Public Health and Alcohol Policy

Dispelling Myths, Forging Solutions

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Wine and Spirits Wholesalers of America December 7, 2009



Public Health and Alcohol Policy

Takeaway Messages:

- 1) We are not crazy, or even the enemy
- 2) What we want is reasonable, based in science, and benefits everyone
- 3) Wholesalers and public health have more in common that you think
- 4) We will go away once the problems do



1. Neo- Prohibitionists







2. California Hippies







3. Kill-joys, buzz-killers







4. Anti-Business







5. Nanny State





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.

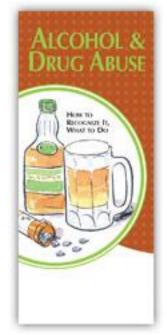


Realities About Public Health

Education alone has proven to be a dismal failure

"There is not a single public health crisis in the history of mankind that has been solved by handing out brochures."

 Harold Goldstein, director, California Center for Public Health Advocacy





Realities About Public Health

Parents Cannot be Expected to Shoulder the Burden Alone

Other ways we help parents:

- Speed limits, speed bumps
- Child pornography laws
- Child labor laws
- Toy safety laws
- •Food safety laws





Why Big Alcohol Can't Police Itself

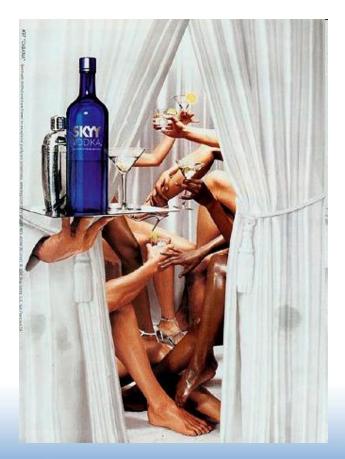
A Review of Advertising Self-Regulation in the Distilled Spirits Industry

- Examined 7 DISCUS Code Reports 2004-2007
 - Complaints and decisions made by Review Board
 - Analyzed variables
 - Reasoning for the decisions



- From 2004 to 2007, DISCUS reported 78 complaints AD SPENDING TOPPED \$1.9 BILLION DURING PERIOD
- 93 individual ads
 - □ Average = 23 ads/year
 - □ 43 (46%) were found to violate the Code
 - 35 (81% of violations) resulted in a change by the advertiser, either by removing the ad, or promising to comply in the future





- Worst "repeat offender" brands:
 - Skyy Vodka (8 complaints)
 - Svedka Vodka (6 complaints)
- Worst "repeat offender" companies:
 - Diageo (14 complaints)
 - Campari (11 complaints)





 The most common complaints by far were about ads with sexual content

 22 complaints alleged that ads overexposed youth

 Complaints by industry members 12.7 times more likely to be found in violation



- 34% of complaints were from companies with DISCUS member on board
- Of these, 13% were in violation
- Complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of the Code



Barriers to Effective Self-Regulation

- 1) lack of public awareness current reports
- 2) lack of an independent review
- 3) subjective nature of guidelines
- 4) lack of penalties and enforcement power



The Myth of the Family Winery

Global Corporations Behind California Wine



1) Stop making products that appeal to youth,

and stop deceiving regulators about alcopops being "beer."







DHERK REEPCINEMENT - KNOW YOUR GIAGEO CHENK - HTML

PRIMACY STATEMENT * TERMS OF USE * UD 07 THE BRITANSFF CO.

†"Except in the U.S. markets where Smirnoff Ice is a malt beverage"



2) Stop marketing in youth-friendly venues (e.g., concerts, sports)



Diageo Deal with P. Diddy



Budweiser Super Bowl Ad



3) Stop using sex to sell products





- 4) Stop obstructing public policy efforts to alleviate alcohol problems federal, state, and local levels
- 5) Stop excluding public health advocates from regulatory discussions
- 6) Stop acting like public health is the enemy, because when alcoholrelated problems go down, everyone wins



Forging Solutions

KEY FACTORS in creating healthy CONDITIONS in communities Scientifically-proven influencers of underage and excessive drinking:

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



Increase Alcohol Prices

One of the most effective prevention strategies
Youth are especially sensitive to price
Alcohol taxes can generate new revenue
Lots of activity in states due to economy



What We Have in Common

- 1) Wanting our communities to be free of harm caused by alcohol
- 2) Wanting to maintain an orderly, regulated marketplace
- 3) Keeping the 21st Amendment, state-based regulatory system intact
- 4) Ensuring that wholesalers remain a strong buffer between the producer and retailer tiers...yes, Marin Institute wants this... and....



What We Want – Ultimate Goal

To put ourselves out of business, not you... so how to work together?



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