



Digital marketing of alcoholic beverages: what has changed?

Thursday, 09 December, 2021 – 12:00–13:30 CET

ABOUT

The more individuals are exposed to alcohol marketing, the more likely they drink. Exposure to alcohol marketing increases acceptability on drinking alcohol, age of onset and drinking behaviour, including binge drinking. Digital platforms quickly became a powerful marketing tool for alcoholic beverages. Through constant and systematic data collection, digital platforms elicit consumer preferences, attitudes and behaviours. Unlike television commercials or billboards, digital marketing of alcoholic beverages is not bounded by time or space, and its rapid expansion poses new challenges for its regulation and enforcement to be at pace. This webinar will feature digital marketing transformations, discuss the options to tackle this evolving phenomenon and outline possible next steps for the alcohol control field.

AGENDA

| | |
|--|--|
| Opening session | Welcoming Naoko Yamamoto – Assistant Director-General, Healthier Population Division World Health Organization |
| | Health promotion approach to addressing acceptability of alcohol Rüdiger Krech – Director, Department of Health Promotion World Health Organization |
| Alcohol marketing transitioning towards digital platforms | Overview of the event Benn McGrady – Head, Health Law and Policy Unit Department of Health Promotion, World Health Organization |
| | Cross-border marketing: challenges and opportunities for reducing alcohol consumption Dag Rekve – Senior Technical Officer, Alcohol, Drugs and Addictive Behaviours Unit Department of Mental Health and Substance Use, World Health Organization |
| Spotlight on countries | Digital marketing: policy options for the WHO European region Eric Carlin – Consultant, World Health Organization Regional Office for Europe European Office for the Prevention and Control of Noncommunicable Diseases |
| Lessons from other unhealthy commodities | Experience and updates from the area of (digital) food marketing Katrin Engelhardt – Scientist, Healthy Diet Policies Department of Nutrition and Food Safety, World Health Organization |
| | Spotlight on Australia Harmful industries' digital marketing to children Lucy Westerman – Lead, Commercial Determinants of Health Victorian Health Promotion Foundation – VicHealth, Australia |
| Round table Questions & Answers | Protecting people for unethical marketing: how we can be at pace? Sally Casswell – Director, Social and Health Outcomes Research and Evaluation (SHORE) & Whariki Research Centre, New Zealand |
| Closing | Final remarks Juan Tello – Head, Less Alcohol Unit Department of Health Promotion, World Health Organization |