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Importance of limiting and monitoring alcohol marketing

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An increasing body of literature based on longitudinal studies shows an impact of exposure to alcohol advertisement on drinking behaviour in adolescents. Young people who are highly exposed to alcohol marketing start earlier with drinking alcohol, are more likely to drink heavily during one occasion (binge drinking) and drink more frequently. These harmful effects emphasize a need for regulating alcohol marketing.

Alcohol marketing is regulated by law and by voluntary codes of conduct (self-regulation). Laws are mainly focused on limiting the volume of alcohol marketing, voluntary codes on regulating the content. Different institutes have developed methods to measure the adherence of voluntary codes. In the presentation by De Bruijn monitoring practices by the US-based institute Center for Alcohol Marketing and Youth (CAMY) and the European Forum for Responsible Drinking (EFRD), an alliance of Europe's leading spirits companies, are described and critically evaluated. Monitoring the content vs the volume of alcohol marketing is addressed.