

## Alcohol Advertising and Privatization Fact Sheet <sup>1</sup> March 2004

### The Youth Market

Between 1995 and 2000, the number of American youth (ages 12 to 17) who started drinking alcohol rose from 2.2 million to 3.1 million (O'Hara et al., 2003).

In 2003, 66% of Ontario high school students (grades 7-12) reported drinking during the previous 12 months, which translates to 641,700 underage students. 26.5% admitted drinking alcohol at hazardous or harmful levels. 25% of students restrict their drinking to special occasions only, while 12% drink at least once a week (Adlaf et al., 2003).

Marketing experts believe that young people are targeted in beer advertisements. One in five Canadians aged 18 to 24 is a heavy drinker. This 2% of the adult population consumes 11% of the total beer sold (Theobald, 1999).

16.6% of American eighth graders reported having been drunk at least once in the past year, and by tenth grade, that number is 39.9% (Johnston et al., 2002).

8% of Canadian youth between the ages of 15 to 24 reported being affected by an alcohol or illicit drug dependency (CCHS, 2004).

According to Health Canada (2004), alcohol use increases rapidly between adolescence and young adulthood for both males and females. Over 250,000 Canadian teens (15-19 years old) are high-risk drinkers, which more than likely, involves high levels of binge drinking (Mintz, 1984).

### Youth Exposure to Alcohol Advertising

According to the Canadian Radio-television and Telecommunications Commission (2004), 446,410 alcohol ads were broadcast on radio, TV, and specialty services in Ontario in 2003. This figure excludes the thousands of ads on the Internet, billboards, in magazines, during concerts, sporting events and other venues. Ontario represents over half of the almost 700,000 alcohol ads broadcasted in Canada in 2003 (see Table 1 and Table 2 in Appendices).

*“Through my five years of high school, and even before that, I've witnessed many incidents with my friends and many strangers concerning their abuse and use of alcohol and their suffering as a consequence. As I see it, the party scene on the commercials, with the fun, with the music, with attractive-looking people...has a tremendous effect on youth, as do many sponsored concerts and sporting events.”*

- Nadia Peric, Student, Iroquois Ridge High School, ARAPO  
Presentation to the House of Commons Standing Committee on Health,  
February 11, 1997.

Alcohol appears in two thirds of all programs watched by Canadian teens at an average rate of 8.1 drinking references per hour (Robinson et al., 1998).

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In 2001, 208,909 alcohol product commercials appeared on U.S. television (CAMY, 2003a). Underage youth were more likely than legal-age adults to have seen 25% of these advertisements.

Ten U.S. magazines, also available in Canada, with an underage audience composition at or above 25% (e.g. Vibe, Maxim, Sports Illustrated, Rolling Stones) accounted for almost 1/3 of all alcohol advertising expenditures in measured magazines (CAMY, 2003c).

25 brands of alcohol placed 100% of their magazine advertising in U.S. youth-oriented magazines, which are also available in Canada (CAMY, 2003b).

U.S. youth aged 12 to 20 saw more alcohol advertising in magazines per capita than did legal age adults in 2001 (O'Hara et al., 2003).

The Center on Alcohol Marketing and Youth (CAMY, 2003b) estimates that American youth are 93 times more likely to see an ad promoting alcohol than an industry ad discouraging underage drinking.

***“The findings (regarding alcohol advertising to children) are a wake-up call, putting into the hands of parents and policymakers what the industry has known all along. Alcohol ads are being put where our children will see them. Now it is up to us to protect our children by holding the industry accountable.”***

- David H. Jernigan, Ph.D., Research Director, Center on Alcohol Marketing and Youth, quoted in *Out of Control: Alcohol Advertising Taking Aim at America's Youth*. 2003.

Tables 3 and 4 in the Appendices illustrate the number of alcohol ads versus educational messages broadcast in Ontario and Canada between 1999 and 2003. While the ratio of ads to public service announcements (PSAs) in Ontario is more encouraging (446,410 ads versus 179,535 PSAs in 2003) the figures probably underestimate exposure to alcohol advertising through sponsorships and product placements. They may also overestimate exposure to educational messages which tend to air in less favourable time slots.

*Clicking with Kids: Alcohol Marketing and Youth on the Internet*, CAMY's March 2004 report, shows that alcohol company web sites have sizeable youth audiences and contain content that is attractive to youth. Games, cartoons, music, and a variety of high-tech downloads fill many of these sites, and programs designed to allow parents to block their children's access to these sites often fail to do so... Fifty-five alcohol web sites tracked by comScore Media Metrix during the last six months of 2003 had almost 700,000 in-depth visits from underage youth... *Bacardi* received almost 60% of its in-depth visits from underage persons while *Skyy Vodka* received almost half of all in-depth site visits from underage persons... *Budweiser* and *Bud Light* each received more than 90,000 visits from underage persons during the same time period.

A recent Canadian study found that 24% of youth aged 9-17, (particularly males in secondary school), have visited a web site sponsored by a beer or alcohol company. These websites were accessed through: sharing web site addresses (30%), links from other sites (30%), a search engine (25%), and advertisements from magazines or television (23%) (Media Awareness Network, 2001).

In 2002, \$1.9 billion (USD) was spent in the United States on alcohol advertising in measured media - television, radio, print, outdoor, major newspapers, and Sunday supplements (O'Hara et al., 2003). See Table 8 for alcoholic beverage advertising expenditures in the U.S.

\$160 million was spent on alcohol advertising in Canada in 2002 (AC Neilson, 2004). This figure covers radio, TV, newspapers and out-of-home advertising (i.e. billboards, subway, etc.). On average, Labatt and Molson spend more than \$200 million (CAD) worldwide each year to promote their products through advertising (Brent, 1999).

Point of sale promotions at places where alcohol is sold is also a concern. In the US, on-site promotion is extensive in the types of stores frequented by teens and young adults. According to the Centers for Disease Control, convenience/gas stores and small grocery stores had extensive exterior and interior alcohol advertising (e.g. signage, floor displays, alcohol-branded functional objects such as counter change mats with an alcohol company logo), while low-height advertisements (i.e. advertisements placed 3.5 feet off the floor) were found in 44% of stores (Terry-McElrath et al., 2003).

On-site promotion has been shown to increase total beer sales by as much as 17% and influence 70% of a buyer's purchasing choice after the buyer enters the store (Beverage Industry, 2001).

## How Advertising Works

Alcohol marketers use effective advertising techniques to lure young people. Such techniques link alcohol to physical attractiveness and sexiness, promote age identification through the use of spokespeople, and use humour, music, and popular culture icons and characters (McKenzie, 2000). Ad Track (1999) found that Miller Lite and Budweiser commercials attract teenage interest more than any other promotions due to a high 'liking' rating, which encompasses humour, music, and sexiness as contributing factors.

Alcohol advertising can influence adolescent drinking. Humour and music are especially appealing to a younger audience (Grube et al., 1996).

Research provides information about increasingly sophisticated marketing mixes that aim to attract, influence, and recruit new generations of potential drinkers. Exposure to repeated high levels of alcohol promotion inculcates pro-drinking attitudes and increases the likelihood of heavier drinking. Research has indicated the cumulative influence of alcohol advertising in shaping young people's perceptions of alcohol and drinking norms. Alcohol advertising predisposes minors to drinking well before the legal age of purchase. Marketing strategies such as alcohol sports sponsorships embed images and messages about alcohol into young people's everyday lives (Babor et al., 2003).

Alcohol ads pre-program certain young people to drink, recruit new drinkers, increase consumption among existing drinkers and make it difficult for problem drinkers to abstain (McKenzie, 2000).

A survey of Californian children aged 10-12 found that awareness of alcohol advertisements was linked with increased

***“Unfortunately for us, the message that advertisers convey is a much more positive, glamorous one than the one that public health advocates have to convey. Their slogan is: Drink and have fun, get laid, be popular. Our message is much more negative, albeit truthful: Drink and you could die.”***

Dr. Robert Solomon, National Director of Legal Policy for Mothers Against Drunk Driving (MADD), as quoted in *Promoting drinking without thinking: How alcohol advertising lures youth*. 2000.

***“We adhere to the guidelines and submit our ads to careful scrutiny of our own too, because it's not in our commercial interest to market our product irresponsibly, and have our brand fall into disrepute... We want to encourage people who drink to buy our brand – today – and that means those who are of legal drinking age now.”***

- Jeff Newton, Director of Public Affairs for Labatt Breweries Ontario, quoted in *Promoting drinking without thinking: How alcohol advertising lures youth*. 2000.

knowledge of beer brands and slogans and led to more positive beliefs about drinking and a higher expectation of drinking as an adult (Grube, 1995).

Research has found that exposure to and 'liking' of alcohol advertisements affects young people's beliefs about drinking, intentions to drink, and actual drinking behaviour (Grube, 1996).

Ipsos Reid Marketing, an internationally known research group that provides advertising, media, public opinion and market research services has a sector specifically looking at youth culture. They identify Molson Breweries as one of the satisfied customers who rely on the "cutting edge insight into the world of the North American teen and young adult" that the company provides (Ipsos Reid Marketing, 2004).

Mintz (1984) observes that most media ads present alcohol consumption as the social norm practiced by successful, sophisticated and sexually adventurous adults. Mintz speculates that a deliberate effort is being made to "prime" young people for a drinking lifestyle before they even reach the legal drinking age... He goes on to note that by beguiling young people with the things they desire most in life -- good times, social acceptance and sex -- it seems that the advertisers' aim is to have them slip almost unaware into an adult world where alcohol consumption is accepted as a natural and normal part of living.

### **Consequences of Alcohol Advertising**

Statistics have related alcohol to injuries and fatalities (i.e. snowmobile and boating crashes), drowning, fatal fires, acute alcohol poisoning, assault, rape, unsafe sex, and various chronic diseases (Pirisi, 2000).

Alcohol use plays a substantial role in all three leading causes of death among youth – unintentional injuries (including motor vehicle fatalities and drowning), suicides, and homicides (AMA, 2003).

Alcohol advertising is linked to patterns of heavy drinking, drinking in dangerous situations, and deaths from alcohol-related motor vehicle crashes (McKenzie, 2000).

The chances of drinking alcohol rise by nearly 10% for teens who watch an extra hour of regular television programming per day... Young men, who remember more beer ads at 15 years of age, tend to drink heavily at 18 years of age... Consumption of wine and spirits by teenage girls depends on how much TV they watched between 13 and 15 years of age (Robinson et al., 1998, Connolly et al., 1994).

***“Alcohol causes 30 times the number of deaths of all illicit drugs put together. More than half of crimes involve drinking, alcohol is highly correlated with child and wife abuse, and drinking and driving is the leading cause of death among 16 to 24 year olds.”***

*-Ruth Morris, Founder of the Association to Reduce Alcohol Promotion in Ontario, quoted in Promoting drinking without thinking: How alcohol advertising lures youth. 2000.*

Two-thirds of American parents believe that seeing and hearing alcohol ads make children more likely to drink. Nearly three-quarters feel the industry is not doing enough to limit the amount of alcohol advertising that teens see (O'Hara et al., 2003).

If a ban were placed on all radio and TV alcohol advertising, 2,000 to 3,000 lives would be saved each year in the U.S. (Saffer, 1997).

## How Alcohol Advertising is Regulated

Alcohol advertising laws and regulatory guidelines have been developed at the provincial and federal levels to mitigate the potentially negative consequences associated with alcohol use.

According to guidelines set out by the Canadian Radio-television and Telecommunications Commission (CRTC) and the Alcohol and Gaming Commission of Ontario (AGCO), alcohol ads must not:

- \* Promote drinking in general
- \* Appeal to minors
- \* Associate drinking with dangerous activities
- \* Imply that alcohol contributes to personal, social or athletic success
- \* Show irresponsible use or service.

In addition to the federal CRTC *Code of Broadcast Alcohol Advertising* and the provincial AGCO *Alcohol Advertising Guidelines*, there are several industry codes that promise to provide additional protection to consumers and the general public. These include the *Advertising Standards Code* administered by Advertising Standards Canada, the national *Responsible Marketing Code for Higher Alcohol Beers* administered by The Brewers of Canada and the *Code of Good Practice for Beverage Alcohol Advertising & Promotion*, developed by the Association of Canadian Distillers. See Appendix 1 for more information on milestones in alcohol regulation.

Table 5 in the Appendices illustrates the number of alcohol beverage advertisements reviewed by the Alcohol and Gaming Commission of Ontario declined from 6,882 in 1997 to 6,058 in 2001. This decline occurred despite an annual increase in broadcast advertisements (see Table 1 and Table 2), and the steady level of complaints received (see Table 6 and Table 7). Of some 6,000 ads submitted to the AGCO for pre-clearance in 1999-2000, approximately 2,000 were rejected because they failed to comply with the provincial advertising guidelines. Most ads were resubmitted with recommended changes and subsequently approved. Approximately 50 decisions were appealed (ARAPO, 2001).

Since 1995, there has been a move towards industry self-regulation of alcohol advertising in Canada. In Ontario, pre-clearance of radio, TV and most print/outdoor advertising to ensure compliance with government codes and guidelines is no longer being done by the CRTC or the AGCO. Now manufacturers and other advertisers voluntarily submit their ads for review for a fee to groups such as Advertising Standards Canada (ASC).

Obtaining clearance from an industry organization is no guarantee that the alcohol ad will be seen by the public as complying with the letter and spirit of the existing codes. In August 2003, for example, the ASC released a clarification on how it will interpret the CRTC code provisions regarding the use of youth role models. The latter was done following complaints that the new Molson Bubba ads featuring Hockey Night in Canada personality, Don Cherry and approved by the ASC, appealed to kids.

In the US, self-regulation is the norm. According to the Center on Alcohol Marketing and Youth, however, alcohol industry codes fail to protect youth. Beer and distilled spirit industries call for no advertising on programs with 50% or more youth audience. However, in 2001, only

***“It appears the alcohol industry’s advertising self-regulations aren’t worth the paper on which they are printed. Parents should be alarmed to hear that their kids are seeing more TV ads for beer than for sneakers, jeans, gum, juice, or other popular youth products. Something is terribly wrong when youth see almost as many alcohol commercials as adults.”***

- Wendy J. Hamilton, National President, Mothers Against Drunk Driving (MADD), quoted in *Television: Alcohol’s Vast Adland*. CAMY. 2003

1% of all network and cable TV programs in the United States had an underage audience of 50% or more. Even then, alcohol advertisers spent 1.8 million to air 3,262 commercials on shows with more youth viewers than adults (CAMY, 2003c).

Babor et al. (2003) explains that marketing influences are poorly governed through industry self-regulation, calling the process “fragile” and “largely ineffective”.

### **Options for Improving the Current Regulatory System**

Mintz (1984) warns that the time has come when policy makers should begin to seriously question whether alcohol, which is associated with such a wide range of social, and health problems, should be promoted at all, far less as an indispensable element of the ‘good life’.

Changes in individual behaviour would seem to require both the provision of accurate information and the reduction of misinformation in regards to alcohol advertising (Slater et al., 1995). Bans on broadcast advertising of alcohol have been associated with lower per capita consumption and fewer motor vehicle accidents (Safer, 1991)

*“All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages”*

- European Charter on Alcohol, World Health Organization, 1995.

Professionals in the health promotion field should have one main goal concerning alcohol: to alter the attitude and social norms that has allowed inappropriate and harmful drinking to become acceptable (Mintz, 1984).

The Center for Disease Control (2004) comments that public health agencies and policy makers should collaborate with liquor control boards to reduce sales practices that either increase risky drinking or promote drinking to young adults, youth and children (e.g. high intensity or low-height advertising).

Mintz (1984) explains that positive effects in regards to alcohol policy will occur when health promoters not only target their efforts for change at the individual drinker level, but concentrate their efforts towards the industries that produce alcohol, and the government that regulates its availability and marketing.

The Center for Alcohol Marketing and Youth calls for more rigorous monitoring of the advertising practices of the alcohol industry ... After parents, policymakers and the media became more aware of the tobacco industry’s marketing practices, the public outrage against the tobacco’s industry marketing practices led to positive changes. A similar increase in awareness of the level and type of alcohol advertising to youth would be the key to change as well (CAMY 2003a).

In response to public concerns over alcohol marketing to youth, the US Federal Trade Commission (FTC), a federal regulatory body that enforces laws related to advertising, issued recommendations to the alcohol industry stating, “...improvements are needed in both the code standards and implementation...” (FTC, 1999).

The FTC further recommended that the industry: 1) create independent external review boards with responsibility and authority to address complaints, 2) ban placement on TV series and in

other media with the largest underage audiences, and 3) conduct regular audits of previous placements (FTC, 1999).

### Options for Effective Prevention of Alcohol Problems

According to Babor et al. (2003), reductions in the hours and days of liquor sales, numbers of alcohol outlets, and restrictions on access to alcohol are associated with reductions in both alcohol use and alcohol-related problems.

Among the best practices to prevent alcohol problems identified by an international research team of experts are: minimum legal purchase age, government monopoly of retail sales, alcohol taxes, random breath testing, lowered BAC limits, and graduated licensing for novice drivers (Rehm, 2004). The implementation of these strategies, however, can be hindered by international trade agreements and treaties disputes, which become severe obstacles for efficient alcohol control (Rehm, 2004).

In recent months, there has been some discussion regarding the possible privatization of the Liquor Control Board of Ontario (LCBO). Babor et al., (2003) in *Alcohol: No Ordinary Commodity - Research and Public Policy*, state that there are “significant potential consequences of the privatization of alcohol monopolies.”

These include:

- a) Increased numbers of outlets, increased outlet density and expansion of hours of operation, all of which have been shown to increase overall population consumption
- b) Increased sales to under-aged and intoxicated patrons
- c) Increased problems with monitoring and enforcement.

*"Ontarians have witnessed the significant expansion of the agency store system, along with increased marketing of alcohol products, expanded hours of sale and decreased public oversight of alcohol advertising and promotion. These changes can all be predicted to increase alcohol problems in Ontario, and frankly were done in spite of the objections of the public health and addictions communities. Consequently, we think that government agencies such as the LCBO and the Alcohol and Gaming Commission of Ontario - and their respective ministries - must be more transparent in their decision-making, more open to consideration of public health interests and ultimately, more attentive to the safety of our citizens."*

- David Mackinnon, Executive Director, Ontario Public Health Association, quoted in OPHA's *Feedback on the Possible Sale of the LCBO*. OPHA, 2004.

International research reveals that in a privatized system, there are fewer incentives, rules and regulations, to insure that high priority is given to control and social responsibility agendas (CAMH, 2004).

Given the goal of maximizing benefits and minimizing costs associated with alcohol, Kendall (2002) recommends that if controls on alcohol sales are liberalized, such changes be accompanied by:

- ?? Monitoring of public health and safety impacts of policy changes, e.g., rates of alcohol-related traffic crashes, crime, and chronic health problems
- ?? Increased prevention programming, with a focus on children and youth and on modifying risky drinking behaviours
- ?? Rigorous monitoring and enforcement of laws relating to sales to underage and intoxicated consumers
- ?? An enhancement of the addictions treatment and rehabilitation system

- ?? Evaluation of prevention policies and programs, with reduction of drinking-related harms as the main criterion of effectiveness
- ?? Involvement of public health experts in the planning of future changes to alcohol policy.

CAMH (2004) recommends several steps to reduce alcohol related harm, among them that:

- ?? Governments should maintain and strengthen provincial alcohol monopolies as a means of preventing alcohol-related problems.
- ?? Ontario and other provincial governments should ask the federal government to reject requests from the European Union or other parties to remove the exception for provincial alcohol monopolies from the General Agreement on Trade in Services (GATS) or other trade agreements.
- ?? The federal government should seek formal recognition in international trade agreements of the status of alcohol as a unique and potentially harmful commodity. It should also seek to maintain the right of government agencies to regulate domestic alcohol markets for the sake of public health, and to use government monopolies as a central tool to achieve this goal.
- ?? Public health objectives must become integral parts of provincial and federal mandates and policies on alcohol. Retail alcohol monopolies should explicitly recognize their public health mandate and act accordingly.
- ?? The retail distribution of alcohol should be under monopoly control with a strong mandate to control and prevent alcohol problems through regulation.

After considering the research literature and other available data, the Ontario Public Health Association released a framework for healthy public policy with respect to alcohol in November 2003. The latter reaffirmed the three cornerstones of alcohol policy first identified by OPHA in 1996:

1) *Effective controls on alcohol*

- ~~///~~ alcohol prices and taxes that promote moderation
- ~~///~~ controls on liquor sales and service that safeguard public health and safety
- ~~///~~ policies that protect groups at risk
- ~~///~~ regulations that promote responsible alcohol advertising, promotion and sponsorship practices
- ~~///~~ effective deterrence, monitoring and enforcement

2) *Supportive environments*

- ~~///~~ federal and provincial leadership in, and support for, the prevention and reduction of alcohol related-problems
- ~~///~~ an effective, integrated and client-focused addictions treatment system
- ~~///~~ preventive policies that move beyond alcohol to address the broader determinants of health

3) *Inclusive decision-making*

- ~~///~~ policy processes that are open, transparent and sensitive to community perspectives, as well as business and economic interests
- ~~///~~ decisions that reflect concern with public health and safety.

According to Babor et al. (2003), the process of creating alcohol policies must be more transparent and responsive to the needs of citizens who are the end consumers of such policies. At present, policies are developed behind the scenes and are usually neither evidence-based nor effective. In the future, alcohol policies need to be addressed at the international, national, and local levels to minimize alcohol-related problems and maximize public service.

## Appendix 1: Key Dates in Alcohol Advertising in Canada

**June 1991** - Canadian Radio-television Telecommunications Commission (CRTC) releases findings with respect to proposal to eliminate the distinction between broadcast advertising of beer, wine, cider, cooler and spirits.

View: <http://www.crtc.gc.ca/archive/eng/Notices/1991/PB91-65.htm>

**1995** – Association of Canadian Distillers (ACD) releases Good Code of Practice for Beverage Alcohol Advertising and Promotion

View: <http://www.canadiandistillers.com/eng/Publications/advertisingcode.htm>

**May 1995** – CRTC orders a Labatt Breweries 'Joel' commercial off the air because the actors look underage.

**June 1995** - Federal Court strikes down a regulation prohibiting the broadcast of ads for products containing more than 7 per cent alcohol by volume.

View: <http://reports.fja.gc.ca/fc/src/shtml/1995/pub/v2/1995fca0203.shtml>

**September 1995** - Canadian distillers broadcast first responsible drinking message on the radio.

**December 1995.** Liquor ads begin to run in movie theatres in Ontario and Quebec.

**August 1996** – Canadian Radio-television Telecommunications Commission (CRTC) announces new regulatory framework governing broadcast alcohol advertising in Canada. This framework eliminates mandatory pre-clearance of alcohol ads and releases a new code for broadcast advertising of alcoholic beverages.

View: [Public Notice CRTC 1996-108](http://www.crtc.gc.ca/archive/eng/Notices/1996/PB96-108.htm) or <http://www.crtc.gc.ca/archive/eng/Notices/1996/PB96-108.htm>)

**January 1997** - Canadian Radio-television Telecommunications Commission (CRTC) announces new amendments to the radio, television, and specialty services regulations respecting the broadcast of alcoholic beverage advertising.

View: <http://www.crtc.gc.ca/archive/eng/Notices/1997/PB97-12.htm>

**1997** – Advertising Standards Canada (ASC) begins reviewing broadcast alcohol ads for a fee, following elimination of the Canadian Radio-television Telecommunications Commission (CRTC) clearance unit.

View: <http://www.adstandards.com/en/Clearance/alcohol.asp>

**1997** - The Brewers Association of Canada launches the first TV ad in the multimillion dollar *Stand Up, Speak Out, Be Heard!* campaign to educate young Canadians about responsible drinking. The ad, which features a series of scenes showing the consequences of risky drinking and the tune *Feeling Alright*.

View: <http://www.brewers.ca/EN/responsible/susobh.htm>

**1998** - ASC requires Labatt to withdraw beer ad featuring a shopping cart street race following complaint that it violates Section 10 of the Canadian Code of Advertising Standards. The latter

states that "*Advertisements must not display a disregard for public safety or depict situations which might encourage unsafe or dangerous practices particularly when portraying products used in normal use.*"

View: [http://www.adstandards.com/en/standards/complaints\\_report/1998ReportEMid.pdf](http://www.adstandards.com/en/standards/complaints_report/1998ReportEMid.pdf)

**1999** - Labatt fined \$80,000 for breaching Ontario regulations by featuring a toy football with a company logo in cases of Budweiser beer.

View:

[http://www.heenanblaikie.com/english/legal\\_news/bulletin\\_view.cfm?bulletin\\_id=49&language=e](http://www.heenanblaikie.com/english/legal_news/bulletin_view.cfm?bulletin_id=49&language=e)

**1999** - Advertising Standards Canada (ASC) expands alcoholic beverage advertising copy clearance services to include print and out-of-home advertisements.

View: <http://www.adstandards.com/en/Clearance/alcohol.asp>

**March 1999** – Ministry of Education and Training releases an updated Ontario health and physical education curriculum for grades 9 and 10. Among other things, it requires that students receive instruction on the effects of media influences on alcohol use and abuse.

View: <http://www.edu.gov.on.ca/eng/document/curricul/secondary/health/healful.html>

**June 1999** - LCBO and MADD Canada launch first joint outdoor social marketing campaign featuring images of crashed cars, sport utility vehicles, boats and snowmobiles.

View: <http://www.web.ca/~apolnet/apolnet-l/msg00152.html>

**August 1999** - Broadcasters no longer have to report alcohol education initiatives through the Canadian Association of Broadcasters (CAB), as stated in the Public Notice CRTC 1999-132. This information is now reported through annual returns filed with the Canadian Radio-television Telecommunications Commission (CRTC), beginning in the 1998-99 broadcast year.

View: [Public Notice CRTC 1999-132](#) or

<http://www.crtc.gc.ca/archive/eng/Notices/1999/PB99-132.htm>

**August 2002** - Alcohol and Gaming Commission of Ontario relaxes Alcohol Advertising Guidelines by no longer requiring all ads to be pre-approved prior to airing, enabling manufacturers to donate alcohol to charities holding a Special Occasion Permit, allowing alcohol as a prize at licensed raffle events, eliminating restrictions on the alcohol content of beverages sold at stadiums and allowing banquet halls to offer food and alcohol packages.

View: <http://www.agco.on.ca/pdf/Non-Forms/9001B.e.pdf> or

<http://www.agco.on.ca/pdf/Non-Forms/9004B.e.pdf>

**October 2002** - Alcohol and Gaming Commission of Ontario (AGCO) allows manufacturers and their representatives, LCBO employees and winery, brewery and distillery retail stores to provide alcohol samples to licenceholders and consumers.

View: <http://www.agco.on.ca/pdf/Non-Forms/9002B.e.pdf> or

<http://www.agco.on.ca/pdf/Non-Forms/9003B.e.pdf>

**January 2003** - Alcohol and Gaming Commission of Ontario (AGCO) announces updated advertising guidelines for brew on premise, liquor delivery license and special occasion permit holders.

View: <http://www.agco.on.ca/pdf/Non-Forms/9005B.e.pdf>

**August 2003** – Following concerns expressed about Hockey Night in Canada co-host Don Cherry's involvement in Molson Bubba ads, Advertising Standards Canada releases bulletin clarifying its future interpretation of the CRTC Code on Broadcast Alcohol Advertising clause on the use of role models. Alcohol ads will be rejected under Clause D if they include a person, character or group generally well-known to minors, or who has achieved success in an area of endeavour such as sports, entertainment or media, or who has engaged in an occupation, pastime or field that appeals to, or has an influence on minors.

View: <http://www.adstandards.com/en/clearance/alcoholClearanceBulletin.asp>

**August 2003** - AGCO publishes revised Alcohol Advertising Guidelines reflecting previously announced regulatory changes.

View: <http://www.agco.on.ca/pdf/Non-Forms/1205B.e.pdf> (Brew on Premises, Alcohol Delivery Services and SOP Event Holders)

<http://www.agco.on.ca/pdf/Non-Forms/3099B.e.pdf> (Licensees and Manufacturers)

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## **Appendices: Table 1 – Table 8**

Table 1: Alcohol Advertisements Aired in Ontario via Radio, TV, and Specialty Services, 1999-2003

Table 2: Alcohol Advertisements Aired in Canada, Ontario, and the Prairies, 1999 - 2003

Table 3: Alcohol Advertisements vs. Alcohol Public Service Announcements (PSA's) Aired in Ontario, 1999 – 2003

Table 4: Alcohol Advertisements vs. Alcohol Public Service Announcements (PSA's) Aired in Canada, 1999 – 2003

Table 5: Alcohol Beverage Advertisements Reviewed by the Alcohol and Gaming Commission of Ontario (AGCO), 1997-2001

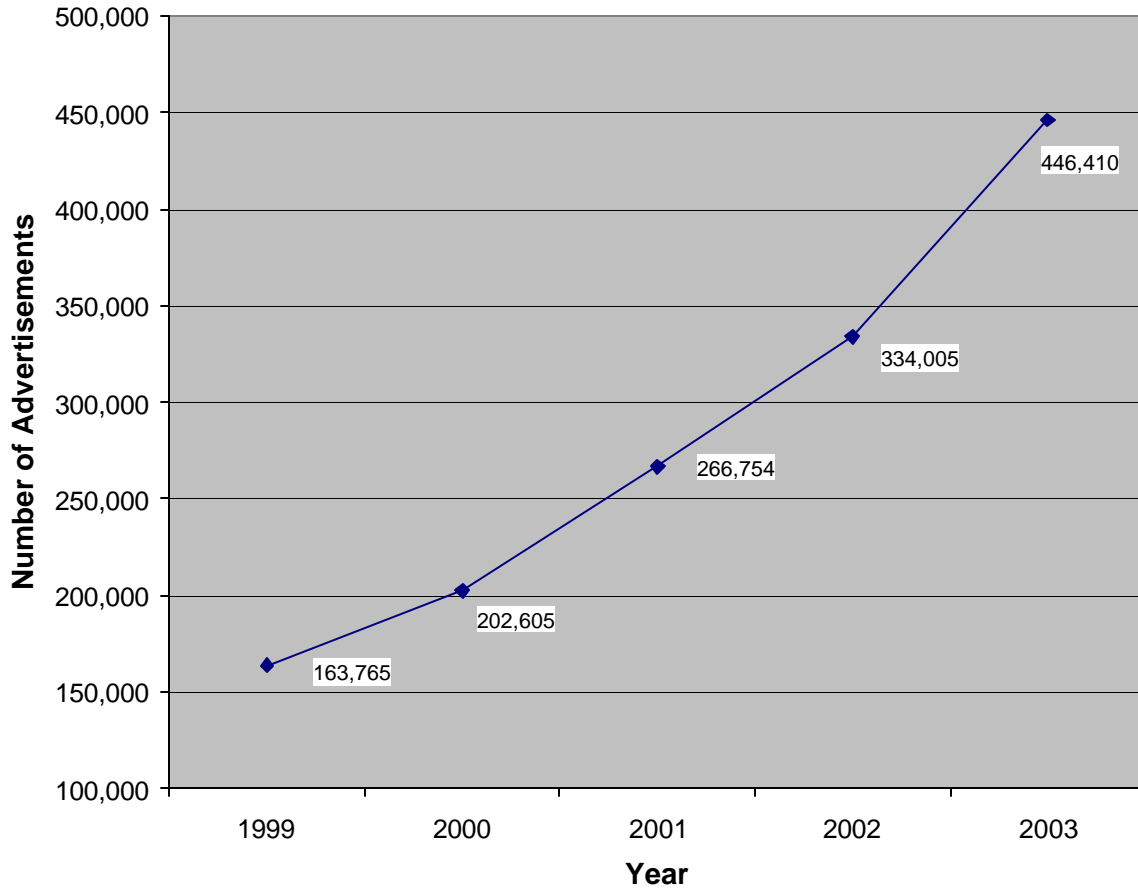
Table 6: Complaints to CRTC Regarding Alcohol Advertisements on TV and Radio, 2001-2003

Table 7: Complaints Regarding Alcohol Advertisements Received by Advertising Standards Canada, 1997 – 2003

Table 8: Alcoholic-Beverage Advertising Expenditures (Print, TV, Radio) in the U.S., 1998-2002

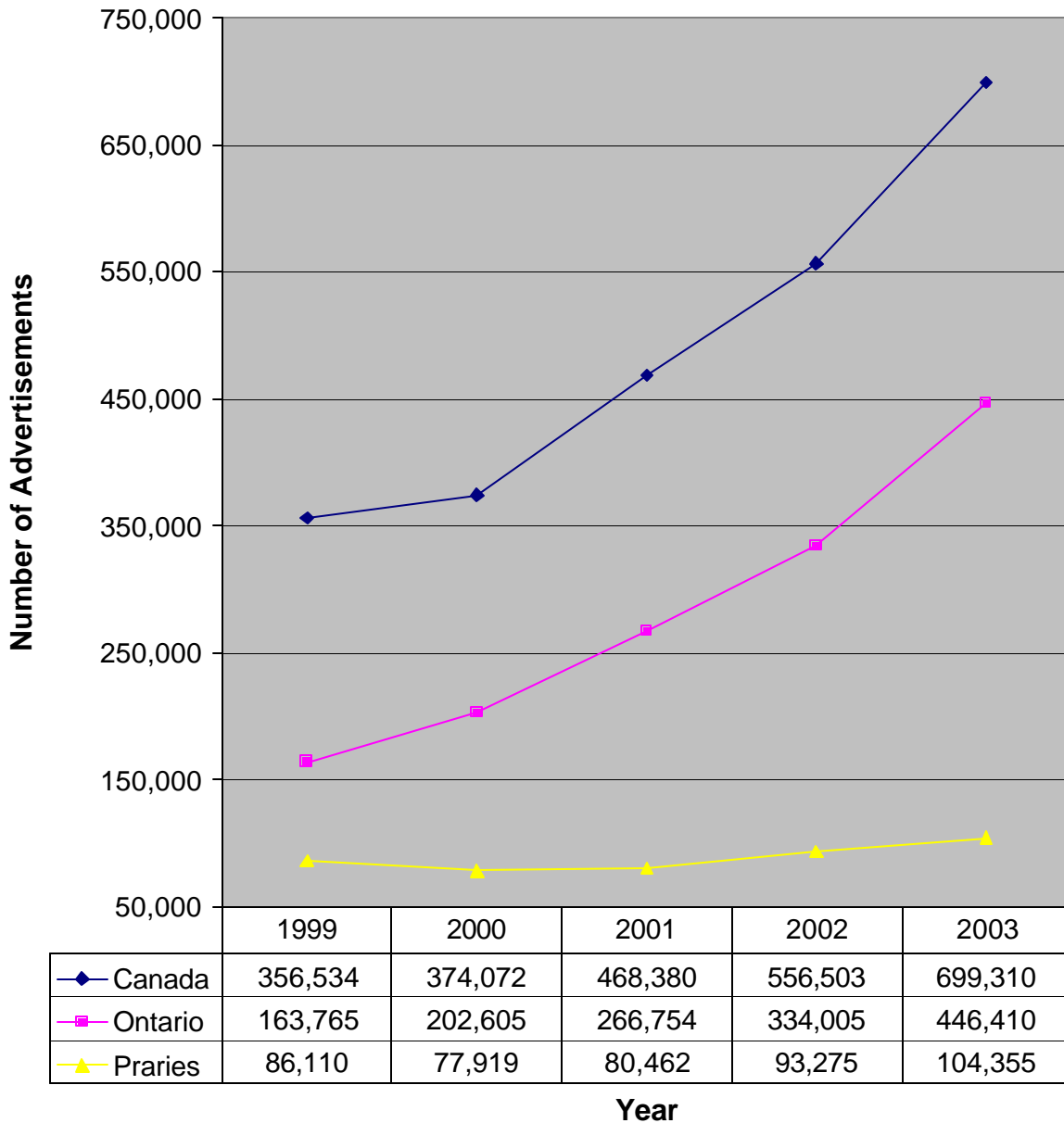
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(Source: Canadian Radio-television Telecommunications Commission, 2004)



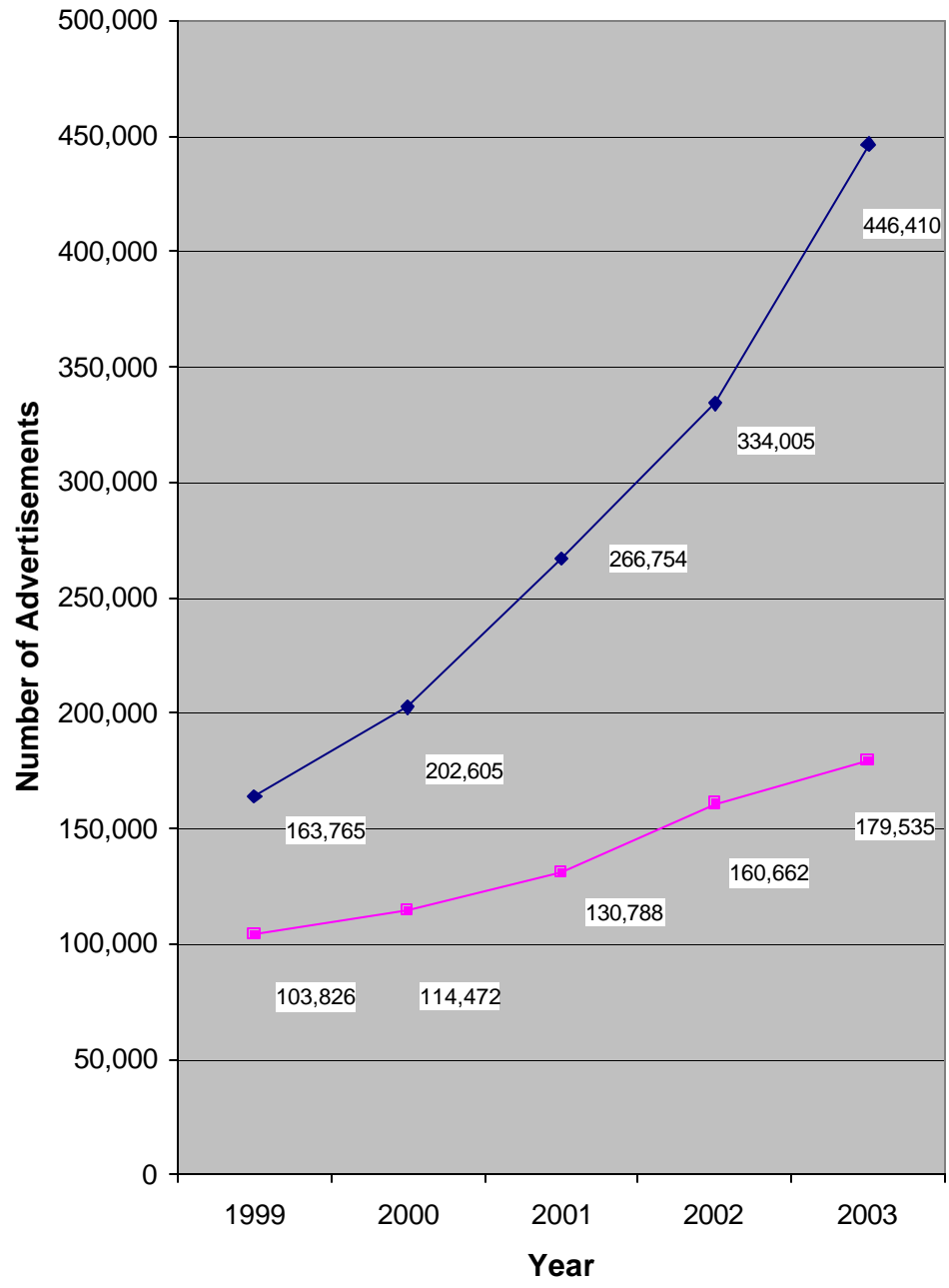
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(Source: Canadian Radio-television Telecommunications Commission, 2004)



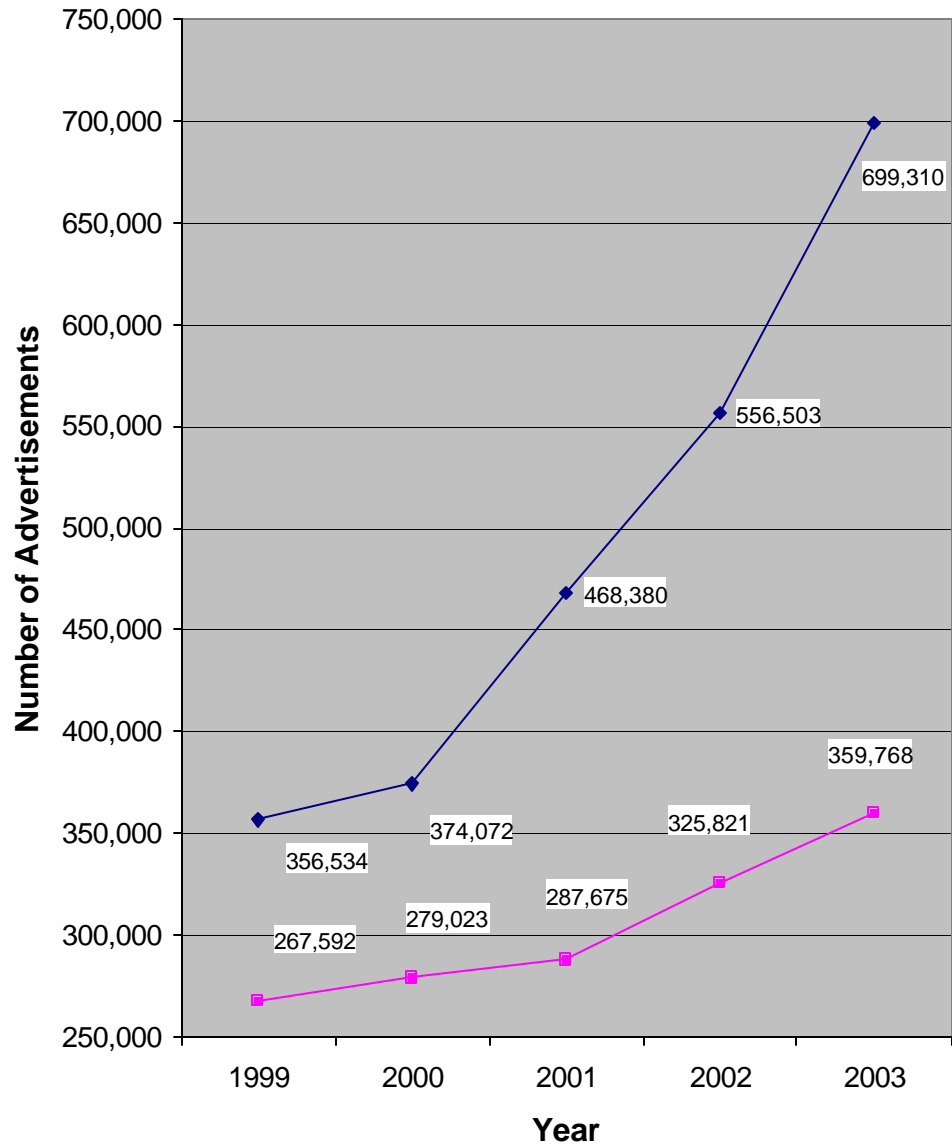
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(Source: Canadian Radio-television Telecommunications Commission, 2004)



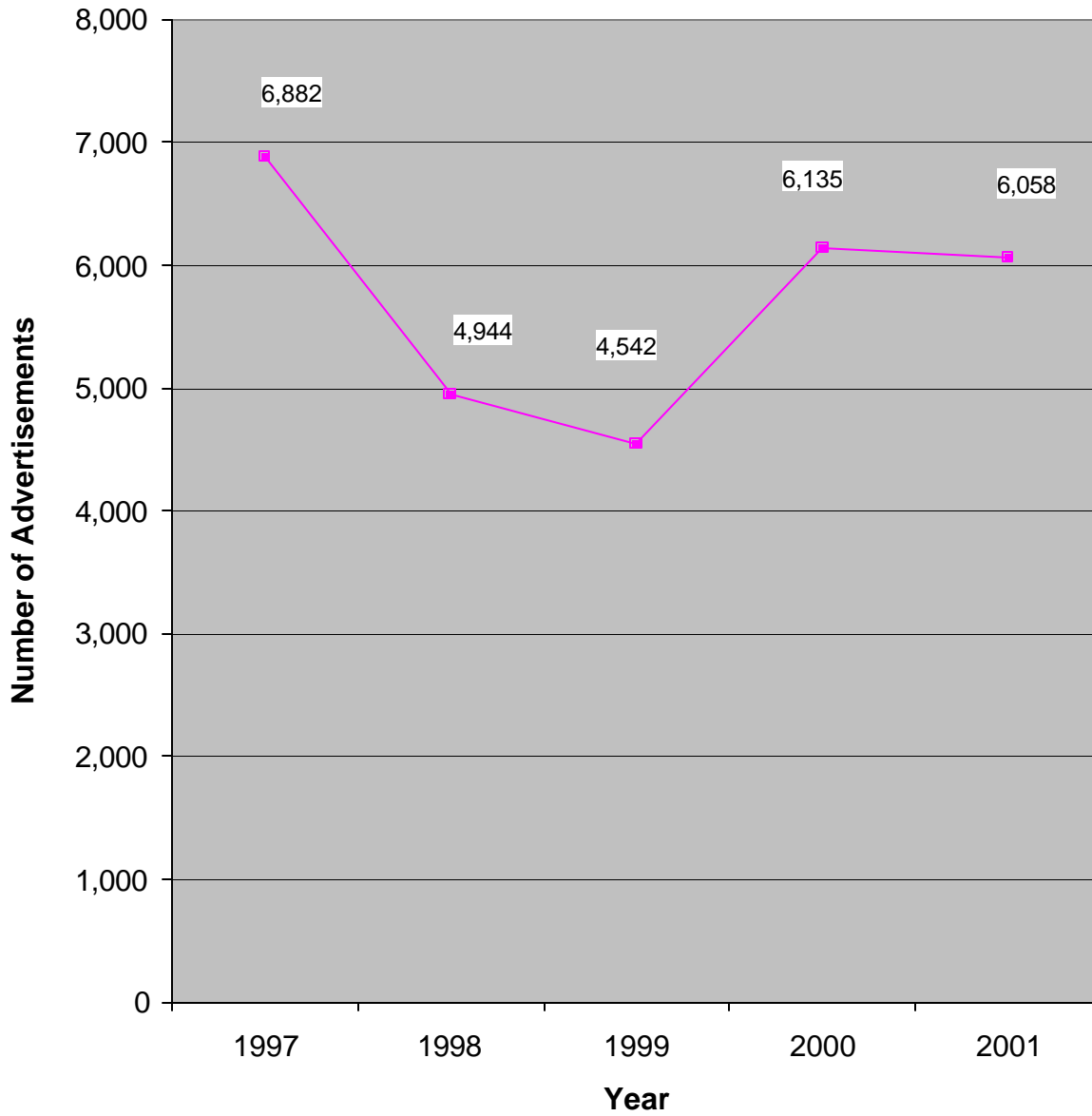
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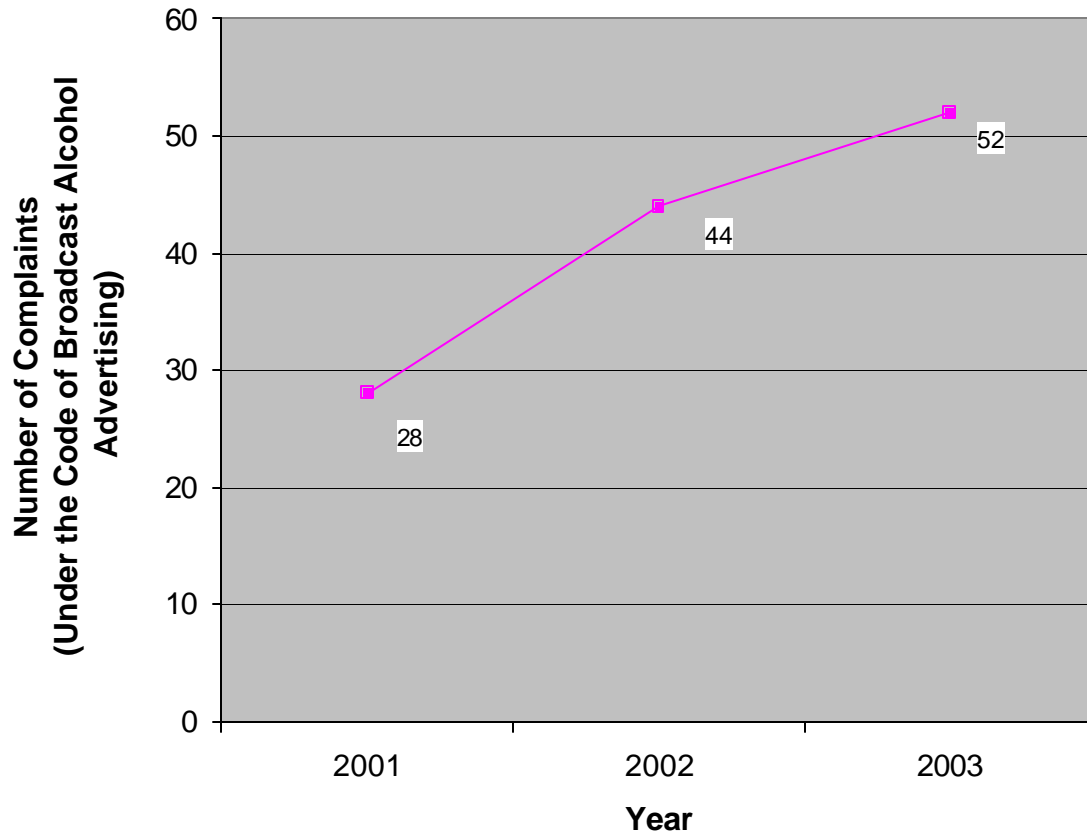
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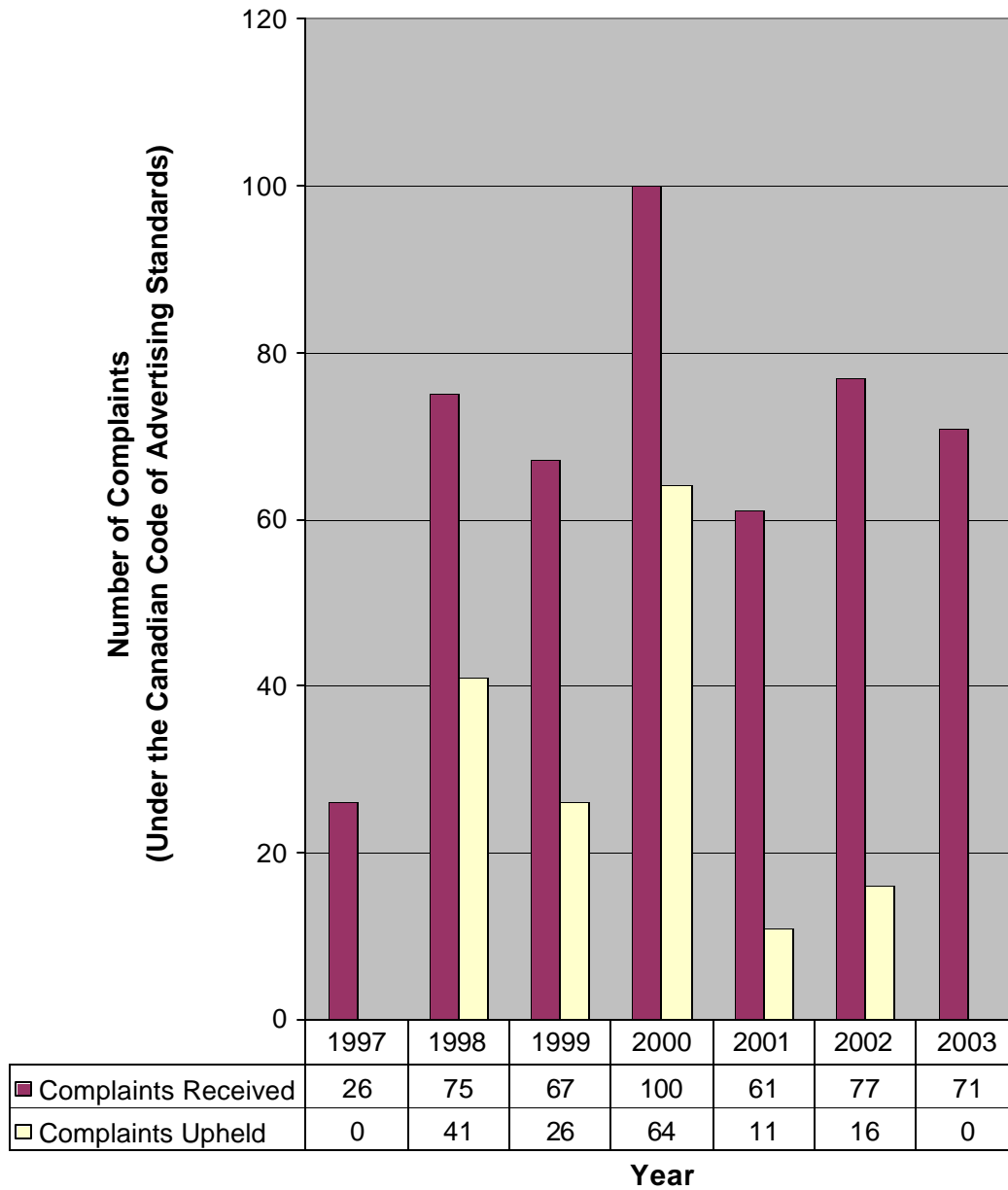
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(Source: Center for Science in the Public Interest, 2003)

