

**Barriers to Alcohol Policy
Implementation in Latin America and
the Caribbean
And what to do about it**

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Alcohol Best Buys



**Reduce
harmful use
of alcohol**



Tax

Increase excise taxes on alcoholic beverages



Advertising

Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media)



Availability

Enact and enforce restrictions on the physical availability of alcohol in sales outlets (via reduced hours of sale)



**Pan American
Health
Organization**



**World Health
Organization**

**World Health
Organization**
Americas

SAFER

- Los problemas de alcohol pueden ser minimizados o prevenidos utilizando se una respuesta coordinada y sistematica.
- Las politicas de alcohol que limitan el acceso a las bebidas, promueven conducir sin alcohol, incrementan la edad legal para compra de bebidas, limitan la exposicion al mercadeo y incrementan los precios son capaces de reducir el dano relacionado al alcohol
- En la mayoria de los paises, regulacion del asequibilidad, disponibilidad del alcohol, y promocion del alcohol son las estrategias mas costo-efectivas, pero la fiscalizacion de las leyes de conduccion bajo el alcohol y aporte de tratamiento y las intervenciones breves tambien son necesarias

Barriers imposed by.....

- The alcohol industry
- National and local governments
- Civil society organizations
- The scientific community

Barriers to effective policy within governments

- Neo-liberal, pro-business ideology
- Lack of public health priorities
- Political corruption
- Lobbying by industry
- Revolving door arrangements between government officials and industry organizations

Barriers created by Industry-civil society partnerships

- Conflicts of interest
- Reputational damage
- Financial dependence
- Unintentional support of industry agenda
- Facilitation of industry's brand marketing
- Facilitation of industry's stakeholder marketing

The Alcohol industry























































- A multinational business complex that includes producers of beer, wine, and distilled spirits, as well as
 - a large network of distributors, wholesalers, and related industries, such as hotels, restaurants, bars, and advertisers
 - industry sponsored social aspects and public relation organizations (SAPROS)
 - trade associations

The “industry” is not monolithic but sometimes acts in concert in relation to regulatory policies, especially the large transnational corporations and their trade associations and SAPROs.

Industry Trends

- Consolidacion global
- Selecccion de nuevos mercados
- Nuevos productos
- La promocion de las marcas de alcohol
- La “responsabilidad social” de la industria de alcohol

Global alcohol producers: who are they?

Company	Category	HQ	2014 Revenue	Major Brands
 AB InBev	Beer	 Leuven, Belgium	£31bn	   
 SAB MILLER	Beer, Cider	 London, UK	£15bn	   
 HEINEKEN	Beer	 Amsterdam, Netherlands	£14bn	   
 Carlsberg Group	Beer, Cider	 Copenhagen, Denmark	£6bn	   
 DIAGEO	Spirits, Beer, Wine	 London, UK	£10bn	   
 Pernod Ricard	Spirits, Wine	 Paris, France	£6bn	   
 BACARDÍ	Spirits	 Hamilton, Bermuda	£3bn	   
 Constellation Brands	Wine, Beer, Spirits	 Victor, NY, USA	£4bn	   
 E&J Gallo Winery	Wine	 Modesto, CA, USA	£3bn	   

Source: annual reports, company websites and press reports (note that Heineken and SAB Miller are treated as separate entities as the details of 'NewCo', their merged entity, remain unclear)

Industry Strategies	Tactics
Commercial Strategies	
Marketing and sponsorships	Traditional marketing, digital and social marketing
Price	Pricing discounts and promotions, premiumisation
Product design	Product innovation and design for select target groups
Corporate Political Activities*	
Access/ information	Campaign contributions, lobbying, partnerships, shaping the evidence base
Constituency building	Partnerships, establishing SAPROs, corporate image advertising
Policy substitution	Develop/ promote self-regulation, alternative policies and or voluntary activities
Financial incentives or disincentives	Economic leverage
Legal action	Preemption, litigation, shaping trade policy

*Adapted from Savell et al. 2016; Hillman & Hiits, 1999

Examples of industry tactics:

Lobbying Examples: Brazil

- Alan Vendrame (2016) documents a failed attempt by public health authorities to change the current marketing law of Brazil.
- Because the law excludes beer and many wines from any control, it allows children and adolescents to be exposed to massive alcohol marketing on television and radio.

Alcohol and Cancer: Drink Pink



- Mike's Hard Lemonade sponsors the Breast Cancer Research Fund's annual Hot Pink Party in New York City, providing Mike's Limited Edition Hard Pink Lemonade for attendees to drink, displaying signs of the Mike's logo and being listed in press coverage as a major sponsor.

Threat of legal action

- Industry representatives threatened to sue the Yukon territory, alleging trademark infringement and even defamation over warning labels
 - *“The (cancer) label they chose to use is inaccurate and misleading.”*
 - *“To claim that alcohol causes cancer, or can cause cancer, is not accurate ... The cancer issue for any food product is way too complex an issue to be discussed on the label.”*
 - Luke Harford, President of Beer Canada



Conclusions

- The alcohol industry is actively involved in promoting demand for alcohol with a view to increasing its sales and profits, particularly in new market segments like women and young adults.
- The industry's commercial, political, and CSR activities resemble public relations and branding exercises often used to promote ineffective policies and oppose effective policies.
- The industry's activities compromise the work of public health experts, the academic community, and NGOs
- Support for evidence-based policy and cessation of lobbying against effective policies should be a pre-condition for engagement with the alcohol industry.

What can be done?



- ▷ Public health countermeasures to address the alcohol industry's:
- ▷ a) Commercial strategies
- ▷ and
- ▷ B) Corporate political activities

Overcoming Barriers: Public health advocacy for evidence-based policy

- Corporate impact statements
- Counter-marketing
- Focus on youth, women, human rights
- Linking alcohol health policy with other dangerous consumption industries (e.g., junk food, sugar sweetened beverages)
- Alcohol taxes to reverse the effects of food, soda, tobacco and alcohol on NCDs



Public health surveillance

- Systematic collection, analysis, and interpretation of health-related data
- Purpose:
 - Determine range of industry activities and likely impact on alcohol-related harms,
 - Educate the public and key stakeholders,
 - Ensure public health is not being compromised.

¿Publicidad responsable? México



Example: 2014 FIFA World Cup

- ▷ Largest media event in history
- ▷ Overall, 86.2% of unique ads were found to contain at least one violation of the alcohol industry's own self-regulation codes.



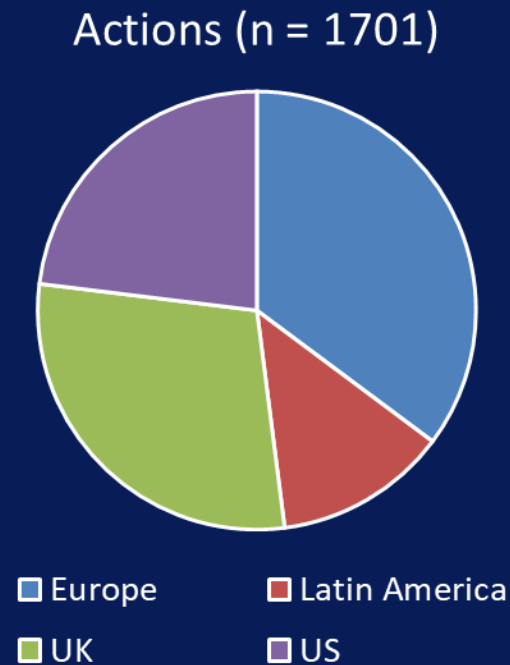
Have the potential to influence evidence-based policy by educating the public and policymakers.

Example: Global Producers Industry Actions Surveillance Project

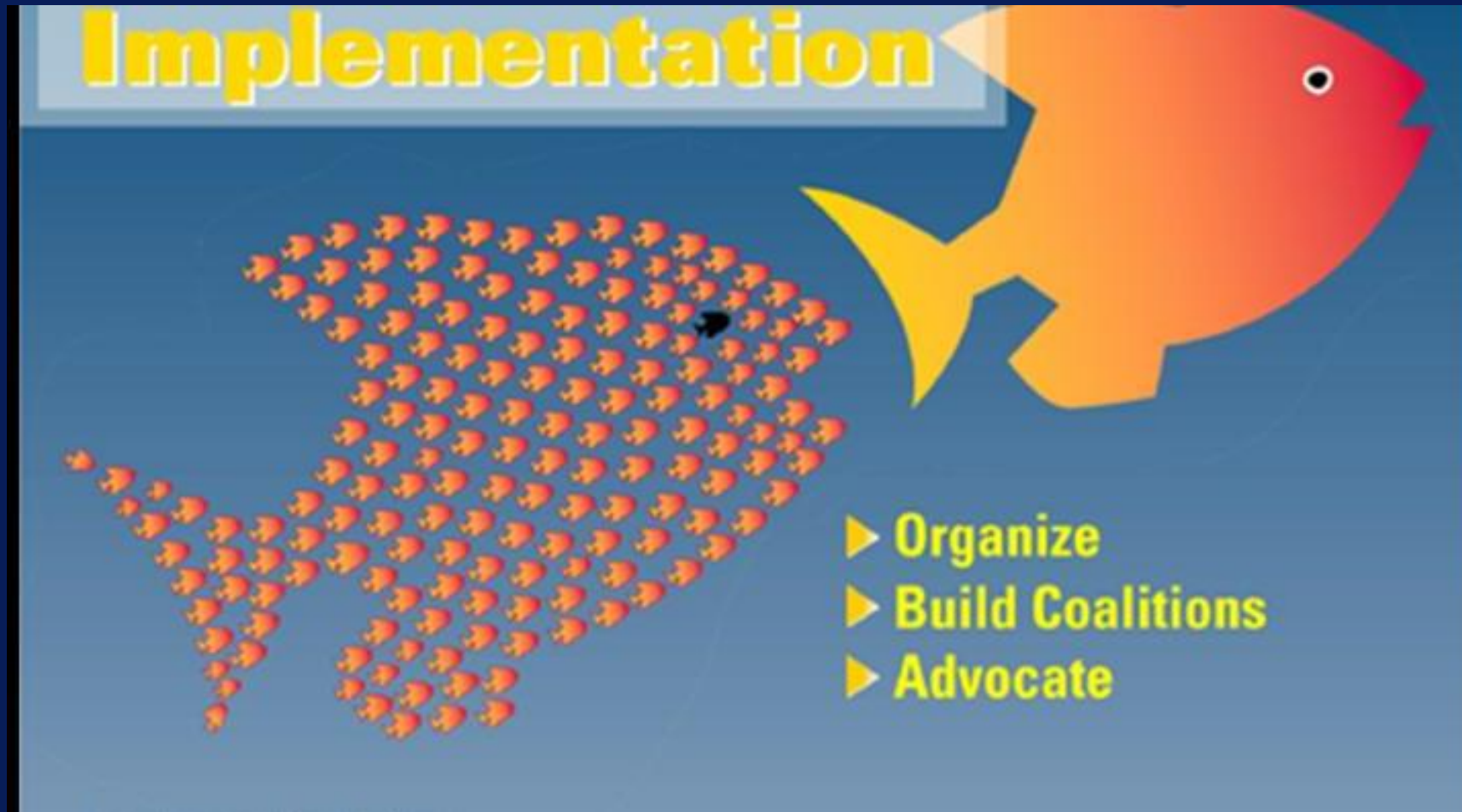
- What proportion of the Global Producers' 3,550 'Industry Actions':
 - conform to the ten areas described in the WHO Global Strategy?
 - can be considered as “evidence-based” activities likely to have a positive impact on drinking behavior or alcohol-related problems?
 - have the potential to promote a brand or product (i.e., marketing potential)?
 - have the potential to impact policy, or create harm?

Methodology

- Content analysis of an online database of industry initiatives, 'Industry Actions to Reduce Harmful Drinking'
 - Compiled by International Alliance for Responsible Drinking (IARD)

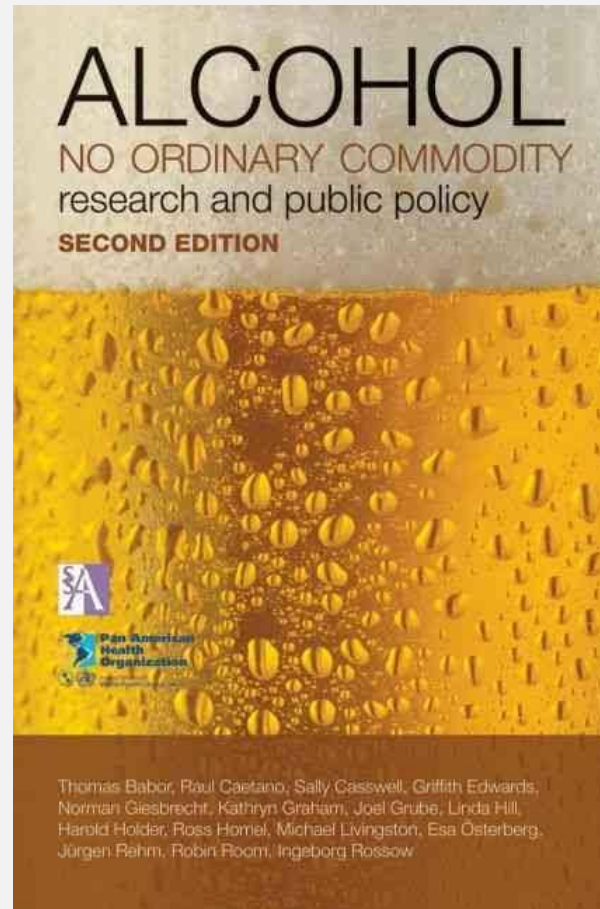


How do we translate research into action?



Alcohol: No Ordinary Commodity

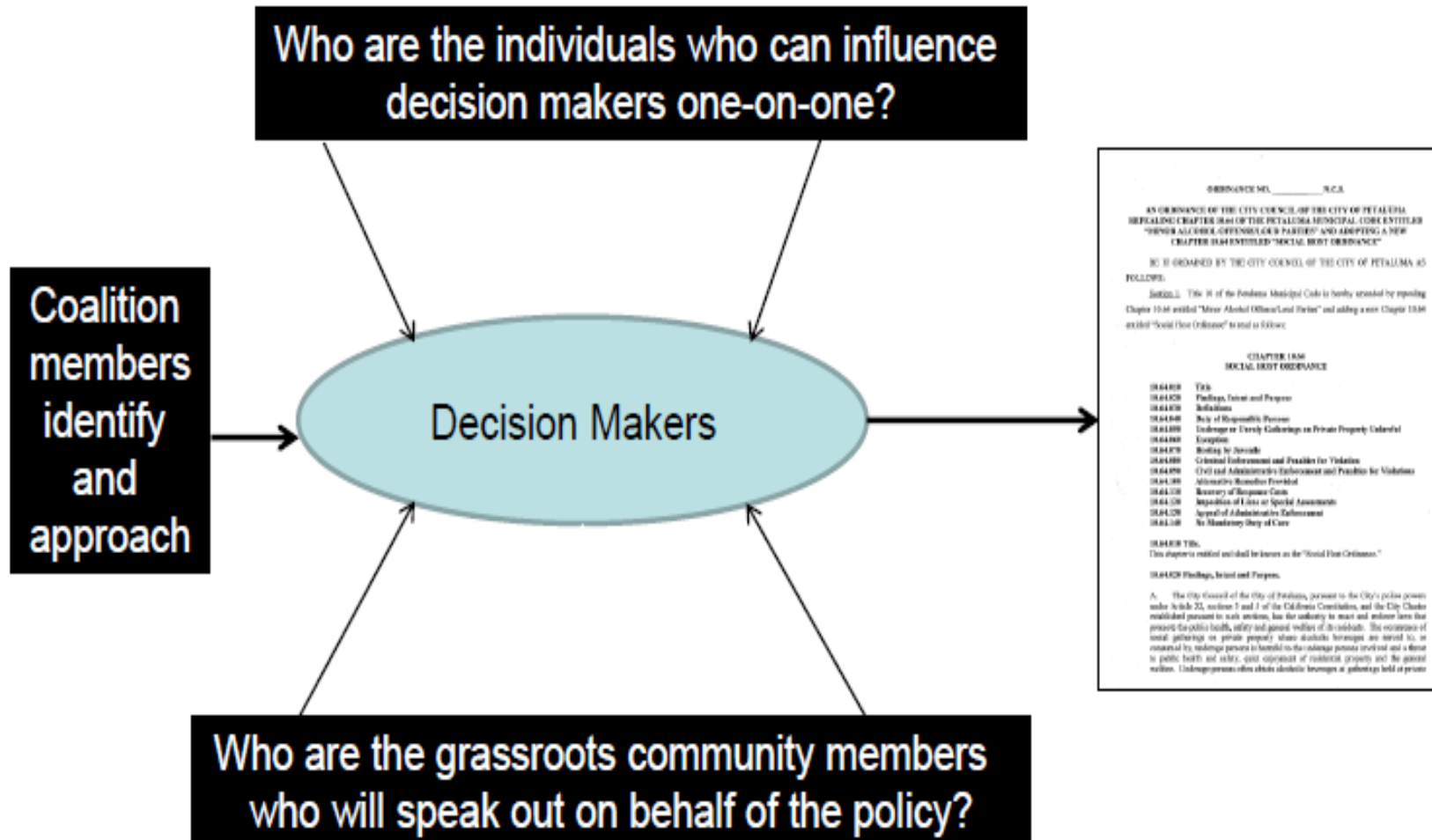
An advocate's guide for evidence-based policy



Alcohol policy: two frames

Industry frame	Public health frame
Alcohol consumption is normal, fun and healthy.	Alcohol consumption is linked to more than 200 diseases and health conditions.
The majority of people drink responsibly.	Most of the alcohol is consumed “irresponsibly” (i.e. by binge and underage drinkers).
The small minority of irresponsible drinkers causes all the problems.	So many people drink irresponsibly occasionally that population-level solutions are needed.
Effective solutions are education, industry self-regulation, and public-private partnerships.	Evidence suggests that effective solutions are those that affect availability, price and marketing of alcohol.

Organizing to Support Policy Adoption



Policy adoption

- Essential Elements
 - Implementing the core components of the policy
 - Ensuring the policy is enforced
 - Carrying out the evaluation of policy impacts

First things first

- Policies require public support
 - For passage
 - For enforcement
 - To deter post-passage efforts to repeal the policy

Implementation: Step 1

- Get the Policy Right in the First Place
 - Get the organization responsible for enforcement involved in the policy development early on...
 - Do your homework to be confident there are no legal barriers to enforcement
 - Be sure there are enforcement resources included in the policy

Implementation: Step 2

- Combine “Soft” and “Hard” Approaches
 - Public awareness of the policy and it’s enforcement is important
 - Clearly defined sanctions for policy violations

Implementation: Step 2 (cont.)

Deterrence Theory

- Legal threat of punishment encourages or prevents behavior
- Punishment must be perceived as:
 - Certain
 - Swift
 - Having appropriate severity



Implementation: Step 2 (cont.)

- Example of *Hard* Approaches
 - DUI Enforcement
 - Administrative per se laws
 - Anti-plea bargaining laws
 - Mandatory penalties for first offense
 - Open container laws
 - Mandatory breath tests
 - Sobriety Checkpoints

Implementation: Step 3

- Educate and Build Awareness of the Policy and Enforcement Efforts
 - Public awareness supports deterrence
 - Perceived risk of getting caught
 - Belief that sanction will be levied
 - Public awareness should be on-going

Como superar los desafios

- Colaborar con organizaciones internacionales tal como la OPS y la OMS
- Fortalecer la capacidad de investigacion
- Monitorar y evaluar las actividades de la industria
- Desarrollar politicas sobre los conflictos de interes para los gobiernos, academia, ONGs, profesionales de salud
- Desarrollar redes nacionales, regionales y mundiales para alcohol y las politicas publicas