

Utrecht, The Netherlands, November 6th, 2013



To: BCGH

Bertelsen-Claßen-Glaeske-Huppertz

Die Bremer Initiative für ein Alkohol-Werbeverbot im sportlichen Umfeld

The Dutch Institute for Alcohol Policy (STAP) supports your initiative to advocate a legal ban for alcohol advertising in the environment of sport activities and sport events. It is scientifically clear that youth exposure to alcohol advertising increases the likelihood of starting to drink alcohol and is associated with higher amounts of alcohol consumed among already drinkers [Anderson et al 2009]. There is also some sport related scientific alcohol marketing research: The impact study by Collins et al finds evidence that watching sports programs with many alcohol advertisements, raises the likelihood of the viewer drinking alcohol (Collins et al, 2007). Another study found that the frequency of drinking amongst drinkers during the previous 12 months can be extrapolated by exposure to beer concession stands at sports and music events (Ellickson et al, 2005).

Various studies conducted by our organization, commissioned by the Dutch Ministry of Public Health, Welfare and Sports, as well as the European Commission [De Bruijn, Van den Wildenberg & Van den Broeck, 2012] show that young people are only sufficiently protected when a ban on alcohol advertising is introduced. Although your initiative is focussed on alcohol advertising in the sport environment we are convinced that your initiative can result in a better protection of young people towards the harmful exposure of alcohol marketing.

Sport sponsorship in Germany

As you know alcohol industry sports sponsorship is widespread within the German sport landscape: 36 of 50 premier league sport clubs were funded by alcohol producers in 2009.

In Germany sport sponsorship has become a dominating marketing tool during the last years. In 2009 around 2.6 Billion Euros were spent in the field of sport sponsorship. This represents an increase of 73,3% compared to 2000 (Sponsor Visions 2009, quoted after Zimmermann 2009). See: Sport sponsorship in Germany ; Results from the AMMIE Project; Fact sheet; June 2012; www.EUCAM.info.

European intensification of the debate on banning alcohol advertising

The discussion on further restrictions on the volume of alcohol advertising is very current in many European countries. This discussion is largely fuelled by the many scientific studies finding harmful influences of exposure to alcohol marketing on the drinking behaviour of children and youth. Additionally, the viewpoints of the World Economic Forum and the World Health Organization are decisive for the discussion: the first argues for a global ban on alcohol advertising [Bloom et al., 2011], while the WHO Global Alcohol Strategy (2010), which is endorsed by Member States, emphasize the restriction or banning of alcohol promotions (in connection with activities targeting

young people) and setting up effective administrative and deterrence systems for infringements on marketing restrictions.

With kind regards,

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Wim van Dalen Msc.

Director Dutch Institute for Alcohol Policy (STAP)

Sources:

Anderson, P., A. de Bruijn, K. Angus, R. Gordon, and G. Hastings. "Impact of alcohol advertising and media exposure on adolescent alcohol use; a systematic review of longitudinal studies." *Alcohol & Alcoholism*, 2009: 229-43. 7.

De Bruijn, A., Van den Wildenberg, E., Van den Broeck, A., Commercial promotion of drinking in Europe. Key findings of independent monitoring of alcohol marketing in five European countries, 2012, STAP the Dutch Institute for Alcohol Policy, Utrecht.

Bloom, D.E., Cafiero, E.T., Jané-Llopis, E., Abrahams-Gessel, S., Bloom, L.R., Fathima, S., Feigl, A.B., Gaziano, T., Mowafi, M., Pandya, A., Prettner, K., Rosenberg, L., Seligman, B., Stein, A.Z., & Weinstein, C. (2011). *The Global Economic Burden of Noncommunicable Diseases*. Geneva: World Economic Forum.

WHO Global Alcohol Strategy of 2010: http://www.who.int/substance_abuse/alcstratenglishfinal.pdf

Collins, R.L., P.L. Ellickson, D. McCaffrey, and K. Hambarsoomians. "Early adolescent exposure to alcohol advertising and its relationship to underage drinking." *Journal of Adolescent Health*, 2007: 527-34.

Ellickson, P.L., R.L. Collins, K. Hambarsoomians, and D.F. McCaffrey. "Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment." *Addiction*, 2005: 235-46.