

Advocacy for Regulating Alcohol in Films: Best Practices from Tobacco Control in India

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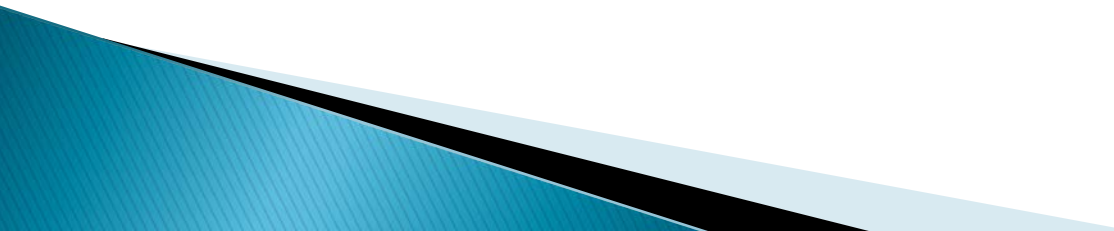
Presented at:
GAPC2013
Seoul

"The world of film and fashion cannot be accused of causing disease. But they do not have to promote a product that does."






Introduction and background

- ❖ Alcohol is one of the leading causes of death and disability globally and in India
 - ❖ Countries which had low alcohol consumption levels are now witnessing an increasing consumption pattern
 - ❖ WHO estimates for the South East Asian countries indicate that one-fourth to one-third of male population drink alcohol with increasing trends among women.
 - ❖ India is one of the fastest growing alcohol markets in the world and expected to cross 1.4 lakh crores by 2015. According to a recent study (Lancet 2009), India produces 65% of the alcohol in S E Asia.
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Burden of Alcohol Use in India


- ❖ 62.5 million people in India drink alcohol with 17.4% of them being dependent users. (Govt. of India 2005)
 - ❖ A 2009 survey on 2000 teenagers by ASSOCHAM reveals 60% rise in alcohol use among the 19-26 age group between 2007-2012.
 - ❖ The latest WHO Global Status Report on Alcohol and Health shows India is facing an alcohol tide. Age of initiation has come down from 28 years in the 1980s to age 15; in some metro pockets, it is believed to be 13.
 - ❖ Kerala and Punjab are the leading liquor consuming states in India with Kerala accounting for 16% and Punjab 14% of all liquor consumed in India.
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Increase in socio-health impact

- ❖ Because of this increased usage among youth, alcohol-related socio-health problems are on the rise:
 - Easy access to youth - Rise in number of pubs and bars, opening across cities
 - Liquor outlets and kiosks on highways
 - Accidents due to drunk driving
 - Domestic violence particularly against women and children
 - Anti-social behaviour
 - Family distress due to economic hardships, disease, disability & premature deaths

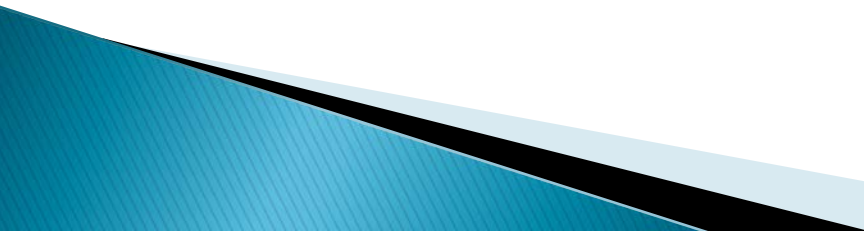


Alcohol Policy Context

- ❖ There is no comprehensive central alcohol control law, it is scattered at different places and is primarily, a state subject
 - ❖ A draft national policy is at formative stage
 - ❖ Several barriers for policymakers in India: two-thirds of the alcohol consumed is unrecorded as its either illicit, local home brew or has been smuggled.
 - ❖ Lack of substantive data and research on its national health, social, and economic effects.
 - ❖ States regulate alcohol, but derive around a fifth of their revenue from alcohol taxation.
 - ❖ There is a powerful alcohol lobby with industry representatives influencing the political process, through party donations.
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State-level regulation

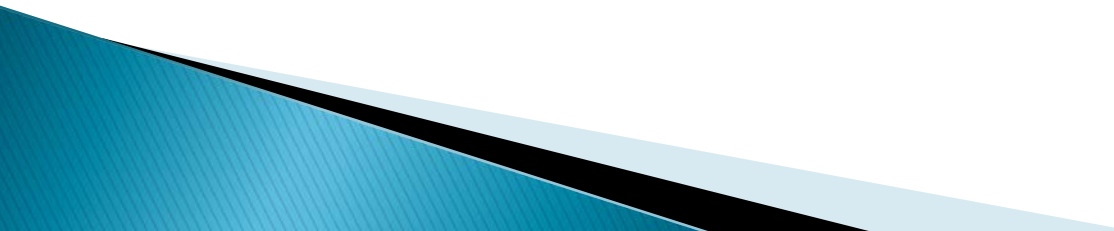
- ❖ Alcohol is a subject in the State list under the 7th Schedule of the Indian constitution.
 - ❖ Legal drinking age in India and laws regulating sale and consumption vary from state to state.
 - ❖ 4 states prohibit liquor consumption. All others permit it but have fixed legal drinking age from 18-25 years.
 - ❖ As per the recent amendments 2012, in the Motor Vehicle Act, drunk driving attracts higher penalty and jail terms (2000-10000; 6 months – 4 years)
 - ❖ As per the Cable TV Network (Amendment Bill) which came into effect in 2000, alcohol ads are banned.
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Nefarious marketing tactics targeting young people

- ❖ In the absence of a comprehensive law, the industry circumvents the ban by luring the youth through various marketing tactics:
 - Surrogate advertising
 - Product placement in films
 - Promoting alcohol imagery through films
 - Celebrity endorsements
 - Film and song promotions and events
- ❖ It is, therefore, necessary to focus on the marketing tactics that target young people



Indian Film Industry

- ❖ India is one of the largest film industries in the world and Indian movies enjoy huge popularity and wide cultural acceptance.
 - ❖ Movies are watched by all age groups and all stratas of society.
 - ❖ They have a profound effect on youth.
 - ❖ In the last few years, movies tend to glamorize binge and underage drinking as part of consequence-free fun part of youth partying and lifestyle.
 - ❖ What they fail to show is the inevitable devastation and the lifetime of problems that harmful drinking of alcohol can lead to
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Alcohol promotion in films



Alcohol promotion in films



Overt product placement & glamorization of alcohol use

Alcohol promotion in films



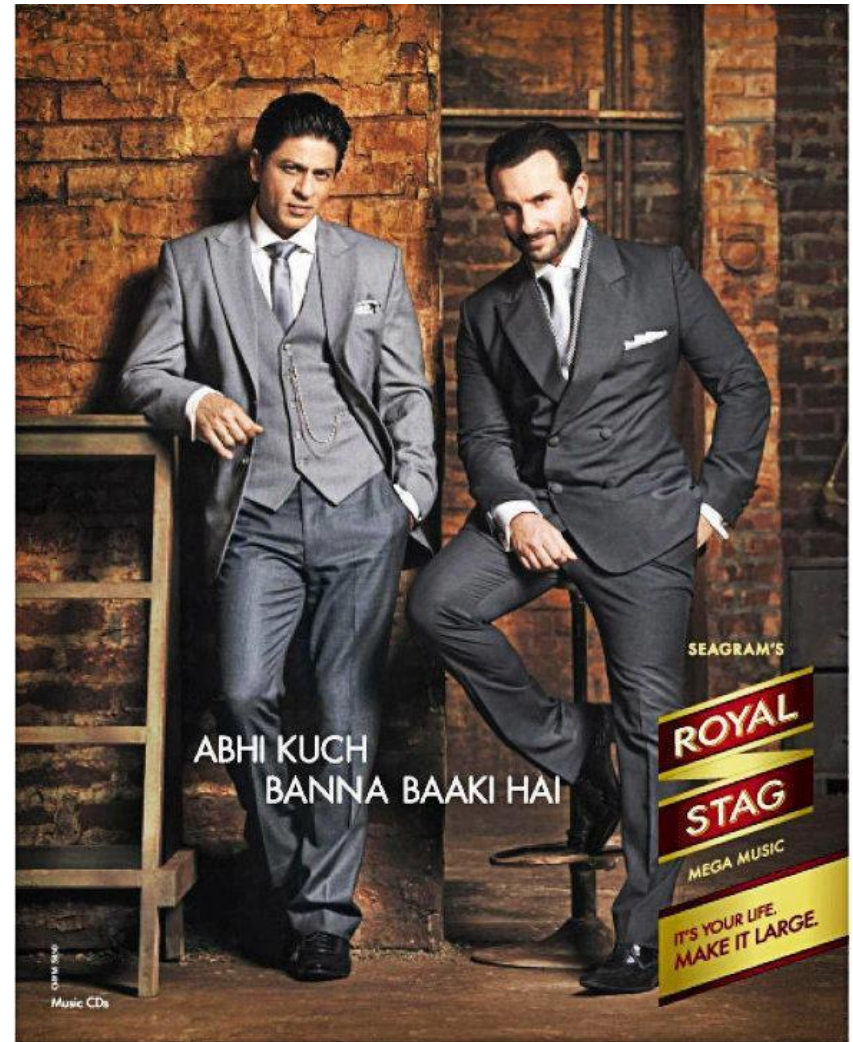
Glamorization of alcohol use

Forms of promotion



- ❖ Many films have dance & songs sequences which promote alcohol as “the” way to have fun.
- ❖ Scenes in movies that use alcohol with sexual connotations and objectification
- ❖ Of late, films which have primarily youth protagonists, have several scenes showing them in a celebratory mood at pubs, or initiating a peer who doesn't drink.
- ❖ All this imagery encourages over consumption & using alcohol in irresponsible manner

Promotional events & Celebrity Endorsement



Impact of alcohol imagery on youth

- ❖ There is an association between exposure to alcohol advertising, promotional activity and subsequent alcohol consumption in young people as per a review of seven cohort studies among 13,255 youngsters between 10 to 26 years. The review was published in *Bio-med Central Public Health* in 2009.
- ❖ Another cross-sectional survey in 6 European countries among 16551 students from 114 schools published revealed:
 - the association between movie alcohol use exposure and lifetime binge drinking was significant in all countries
 - 27% of the sample had consumed more than 5 drinks on at least one occasion in their life.
- ❖ Alcohol use in Indian movies is directly influencing the drinking habits of India's adolescents, as per a study by PHFI:
 - Overall 10 per cent of the students (aged between 12–16 years) surveyed in the study had already tried alcohol.
 - Students most exposed to alcohol use in Bollywood movies were found to be 2.78 times more likely to have tried alcohol vis-a-vis with those least exposed.

Rapid assessment of recent Films by VHAI

VHAI conducted a rapid assessment of recent films released in the last 6 months i.e. April – September 2013 to assess alcohol usage and promotion in films:

❖ Criteria for selection : High Viewership assessed via Box Office Performance and Critic Ratings

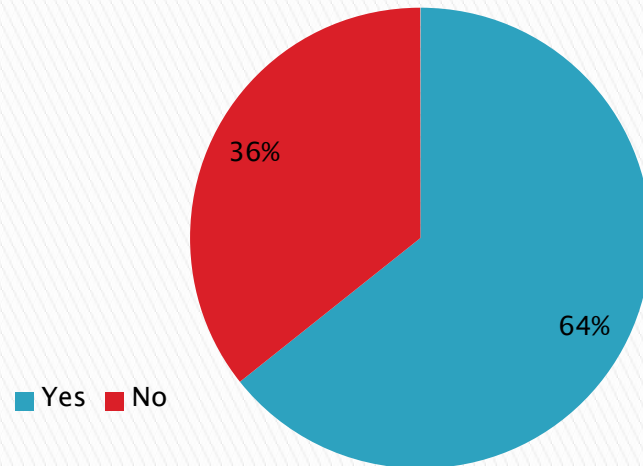
❖ Sample Frame : Out of a total of 66 releases, 14 were Box Office Hits (having more than 3 star rating*) with a collection of USD 164.63 million!

* www.bollywoodhungama.com



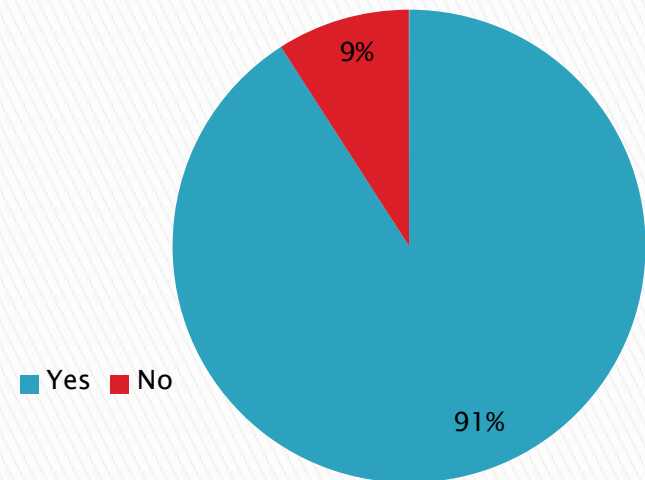
Rapid assessment of recent Films by VHAI

Depiction of alcohol consumption



11 out of 14 Movies showed alcohol consumption

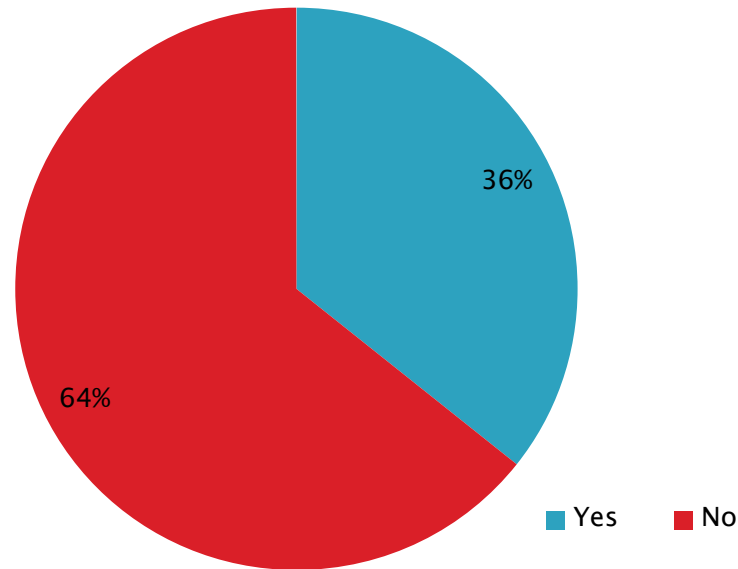
Lead Actor Drinking



10 out of 11 Movies showed the lead actor(s) drinking

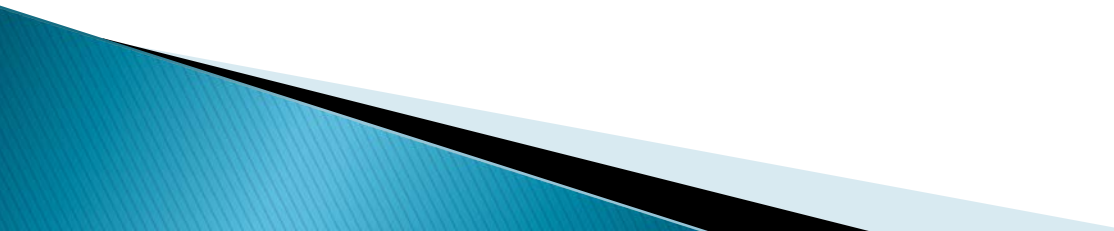
Rapid assessment of recent Films by VHAI

Box office hits having Songs promoting alcohol



- ❖ The Top 3 high grossing movies in the last 6 months depicted alcohol usage through songs.
- ❖ Over all, 64% (6 out of 11 movies) had songs promoting alcohol use

Similarities between Tobacco and Alcohol

- ❖ Addictive
 - ❖ Both driven by a large, powerful industry
 - ❖ Both lobby strongly with policymakers and media houses
 - ❖ Both circumvent the law via surrogate advertising and get film stars and celebrities to endorse their brands
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Tobacco Control Act, 2003

Cigarettes and Other tobacco products
(Prohibition of Advertisement and Regulation of Trade and
Commerce, Production, Supply and Distribution) Act, 2003

Objective:

To discourage the use or consumption of tobacco products
by *eliminating all forms of direct & indirect advertising,
promotion & sponsorship of tobacco products.*

Prohibition of advertisement, promotion and sponsorship of all tobacco products, section 5, COTPA

- ❖ No person engaged in the production, supply or distribution of tobacco products shall advertise
- ❖ No person having control over a medium shall cause to be advertised through that medium
- ❖ No person shall take part in any advertisement which directly or indirectly suggests or promotes to use or consumption of tobacco products
- ❖ No trade mark or brand name of cigarettes or any tobacco product to be promoted in exchange for sponsorship, gift, prize or scholarship
- ❖ No person, under contract or otherwise, promote or agree to promote any tobacco product or its usage

Amendment Rules for Section 5, vide 31st May, 2005, G.S.R. No. 345 (E)

- ❖ Restrictions on the content and size and manner of point of sale advertisements
- ❖ To prevent surrogate advertising of tobacco products; ‘indirect advertising’ has been defined as:
 - ❖ the use of a name or brand of tobacco products for marketing, promoting or advertising other goods, services and events;
 - ❖ the use of particular colours and layout and/or presentation those associated with particular tobacco products; and
 - ❖ the use of tobacco products and smoking situations when advertising other goods and services



Restriction on tobacco usage in Films & Television Programmes Rules, 27 October, 2011

- ❖ A strong editorial justification explaining the necessity of such display
- ❖ A 'U/A' Certification
- ❖ Anti-Tobacco Health Messages or Spots of 30 seconds duration (beginning and middle)
- ❖ Anti-Tobacco Health Warning scroll during period of such display
- ❖ A disclaimer by the concerned actor of minimum twenty seconds duration (beginning and middle)
- ❖ Prohibition on display of brands, logo of cigarettes or other tobacco products or any form of tobacco product placement AND Display of tobacco products or their use in the promos and poster of films and television programmes





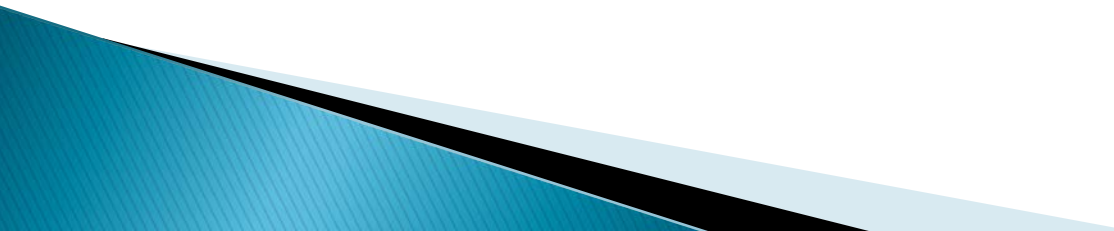
Health and warning spots currently being shown in movie halls

<http://www.youtube.com/watch?v=5vIIHv0CEsA&list=PL72B1745AC6D57E56>

<http://www.youtu.be/Mq8lXn0N3FY>



Challenges and Way Forward

- ❖ A comprehensive central law under which rules and regulations can be notified and enforced across the whole of India.
 - ❖ Greater emphasis on prevention of harm from alcohol consumption for the purpose of health promotion.
 - ❖ Multi-sectoral action involving stakeholders from health, police, social justice, education, finance and civil society
 - ❖ More research studies with evidence-based data is necessary for advocacy with policymakers.
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**I'M VERY SERIOUS
ABOUT NO ALCOHOL,
NO DRUGS. LIFE IS
TOO BEAUTIFUL.**



Jim Carrey
Canadian American actor

QuoteHD.com

Born 1962

Thanks