

# Let's Take Action on Alcohol Sponsorship

*Let's Take Action on Alcohol Sponsorship.* A practical guide to policy development for organizations on the issue of alcohol sponsorship.

© Alcohol Policy Network, Ontario Public Health Association, March 2005.

Co-sponsored by the Association to Reduce Alcohol Promotion in Ontario, Ontario Public Health Association, March 2005.

## *Acknowledgements*

Special thanks to Brian Hyndman, Health Promotion Consultant with The Health Communications Unit, for researching and writing the majority of this document, and the following individuals for their comments and contributions:

- ◆ Dorothy Birtalan, Web & Database Administrator, Ontario Public Health Association
- ◆ Ben Rempel, Alcohol Projects Manager, Ontario Public Health Association
- ◆ Pat Sanagan, President, Pat Sanagan Consulting and Health E-Tips

Other guides in this series include:

*Let's Take Action on Alcohol Problems in Schools, and on Campus:* A practical guide to policy development for administrators, educators, students and others concerned about health, safety, and liability.

*Let's Take Action on Alcohol Problems in Community Halls and Rental Facilities.* A practical guide to policy development for non-profit leaders and others concerned about health, safety and liability.

*Let's Take Action on Alcohol Problems in the Workplace.* A practical guide to policy development for employers, employees and others concerned about health, safety and liability.

The series is available in PDF form free of charge on the APN website <[www.apolnet.ca](http://www.apolnet.ca)>.

Printed copies are \$15 each, including shipping and handling. They can be ordered online, by fax, or for more information, please contact:

### **Alcohol Education Project**

Ontario Public Health Association  
700 Lawrence Avenue West, Suite 310  
Toronto, Ontario, M6A 3B4  
Tel: 416-367-3313 / 1-800-267-6817  
Fax: 416-367-2844  
Email: [APN@opha.on.ca](mailto:APN@opha.on.ca) or  
[apolnet@opha.on.ca](mailto:apolnet@opha.on.ca)  
Web: [www.apolnet.ca](http://www.apolnet.ca)





# Table of Contents

---

- Introduction ..... 1
- Story #1: Alcohol and Sports: An unhealthy mix ..... 3
- A. The Issue ..... 5
  - Alcohol industry sponsorship of organizations and events ..... 5
  - Types of sponsorship ..... 5
  - Issues regarding alcohol sponsorship ..... 5
  - Why does your organization need a policy on alcohol sponsorship? ..... 7
- Story #2: Community Replaces Beer Company as Lead Event Sponsor ..... 9
- B. Key Steps in Developing an Alcohol Sponsorship Policy ..... 11
  - 1. Identify relevant stakeholder groups ..... 11
  - 2. Form a task-oriented committee to develop the policy ..... 12
  - 3. Collect and analyze information about alcohol sponsorship policies ..... 13
  - 4. Assess the degree of support for the policy ..... 13
  - Table 1: Driving Forces and Restraining Forces for an Alcohol Sponsorship Policy ..... 15
  - 5. Set goals and objectives: What should your policy accomplish? ..... 15
  - 6. Make decisions: Choose the policy option that works for you ..... 16
  - 7. Assess resources and capacity for policy implementation: What you need, what you want, and what you have ..... 17
  - 8. Develop a written policy ..... 18
  - 9. Take action: Implementing your policy ..... 18
  - 10. Take stock: Evaluating the impact of your policy ..... 19
  - 11. Looking back and looking ahead: A final word ..... 20
- Story #3: Social Norming: Balancing the Messages from Campus Alcohol Sponsorships ..... 23
- C. Tips for Developing Effective Sponsorship Policies: Lessons from the field ..... 25
- Story #4: Alcohol Sponsorship and the Internet ..... 27
- D. Key Contacts and Resources ..... 29
  - Organizations ..... 29
  - Key resources ..... 31
  - Appendix 1: Sample policies on alcohol sponsorship ..... 33
- About the Alcohol Policy Network ..... 45
- About the Association to Reduce Alcohol Promotion in Ontario ..... 46
  - Evaluation Form ..... 47





# Introduction

---

*Let's Take Action on Alcohol Sponsorship* provides a step-by-step process for the development of policies that set guidelines for the sponsorship of workplace, school, or community events by the alcohol industry. The guide offers a range of practical tips and suggestions, highlighting many of the challenges and issues that organizations encounter in their efforts to develop and implement alcohol sponsorship policies. Whether you are revising an existing policy or developing one for the first time, this *Let's Take Action* guide will be a helpful resource.

We recognize that the development of alcohol policies surrounding sponsorship involves a broad range of stakeholder groups. The information provided in *Let's Take Action* will be particularly useful to the following individuals:

- ◆ board members or staff of not-for-profit organizations
- ◆ staff of community-based licensed event facilities
- ◆ operators of special events at community facilities
- ◆ operators of licensed establishments/events at college and university campuses
- ◆ community coalitions to prevent alcohol problems
- ◆ public health and addictions services providers.

## How to Use This Guide

*Let's Take Action* is divided into four sections.

Section A reviews the types of sponsorship offered by the alcohol industry, identifies the key health and ethical concerns related to alcohol industry sponsorship, and notes the reasons why organizations should develop a formal policy statement before seeking any form of sponsorship from the alcohol industry. Section B, the “hands-on,” working section of the guide, presents a step-by-step model for the development of alcohol sponsorship policies.

Section C presents some practical tips and suggestions for the development of alcohol sponsorship

policies based on experience to date. Section D provides a list of key contacts and resources for policy development. Lastly, examples of alcohol sponsorship policies developed by a range of organizations have been included in Appendix 1.

Each section opens with a “*Let's Take Action*” story describing an innovative response to dealing with the issue of alcohol industry sponsorship.

We trust this guide will help you to develop appropriate alcohol sponsorship policies that meet your resource needs while maintaining the reputation and credibility of your organization. We look forward to hearing about your own policy development experiences.





# Story #1: Alcohol and Sports: An unhealthy mix

---

While tobacco sponsorship of sporting and entertainment events is subject to restrictions in many countries, including Canada, alcohol promotion is facing increased scrutiny as well. This has arisen from increased public concern about both the impact of alcohol abuse as well as the potential for the inappropriate promotion of alcohol consumption that arises from alcohol sponsorship of certain sporting events, especially those attracting large numbers of young people (McDaniel and Mason, 1999).

In an effort to avoid inappropriate sponsorship arrangements with the alcohol industry and other corporations, York University developed a sponsorship and marketing policy that covers all university teams. The policy stipulates that the name York University and all names, insignias, logos, crests, design marks or other symbols associated with York University are the exclusive property of York University. Use of these marks is prohibited without prior approval from the University's licensing board.

Under the terms of the policy, those wishing to seek sponsorship for a sports team, special event or activity must seek approval from the Director of Sports and Recreation prior to approaching all potential sponsors. This requirement helps to ensure that situations involving multiple solicitations, conflicts between sponsorship and aggressive "ambush marketing" can be avoided. The policy also confirms York's decision to abide by the policy of the Ontario Council on Interuniversity Athletics, which states that solicitation of sponsorship from cigarette and alcohol manufacturers is not allowed.

York University's policy is a good example that should be considered by other colleges, universities, or athletic departments considering sponsorship agreements for their teams and sporting events. The complete policy can be found at:

*[www.sport.yorku.ca/interuniversity\\_sport/athletes\\_site/information/sponsorship.htm](http://www.sport.yorku.ca/interuniversity_sport/athletes_site/information/sponsorship.htm)*





# A. The Issue

---

## Alcohol industry sponsorship of organizations and events

### Types of sponsorship

**Sponsors** can include large alcohol producers, local breweries/wineries or retailers of alcoholic beverages, such as bars or restaurants. Sponsors provide financial support for organizational or community events in return for visible promotion and advertising at the event (Wagenaar, 2002).

Davis (1999) distinguishes between three types of corporate sponsorship. These include:

- ◆ **event marketing** (sponsorship of a specific event, such as a dance, party, contest, community celebration or fundraiser)
- ◆ **partner sponsorship** (a long-term partnership between a sponsor and organization, such as supporting the development or maintenance of an organization's newsletter or website, or co-sponsoring a communication campaign)
- ◆ **cause related marketing** (sponsorship promotes a specific cause or group through the purchase of their product or service).

In return for their support, the alcohol industry often requires one or more of the following:

- ◆ use of the sponsor's name/logo in conjunction with the event or product
- ◆ the distribution of promotional items (such as t-shirts, baseball caps, etc.) with the sponsor's logo.

### ***Sponsorships vs. Donations***

Sponsorships are sometimes confused with donations. A **donation** is a gift of a product or money with little or no expected return. Sponsorship agreements, by contrast, offer support in exchange for tangible benefits to the sponsor. This is an important distinction that should be recognized by groups seeking support from the alcohol industry or other corporate sponsors.

### Issues regarding alcohol sponsorship

Alcohol consumption plays a role in the leisure activities of many Ontario adults. In 1998, nearly 8 out of 10 Ontario adults aged 18 and over were current drinkers (Van Truong et al., 1998). This finding is supported by the 1998-99 *National Population Health Survey*, which found that 78% of Canadians 15 years and older had consumed alcohol in the past year (StatsCan, 2004). Given the predominance of alcohol consumption in the leisure activities of Ontarians, it is, therefore, not surprising that the alcohol industry plays a key role in supporting many of the recreational events organized by colleges, universities, community groups, and other organizations.

Some organizations regard sponsorship by the alcohol industry as a benevolent, "no strings attached" form of funding that enables them to organize special events. However, the acceptance of funding from the alcohol industry, which most often requires the visible promotion of products produced or distributed by the company in question, comes with potentially serious consequences that should cause organizations to proceed with caution before entering into any form of sponsorship agreement with the alcohol industry.

1. **Alcohol promotion at concerts, community festivals or sporting events may send the message that alcohol consumption is necessary to enjoy these events**

Most adult drinkers are responsible drinkers: their alcohol consumption does not place them at risk of harmful consequences or problems, such as damaged relationships, poor work performance, injuries, or other health problems including heart and liver disease. While this may be reassuring



ing, it's important to remember that one-third of all drinkers do not drink responsibly and are, therefore, at increased risk of alcohol-related problems. Drinking a large amount of alcohol over a short period of time can lead to an array of health problems, such as alcohol poisoning and injuries, as well as negative social consequences such as violence and vandalism (Babor et al, 2003). If the visible advertising and promotion of alcoholic beverages, or a producer of alcoholic beverages, is a precondition for a sponsor supporting your event, there is a danger that this type of promotion may encourage excess consumption of alcohol, which, in turn, may increase the risk of alcohol-related problems occurring at your event.

## **2. Organizers are liable for alcohol-related problems occurring at their events.**

In Canada, the common-law base for alcohol-related liability at events and facilities run by organizations and community groups is well established. If alcohol is consumed at a group event or group-owned facility and someone is injured or killed by a person who became intoxicated at the event, the host organization may be named in any subsequent liability. For example, Solomon et al (2004) describe the case of *Jacobson v. Kinsmen Club of Nanaimo*. Jacobson was rendered unconscious after an intoxicated person landed on him from a height of 30 feet during a club-sponsored event. The court concluded that the club breached its duty as an occupier and was therefore liable for Jacobson's injuries.

Furthermore, past court cases have shown that not only the community group or club may be held responsible, but that an "occupier" of a rented facility may also be held accountable for negligently failing to safeguard entrants onto the premises. Solomon et al (2004) explain that occupiers must ensure their property is reasonably safe in terms of physical conditions, persons allowed to enter, and permitted activities. They go on to explain that an "occupier" is anyone who has control over property

with the power to admit or exclude others. This may include hosting an event at a local service club or renting a banquet hall for a wedding or graduation.

While liability is a primary concern for many organizations hosting events where alcohol is served, there are other important issues to consider. Intoxicated people have a direct effect on levels of participation and enjoyment by group members and guests. People may stay away from events where there is a history of drunk or rowdy behaviour.

## **3. The advertising of alcohol products emanating from sponsorship campaigns may contribute to the incidence of alcohol-related problems and deter organizations from supporting policies to reduce alcohol-related harm.**

Although the alcohol industry claims that their advertising focuses mainly on encouraging drinkers to try new brands, their marketing strategies affect young people in negative ways. A study of the impact of alcohol advertising on youth found that industry messages "pre-program" certain young people to drink, increase consumption of existing drinkers and make it more difficult for problem drinkers to abstain (McKenzie, 1999). Pre-teens and young adolescents may be particularly susceptible to alcohol ads as they begin to form their personal identities, creating self-images from the attractive images depicted in alcohol advertising. Despite Canadian regulations forbidding advertising images that could harm young people, almost one-third of all complaints against Canadian advertisers were against the alcohol industry (McKenzie, 1999).

There is also some evidence that the receipt of support from the alcohol industry may reduce an organization's support for policy measures aimed at preventing alcohol-related problems. A 1996 study by the U.S. Centre for Science in the



Public Interest (CSPI) found that the endorsement of alcohol policy measures was higher among groups stating that they received no funding from alcohol industry sources. Groups that accepted money (at the time of the survey) from the alcohol industry averaged only 45% support for alcohol policy measures. By contrast, 74% of groups that did not accept resources from the alcohol industry supported alcohol policy measures (CSPI, 1996).

#### 4. Sponsorship agreements are legal contracts that may come with significant resource requirements.

Sponsorship agreements should **not** be viewed as an easy method of fundraising. Supporting sponsorships can consume significant amounts of time and money for an organization. It is important to remember that, upon signing a sponsorship agreement, your organization has entered into a commercial agreement with a company that requires you to assign various rights and benefits to support the company's marketing and communications objectives. Financial and human resource servicing commitments for your organization begin once the legal contract has been signed.

## Why does your organization need a policy on alcohol sponsorship?

An **alcohol sponsorship policy** is a set of rules and guidelines that your group can adopt to make appropriate choices about the acceptance of funding or in-kind contributions from the alcohol industry. A well-developed and comprehensive alcohol sponsorship policy will help your group to:

- ◆ specify and maintain a clear and consistent position on the acceptance of funding or other resources from the alcohol industry
- ◆ maintain and improve the image of your group in the community

- ◆ reduce the risk of inappropriate and/or dangerous behaviour arising from unsafe drinking practices, which may, in turn, be linked to the excessive or inappropriate promotion by the alcohol industry at your events
- ◆ ensure that your organization takes a uniform, consistent approach to sponsorship
- ◆ reduce the risk of your organization being sued as a result of injuries, deaths, accidents or assaults arising from alcohol use at events sponsored by your organization
- ◆ ensure that your organization does not enter into financial or human resource obligations it is not able to afford
- ◆ promote and increase family participation at your events.

An alcohol sponsorship policy is important for any group or organization contemplating sponsorship agreements with alcohol producers or distributors. Effective policies do not happen by chance. They are developed through a careful assessment of possible policy components, weighed against the mandate and culture of your organization and the events or circumstances where the policy will be implemented. The following section provides a structured, step-by-step process to guide the development of alcohol sponsorship policies.





## Story #2: Community Replaces Beer Company as Lead Event Sponsor

---

In June 2004, representatives of six community groups raised their banner over the entertainment pavilion at the community fair in Marin County, California. The occasion marked the first year that the fair did not have a brewery as its main sponsor: after holding the main fair sponsorship for six years, Miller Brewing Company was replaced by a group of community organizations called Playfair.

Playfair believes that the sponsorship change will “brand” the event with a more family and youth-friendly image as well as demonstrating a commitment to more healthy choices. As a spokesperson for Playfair noted, “Alcohol is our nation’s number one drug problem, costing more lives and resources than all of the illicit drugs combined and second only to tobacco in fatalities...taking sponsorship away from a beer company represents a profound shift from a public health point of view.”

Playfair immediately recognized the importance of reclaiming the community fair when faced with the opportunity to take over the lead sponsorship. In so doing, it has established a model for other community events seeking alternatives to alcohol industry sponsorship.

*For more information about the Playfair experience, go to: [www.PlayFairMarin.org](http://www.PlayFairMarin.org)*





## B. Key Steps in Developing an Alcohol Sponsorship Policy

---

To ensure the effective prevention of problems arising from inappropriate types of sponsorship by the alcohol industry, an alcohol sponsorship policy should be adopted by following these steps:

- ◆ identify relevant stakeholder groups
- ◆ form a task-oriented committee to develop the policy
- ◆ collect and analyze information about alcohol sponsorship policies
- ◆ assess the degree of support for the policy
- ◆ set goals and objectives: what should the policy accomplish?
- ◆ make decisions: choose the policy options that work for you
- ◆ assess resources and capacity for policy implementation
- ◆ develop a written policy.

### 1. Identify relevant stakeholder groups

A key step in the development of any policy is the identification of the individuals who will be affected by the policy, as well as those with an interest in the issues addressed by the policy. The identification of these **stakeholder groups** will help you to:

- ◆ determine who should be involved in the development of your policy
- ◆ assess the degree of support and opposition for your policy among different groups.

You can anticipate that the following groups will have an interest in the development of a policy on alcohol sponsorship:

- ◆ the executive and board members of your organization
- ◆ participants at events organized by your organization
- ◆ the alcohol industry, including producers (e.g., breweries) and distributors (bars, restaurants)
- ◆ public health and addiction service providers

- ◆ the broader community.

You cannot, however, assume that members of a particular stakeholder group will share the same opinions. For example, some may feel that your proposed policy is too lenient, while others may feel it is too restrictive.

Answering the following questions will give you a better idea of who is affected by an alcohol sponsorship policy and how:

1. What, if any, relationship does your organization have with the alcohol industry? Overall, has this relationship been positive or negative?
2. Has your organization ever accepted alcohol industry sponsorship? If so, what problems have arisen from these arrangements? Who was affected by these problems? How were these problems viewed by the community?
3. How could some stakeholders stand to benefit from a policy on alcohol sponsorship? Are there others who you might bring on side if the issue was brought to their attention?
4. What are the reasons why some stakeholder groups would object to an alcohol sponsorship policy? How strong is their opposition likely to be?



## 2. Form a task-oriented committee to develop the policy

The identification of the stakeholder groups with an interest in the issues addressed by your policy will help you to determine who should be involved in the policy development process. It is important that the committee charged with developing your policy include representatives of the key stakeholder groups identified in step 1. This will help to ensure that:

- ◆ your policy is able to meet the funding needs of your organization while simultaneously addressing concerns about inappropriate sponsorship arrangements
- ◆ your policy is realistic and appropriate, reflecting the norms and values of your organization
- ◆ members of your organization and other stakeholder groups support your policy and comply with its requirements.

To ensure the development of an effective and appropriate policy, it is important that your committee include members with knowledge and expertise in alcohol sponsorship policy.

In most communities, there are groups and organizations with an interest in policy development as a means of preventing alcohol-related problems. Staff members from these agencies may have a history of involvement in the development of alcohol sponsorship policies, and may be prime candidates for your committee. Some local resources to contact include:

- ◆ Centre for Addiction and Mental Health consultants
- ◆ staff of local public health units or community health centres (i.e., community health nurses, health educators, etc.)

- ◆ representatives from organizations that have already developed and adopted alcohol sponsorship policies, such as community colleges and universities
- ◆ representatives of provincial organizations with an interest in the prevention of alcohol-related problems, such as the Alcohol Policy Network.

When recruiting committee members, it is important to secure the participation of “champions” for the prevention of alcohol problems – people whose dedication and effort will contribute directly to the improved health and well-being of your organization’s members and the broader community.

### ***How many people should be on the committee?***

Ideally, your policy should be developed by a small, task-oriented committee consisting of 6-8 members. However, this does not preclude you from consulting additional stakeholders during the policy development process, or securing the participation of other individuals in the implementation, promotion, and evaluation of your policy.

### ***Suggested protocol for initial meeting of the committee***

The first meeting of your committee is a key milestone in the policy development process. Careful planning in advance will help to ensure that participants understand the purpose of the committee, their roles and responsibilities, and the subsequent action steps needed to develop and implement your policy. The following protocol can be used to guide the initial meeting of your committee:



### Reason for the meeting

- ◆ describe the purpose of the first meeting
- ◆ describe the purpose and role of the committee.

### Introductions

- ◆ review the interests and experiences of members and reasons for joining
- ◆ identify skills that can guide the policy development process
- ◆ clarify the amount of time participants have to contribute.

### Roles of committee members

- ◆ identify the roles for committee members (organizing and facilitating meetings, taking minutes, conducting background research, writing/revising drafts of the policy, serving as a liaison with other groups)
- ◆ identify who can and is willing to take on these roles
- ◆ determine whether anyone else should be approached to join the committee
- ◆ identify who should be informed of the committee or asked to endorse its formation.

### Resources

- ◆ distribute background material
- ◆ identify resource needs for the committee (photocopying, postage, e-mail, clerical support, etc.)
- ◆ if needed, develop a preliminary list of agencies/organizations that may contribute “in-kind” support.

### Wrap-up

- ◆ list next steps
- ◆ create contact list for members
- ◆ select time, date and location for next meeting
- ◆ decide who will facilitate the next meeting.

(Adapted from *Prevention Works; A Community Guide to Prevent Alcohol Problems*, Homewood Health Services, 1996).

## 3. Collect and analyze information about alcohol sponsorship policies

To guide the development of your policy, it is important to understand the key issues concerning the sponsorship of organizations and events by the alcohol industry. Collecting relevant background information will help to ensure the creation of an effective policy meets your needs.

You should begin by reviewing existing policies on alcohol sponsorship. Reviewing existing policies can save you time and effort, as a policy developed at a similar workplace could help to guide the development of your own policy. In addition, from a decision-maker’s standpoint, it is not as risky to implement a policy when successful precedents have been established elsewhere. Community colleges and universities are particularly helpful sources of information, as a growing number of post-secondary institutions have implemented policies on alcohol sponsorship. (See Appendix 1 for some samples.)

## 4. Assess the degree of support for the policy

Before you begin to develop your policy, it is vital to assess the amount of support you have. You need to know whether or not your key stakeholder groups agree that the development of a policy is an appropriate response to offers of support from the alcohol industry. If this is not the case, then you may experience difficulty in implementing your policy due to non-compliance by members of your organization.

You will need the active support and commitment of your organization’s members, board and executive, to implement your policy



and comply with its requirements. Without this support, your committee may need to suspend its work until other members of your organization can be brought on side.

Here are some questions to help you assess the degree of support for an alcohol sponsorship policy:

- ◆ Have similar organizations in your community adopted policies on alcohol sponsorship? How long have these policies been in place? Have they been effective?
- ◆ Has your organization ever been subject to criticism arising from what was perceived as an inappropriate form of sponsorship by the alcohol industry?
- ◆ Has the sponsorship of events by the alcohol industry been a recent focus in local media (TV, web, radio, newspapers)?
- ◆ How has your organization responded to offers of support from the alcohol industry in the past? What actions were taken?

### ***The climate for change***

The climate for change refers to the combination of events, values, attitudes, and stakeholders in your workplace and community affecting the likelihood of your policy being adopted. The climate for change can be very difficult to gauge, as it can change very quickly. It is also important to remember that the climate for change can affect the rate at which a new idea or approach is adopted. For example, if your organization has recently experienced a rash of serious alcohol-related incidents at one of its events, then the climate for change may favour the quick adoption of your policy. If, by contrast, your organization has been preoccupied with other issues, such as the need to generate increased revenue through fundraising, then the climate for change may not be receptive to the time and effort needed to address alcohol sponsorship.

### ***Force field analysis***

To predict how well your policy will be received, it can be useful to examine your workplace and community to determine the forces that will help and hinder you. You need to identify:

- ◆ the **positive forces** (who will support you in the development of your policy?)
- ◆ the **negative forces** (who will hinder the development of your policy?)

**Force field analysis**, a process developed by Kurt Lewin, maps these opposing forces and studies their relative strengths. Force field analysis is particularly useful for identifying and responding to potential counter-arguments against the adoption of your policy.

You can conduct your own force field analysis by listing all of the forces and viewpoints that could help and hinder you in your efforts to develop an alcohol policy for your workplace. Table 1 shows a hypothetical example of a force field analysis for a policy on alcohol sponsorship.

As you set about assessing the degree of support for your policy, try to consider all of the factors affecting the perception of alcohol issues in your organization. Support from your key stakeholder groups is vital; without it, your policy will not succeed. Here are some pointers to keep in mind when building support for your policy:

- ◆ Look for signs that indicate a need for change (e.g., dissatisfaction with the “status quo”)
- ◆ Create a situation where people are interested in your proposed policy. Present your ideas in a positive manner, emphasizing all possible benefits while being clear about the resources and time commitment involved.
- ◆ View problems as chances to be creative.
- ◆ Be innovative; try the untried.



**Table 1: Driving Forces and Restraining Forces for an Alcohol Sponsorship Policy**

Driving Forces for Policy	Restraining Forces for Policy
<ul style="list-style-type: none"> <li>◆ reduce potential of alcohol-related incidents at organization’s events (injuries, fighting, etc.) that could be linked to excessive promotion of alcohol.</li> <li>◆ enhance reputation and credibility of organization.</li> <li>◆ clarify appropriate types of corporate sponsorship and put appropriate parameters around conditions for receiving support from alcohol industry.</li> <li>◆ avoid inappropriate promotion of alcohol at events involving underage youth.</li> </ul>	<ul style="list-style-type: none"> <li>◆ need to generate revenue to meet organization’s mandate and hold events.</li> <li>◆ organization has never experienced any problems arising from sponsorship of events by alcohol industry (i.e., “if it ain’t broke, don’t fix it”).</li> <li>◆ alcohol is a legal product, and the alcohol industry should not be subject to special conditions that would not apply to other corporate sponsors.</li> <li>◆ all alcohol policies are too restrictive and inflexible; therefore, group events would not be as “fun” for participants.</li> </ul>

- ◆ Plan for success. Try to ensure you have the optimal environment for adopting your policy.
- ◆ Don’t forget the bigger picture. Remember that a policy on alcohol sponsorship is one part of a broader response needed to prevent alcohol-related problems

(Adapted from *Making a Difference in Your Community: A Guide for Policy Change*, Ontario Public Health Association, 1995).

## 5. Set goals and objectives: What should your policy accomplish?

### Set Goals

When you have determined that you have sufficient support to proceed with developing your policy, your next step is to establish goals and objectives. This task helps to clarify the

purpose of your policy. It also helps you determine what should and should not be included in your policy.

A **goal** is a broad statement summarizing the ultimate direction or desired achievement of your policy. When setting policy goals, you need to consider:

- ◆ what aspect of alcohol sponsorship you want to address
- ◆ what your policy can achieve over the short-term
- ◆ what your policy can achieve over the long term.

Here are some tips for developing goals for your alcohol sponsorship policy:

- ◆ Make your goals realistic and attainable by breaking them down into smaller more manageable chunks, or more specific **objectives**.
- ◆ A comprehensive alcohol policy will probably entail multiple goals.



- ◆ Each goal should focus on a desired change or result. Write each goal separately to help you identify what strategies are needed to accomplish them.
- ◆ Rank your goals in order of importance.

Here are some examples of goal statements that could be incorporated into an alcohol sponsorship policy:

- ◆ to encourage the safe, responsible use of alcohol at group-run events and facilities
- ◆ to enhance the reputation and credibility of the group in the community
- ◆ to prevent the inappropriate promotion of alcohol at group events involving underage youth.

### ***Set objectives***

An **objective** is a brief statement specifying the desired impact or effect of your policy (i.e., how much of what should happen to whom by when). Characteristics of good objectives include specificity, credibility, measurability, continuity, compatibility, and freedom from data constraints. The **SMART** acronym is an easy way to remember the key features of well crafted objectives; that is, good objectives are:

- Specific (clear and precise)
- Measurable (amenable to evaluation and monitoring)
- Attainable
- Realistic
- Time-limited

Here are some examples of objectives for an alcohol sponsorship policy:

- ◆ to prohibit signs or posters with an alcohol sponsor’s name or logo at events where underage youth are in attendance
- ◆ to ban messages from sponsors encouraging unsafe drinking practices

- ◆ to reduce an organizations dependence on alcohol industry sponsorship by X% by Y Year.

Here are some tips for developing policy objectives:

- ◆ consider the specific actions or activities are needed to meet your policy goals as well as the time frame needed to achieve your policy goals
- ◆ if you have more than one goal, you will need objectives for different goals
- ◆ objectives must be measurable so they can be evaluated. Think of your objectives as “benchmarks” that will help you to monitor and evaluate your policy.

## **6. Make decisions: Choose the policy option that works for you**

### ***Select your policy components***

Having set your goals and objectives, you now need to determine what kind of policy components are required to achieve them. **Policy components** are the major strategies or groups of activities comprising the “meat” of your policy (i.e., what you will do to prevent alcohol-related problems at your school or university). You will need to decide which combination of components to include in your policy, and how many components should be pursued over time. You will also need to assess your desired policy components against your available resources (see step 7 regarding assessing resources and capacity).

The Marin Institute (2005), a U.S.-based alcohol policy institute, suggests the following questions as helpful starting points for considering the scope of a policy on alcohol sponsorship:



1. Will using promotional materials from the alcohol industry compromise the integrity of your organization in any way?
2. Can the use of this material be misinterpreted as a tacit endorsement of the alcohol industry sponsor?
3. Is their logo, brand, or name on materials your organization plans to distribute or display?
4. Are there any images that tacitly encourage unsafe levels of alcohol consumption or send “mixed messages” (e.g., a father with a beer mug discussing “responsible drinking” with his son)?
5. Will your organization be uncomfortable if the alcohol industry sponsor uses your name or logo on self-congratulatory public relations material?

If the answer to all of the above questions is “yes”, then your organization may wish to consider a very restrictive policy that prohibits most, if not all, forms of sponsorship from the alcohol industry. If, on the other hand, your organization feels comfortable with some of the aspects of sponsorship noted above, then you may choose policy options that are amenable to support from the alcohol industry, if certain conditions are met.

Some of the most common components of alcohol sponsorship policy are noted below. For examples of how these components are addressed in actual policy statements, please refer to Appendix 1.

### ***Key Components of an Alcohol Sponsorship Policy***

- ◆ prohibiting alcohol sponsorship of all organization events (or select events, such as youth- or family-oriented events)
- ◆ prohibiting the distribution of alcohol promotional items at organizational events (or events where a significant percentage of participants are underage youth)
- ◆ prohibiting an alcohol producer’s or retailer’s name from being associated with an event (or events where underage youth are in attendance)
- ◆ prohibiting signs with an alcohol sponsor’s name from being displayed at organization events (or events where underage youth are in attendance)
- ◆ restricting the type and size of signs and logos with the alcohol sponsors name at organization events.

## **7. Assess resources and capacity for policy implementation: What you need, what you want, and what you have**

The type of policy you are able to implement depends on your available resources. If you do not properly assess your resources and capacity for policy implementation, you may inadvertently undermine your efforts or diminish your impact. Therefore, the next important step is to identify the capacities and resources you need and compare them with what you have. This will help you to determine if you are ready to proceed with the development of your policy, or if you require additional resources first.



When considering resources, most people tend to focus exclusively on money and materials. In many cases, however, you may be able to achieve your policy objectives without much of either. Time, commitment and energy of the people responsible for the development, implementation and monitoring of your policy are your greatest assets.

## 8. Develop a written policy

Once you have selected the required policy components and identified the people and resources needed to implement them, you are ready to develop a written draft of your policy. To ensure effective implementation, an alcohol sponsorship policy should include the following:

- ◆ a **preface** or **preamble** describing the purpose of the policy and the principles and values underlying the policy (e.g., commitment to the health and safety of employees, promotion of responsible alcohol use, respect for others)
- ◆ **policy goals** and **objectives**
- ◆ a description of the **policy components** and the associated activities and regulations
- ◆ **procedures** for dealing with **failure to comply with the regulations** specified in the policy, including clearly specified **consequences**
- ◆ a plan for **promoting** and **disseminating** the policy
- ◆ a plan for **monitoring** compliance with the policy and **evaluating** its impact.

### *The writing process*

The creation of clear, comprehensive policy statements takes time; most policies go through multiple revisions before they are finally adopted. To keep the writing process as painless as possible, we recom-

mend the creation of a small subcommittee (2-3 individuals) that includes a designated lead writer.

This committee will be responsible for:

- ◆ developing drafts of the policy
- ◆ sharing draft versions of the policy with the policy development committee
- ◆ obtaining feedback from other stakeholders (as deemed appropriate by the policy development committee)
- ◆ undertaking the revisions agreed to by the larger committee.

It should be noted that, in most cases, policies regarding alcohol sponsorship are often sub-sections of broader policies, such as a university or municipal alcohol policy, so the writing process is not as time consuming as it is for more detailed, comprehensive policies. Examples of these can be found on [www.apolnet.ca](http://www.apolnet.ca) under the Laws/Policies section.

## 9. Take action: Implementing your policy

After considerable thought and planning, you have reached the stage when you begin to implement your policy on alcohol sponsorship. Answering the following questions will enable you to determine whether or not your policy is ready for implementation.

### *Policy implementation checklist*

- Have you identified and analyzed the issues that your policy needs to address?
- Do you have sufficient understanding of these issues to support and justify the implementation of your policy?
- Are your policy goals reasonable, and your objectives measurable?



- Do you have the required support and approval of key decision-makers? If not, how will this be obtained?
- Have you selected your policy components and prepared a written policy that describes these components and a strategy for implementation?
- Is there accurate knowledge of the resources needed to implement and monitor your policy?
- Is the time-line for implementation realistic?
- Does your policy specify who is responsible for doing what?
- Have you identified the barriers to implementation you are likely to encounter?
- Have you shared your draft policy with other key stakeholders who will be responsible for implementation?
- Do you have a plan for dealing with these barriers?
- Is this the appropriate time to commence implementing your policy?

If your answer to all of the above questions is “yes”, you are ready to proceed with the implementation of your policy. If you answered “no” to one or more of these questions, additional work is required before your policy is ready for implementation.

### ***Some points to consider when implementing your policy***

- ◆ Time management is critical, as you will probably be involved with multiple activities. For example, if you are implementing a policy on alcohol sponsorship, you may need to divide your efforts between a range of tasks, such as education and promotion of your policy to organization members, meetings with people responsible for carrying out your policy (e.g., event organizers), arranging training sessions, and monitoring policy infractions.

- ◆ You will need to be flexible, so you can respond quickly when things don’t turn out as planned. Remember that all organizations are subject to changes that you need to anticipate.
- ◆ No policy will be entirely flawless, especially when it is being implemented for the first time. A thorough evaluation plan (see step 10) will enable you to quickly identify what is not working and make the necessary changes.

## **10. Take stock: Evaluating the impact of your policy**

**Evaluation** is the systematic gathering, analysis and reporting of data about a policy or program to assist in decision making. A thorough evaluation will enable you to:

- ◆ collect evidence on the effectiveness of your policy (i.e., Was it successful in achieving its stated goals and objectives?)
- ◆ be accountable to the stakeholders who supported the development and implementation of your policy.

Identify ways of improving your policy by:

- ◆ determining what works, what doesn’t work, and why
- ◆ improving the usefulness of the resources and materials needed to implement your policy (e.g., brochures, training protocols)
- ◆ assessing the extent to which people are complying with your policy.

### ***Process and outcome evaluation***

There are two basic types of evaluation. **Process evaluation** monitors the implementation of your policy. It examines the procedures and tasks



involved in carrying out a policy in an effort to determine, “What is happening to whom?” Process evaluation includes:

- ◆ monitoring organizational compliance with your policy
- ◆ monitoring stakeholder satisfaction with your policy (e.g., tracking issues or complaints arising from your policy)
- ◆ monitoring and tracking modifications to your policy over time.

**Outcome evaluation** assesses the results or impacts of a policy, both intended and unintended, in an attempt to determine whether or not the policy made a difference. Outcome evaluations can assess both **short-term** results, such as changes in awareness, knowledge, and attitudes about the appropriate role of the alcohol industry in supporting your organization, as well as **long-term** results, such as changes in alcohol-related problems occurring at events sponsored by your organization.

### ***Tips for designing a policy evaluation***

Here are some important points to consider when designing an evaluation for your policy:

- ◆ Link your evaluation measures to the goals and objectives of your policy.
- ◆ Select easy, realistic methods to collect the data you need, such as questionnaires, interviews, and focus groups. Make sure that you systematically collect data from the moment you begin to implement your policy. Don’t wait until your policy has been in place for a long period of time before you begin to measure your success.
- ◆ Review your evaluation results on an ongoing basis to guide appropriate changes and modifications to your policy.
- ◆ Your evaluation should collect a mix of **quantitative** (i.e., statistics) and **qualitative** data. You need both types of data to fully understand the impact of your policy.

## **11. Looking back and looking ahead: A final word**

Effective alcohol sponsorship policies are not static; they are flexible enough to incorporate insights gained from past experience, while responding to anticipated developments and trends. Once you have succeeded in your efforts to develop and implement a policy for your organization, you may want to take a step back from the process to determine where you are and where you are going.

### ***Step back***

Assess the current situation at your organization as a result of your policy. Ask yourself:

- ◆ Have we made progress in defining an appropriate relationship between our organization and the alcohol industry?
- ◆ Are our events free of what we consider to be inappropriate types of promotion by the alcohol industry?
- ◆ Is our organization regarded as more credible and socially responsible than it was before the policy was adopted?
- ◆ If the policy has not been as effective as we thought, why not? What could we have done differently?
- ◆ Are the people who were involved in the policy development and implementation process happy with the results of their efforts?
- ◆ How is the policy regarded by our stakeholders (members, participants in organization events, the broader community)? Do they have a favourable view of the policy? If not, what can be done to address their concerns?



### ***Look ahead***

Now think about the future of your policy development committee in light of its achievements. Ask yourself:

- ◆ Does more need to be done to implement your alcohol sponsorship policy and prevent alcohol and drug-related problems at our organization? If so, what and when?
  
- ◆ Do the members of your committee want to do more?
  
- ◆ What will happen to your committee? Has it fulfilled its purpose, or is there a reason to stay together?
  
- ◆ Can you foresee any developments, either within or outside of your organization that may affect your policy? If so, how will you respond?

Each time you step back and look ahead, you are conducting a form of evaluation. Evaluation helps you to determine the extent to which your policy was successful in achieving your objectives, and gives you directions about what should be done next.





# Story #3: Social Norming: Balancing the Messages from Campus Alcohol Sponsorships

---

Alcohol-related problems - especially episodic binge drinking - continue to be a major health and safety issue at Canadian universities. The *2000 National Canadian Campus Survey* reported that 63% of all students surveyed indulged in binge-drinking behaviour - the consumption of five or more drinks on a single occasion.

Embracing the reality of student drinking, some universities are turning to a new strategy, social norming, to promote responsible drinking. **Social norms** refer to the *perceived* standards of acceptable attitudes and behaviours among members of a community. Social norming strategies include efforts to shift the prevailing “norms” from binge drinking to more moderate, socially responsible patterns of consumption.

For example, one of the newer social norming initiatives at Mount Alison University was to establish a PARTY committee - a student-run group that works to promote alcohol awareness across campus. One of its events included opening the on-site campus bar for a dry event that introduced under-age students to the bar. Activities such as pool and football were available to show that having a good time doesn't need to involve alcohol consumption.

Unfortunately, these programs have had mixed results. According to school administrators of universities where social norming strategies are in place, the approach seems to be working. Anecdotal evidence indicates that campuses adopting social norming tactics report fewer alcohol-related problems than universities emphasizing more traditional “fear appeals” to decrease the incidence of binge drinking.

On the other hand, these “alcohol education” programs are normally funded through beer companies, which presents a conflict of interest as the industry attempts to meet its own agenda. Wechsler et al. (2002) identify that these programs “operate on the unproven assumptions that students a) match their drinking to what they believe to be the campus norm and b) believe the norm is higher than it is, causing them to drink more. Theoretically, it follows that simply informing students of the actual lower norm will lead students to drink less. The popularity of the idea is understandable. If it worked, social norms would be a quick, cheap, and feel-good fix to a deeply embedded problem.” However, this program does not “attempt to change policy, accessibility, price or even college drinking customs. It just tries to change perceptions.” Wechsler et al. (2002).





# C. Tips for Developing Effective Sponsorship Policies: Lessons from the field

---

Efforts to address alcohol-related issues at organizations have yielded valuable insights into the principles of effective policy development. The following section presents some recommendations for the planning and implementation of sponsorship policies that have been learned – through success as well as error – from experiences to date.

- 1. The goals of the sponsor as well as the organization seeking support need to be considered in order to make informed decisions about sponsorship policies.**  
Remember that the alcohol industry views sponsorship arrangements as a marketing opportunity. Not only do they want to increase awareness of their brand or product but they also want to enhance the reputation of their image (Davis, 1999). Just as you should ask informed questions to arrive at key decisions about entering into sponsorship agreements, the sponsor will ask “What’s in it for us?” Accordingly, your organization may need to field one or more of the following questions:
  - ◆ Will sponsoring this event increase product awareness and/or sales?
  - ◆ Is there a way for employees to get involved?
  - ◆ Is there an opportunity for “business-to-business” marketing (e.g., a reception)?
  - ◆ Is there a “target audience” and product fit?
  - ◆ Is there a solid PR campaign in place?
  - ◆ Do we have flexibility?
  - ◆ How much do we have to contribute? (some sponsors want to be able to provide financial support and/or just show up, with no additional responsibilities)
  - ◆ Does your organization have a good reputation with other sponsors?
  - ◆ What, if any, risks are involved in sponsoring this event?
  - ◆ Are we being offered industry exclusivity? (i.e., products from competing sponsors will not be promoted or sold at the event).
- 2. Take the time to create a policy that’s right for your organization. Don’t just copy or adopt the policy of another organization.** Learn from what others have done, but, at the same time, recognize that successful sponsorship policies are designed to meet the needs of individual groups, and conform with their distinct mandates and organizational cultures. Ensuring that your policy is “tailor made” for your particular organization will make it easier to communicate the policy to members, foster compliance, and defend the policy, if challenged.
- 3. Sponsorship policies should be applied in a fair and consistent manner.** Once a sponsorship policy is adopted, however, it should be followed closely and applied consistently to all potential funders. Failure to do so will ultimately lead to the perception of a “double standard”, decreased support for your organization, potential challenges from sponsors, and decreased organizational credibility.
- 4. Never develop a policy without support from the top.** Successful policies need a strong commitment from the head of your organization (e.g., Executive Director and/or Chair of the Board) to support their full implementation. Ideally, management must not only be informed, but should also be involved in policy decisions. Otherwise, the effectiveness of the policy will be seriously undermined.
- 5. Promotional and awareness-raising activities are critical for effective policy implementation.** To increase awareness of, and support for, an alcohol sponsorship policy, it is essential that promotional activities be carried out to explain the policy to members of your organization, potential sponsors, and the community at large.



Promotional activities should be conducted on an ongoing basis to ensure that new employees are aware of the policy and understand the consequences for non-compliance.

Here are some strategies for promoting alcohol sponsorship policies:

- ◆ prepare and distribute brochures summarizing the policy
- ◆ post the policy on the organization's website
- ◆ write an article about the policy for publication in the organization's newsletter
- ◆ provide new members and potential sponsors with a copy of the policy as part of their orientation package
- ◆ convene a meeting to introduce and discuss the policy
- ◆ share your policy with other organizations.

- 6. Policies need to be flexible and responsive to changing circumstances and unintended impacts.** Effective alcohol sponsorship policies are not “carved in stone”; they are modified in response to changing events and unforeseen consequences. Since the circumstances affecting sponsorship arrangements between organizations and the alcohol industry are complex and occur within an ever-changing social, economic and political environment, policies must be flexible to address changes affecting the organization as well as potential sponsors.

## Conclusion

The purpose of this guide has been to give you an overview of issues related to sponsorship by the alcohol industry, and to show you what is involved in the development of comprehensive policies to prevent problems arising from sponsorship arrangements. While you may find the policy development process time-consuming, be assured that your efforts will pay off in the form of reduced alcohol problems and the enhanced reputation of your organization.

Policy is not a panacea for eliminating all of the potential pitfalls arising from sponsorship agreements with the alcohol industry, but it does, at minimum, ensure the capacity to deal with issues as they arise. In spite of the challenges and frustrations that invariably occur, the policy development process is an effective means of mobilizing people and providing them with the skills, capacities and resources to address their shared concerns.

Preventing alcohol-related problems is in everyone's interest. To support your efforts, we have developed a selected list of people, organizations, and websites to contact for more information, as well as a bibliography of useful print materials.

If you need additional assistance, or want to share ideas for action with others, please contact the Alcohol Education Project.

### **Alcohol Education Project**

Ontario Public Health Association  
700 Lawrence Avenue West, Suite 310  
Toronto, Ontario, M6A 3B4  
Tel: 416-367-3313 / 1-800-267-6817  
Fax: 416-367-2844  
Email: APN@opha.on.ca or  
apolnet@opha.on.ca  
Web: [www.apolnet.ca](http://www.apolnet.ca)



# Story #4: Alcohol Sponsorship and the Internet

---

Over the past decade, alcohol companies have placed increased reliance on digital marketing as a medium for reaching young people. The Center for Alcohol Marketing and Youth (CAMY) in the US found that alcohol company websites have large youth audiences and contain content that is attractive to young people (CAMY, 2005). In particular, games, cartoons, music, and a variety of high-tech downloads fill many of these sites. Concern about the impact of these sites on young people is heightened due to the failure of many programs designed to allow parents to block children's access to these sites (Novak, 2004).

A key issue for public health and safety groups is the ease with which young people can foil the age requirement for viewing beer company websites. An age bar is supposed to weed out youngsters who find the sites attractive. However, an investigation discovered that online forms can inadvertently "tip" kids to complete fake answers (Edwards, 2004). The trend towards increased alcohol promotion on the internet is especially worrying for public health groups since the internet knows no boundaries. As a result, regulating both content and access to these sites is very difficult. Alcohol advertising on the web has the potential to reach all internet viewers around the world, regardless of age (Novak, 2004).

The trend should also be of concern to groups seeking sponsorship for website development, as the alcohol industry may demand links to their sites as a condition of support. To avoid entering into inappropriate arrangements with the alcohol industry or other corporate sponsors, a number of groups have developed website sponsorship policies. Two examples of these policies are provided in Appendix 1 of this guide (example 4 and example 7).





## D. Key Contacts and Resources

---

### Organizations

#### *Alcohol and Gaming Commission of Ontario (formerly*

*Liquor License Board of Ontario)*

20 Dundas Street West, 7<sup>th</sup> Floor

Toronto, Ontario, M5G 2N5

P: (416) 326-0336 (Inspections)

P: (416) 326-0360 (Legal Hearings)

F: (416) 326-0330 (Inspections)

F: (416) 326-5566 (Legal Hearings)

W: [www.agco.on.ca](http://www.agco.on.ca)

#### *Alcohol Policy Network (APN)*

Ontario Public Health Association

700 Lawrence Avenue West, Suite 310

Toronto, Ontario, M6A 3B4

P: (416) 367-3313

F: (416) 367-2844

W: [www.apolnet.ca](http://www.apolnet.ca)

#### *Association to Reduce Alcohol Promotion in Ontario (ARAPO)*

Ontario Public Health Association

700 Lawrence Avenue West, Suite 310

Toronto, Ontario, M6A 3B4

P: (416) 367-3313

F: (416) 367-2844

W: [www.apolnet.ca/arapo](http://www.apolnet.ca/arapo)

#### *Canadian Centre on Substance Abuse (CCSA)*

75 Albert Street, Suite 300

Ottawa, Ontario, K1P 5E7

P: (613) 235-4048

F: (613) 235-8101

W: [www.ccsa.ca](http://www.ccsa.ca)

#### *Centre for Addiction and Mental Health (CAMH)*

Information Line

P: 1-800-463-6273

F: (416) 595-5017

W: [www.camh.net](http://www.camh.net)

#### *Center for Alcohol Marketing and Youth (CAMY)*

2233 Wisconsin Avenue, NW

Suite 525

Washington, DC 20007

P: 202-687-1019

E: [info@camy.org](mailto:info@camy.org)

W: [www.camy.org](http://www.camy.org)

#### *Center for Substance Abuse Prevention (CSAP)*

5600 Fishers Lane

Rockwall H Building Room 800

Rockville, MD, USA, 20857

P: (301) 443-0373

F: (301) 443-5592

W: [www.samhsa.gov/csap/index.htm](http://www.samhsa.gov/csap/index.htm)

#### *Health Canada - Drug Strategy and*

#### *Controlled Substances Programme*

Postal Locator 1917C Tunney's Pasture

Ottawa, Ontario, K1A 9K9

P: (613) 957-8337

F: (613) 957-1565

W: [www.hc-sc.gc.ca/hecs-sesc/hecs/dscs.htm](http://www.hc-sc.gc.ca/hecs-sesc/hecs/dscs.htm)

#### *Homewood Health Centre (formerly Homewood Health Services)*

150 Delhi Street

Guelph, Ontario, N1E 6K9

P: (519) 824-1762

F: (519) 824-1813

W: [www.homewoodhealth.com](http://www.homewoodhealth.com)

#### *Liquor Control Board of Ontario (LCBO)*

55 Lake Shore Boulevard East

Toronto, Ontario, M5E 1A4

P: (416) 854-6818

F: (416) 864-2431

W: [www.lcbo.com](http://www.lcbo.com)



*The Marin Institute for the Prevention of Alcohol  
and Other Drug Problems*

24 Belvedere Street  
San Rafael, California, USA, 94901  
P: (415) 466-5692  
F: (415) 456-0491  
W: [www.marininstitute.org](http://www.marininstitute.org)

*National Clearinghouse on Substance Abuse (SAMHSA)*

P.O.Box 2345  
Rockville, MD, USA, 20847-2345  
P: 1-800-729-6686  
F: (301) 468-6433  
W: <http://ncadi.samhsa.gov/>

*National Institute on Alcohol Abuse and Alcoholism  
(NIAAA)*

P.O Box 34443  
Washington D.C., USA, 20043  
W: [www.niaaa.nih.gov/](http://www.niaaa.nih.gov/)

*Ontario Ministry of Health and Long-Term Care*

Chronic Disease Prevention and  
Health Promotion Branch  
5700 Yonge Street, 5<sup>th</sup> Floor  
Toronto, Ontario, M2M 4K5  
P: (416) 314-5493  
F: (416) 314-5497  
W: [www.gov.on.ca/health](http://www.gov.on.ca/health)

Public Health Branch  
5700 Yonge Street, 8<sup>th</sup> Floor  
Toronto, Ontario, M2M 4K5  
P: (416) 327-7392  
F: (416) 327-7438  
W: [www.gov.on.ca/health](http://www.gov.on.ca/health)



## Key resources

- Addiction Research Foundation/Alcohol Policy Network. **Communities Take Action: A Practical Guide for Municipalities, enforcement agencies, community groups and others concerned about the impact of alcohol on public health and safety.** Toronto: ARF-APN, 1998.
- Babor, T., et al. **Alcohol: No Ordinary Commodity – Research and Public Policy.** Oxford, United Kingdom: World Health Organization, 2003.
- Centre for Addiction and Mental Health. **Traveling Together: A Hands-On Guide for Moving Your Community Group to Action.** Toronto: CAMH, 2000.
- Center for Science in the Public Interest. **Paying the Piper: The Effect of Industry Funding on Alcohol Prevention Priorities.** Washington DC: CSPI, 1996.
- Davis, K. “Corporate sponsorship for health promotion events and programs.” **Ontario Health Promotion E-Mail Bulletin 121 (1)**, October 15, 1999.
- Edwards, J. “Sobering challenges for the beer industry.” **Brandweek 45**, 4-6, 2004.
- Gallegos, B. “Our culture is not for sale: a campaign to reclaim Cinco de Mayo from the alcohol industry.” In J. Streiker (Ed.) **Case Histories in Alcohol Policy.** San Francisco: The Trauma Foundation, 2002.
- The Health Communication Unit. **Developing Health Promotion Policies.** Toronto: THCU, 2004.
- The Marin Institute. **Alcohol 101: Alcohol Industry “prevention materials”. Public service or PR ploy?** San Rafael, California: The Marin Institute, 2005.
- McDaniel, S.R., and Mason, D.S. “An exploratory study of influences of public opinion towards alcohol and tobacco sponsorship of sporting events.” **The Journal of Services Marketing 13 (6)**, 481-490, 1999.
- McKenzie, D. **Under the Influence? The Impact of Alcohol Advertising on Youth.** Toronto: Canadian Centre for Substance Abuse, 1999.
- Narbonne-Fortin, C. et al. **The Municipal Alcohol Policy Guide: A Practical Resource for Successfully Managing Drinking in Recreational Settings.** Toronto: Centre for Addiction and Mental Health, 2003.
- Novak, J.A. **Alcohol Promotion and the Marketing Industry: Trends, Tactics and Public Health.** Toronto: The Association to Reduce Alcohol Promotion in Ontario, 2004.
- Sharp, W. **Mad at the ads: a citizen’s guide to challenging alcohol advertising practices.** Washington D.C: Center for Science in the Public Interest, October 1992.
- Solomon, R., Dingle, G., and Gould, M. **Keeping Good Company: An Employer’s Guide to Understanding and Avoiding Alcohol Liability.** Mississauga: MADD Canada, 2004.
- Wagenaar, A. **Alcohol Sponsorship Restrictions.** Alcohol Epidemiology Program: University of Minnesota, 2002.
- Wechsler, H., and Wuerthrich, B. **Dying to Drink: Confronting Binge Drinking on College Campuses.** USA: Rodale Press, 2002.





## Appendix 1

### Sample policies on alcohol sponsorship

The following pages contain a description and contact information for 10 alcohol sponsorship policies. These are provided as a reference to guide the formation of your organization-specific policies.

1. Sponsorship Policy: Vancouver Community College  
[www.vcc.ca/deptUploads/policies/E\\_03\\_01.pdf](http://www.vcc.ca/deptUploads/policies/E_03_01.pdf)
2. McMaster University Alcohol Policy  
[www.mcmaster.ca/policy/hlthsafe/alcohol.htm](http://www.mcmaster.ca/policy/hlthsafe/alcohol.htm)
3. University of Alberta: Alcohol at University Events – Restricted Promotion Related Activities  
[www.conman.ualberta.ca/stellent/groups/public/@facilitiesandops/documents/infodoc/cmp\\_057166.doc](http://www.conman.ualberta.ca/stellent/groups/public/@facilitiesandops/documents/infodoc/cmp_057166.doc)
4. ePALS Classroom Exchange Sponsorship and Advertising Policy  
[www.epals.com/about/sponsor](http://www.epals.com/about/sponsor)
5. Mount Allison University Liquor Policy  
[www.mta.ca/departments/sss/policies/liquor\\_policy.html](http://www.mta.ca/departments/sss/policies/liquor_policy.html)
6. Sponsorship Policy: Huron County Health Unit  
<http://www.web.ca/~apolnet/apolnet-1/msg00623.html>
7. Canadian Medical Association Sponsorship Policy  
[www.cma.ca/index.cfm/ci\\_id/25336/Ia\\_id/1.htm](http://www.cma.ca/index.cfm/ci_id/25336/Ia_id/1.htm)
8. Manukau City Council, New Zealand: Advertising and Sponsorship Policy  
[www.manukau.govt.nz/PLAN\\_ADPOLICY.htm](http://www.manukau.govt.nz/PLAN_ADPOLICY.htm)
9. Mothers Against Drunk Driving (MADD) Canada: Fundraising Policies  
[www.madd.ca](http://www.madd.ca)
10. U.S. Centers for Disease Control (CDC): Securing Approval for Sponsorship of Conferences and Guidelines for Collaboration with the Private Sector  
[www.cdc.gov/od/foia/policies/collabor.htm](http://www.cdc.gov/od/foia/policies/collabor.htm)



# 1. Sponsorship Policy: Vancouver Community College

## **Contact Information**

Executive Office  
City Centre Campus  
250 West Pender Street  
Vancouver, BC, V6B 1S9  
Tel: 604-871-7159  
Email: [slucas@vcc.ca](mailto:slucas@vcc.ca)

## **Link to Policy**

[www.vcc.ca/deptUploads/policies/E\\_03\\_01.pdf](http://www.vcc.ca/deptUploads/policies/E_03_01.pdf)

## **Description of Policy**

Adopted by Vancouver Community College (VCC) in January 2000, the policy is applied to make decisions about appropriate sponsorship arrangements to attract additional resources for the College. The policy defines sponsorship as “an agreement which is marketing-oriented and has benefit for the sponsor and VCC. It is not a gift to the College and is not tax deductible” (VCC sponsorship policy, 2000, p. 1).

Components of the policy include:

- ◆ criteria for evaluating sponsorship opportunities based on their value to the College (e.g., enhancement of VCC’s image, improved community relations, price reductions, etc.)
- ◆ a clear process for developing and reviewing sponsorship proposals
- ◆ guidelines for evaluating sponsorship proposals and content
- ◆ contractual arrangements, including VCC’s right “to terminate the contract when it becomes evident that the organization’s activities are felt by the sponsorship committee to be incompatible with the College’s mission and goals (VCC sponsorship policy, p. 4)
- ◆ requirements to conduct ongoing monitoring and evaluation of the policy.

As a public institution, VCC chose not to accept the advertising of alcohol and tobacco products. VCC sponsorship arrangements also exclude advertising from “partisan, sectarian and extremist organizations, as well as advertising which perpetuates gender, cultural or racial stereotypes, or which demeans any person or group (VCC sponsorship policy, p. 4).

The VCC sponsorship policy provides a helpful model for organizations interested in developing comprehensive policies to make appropriate decisions about sponsorship arrangements. Although the policy does not focus specifically on alcohol, it contains a number of provisions that would be useful when considering sponsorship arrangements with manufacturers or distributors of alcoholic beverages.



## 2. McMaster University Alcohol Policy

### **Contact Information**

Senate Secretariat  
Gilmour Hall, Mr. 210  
McMaster University  
1200 Main St. West  
Hamilton, ON, L8S 4L8  
Tel: 905-525-9140 ext. 24337  
Email: [mccued@mcmaster.ca](mailto:mccued@mcmaster.ca)

### **Link to Policy**

[www.mcmaster.ca/policy/hlthsafe/alcohol.htm](http://www.mcmaster.ca/policy/hlthsafe/alcohol.htm)

### **Description of Policy**

Policies regulating alcohol sponsorship are addressed in Appendices E and F of the policy.

Appendix E, **Advertising, Alcohol Sponsorship and Boosters**, provides guidelines for alcohol advertising at university facilities and events. Restrictions on advertising in the policy include:

- ◆ the requirement that all on-campus advertising for special events at which liquor is served (posters, flyers or other advertisements) be approved by the appropriate Liquor License Holder prior to the event and must include the following statement: “Proof of age and McMaster University ID required; only a limited number of tickets are available for guests who are sponsored by a member of the McMaster University Community”
- ◆ Posters, flyers or announcements must not have alcohol advertising as their primary focus
- ◆ the promotion of specific brands of alcohol is not allowed under any circumstances.

Appendix F, **Guidelines for the Responsible Promotion and/or Marketing of Alcoholic Beverages on Campus**, encourages student leaders seeking and providing recognition for sponsorship and/or advertising for their organization’s print publication and visual material (e.g., t-shirts) to consider the following criteria:

- ◆ the advertising and/or visual image is in good taste
- ◆ the advertising and/or visual image is appropriate to the event in which the reader or observer will be engaged
- ◆ the advertising and/or visual image supports the educative principles of the McMaster University Alcohol and Residence Community Alcohol Policies
- ◆ the income justifies the time and effort.
- ◆ sponsorship may be recognized by a straightforward statement: “*organization name* thanks *company name* for providing financial support to *the activity/ event*, and/or the manufacturer’s logo.”



### 3. University of Alberta: Alcohol at University Events – Restricted Promotion Related Activities

#### **Contact Information**

Don Hickey  
Vice President, Facilities and Operations  
University of Alberta  
114 St. 89 Ave.  
Edmonton, AB, T6G 2E1  
Tel: 780-492-9238  
Email: [don.hickey@ualberta.ca](mailto:don.hickey@ualberta.ca)

#### **Link to Policy**

[www.conman.ualberta.ca/stellent/groups/public/@facilitiesandops/documents/infodoc/cmp\\_057166.doc](http://www.conman.ualberta.ca/stellent/groups/public/@facilitiesandops/documents/infodoc/cmp_057166.doc)

#### **Description of Policy**

The policy stipulates guidelines for promoting alcohol at University of Alberta events. Components of the policy include:

- ◆ a regulation limiting promotional clothing (e.g., t-shirts, jackets) to sponsoring group members working at the event (promotional clothing cannot be given to group members not involved with the function, or to guests attending the event)
  - ◆ a ban on exclusivity agreements between licensees and alcohol suppliers
- The University of Alberta policy covers a range of issues that should be considered by groups entering into sponsorship agreements involving the promotion of alcohol at their functions and events. Although some aspects of the policy are specific to the jurisdiction (i.e., Alberta Gaming and Liquor Commission regulations), it provides a good starting point for identifying appropriate parameters for the promotion of alcohol at sponsored events.
- ◆ guidelines for advertising/promoting the event, which includes the following stipulations:  
“advertising.....must not promote over-consumption or make use of alcohol as an inducement to attend the function, nor must it contain any direct or indirect reference to a brewery or contain a corporate or brand logo of a brewery, distillery or other alcohol manufacturer except as permitted by Alberta Gaming and Liquor Commission regulations.”
  - ◆ a requirement which specifies that organizers advertise that the function is for invited guests only (guest sign-in policies are encouraged)
  - ◆ a list of items containing a corporate or brand logo of a brewery that can be used or displayed at campus functions (e.g., coasters, disposable glasses, draft tap handles)



## 4. ePALS Classroom Exchange Sponsorship and Advertising Policy

### **Contact Information**

ePALS Classroom Exchange Offices  
353 Dalhousie Street, 3<sup>rd</sup> Floor  
Ottawa, ON, K1N 7G1  
Tel: 613-562-9847  
Email: [www.epalscorp.com/feedback.doc](http://www.epalscorp.com/feedback.doc)

### **Link to Policy**

[www.epals.com/about/sponsor](http://www.epals.com/about/sponsor)

### **Description of Policy**

ePALS is a leading provider of school-safe email and collaborative technology, serving over two million kindergarten to Grade 12 sites in North America. ePALS accepts sponsorship and advertising to support its commitment to providing free educational tools to its users. To ensure that ePALS makes informed, ethical decisions about sponsorship agreements, a sponsoring and advertising policy was developed by the organization.

Written in a “Question and Answer” format, the policy defines the types of sponsors and advertisers selected by ePALS. Specifically, “ePALS works only with companies and organizations which are committed to providing or supporting education. . . .ePALS does NOT accept sponsors or advertisers who advocate alcohol consumption, tobacco use, firearms, illegal use of drugs, gambling, pornography, prejudice or discrimination against any race, colour, national origin, religion, disability or handicap, gender or sexual orientation or any other promotions found inappropriate for our educational users.” (ePALS, 2005, p. 1)

The policy also lays out the process used to determine the appropriateness of sponsors seeking acknowledgements or advertising space on the ePALS site. Senior ePALS staff review sponsorship and advertising for appropriateness on a continuous

basis. Advertisements found to be in non-compliance of the policy are removed or refused. Senior staff also review the specific appearance of sponsorship or advertising messages, reserving the right to refuse images, language or animation that may concern the ePALS user community.

The ePALS policy provides a helpful example for groups seeking sponsorship support for the development and/or maintenance of a website. As is the case when seeking alcohol industry sponsorship for a special event, organizations entering into website agreements with the alcohol industry need to ensure that all posted text, logos and messages do not encourage unsafe or irresponsible drinking and are consistent with the organizational values and principles.



## 5. Mount Allison University Liquor Policy

### **Contact Information**

Student Life  
Mount Allison University  
152A Main Street  
Sackville, NB, E4L 1B4  
Tel: 506-364-2255  
Email: [studentlife@mta.ca](mailto:studentlife@mta.ca)

### **Link to Policy**

[www.mta.ca/departments/sss/policies/liquor\\_policy.html](http://www.mta.ca/departments/sss/policies/liquor_policy.html)

### **Description of Policy**

Adopted in 1994, the Mount Allison University Liquor Policy is a comprehensive document regulating the sale, consumption and promotion of alcohol at university events and facilities. The issue of sponsorship by the alcohol industry is addressed in Sections 13, 15 and 16 of the policy.

**Section 13, Brewery Donations of Alcohol**, identifies the conditions that must be met by those making brewery/winery/distillery donations to students and other University Groups. For residence and off-campus student groups, the only donation of alcohol possible by breweries/wineries/distilleries is donations of alcohol purchased by the brewery/winery/distillery at the liquor store and given to the student group. For other events on campus (i.e., those in licensable premises), the brewery/winery/distillery may only give a cash donation to the group which must in turn engage bar services.

**Section 15, Advertising**, specifies the advertising requirements for licensed events on campus. Components include general advertising regulations (e.g., prices of alcohol must not be quoted, free alcohol may not be advertised), poster advertising, advertising on residence floor or lounge parties on

campus, brewery vehicles (not permitted on campus), and alcohol advertising in student newspapers and other university publications.

**Section 16, Other Alcohol Related Promotions**, specifies the conditions under which alcohol-related promotions may be allowed. The policy states that such promotions are permissible provided that::

- ◆ they do not promote the consumption of alcohol in irresponsible amounts
- ◆ they do not discriminate against non-drinkers or underage patrons
- ◆ the type of promotion is deemed appropriate to Mount Allison by the Liquor Policy Committee
- ◆ they fall within the guidelines of policies established by the Revenue Division of the provincial government (formerly the Liquor Licensing Board of New Brunswick)
- ◆ “drink and win” promotions are prohibited.

The policy also notes that the university accepts promotions such as brewery sponsorship of Alcohol Awareness Week, designated driver programs, and responsible drinking campaigns.



## 6. Sponsorship Policy: Huron County Health Unit

### **Contact Information**

Linda Stobo  
Senior Public Health Promoter  
Huron County Health Unit  
77722B London Road RR # 5  
Clinton, ON, NOM 1L0  
Tel: 519-482-5119 ext. 254  
Email: [lstobo@srhip.on.ca](mailto:lstobo@srhip.on.ca)

### **Link to Policy**

<http://www.web.ca/~apolnet/apolnet-1/msg00623.html>

### **Description of Policy**

To ensure that it applied consistent, ethical principles to the acceptance of funds, in-kind support and/or donations from corporate sponsors, Huron County Health Unit (HCHU) developed a sponsorship policy. Potential sponsors must meet the following criteria:

- ◆ No alcohol or tobacco-related corporations will be considered. Subsidiary companies can be considered so long as the product of the parent company is not promoted.
- In addition, the policy sets out criteria for the corporate sponsorship of continuing education activities and bans sponsorship from individuals, businesses or agencies that pay a fee to the Health Unit for services. One of the unique features of the policy is a “public perception” clause covering situations where a potential conflict of interest is less definitive but viewed as unethical by the community. The policy is a good example of its kind that can be adopted by other health units seeking appropriate criteria for accepting corporate sponsorships.
- ◆ The corporation, its products or services must not present an obvious conflict of interest with the mandate/operation of the Health Unit.
  - ◆ The product or the potential sponsor must not be deemed to pose a significant hazard to an individual’s health or the environment, or be a health or food product with unsubstantiated claims of effectiveness.
  - ◆ The sponsor, its product or service must not have a history of recent violation or be currently under investigation by the Health Unit for violation of Acts or regulations for which the Health Unit is responsible.



## 7. Canadian Medical Association Sponsorship Policy

### **Contact Information**

CMA Head Office  
1867 Alta Vista Drive  
Ottawa, ON, K1G 3Y6  
Tel: 1-800-457-4205  
Email:

[www.cma.ca/index.cfm/ci\\_id/150/Ia\\_id/1.htm#1](http://www.cma.ca/index.cfm/ci_id/150/Ia_id/1.htm#1)

### **Link to Policy**

[www.cma.ca/index.cfm/ci\\_id/25336/Ia\\_id/1.htm](http://www.cma.ca/index.cfm/ci_id/25336/Ia_id/1.htm)

### **Description of Policy**

The CMA policy governs sponsorship of features on the Canadian Medical Association (CMA) website <[www.cma.ca](http://www.cma.ca)>. Such features include specific website content, electronic collections of articles, online databases, and other types of online products. For the purposes of the policy, “sponsorship” refers to payment or other contribution that assists the CMA with the production or promotion of content. In return, the CMA publicly recognizes the support of the sponsor for a given period of time.

The policy includes eligibility criteria for sponsorship. These include:

- ◆ Multiple sponsorships are preferred. Single sponsorship will not be accepted in situations where the fact of the sponsorship would raise an inference of influence on editorial content or decision-making.

The policy also includes guidelines for sponsorship acknowledgement. For example, a corporate logo accompanying the acknowledgement of sponsorship may link to the sponsor’s web site so long as the user is informed that, by proceeding, (s)he will be leaving the CMA website. The CMA reserves the right not to link to, or to remove their links from, other web sites.

As is the case with the ePALS policy, the CMA policy is a useful example of policies that should be considered by organizations seeking corporate support for website development. In particular, the CMA policy raises a number of issues that may be overlooked by organizations entering into sponsorship arrangements for the creation or maintenance of their website.

- ◆ Sponsorship from organizations whose products or services compete with those offered by the CMA or subsidiaries, including financial services, are not eligible.
- ◆ Sponsors from organizations that manufacture or promote products or services such as tobacco, alcoholic beverages, weapons, gambling, or pornography or products that violate CMA policy are not eligible.
- ◆ Sponsors will not determine specific editorial content or in any way influence editorial decision-making.



## 8. Manukau City Council, New Zealand: Advertising and Sponsorship Policy

### **Contact Information**

Manukau City Council  
Private Bag 76917  
Manukau City, New Zealand  
Tel: 0064-9-263-7100  
Email: [contactus@manukau.govt.nz](mailto:contactus@manukau.govt.nz)

### **Link to Policy**

[www.manukau.govt.nz/PLAN\\_ADPOLICY.htm](http://www.manukau.govt.nz/PLAN_ADPOLICY.htm)

### **Description of Policy**

Approved in December 2001, the purpose of the policy is to provide guidance for the appropriate development and management of advertising and sponsorship on and for Manukau City Council properties, assets and programs while benefiting from the revenue generating potential of such activities. Components of the policy include:

- ◆ guidelines for corporate sponsorship (“naming rights”) of recreation centres, swimming pools, community halls, libraries, art centres, and other council buildings
- ◆ a stipulated review period for the policy
- ◆ a process for ensuring accountability
- ◆ general policy rules pertaining to sponsorship and advertising, including bans on tobacco products, alcohol products, the sex industry, and gambling
- ◆ a glossary of key terms, including sponsorship, advertisement, property, council, brokers, and naming rights

- ◆ the statement of scope stating the municipal properties covered by the policy
- ◆ key principles of the policy.

The Manukau policy is a broad, comprehensive policy that may be of interest to municipal decision-makers seeking a community or region-wide policy for advertising and sponsorship. It also emphasizes the need for organizations to ensure that they are complying with more “macro” level policies when seeking alcohol industry support.



## 9. Mothers Against Drunk Driving (MADD) Canada: Fundraising Policies

### **Contact Information**

Dawn Regan  
National Director of Finance and Fundraising  
MADD Canada  
6507C Mississauga Road  
Mississauga, ON, L5N 1A6  
Tel: 1-800-665-6233 ext. 223  
Email: [dregan@madd.ca](mailto:dregan@madd.ca)

### **Link to Policy**

[www.madd.ca](http://www.madd.ca)

### **Description of Policy**

Section 8.4 of MADD's fundraising policy defines the types of working relationships that MADD Canada can and cannot enter into with the alcohol industry. Decisions about these relationships are guided by the following position statement:

"MADD Canada reiterates its policy of not accepting funding or in-kind contributions from the alcohol industry, as defined in this position statement. No MADD Canada National Board member, National staff or Chapter member may accept gifts and/or honorariums from the alcohol industry when acting in the position of a MADD Canada or Chapter representative. All Chapters or CATs must use discretion and due diligence prior to any commitment being made, to participate in any event, program or the production of materials in conjunction with or involving alcohol."

Based on this position statement, MADD defines policies for dialogue and collaboration with the alcohol industry. The policy provides "dos and don'ts" examples of acceptable and unacceptable dialogue and collaboration. Acceptable relationships

with the alcohol industry include MADD or its chapters taking part in public awareness and/or education programs conducted by a third party where alcohol producers are also involved, or MADD and its Chapters attending special events where alcohol is being served to promote its mission. Unacceptable relationships include MADD or its chapters accepting funds and/or donations or in-kind support from producers of alcoholic beverages.

The policy notes that MADD Canada is not a prohibitionist organization and, as such, discourages members of MADD from taking positions or issuing statements. The policy also prohibits MADD from purchasing alcoholic beverages for its functions.



## 10. U.S. Centers for Disease Control (CDC): Securing Approval for Sponsorship of Conferences and Guidelines for Collaborating with the Private Sector

### **Contact Information**

CDC Associate Director for Management and Operations  
Attn FOI Office, MS-D54  
1600 Clifton Road, NE  
Atlanta, GA., USA, 30333  
Tel: 404-639-7395  
Email: [FOIARRequests@cdc.gov](mailto:FOIARRequests@cdc.gov)

### **Link to Policy**

[www.cdc.gov/od/foia/policies/collabor.htm](http://www.cdc.gov/od/foia/policies/collabor.htm)

### **Description of Policy**

In 1997, the U.S. Centre for Disease Control (CDC) developed guidelines to evaluate the suitability of potential collaborations with the private sector. The guidelines are based on the following principles:

- ◆ public health decisions must be based on sound science and public good
- ◆ benefits to society must be a higher goal than benefits to either partner in the collaboration
- ◆ the agency must be a diligent steward of public trusts and funds
- ◆ the agency and its employees should conduct business according to the ethical standards that govern the agency.

For the purpose of the policy, a collaboration is defined as “an interaction between CDC and one or more private sector organizations in which both parties work together to carry out their missions.” Criteria used to determine whether to collaborate include:

- ◆ the fit of the collaboration to the mission of CDC

- ◆ independence of scientific judgment
- ◆ effect of the potential collaborator’s product(s) or service(s) on health
- ◆ the potential collaborator’s behaviour.

The policy ends with general recommendations for collaboration addressing the consistency of the potential collaborator’s broad mission with the agency’s mission, use of indirect relationships, the public nature of the collaboration, and openness. The guidelines are recommended for research institutions seeking to set appropriate boundaries for collaborations with the alcohol industry and other corporate sponsors.





# About the Alcohol Policy Network (APN)

---

## Who we are

The Alcohol Policy Network (APN) is a province-wide network of individuals and organizations working to improve the health of Ontarians. We are governed by a multi-sectored coordinating committee composed of representatives from public health, police, substance abuse prevention agencies, impaired driving groups and the community-at-large. The committee acts as a forum for information sharing, consensus building, priority-setting and action-planning around alcohol policy issues. APN is part of the Alcohol Education Project at the Ontario Public Health Association and a member of the Ontario Health Promotion Resource System.

## Our mission

We facilitate the development of policies that prevent problems associated with alcohol use, and enhance the health, safety, and well-being of individuals and communities across Ontario.

## Our philosophy

We believe that:

- ◆ individuals have a right to be involved in decisions that affect their health and the health of their communities
- ◆ alcohol, although enjoyed by many, has widespread health, social, and economic consequences
- ◆ by creating a social, economic and physical environment conducive to healthy living, we can prevent or reduce alcohol-related harm
- ◆ by complementing harm reduction strategies with policies affecting the physical, social and economic availability of alcohol, we can promote the health and safety of all Ontarians.

## Our products and services

**Information & Referral and Networking & Consultation** on current legislative initiatives, the policy process, community mobilization, alcohol policy basics, sources of funding and support, etc. Consultation may include a document review, advice on local policy development or a facilitated meeting. Services are delivered via phone, email, and through a limited number of site visits.

- ◆ **Publications.** These include: research reports on alcohol advertising, alcohol delivery services, air rage, alcohol policy and public health; the annual *Directory of Substance Abuse and Injury Prevention Contacts in Public Health*; the *Directory of Funding Sources for Injury & Substance Abuse Prevention Projects*; a how-to *Let's Take Action* series on policy development in workplaces, educational institutions, and community organizations; a special issue of *Contemporary Drug Problems* on alcohol policy and injury prevention.
- ◆ **APOLNET**, our popular website <[www.apolnet.ca](http://www.apolnet.ca)>, features a wide variety of resources and links to research papers, government bills, legislative debates, etc. on alcohol-related issues such as impaired driving, alcohol advertising, low-risk drinking <[www.lrdg.net](http://www.lrdg.net)>, municipal alcohol policy, and alcohol and the law. It also has two searchable databases to which you can add information: an **Events Calendar** featuring alcohol and other drug-related events; and a **Key Contacts Database** of colleagues within the field, funders, speakers, consultants, etc.

- ◆ The **APOLNET Listserv** is an email discussion list designed to facilitate information sharing, networking and discussion on Canadian alcohol-related issues. Features include a bi-weekly "Alcohol in the News" digest and the Alcohol Research Quarterly. To join, send an email to: [apolnet-l-request@list.web.net](mailto:apolnet-l-request@list.web.net). Leave the subject line blank. Type: *subscribe apolnet-l* in the body of the message.
- ◆ **Distance education/self-guided learning and regional workshops and seminars** on topics such as liquor licensing, local policy development, low-risk drinking guidelines, orientation to the substance abuse field, etc. Upcoming training events are listed on the website's **Events Calendar**, and supporting materials are publicly available on the site after the event under Resources/Education. Follow-up networking and peer support is also provided through policy teleconferences. Education and training events are usually organized in conjunction with local and provincial partners.

For more information, please contact:

### Alcohol Policy Network

Ontario Public Health Association,  
700 Lawrence Ave. West, Suite 310,  
Toronto, Ontario, M6A 3B4  
Tel: 416-367-3313 / 1-800-267-6817  
Fax: 416-367-2844  
Email: [APN@opha.on.ca](mailto:APN@opha.on.ca) or  
[apolnet@opha.on.ca](mailto:apolnet@opha.on.ca)  
Web Site: [www.apolnet.ca](http://www.apolnet.ca)



# About the Association to Reduce Alcohol Promotion in Ontario (ARAPO)

---

## *Mandate, Objectives & Philosophy*

The Association to Reduce Alcohol Promotion in Ontario (ARAPO) is a provincial network made up of members who share the goal of promoting public health and safety by reducing the impact of alcohol advertising, promotion and sponsorship through education, policy and community action. ARAPO is committed to raising awareness and taking action on decreasing the harms associated with alcohol use. ARAPO has adopted a health promotion approach to alcohol use. We support federal and provincial alcohol advertising regulations and guidelines and encourage alcohol manufacturers, advertisers and broadcasters to comply with the law.

## *Functions*

ARAPO has 3 key functions: 1) resource development and dissemination, 2) awareness and education, and 3) networking and information exchange. Below is a summary of each of these.

## *Resource Development & Dissemination*

Over the years, ARAPO has developed excellent resources targeting health professionals, educators and youth. The following materials are used for reference and educational purposes and are available to order for a nominal fee, or download from our website free of charge:

- ◆ Under the Influence? Educator's Kit for Students in Grades 7-10
- ◆ Promotional material including posters, brochures, postcards, and interactive display
- ◆ Parent Media Resource Calendar

- ◆ ARAPO ADS UP! quarterly newsletter, available online at our website
- ◆ Research papers including:
  - *A Review of Alcohol Delivery Services in Ontario*;
  - *Alcohol Advertising: A Legal Primer*;
  - *Under the Influence? The Impact of Alcohol Advertising on Youth*;
  - *Alcohol Promotion and the Marketing Industry: Trends, Tactics, and Public Health*
- ◆ Alcohol Advertising Information Pack on the APN website <[www.apolnet.ca](http://www.apolnet.ca)>.

## *Awareness & Education*

ARAPO has a long history of educating professionals, community members, and regulators about alcohol's impact on health and safety and the importance of regulatory measures such as alcohol advertising codes and guidelines, and pre-approval of alcohol ads. This has traditionally been done via presentations, letters, and other mailings and outreach.

## *Networking & Information Exchange*

Since its inception, ARAPO has offered practitioners and community members concerned about alcohol advertising an opportunity to share experiences, identify concerns and take action on advertising products and practices that fail to live up to government standards or public expectations. ARAPO has raised awareness about the influence of alcohol advertising on health and safety, particularly among youth. Thanks to its commit-

ted advisory committee, members and staff, ARAPO's impact has been far-reaching.

For more information, please contact:

## **Association to Reduce Alcohol Promotion in Ontario**

Ontario Public Health Association  
700 Lawrence Ave. West, Suite 310  
Toronto, Ontario, M6A 3B4

Tel: 416-367-3313 / 1-800-267-6817

Fax: 416-367-2844

Email: [arapo@opha.on.ca](mailto:arapo@opha.on.ca)

Web: [www.apolnet.ca/arapo](http://www.apolnet.ca/arapo)

## EVALUATION FORM

### 1. How did you hear about "Let's Take Action on Alcohol Sponsorship"?

- At a conference/workshop       Flyer       Newsletter  
 Email/E-bulletin/Listserv notice       Colleague/Word-of-mouth       Other: \_\_\_\_\_

### 2. How would you rate this resource in terms of:

	Poor	Fair	Good	Very Good	Excellent
Usefulness	1	2	3	4	5
Clarity	1	2	3	4	5
Timeliness	1	2	3	4	5
Other: _____	1	2	3	4	5

### 3. Which sections of this resource did you find most useful?

### 4. How will you use this resource? (Check all that apply)

- To develop an alcohol policy       To build on others' expertise       To share resources  
 To distribute to others       To improve planning/programs       Other: \_\_\_\_\_

### 5. What changes would you like to see in future editions?

### 6. Other comments or suggestions:

### 7. Please tell us about yourself (Please check all that apply)

- Focus of your work:       Injury Prevention       Substance abuse Prevention       Other  
Employer:       Health unit       Addictions agency       Other
- Area of province:       Central       Southwest       Southeast  
                                  Northwest       Northeast       Outside Ontario

Please fax back to the Alcohol Policy Network at 416-367-2844.

**Thank you!**



# Notes

---

