

#### The Free the Bowl™ Video Contest



- Seeks original counter alcohol ads 30-60 seconds long
- Youth 10-20 years-old may participate
- This year's contest asks for "performance" ads that promote the message:

#### Free the bowl from beer ads

- Original music, dance, rap, or spoken word entries due by January 21, 2011
  - Winning entries announced at the FTB World Premiere, February 3, 2011, Smith Rafael Film Center, San Rafael, California



#### For more information



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