

Ad Shame: Digital Advocacy for Alcohol Advertising Reform

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Role of Alcohol Advertising and Promotion

- * Australian children and adolescents are exposed to large amounts of alcohol advertising.
- * The effect of this promotion may be cumulative.
- * Interventions that reduce exposure of children and young people to alcohol promotion have potential to change behaviour and reduce alcohol related disease.



WHO GLOBAL STRATEGY

Alcohol advertising

For this area policy options and interventions include:

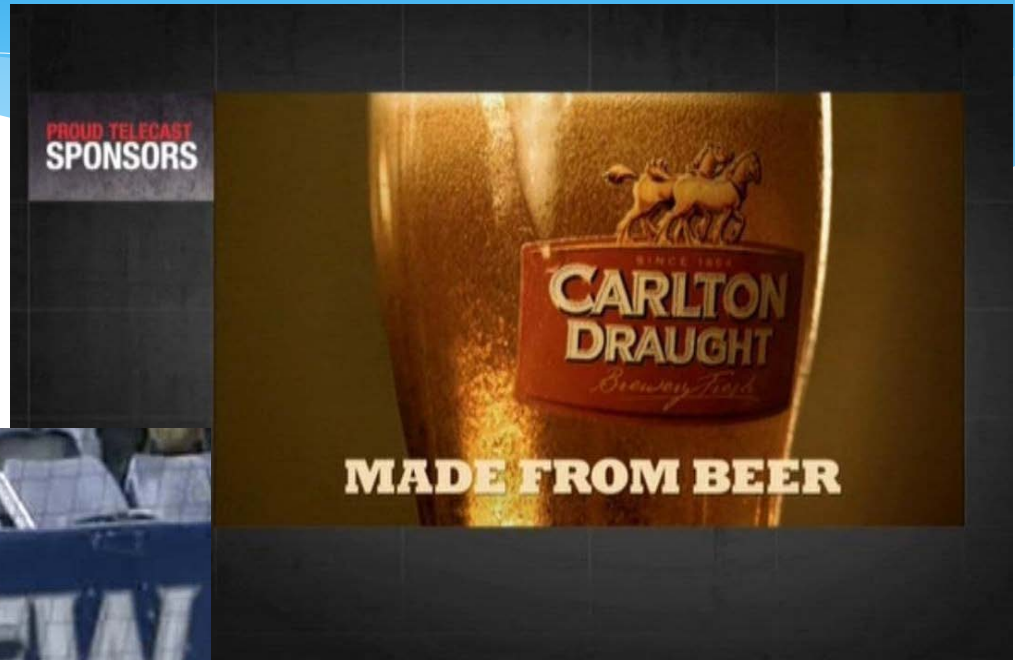
- a) setting up **regulatory or co-regulatory frameworks, preferably with a legislative basis**, and supported when appropriate by self-regulatory measures, for alcohol marketing by:
 - i. **regulating the content and the volume of marketing;**
 - ii. regulating direct or indirect marketing in certain or all media;
 - iii. **regulating sponsorship activities that promote alcoholic beverages;**
 - iv. **restricting or banning promotions in connection with activities targeting young people;**
 - v. regulating new forms of alcohol marketing techniques, for instance social media;

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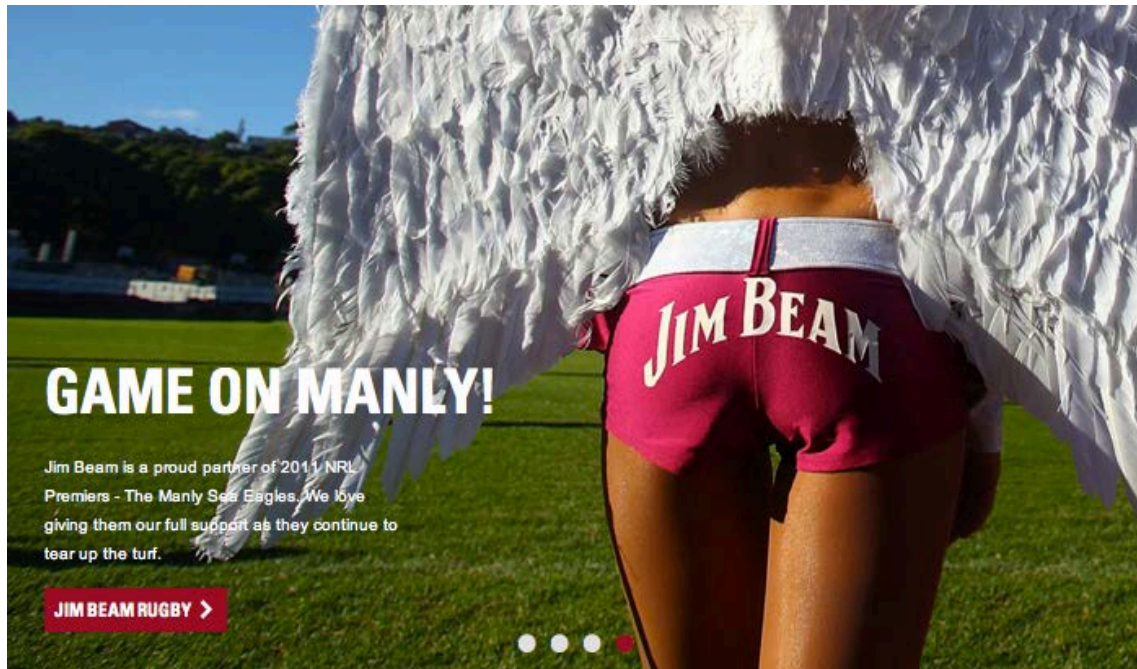
Alcohol advertising: key advocacy areas

- * Key advocacy areas
 - * Ban all alcohol advertising, sponsorship and promotion at times and in places that have high exposure to children and young people
 - * Set up an independent alcohol advertising regulator with strong enforcement powers
 - * Highlight inadequacies of current self-regulatory framework

Promotion of alcohol and sport



Promotion of Alcohol in Sport



- * Alcohol advertising is largely self-regulated by the industry
- * Alcohol advertisements are prohibited on Free to Air TV prior to 8.30pm
- * However, an exemption applies to **live** sporting events broadcast on TV before 8.30pm



Ad Shame

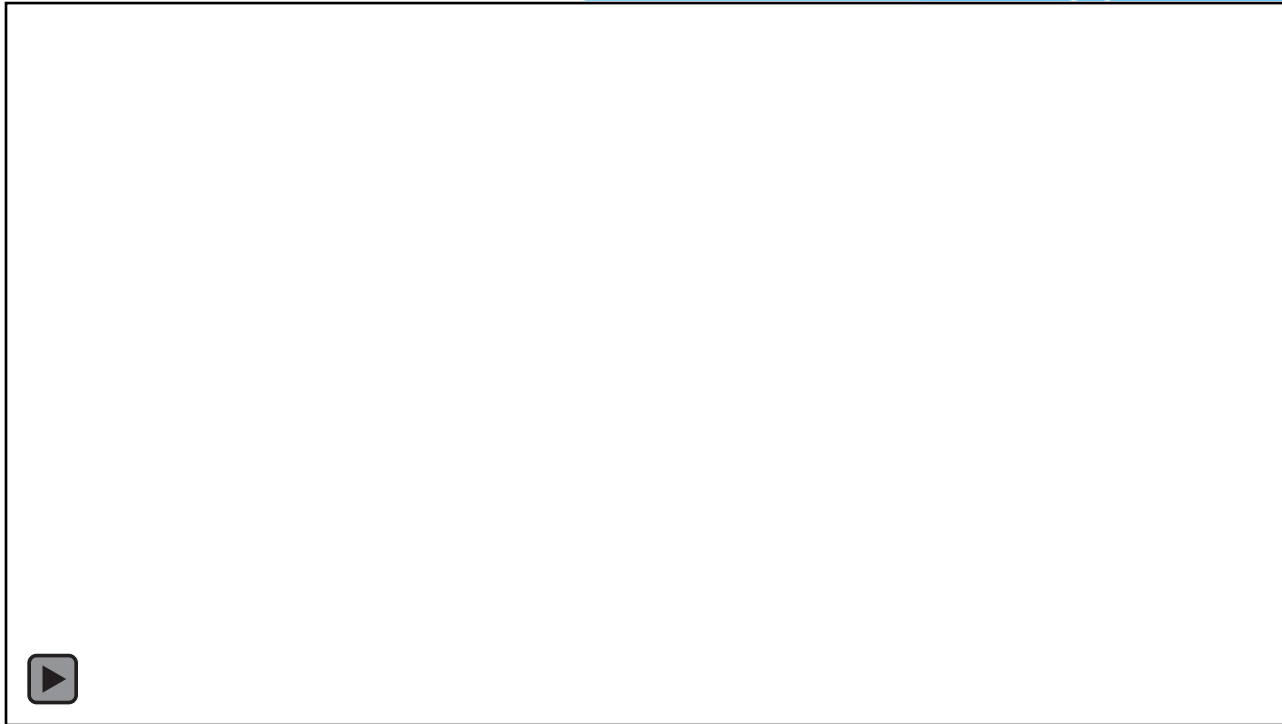
Digital Advocacy Platform

- * Develop an online community of concern around marketing of alcohol - and junk food - to children and young people, particularly through sport.
- * Create a digital platform where the community can name and shame particular promotions for alcohol products targeting young people
- * Expose the extent of the problem in an ongoing way, cumulative body of examples
- * Use these to lobby on behalf of the community for regulatory reform

Campaign Launch

- ❖ Develop a viral video that highlights the loophole allowing alcohol advertising being shown on TV prior to 8.30pm
- ❖ Call to action to post an Infographic, share a link to the video
- ❖ Use #AdShame on Twitter and Facebook
- ❖ Blogger strategy to encourage commentary

Viral Video



ad

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Half of all alcohol ads on TV are seen by kids.

If alcohol advertising doesn't belong during cartoons, why is it okay during live sport? In 2012, 245,000 children under 12 watched the NRL Rugby League Grand Final.

Alcohol advertising on commercial television is banned during children's viewing hours and should only air between 8:30pm and 5:00am. But a loophole in current regulations means there's no limit on the amount of alcohol advertised that can be shown during live sports broadcasts, when thousands of young children are watching.

Research shows us that alcohol marketing is everywhere, particularly during sporting events like NRL finals series and the AFL grand final, which is Australia's most watched sporting event. It reported that 18 per cent of the

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Are you unhappy about your kids being exposed to alcohol advertising?

If alcohol advertising doesn't belong during cartoons, why is it okay during live sport? Live sport broadcasts are among the highest rating shows for young Australians.

Help us to protect them and join our call for **no booze ads before 8.30 pm. No exceptions.**

How you can help

We are asking parenting bloggers to get behind our campaign and call on Free TV to close the loophole that allows alcohol ads to air during live sport.

Here are just some of our suggestions for ways you can get involved. Of course please feel free to pick what's right for you, your blog and your audience.

1. [Post the infographic](#) and share the facts on your social media channels along with a link to our [adShame video](#). Please use the hashtag [#adShame](#) on Facebook and Twitter so we can promote your support. We will be monitoring the hashtag on an ongoing basis, so we can give you feedback, updates and comments as the campaign progresses.
2. Write a blog about why you are concerned about the alcohol advertising to children. As a parent, how do you feel about your kids watching alcohol ads during live sport? Do you worry about how exposure to alcohol advertisements will influence them? Do you think that alcohol and sports are inextricably linked in Australian culture? Share your views to your readers and encourage them to

THE FACTS



UNHEALTHY DIETS

are risk factors for major chronic diseases such as cancer and diabetes.

ad
SHAME



CHILDHOOD OBESITY

25% of Australian children are overweight or obese. Junk food advertising plays a role in bad diets.

Children that regularly see alcohol advertising are **more likely to start drinking** at a younger age and drink at harmful levels as an adult.

REDUCING CHILDREN'S EXPOSURE

to alcohol and unhealthy food advertising is an important step towards reducing health problems later in life.

THE STATISTICS

Source: National drug strategy household survey 2012



71%

of Australians support a ban on alcohol advertising **on TV** until after 9.30pm

Source: Cancer Council Victoria 2012



83%

of adults were in favour of a ban on junk food advertising at times when children watch television.

SHARE THIS TAKE ACTION

VISIT ADSHAME.ORG.AU

It's time to take
ACTION & CHANGE
the way unhealthy food & alcohol is promoted to children and young people.

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#adshame



Luke Stanley
@_lukestanley

25 Sep 12

Just sat opposite the director of the Haribo TV ads in Cafe Nero. Wanted to ask if he was responsible for the cheesy jingles #adshame

Tweet #adshame

Search

Cancer Council Victoria Tobacco Plain Packaging...



0:00 / 0:32

Self-regulation isn't working.

adShame is about highlighting the ways in which the alcohol and food industries regularly flout the rules when it comes to responsible advertising of unhealthy products to children.

We're concerned about the effects of food and alcohol advertising upon young people. Children's exposure to unhealthy food advertising is contributing to increasing rates of childhood overweight and obesity.

There is evidence that exposure to alcohol advertising influences young people's attitudes to drinking. In Australia, alcohol advertising makes a drinking culture the cultural norm.

The food and alcohol industries have a huge conflict of interest when it comes to regulating their advertising, and as a result the current voluntary system results in our children being exposed to large amounts of advertising for alcohol products and unhealthy foods and drinks. What is needed is fair and independent regulation of these practices.

Outcomes

- * Further launch of elements of AdShame – including unhealthy food marketing
- * Exposure of the failure of self-regulation to address exposure of young people to alcohol marketing
- * Dossier of examples outlining the breadth and depth of marketing young people
- * Understanding in the community around the volume of marketing
- * Empowerment of parents to take action on the issue

THE END



**Half of all alcohol ads on TV
are seen by kids.**