

## In Your Face

Supporting young people and people in recovery to shape alcohol marketing restrictions in Scotland.

GAPC 2023

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Deputy Chief Executive



# The Network's 2017 Report



## Promoting good health from childhood

Reducing the impact of alcohol  
marketing on children in Scotland

A report by the virtual expert network on alcohol marketing

- Research has found that alcohol marketing
  - Is appealing to children
  - Influences their attitudes
  - Encourages their drinking
  - Has a cumulative effect
  - Shapes perceptions of what is normal
- Self-regulation is failing
- Recommended that Scottish Government
  - restrict advertising in outdoor and public spaces and in print publications, and end sport and event sponsorship.
  - work with UK Government to restrict advertising on TV, in cinemas and online.

# Scottish Government Framework Commitments

IMPROVING  
SCOTLAND'S  
HEALTH



## Alcohol Framework 2018: Preventing Harm

next steps on changing our relationship with alcohol

### *reduce alcohol harm*

reduce health  
inequalities

protect children  
and young people

**ACTION 9:** we will press the UK Government to protect children and young people from exposure to alcohol marketing on television before the 9pm watershed and in cinemas – or else devolve the powers so the Scottish Parliament can act.

**ACTION 1:** we will put the voices of children and young people at the heart of developing preventative measures on alcohol. This will involve encouraging and seeking the views of children and young people.

**ACTION 10:** we will consult and engage on the appropriateness of a range of potential measures, including mandatory restrictions on alcohol marketing, as recommended by the World Health Organization, to protect children and young people from alcohol marketing in Scotland.

# Alcohol Marketing Expert Network 2020-2022



- Prof. Thomas Babor
- Associate Prof. Nicholas Carah
- Prof. Sally Casswell
- Dr. Nathan Critchlow
- Prof. Karine Gallopel-Morvan
- Prof. Amandine Garde
- Prof. Gerard Hastings
- Prof. David Jernigan
- Prof. Mark Petticrew
- Dr. Richard Purves
- Tom Bennett – Scottish Recovery Consortium
- Florence Berteletti - Eurocare
- Dr. Aimee Brownbill - FARE
- Alison Douglas - AFS
- Dr. Alison Giles – IAS
- Dr. Alastair MacGilchrist - SHAAP
- Eunan McKinney – Alcohol Action Ireland
- Dr. Peter Rice – Chair of Eurocare
- Julia Stafford – Cancer Council Western Australia
- Wim van Dalen – STAP and EUCAM

UK

Ireland

France

Belgium

The  
Netherlands

USA

Australia

New  
Zealand

# Expanded populations of interest

- Children and young people
- People with (or at risk of) an alcohol problem
- General population

The purposes of bans or comprehensive restrictions on alcohol advertising, promotion and sponsorship are:



to prevent young people from being exposed, which is known to influence the decision to start consuming alcohol and to increase alcohol use;



to reduce the presence of alcohol cues that can induce reactivity and craving in alcohol-dependent persons; and

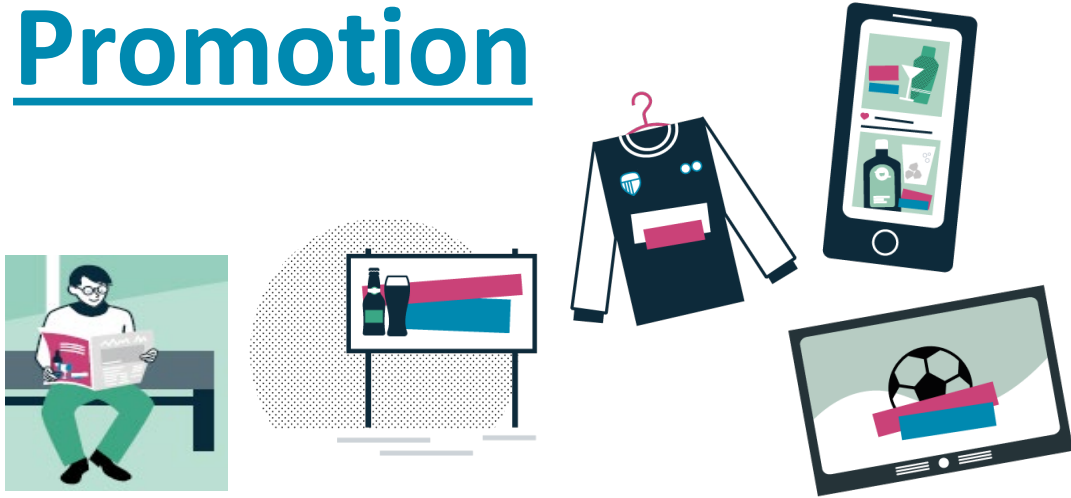


to prevent industry influence on social norms relating to consumption in general, given the negative public health, economic and social consequences of alcohol use.



# Increased scope (the 'marketing mix')

## Promotion



## Product



## Place



## Price



# Expanded evidence base

- Commissioned **research**:
  - Rapid literature review of the effect of alcohol marketing on people with (or at risk of) an alcohol problem
  - Case study research on lessons from implementation of alcohol marketing restrictions in seven European countries
- Hearing from people directly affected – **engagement** with children and young people and people in recovery in Scotland.



# Make your voices heard!

- AFS Involvement Team:
  - Expert Network Report
  - ‘In Your Face’ animations
  - Ministerial roundtables
  - Scottish Government alcohol marketing consultation





# What people say...



“We see alcohol every day, up to a few times a day but we are just kind of used to seeing it.”

12-15-year-old

“Alcohol marketing makes it harder to maintain recovery when visually seeing alcohol marketed and promoted. A visual trigger.”

Person in recovery

“It makes me feel angry – alcohol is a really dangerous chemical that destroys people’s health. Why are they trying to associate it with sport?”

Person in recovery

“The Rock advertises his own, like, alcohol brand on his Instagram. He takes pictures of it.”

12-14-year-old

“It should be in adult-only shops.”

10-year-old, Member of Children’s Parliament

“The Champions League sponsor is Heineken. The logo is green and black. At the start of the match, they announce the sponsor and you can see the adverts all over the stadium.”

“Where do we see alcohol?  
Everywhere!”

“I remember at my brother’s football match, there were alcohol advertisements all around the pitch.”

“There are four aisles of alcohol in the Asda [shop].”



“No one asks us about alcohol and suddenly when you think about it, you realise it’s all around you all the time.”

**"Alcohol marketing is utterly ubiquitous, it's really hard to forget about the urge to have a drink when you're surrounded by it. Even the ads for alcohol free variants."**

**Person in recovery**







"Until you are in recovery it is hard to understand how important this is. Reducing alcohol advertising could easily help save lives for many in the recovery community"



# Human rights-based approach

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Health

UN Convention on the  
Rights of the Child  
(UNCRC)

Free from exploitation

Life, survival and development

Privacy

International Covenant  
on Economic, Social and  
Cultural Rights (ICESCR)

“Protection from alcohol-related harm... contributes to the fulfilment of the right to the highest attainable standard of health...”

World Health  
Organization  
Global Alcohol Action  
Plan for 2022-2030<sup>73</sup>



# The Network recommends that the Scottish Government should:

- Introduce statutory restrictions on alcohol marketing activities in all areas of its competence, including:
  - advertising in outdoor and public spaces
  - sponsorship of sports and events
  - branded merchandise
  - advertising in print publications
- Mandate health information on all packaging
- Ensure restrictions include all forms of brand marketing
- Further restrict the display of alcohol in shops
- Stop price being used as a promotional tool



# Impact and what's next?

- Scottish Government consulted on restricting alcohol advertising and promotion in early 2023. Huge response including from children's groups and people in recovery. Big backlash from the alcohol industry.
- Analysis anticipated before the end of the year.
- Continue to build on 'In Your Face' to make clear the need and support for marketing restrictions.
- WHO Europe project to co-produce a practical tool on digital marketing with children and young people.
- Local involvement projects and activities: MUP, marketing, availability and licensing.



# Thank you

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 @Laura3Mahon

# International focus

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- General recommendations for any country wishing to take action to restrict alcohol marketing
  - Comprehensive statutory restrictions
  - Policy implementation
  - Monitoring and enforcement
  - Evaluation
- Recommendation for WHO to develop an international approach as part of a Framework Convention on Alcohol Control

