

# **Preventing a Marijuana Industry from Targeting Children: What can we learn from alcohol?**

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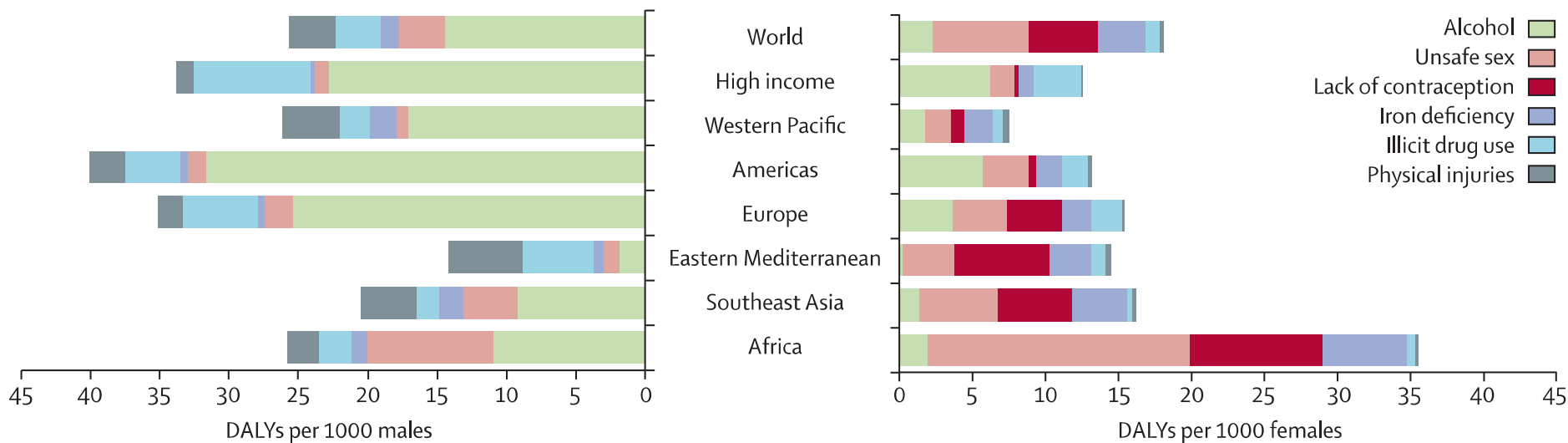
**How States Can Protect Children from Legal Marijuana**

**Atlanta, GA**

**May 17, 2013**

# Alcohol's role in the global burden of disease for 15-24 year-olds worldwide

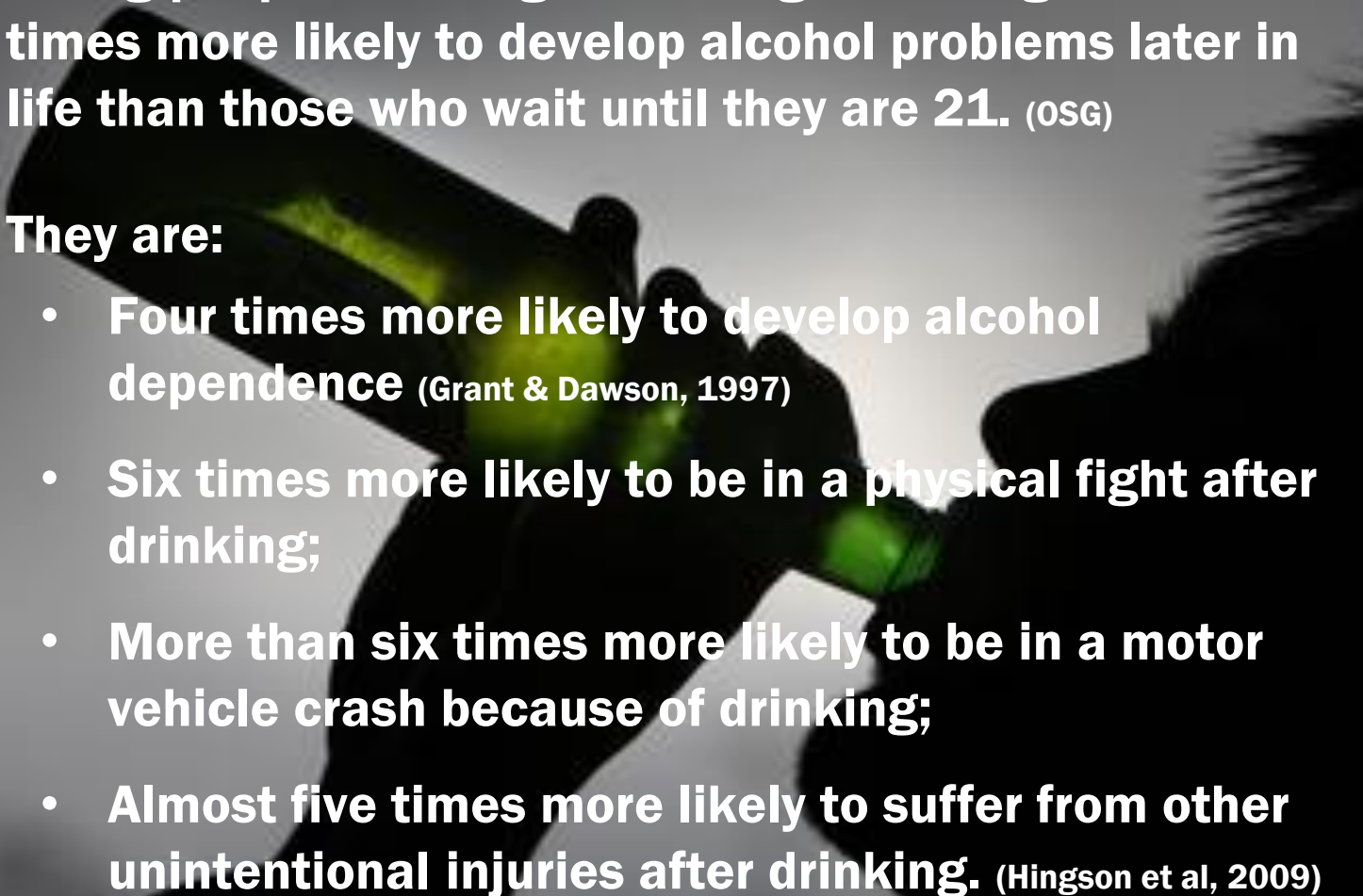
B



# Youth Drinking: The Problem

- **Alcohol is the number one drug problem among young people. (MTF)**
- **In 2011, 9.7 million U.S. young people ages 12-20 (25.1%) reported drinking in the past month, and 6.1 million reported binge drinking (15.8.0%). (NSDUH)**
- **Every day, 4,500 kids under age 16 start drinking. (NSDUH)**
- **Every year more than 4,700 people under age 21 die from alcohol-related causes. (CDC ARDI)**
- **The earlier young people begin drinking, the worse the consequences are likely to be.**

# Youth Drinking: The consequences

- Young people who begin drinking before age **15** are **five times more likely** to develop alcohol problems later in life than those who wait until they are **21**. (OSG)
  - **They are:**
    - **Four times more likely** to develop alcohol dependence (Grant & Dawson, 1997)
    - **Six times more likely** to be in a physical fight after drinking;
    - **More than six times more likely** to be in a motor vehicle crash because of drinking;
    - **Almost five times more likely** to suffer from other unintentional injuries after drinking. (Hingson et al, 2009)
- 

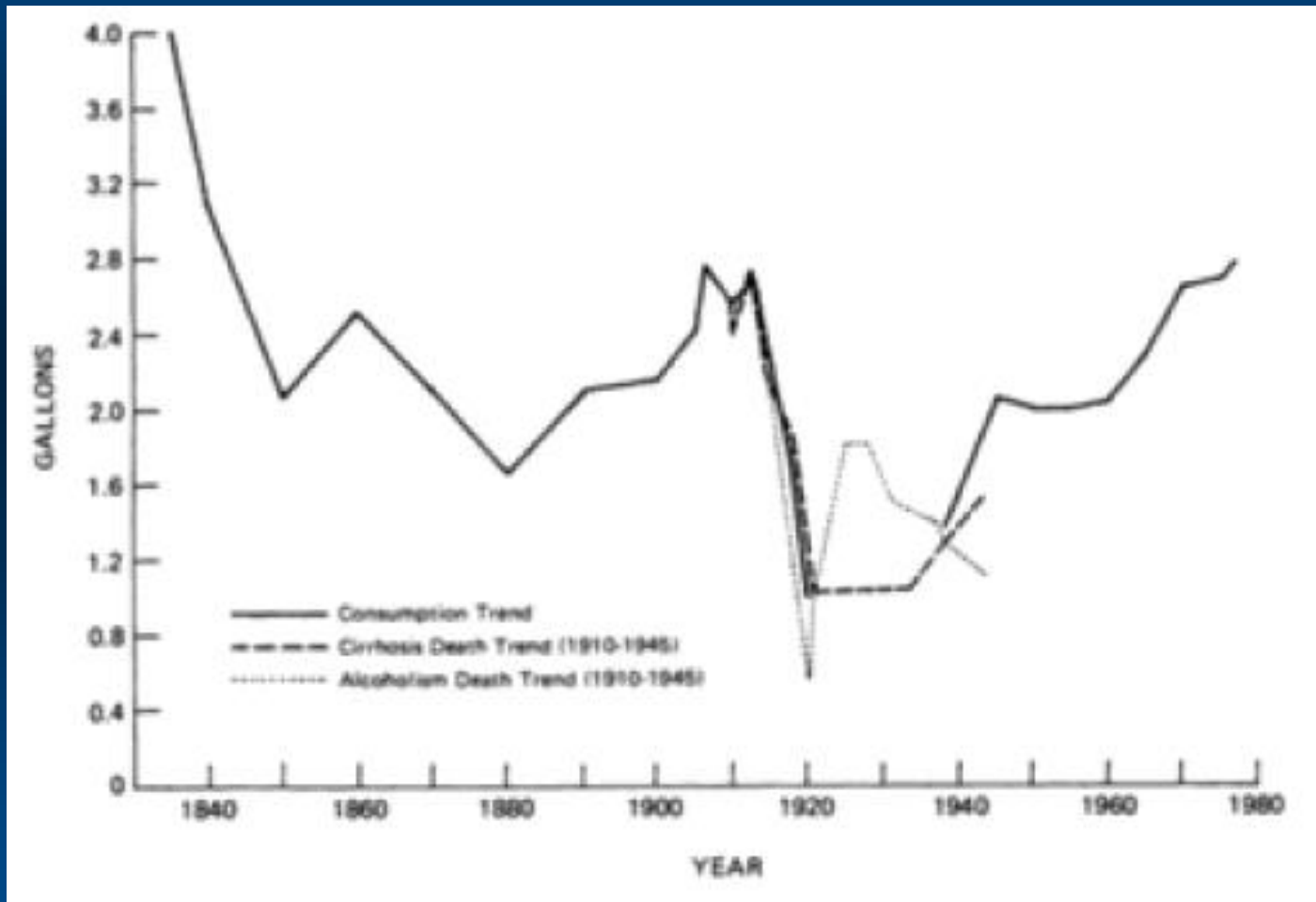
# Alcohol and health in the U.S.

- **Third leading actual cause of death**
- **80,000 deaths per year**
- **Leading drug problem among young people**
- **Related to more than 200 disease categories**
- **NOT an ordinary commodity**

# Lesson 1

- **Marijuana is not an ordinary commodity.**
  - **The “market” is suited to ordinary commodities.**
  - **The “market” will not regulate marijuana in a way that is healthy for young people.**
  - **Research will be needed to demonstrate continually and clearly how marijuana is not an ordinary commodity – and in particular, the toll of marijuana use on young people.**
  - **A marijuana control system needs to be carefully planned and maintained.**

# History Lesson: U.S. per capita consumption, cirrhosis, and alcoholism death rates, drinking age population



# Prohibition and the tax problem

- **1910** – alcohol taxes bring \$208 million (\$4.5 billion in 2010 dollars) to federal government alone – total federal receipts were \$676 million
- **Thus, alcohol brought in ~31% of federal revenues prior to Prohibition**
- **1921-1928** – income taxes increase by 165 percent to pick up slack (Kyvig 1974)
- **“Failure of Prohibition” is partly fiscal**
- **Post-Prohibition** – federal government devolves authority to states, keeps alcohol policy in Treasury Department only



# Lesson 2

- **Don't let governments get drunk on the revenues.**
  - **The best place for marijuana regulation is NOT the treasury or fiscal department.**
  - **Marijuana needs to be regulated by medical/public health authorities.**
  - **Tax income from marijuana needs to be secondary and incidental, and not central, to the regulation of marijuana.**

# Towards Repeal

- **1929** – crash of stock market
- **AF of L** argues repeal would have a “soothing effect” on the working man
- **1932** – John D. Rockefeller comes out for repeal; Sloan follows soon afterward; FDR endorses repeal in acceptance speech
- **1933** – **21<sup>st</sup>** Amendment – repeal passes Congress and 36 states to become law
- **1934** – alcohol excise taxes are 9.5% of federal revenues

# After Repeal

- **1905 – 1907: Committee of Fifty – put together by Rockefeller – argued presciently that prohibition would not work, based on experiences thus far in cities and counties:**
  - **“The public have seen the law defied, a whole generation of habitual law breakers schooled in evasion and shamelessness, courts ineffective through fluctuations of policy, delays, perjuries, negligencies and other miscarriages of justice, officers of the law double-faced and mercenary...”**

# Rockefeller plan

- **“If the new system is not rooted in what the people of each state sincerely desire at this moment, it makes no difference how logical and complete it may appear as a statute – it cannot succeed.” (Fosdick and Scott, quoted in Levine 1983)**
- **Criticism – story of the dog that would not go outdoors, but instead slinks under the bed – owner says sternly, “Very well, go under the bed. I will be obeyed!”**

# Rockefeller plan

- **Model legislation for two kinds of state systems:**
  - **State-run monopolies (modeled on Scandinavia, Canada) for retail sale for off-premises consumption of alcohol above 3.2%**
  - **License system (modeled in English license system) giving single non-partisan board appointed by the governor statewide authority to issue liquor licenses and regulate industry**
- **Model legislation very influential**

# Key elements of US alcohol control system

- **High taxes**
  - **Control on economic availability**
- **Producer self-restraint in marketing**
  - **Control on social availability**
- **License or monopoly systems**
  - **Control on physical availability**

# Lesson 3

- **Build a control system based on the three “best buys”:**
  - **Control of economic availability**
  - **Control of social availability**
  - **Control of physical availability**

# Alcohol taxes and public health

- **In this respect, alcohol *is* an ordinary commodity:**
  - **People increase their drinking when prices are lowered, and decrease their consumption when prices rise.**
  - **Adolescents and problem drinkers are no exception to this rule.**
  - **Increased alcoholic beverage taxes and prices are related to reductions in alcohol-related problems.**



# Public health goals: alcohol taxation

- **Equalize based on alcohol content**
- **Index for inflation**
- **Set minimum price**

# Implementation failure: Economic availability

- Federal alcohol taxes fail to keep up with inflation

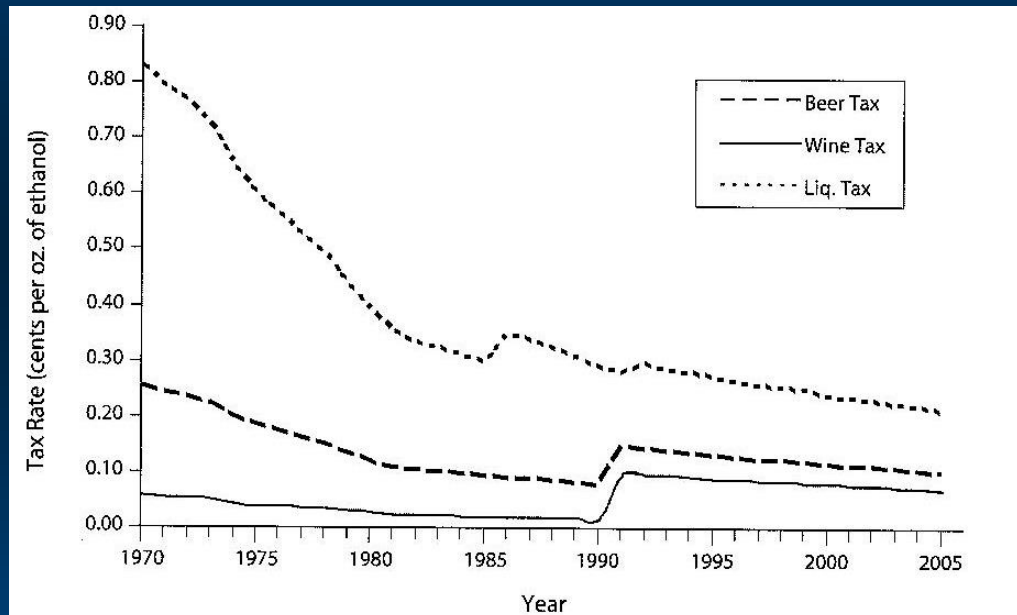


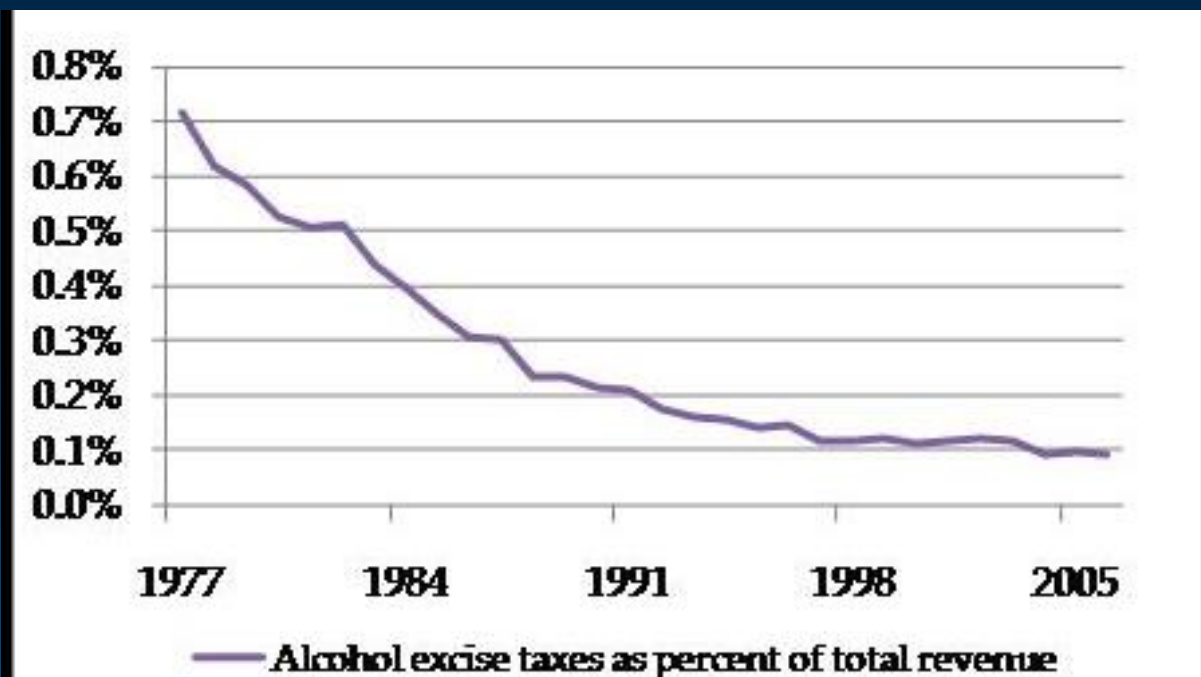
Figure 11.1. Comparing Real Federal Tax Rates for Beer, Wine, and Liquor (1970–2005).

*Note:* Nominal tax rates converted to cents per ounce of included ethanol and converted to 2005 dollar values using the CPI.

# Implementation failure: Economic availability

- State alcohol taxes “poorly performing revenue source”

Maryland alcohol tax revenues, 1977-2006



# The result

- **Off-premise, beer is cheaper than water, orange juice, milk and soda**
- **On-premise, alcohol is widely discounted (happy hours, ladies' nights, etc.)**
- **Every year alcohol becomes more economically available**

# Implementation failure: Social availability

- **Alcohol advertising in the U.S. is self-regulated**
- **Alcohol is a \$1 trillion industry globally, heavily concentrated among a few large companies**
- **Alcohol companies spend approximately \$4 billion per year on marketing in the U.S.**
  - **They claim advertising has no relationship to consumption**
  - **They claim self-regulation works because there are few complaints**
    - **The Beer Institute Complaint Review Board has never found an ad in violation of its Code**

# Lesson 4

- **Control the size and power of the industry**
  - **Alcohol companies spent \$20 million on lobbying at the federal level in 2010 alone**
    - They have **one lobbyist for every two** members of Congress
  - **Alcohol companies gave \$150 million to state political campaigns from 2001-2010**

# The Beginning



# Developing Brand Loyalty at an Early Age



“Diageo rolled out Smirnoff Ice in the US market...it suddenly put the once-stodgy Smirnoff name on the tips of millions of echo boomers’ tongues” – (*Impact*, May 15, 2003)

## Echo Boomers:

- Americans born from 1980-1995
- 8 – 23 years old in 2003



**“The beauty of this category is that it brings in new drinkers, people who really don’t like the taste of beer.”**



**Marlene Coulis  
Director of New Products  
Anheuser-Busch Co.  
*Advertising Age*  
April 22, 2002**

# Who are “New Drinkers”?



**Average age of first use of alcoholic beverages  
among 12-17 year olds, 2004: 14.4 years old.**

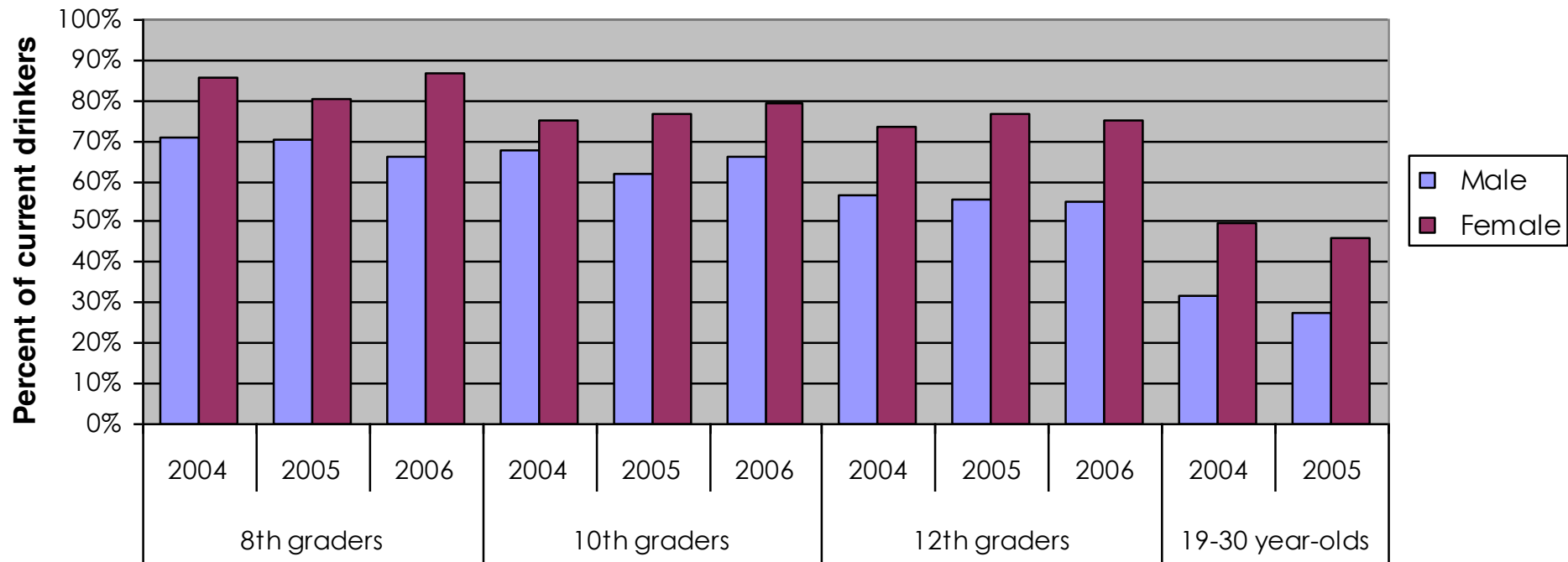
**Every day, 4,500 young people  
Under age 16 start drinking.**

# How popular are alcopops among kids?

- Most popular with the youngest drinkers.
- 78% of current 8<sup>th</sup> grade drinkers (past 30 days) drank alcopops in the past 30 days.
- 71% of current 10<sup>th</sup> grade drinkers (past 30 days) drank alcopops in the past 30 days.
- 65% of current 12<sup>th</sup> grade drinkers (past 30 days) drank alcopops in the past 30 days.
- 42% of current drinkers, age 19 to 30, drank alcopops in the past 30 days.

SMIRNOFF ICE™ Premium Malt Beverage

# Alcopops most popular with females in every age group



# Alcopop marketing today

 Smirnoff Ice  
January 24 ❄️

Blend in by standing out ;)



**“WHY FIT IN WHEN YOU WERE BORN TO STAND OUT”**  
- DR. SEUSS -

Like · Comment · Share

👍 792 💬 12 📄 105

# An offshoot...



# Alcohol industry self-regulation

- **Distilled Spirits Council of the United States (DISCUS) Code:**

*Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language*



# Beer Institute Advertising and Marketing Code

*Models and actors employed to appear in beer advertising and marketing materials should be **a minimum of 25 years old**, substantiated by proper identification, and should reasonably appear to be over 21 years of age.*



**AMANDA**  
TASTE AMBASSADOR 🍷

AGE: ?  
NICKNAME: MANDA PANDA  
HOMETOWN: SUGARLAND, TEXAS  
SPECIALIST LOCATION: HOUSTON  
FAVORITE LOCAL TRADITION:  
TAILGATING  
FAVORITE LOCAL BAR/TRADITION:  
THE LOT  
FAVORITE SPORT: SOFTBALL



**JESSICA**  
TASTE AMBASSADOR 🍷

AGE: 21  
NICKNAME: JESS  
DRINK: MILLER LITE  
HOMETOWN: OVIEDO, FL  
SPECIALIST LOCATION: ORLANDO  
FAVORITE LOCAL TRADITION:  
SPRINT SPLASH AT UFC  
FAVORITE LOCAL BAR/TRADITION:  
WALL STREET  
FAVORITE SPORT: FLOOR HOCKEY



**“Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.”**

WHAT'S YOUR BUBBLE O-FACE?

**Three-O**  
VODKA

SERIOUSLY FUN IMPORTED BUBBLE VODKA  
Mix with lemon-lime soda for a scintillatingly delicious Three-O<sup>®</sup> Bubble-O 7.  
SEE MORE O-FACES AT [THREEOLIVES.COM](http://THREEOLIVES.COM)

BUBBLE  
FLAVORED VODKA  
MADE WITH IMPORTED VODKA FROM ENGLAND AND NATURAL FLAVOR

35% ALC/VOL (70 PROOF) 750ML

Terry Richardson

**BELVEDERE**  
VODKA

IMPORTED

LUXURY REBORN

[www.belvedere-vodka.com](http://www.belvedere-vodka.com)

WHAT'S YOUR PURPLE O-FACE?<sup>™</sup>

**Three Olives**  
VODKA

INTRODUCING THREE-O<sup>®</sup> PURPLE

From the seriously fun, super-premium Three Olives<sup>®</sup> Vodka comes the hottest new flavor of the year: Introducing Three-O<sup>®</sup> Purple, a wild fusion of Imported English vodka and the juicy taste of frozen crushed grapes.

SEE MORE O-FACES AT [THREEOLIVES.COM](http://THREEOLIVES.COM)

PURPLE  
FLAVORED VODKA  
35% ALC/VOL (70 PROOF) 750ML

# DISCUS Code of Responsible Practices

*Beverage alcohol advertising and marketing materials should not contain the name of or depict Santa Claus.*



Brand photos on Captain Morgan Facebook Page

# Alcohol industry self-regulation

## DISCUS code

- Beverage alcohol advertising and marketing materials should not depict situations where beverage alcohol is being consumed excessively or in an irresponsible manner.
- “Limit” is at least four times the U.S. dietary guideline for women.



**All natural and organic**



# Natural vodka



# Natural beer

**No additives or preservatives.**  
*(Because you can't be almost a virgin.)*

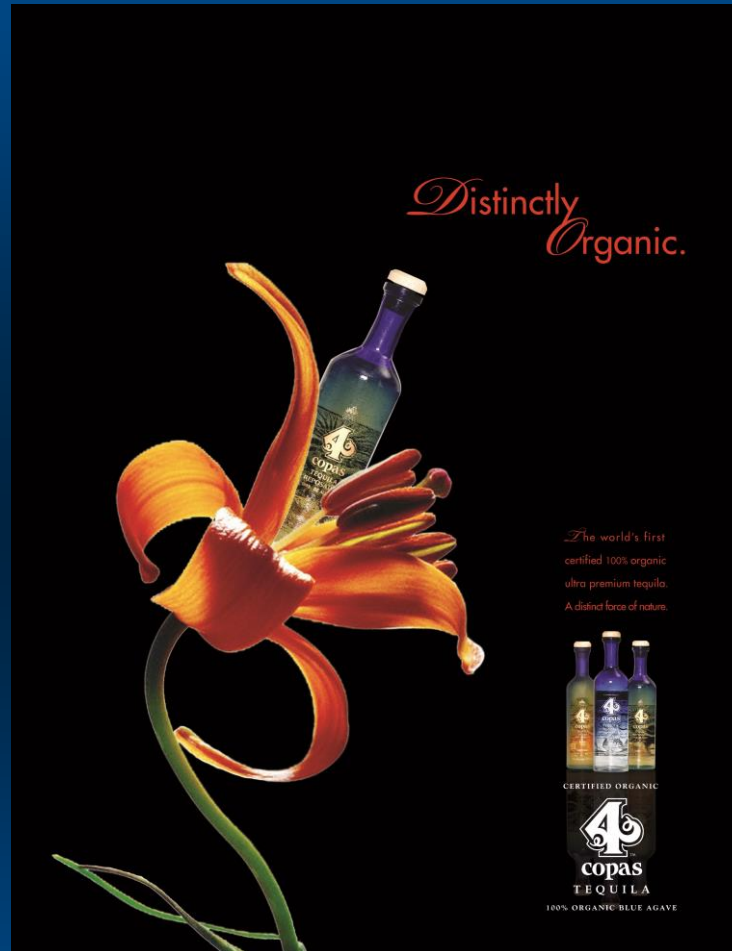


PURIFY  
YOUR  
WORLD.

# Vodka from soy – gluten-free!



# Organic tequila





# Natural tequila

*Tequila 100% Natural*



# Natural “binge in a can”

▶▶ JOOSE PLAYER  
JOOSE  
Unknown Artist

PRODUCTS MEDIA STORE DRINK RESPONSIBLY CONTACT

**JOOSE**

MADE WITH REAL *Natural* FRUIT FLAVORS

FRUIT PUNCH 12% ALC/VOL  
STRAWBERRY KIWIFRUIT 12% ALC/VOL  
PURPLE HAZE 12% ALC/VOL  
LEMONADE 12% ALC/VOL  
MANGO 12% ALC/VOL  
LIME 12% ALC/VOL  
STRAWBERRY KIWIFRUIT 12% ALC/VOL  
GREEN APPLE 12% ALC/VOL  
LEMONADE 12% ALC/VOL  
LEMON TEA 12% ALC/VOL

99% ALCOHOL  
12% ALCOHOL

CONTAINS ALCOHOL • MUST BE 21+ YEARS OF AGE TO PURCHASE • DRINK RESPONSIBLY

**JOOSE IT UP!**

f t

# “Binge in a can” with natural Brazilian healing powers



**four**      [about us](#) | [product locator](#) | [responsible drinking](#) | [distributors](#) | [contact](#)

**four**  
*Loko UVA*

[Go Back »](#)

A wild Brazilian berry, Uva is part of the grape family and has been revered for centuries for its mystical healing powers. With 12% alcohol by volume, blended with the flavor of the ancient Uva berry, LOKO Uva is truly a mind blowing experience!

CONTAINS ALCOHOL  
12.0% ALC/VOL  
PREMIUM MALT BEVERAGE WITH ARTIFICIAL FLAVORS  
55% ALC/VOL (11% ABV)  
© 2008 FOUR LOKO BEVERAGE COMPANY, CHICAGO, IL

# Fitness friendly



# A personal trainer from Holland



Tell them you've hired a personal trainer from Holland.

With fewer carbs and calories, Amstel Light is the smooth drinkable taste you crave, and the perfect reward anytime. And the no sacrifice quality you expect of an import. —Dipa would approve.

The advertisement features a woman in athletic wear with a star on her tank top, standing with hands on hips. A bottle of Amstel Light beer is positioned in the lower left corner of the ad frame.

# Antioxidant beer

**INSTANT ENERGY!** 24 Fresh Ideas to Recharge Your Mind and Body

**Special Double Issue**  
Just \$3.50

# fitness

Mind, Body + Spirit

**BURN MORE CALORIES**  
The New Science Behind A Faster Metabolism

**Pretty Hair, Glowing Skin**  
Solutions for a Gorgeous Summer

**Slim. Sexy. Confident!**  
Your Fast Track to Tight Abs, Butt and Thighs

**Stick-With-It Exercise Strategies**

**Eat Your Veggies**  
7 Tasty, Satisfying Dishes

**PIZZA, CHIPS, ICE CREAM...**  
Our Guilt-Free Shopping List, p.158

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OPEN FOR DETAILS

JULY/AUGUST 2010 \$3.50  
FITNESSMAGAZINE.COM

## Beer With Benefits

What's hot in ale? Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you'll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of two brews in one tastes like? We chose our top three earls gone wild. —Sarah D'Angelo

### < BluCreek Zen IPA

The India pale ale-green tea mash-up was the fave. "It's refreshing—similar to a traditional IPA," says senior fitness editor Lindsey. (blucreek.com)

### MateVeza Yerba Mate IPA >

Testers enjoyed the fruity flavor of this brew, made with South American yerba maté. Special projects editor Caroline put it simply: "Yummy!" (mateveza.com)

### < Ineeka Organic Green Tea Bier

This ginger-tinged Belgian-style ale tastes more like herbs than hops. "A good option for people who don't love the flavor of beer," says associate beauty editor Ayren. (ineeka.com)



# “Beer plus” – a smart choice



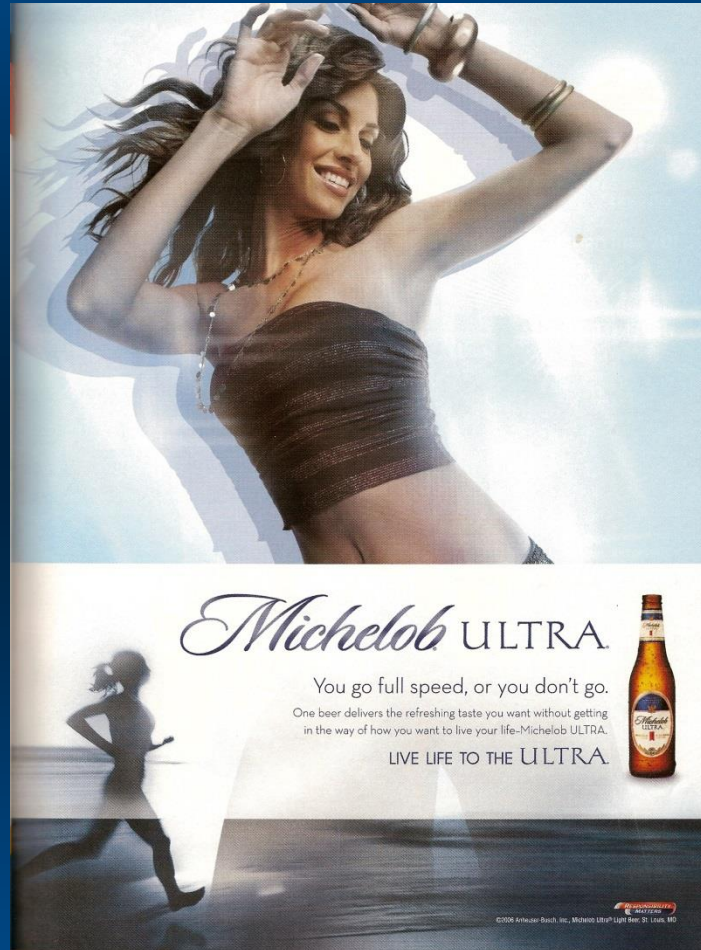
**BE SMART  
DRINK SMART**

Choose Stampede Light Plus®.

"I work out and take care of myself. But I also like a cold beer once in a while. That's why I made the smart choice with a smart beer. Stampede Light, it's beer plus."

stampedebeer.com


# “Full speed” beer



*Michelob* ULTRA.

You go full speed, or you don't go.  
One beer delivers the refreshing taste you want without getting  
in the way of how you want to live your life-Michelob ULTRA.

LIVE LIFE TO THE ULTRA.



©2008 Anheuser-Busch, Inc. Michelob Ultra® Light Beer. St. Louis, MO



# A diet drink

# A “smart choice” beer – only 95 calories



HOME

THE SELECT  
STORY

SELECT  
ON SCREEN

CONNECT  
WITH SELECT

SELECT  
LOCATOR



# THE **LIGHTEST BEER** IN THE WORLD.

INTRODUCING A LIGHT GOLDEN LAGER THAT DELIVERS CRISP REFRESHMENT WITHOUT THE GUILT. **SELECT 55.**

## CALORIE COMPARISON

DRINK:	CALORIES:
<b>Select 55</b>	<b>55</b>
Coors Light	102
Miller Lite	96
MGD64	64
White Wine (4.1 oz)	113
Margarita (3.3 oz)	153
Martini (2.2 oz)	135

Source: calbrking.com

## WAYS TO BURN 55 CALORIES:

- Bargain Shopping: 20 minutes
- Dancing with Friends: 11 minutes
- Mowing the Lawn: 9 minutes
- Watching Reality TV: 49 minutes
- Napping on the Couch: 54 minutes
- Painting a Room: 17 minutes
- Surfing the Web: 33 minutes

Source: calbrnesperhour.com (based on a weight of 150lbs.)

**55** CALORIES

Explore our site

- Our approach
- What you'll eat
- Meetings
- Online
- Science of weight loss
- Success Stories

Ready to start?

Find a meeting

Enter zipcode

Weight Watchers Online

Sign up today

Free E-mail Newsletter

Our free e-mail newsletter highlights recipes, Success Stories, helpful tips and more!

Sign up for free now

# 4 Diet Myths Debunked

Article By: Sandra Gordon

Print Email



Despite all we know about sound nutrition, myths lurk everywhere — from a friend's misguided counsel to the latest fad-diet bestseller. Get the facts right here.

Click on each of the four diet myths below, and avoid falling prey to bad advice by learning the truth now.

[The healthiest diet is fat-free.](#)

[Sugar is fattening.](#)

[Food cravings are best ignored.](#)

[Eating at night leads to weight gain.](#)

### MYTH: The healthiest diet is fat-free.

**FACT:** "You need *some* fat for your body to function properly," says Karen Miller-Kouch, MS, RD, chief scientist at Weight Watchers International. Fat helps



**FREE** recipes, workouts and more. Get our weekly email newsletter and special offers.

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- ▣ What you'll eat
- ▣ Meetings
- ▣ Online
- ▣ Science of weight loss
- ▣ Success Stories

Ready to start?

Find a meeting

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Our free e-mail newsletter highlights recipes, Success Stories, helpful tips and more!  
 Sign up for free now

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[Get It Now](#)

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Meetings
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Science of weight loss
Success Stories

Ready to start?

Find a meeting
Enter zipcode

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Sign up today

Free E-mail Newsletter

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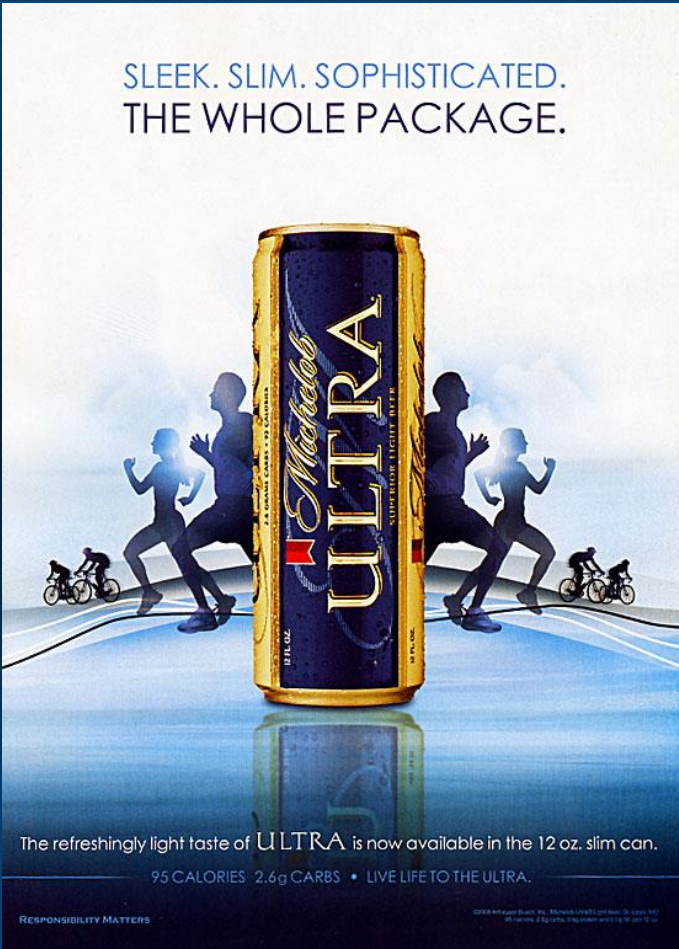
FACT: "You need some fat for your body to function properly," says Karen Miller-

Advertisement for Corona Select 55 beer. Text: THE LIGHTEST BEER IN THE WORLD. 55 CALORIES. RESPONSIBILITY MATTERS.

Advertisement for Weight Watchers newsletter. Text: FREE recipes, workouts and more. Get our weekly email newsletter and special offers. Get It Now

# Even the can is slim

SLEEK. SLIM. SOPHISTICATED.  
THE WHOLE PACKAGE.



The refreshingly light taste of ULTRA is now available in the 12 oz. slim can.  
95 CALORIES • 2.6g CARBS • LIVE LIFE TO THE ULTRA.

RESPONSIBILITY MATTERS

©2009 Anheuser-Busch, Inc., Milwaukee, WI. All rights reserved. 50% ALC/VOL (100 PROOF). 12 FL. OZ. (355 mL) BEER. MICHELOB ULTRA IS A REGISTERED TRADEMARK OF ANHEUSER-BUSCH, INC.





# No carbs – no question

what

0 CARBS  
0 SUGAR  
BACARDI & DIET COLA

RUMS of  
PUERTO RICO  
BACARDI & COMPANY

BACARDI is proud to be a Puerto Rican Aged Rum.

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# Addressing Alcohol's Appeal to Youth: Alcohol Advertising

- **≥14 longitudinal studies**
  - Followed groups of young people over time, monitoring alcohol marketing exposure and drinking behavior
  - Link increased exposure to alcohol advertising and marketing is associated with drinking initiation and increased consumption, even after controlling for other variables



# Alcohol Marketing

## A Major Risk Factor for Underage Drinking

- **Forms of alcohol advertising and marketing that predict drinking onset among youth**
  - Alcohol advertisements in magazines
  - Beer advertisements on television
  - Alcohol advertisements on radio
  - Alcohol advertisements on billboards
  - In-store beer displays and sports concessions
  - Alcohol use in movies
  - Ownership of alcohol promotional items



Collins et al., Journal of Adolesc Health 2007;40:527-34; Snyder et al., Arch Pediatr Adolesc Med 2006;160:18-24; Stacy et al., Am J Health Behav 2004;38:498-509  
Pasch et al. J Stud Alcohol Drugs 2007;68:586-596; McClure et al., Am J Prev Med 2006;30:277-83; Stoolmiller et al., BMJ Open 2012;Feb 20;2:e000543; Sargent et al, J Stud Alcohol. 2006;67:54-65; Henriksen et al., J Adolesc Health 2008;42:28-35

# CAMY: a new form of surveillance

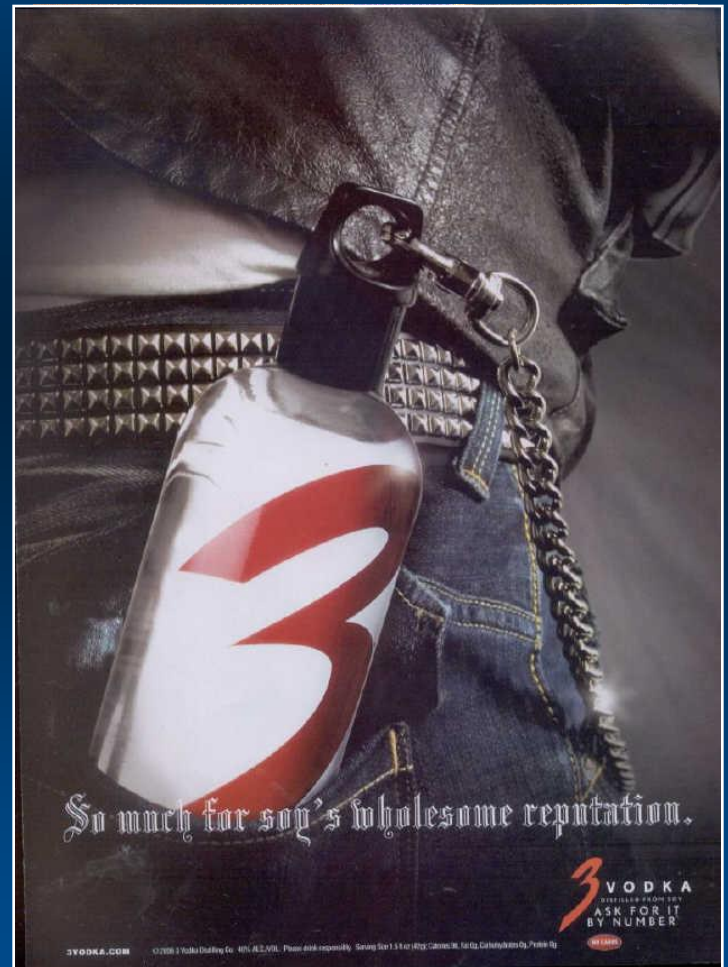
- **Use industry standard tools:**
  - **Audience research**
    - Nielsen TV: *age 2+, national and local markets*
    - Mediamark Research (magazines): *age 12+, national*
    - Arbitron Radio: *age 6+, local*
  - **Occurrence/Competitive tracking**
    - Nielsen Monitor Plus
  - **Brand tracking**
    - Impact Databank

# Youth exposure to alcohol advertising: magazines

In 2008, compared to adults 21 and over, youth ages 12-20 saw per capita...

- 10% more beer ads
- 16% more ads for alcopops
- 73% fewer wine ads

The overwhelming majority of youth exposure – 78% - came from ads placed in magazines with disproportionate youth audiences.



# Radio 2009

- **Analysis of alcohol advertisements placed on radio in the 75 local markets for which data were available. Key findings include:**
  - **One in eleven (9%) of placements were on programming in violation of the industry's 30 percent standard.**
  - **These advertisements generated 18 percent of youth exposure to alcohol advertising.**
  - **Three brands (Bud Light, Coors Light, and Miller Lite) placed close to half of the noncompliant ads.**
  - **Close to one-third (32%) of advertising placements occurred when proportionately more youth were listening than adults age 21 and above.**
  - **These overexposing ads generated more than half of youth exposure to radio advertising for alcohol in 2009.**

# Youth Exposure to Alcohol Ads on U.S. Television

- In 2009, 315,581 alcohol product commercials appeared on U.S. television.
- Underage youth ages 12-20 were more likely than legal-age adults on a per capita basis to have seen 67,656 of them, or about 21%.
- These ads accounted for more than 44% of youth exposure to alcohol advertising on television.
- From 2001 to 2009 – the number of television alcohol ads seen by the average 12 to 20 year-old increased by 69%, from 217 per year to 366 per year. (FREQUENCY)

# Youth Exposure to Alcohol Ads on U.S. Television, cont.

- Much of this increase was in distilled spirits ads, especially on cable TV.
- By 2004, the alcohol industry had adopted tighter ad placement standards to shield youth from exposure to their advertising. Nonetheless:
  - Between 2004 and 2009, youth exposure to alcohol advertising on television actually grew at a *faster* than that of adults ages 21 and above, as well as that of young adults ages 21 to 34.
  - This finding shows the ineffectiveness of the industry's self-regulatory guidelines.



# Importance of Monitoring at Brand Level

A small percentage of alcohol brands is responsible for **half** of youth exposure

Medium	Year	Total number of brands advertising	Brands responsible for half of youth exposure
Magazines	2008	333	16 (5%)
Television	2009	151	12 (8%)
Radio	2009	77	3 (4%)

# ABRAND RESULTS

Top 10 brands by: gender

Rank	Male (%)	Female (%)
1	Bud Light (28.1)	Bud Light (27.7)
2	Budweiser (17.0)	Smirnoff Malt Beverages (22.7)
3	Jack Daniels Whiskeys (14.2)	Mikes (14.4)
4	Coors Light (13.7)	Smirnoff Vodkas (13.3)
5	Heineken (13.2)	Bud (12.2)
6	Captain Morgan Rums (13.1)	Coors Light (11.7)
7	Smirnoff Vodkas (12.2)	Absolut Vodkas (11.3)
8	Smirnoff Malt Beverages (11.6)	Corona Extra (11.2)
9	Corona Extra (11.3)	Bacardi Malt Beverages (10.3)
10	Blue Moon (10.2)	Jose Cuervo Tequilas (9.5)

# Facebook User Engagement

facebook Search for people, places and things

Photos of Bud Light  
Back to Album

Like Comment

Christy Don't w  
Like - C  
Ho

facebook Search for people, places and things

Photos of Bud Light  
Back to Album

Previous - Next

facebook Search for people, places and things

Photos of Mike's Hard Lemonade  
Back to Album

Like Comment

Taylor Carter ▶ Mike's Hard Lemonade with Brianna Stike.  
Like - Comment - Share - November 22, 2012

Album: Photos of Mike's Hard Ler  
Shared with: Public

Open Photo Viewer  
Download  
Report/Remove Tag

Write a comment...  
Press Enter to post.

facebook Search for people, places and things

Back to Album

Like Comment

Toby Bean ▶ Bud Light  
Like - Comment - Share - August 10 near Shelton, WA

Album: Photos of Bud Light

View Larger  
Download  
Report/Remove Tag

Luis Cardenas likes this.  
Write a comment...  
Press Enter to post.



Like Comment

Lovepic  
Like - Comment - Share - December 29, 2012

5 people like this.

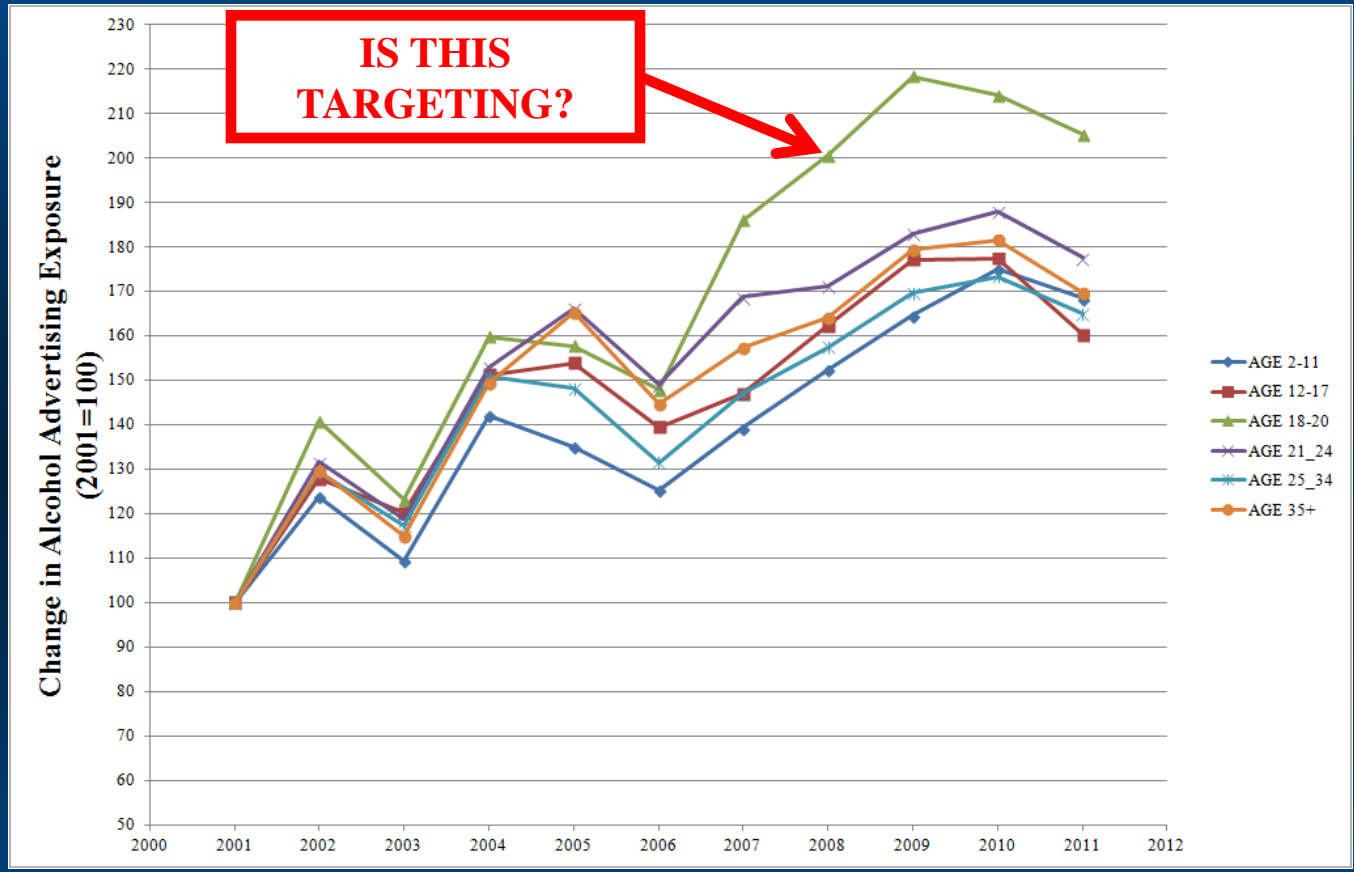
12 shares

Write a comment...

Tags: Jack Daniel's Tennessee Whiskey  
Album: Photos of Jack Daniel's Tennessee Whiskey in Lovepic  
Shared with: Custom

View Larger  
Download

# Youth Exposure Growing Faster Than Adult



# Implementation failure: Social availability

- **Summary:**
  - **Product development is regulated by the Treasury Department (see Lesson 2)**
  - **Alcohol marketing abounds**
  - **Advertisers police themselves**
  - **Codes are vague and enforcement is rare**

# Summary of the Evidence

Targeting Requirement	Requirement Met?
Age 18-20 Exposure = Age 21-24 Exposure?	<b>True</b> in 4 of 7 years (since 2008)
Comparable products do not target?	<b>True</b> wine avoids age 18-20 exposure
Alternative schedules can be created	<b>True</b> Age 18-20 exposure could be reduced by as much as 50% without any impact on age 21-24 exposure

Evidence of targeting is strong based on Lockyer v. Reynolds criteria

# Lesson 5

- **Ban the marketing**
  - **Marketing of medicines is more tightly regulated – there is precedent**
  - **Once the Mad Men get hold of marijuana, the floodgates will open and the tide will be difficult to turn.**
  - **Get out now while you can!**

# Physical availability: License systems

- **Three main provisions:**
  - **State licensing of alcohol producers, distributors and retailers controls entry into industry, maintains retail standards of operation**
  - **“Tied-house” restrictions prevent vertical integration of the industry by outlawing retail establishments owned or controlled by producers**
  - **“Fair trade” provisions discourage intemperate consumption and “disorderly” marketing conditions by permitting producers to set price of their products, in theory preventing price competition at retail**



# Implementation failure: Physical availability

- **Monopoly states**
  - **Washington State and Costco**
  - **Pennsylvania current debate**

# Lesson 6

- **Create and safeguard state-run monopolies**
  - **Production**
  - **Wholesale**
  - **Retail**
  - **Placed under control of health authorities  
(see Lesson 2)**

# Implementation failure: Physical availability

- **Maryland – license state**
  - **Control devolved to local licensing boards, appointed by the Governor**
  - **Audit of Baltimore liquor board in April:**
    - ***Baltimore Sun* editorial: “Liquor boards are traditional dumping grounds for political patronage, and there are all sorts of opportunities for mischief and favoritism. But Baltimore's liquor board exists on a level of incompetence that is likely unparalleled in Maryland.”**

# Audit findings

- **Failed to document that new outlets were at least 300 feet from schools or churches**
- **Prematurely closed half of the 311 test complaints filed by auditors**
- **Inspects haphazardly:**
  - **96 license holders inspected 8 or more times in a year**
  - **202 not inspected at all in a year**
  - **No inspector met internal quota of 4 inspections/day**
  - **Tess Monaghan's father???**

# State audit of Baltimore City Liquor Board

**Table 3**  
**Number of Inspections Completed By Inspector**  
**September 1, 2010 to August 31, 2011**

Inspector (Note)	Number of Inspections Completed	Difference From OLA Estimated Workload (872 per Year)	Percentage of Estimated Workload Not Completed
Inspector 1	41	831	95%
Inspector 2	41	831	95%
Inspector 3	116	756	87%
Inspector 4	197	675	77%
Inspector 7	296	576	66%
Inspector 9	387	485	56%
Inspector 11	419	453	52%
Inspector 5	428	444	51%
Inspector 6	430	442	51%
Inspector 8	436	436	50%
Inspector 10	474	398	46%
Inspector 12	512	360	41%
<b>Totals</b>	<b>3,777</b>	<b>6,687</b>	<b>64%</b>

**Source:** OLA compiled database  
**Note:** Inspections completed do not include inspections performed by part-time inspectors, investigators, and a former inspector. As a result, the total inspections in Table 3 (3,777) is less than the 4,169 total routine inspections completed, according to our compiled database.

# Number/Density of Alcohol Outlets

Outlet over-concentration:

A key public health and safety concern



Increased alcohol availability

Increased alcohol consumption

Increased public health/safety problems



# When the # of alcohol outlets increases...



## So do the problems:

- violence/crime <sup>1</sup>
- sexually transmitted infections <sup>2</sup>
- noise <sup>3</sup>
- injuries <sup>4</sup>
- property damage <sup>5</sup>



# City-specific Findings



- **Philadelphia:** increased risk of being shot in an assault in an area of high alcohol outlet availability<sup>10</sup>
- **New Orleans:** 10% rise in density → 5.8% rise in gonorrhea rates<sup>11</sup>
- **California:** # off-premise outlets associated with rates of child abuse, # bars associated with rates of child neglect<sup>12</sup>
  - **Sacramento:** each additional off-premise outlet associated with 4% increase in IPV-related police calls, and 3% increase in IPV-related crime reports<sup>13</sup>
- **Minneapolis:** neighborhoods with highest density also have highest density of criminal violence<sup>14</sup>
- **Washington, DC:** # alcohol outlets in a census tract related to robbery, assault, and sexual offense<sup>15</sup>
  - Assaultive violence increases 4% for each additional outlet





# Minorities and outlet density

- **Among urban census tracts, higher outlet density is found in areas with greater poverty, lower education levels, and more minority residents<sup>16</sup>**
- **More alcohol outlets and alcohol advertisements are found in low-income minority communities<sup>17</sup>**
- **Study of urban zip codes:**
  - **Blacks face higher density than whites**
  - **Minorities in lower-income neighborhoods have more liquor stores**
  - **Minority youth have more liquor stores in their neighborhoods<sup>18</sup>**

# Lesson 7

- **Fund robust *policy* research portfolio on marijuana experiments**
  - **Alcohol research money goes primarily to “addiction” research – addiction affects only 4 percent of the population**
  - **Policy studies are critical for testing effectiveness of and defending controls**

# Implementation



- ▶ Organize
- ▶ Build Coalitions
- ▶ Advocate

*Artwork courtesy of Jenny Anderson*

# Lesson 8

- **Support a social/popular movement for control**
  - **The industry has money – we need numbers**
  - **Biggest gains worldwide on alcohol have come through social movements**
  - **“Just folks” need opportunities to weigh in, have voices at the table about effects of the experiments**

# Lessons Summary

- 1. Marijuana is not an ordinary commodity.**
- 2. Don't let governments get drunk on the revenues.**
- 3. Build a control system based on the three “best buys.”**
- 4. Control the size and power of the industry.**
- 5. Ban the marketing.**
- 6. Create and safeguard state-run monopolies.**
- 7. Fund a robust policy research portfolio on the marijuana experiments.**
- 8. Support a social/popular movement for marijuana control.**

The Center on  
**Alcohol Marketing** and *Youth*

***TOGETHER, we can make a  
difference!***

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