

PEI Alcohol Policy Forum

Marketing and Availability: Optimizing policy to protect public health



SHEA LAB
SUBSTANCE USE AND HEALTH
IN EMERGING ADULTHOOD

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What works when it comes to reducing alcohol related harm?

The World Health Organization (WHO, 2017) has recommended three “best buys”

- Enforcing bans on alcohol advertising
- Restricting access to alcohol
- Increasing alcohol taxes



What is Alcohol Marketing?

- [Marketing] refers to any commercial communication or other action, including advertising, promotion, and sponsorship, that is designed to increase—or have the effect or likely effect of increasing—the recognition, appeal and/or consumption of alcoholic beverages and of particular new or existing alcohol brands or products.
- (Pan American Health Organization, 2017, p. 6).

The impact of alcohol marketing



Alcohol marketing exposure is linked to:

- Drinking initiation
- Increased consumption
- More alcohol-related problems
- Increased risk of binge and hazardous drinking behaviors



Active participation and interaction with **digital alcohol advertising** is associated with:

- Increased alcohol consumption
- Increased binge or hazardous drinking behavior
- Limited research that *exposure* to digital content impacts use



Drink Babe

January 26 · ⚙

Who gave you guys the right to be so damn cute? Keep commenting your fave food to pair with BABE for your chance to win the ultimate game day feast. Make sure to include [#BABEWinePairings](#) and [#sweepstakes](#) 🍷🍔

No Purchase Necessary. Open to US residents 21+. Begins 1/4/2021 and ends 1/31/2021. See Official Rules at <https://drinkbabe.net/pages/babe-wine-pairings> for entry, prize and details. Message and data rates may apply. Valid where prohibited.



jillian.harris • Following

Paid partnership with lamarcapros



Some of you may remember last month I surprised our Nan Melissa, with a bottle of @LaMarcaProsecco_ca and a basket filled with ingredients for the perfect pizza night in to show her how we love and appreciate everything she does for our family. Well, this month we have teamed up with @lamarcaprosecoco_ca again to make YOUR day SPARKLE. That's right, TWO lucky winners will receive a custom curated La Marca Prosecco sparkle basket handpicked by yours truly that includes items as my "Fraiche Foods, Full Heart" cookbook, engraved La Marca Prosecco flutes, this gorgeous basket filled with some of my favourite



Liked by souleschris and 19,223 others

AUGUST 17, 2020



Add a comment...

Post



northbrewing 21h



smacfadgen

WHEN YOU SHIFT WORK IT BECOMES #MONDAYFUNDAY



@WICKYMARIE
@NORTHBREWING

Reply to northbrewing...

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Public Health Concerns



Difficult to identify persuasive content



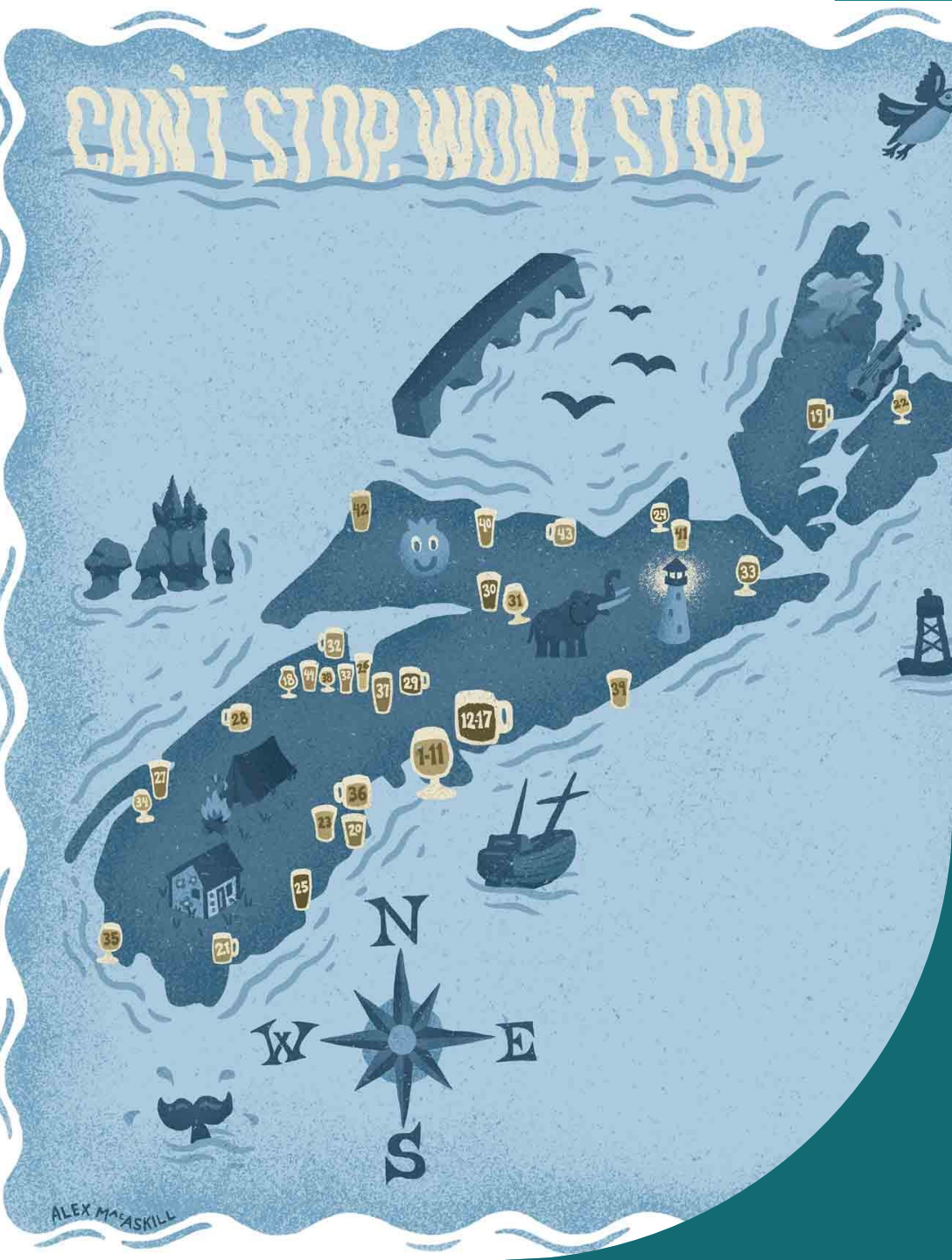
Violation of alcohol marketing regulations



Violation of copyright and privacy laws



Normalization of drinking



We tracked...

- Instagram posts and stories of all NS breweries and distilleries from July 1st to July 30th 2021

We asked...

- How prevalent is the use of user-generated content?
- Does the content violate CRTC advertising guidelines?

How prevalent are user-generated ads?



521 POSTS



1531 STORIES



41% OF STORIES WERE
USER-GENERATED

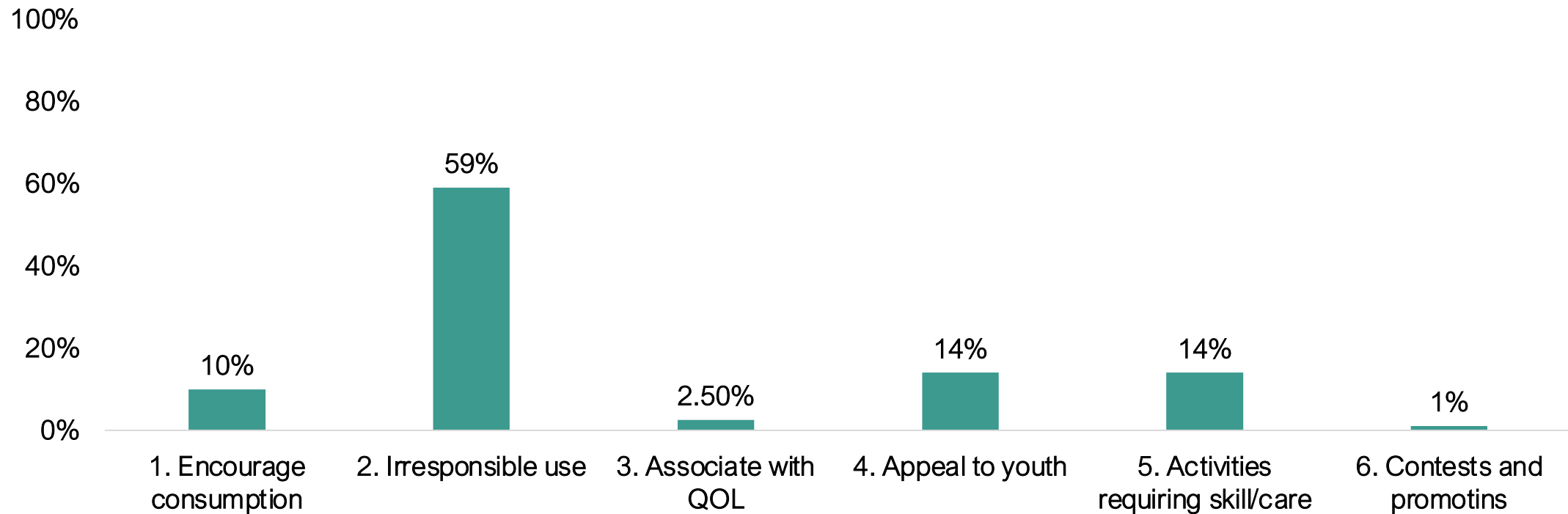
Thompson, K. et al., (2022). # Cheers: an examination of user-generated alcohol advertising on Instagram. *Substance Use & Misuse*, 1-7.

Six key themes of the CRTC code

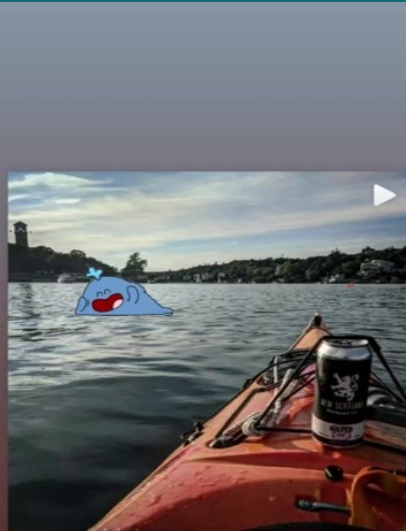
Canadian Radio, Television and Broadcasting Commission's (CRTC) Code for Broadcast Advertising of Alcoholic Beverages (CBAAS).

- Advertising must not encourage the general consumption of alcohol
- Advertising must not promote the irresponsible or illegal use of alcohol
- Advertising must not associate alcohol with social or personal achievement
- Advertising must not be directed to persons under the legal drinking age
- Advertising must not associate alcohol with the use of motor vehicles or with activities requiring a significant degree of skill or care
- Contests and promotions cannot be conditional on the purchase or consumption of alcohol

Do UGC ads violate current regulations?



Examples

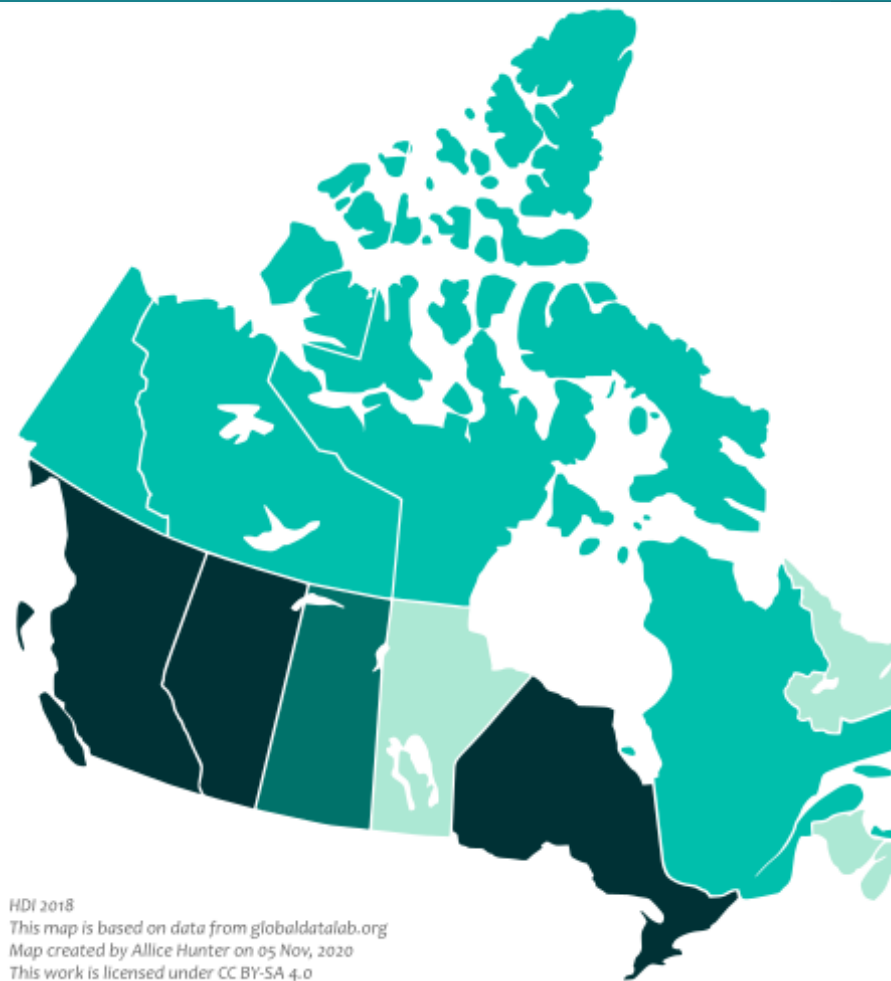


Areas for Improvement



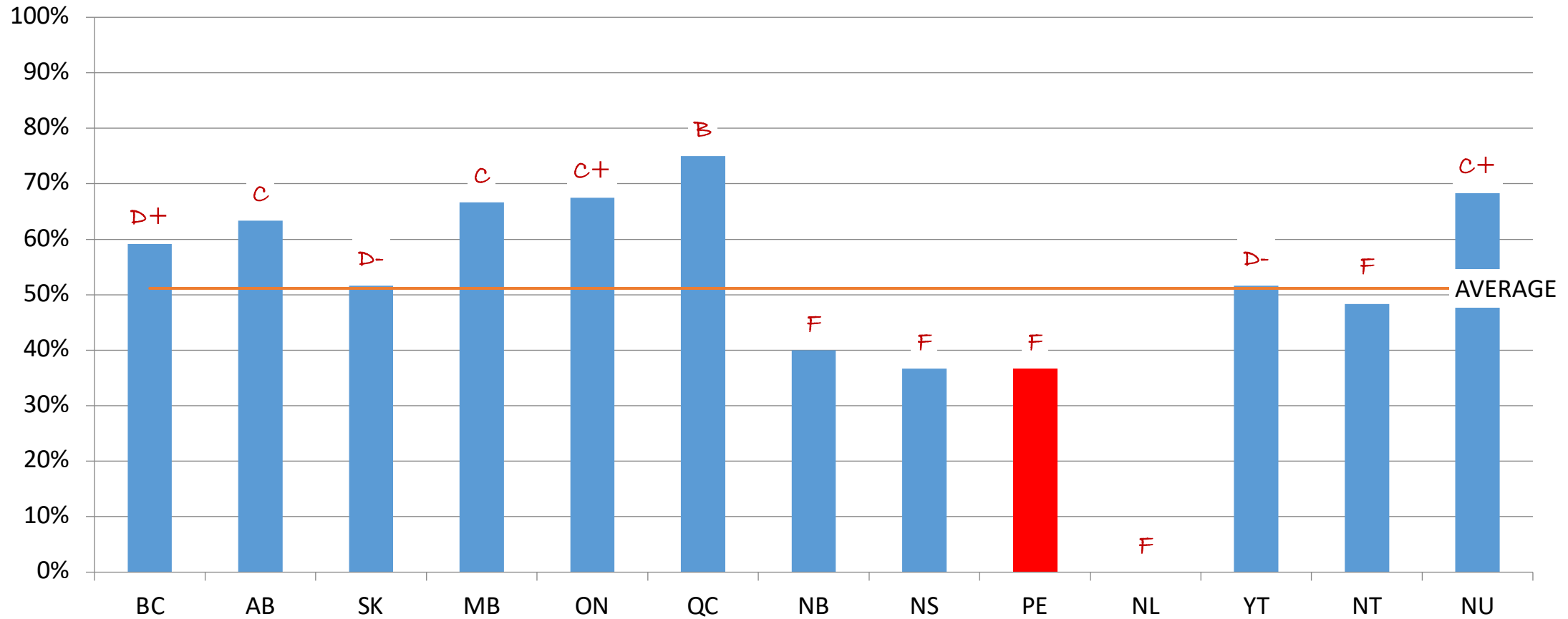
- Not updated since 1996!!!
- Does not apply to digital media
- No restrictions on quantity and volume of ads
- Pre-clearance is voluntary
- Not enforced by an independent authority

CAPE 2.0 – Best practice in alcohol marketing

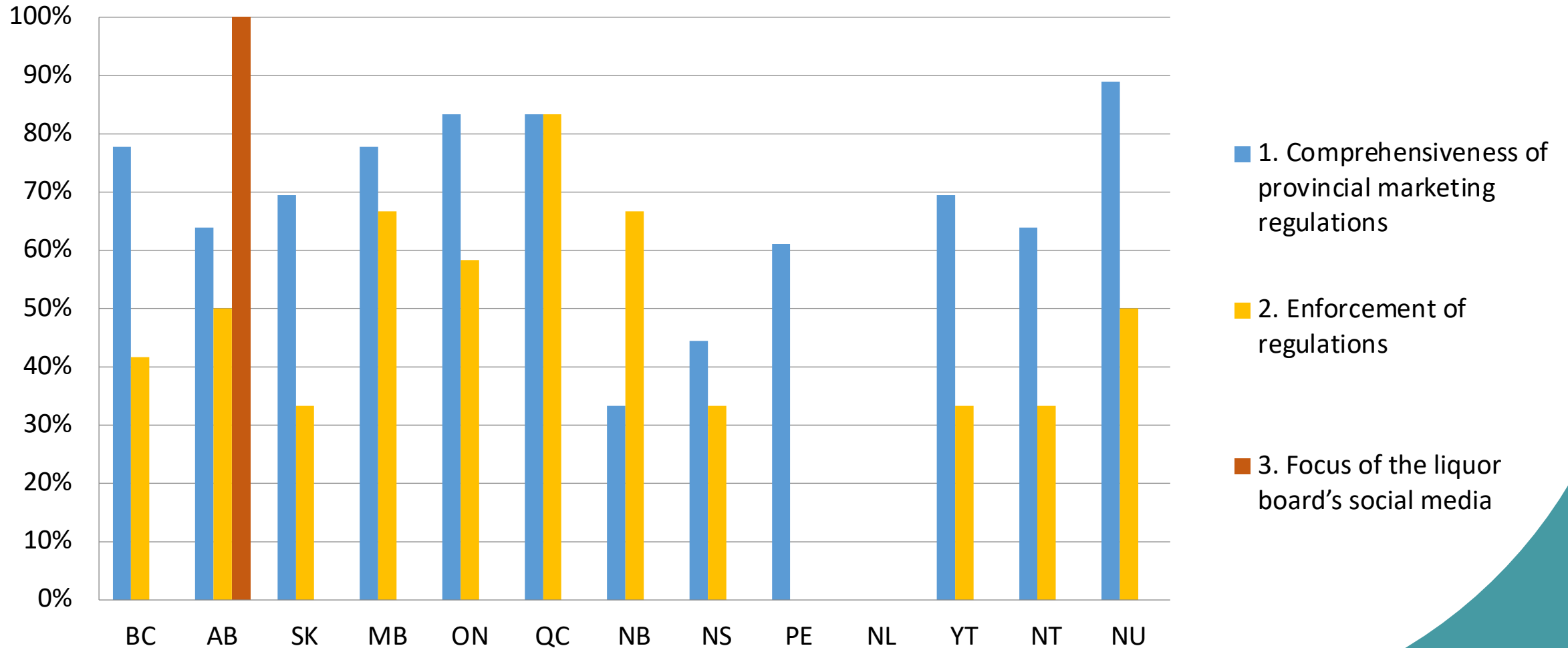


- 1. Comprehensiveness of alcohol regulations (6pt)
 - Restrictions on physical location, quantity, price ads, alcohol sponsorship
 - Regulations cover all media types and apply across all advertisers
- 2. Enforcement of advertising regulations (3pt)
 - Independent authority responsible for enforcement of regulations
 - Independent pre-screening system
 - Penalties commensurate with violations and escalate with frequency/severity of violation
- 3. Focus of the liquor boards social media presence (1pt)
 - Ratio of posts dedicated to health and safety vs alcohol promotion

Marketing/Advertising Controls: 37%



Marketing: Indicator Scores



peiliquor
Prince Edward Island

...

15 likes

peiliquor
Wishing you all a safe and Happy New Year! 🍷🍷 ... more

December 31, 2022

peiliquor

...

4 likes

peiliquor
Large format wines are perfect for holiday hosting! 🍷

peiliquor

...

5 likes

peiliquor
The perfect cozy cocktail recipe... ❄️

Baileys S'mores + Hot Chocolate + Toasted Mini Marshmallows

January 10

peiliquor
Prince Edward Island

...

18 likes

peiliquor
DYK - Today is National Hot Toddy Day? ☕

Warm up with the classic.

PEI – Marketing Recommendations

- Implement **marketing restrictions on the content, placement, and volume of advertising** that apply to all advertisers and media types, particularly digital marketing and promotional items.
- Appoint an **independent authority with a public health and/or safety focus** responsible for enforcement with **mandatory pre-screening requirements** for all alcohol ads, **a formal complaint system**, and penalties that are commensurate with violations and escalate with the frequency and severity of the violation.

A photograph of a man in a white polo shirt standing in a grocery store aisle. He is holding a black shopping basket. The shelves are stocked with various bottles, likely wine or spirits. The image is partially covered by a teal circular overlay on the right side.

Physical Availability

Policies that Impact Availability

Spatial

- Outlet density
- Outlet type
- Outlet placement

Temporal

- Hours of sale
- Days of sale

CAPE 2.0 – Best Practice in Regulating Availability

1. Regulations pertaining to outlet placement and safety (2pt)

- Restrictions on outlet placements and number of outlets

2. Outlet density off-premise (3pts)

- less than 2 outlets per 10,000 capita 15 years and older.

3. Outlet density on-premise (2pt)

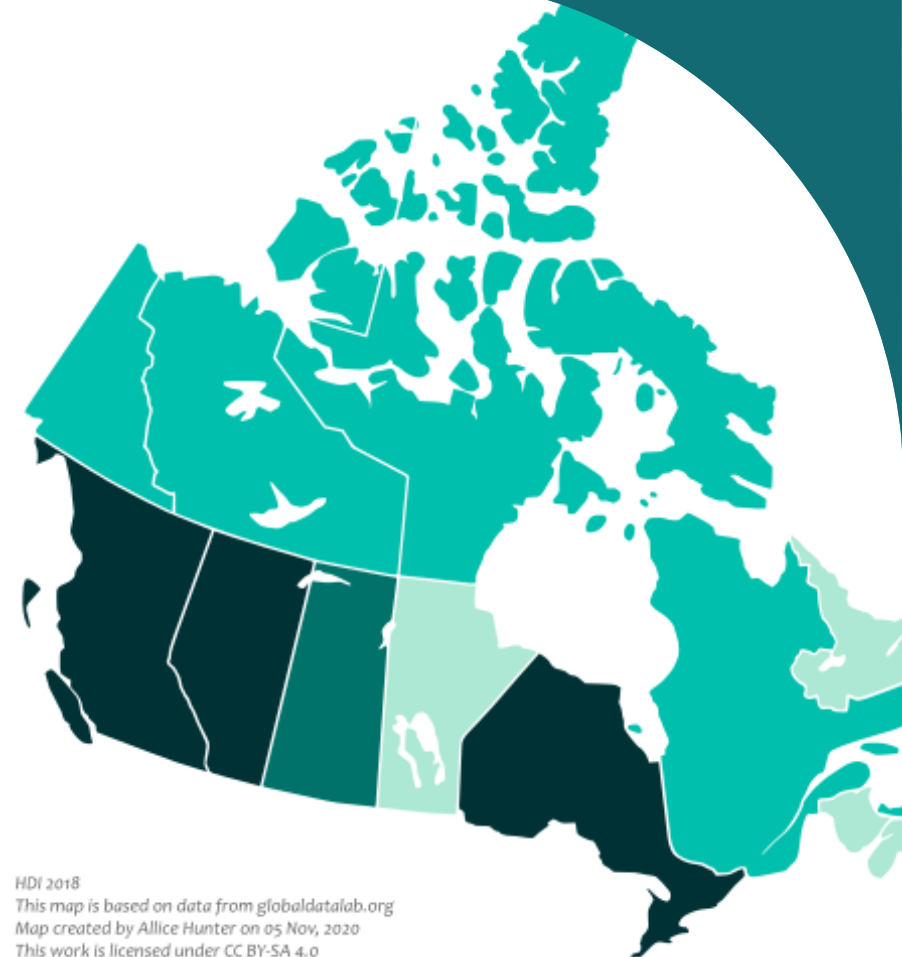
- less than 15 outlets per 10,000 capita 15 years and older

4. Hours of operation (2pt)

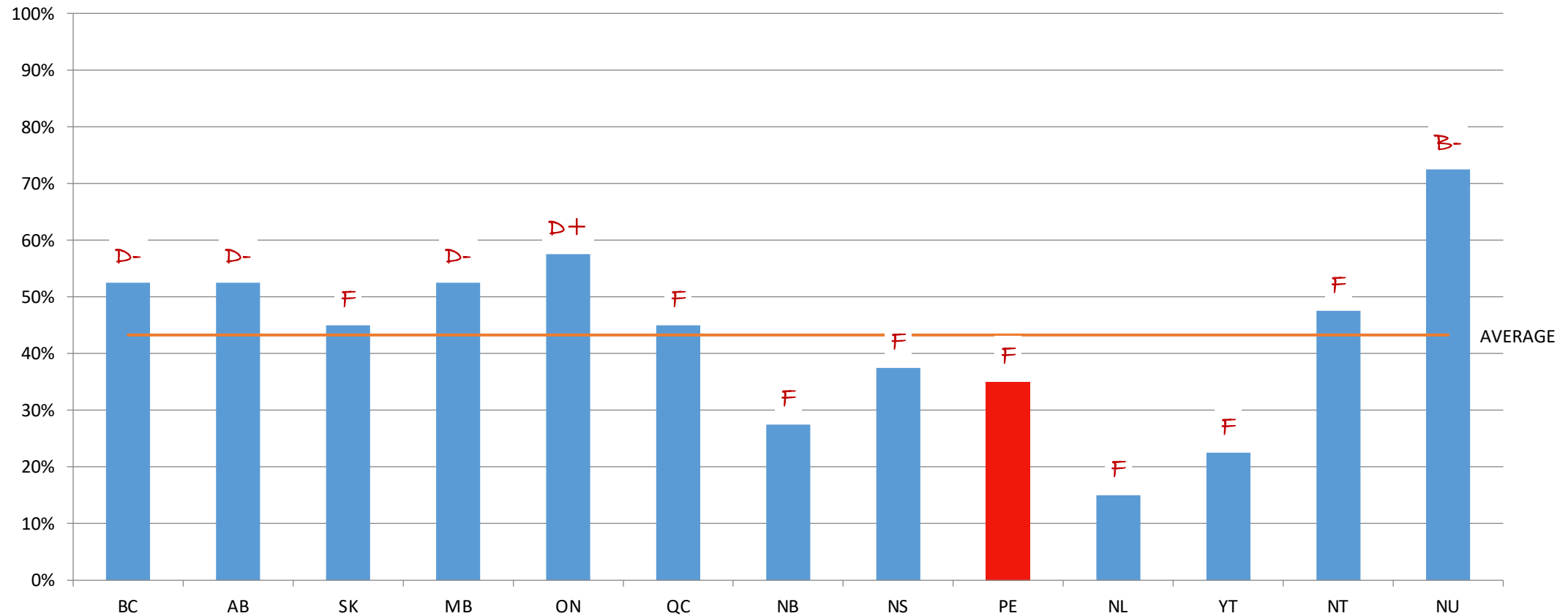
- Off-premise: 11am – 8pm
- On-premise: 11am – 1am

5. On-premise availability (1pt)

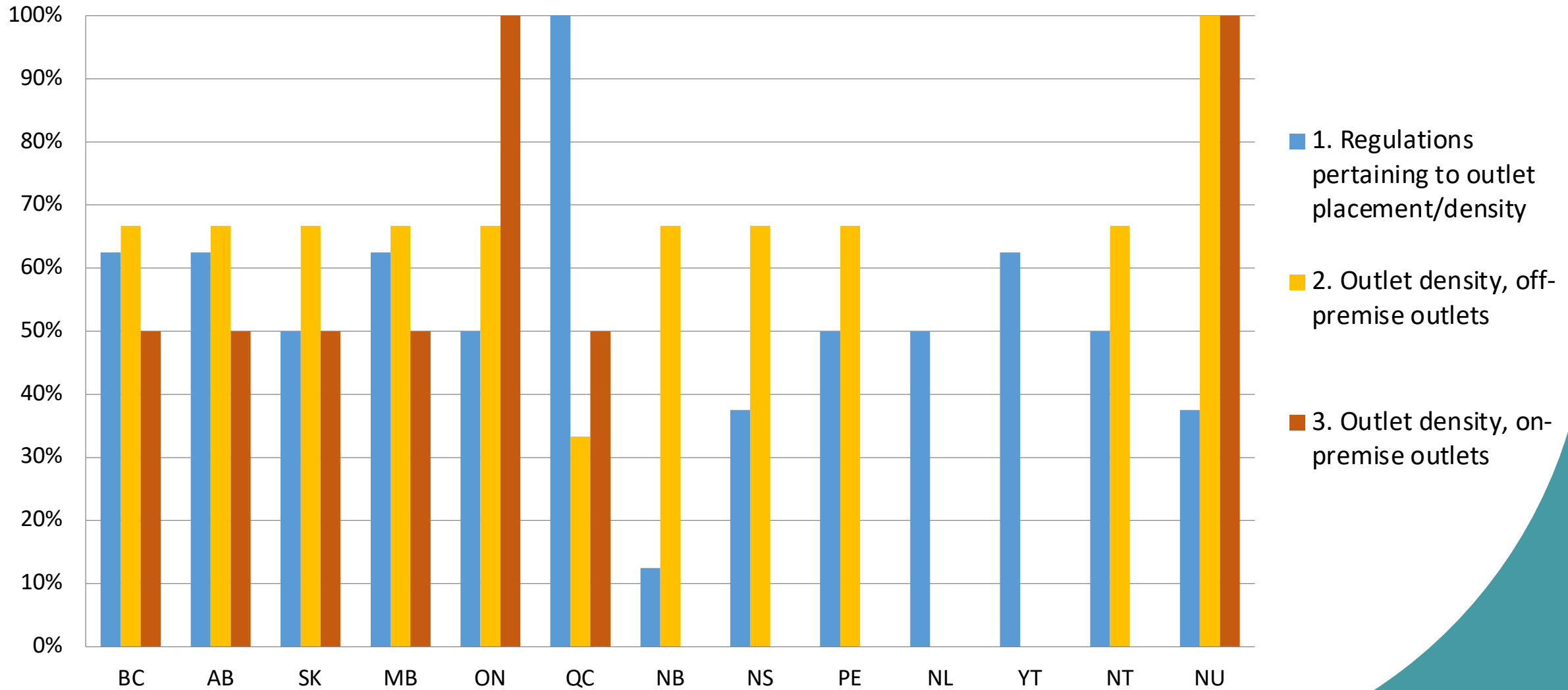
- Prohibit tastings, permit recorking, limits on drinks per customer at one time.



Physical Availability: 35%



Indicator Scores



Hours of operation

Province	Regulated hours of operation (off-premise)*	Regulated hours of operation (on-premise)**
NB	10:00am-9:00pm†	6:00/9:00am-2:00am the next day Hours vary by licence type
NS	9:30am-10:00pm† (Agency stores: 7:00am-12am)	10:00/11:00am-2:00/3:30am the next day† Hours vary by licence type
PE	9:00am-10:00pm†	11:00am-2:00am the next day†
NL	10:00am-10:00pm† (Brewer's Agent and Brewer's retail stores: 9:00am-2:00am the next day)	9:00am- 2:00am the next day (3:00am the next day Thursday to Sunday with an extended licence)

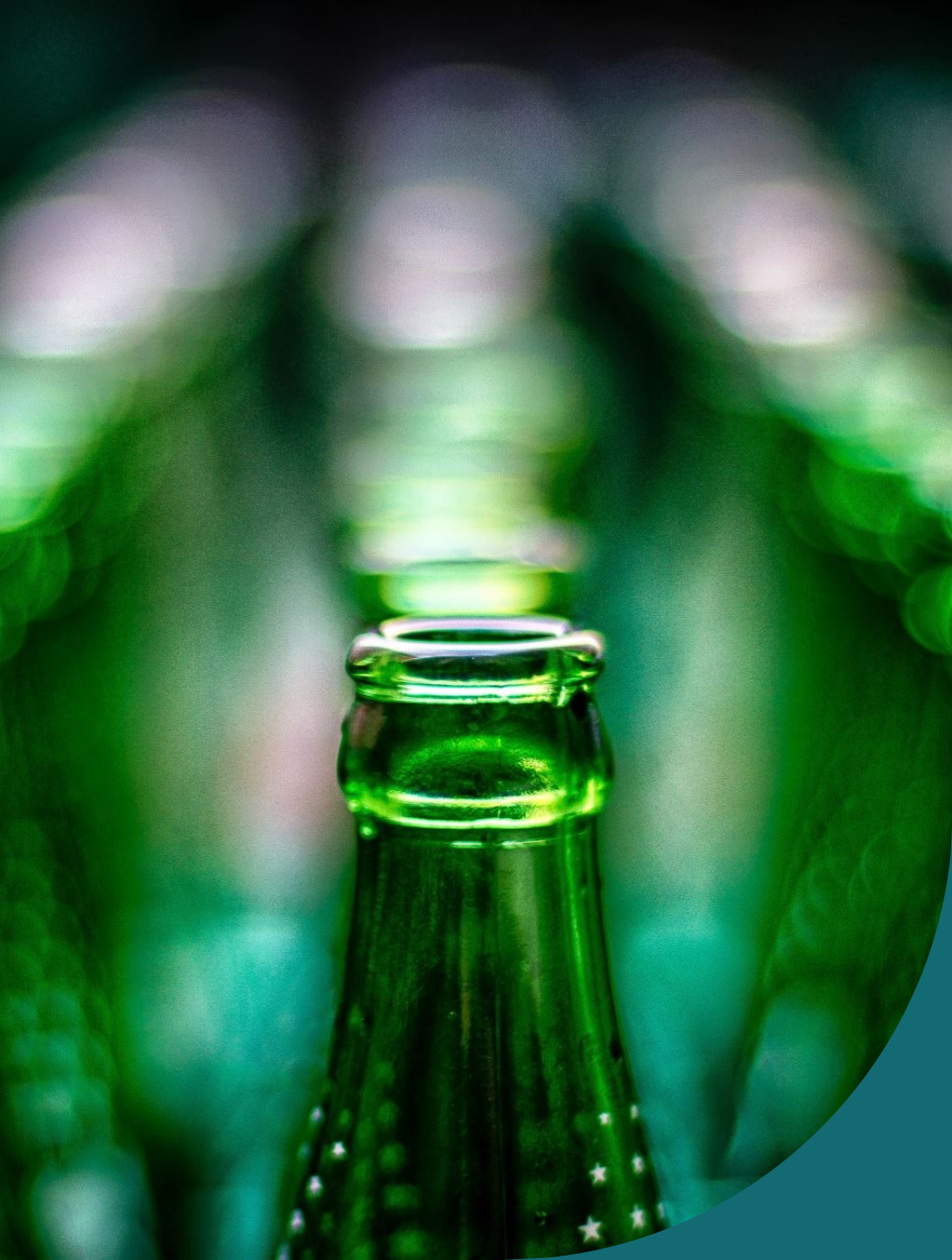
* Hours of operation as defined in regulation for off-premise retail outlets. Different retail outlet types such as agency stores and farmer's markets may have varying hours of operation that extend beyond the regulated hours noted above in Table 3.

**Hours of operation as defined in regulation for on-premise establishments. Different licence types may have varying hours of operation.

† Hours of operation vary by day of the week (i.e. shorter hours on Sundays)

PEI – policy recommendations

- Introduce **legislated restrictions on outlet density** for both on-premise establishments and off-premise retail stores.
- Limit the availability of alcohol by **reducing trading hours**; do not allow early morning off-premise alcohol sales (i.e. before 11:00am) or late-night sales (i.e. after 8pm) without exceptions e.g. for major events.



Take aways

- Digital advertising deserves immediate attention
- Protecting youth and reducing youth exposure to alcohol should be prioritized
- Increasing the convenience of alcohol will increase consumption and related harms
- Active supervision and robust enforcement are needed to ensure the effectiveness of these policies.

Thank you

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