

Issue 4 2002

# THE GLOBE

**Alcohol's rôle in global  
mortality exposed –  
WHO World Health Report  
2002**



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This issue of The Globe concentrates on the issues of alcohol promotion, advertisement, and self-regulation. In the context of the comments on the global increase in alcohol consumption in the WHO World Health Report, 2002, the questions being asked about how the drink industry markets its products take on a particular urgency, especially in the developing world where the increase has been most marked and where promotion is less restrained. Nevertheless, even in western countries, it is clear that self-regulation of the industry is not working. In the article on Dr Peter Anderson's presentation on behalf of Eurocare to the European Commission's Alcohol and Health Working Group, makes the case that, if anything, things have got worse over recent years when it comes to the inappropriate promotion of alcohol. Elsewhere in the magazine, we see examples of this from the Netherlands, Norway, France, and the United States. In some cases, the industry has been forced to give ground, but in too many others, it remains free to market alcoholic beverages inappropriately. The effort to bring about meaningful regulation continues.

## THE GLOBE

### GLOBAL ALCOHOL POLICY ALLIANCE

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# Living dangerously

## The World Health Report, 2002



Global alcohol consumption has increased in recent decades, with most or all of this increase occurring in developing countries, according to The World Health Report 2002, published recently by the World Health Organization. Throughout the world, alcohol caused 1.8 million deaths, equal to 4 per cent of the global disease burden – the highest proportion being in the Americas and Europe. It is estimated that worldwide, alcohol caused between 20 and 30 per cent of all oesophageal cancer, liver disease, epilepsy, motor vehicle accidents, and homicide and other intentional injuries.

Until recently, says the report, “blood pressure, cholesterol, tobacco, alcohol and obesity, and the diseases linked to them ... has been thought to be most common in industrialised countries. Unfortunately, they are now becoming more prevalent in developing countries, where they create a double burden in addition to the remaining, unconquered infectious diseases that have always afflicted poorer countries.

“In a number of ways, then, this report shows that the world is living dangerously – either because it has little choice, which is often the case among the poor, or because it is making the wrong choices in terms of consumption and its activities.”

The report goes on to point out: “Meanwhile, tobacco and alcohol are being marketed increasingly in low and middle income countries. Today, more people than ever before are exposed to such products and patterns, imported or adopted from other countries, which pose serious long-term risks to their health.”

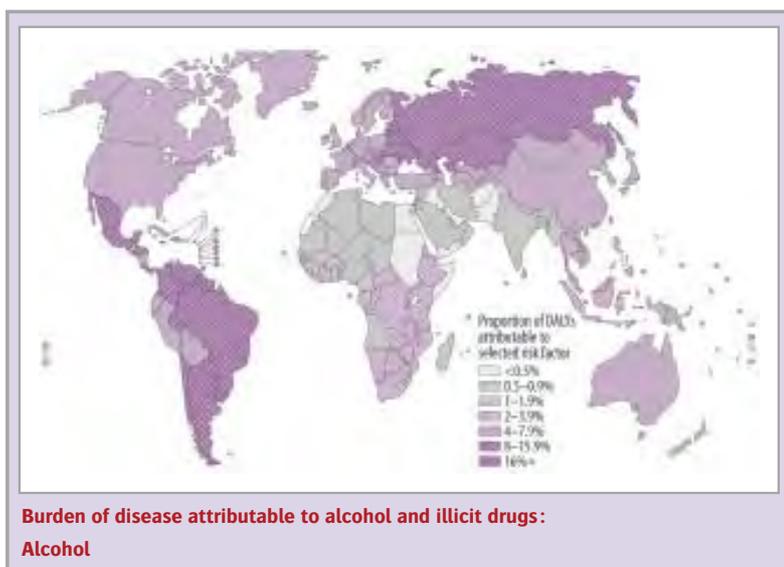
The section of the report which concentrates on alcohol use says:

Alcohol has been consumed in human populations for millennia, but the considerable and varied adverse health effects,

as well as some benefits, have only been characterized recently. Alcohol consumption has health and social consequences via intoxication (drunkenness), dependence (habitual, compulsive, long-term heavy drinking) and other biochemical effects.

Intoxication is a powerful mediator for acute outcomes, such as car crashes or domestic violence, and can also cause chronic health and social problems. Alcohol dependence is a disorder in itself. There is increasing evidence that patterns of drinking are relevant to health as well as volume of alcohol consumed, binge drinking being hazardous.

Global alcohol consumption has increased in recent decades, with most or all of this increase occurring in developing countries. Both average volume of alcohol consumption and patterns of drinking vary dramatically between sub-regions. Average volume of drinking is highest in Europe and North America, and lowest in the Eastern Mediterranean and SEAR-D. Patterns are most detrimental in EUR-C, AMR-B, AMR-D and AFR-E. Patterns are least detrimental in



# Living dangerously: The World Health Report, 2002



**Burden of disease attributable to alcohol and illicit drugs:  
Illicit drugs**

Western Europe (EUR-A) and the more economically established parts of the Western Pacific region (WPR-A).

Overall, there are causal relationships between average volume of alcohol consumption and more than 60 types of disease and injury. Most of these relationships are detrimental, but there are beneficial relationships with coronary heart disease, stroke and diabetes mellitus, provided low-to-moderate average volume of consumption is combined with non-binge patterns of drinking. For example, it is estimated that ischaemic stroke would be about 17 per cent higher in AMR-A, EUR-A and WPR-A subregions if no-one consumed alcohol.

Worldwide, alcohol causes 3.2 per cent of deaths (1.8 million) and 4.0 per cent of DALYs (58.3 million) [DALY is Disability Adjusted Life Year]. Of this global burden, 24 per cent occurs in WPR-B, 16 per cent in EUR-C, and 16 per cent in AMR-B. This proportion is much higher in males (5.6 per cent of deaths, 6.5 per cent of DALYs) than females (0.6 per cent of deaths, 1.3 per cent of DALYs). Within subregions, the proportion of disease burden attributable to alcohol is greatest in the Americas and Europe, where it ranges from 8 per cent to 18 per cent of total burden for males and 2 per cent to 4 per cent for females. Besides the direct effects of intoxication and addiction resulting in alcohol use disorders, alcohol is estimated to cause about 20–30 per cent of each of the following worldwide: oesophageal cancer, liver cancer, cirrhosis of the liver, homicide, epilepsy, and motor vehicle

accidents. For males in EUR-C, 50–75 per cent of drownings, oesophagus cancer, epilepsy, unintentional injuries, homicide, motor vehicle crashes and cirrhosis of the liver are attributed to alcohol.

The World Health Report 2002 unequivocally places alcohol alongside illicit drugs, the section on which immediately follows:

Illicit drug use includes the non-medical use of a variety of drugs that are prohibited by international law. The current analysis focuses on the burden attributable to the injection of amphetamines and opioids, including cocaine and heroin. Other illegal drugs, such as ecstasy, solvents and cannabis have not been included because there is insufficient research to quantify their health risks globally.

Because the use of these drugs is illicit and often hidden, it is difficult to estimate the prevalence of their use and the occurrence of adverse health consequences. Despite these difficulties, it is apparent that illicit drugs cause considerable disease burden and their use is increasing in many countries, including those with little past history of such use.

The estimated prevalence of illicit drug use varies considerably across WHO regions. For example, estimates from the United Nations Drug Control Programme of the prevalence of opioid use in the past 12 months among people over the age of 15 years varies by an order of magnitude or more, from 0.02–0.04 per cent in the Western Pacific region to 0.4–0.6 per cent in the Eastern Mediterranean

region. Cocaine use varies to a similar extent, but the prevalence of amphetamine use is estimated to be 0.1 per cent–0.3 per cent in most regions.

The mortality risks of illicit drugs increase with frequency and quantity of use. The most hazardous patterns are found among dependent users who typically inject drugs daily or near daily over periods of years. Studies of treated injecting opioid users show this pattern is associated with increased overall mortality, including that caused by HIV/AIDS, overdose, suicide and trauma. Other adverse health and social effects that could not be quantified include other blood-borne diseases such as hepatitis B and hepatitis C, and criminal activity associated with the drug habit.

Globally, 0.4 per cent of deaths (0.2 million) and 0.8 per cent of DALYs (11.2 million) are attributed to overall illicit drug use. Attributable burden is consistently several times higher among men than women. Illicit drugs account for the highest proportion of disease burden among low mortality, industrialized countries in the Americas, Eastern Mediterranean and European regions. In these areas illicit drug use accounts for 2–4 per cent of all disease burden among men.

In her message at the beginning of the report, Gro Harlem Brundtland, the Director General of the World Health Organization spells out one of the options open to governments:

“Legislation enables risks to health to be reduced in the workplace and on the roads, whether through the wearing of a safety helmet in a factory or a seat belt in a car. Sometimes laws, education and persuasion combine to diminish risks, as with health warnings on cigarette packets, bans on tobacco advertising, and restrictions on the sale of alcohol.”

The report is particularly concerned with the increase in alcohol consumption in poorer, developing countries: “All of these risk factors -- blood pressure, cholesterol, tobacco, alcohol and obesity -- and the diseases linked to them are well known to wealthy societies. The real drama is that they now also increasingly dominate in low mortality developing countries where they create a double burden on top of the infectious diseases that always have afflicted poorer countries. They are even becoming more prevalent in high mortality developing countries.”

# Self-regulation – for and against

One in four European men and one in ten European women consume alcohol at levels hazardous and harmful to health, said Dr Peter Anderson of Eurocare. He was speaking at a meeting of the Alcohol and Health Working Group of the European Commission called to discuss the self-regulation of alcohol promotion.

Dr Anderson added that one in four drinking occasions includes consumption of more than six units of alcohol and that five per cent of European adults are physically dependent on alcohol.

At the meeting in Luxembourg the drink industry was presented by Dr Helmut Wagner who argued the case for self-regulation. He set out six principles of self-regulation:

- Consistency: a common approach through several codes
  - Independence of the system
  - Impartiality of the adjudication mechanism
  - Transparency of the system and decision-making process
  - Visibility of and access to the system
  - Results through enforcement: - Sanctions - Prevention

Dr Wagner advocated a set of European Standards to constitute a common approach to self-regulation. These would be:

- Reflected in Codes of Conduct
  - TAG Common Standards for Commercial Communications

And there should be:

- EU-wide implementation - through national Advertising Standards Authorities - topped up by alcohol industry-specific codes
- Regular revision of alcohol-specific and general Advertising Standards codes e.g. Portman Group Code (revised in September, 2002), Irish Industry Code (revised in April, 2002)

Dr Wagner set out the Code of Conduct: Drinks Industry Programme, 2001-2005:

- An integrated system of common standards ensuring a coherent approach specific to the drinks industry
- Awareness-raising campaigns - in all member states and accession countries - addressed to all relevant stakeholders - industry-external: enhancing understanding of the codes and procedures - industry-internal: education and training.
- Regular Code review, with stakeholder consultation.

Dr Anderson, in reply, using data collected in the World Health Organization'

# Self-regulation – for and against



The situation in 1995: The alcopops



The situation in 2002: The alcopops

Far from avoiding any implication of sexual success, advertisements are becoming more and more explicit. One of the examples used by Dr Anderson was for the Alcopop Maximum, marketed in the Netherlands in 2002. It

graphically illustrates both the prurient nature of so much of this kind of advertising and the tortured logic of the agents of self-regulation. As can be seen, a young woman and a young man are shown leaving a male public lavatory. His

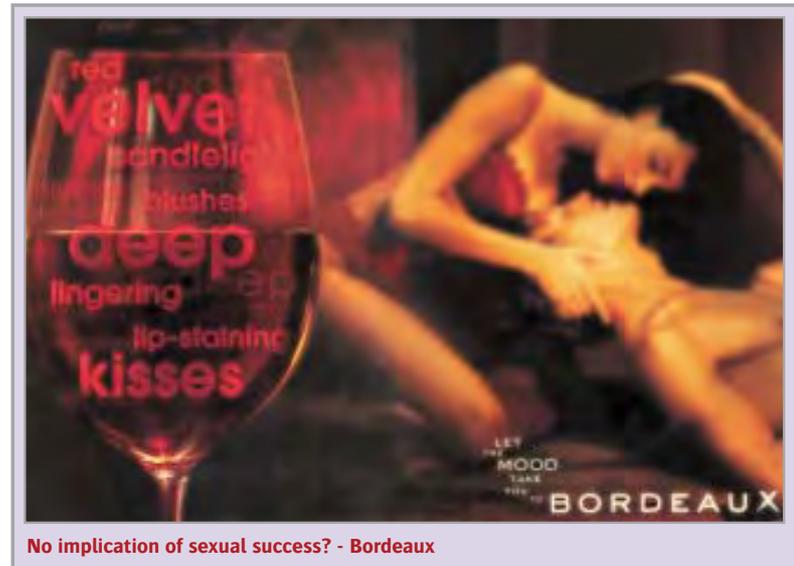
rather shifty look of satisfaction, her failure to readjust her clothing adequately, the glow of perspiration about them both all combine to suggest that they have just had sex – clearly a necessarily frenetic bout given the chosen location. The complaint against this advertisement failed on the extraordinary grounds that it was nowhere suggested that the two young people had drunk the alcoholic beverage before they had enjoyed coition.

An advertisement from before 2001 shows a young woman in red underwear bending over a young man to kiss him. The slogan appearing in the glass of claret – the promotion was for the wines of Bordeaux – says: “deep, lingering, lip-staining kisses.” The complaint laid against this was simply that the linkage between wine drinking and sexual activity breached the self-regulatory Codes. The complaint was not upheld because the case made by the advertisers was accepted. They argued that the couple depicted were in an established relationship, sharing a moment of intimacy in a private setting. With either disingenuousness or a startling innocence the advertisers explained that they had deliberately sought to avoid the impression of a once-off sexual encounter by clothing the models in underwear.

As far as implications of sporting success are concerned, two examples, both from Spain in 2002, imply this. In one, J & B whiskey is shown sponsoring the national volleyball championship whilst in the other the dangerous association is made between Beefeater gin and jet-skiing.

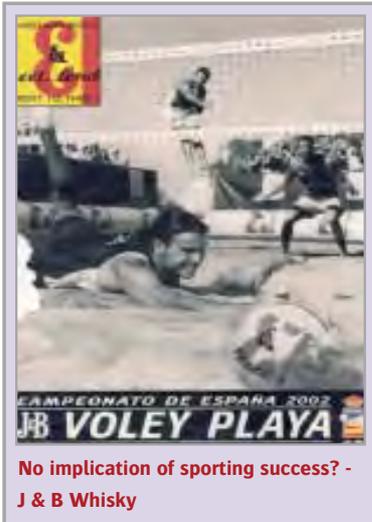


No implication of sexual success? - Maximum

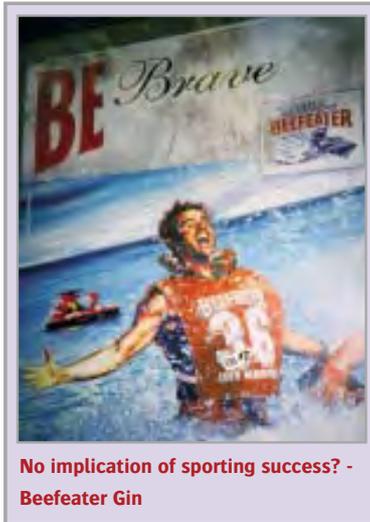


No implication of sexual success? - Bordeaux

# Self-regulation – for and against



No implication of sporting success? - J & B Whisky



No implication of sporting success? - Beefeater Gin

Examples from the Netherlands and Denmark show how the industry still uses advertisements which are attractive to adolescents and children.

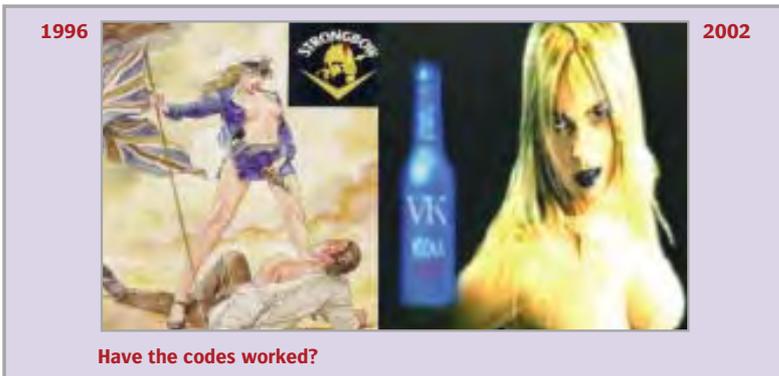
Dr Anderson concluded that indeed there had been a change – if anything the situation has got

worse. He argued, in the light of the evidence he had presented, that “we should not waste any more time on self-regulation” because:

- It serves the needs of the industry
- The reality is based on complaints rather than compliance

- The advertisements still go ahead anyway v There is no enforcement
- It is not independent and reflects the ‘intentions’ of the advertisers
- It does not reflect the needs of children and young people

Dr Anderson pointed out that there were effective alternatives to self-regulation. Most notably there was statutory regulation, as in Sweden or Poland, or the well-known Loi Evin in France. There was also the possibility of harmonising rules on television advertising of alcoholic beverages, as laid out in the EU’s Television Without Frontiers directive. Perhaps, he concluded, time would be better spent on these options rather than on the ineffective road of self-regulation.



Have the codes worked?



Only targeted at adult audiences?



Not promoted to appeal to young people

## eurocare

Eurocare was formed in 1990 as an alliance of non-governmental organisations representing a diversity of views and cultural attitudes and concerned with the impact of the European Union on the alcohol policy in Member States.

Starting with nine member organisations in 1990, it now has forty-six members from twelve EU States, five non-EU States and three international organisations with members in twenty-six European countries.

Eurocare promotes the implementation of evidence based alcohol policy and provides support to its member organisations.

### Key publications:

Alcohol Problems and the Family, 1998

The Beverage Alcohol Industry’s Social Aspect Organisations: a Public health Warning, 2002.

Eurocare may be contacted through Florence Berteletti Kemp at: [f.bertelettikemp@ias.org.uk](mailto:f.bertelettikemp@ias.org.uk)

# Heineken condemned again by the Dutch Advertising Standards Authority

## Reaching the parts other laws can't

The beer giant Heineken has been found guilty by the Advertising Standards Authority in the Netherlands, following a complaint lodged by the National Foundation for Alcohol Prevention (STAP). This was the second conviction for Heineken in 2002.

The Advertising Standards Authority criticised a Heineken advertisement in the magazine for junior members of the Dutch Football League (KNVB). In its capacity as sponsor of the KNVB Heineken placed a full-page advertisement for its beer in this magazine. As a result, the father of a six-year old junior member of the KNVB alerted STAP.

The Dutch Advertising Standard for alcoholic beverages prohibits alcohol advertising from being specifically directed at young people. In its defence Heineken stated that the advertisement in the magazine for juniors had been an error.

## 'Biertje?' (a small beer) Not if you're skiing.



In spring 2002 Heineken was also reprimanded by the Advertising Standards Authority in the 'Biertje?' campaign aimed at skiers. On this occasion Heineken was condemned because there was an implication

that skiing under the influence of alcohol should not entail any risks.

At the time of writing the Advertising Standards Authority is dealing with a third complaint from STAP against Heineken. This third complaint concerns the new TV-commercial in the 'Biertje?' campaign.

## Alcohol is not a thirst-quencher

Recently the Dutch Advertising Standards Authority decided that it is not permitted to state in advertising messages that drinking alcohol quenches one's thirst. The Authority condemned such statements as misleading. STAP has pointed out to the Advertising Standards Authority that drinking alcohol actually makes people thirsty because alcohol stimulates the kidneys to discharge fluids.

On the basis of this argument a complaint lodged by STAP against the alcoholic drink ICE TEA, made by United Beverages, was judged well-founded.

In an advertisement for 'Refreshing Alcoholic Ice Tea' it was stated that this drink was thirst-quenching, refreshing, and 'perfect for continued drinking'.

It was the Authority's opinion that the expression 'perfect for continued drinking' failed to demonstrate proper restraint in advertising alcoholic beverages.

Alcoholic Ice Tea contains 5.5 per cent alcohol and in the advertisements the product is too easily confused with non-alcoholic Ice Tea, according to STAP.

## Alcohol is not a power drink

Furthermore, the Advertising Standards Authority in the Netherlands has said that it is incorrect to state that an alcoholic beverage is a power drink.

In an advertisement produced for Vrumona BV (part of the Heineken concern) promoting the drink Xi Climax Wodka Ice (5.6 per cent alcohol) it was stated that this was: 'The first bottled alcoholic power drink'.

STAP objected to text of this advertisement and lodged a complaint with the Advertising Standards Authority which was upheld.



# Marketing without limits

By Kari Randen and Trine S. Lunde

With the help of posters and invitations Smirnoff Ice welcomed young people to parties at some of the most popular clubs in Norway. Cool and trendy youth were hired as a “party team”, and efforts were made to create a good atmosphere and the right image at the parties. Under the slogan “Intelligent Nightlife” Smirnoff Ice went on tour all over Norway with music and cheap drinks to launch their new product. The importer violated Norwegian alcohol advertising legislation and lost their import licence for a period of six months.

Alcohol advertising is illegal in Norway. Nevertheless, the alcohol industry continuously tries to bypass the legislation and promote their products.

## The Smirnoff Ice Experience

In spring 2002, Smirnoff Ice was launched as a new product in Europe. In Norway this happened through a promotional tour.

Wherever the tour appeared, the organisers invited a few, specially selected guests. These guests received a personal invitation in the

mail. For such events, it is important to persuade the trendsetters to show up, and, by sending out exclusive invitations, you increase the chances that the event reaches the right audience. But the parties were open to others, too. A short time in advance, posters were put up in the different cities, informing about the upcoming event and where and when it was going to take place. By inviting people to the official Smirnoff Ice Experience, the organisers signalled that this was more than a party. It was an experience. The clubs were decorated with various promotional effects. There were

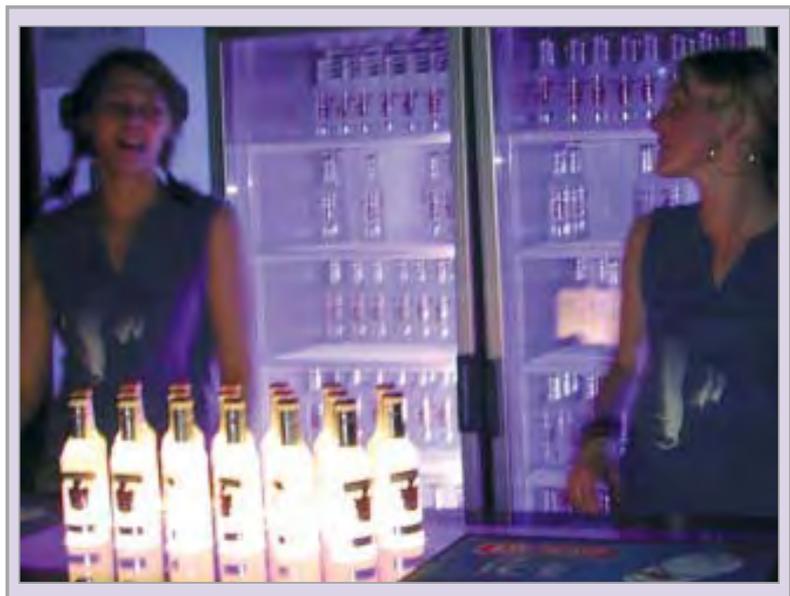
illuminated billboards outside, logos, separate Smirnoff Ice displays in the bar, free gear and cheap drinks.

The party team was an important part of the event. It consisted of young girls and boys who were there to vouch for the image of the product. Their job was to keep up the party atmosphere. They were young, attractive and carried a bottle of Smirnoff Ice in their hand at all times. The bottle functioned as a sign or a code: They held it all the time while they were talking, dancing and flirting. They were like living advertisements for the product and in particular the slogan “Intelligent Nightlife”.

During the tour the organisers referred to a web site. On this site visitors could find out where the parties were going to be, and there were references to music and different clubs. The web site was designed around the slogan “Intelligent Nightlife”, and the promotion of the product itself was relatively subtle.

## Subtle marketing

Taken as a whole, the campaign relied on subtle cultural codes rather than aggressive promotion. By alluding to lifestyle and image rather than seeking massive exposure of the



# Marketing without limits

product they signalled that they take the consumers seriously, and at the same time the violations of Norwegian alcohol advertising laws were less obvious.

## Historical decision

So far, the alcohol industry in Norway has escaped close scrutiny. Traditionally, AlkoKutt has been the only body in Norway to actively speak out on issues concerning marketing. However, with the co-operation of the state-owned TV-channel AlkoKutt produced a news segment covering the tour. Thus a lot of people got a glimpse of how this kind of marketing is carried out.

AlkoKutt handed over the documentation to the formal governing body for alcohol marketing issues, the Norwegian Directorate for Health and Social Welfare. Guinness UDV, the importer of Smirnoff Ice, lost their import licence for a period of six months. Never before has the Directorate imposed such a strict sentence. In its ruling, the Directorate says: "Several separate violations have been identified, and in sum they make it a very serious case."

## The product sells

Despite the fact that Guinness UDV lost its import licence, Smirnoff Ice is still sold in Norway. Another importer has taken over temporarily, and Smirnoff Ice has been one of the best sellers in the Norwegian market in the last couple of months.

Norwegian authorities have signalled that they will look into the possibility of changing the legislation so that this will not be possible in the future.

## Illegal marketing

Norway has a strict prohibition against alcohol advertising. All sorts of mass communication for marketing purposes are prohibited, regardless of how it is carried out. Even advertising that alludes to alcoholic beverages is prohibited.

Despite strict legislation, the Smirnoff Ice-tour is not unique. The industry has shown considerable creativity in promoting its products.

One strategy is to tie brand names to slogans. When the slogan is well established, it can

replace the brand name itself for marketing purposes. Many of us know Carlsberg's slogan: "Probably the best beer in the world." In connection with a football match in Norway, Carlsberg bypassed the advertising prohibition by making the players wear team uniforms with the slogan "Probably..." instead of the Carlsberg logo. Budweiser is another brand that uses this strategy. On mobile phone covers and other products targeted at young people, they market their products under the slogan "Wassup".

The industry often argues that parties like the Smirnoff Ice Experience are trade events. According to Norwegian alcohol legislation it is legal to organise closed trade events to inform people in the industry about new products. By labelling big, extravagant parties "trade events" and inviting young people outside the industry, they try to bypass existing legislation and promote new products.

Many of them also exploit the opportunity to advertise light-products. It is legal to advertise products of up to 2.5% ABV to establish or market a brand. Some of these products are produced on a limited scale in order to implement marketing strategies where the goal in fact is to promote a product with a higher alcohol content. There have been cases where the light-products advertised were not even available to the consumers.

## Social responsibility and self-regulation

The alcohol industry is eager to appear socially responsible, for instance by sponsoring or designing various prevention programmes that encourage young people to drink less



alcohol. At the time of the Smirnoff Ice promotional tour, Guinness UDV sponsored a prevention programme for Norway's biggest student organisation. But creating an image of social responsibility is part of the industry's strategy to be able to set its own rules with regard to marketing – so-called self-regulation.

Time and again we have seen that the industry pushes the limits of the advertising prohibition. Strict rules are not enough to stop aggressive marketing that is often targeted at young people. We know that the industry always wants to promote new products, and therefore it is important to use the control instruments that are available.

## International marketing

The kind of marketing that we have seen in Norway is part of an international marketing trend. It is therefore important to establish international networks to counter such attempts. AlkoKutt will continue to fight what we regard as illegal marketing of alcoholic beverages to young people.

AlkoKutt is a Norwegian alcohol prevention campaign.



# Bud World and my child's world

Gordon B. Lindsay, Ph.D.

Anheuser Busch was an official sponsor of the 2002 Winter Games in Salt Lake City. As part of their Olympics promotions they created "Bud World" in a large downtown plaza in Salt Lake City. August Busch IV stated, "The Olympics allow us to gain exposure for Budweiser and Bud Light on a global stage." I wanted to walk on their stage by visiting "Bud World" and made it a father and son's outing by taking along my 10-year-old son, Andrew.

A huge Budweiser billboard next to Bud World welcomed visitors to Salt Lake City. One year ago no alcohol billboards existed in the state of Utah. Times are changing. Security at the 2002 Winter Games was exceptionally tight so Andrew and I had to go through a metal detector and security check to enter Bud World. The lines were long. As we waited I was amazed to see how many children were entering a beer company-sponsored activity. Every kid seemed to be excited as he or she

waited to sample the fun that was happening inside. Andrew and I passed through the security check and entered into an attractive world of fun, colour, sports, entertainment and beer. The Christmas lights hung from posts gave Bud World a festive, holiday-like atmosphere. The link between Olympic sports and beer was communicated to Bud World visitors at every turn. There were legions of beautiful hanging posters that featured Winter Olympic athletes under the Budweiser name.



Huge, blown-up Sports Illustrated cover pictures featuring past Winter Olympians were everywhere. Sports Illustrated, who benefits in a major way from alcohol advertising, must have been a co-sponsor of Bud World.

For Andrew, going to Bud World was a little bit like being a mosquito in a nudist colony – it was hard to decide where to begin; there were so many fun things to do. His first stop was the skating rink. Most of the people using the rink were little children and teenagers. They were obviously having a good time. Each time a child went around the rink, he or she passed at least a dozen Budweiser or Bud World Party signs. Later on, the nice people from Anheuser Busch cleared the rink and brought out large plastic bowling pins. Anheuser Busch employees used little children on snow saucers as the bowling balls to knock down the pins. The crowd loved it. At night, Anheuser Busch added an additional effect by having lights project the Budweiser logo on the ice.

Next Andrew went to the animal show. He sat in front of a huge stage emblazoned with the name "Budweiser." The show featured the "animal ambassadors" and trainers from Busch Garden or Sea World in San Diego. Penguins, tigers, lemurs, boa constrictors, eagles, and other assorted animals were brought out for entertainment and the educational lecture. It was interesting to watch the children watch the presentation. The majority of the audience was indeed children. By the looks on their faces, they were obviously captivated and enthralled by the presentation. Numerous references were made to the important conservation work of Anheuser Busch and how the company was making the world a better place.

After the animal show, Andrew walked to the Bud Light "Bubble Boy's" Bubble Zone tent to play table hockey. Outside the tent a sign said

## Bud World and my child's world



**Budweiser basketball shooting games**

that you had to be 21 years of age or older to participate. Andrew was glad to learn this seemed only apply to people who were engaged in contests to win free Budweiser gear. As we entered the Bubble Boy's competition area, we observed the half dozen very large and very cool-looking table hockey games. Most of the participants he saw in the Bubble Boy's tent were children and teenagers. Decals on the hockey games featured the Bud Light logo. Andrew got very involved in the competition with a bunch of other kids and was having a great time. He protested mildly when I told him it was time to move on and to enjoy some other venues at Bud World.

Andrew's next stop was a very large building labelled the "Beer Tent." He was a little worried by the sticker on the door that said something about "Budweiser: We ID." But with all the kids coming and going from the beer tent, I convinced him the sign probably only applied to purchasing beer, not enjoying the fun events sponsored by Anheuser Busch. As he went inside, Andrew's eyes lit up. You must understand that Andrew was born in Indiana and is a Hoosier down to his toes. Basketball is in his blood. He was delighted to see two large Budweiser basketball shooting games. Each game station was enclosed by nets and returned the ball after the little kids had made or missed their shots.

**The world-famous Budweiser Clydesdales**



The waiting lines were long. Each backboard featured a "Budweiser Hoops" sign. Three different Budweiser neon beer signs were also on the wall the children faced while shooting. Behind the children, parents were buying and drinking beer that was being freely sold over the counter. I was fascinated to watch parents put down the cold ones as they cheered on their children's basketball shooting. Finally, Andrew's turn came. The little Hoosier was shooting well and it took an act of congress to pry him from the game, but I succeeded. As we left the beer tent, I noticed an employee behind the tent who was rapidly unpacking boxes of beer. Correspondingly, in front of the beer tent, garbage cans were literally overflowing with empty beer bottles. Business was good.

Lots of beer was being consumed throughout Bud World not just in the beer tent. Andrew was a little uncomfortable and not used to seeing open alcohol consumption. Salt Lake City has open container laws prohibiting public consumption on the streets. Probably the original intent of this law was to confine alcohol consumption to bars, parties or private homes in order to keep it outside the view of the young. Anheuser Busch had been granted an exception from the city open container laws and was exploiting it.

Patrons within the confines of Bud World were able to consume alcohol freely as they strolled and admired the displays, events, and demonstrations. I can't speak for Andrew, but one of my most enduring images from Bud World was the number of parents walking with one hand holding on to a little child and the other hand around a cold Bud Light. There were lots of baby strollers at Bud World. I took many pictures of Budweiser products stashed in the baby bottle holders of the infant strollers. It must be hard to be a kid and grow up in a world so full of many mixed messages.

In the late afternoon, Andrew wanted to see the world-famous Budweiser Clydesdales. We hustled across the plaza to get a good place to watch as the horses left for their parade around the city block. The animals were truly magnificent and once again, the children were enthralled. Lots of parents got their kids in position for a "Kodak Moment" with Johnny or Sally smiling in front of the famous Clydesdales. Andrew knew the horses were ready to move when the spotted Dalmatian hopped on top of the wagon with the drivers.

# Bud World and my child's world

The clip-clop of the horses' hooves on the hard pavement was magical. Dozens of cameras were heard clicking in rapid fashion as the wagon started its round the block tour.

Andrew had a little down time before the next major performance so he camped in front of a building-sized TV screen that showed live action from the Olympic games, courtesy of Budweiser/Anheuser Busch. It wasn't long, however, until a voice on the loud speaker announced the Budweiser magician would be performing on the same Budweiser stage where we had watched the Busch Garden animals a few hours before. The audience for the magic show, again, consisted primarily of children.

They came early to get good seats. The Budweiser magician had lots of tricks and interacted well with the crowd. At one point he asked how many people were visiting. He seemed pleased that most people were locals from Salt Lake City. He thanked them for being there to "support the cause." The magician's most impressive act was when he brought out a beautiful young woman who he heavily chained and locked in Houdini-like fashion. No way was she going to escape. The magician covered her with a four-sided screen that formed a complete enclosure around the woman. A large Budweiser banner was attached to the screen. (I leaned over to Andrew and told him I thought the magician was now going to make the woman's liver disappear, but we would have to wait and see.) After a few moments, the Budweiser screen was lowered and, miraculously, the woman had somehow escaped from bondage. I thought to myself, "Wouldn't it be wonderful if alcoholics could escape their chains of addiction so easily." The magician told the crowd, "Thanks for drinking Budweiser. We're number one because of you out there."

Despite all the fun Andrew had had so far, the big attraction was yet to come. This, of course, was the Budweiser All-Star Aerial Show. This extravaganza was to be held in the large, open part of the plaza where steps led down to two trampolines and a large ski jump with a cushioned landing. We had inspected the site earlier in the day when it was empty. I was impressed at how many times and how many different ways the Budweiser logo was emblazoned on the jump, trampolines, and surrounding area. Finally, a voice on the loud speaker advised people to come see the red-



**The Budweiser magician**

hot show. The assembled audience was huge. Snowboarding and free style ski jumping certainly have the highest youth appeal of all the Winter Olympic events. Anheuser Busch had chosen these events well. The Budweiser athletes were flashy, gusty, hip, and young. The music was pounding and the crowd was rockin'. As the Budweiser All-Star Aerial Show began, I tried to keep one eye on the performers with another eye on the audience. I took a fair number of pictures of the children watching the events. No other word but "mesmerized" can describe the attention level of these kids' faces. Every time the announcer called for applause, children gave the most enthusiastic endorsements of all.

As Andrew and I left the aerial show I had my final and most enduring image of visiting Bud World. Near the entrance gate to Bud World, was a huge inflated world globe. Below it were banners featuring Budweiser logos and Olympic Winter Games athletes. The globe was a popular place for picture-taking and we watched parent after parent position their little kid underneath the Budweiser globe for a photo to remind them of the good time they had at Bud World. As I was watching this process, I noticed a sign to the side of the inflated world that said, "Please do not touch the globe." I thought of how unfair it is that my kid can't touch the Budweiser globe, but how deliberately and effectively Budweiser touches the world that my young son lives in.

**The Budweiser All-Star Aerial show**



# Bud World and my child's world



**The promotion of Budweiser products**

I would be very happy to compromise with Anheuser Busch and not touch their globe if they would agree to keep their greedy hands off the images that constitute so much of my child's world. Andrew, like so many other kids in America, is an avid lover, fan, and participant of sports.

Nobody exploits the connection between sports and children like Anheuser Busch. No, their advertising doesn't grab my child by the collar and haul him into the convenience store and make him buy a 6-pack of Budweiser. But it does take a behaviour that has major health and social

consequences and normalizes it and glamorizes it in the eyes of the young and the old.

As I was driving home from Bud World, I thought about how effectively and systematically the beer companies promote their products. By professional training, I am a health educator. There is no single objective of health education, but health educators try to change knowledge, beliefs, perceptions, attitudes, values, norms, and behaviour. There is no single function of alcohol marketing, but if you were to subtract the word "knowledge", I think the objectives of Budweiser's marketing



**The alcohol induced aftermath of Bud World**

people are pretty much the same as mine. We're only working in opposite directions on the same issue.

At the end of the day I had a chance to lie down by Andrew on his bed and talk about our experience. I asked, "Andrew, what's the reason you think that the beer company did all those things at Bud World today?" Andrew does not have a PhD in Health Education, but his answer was profound, simple and on target. He said, "I think the reason they did Bud World was to make kids think that using beer is fun and good, so that when they grow up they will drink Budweiser. And to make kids think there's nothing wrong with it." Pretty perceptive analysis from 10-year-old kid. I don't think August A. Busch IV could have said it any better.

If the intent of Anheuser Busch was to make a positive association with beer in the mind of my son, then lucky for them, we left Bud World just in time. Only a few hours later that night, three hundred riot police had to break up an alcohol-induced "beer brawl" or "violent disturbance" outside Bud World. Twenty people were arrested and the images made local and international news. It wasn't a pretty sight and was in stark contrast to the positive images Bud World presented. I made sure Andrew saw this part of Bud World the next day on the evening news.

**The ultimate experience?**



# Booze, beer and the 2002 Winter Olympics

By George J. Van Komen, M.D.

During a press conference in March 2001, serious concerns were expressed by members of Utah's Alcohol Policy Coalition about the active involvement of Anheuser-Busch, the largest brewer in the world with the 2002 Salt Winter Olympic Games. That same day, Mr. Mitt Romney, president of the Salt Lake Olympic Organizing Committee came out with an official statement from the Olympic organizing committee. As quoted in an Associated Press article, Mr. Romney, despite being a declared teetotaler, gave his full support of the Anheuser-Busch sponsorship by stating, "They're an excellent company, they're very generous in support of the Games and I'm pleased they decided to support the Olympic Games."

After years of effort by members of Utah's Alcohol Policy Coalition, supported by thousands of individuals and hundreds of organizations world-wide, to limit the sponsorship of the Olympic games by Anheuser-Busch and alcoholic beverage companies, Olympic officials remained loath

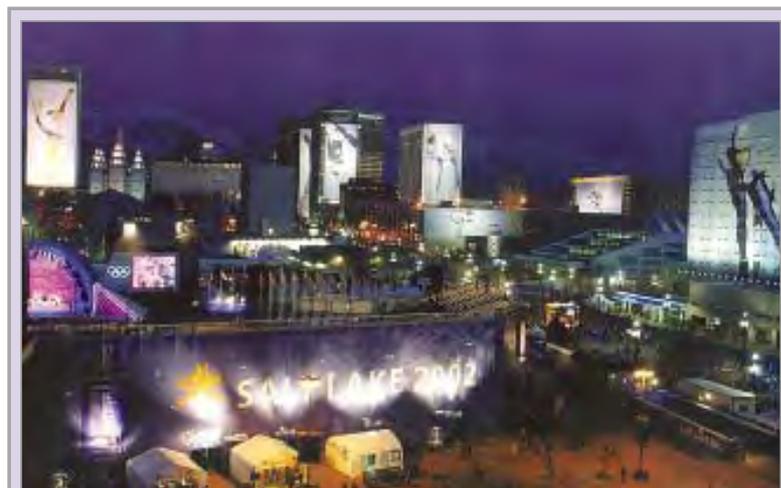
to change their minds. When asked for a reason, they repeatedly stated that they needed the financial support.

Anheuser-Busch worked hard for years to make certain that Utah's alcohol advertising laws were in line with their own ideas on how

best to promote their Budweiser Beer during the Olympic games. In 1996, a year after Utah was awarded the 2002 Winter Olympic Games, a lawsuit was filed against the State of Utah in regards to the constitutionality of the alcohol advertising laws that were in place. Anheuser-Busch Officials wanted to make it clear that they were literally going to hold the state of Utah in financial hostage, by threatening not to bring their money to Utah if alcohol laws were not liberalized. A legal brief filed by Anheuser-Busch, Inc, with the Utah Alcohol Beverage Control Commission in 1996, stated, "Utah's restrictions on beer advertising – all of which impose criminal penalties on violators – will be a factor in AB's decision whether to invest the millions of dollars required to sponsor the Winter Olympics Games in 2002." Needless to say, the advertising laws were changed and significantly liberalized.

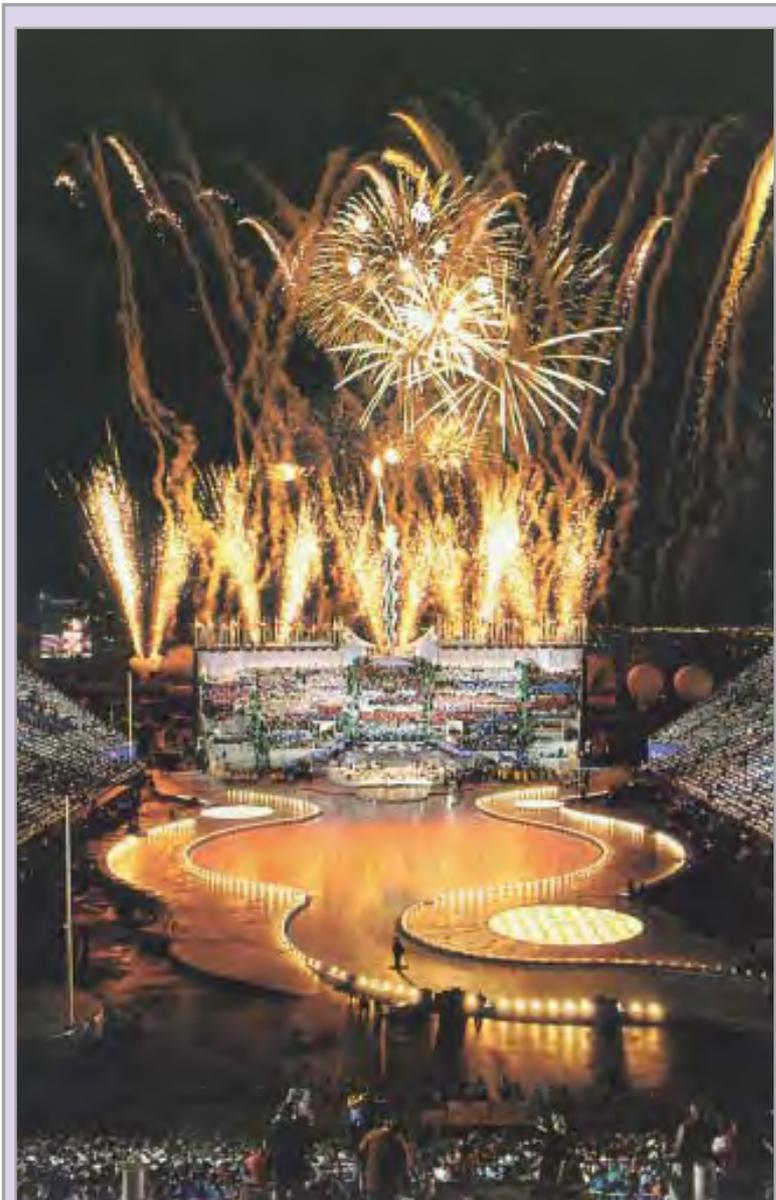
Mixing sports with alcohol is always a bad combination but mixing alcohol with the worldwide, youth-oriented Olympics no doubt is the worst mix of all. This certainly was the case with the Salt Lake 2002 Winter Olympic games. Despite numerous early warnings and expressions of concern, Olympic organizers allowed, promoted and supported a number of alcoholic beverage companies aggressively to sell and promote their alcoholic beverage products during the entire 2002 Salt Lake Winter Olympic Games.

In an April 1998 face to face meeting with the executive committee of the 2002 Winter Olympic Organizing Committee, members of the Utah Alcohol Policy Coalition were repeatedly assured that there was no cause for concern because "there had never been an incident relating to alcohol during an Olympic games." This statement can no longer be repeated after the Salt Lake Winter Olympics because of a major fiasco with a skeleton gold medal winner Jim Shea and a major, dangerous riot developing adjacent to Bud



Salt Lake City, Utah. The venue for the 2002 Winter Olympic Games

## Booze, beer and the 2002 Winter Olympics



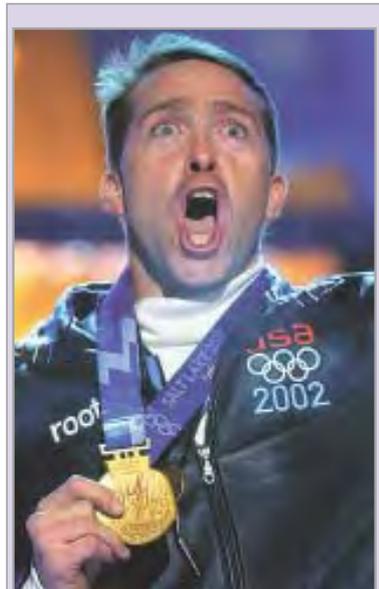
**The opening ceremony**

World which involving 6,000 to 8,000 drunken Olympic revellers.

One of the most emotional stories of the 2002 Salt Lake Winter Olympics was the sudden death of Jack Shea, a former double gold medal Winter Olympian for the United States at Lake Placid, New York, in 1932. He was killed in a crash caused by a drunken driver on January 21, 2002, just weeks before the beginning of the Salt Lake Games. His death was particularly difficult because of his plans to attend the 2002 Winter Olympics in Salt Lake City and to see his grandson, Jim Shea,

an Olympic athlete in the skeleton, become the first third generation American to participate in the Olympic Games. This story so touched the United States that Jim Shea was the only Olympian invited by President George W. Bush to attend his State of the Union Address in Washington D.C. on January 29, 2002. Jim Shea was invited to sit next to First Lady, Mrs. Laura Bush. On February 8, 2002, during the Opening Ceremonies of the Olympics, watched by a television audience of over 3 billion, Jim Shea read the Olympic Oath.

Excitement ran high, as Jim Shea competed in



**Jim Shea**

the skeleton race, on Wednesday, February 20, 2002. Tucked inside his helmet was a picture of his just deceased grandfather. He was the enthusiastic favourite. Jim Shea won the race in picture book quality, winning the Olympic Gold Medal by a mere .05 seconds, accomplished with a desperate final burst of speed at the end of the race. A tearful, reported inebriated Jim Shea received his gold medal that evening, during an emotional Medal's Plaza Celebration, holding his grandfather's gold medal in his hands, in front of 20,000 roaring spectators and a worldwide Olympic audience.

Jim Shea's life as a role model continued to turn sour. The day after his exhilarating celebration of winning the Gold Medal, he was seen on local television riding on top of the Budweiser Clydesdale horse drawn carriage passing out Anheuser-Busch souvenirs to a surging crowd, which including young kids as they wrestled forward to see and greet their new Olympic hero.

This visible display of promoting an alcoholic beverage company, just weeks after his grandfathers death at the hands of a drunken driver, seemed at best, a shallow display of insincerity. Shame on Jim Shea for not being sensitive enough to perceive this incredible contradiction. But shame, shame, shame on Anheuser-Busch officials for allowing this type of exploitation to occur. Anheuser-Busch had repeatedly stated publicly before the Olympic Games that they were going to act

# Booze, beer and the 2002 Winter Olympics

“responsibly” during the Olympics Games, but this single activity showed that their actions speak much louder than their words.

Several weeks later on Friday, March 8, 2002 Jim Shea showed consistent callousness about alcohol issues while addressing the student body of his high school from which he graduated, in West Hartford, Connecticut. His comments surprised a stunned faculty as he not only failed to condemn underage drinking, but his remarks actually appeared to support illegal alcohol consumption.

When Shea remarked to the stunned young student body, “I’m not saying not to drink; I drank a lot in this school. What I am saying is, don’t die. Don’t be crippled for the rest of your life, don’t lose your arm, don’t mangle your face” he received a standing, thunderous response. His ill-stated remarks prompted student council president Todd Olmstead, to conclude, “It’s kind of a bad example.”

Careful research of Jim Shea’s past revealed that he was arrested in 1998 for drunken driving himself, while living in Park City, Utah, training to compete as an Olympic athlete in the skeleton. He pleaded guilty to this crime, paid several thousand dollars in penalties and did a host of hours of community service.

During the late hours of the second to last night of the Salt Lake Winter Olympic Games a riot broke out near Bud World, the home of the huge beer guzzling Olympic celebration sponsored by the official Olympic supporter, Anheuser-Busch. The local Salt Lake City police, as well as government leaders had turned a blind eye during the two weeks of the Olympic Games to both Utah’s open container laws as well as to public underage drinking. The streets of Salt Lake City became drenched with alcohol during the time of the Winter Olympic Games.

The riotous disturbance developed when thousands of drinking, intoxicated revellers descended on Bud World around 11 o’clock at night after the conclusion of the Medals Plaza concert by the popular singing group ‘N Sync. Salt Lake Police Chief Rick Dinse estimated there were 6,000 to 8,000 jamming to get into Bud world at each of the two entrances into Bud World. Seeing this mass of celebrants descending upon their huge beer imbibing party, the officials at Bud World decided to close early, which further infuriated and



The ultimate experience?

fueled the drunken crowd.

This huge crowd of intoxicated Bud World celebrants mixing with the thousands who were being refused entrance into Anheuser-Busch’s beer drinking party became belligerent, unruly, and began to sexually harass and threaten females within the crowd. Law enforcement officers were sent in to rescue them. This out-of-control crowd quickly required 200 to 300 federal and local police officers in full riot gear armed with billy clubs and guns with rubber bullets to cause them to disperse. As this lawless crowd was forced to scatter, increased anger arose and rocks, glass bottles, beer cans and firecrackers were thrown at the police. Finally, to move the crowd, the police were forced to fire literally hundreds of rounds of rubber bullets into this mass of humanity. Surprisingly, given the intensity of the situation, only a few officers and few crowd members sustained any substantial injuries. Police cars were smashed, signs were ripped out and thrown, and store front windows were broken. One member of the crowd, a lady from North Carolina, was heard to cry out, “Things like this don’t happen in Utah.” A total of twenty-one people were arrested, on charges ranging from failing to disperse, public intoxication and assaulting an officer.

By morning, when the riot had quieted down, both city and Bud World officials went into a

defensive, “damage-control” mode. A genuine “cover-up” was developing. City cleanup crews worked double time throughout the night to clear the streets of broken glass, plastic beer bottles and beer cans as well as large amounts of other debris. Anheuser-Busch, not surprisingly remained silent. Public officials absolved Bud World from any wrongdoing or even any responsibility. Mayor Rocky Anderson and other city officials referred to the riot at Bud World, as a “minor blip,” a “rare instance,” and “just one bad night.” The Mayor stated that he was disappointed in some media reports that called the Saturday night disturbance a “riot.” He summed up the Olympic celebrations by saying, “I don’t think you’ve ever seen a more peaceful celebration with this many people.” Police Chief Dinse was more realistic as he admitted, “In hindsight, I would say that there’s no question alcohol had an impact on the actions of the crowd.” Salt Lake County Sheriff Aaron Kennard, was however, much more realistic, as he stated, “This situation was indeed a riot.”

The response of Olympic officials also attempted to distance the riot from the Olympic Games. The President of the International Olympic Committee, Jacques Rogge, called the disturbance, “unfortunate” and quickly added that the riot was “not a Games-related issue.” Mitt Romney, President of the Salt Lake Organizing Committee likewise distanced himself and the Salt Lake Olympic

# Booze, beer and the 2002 Winter Olympics



Organizing Committee from the riot by calling it an "aberration." He also downplayed the size of the riot by saying, "There were 200 to 300 people who had a few too many and needed to be sent home, and they were done so with dispatch." Despite his long-standing, strong public support for the sponsorship of Anheuser-Busch for the Olympic Games, he declared, "You're going to have some celebrations when alcohol is a concern late at night, and that's not something that was part of the Olympic experience."

In the early morning hours behind closed doors, officials debated what to do on the final day of

the Olympics to prevent another similar out-of-control occurrence. They decided to enforce open container laws, crack down on underage drinking, disperse any unruly crowds and most appropriately, finally, close Bud World at 5 p.m. Finally hours before the closing of the Olympics, Anheuser-Busch's voice was silenced

After the Olympics I wrote a letter to Anheuser-Busch President, Mr. August A. Bush III and other Anheuser-Busch officials. I asked why Anheuser-Busch had chosen to remain so silent after the Olympics and if they were willing to accept any responsibility for the Salt Lake Olympic Riot, given the enormous amount of alcohol consumption occurring

both inside and around "Bud World." I also asked them to explain why a responsible company would allow Jim Shea, an athlete with a history of serious alcohol problems to ride on top of the Clydesdales. I received a response from the head of the company's alcohol awareness efforts, Ms. Francine Katz. The letter concluded that it would not be productive to discuss events that

"occurred well over a month ago." I was also told in the letter that I was on the "other side of the fence" of alcohol issues from the officials at Anheuser-Busch.

My response to Ms. Katz's letter follows: "In your letter you mention that you and I are on the opposite side of the fence when it comes to alcohol issues. I am on the side of the fence that works towards reducing drunken driving, preventing underage drinking, reducing alcohol-related crime and domestic violence and preventing medical illnesses, such as cirrhosis, cancer and high blood pressure many of which are related to the abuse and misuse of alcoholic beverage consumption. As you know, these alcohol-related problems result in the premature death of over 100,000 Americans each year. I must therefore truthfully ask what side of the fence are you and Anheuser-Busch really on?"

Although the efforts of the Alcohol Policy Coalition and many others who supported the efforts of Utah's Alcohol Policy, failed to prevent alcohol-related problems during the 2002 Winter Olympic Games, we did do our very best. The future offers many hopeful possibilities. As a worldwide community we can now draw upon the past to help prevent Olympic alcohol-related problems in the future. The alcohol prevention community has the opportunity to appeal to the International Olympic Committee to prevent incidents as occurred in association with the Salt Lake Winter Olympic Games. Our strongest argument will be that we do not want to have alcoholic beverages become a blight and a disruption for the true Olympic movement and ideals.

Alcohol-related problems continue worldwide. A marvellous forum to bring this issue to front stage, worldwide will be the Olympic Games. The world community needs to promote ideals and standards compatible with the Olympic spirit and the true competition of sports. Everyone should agree, that alcohol and the enormous social problems associated with its use, should not be part of this movement.

We would do well to listen to the advice of Enoch Gordis, M.D., former director of the United States', National Institute on Alcoholism and Alcohol Abuse (NIAAA).

"Alcohol is the number one drug of choice among our Nation's youth. Yet the seriousness of this issue does not register with the general public or policy makers."



# Public health policy in France – the challenges

## Claude Rivière, ANPA (Association Nationale de Prévention de l'Alcoolisme)

Since this year's general Election in France, we have a new government which seems to be about to review public health policy concerning legal and illegal drugs.

Until this year the policy implemented through the inter-ministerial committee was based on two main studies commissioned by the former government:

One was led by Professor Roques in 1998. It points out that alcohol, from a scientific point of view, is the major psychoactive substance compared to heroin or cannabis. So the most interesting aspect was that alcohol was looked upon as a drug, albeit legal.

The second study was carried out in 2001 by the National Institute of Health and Medical Research on the medical effects of alcohol consumption.

The new government, however, seems to be listening to the siren voice of the industry which absolutely refuses to recognise that alcohol can kill, even at the first time of use.

The response of the industry was to send out three million "sous-bocks", beer mats, to about 30,000 cafés and restaurants with the slogan:

"alcohol is not a drug and we are not dealers".

At the same time, they sent a letter to politicians saying that their products are legal, that moderation has never killed anyone, and that they never serve minors or drunk people in their bars. This is simply not true - witness the French café owner recently prosecuted because he had sold alcohol to someone who then killed somebody in a drink driving accident.

So the industry is actually lobbying determinedly in order to be associated with the

building of a public health policy and implementing campaigns of prevention.

These are the reasons why ANPA is working to implement a nationwide campaign of prevention advocacy aimed at the government, Parliament, and all the local authorities. The intention is:

- 1) to make clear the reasons why prevention is essential for young people and also for adults and must be supported;
- 2) to make clear the social costs of alcohol which comes to about 17 billion Euros (at the moment 10 millions Euros are spent in France for the prevention of alcohol problems).

Seventeen billion represents about 53 per cent of the global social costs of all the drugs (legal and illegal). Tobacco represents 41 per cent and illegal drugs about six per cent.

These sums are based on a report commissioned by the former government and led by the economist Professor Kopp who produced the first estimates of social costs in France. The report measures the costs not only in terms of loss of life, but also of injury and road crashes, the impact on the criminal justice system and also of illness, disease, treatment costs and loss of productivity.

It is also important to draw your attention to the fact that the industry says it relies on

"reasonable drinkers". But Professor Kopp's opinion is that "the economy of alcohol is an economy of drugs and does not escape its general laws. Let us admit the WHO idea according to which the consumption of three daily wine glasses does not involve a risk, but that if you drink anything above this amount, your risk increases.

The percentage of people consuming this recommended level of alcohol is very low, in fact negligible. Therefore, the heart of the target of the alcohol industry does not consist of "reasonable drinkers". In so far as a very significant percentage of drinkers exceeds this limit, it is plain that the marketing strategy of the alcohol industry is based on the exploitation of the excessive ones."

Meanwhile, what is the current thinking within the Commission? At the ICAP (International Center for Alcohol Policy) Conference in Dublin this October, Commissioner Byrne said that he expects results from the codes of practice and from self-regulation by the industry.

ANPA has recently attacked the industry, in the shape of Ricard and Kronenbourg, because these two firms sponsored student parties last June in France, offering alcohol to young people who were inexperienced drivers. In fact, this sort of behaviour is forbidden by the code of public health. The policy of the industry, says a representative of Entreprise et Prévention, an organisation created by the industry), is to "be present everywhere young people are, discotheques, bars, student parties". Furthermore, he adds that "this is not immoral".

In conclusion, the decision of Eurocare, the alliance of alcohol policy, prevention, and advocacy organisations throughout the Union, at their recent meeting in London, to collect and analyse the existing studies on the social costs in Europe is to be welcomed.

# The story of the alcoholic milk drink in Israel



**Dr Shoshana Weiss**

## **The Israel Society for the Prevention of Alcoholism**

In the middle of July 2002 the Israel Society for the Prevention of Alcoholism (ISPA) brought Xtramood, a milk beverage with a 2 per cent alcohol content, the product of Tara Dairy, to the attention of the Health Minister, and demanded that it be taken off the market. Xtramood was launched by the Dairy in the beginning of July 2002 as “the first alcoholic milk beverage in the world, produced by a dairy”. The Dairy invested one million USD in its development and expected sales of about 15 million USD in three years.

In the middle of August 2002 the Ministry of Health ordered Xtramood’s removal from supermarket, grocery store, kiosk, and pharmacy shelves, and a halt to its production.

ISPA’s volunteers noticed in July 2002 that the alcoholic milk drink, which came in orange, coconut and chocolate flavours, had proved popular among children and adolescents, although the Dairy claimed it was aimed at young people over the age of 18 years. However, the recommendation to use it only over the age of 18 was written in very small print, and the fact that it contained 2 per cent alcohol was written in English and not in Hebrew.

ISPA was concerned that:

1. Pregnant women would use the beverage and their babies suffer from alcohol-related birth defects;
2. The beverage would get children used to drinking alcohol daily, wanting to increase the quantity, and using more powerful alcoholic drinks as they grew up;
3. Small children would be seriously affected - and indeed a young child drank a large amount of Xtramood and slept for 24 hours straight after drinking the beverage;

4. Xtramood was placed in stores’ dairy sections next to the regular milk beverages, chocolate milk, and yogurts, on lower shelves that are accessible to children;
5. The idea of mixing a psychoactive drug that damages the body and reduces the content of calcium with milk – a healthful and essential beverage with a beneficial image, particularly for children and adolescents, who need it for growing and strengthening their bones, would easily penetrate the market.

The Ministry of Health used the following reasons to halt Xtramood’s production. It said that the Dairy violated the law by not clearly announcing the alcoholic content on the bottle, by not using a cap children cannot open, and by locating it with other milk beverages instead of putting it in high shelves that children cannot reach.

It is important to note that a loophole in the Israeli law allows supermarkets and grocery stores to sell alcoholic beverages to minors. The law prohibits only the sale of alcohol to minors in pubs, clubs, and restaurants, but the enforcement of the existing law is rare. In the



past there was not a majority in the Israeli parliament for blocking the loophole as proposed by ISPA so in July 2002 the organisation wrote to the Health Minister and asked him, in the light of the launching of Xtramod and the invasion of Israel by imported “light” alcoholic drinks – reduced-alcohol (6 per cent or over alcohol content) fruit-flavoured vodka, gin and rum drinks – to intervene in order to change the law so that it forbids the sale of alcohol to minors everywhere.

It is also important to point out that ISPA still thinks that the Dairy hopes Xtramood will be able to return to retailers’ shelves and again be popular among young people in order to avoid a significant loss. A great deal of money was invested in the product’s development and its advertising on television. ISPA still believes that the Dairy intends to enlarge the warning label that it is aimed at youngsters over 18 years of age, this time written in Hebrew, that it contains 2 per cent alcohol, put it in refrigerators near the shelves of alcoholic drinks and put shrink wrap on the caps. In this case the Ministry of Health will probably approve this product, but ISPA will demand the use of childproof caps as on medications, because shrink wrapping poses no barrier to children.

# Proportion of crimes associated with alcohol and other drugs in Canada

**Kai Permanen, Marie-Marthe Cousineau, Serge Brochu and Fu Sun**

Canadian Centre on Substance Abuse  
April 2002

Reviewed by:

Dr M Y Morgan, Reader in Medicine, Royal Free Campus, Royal Free and University College Medical School, London, UK

The relationship between alcohol and crime is complex. Although there is evidence of an association between alcohol and offending behaviour, the nature and extent of this association is still a matter of debate. Most people who consume alcohol do not offend, and most offenders are not under the influence of alcohol at the time of their offence. However, it is clear that much criminal behaviour occurs while the offender is under the influence of alcohol and offenders are more likely to report having an alcohol problem than non-offenders.

The relationship between illicit drug use, crime and offending is equally complex and, perhaps, even more difficult to unravel. The fact that many individuals who use or misuse illicit drugs also use or misuse alcohol further confounds the problem.

## The Present Study

Very little information is apparently available

on the association between the use and abuse of illicit drugs and alcohol and the commission of criminal acts in Canada. In consequence, the Canadian Centre on Substance Abuse initiated a set of studies aimed at estimating the proportion of crime in Canada attributable to alcohol, cannabis, heroin and cocaine use. For purposes of the analysis data were obtained from several sources, including surveys of federal prison inmates, provincial prison inmates and arresting police officers.

The authors are well aware of the methodological limitations of the work that they have undertaken and are aware that their findings can be questioned on several counts. They do, however, stipulate that the information provides useful rough estimates of 'what can be found in the field' and background information on which to base future research proposals.

## 1. Federal Inmate Study

Federal penitentiaries in Canada admit

inmates sentenced to incarceration for a minimum of 2 years. Federal inmates have, therefore, generally committed more serious crimes than those in provincial penitentiaries. Two studies were undertaken among federal inmates:

### The CSC Study

All new Federal inmates are assessed in order to define their treatment and other individual needs. Data are collected on various aspects of health, relationships, drug and alcohol use and criminal activities using a Computer Lifestyle Assessment Instrument (CLAI); the alcohol dependency scale and a drug addiction severity tests are included in the CLAI instrument.

Data collection takes 2 hours on average and only literate individuals would presumably be able to complete the task although this was not specified. Data collection on CLAI started in 1989 but the authors of the report chose to analyse the data collected between 1993 and 1995 as it provided 'best geographical coverage'; this is not further explained. During this period 14,263 individuals were eligible to complete the CLAI instrument but data were only available on 8,598 – representing approximately 60% of the total eligible sample. Coverage was extremely variable being as low as 27% in the Prairie Province up to 85% in the Quebec Province.

### The FII Study

These data were collected primarily in 1999 and 2000. A total sample of 760 inmates was identified; 582 were approached and valid interview data were available from 469

individuals, which represents 81% of the sample approached but only 62% of the total sample. This study incorporated central questions from the CSC study on the use of drugs and alcohol and criminality and used the same tests for dependence on alcohol and drugs.

They also used a questionnaire that probed alcohol and drug use, criminal activities and important life events during the 3 years preceding the inmates' latest arrest. The inmates were required to fill in the questionnaires themselves while the interviewer and inmate co-operated to obtain the data for the 3-year calendar instrument.

### 2. Provincial Inmate Study

The methodology for this study mirrored that of the FII Study. In total, 129 women were asked to participate of whom 100 (78%) consented; a total of 137 male inmates were approached for interview of whom 100 (75%) consented. Interviews were conducted during 2000.

### 3. Study of Arrestees

Information was collected on arrests made in 26 Canadian locations during a 1-month period in mid-2000. The data were collected by police officers and were based on information available to them at the time of the arrest. The arresting officer noted if the arrested person was an 'abuser of alcohol' or an 'abuser of illicit drugs'. However, while they were definitely certain that the individual arrested was under the influence of alcohol in 73% of cases they were only definitely certain that the individual arrested was under the influence of drugs in 34% of cases. Data were available, overall, on 334 women and 1,544 men.

### Calculation of Attributable Fractions

The data collected in these Canadian studies are based on population of individuals who, by definition, have committed a crime. This places considerable restrictions on the type of analyses that can be made. Considerable manipulation of the data were, therefore, necessary in order to arrive at a final, corrected - intoxication/economic – compulsive model for determining attributable fraction estimates. Great care must, therefore, be taken in the interpretation of the results.

## Study Results

### The main findings in this report are:

Slightly more than half of federal inmates reported having used illicit drugs during the 6 months immediately prior to their last arrest. Almost 66% of both male and female inmates in the provincial prisons had used drugs during the same period. Cannabis was the most frequently used drug by the federal inmates having been used by 43%, whereas 28% had used cocaine and 7% heroin.

Few data are available on the prevalence of drug use in the general adult population in Canada although in one survey 8% of adults had used drugs in the preceding 12 months.

Care must be taken, however, in the interpretation of these data because there is significant geographical variation in the prevalence of drug use in Canada with much higher figures observed in Quebec Province.

Over 80% of inmates had used alcohol in the 6 months prior to their last arrest. This equates with the figures observed in the general adult population of Canada.

The use of drugs and alcohol on the same occasion was prevalent; 40% of federal inmates reporting combined drug and alcohol use during the 6 months prior to their arrest.

Between 13-16% of federal inmates were dependent on alcohol. Between 31-40% were dependent on one or more illicit drugs. Thus, overall between 38-44% of male federal inmates were dependent on at least one psychoactive substance. The proportion of alcohol and drug dependent inmates was similar in both federal and provincial prisons.

The proportion of relatively serious crimes that were in a significant way determined by the use of drugs and alcohol in Canada was estimated to be:

Illicit drugs only	10-15%
Alcohol only	15-20%
Combines use of drugs and alcohol	10-20%
Any psychoactive substance	40-50%

The proportion of less serious offences that are in a significant way determined by use of any psychoactive substance was 64% which is not surprising as alcohol- and drug- specific offences such as drink driving, drunk and disorderly, offences against licensing laws, drug possession, drug trafficking and drug manufacture were included in this figure

Thus, while this research evidence points to a link between illicit drugs, alcohol and offending behaviour the research base is limited and subject to considerable methodological limitations. Further research is required to more fully explore the complexities of the relationship and how this may differ in relationship to the type of offence committed and the cultural and social context of offence perpetration.

It is clear that the links between drugs, alcohol and crime cannot be looked at in isolation but need to be reviewed in relationship to their interaction with a number of individual, constitutional, social, cultural and situational factors. It is to be hoped that these workers will eventually undertake the well-designed, analytic studies needed to determine the relative and absolute risks of criminal behaviour associated with alcohol and drug use and misuse.



## Further publications available from the Institute of Alcohol Studies

### Counterbalancing the Drinks Industry

Counterbalancing the Drinks Industry: A Report to the European Union on Alcohol Policy  
A response to a report published by the European drinks industry and a defence of the WHO Alcohol Action Plan for Europe.

### Alcohol Policy and The Public Good

Alcohol Policy and the Public Good: A Guide for Action

An easy-to-read summary of the book written by an international team of researchers to present the scientific evidence underpinning the WHO Alcohol Action Plan for Europe

### Medical Education

Medical Education in Alcohol and Alcohol Problems: A European Perspective

A review of educational programmes on alcohol and alcohol problems in European medical schools, identifying gaps in provision and proposing guidelines for a minimal educational level within the normal curriculum of under- and post-graduate medical students.

### Alcohol Problems in the Family

Alcohol Problems in the Family: A Report to the European Union

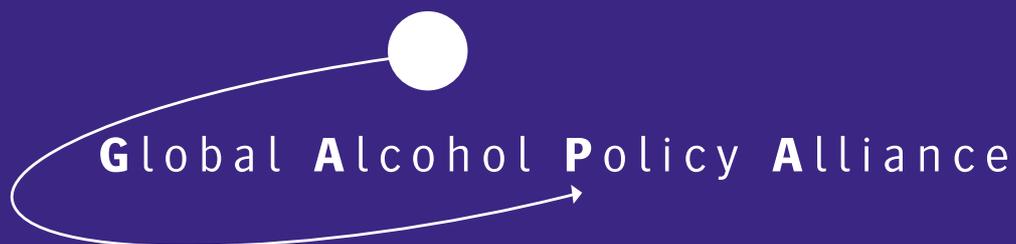
A report produced with the financial support of the European Commission describing the nature and extent of family alcohol problems in the Member Countries, giving examples of good practice in policy and service provision, and making recommendations to the European Union and Member Governments.



### Marketing Alcohol to Young People

Children are growing up in an environment where they are bombarded with positive images of alcohol. The youth sector is a key target of the marketing practices of the alcohol industry. The booklet depicts the marketing strategies of the industry and shows how advertising codes of practice are being breached.





## Contacts

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