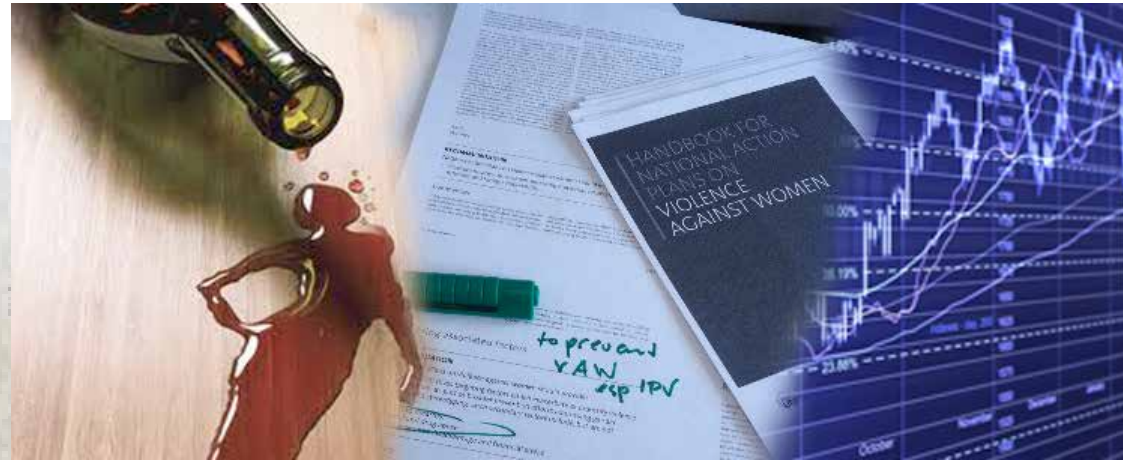


# PROFIT OVER HUMAN RIGHTS



BIG ALCOHOL OUT OF CONTEXT IN PUBLIC HEALTH POLICY MAKING



## BIG ALCOHOL'S TRACK RECORD SPEAKS FOR ITSELF

### Conflict Of Interest

There's an obvious conflict of interest between the global alcohol industry and public health objectives: alcohol harm needs to decrease on population level for better public health. But the global alcohol industry wants more alcohol consumption, not less.

Big Alcohol's thirst for profits opposes societies' objectives to improve health and well-being<sup>1</sup>.

### Tactics Like Big Tobacco

Big Alcohol uses the same tactics like Big Tobacco in efforts to circumvent evidence-based, high-impact public health policies<sup>2</sup>.

Documents show Big Alcohol and Big Tobacco work closely together, share information, share similar concerns, and use similar arguments to defend their products and prevent or delay restrictions being placed on their products<sup>3</sup>.



## BIG ALCOHOL'S WAY OR PUBLIC HEALTH'S WAY

### Self-Regulation Does Not Work

In 2010 the Health Committee of the UK Parliament examined advertising practices of the alcohol industry<sup>11</sup> :  
"The industry's own codes of conduct are systematically violated."

After a decade of studying Big Alcohol it was concluded in 2003 in Australia, that self-regulation and voluntary codes had failed despite the industry's constant reassurance that the system could be bettered<sup>12</sup>.

In an international analysis of involvement by so-called "unhealthy commodity" companies (food, tobacco, alcohol, soft drinks) in health policy-making, researchers from among others Australia, Britain, Brazil said self-regulation was failing and it was time Big Alcohol was regulated more stringently from outside<sup>13</sup>.

### Policies That Do Work

The "Best Buys" interventions to prevent and reduce alcohol related harm are well documented in scientific research as cost-effective, high-impact and evidence-based measures<sup>14</sup>.

The strongest, most cost-effective strategies include among others restricting the affordability of alcohol, e.g. through taxation that increases prices; restrictions on the physical availability of alcohol, e.g. through promoting alcohol free environments especially for children and youth; and alcohol marketing restrictions, e.g. bans of alcohol advertising.

They are acknowledged by the World Economic Forum<sup>15</sup>, World Bank<sup>16</sup>, and the WHO Global Alcohol Strategy<sup>17</sup>:

- Increase taxation
- Restrict the physical availability of alcohol
- Bans on alcohol advertising

## BIG ALCOHOL TARGETING VULNERABLE GROUPS

### Women and girls

Alcohol Marketing often objectifies and sexualizes women, portraying women as tools, perpetuating gender stereotypes and inequality<sup>7</sup>.

Nearly 1 in 5 advertisement occurrences targeting youth in the USA contained sexual connotations or sexual objectification.

### Young people

The content of alcohol ads in magazines is more likely to violate industry guidelines if the advertisement appears in a magazine with sizable youth readership.

Ads in magazines with a substantial youth readership (at least 15%) frequently showed alcohol being consumed in an irresponsible manner<sup>8</sup>.

Big Alcohol increasingly uses online games that feature alcohol brands, secret parties with online invitations, Facebook and other social media to target youth<sup>9</sup>.



## BIG ALCOHOL TARGETING VULNERABLE GROUPS

### Children

Big Alcohol encourages children to develop a taste for alcohol by marketing "Tim Tams" (Australian candy, popular with kids) flavored with Tia Maria, chocolates flavored with Malibu, vodka flavored lip gloss and fudge and potato chips flavored with Jim Beam whisky.

In flavoring candy popular among children Big Alcohol is exposing children to alcohol, introducing brands at an early age, encouraging familiarity with and loyalty to alcohol products.

Children in the UK, as young as 10 years, are more familiar with some alcohol brands and adverts than those for popular foods and snacks<sup>10</sup>.

### UN Convention On The Rights Of The Child

Art. 3,1: "In all actions concerning children, whether undertaken by public or private social welfare institutions, courts of law, administrative authorities or legislative bodies, the best interests of the child shall be a primary consideration."

## BIG ALCOHOL'S TRACK RECORD SPEAKS FOR ITSELF

### Profit Over Science

Big Alcohol consistently opposes cost-effective policy interventions found in research to be effective at a population level, without actually engaging with the research literature in any depth<sup>4</sup>.

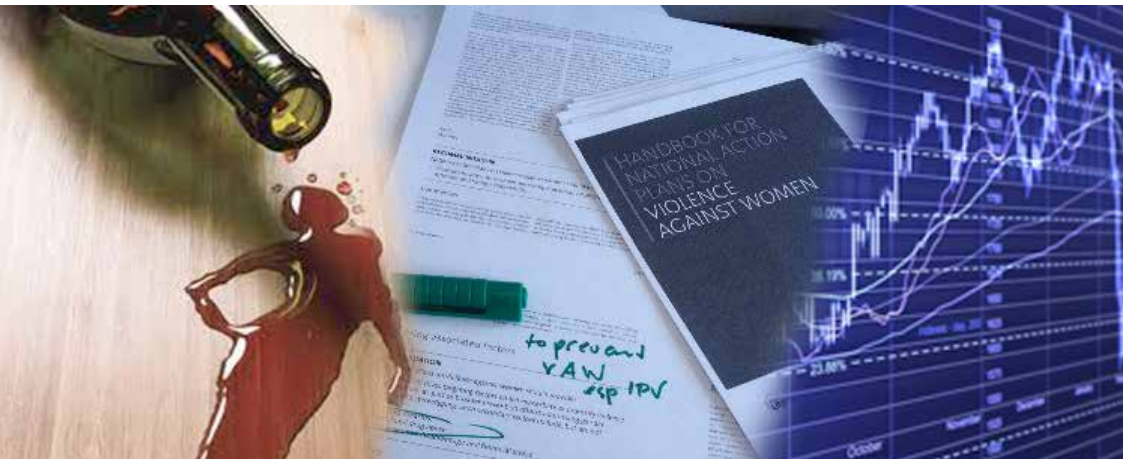
Strong evidence is misrepresented and weak evidence is promoted.

Unsubstantiated claims are made about the adverse effects of unfavored policy measures and advocacy of policies favored by Big Alcohol is not supported by the presentation of strong evidence<sup>5</sup>.

### Example From Sub-Saharan Africa

Big Alcohol claimed national policies were formulated at meetings sponsored by ICAP to fit the specific needs of four different African countries.

These plans were found to be virtually identical, with all documents originating from the MS Word document of a senior executive of SABMiller, one of ICAP's funders<sup>6</sup>.



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## Universal Declaration of Human Rights

Art. 1: "All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood."

## WHO Constitution

"... The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being..."