

Mission:

To create a community consensus that underage alcohol use is illegal, unhealthy, and unacceptable.

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Background

The **four P's in advertising** are paramount to any marketing campaign: Product, Price, Place and Promotion. Promotion of alcohol is rampant and too often youth are overexposed to the alcohol industry's messaging through social media websites, music, signage, alcohol-branded merchandise and other, more traditional forms of media (TV, print, radio).



Unlike the tobacco industry where the government began establishing mandatory advertising restrictions in the 1960s, the alcohol industry is self-regulated. The Federal Trade Commission (FTC) has published findings from investigations of alcohol industry marketing practices in 1999, 2003 and 2008 but has chosen to continue recommending only voluntary standards of conduct for the industry.

Over time, industry codes have become more stringent where currently, all trade associations for beer, wine and distilled spirits set a maximum 30 percent threshold where the underage population is not to exceed. However, it is not uncommon to find the industry breaking its own codes resulting in overexposure of alcohol advertisement to youth.

- Research has found that youth exposure to alcohol marketing can increase the likelihood that young people will start drinking at younger ages, and, if they already consume alcohol, that they will drink more, increasing the risk of alcohol-attributable harms.¹
- Alcohol plays a substantial role in the top three causes of death among youth: unintentional injuries, suicide and homicide.
- Those who begin drinking at 14 years or younger have a 47% lifetime incidence of alcohol dependence compared with 9% for those who begin drinking at 21 or older.²
- Teen-oriented magazines contain 48% more advertising for beer, 20% more advertising for hard liquor and 92% more advertising for sweet alcoholic drinks than do magazines aimed at adults of legal drinking age.³
- The alcohol industry spends more than \$4 billion each year marketing its products.⁴

FACT Links

**YOUTH ARE
DROWNING
In ALCOHOL
ADS**

¹ Center on Alcohol Marketing and Youth, 2012

² Hingson, et al, 2006

³ Journal of the American Academy of Pediatrics, 2010

⁴ Federal Trade Commission, 2008

Goals

To **reduce youth exposure** to alcohol advertisement by changing the environment in which young people live.

To **expose the proliferation of alcohol advertising** tactics that encourage youth consumption.

To **challenge the status quo of the adult world** on the underage drinking issue.

The strategy ideas are based on the latest research on reducing youth exposure to alcohol marketing. These are merely suggestions. Be creative.

THINK OUTSIDE THE BOX.

Strategy Ideas

Conduct a scan of alcohol advertising in your community and **present** your findings to an elected or appointed body.

File a complaint with the FTC about alcohol ads in your community where industry codes are being violated.

Take action to restrict alcohol ads at community and other youth-oriented events.

Partner with retail outlets to remove alcohol-branded merchandise (t-shirts, hats, key chains, etc.) from their product line.

Work with your local municipality to **adopt a resolution** regarding alcohol ads and their exposure to young people.

Advocate to get a city ordinance passed that restricts alcohol advertising on alcohol retail outlet windows and outside areas.

Experts'

- **World Health Organization**
The marketing of alcohol to children was endorsed as part of the WHO's Global Strategy to Reduce the Harmful Use of Alcohol, encouraging a precautionary approach to protecting young people against both the content of alcohol marketing and the amount of exposure of young people to that marketing.¹
- **United States Surgeon General**
Encouraged public health agencies to conduct ongoing, independent monitoring of alcohol marketing to youth to ensure compliance with advertising standards.²
- **National Academy of Sciences**
Called for the alcohol industry to begin placing its marketing in magazines and on television programs with a 25 percent or less underage audience with an eventual goal of 15 percent.³
- **American Medical Association**
Called for a statutory ban on all alcohol advertising except for inside retail and wholesale outlets.⁴
- **American Academy of Pediatrics**
Issued a policy statement regarding the harms to children from alcohol advertising, recommending that the alcohol industry restrict advertising and product placement in venues in which more than 10 percent of the audience are children and adolescents.⁵

RESEARCH

¹ WHO Global Strategy to Reduce the Harmful Use of Alcohol, 2010 p. 15

² Surgeon General Call to Action to Prevent and Reduce Underage Drinking, 2007 p. 68

³ Institute of Medicine Reducing Underage Drinking: A Collective Responsibility, 2004 p. 138-140

⁴ American Medical Association, Policy Consolidation: Labeling, Advertising, and Promotion of Alcoholic Beverages, 2004 p. 5

⁵ American Academy of Pediatrics, Policy Statement Children, Adolescents, Substance Abuse, and the Media, 2010 p. 795

Media Advocacy

is the *strategic* use of the media to advance a social or policy goal.

Goals

- Change public opinion
- Promote public awareness
- Mobilize public to action
- Change laws or standards

Getting Started

1. **RESEARCH** your issue
2. **Craft TAGLINES** around your issue
3. **Create MEDIA SOUND BITES**
4. **Choose an interesting SPOKESPERSON**

MEDIA ADVOCACY is a piece of a larger puzzle aimed at changing community norms, policies and practices.

More information is available online at www.projectextramile.org or contact Project Extra Mile for expert advice.



You have the ability to shape the public's attitudes and perceptions and build a social movement through media advocacy efforts.

Submit letters to the editor

Usually less than 300 words, letters to the editor are an opportunity to respond to recent events (i.e. an alcohol-related crash), extend appreciation and comment on issues.

Write op-ed pieces

Opposite the Opinion Page in a newspaper, op-eds usually are longer (500-700 words) providing more length to share a point of view strategically to shift the community discussion. A good idea is to seek permission from the editor of the editorial pages before submitting an article.

Record 30-second Public Service Announcements

Requires permission from local radio station. Often stations are receptive because they have to donate a set amount of air time to community efforts. Public Service Announcements (PSAs) do take preparation. They should not exceed 30 seconds and should focus around a heightened time of year where underage drinking is more frequent (i.e. graduation, holiday season, back to school).

Hold news conferences

News conferences are for special occasions where you invite the media to one location. They are commonly used to make announcements or give a call-to-action. Visual props and handouts are a must. Press conference organizers should be thoughtful about spokespersons and timing. They should not last longer than 20 minutes with Q & A.

Promote on social media sites

Facebook and Twitter provide an easy and real-time connection to media sources and direct contact with broad audiences. It's important to stay current, to be accurate and to stay mindful of messaging.