Alcohol marketing and youth: State of the research and implications for action

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THE EVIDENCE

Part I
There's Wicked Within

REDD'S WICKED APPLE

8% ALC./VOL.

REFRESHINGLY HARD ALE

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BEER WITH NATURAL APPLE FLAVOR
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ALL DAY IPA. KEEP YOUR TASTE SATISFIED
WHILE KEEPING YOUR SENSES SHARP.
CHASE WOMEN, NOT YOUR SHOT.

SERIOUSLY GOOD BOURBON.

evanwilliams.com
JUST BECAUSE
CHICKS DIG
CHARDONNAY
I don't need mistletoe. I'll kiss anyone who holds a glass of Risata over my head.
Antioxidant beer

Beer With Benefits

What's hot in ale? Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you’ll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of two brews in one tastes like? We chose our top three ears gone wild. —Sarah D’Angelo

< BluCreek Zen IPA
The India pale ale—green tea mash-up was the fave. “It’s refreshing—similar to a traditional IPA,” says senior fitness editor Lindsey. (blucreek.com)

MateVeza Yerba Mate IPA >
Testers enjoyed the fruity flavor of this brew, made with South American yerba maté. Special projects editor Caroline put it simply: “Yummy!” (mateveza.com)

< Ineeka Organic Green Tea Bier
This ginger-tinged Belgian-style ale tastes more like herbs than hops. “A good option for people who don’t love the flavor of beer,” says associate beauty editor Ayren. (ineeka.com)
Tobacco appearances in films

![Graph showing the number of tobacco brand appearances in films from 1996 to 2010. The graph indicates a significant decrease in appearances over the years, with a peak in 1998 and a steady decline thereafter.]
Trends of Movie Alcohol Brand Counts

Trends of movie alcohol brand counts from (A) youth-rated and (B) R-rated movies, with a linear trend line. For youth-rated movies, slope = 4.97 (P = .002); for R-rated movies, slope = −0.99 (P = .52).
Serially Noncompliant Programs

Programs Ranked by Total Noncompliant Exposure
2013 Q2 through 2016 Q1

<table>
<thead>
<tr>
<th>Cable Network:Program</th>
<th>Noncompliant Ads</th>
<th>Noncompliant Exposure in Impressions (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FX:FX MOVIE PRIME</td>
<td>1,014</td>
<td>305,419</td>
</tr>
<tr>
<td>BET:BET MOVIE OF THE WEEK</td>
<td>1,104</td>
<td>171,209</td>
</tr>
<tr>
<td>FXX:FXX MOVIE PRIME</td>
<td>1,985</td>
<td>159,121</td>
</tr>
<tr>
<td>CMDY:COMEDY CENTRAL MOVIE</td>
<td>892</td>
<td>144,190</td>
</tr>
<tr>
<td>TRU:TRUTV TOP FUNNIEST</td>
<td>1,343</td>
<td>128,569</td>
</tr>
<tr>
<td>ESPN:SPORTSCENTER MORNING</td>
<td>818</td>
<td>104,209</td>
</tr>
<tr>
<td>ESQ:AMERICAN NINJA WARRIOR</td>
<td>2,340</td>
<td>100,337</td>
</tr>
<tr>
<td>SPIKE:SPIKE TV MOVIE</td>
<td>639</td>
<td>98,051</td>
</tr>
<tr>
<td>FX:FX MOVIE LATE</td>
<td>451</td>
<td>88,956</td>
</tr>
<tr>
<td>VH1:R&amp;R PICTURE SHOWS</td>
<td>762</td>
<td>76,369</td>
</tr>
</tbody>
</table>

Conclusions: Movie paper #1

• A model can be estimated to predict noncompliant ad placements on televised movies
  – requires only 4 variables (movie genre, rating, network, and time-of-day)
  – correctly classifies 71% of ads

• Comedies and PG-13 movies are more likely to be noncompliant

• Movies placed on BET and Comedy Central during evening and overnight times are more likely to be noncompliant
Conclusions: Movie paper #2

• The number of alcohol advertisements on a televised movie increases as the amount of alcohol content in the movie increases
• The number of branded alcohol advertisements increases by 71% if the same brand appears in the movie
• Much alcohol advertising on televised movies is not compliant with voluntary alcohol industry placement guidelines
• Hence youth are often double-exposed to alcohol material on televised movies
GSHS Data Analysis- AMRO

Overall 20% of students exposed to alcohol advertisement daily or almost daily

Associated with an about *twofold* increased risk of current alcohol use and at least monthly heavy drinking
Alcohol Advertising and Youth

- Initial published reviews (2009) summarize 13 longitudinal studies
  - Followed groups of young people over time, monitoring alcohol marketing exposure and drinking behavior
  - Find increased exposure to alcohol advertising and marketing is associated with drinking initiation and increased consumption and greater risk of problems, even after controlling for wide range of other variables
New systematic review (Jernigan et al., 2017)

- 12 longitudinal studies published since 2008
  - 9 unique cohorts containing 35,129 participants not previously reported on
  - Cohorts from Europe, Asia and North America
  - Range in duration from 9 months to 8 years
  - All found significant associations between levels of exposure to alcohol marketing and subsequent levels of drinking among youth

The Center on Alcohol Marketing and Youth
New systematic review (Jernigan et al., 2017)

- 12 longitudinal studies published since 2008

  - Size of the associations:
    - Initiation: odds ratios ranging from 1.00 to 1.69
    - Binge or hazardous drinking: odds ratios from 1.38 to 2.15

- Mechanisms of influence:
  - Exposure
  - Receptivity
  - Liking an ad
  - Ability to recall ads
  - Participation in marketing
  - Expectancies
  - Brand recognition
Sample findings

- Youth are 5 times more likely to drink alcohol brands that advertise on national television [49];
- Youth are 36% more likely to use brands that advertise in national magazines [49];
- Each additional alcohol ad seen by youth in a media market increases the number of drinks consumed in the past 4 weeks by 1% [50];
- Each additional dollar spent per capita in a media market increases the number of drinks consumed by youth by 3% [50];
- Exposure of 6th to 8th grade students (age range, 11-17 years) to alcohol ads predicted alcohol initiation 9 months later [51];
- Exposure to alcohol ads or liking alcohol ads in 7th grade (average age 12.5 years) predicted binge drinking, drinking to get drunk, neglecting responsibilities, and getting into fights in 10th grade [52];
- Youth exposed to ads containing a “party” theme were 19 times more likely to initiate drinking and ~4 times more likely to initiate binge drinking [53, 54];
- Alcohol marketing receptivity predicts the onset of drinking, binge drinking, and hazardous drinking among youth [55, 56, 57]
Effectiveness of industry self-regulation

• Noel et al. (2017):
  – Reviewed more than 100 studies of the effectiveness of alcohol industry self-regulation
  – Self-regulation ineffective in regulating
    • Content attractive to youth
    • Youth exposure
Since 2002, CAMY has applied a public health approach to preventing and reducing alcohol-related harms among young people. Below are some of our many accomplishments over the past 15 years.

- **2003**: A CAMY poll finds three-quarters of parents say that alcohol companies are not doing enough to limit the amount of alcohol advertising that teens see.
- **CAMY's Exposure of African-American Youth to Alcohol Advertising** finds African-American youth receive greater exposure to alcohol advertising than youth in general.
- **2006**: CAMY issues a report on underage drinking in the United States which finds binge drinking is rising faster among girls than boys.
- **2007**: CAMY publishes its first report on Internet alcohol marketing; it finds that alcohol company websites have sizeable youth audiences.
- **2010**: CAMY research shows that youth exposure to alcohol advertising on television is growing faster than that of adults, with youth seeing one alcohol ad on TV every day.
- **2011**: CAMY's systematic review finds there are now at least 25 longitudinal studies showing a link between youth exposure to alcohol marketing and youth drinking.
- **2014**: CAMY reports show an association between the brands of alcohol youth see advertised and the brands they consume.
Industry self-regulation: Placement

- Alcohol industry trade associations have voluntary codes to ensure their marketing goes to primarily adult audiences
  - 71.4% minimum for adult audiences (28.4% maximum for youth audiences)
  - Covers everyone under 21
  - Magazines only measured 12 and up, radio 6 and up, TV 2 and up
- Existing industry standards permit disproportionate exposure of the group at risk of underage drinking (ages 12-20)
- 2003: National Research Council and Institute of Medicine recommend moving towards a tighter 15% maximum for audiences ages 12-20
- 2011: In comments to the FTC, 24 state and territorial AGs endorse this standard as well
Industry self-regulation: Actual placement data

• Magazines 2011:
  – Compared to adults 21+, youth ages 12-20 saw per capita 7% more beer ads, 11% more alcopop ads, 82% fewer wine ads

• Radio 2009:
  – 32% of ads on programming with disproportionately youthful audiences

• Television:
  – In 2012, 19% of 350,868 ads aired at times when youth 12-20 per-capita exposure exceeded that of adults 21+
  – In local TV markets in 2010, nearly 1 in 4 ads on programs popular among youth violate industry’s standard.
  – Average exposure for 12-20s in 2009: 366 ads
Improving industry self-regulation

• Central task of Monitoring and Reducing Youth Exposure to Alcohol Marketing project
  – Use Nielsen data to assess youth exposure
  – Ross et al. 2015 (JSAD):
    • Youth exposed to 15 billion non-compliant impressions from 2005 to 2012
    • 99% of 12.9 billion non-compliant impressions on cable could have been avoided with 3 no-buy list criteria:
      – No ads on serially non-compliant programs
      – No ads on serially non-compliant network-dayparts
      – Wider “guard-band” on low-rated programs
      – Quarterly reporting strategy
Alcohol Advertising Compliance on Cable Television, July – September (Q3) 2016

Craig S. Ross, PhD, MBA | Elizabeth R. Henahan, MPH | David H. Jernigan, PhD

September 27, 2017

BACKGROUND

Excessive alcohol consumption contributes to an average of 4,350 deaths among people under age 21 each year,1 and is associated with many other health risk behaviors, including smoking, physical fighting, and high-risk sexual activity.2-8 At least 25 longitudinal studies have affirmed that youth exposure to alcohol advertising is associated with the initiation of alcohol consumption by youth, the amount of alcohol consumed per drinking occasion, and adverse health consequences.9-11

To help limit youth exposure to alcohol advertising, the alcohol industry has established voluntary guidelines for the placement of alcohol advertising on television that require ads to be placed only on programs with an underage audience (i.e., under age 21) that is less than 28.4% of the total audience.12-13 However, an analysis by Ross et al. found that, from 2005 through 2012, underage youth were exposed more than 15 billion times to alcohol advertisements that aired on programs that did not comply with the alcohol industry’s placement guidelines, and that almost all of these non-compliant advertising impressions (96%) aired on cable television programs.16

The Federal Trade Commission (FTC) has recommended that alcohol advertisers adopt “no-buy” lists to avoid placing alcohol advertising on programs that could violate the industry’s voluntary placement guidelines.17-19 To test the potential impact of this industry practice, Ross et al. developed three no-buy list criteria consistent with FTC recommendations, including avoiding advertising on programs that were known to have previ

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The Center on Alcohol Marketing and Youth (CAMY) employs a public health approach to prevent and reduce alcohol-related problems among young people. To this end, our work focuses on the marketing variables of product, place, promotion and price, and the role these variables play in youth drinking and related problems.
REDUCING YOUTH EXPOSURE TO ALCOHOL ADVERTISING ON CABLE TV

BACKGROUND

4,300 people under 30 die every year as a result of alcohol use.

Underage alcohol use is associated with many health risks including:

- SMOKING
- PHYSICAL FIGHTING
- AND HIGH-RISK SEXUAL ACTIVITY.

Studies have shown that the more young people are exposed to alcohol marketing, the more likely they are to start drinking or if already drinking, to drink more.

Alcohol industry guidelines advise against advertising on programs where more than 28.4% of the audience is underage.

THE PROBLEM

3.8 BILLION

Underage viewers saw an alcohol advertisement on a cable TV program that violated alcohol industry guidelines.

3.8 billion times from October 2013 - September 2015.
Is it working?

<table>
<thead>
<tr>
<th>Year 2 / Year 1</th>
<th>Percent Change in Total Exposure</th>
<th>Percent Change in Non-Compliant(^1) Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4</td>
<td>0.7%</td>
<td>-5.6%</td>
</tr>
<tr>
<td>Q1</td>
<td>13.4%</td>
<td>-59.2%</td>
</tr>
<tr>
<td>Q2</td>
<td>4.5%</td>
<td>-57.0%</td>
</tr>
<tr>
<td>Q3</td>
<td>0.5%</td>
<td>-56.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.6%</strong></td>
<td><strong>-42.4%</strong></td>
</tr>
</tbody>
</table>

Source: Nielsen 2014-2016

\(^1\)A non-compliant advertisement is one in which viewers ages 2 to 20 make up more than 28.4% of all viewers ages 2 and older. Non-compliant exposure is the total number of age 2 to 20 advertising impressions resulting from non-compliant advertisements. Numbers may not add to totals due to rounding.
PAHO Technical Group Principles

(a) A comprehensive legally-binding ban on all alcohol marketing is the only means to eliminate the risk of any exposure to alcohol marketing for those most in need of protection.

(b) From a public health standpoint, there is no rationale for applying different regulations to alcoholic beverages of varying alcohol content by volume or type of beverage.

(c) Regulatory capacity to develop, implement, enforce, and monitor restrictions on alcohol marketing is an essential public health function and therefore should be addressed in legislative measures and allocation of resources to monitor the implementation of these restrictions.

(d) Cross-border alcohol marketing should be subjected to the same regulatory measures as those applied to marketing originating from within a State.
(e) Civil society not affiliated with the alcohol industry can participate in developing, supporting, and monitoring effective measures for regulating alcohol marketing, if given a clear mandate and resources for doing so.

(f) The alcohol industry has commercial and other vested interests, which, in accordance with national laws, can be used to disqualify its participation in setting countries’ public health policies with respect to alcohol marketing.

(g) Multilateral and bilateral international agreements can be used to protect national or subnational regulations in the context of public health and safety, or explicit provisions can be written into these agreements.
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QUESTIONS?