



# Royal College of Physicians

Founded by Henry VIII in 1518

Our 500<sup>th</sup> birthday party is in 6 years time...



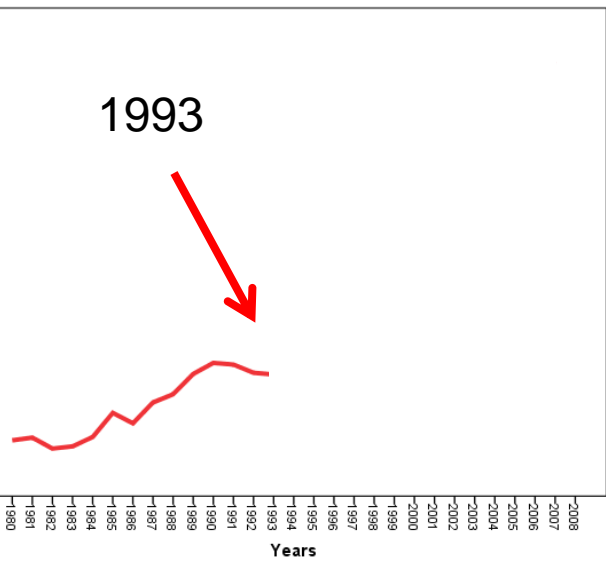
# SPACED OUT!



Night of Ecstasy . . . thrill-seeking youngsters in a dance frenzy at

## 11,000 youngsters go drug crazy at Britain's biggest-ever Acid party

By ROBERT KE and SIMON W  
**DRUG-CRAZED** kids young as 12 — boozy hours yesterday biggest ever Ecsta:  
 More than 11,000 flocked to the sara Acid House party aircraft hangar.  
 Dealers openly peddled background of mind- and lasers. But only six policemen were there at the height of the all-night thrash.  
 For the shadowy organizers had



THOUSANDS of empty Ecstasy waggies littering the floor of the 230ft long hangar.  
**BOUNCERS** in dinner-jackets firing  
 sweet and greatest in a series of "M25 parties".  
 Hundreds of youngsters, tipped off by  
 Continued on Page Five



## The drinks industry response in 1993

PRICE            Lobbying to reduce taxation on alcohol

PLACE            Pubs to supermarkets and ‘pre-loading’

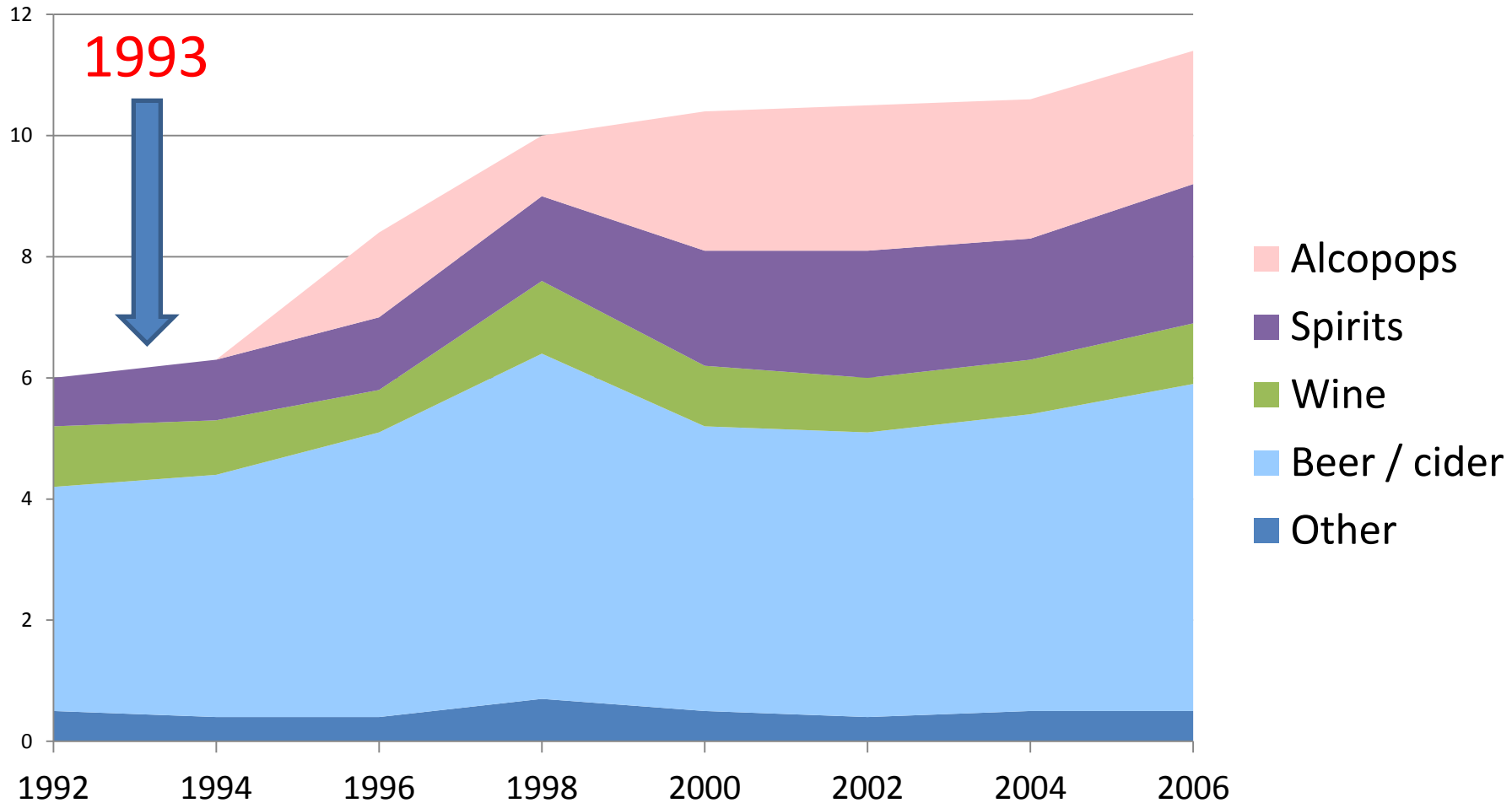
PRODUCT        Alcopops

PROMOTION     Music festivals and MTV

“Back in the 1990s, MTV, with its audience almost entirely under age 21, was rife with beer and liquor ads.”

<http://www.livescience.com/10583-study-suggests-alcohol-ads-target-teens.html>

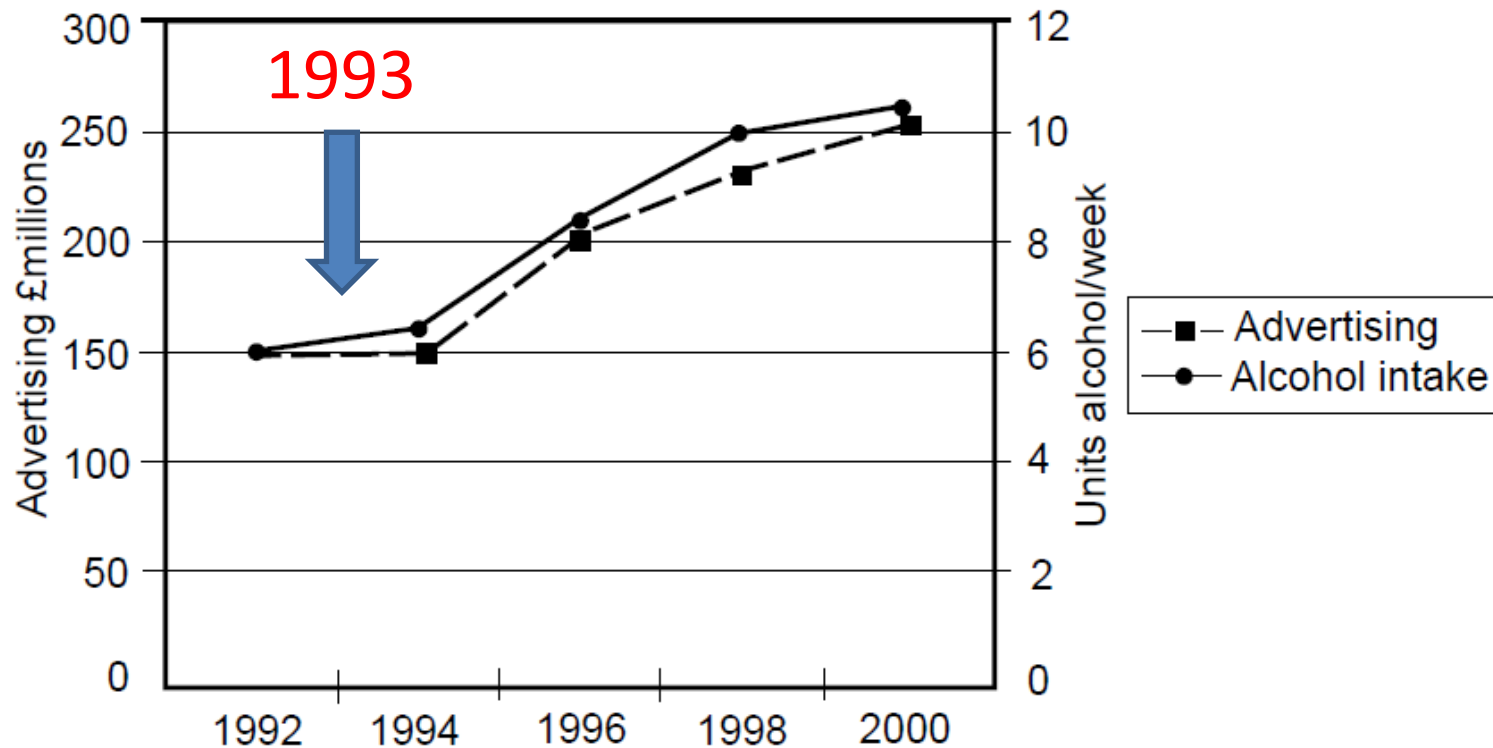
# Mean consumption of alcohol by schoolchildren aged 11-15 in the last week in England 1992-2006



# Calling Time – Academy of Medical Sciences report 2004

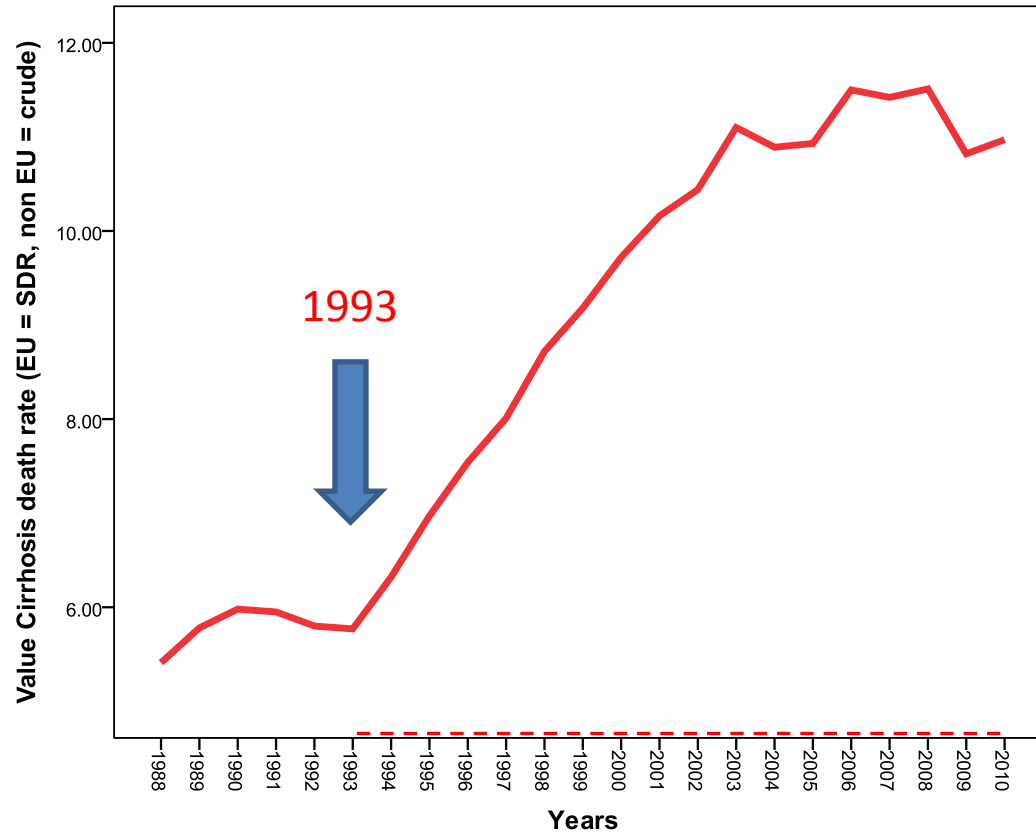
Sir Richard Doll, Sir Ian Gilmore et al.

Close relationship between annual expenditure on alcohol advertising and weekly alcohol of 11-15 year old children ( $R=0.995$ )



Source: WARC (2002);  
Jernigan (2001), Cooke et al. (forthcoming)

# UK cirrhosis death rates



From 1993 liver deaths doubled in 15 years - a total of 106,000 deaths

1,164 patients from my unit in Southampton

Who hfa database 2012

# European Alcohol and Health Forum

## Task Force on Marketing Communication

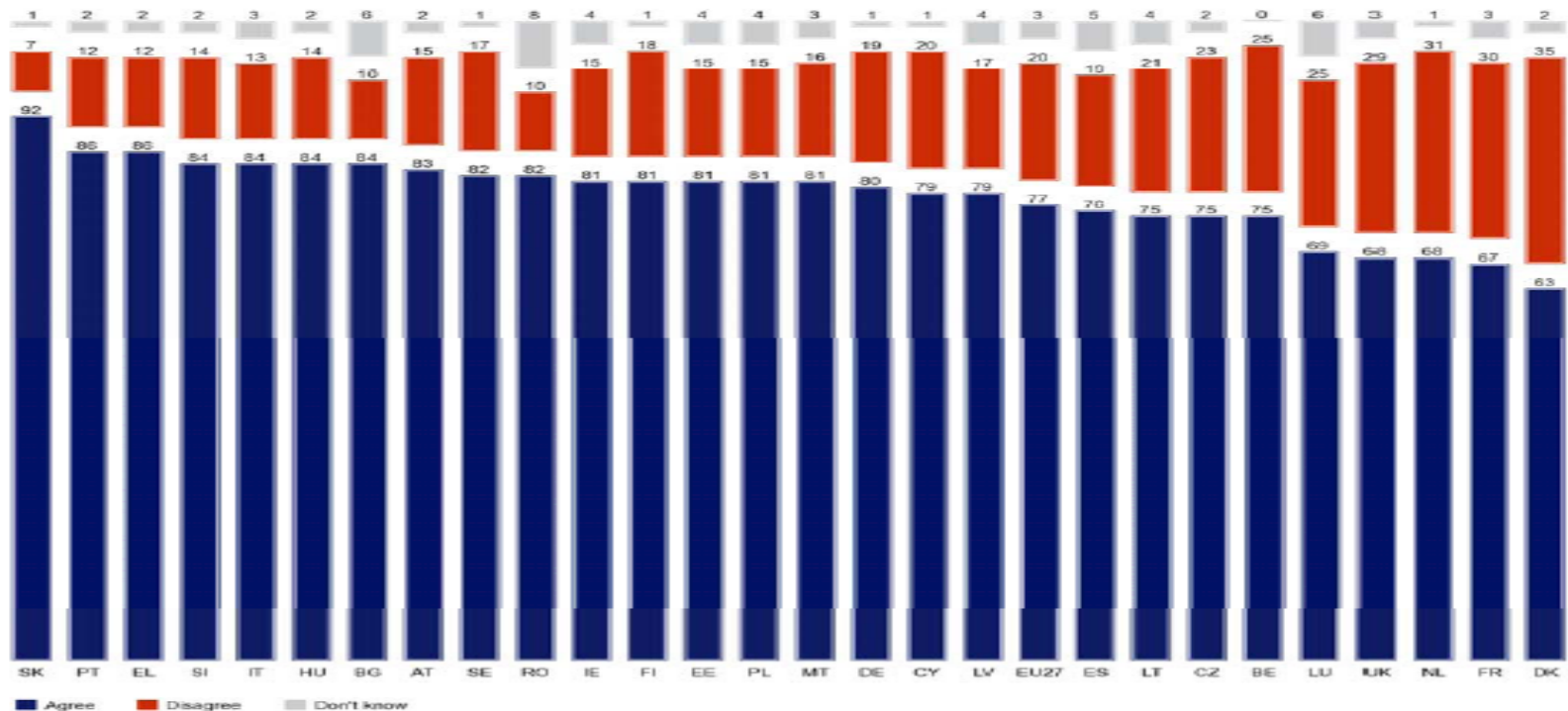
### Mandate, Rules of Procedure and Work Plan

The Task Force on Marketing Communication has been established by the Charter of the European Alcohol and Health Forum, which was launched on 7 June 2007. The overall objective of the Forum is to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm, notably in the following areas:

- strategies aimed at curbing under-age drinking;
- information and education programmes on the effect of harmful drinking and on responsible patterns of consumption;
- possible development of efficient common approaches throughout the Community to provide adequate consumer information;
- actions to better enforce age limits for selling and serving alcohol;
- interventions promoting effective behavioural change among children and adolescents;
- *cooperation to promote responsibility in and prevent irresponsible commercial communication and sales.*

'Alcohol advertising targeting young people should be banned in all EU member states'

**Mean agreement = 77%**



Eurobarometer 2010



# **Does marketing communication impact on the volume and patterns of consumption of alcoholic beverages, especially by young people? - a review of longitudinal studies**

Scientific Opinion of the Science Group of the European Alcohol and Health Forum

The overall description of the studies found consistent evidence to demonstrate an impact of alcohol advertising on the uptake of drinking among non-drinking young people, and increased consumption among their drinking peers.



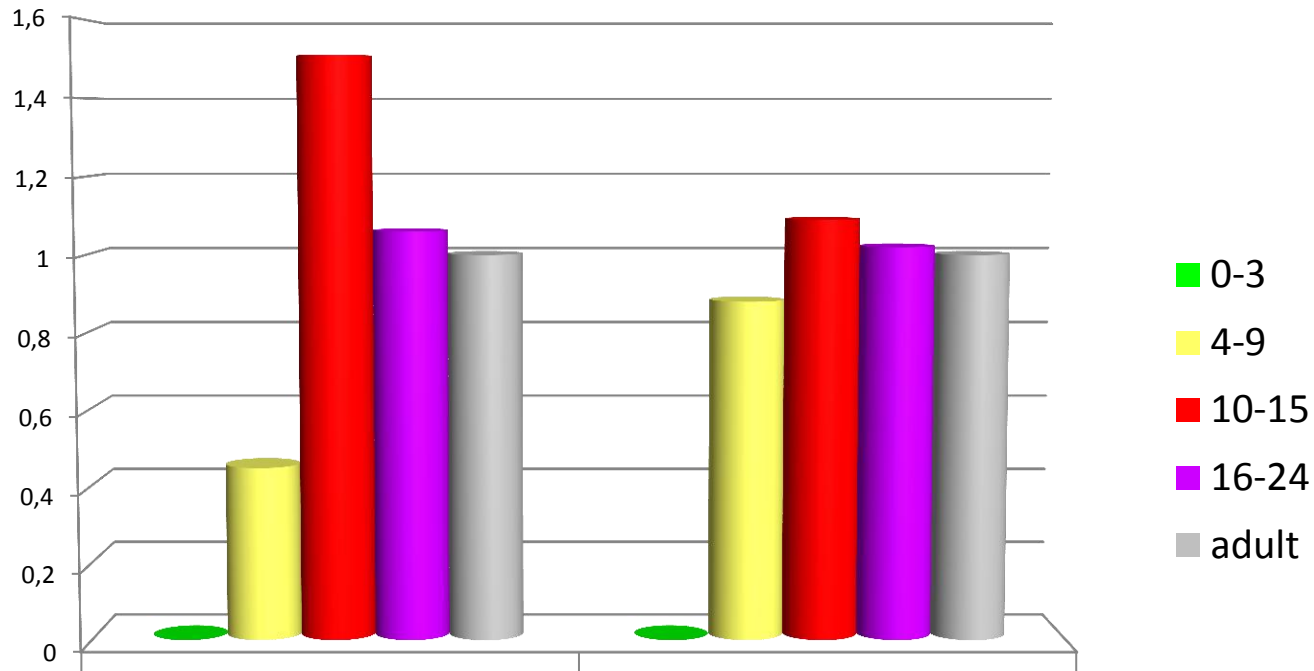
EUROPE

# Assessment of young people's exposure to alcohol marketing in audiovisual and online media

Eleanor Winpenny, Sunil Patil, Marc Elliott, Lidia Villalba van Dijk, Saba Hinrichs, Theresa Marteau, Elen Nohu

# Exposure of UK children to TV alcohol advertising

RAND report 2012



**Alcopops**

**All alcohol**

**1.5 : 1**

**Children : Adults**

**1.1 : 1**

**Children : Adults**

# GLOBAL ACTIONS:

OCTOBER 8-9, 2012  
WASHINGTON, D.C.

## Initiatives to Reduce Harmful Drinking

- We commit to take independently verifiable measures (using reasonably available data) within the next 12 months so that **print, electronic, broadcast and digital media in which we advertise our products have a minimum 70% adult audience.**

### AGENDA

ICAP members commit to take independently verifiable measures to assess the exposure of children and young people across all print, broadcast and digital media

... in order to ensure our products have a minimum  
70% adult audience

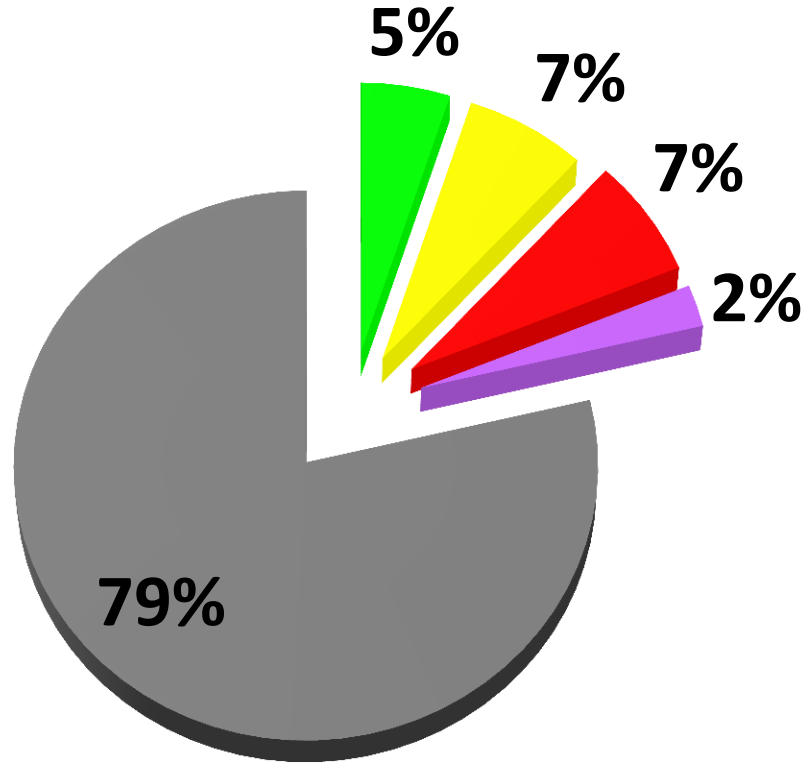
... in order to ensure our products have a minimum  
70% adult audience

let's assume that everyone of all ages  
in a country sees the same number of  
alcohol adverts



# UK pop

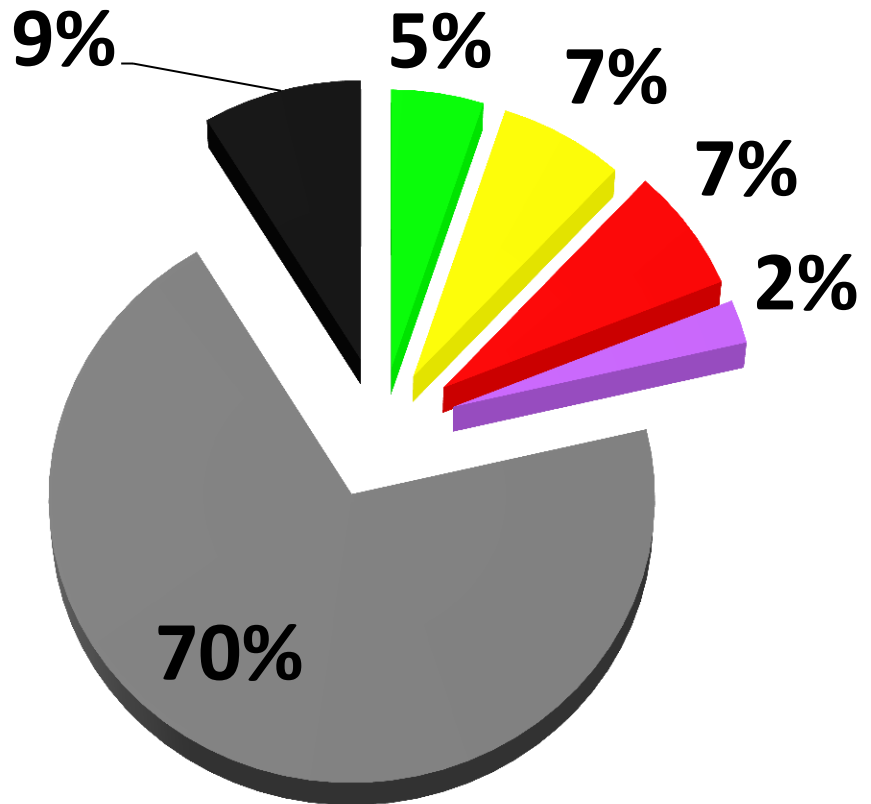
0-4 4-9 10-15 16-18 adult aliens





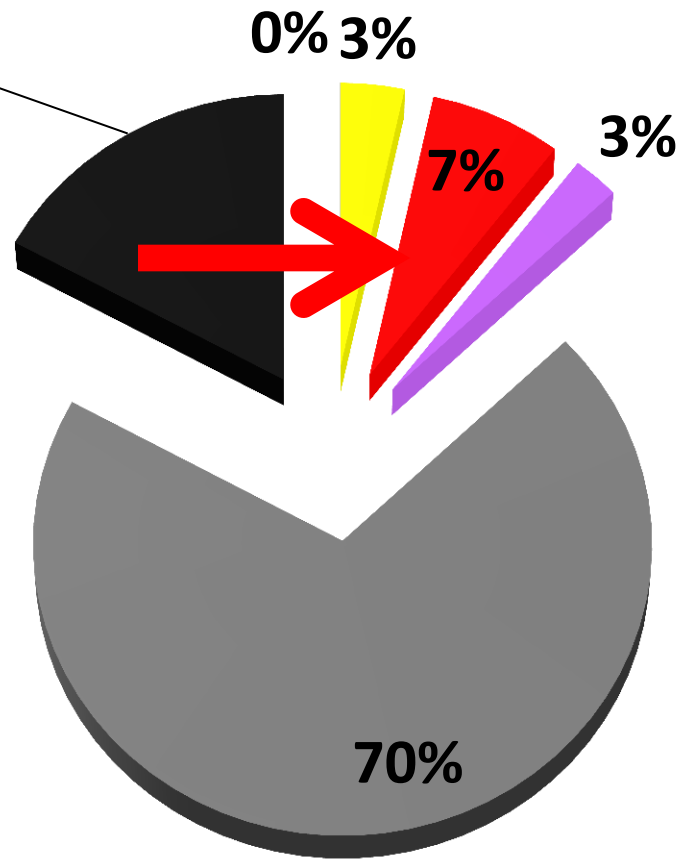


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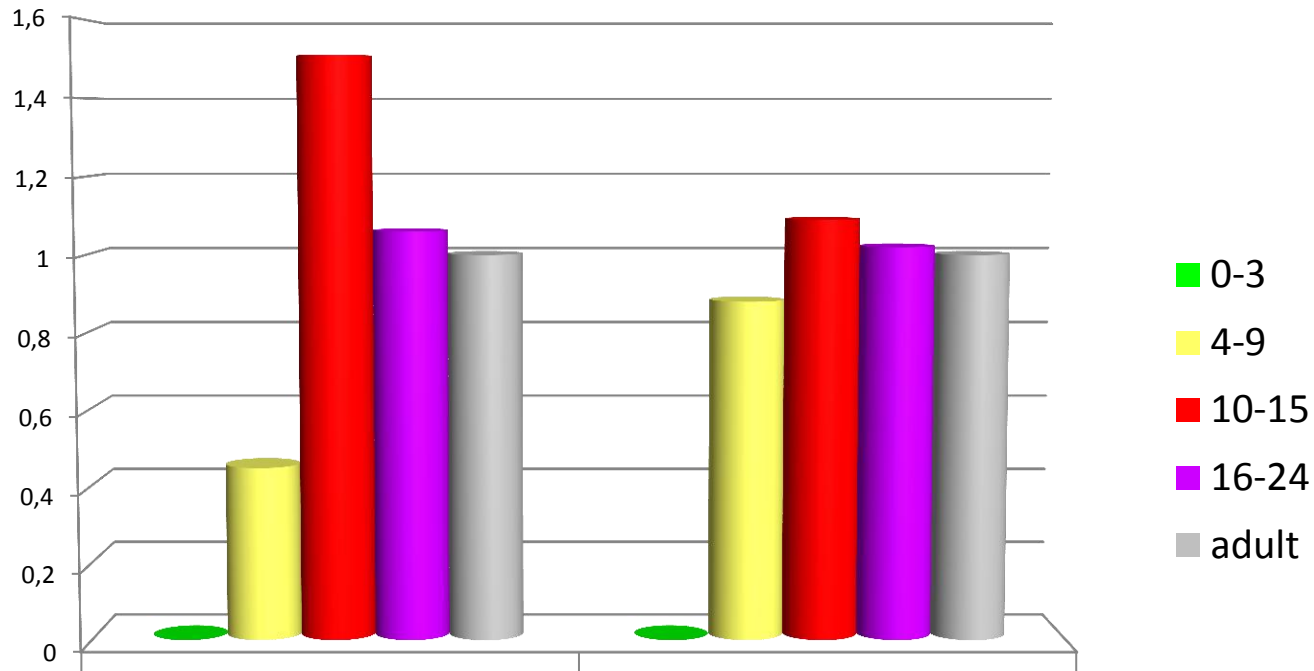
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17%



# Exposure of UK children to TV alcohol advertising

RAND report 2012



**Alcopops**

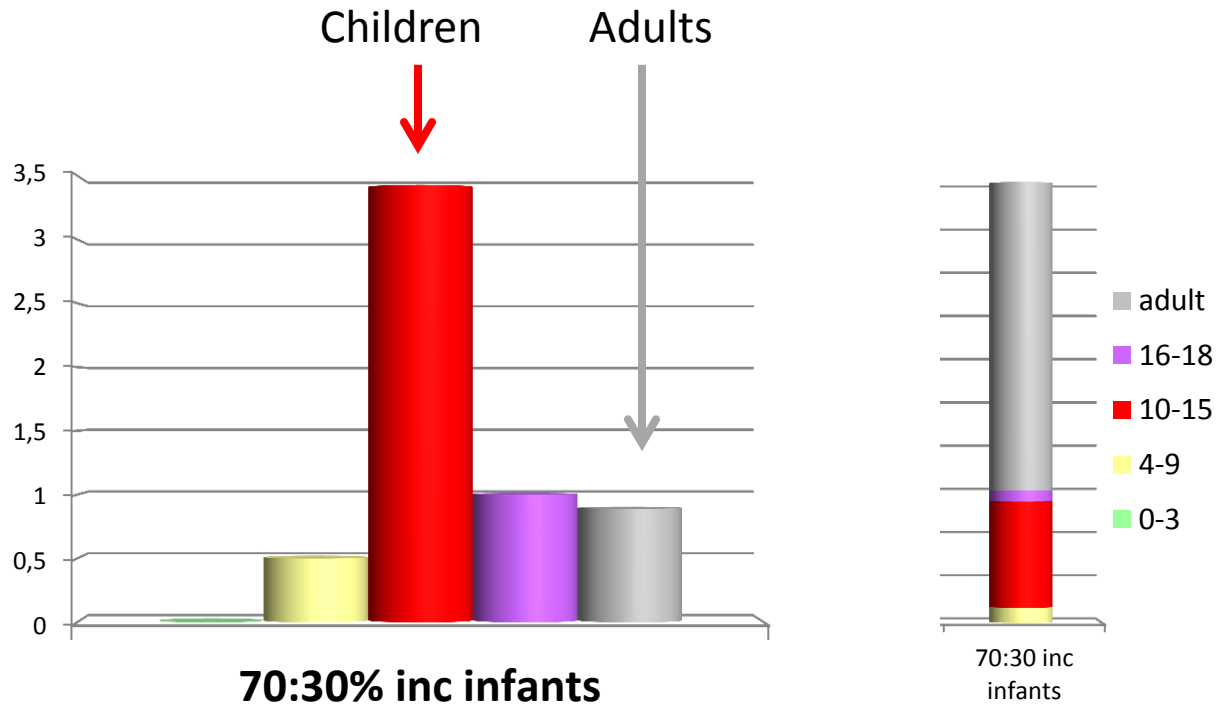
**All alcohol**

**1.5 : 1**

**Children : Adults**

**1.1 : 1**

**Children : Adults**



This distribution of exposure is perfectly within the voluntary ICAP 70: 30 guidelines

- RAND have given us a superbly accessibly simple methodology that allows us to make a assessment of the exposure of children using a simple ratio.

Children (10-15) : Adults

- Commitment 1

Drinks Industry should use the same methodology to publish the exposure of children on an annual basis, and for each campaign.

They already have this information, and have already committed to publish this data

- Commitment 2

Drinks industry should use this data to reduce the exposure of children year on year.

**STOP**

**This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**