



Observatoire français
des drogues et des
tendances addictives

*French Monitoring Centre
on Drugs and Addictions*

Quick assessment for Compared International Public Policies of Alcohol control (CIPPAL)

Carine MUTATAYI, OFDT

GAPC 2023 – Cape Town, 24-26 November, 2023



A quick assessment in 2022 based on a consultation process



Observatoire français
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a non-profit public body

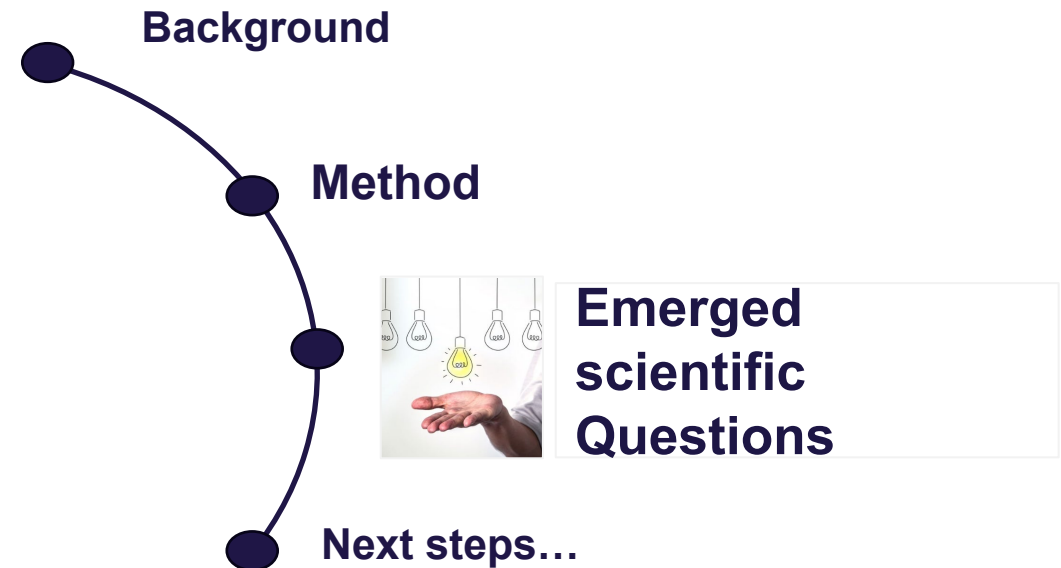
With **public funding** from the French Fund for Combatting Addiction (FLCA) under the National Health Insurance



No disclosure

by highlighting **priority scientific questions** on **alcohol control policies (ACP)**

In this presentation





Background: Alcohol is a major Cause of evitable Disease and Death in France as in western societies

- ◆ In France, **41,000 deaths per year**, including 30,000 in men and 11,000 in women: 11% (♂) and 4% (♀) respectively of all deaths among adults aged 15 and +
- ◆ In France, the **social cost of alcohol** is estimated at **€102 billion**, mainly (96%) based on the loss of human lives, lost quality of life and lost production resources (Kopp 2023)
- ◆ Monthly alcohol drinking in French **teenagers** (53%) is among the **highest** in Europe (ESPAD Group 2020)
- ◆ In 2020, a raise of alcohol-based violence during lock-down episodes related to the **covid-19** pandemic (OECD 2021).
 - ➔ A revived political and societal concern in this early 2020s, in France



A multi-year research to **Compare International Public Policies of ALcohol Control (CIPPAL)**, to better understand the **lessons that can be learned from specific national experiences and their implementation story**



A consultation process ...

2022

March ⇨ August

Mid-July
⇨ Mid September

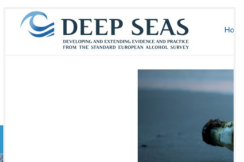
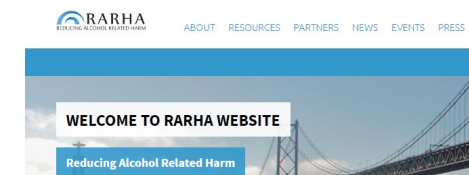
○ Identifying ACP and ACP experts via a thematic review (over 2016-2021)

Thematic review

○ Recruiting experts

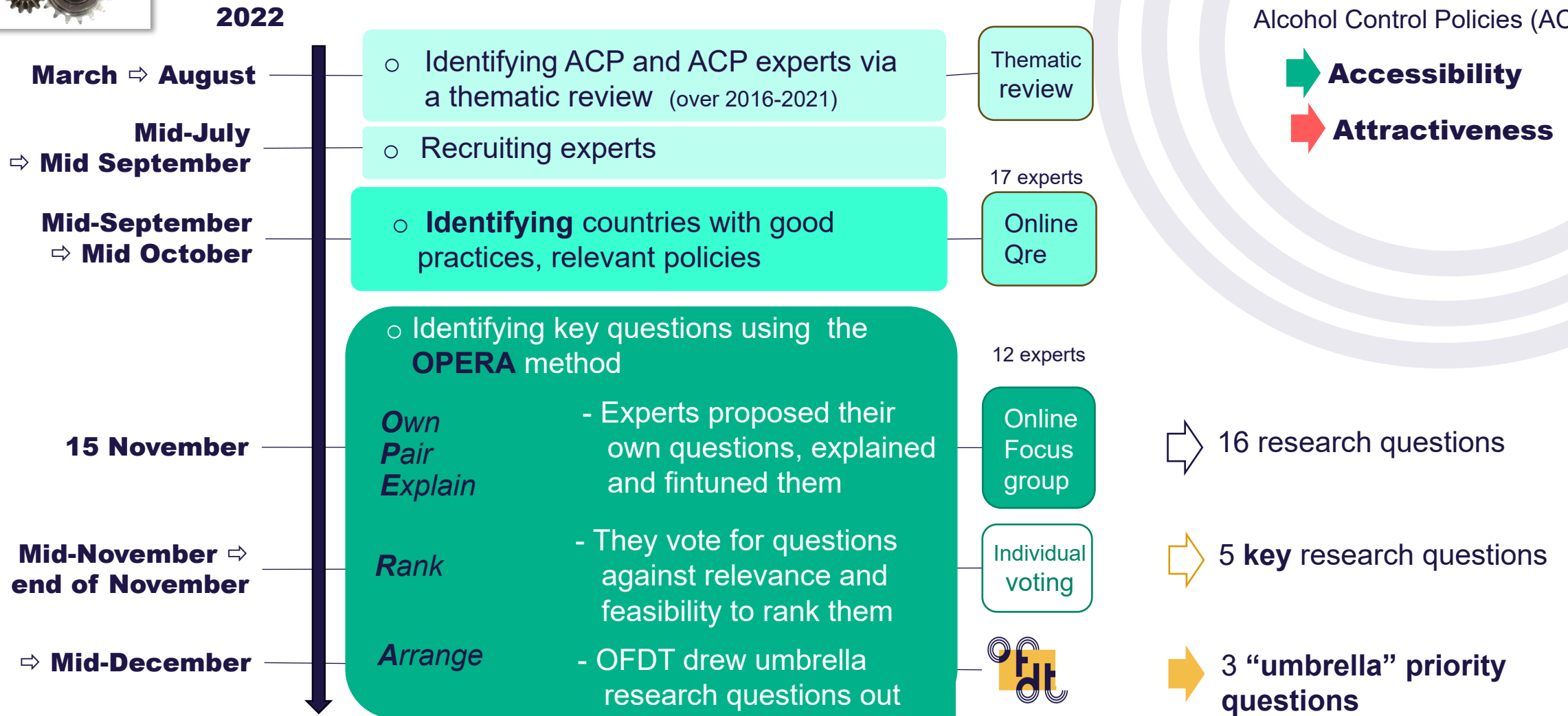
Alcohol Control Policies (ACP)

➔ **Accessibility**
➔ **Attractiveness**











A consultation process ... based on an OPERA method





Results: 16 research questions over 4 areas of ACPs







12 external experts in the full process

- Finland  Pia Mäkelä, Finnish Institute for Health and Welfare
- Germany  Sally Olderbak, Institut für Therapieforschung
- Ireland  Anne Doyle, Health Research Board
- Italy  Franca Beccaria, Eclectica+ SRL
- Italy  Emanuele Scafato, Istituto Superiore di Sanità
- Lithuania  Nijole Gostautaite Midttun, Lithuanian Tobacco and Alcohol Control Coalition (NTAKK)
- Portugal  Manuel Cardoso, Intervention on Addictive Behaviours and Dependencies (SICAD)
- Quebec (Canada)  François Gagnon and Alexandra Charrette, Institut national de santé publique du Québec (INSPQ)
- Scotland (UK)  Nathan Critchlow, Institute for Social Marketing and Health, University of Sterling
- France  Karine Gallopel-Morvan (French School of Public Health, EHESP)
- +  Carine Mutatayi, Marc-Antoine Douchet, OFDT













16 Q°	4 Areas	5 Key Q°	3 umbrella priority Q°
6	Support to ACP: levers, acceptance and countering lobbying	2	1
4	Marketing issues	2	1
5	Drivers and strategies in the civil society to circumvent ACP	1	1
1	Impact of the density of points of sale (POS)		

16 ranked research Questions (1)

No.	Support to ACP : Political levers, acceptance and countering lobbying	Global Score	By
3	<p>Which types of alcohol control policies tend to erode faster in different countries ?</p> <p>What are the available political, legislative and administrative instruments to stop this erosion?</p> <p>How do these instruments work, what are the obstacles to their implementation?</p> <p>And what innovative strategies were developed as a response to the liberalisation of alcohol control?</p>	5	
4	<p>What are the levers of acceptability by decision making arena that have supported major health-based changes in alcohol control policies?</p>	5	
7	<p>What are European good practices limiting the impacts of and regulating competition and maximization of alcohol sales by private off-premise outlets, for instance in the spheres of 1) pricing, 2) advertising or placement limitations, 3) types of licenses (esp: regarding wine and spirits)?</p>	4	
5	<p>How do industry public messages during periods of alcohol policy changes compare in countries with major changes in alcohol policy during 2010-2022?</p>	3	
1	<p>What are the differences and similarities in the networks of actors/stakeholders that have led to the development of the Irish alcohol policy law, the Scottish Minimum pricing Act, the Finnish regulations concerning internet promotions, and the Lithuanian ban on the promotions of alcohol on billboards, tv, radio and the Internet?</p>	2	
2	<p>How does the framing of the alcohol problem in national laws and policies contribute to mitigating (or increasing) cross-sectoral policy frictions (e.g., health, safety, and economic development) and thereby strengthen (or weaken) public health objectives regarding alcohol use?</p>	2	

16 ranked research questions (2)

N°	Marketing issues	Global Score	By
8	How does awareness of alcohol marketing and advertising in countries with statutory restrictions on advertising compare to countries with more permission (self-regulatory) controls?	6	
9	How does implementation of new controls on alcohol marketing/advertising influence exposure compared to a country where similar controls or restrictions are not implemented?	6	
6	How do messages in non-alcoholic (LoNo, energetic drinks?) beverages advertisements and their perception in countries where it is an issue compare?	3	
10	Does the inclusion of mandatory health information/warnings about the impact of alcohol increase awareness of the health risks among consumers?	2	
Drivers or circumvention strategies in civil society		Global Score	By
11	How do the state monopoly or the liberal status of the retail sale of alcohol manage to curb strategies for circumventing the ban on physical or remote sale to minors (underage) and to preserve minors (underage) from alcohol marketing in physical or virtual stores?	6	
12	Do drinking cultures affect acceptance and compliance to alcohol policies? Young people's knowledge and attitudes towards alcohol availability, attractiveness, and other norms (for instance penal laws)?	2	
13	What are the (psychosocial) determinants of the different levels of enforcement of alcohol control policies (ACP) and, in particular, the reasons of any kind of "normalisation" of selling alcohol to minors?	2	
14	How do accessibility control policies in POS impact purchase behaviours? Do they give rise to adaptive alternatives for supply?	1	
15	What are the levers of acceptability by civil society that have supported major health-based changes in alcohol control policies?	0	
Impact of the density of points of sale		Global Score	By
16	To what extent does alcohol outlet density influence alcohol-related harm?	2	

3 umbrella priority questions

How do the available policy, legislative and administrative instruments and innovative strategies to prevent the erosion of ACPs work with regards to:

a) prohibition of alcohol sales to minors, b) state monopoly on retail trade, c) minimum unit pricing; d) restriction of advertising on audiovisual and digital media?

[levers and advocates vs obstacles and opponents]

Based on question 3,
combined with questions 7 and 1

How can regulatory controls on Audiovisual or Digital Alcohol Marketing (ADAM) influence young people's awareness of alcohol marketing and their exposure to these marketing channels?

Based on question 9,
combined with question 8

How do the state monopoly or the liberal status of alcohol retailing influence the psychosocial and structural determinants of circumventing the underage alcohol sale ban? How does it manage to curb the infringement of ban and preserve minors from alcohol marketing in physical or virtual shops?

Based on question 11,
combined with questions 12 and 13



Next step: a focus on Audiovisual and Digital Alcohol Marketing (ADAM) until 2025

How can regulatory controls on Audiovisual or Digital Alcohol Marketing (ADAM) influence young people's awareness of alcohol marketing and their exposure to these marketing channels?

This issue of alcohol marketing will be covered by the CIPPAL-ADAM project, on the basis of a mixed-method, from November 2023 to November 2025, with contribution from Finlande, France, Ireland, Italy, Lithuania and Switzerland.



CIPPAL-ADAM project presented at the 14th EUSPR Conference



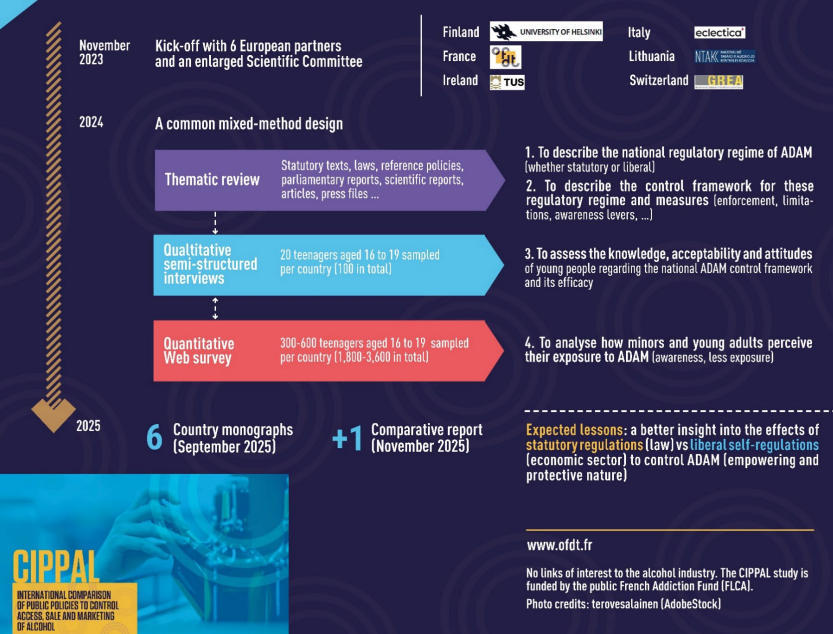
14th EUSPR Conference
Sarajevo, 3th-6th October 2023

Comparing European Alcohol Control Policies: the case of Audiovisual and Digital Alcohol Marketing (CIPPAL-ADAM project)

Carine Mutatayi

Background: It is essential for States to better distinguish what can be learned from specific national experiences and trajectories in implementing Alcohol Control Policies (ACP). In 2022, the OFDT consulted a group of experts from 13 countries in Europe and Quebec (CA) to identify topical scientific questions about ACP. From three key issues, emerged the need of better addressing the field Audiovisual and Digital Alcohol Marketing, within the next few years.

How can regulatory controls on Audiovisual or Digital Alcohol Marketing (ADAM) influence young people's awareness of alcohol marketing and their exposure to these marketing channels?



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**Thank you for
your attention**

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