

Alcohol advertising near schools in Auckland

October 2023

Alcohol Healthwatch

Alcohol Healthwatch
Whakatūpato Waipiro



Presented By:
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ALCOHOL HEALTHWATCH



Promote and provide credible and up-to-date evidence-based information



Engage and mobilise communities to take action on a range of alcohol-related harms

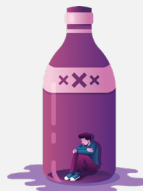


Active in the media to raise awareness of alcohol-related harm and the solutions

BACKGROUND:
Alcohol harm in New
Zealand (NZ)



1 in 5 Kiwis drink
hazardously, #1 behavioural
risk factor for death and
DALYs in those aged 15-49

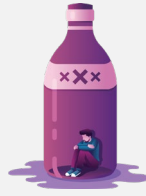


50% of alcohol use
disorders in NZ are
developed by the age of 20



Children are more bound to
their environments & suffer
more harm than adults

BACKGROUND:
Current NZ research



Children exposed 4.5x a day to alcohol advertising - Māori and Pacific children 5x and 3x more frequently



Alcohol advertising is common in urban areas



Bus stops near schools show junk food and sugary beverages advertising



But how much alcohol advertising is there near schools?

BACKGROUND:
Some 'protections'



Particular policy and political context; no legal protections for schools

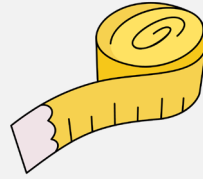


Some Auckland-specific restrictions, including Signs Bylaw and Auckland Transport policy

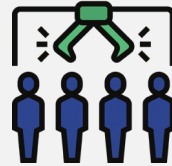


Alcohol Advertising Standards (ASA) code

AIMS AND METHODS



Aim = to measure the prevalence, type, and location of alcohol advertising within 500 metres of Auckland schools



Random, stratified (by region and decile) sample of 10% of schools



Included 0% branded beverages, licensing trust branding, & pics of consumption



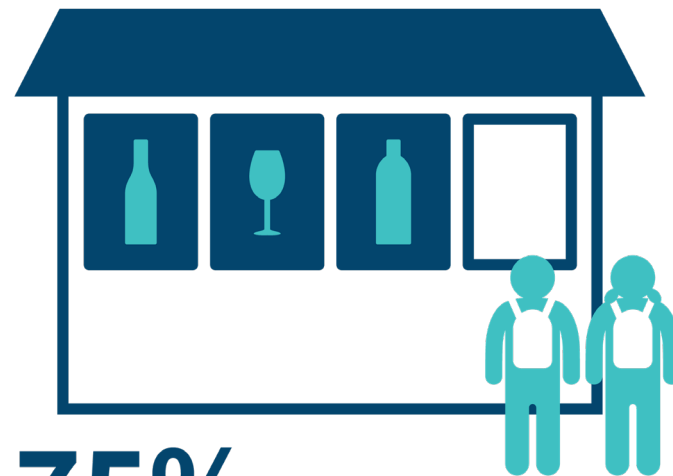
Each advertising site counted as one



FINDINGS

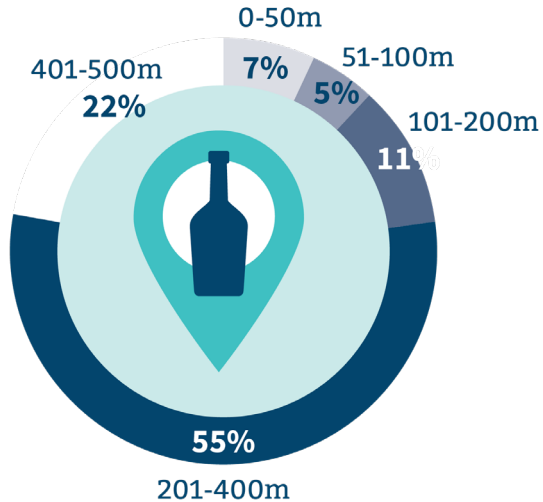


56% of schools had at least one alcohol advertisement within 500 metres.



75% (Three in every four) alcohol advertisements were from nearby off- or on- licences.

FINDINGS



CLOSE TO SCHOOLS

78% of the alcohol advertisements were **within 400 metres of the schools.**



QUANTITY

66% of schools had **one alcohol advertisement in the radius**, but the average number of advertisements near the schools was 2.

FINDINGS



LOW INCOME AREAS

63% (the largest proportion)
of the alcohol advertisements were
near **low decile schools**.

DISCUSSION



Deprived areas inequitably affected



Most of the ads from off- or on-licences – then flyers, posters, billboards, and other



Urgent need for alcohol advertising and sponsorship free environments



Highlights continued failure of the ASA code

DISCUSSION



Effect of licensing trusts on findings



Implications for Local Government – Signs Bylaws, practice notes



Some limitations to this study

CONCLUSION



Alcohol ads are common near Auckland schools



The status quo offers few protections and is inadequate



Alcohol Healthwatch will continue to advocate for healthier and safer environments

Thank you

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