

To view an archived recording of this presentation please click the following link:

<http://pho.adobeconnect.com/plabcolunt6b/>

Please scroll down this file to view a copy of slides from the session.

Disclaimer

This document was created by its author and/or external organization. It has been published on the Public Health Ontario (PHO) website for public use as outlined in our Website Terms of Use. PHO is not the owner of this content. Any application or use of the information in this document is the responsibility of the user. PHO assumes no liability resulting from any such application or use.

Alcohol Advertising in Canada

Jason LeMar, Health Promotion Consultant, Public Health Ontario

Dr. Catherine Paradis, Senior Research and Policy Analyst, Canadian Centre on Substance Use and Addiction

January 31, 2018

Disclaimer

This document may be freely used without permission for non-commercial purposes only and provided that appropriate credit is given to Public Health Ontario. No changes and/or modifications may be made to the content without explicit written permission from Public Health Ontario.

Webinar features

- Adobe connect technology
- Use landline for audio
- Chat function to ask questions or if you need help
- Lecture mode



Learning Objectives

By the end of the session, participants will:

- Understand the impact and scope of alcohol advertising
- Identify the differences between federal and provincial regulation of alcohol advertising
- Discuss recommendations supporting public health, with an aim of reducing alcohol-related harms
- Familiarize themselves with new forms of alcohol marketing targeting youth



Agenda

1. Introduction
2. Impact and Scope of Alcohol Marketing
3. Alcohol Marketing and Alcohol Availability
4. Regulating Alcohol Marketing: Evidence of Impact
5. Media Literacy and Counter Messaging
6. Policy Landscape
7. Recommendations

Focus On: Alcohol Marketing



October 2016

Introduction

This Focus On provides an overview of alcohol marketing that describes current research evidence regarding the impact of alcohol marketing on different populations; highlights best practices in alcohol marketing policy; and identifies and discusses knowledge gaps to support future work in this area.

Alcohol marketing is pervasive in today's society and consists of sophisticated and integrated strategies aimed at creating positive beliefs about alcohol products and perceptions about its effects. Alcohol advertisements are no longer delivered only through traditional media like television and radio, print media, billboards and point-of-sale displays. Alcohol marketing has expanded to new media which includes product placement and alcohol content on television shows, movies and music; event, venue and scholarship sponsorships; charitable alignments; branded contests and merchandise; internet and short message service (SMS) advertising as well as user-generated social media content.¹ It is estimated one half to two-thirds of alcohol advertising now makes use of new media.² As such the alcohol marketing landscape is evolving from a passive presentation of advertisements (e.g. print media and billboards) to

A Focus On is a document that provides an overview of a public health topic without systematically reviewing the literature on that topic. [Visit our website for more from Public Health Ontario.](#)

Impact and Scope

Vulnerable sub-populations impacted by the negative effects of alcohol marketing:

- Youth
- Women of childbearing age
- People with impulsive or attention seeking tendencies
- Abstainers
- Those dependent or with a family history of alcohol related problems



Impact and Scope (continued)

- Limited Canadian data
- Shift toward web-based consumer behaviours
 - Increased web-based marketing strategies
 - Ineffective age checks
 - Appeal to youth

Anticipated result: greater exposure to alcohol marketing among youth



Marketing and Availability

- There is a public health impact of alcohol marketing
- Alcohol pricing influences purchasing and consumption behaviours
- As outlets increase so to does alcohol advertising
- Greater outlet density leads to greater local alcohol advertising



Degree of Alcohol Advertising Regulation

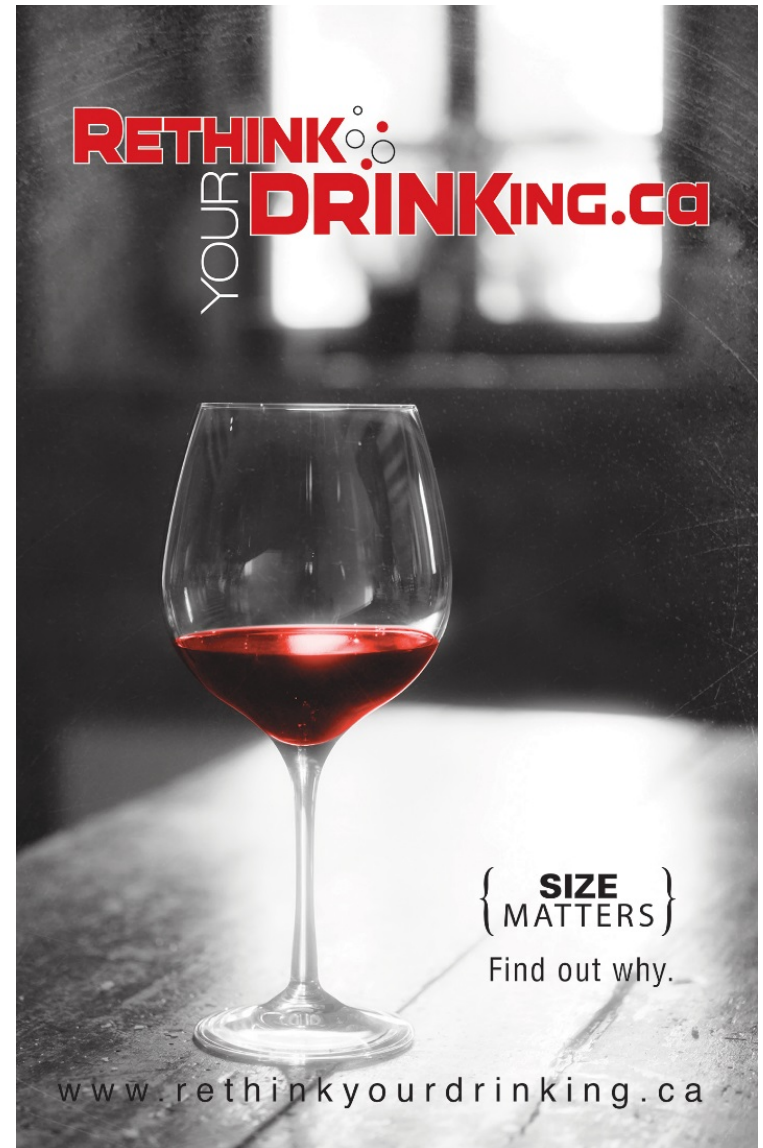


Regulating Alcohol Marketing

- Voluntary action and self-regulation are a response to public pressure and /or government regulation
- This is present within the tobacco, alcohol, motion picture and food industry
- Tobacco industry developed programs in response to objections to marketing practices targeting youth
- The alcohol industry developed programs targeting underage drinking and access containing vague messages such as “please drink responsibly” that are associated with positive brand perceptions

Media Literacy and Counter Messaging

- Media literacy and social responsibility are considered as alternatives to alcohol marketing
- Public health messaging could be one effective strategy to balance messages from private enterprise



Media Literacy and Counter Messaging

- Health warnings may be an attainable way to effectively inform the public about risks associated with alcohol use
- Regulated warning messages on products, at points-of-sale and on advertisements can balance alcohol industry messages



The Policy Landscape: Federal Regulation

- Alcohol advertising on television and radio is regulated via a code set by the CRTC
- The code places restrictions on:
 - Advertising to youth
 - Encouraging alcohol consumption or promoting certain lifestyles
- The code was last updated in 1996



The Policy Landscape: Federal Regulation (continued)

- In 1996 reforms included compliance with the code transferred from the CRTC to Advertising Standards Canada
- In 1997 ASC began a voluntary screening process at the request of the alcohol industry

Key CRTC code themes
1. Advertising must not encourage the general consumption of alcohol (Clauses A, I, K and N).
2. Advertising must not promote the irresponsible or illegal use of alcohol (Clauses H, J, O, P and Q).
3. Advertising must not associate alcohol with social or personal achievement (Clauses E, G and F).
4. Advertising must not be directed to persons under the legal drinking age (Clauses B, C and D).
5. Advertising must not associate alcohol with the use of motor vehicles or with activities requiring a significant degree of skill or care (Clauses L and M).
6. Contests and promotions cannot be conditional on the purchase or consumption of alcohol (Clause A).

The Policy Landscape: Provincial Regulation

- Ontario regulates alcohol advertising via the LLA regarding:
 - liquor manufacturers
 - licensees
 - ferment on premise operators
 - liquor delivery license holders and;
 - special occasion permit holders.
- The LCBO marketing materials depict drink sizes consistent with Canada's LRADGs



The Policy Landscape: The Local Level

- Ontario municipalities have been known to incorporate advertising restrictions that go beyond the CRTC code and AGCO advertising guidelines into their respective municipal alcohol policies



Recommendations

- The WHO calls for a complete alcohol advertising ban.
- Research recommends that the alcohol marketing regulatory framework provides a legislative basis to regulate:
 - Marketing content
 - Volume of marketing
 - Types of marketing



Recommendations

Below are four ways PHUs can support alcohol marketing policy development:

- Support for stronger alcohol marketing policies
- Controlling alcohol marketing at the local level
- Reducing the impact of alcohol marketing practices
- Supporting a comprehensive approach to alcohol policy



References

1. Ontario Agency for Health Protection and Promotion (Public Health Ontario), Giesbrecht N, Wettlaufer A. Focus On: Alcohol marketing. Toronto, ON: Queen's Printer for Ontario; 2016
ISBN: 978-1-4606-8696-6

For More Information About This Presentation, Contact:

Jason LeMar, Health Promotion Consultant

Jason.lemar@oahpp.ca

Public Health Ontario keeps Ontarians safe and healthy.
Find out more at PublicHealthOntario.ca



Canadian Centre
on Substance Use
and Addiction

Evidence. Engagement. Impact.

Centre canadien sur
les dépendances et
l'usage de substances

Données. Engagement. Résultats.



University
of Victoria

Centre for Addictions
Research of BC

DIGITAL SOCIAL MEDIA PLATFORMS: THE WILD WEST FOR DRINKING VENUES TO ADVERTISE ALCOHOL TO UNIVERSITY STUDENTS?

Sasha Goatley, Catherine Paradis, Tim Stockwell & Jinhui Zhao

January 31st, 2018

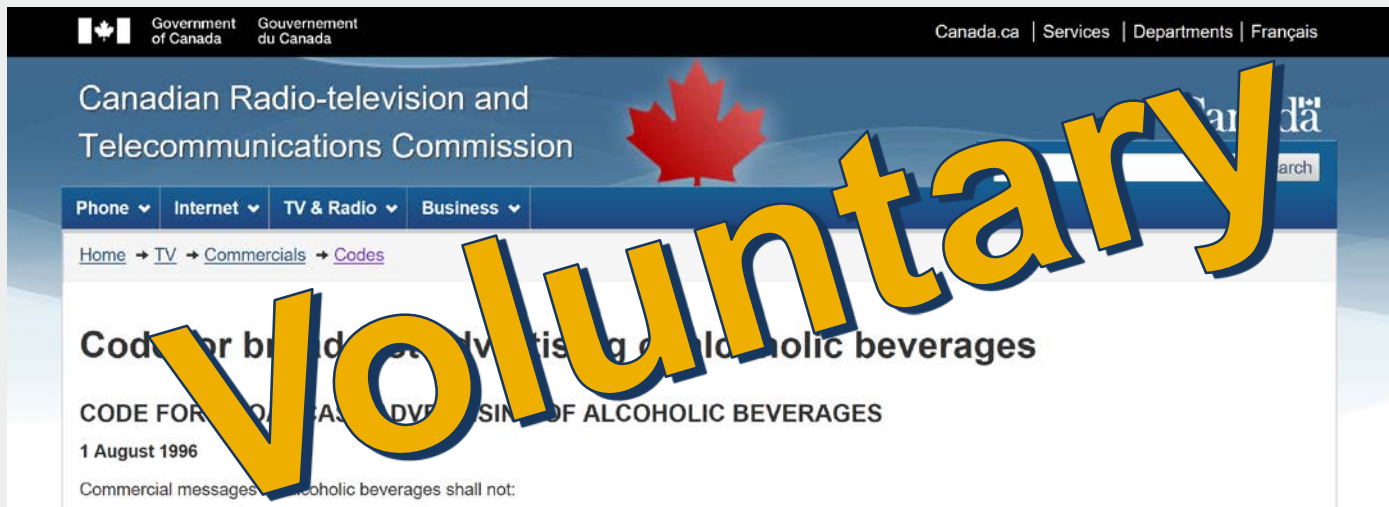


Research Goal

To analyse the alcohol marketing content published by drinking venues via social media, against the Canadian Radio-television and Telecommunications Commission (CRTC) Code that governs commercial messages pertaining to alcohol, and further analyze whether there is a relationship with university students's drinking behaviours.



Alcohol Advertising Regulation in Canada



The Code should ensure “*that alcoholic beverage advertising does not contribute to the negative health and societal effects relating to excessive or inappropriate alcohol consumption.*”



Research Hypothesis

Facebook and Instagram adverts posted by popular Victoria bars **will contain violations** of the CRTC Code's 17 items.

There will be a **negative relationship** between Victoria **bars' popularity** and their level of **compliance with the CRTC Code's 17 items**.

There will be a **negative relationship** between Victoria **bars' level of compliance with the CRTC Code's 17 items**, students' usual **drinking quantity per occasion** and students' **frequency of consuming alcohol** when attending bars.



Method – Phase 1

Convenience
sample of 104
students from the
University of Victoria

- Fluent in English
- ≥ 19 years of age,
- Frequented bars at least once a month over the course of the previous semester.

Online
Questionnaire

- Favorite bars, pubs and nightclubs
- Drinking behaviours



Method – Between Phase 1 and Phase 2





Method – Phase 2

Booklet of picture
mosaics was
presented to a
convenience
sample of 20
students

- Students were instructed to rate each picture mosaic for adherence to each of the CRTC Code's 17 items .
- Example of questions:

*“Do any of these images **attempt to influence non-drinkers of any age to drink or to purchase alcoholic beverages?**”*

*“Do any of these images **portray persons with any such product in situations in which the consumption of alcohol is prohibited?**”*



Analyses

Descriptive analyses

- Overall mean compliance score for each of the CRTC Code's 17 items
- Overall mean compliance score with the CRTC Code across bars

Multivariate linear regression

- Association between **bars' popularity & compliance with the CRTC Code**
- Association between **compliance with the CRTC code & students' drinking behaviours**



Results – Students Drinking Behaviours

Students' frequency of drinking

- 1.83 days per week

Students' usual quantity

- 3.88 drinks per occasion

Drinking when attending a bar

- 6.1% Never
- 16.7% Sometimes
- 9.6% About half of the time
- 28.9% Most of the time
- 38.6% All of the time

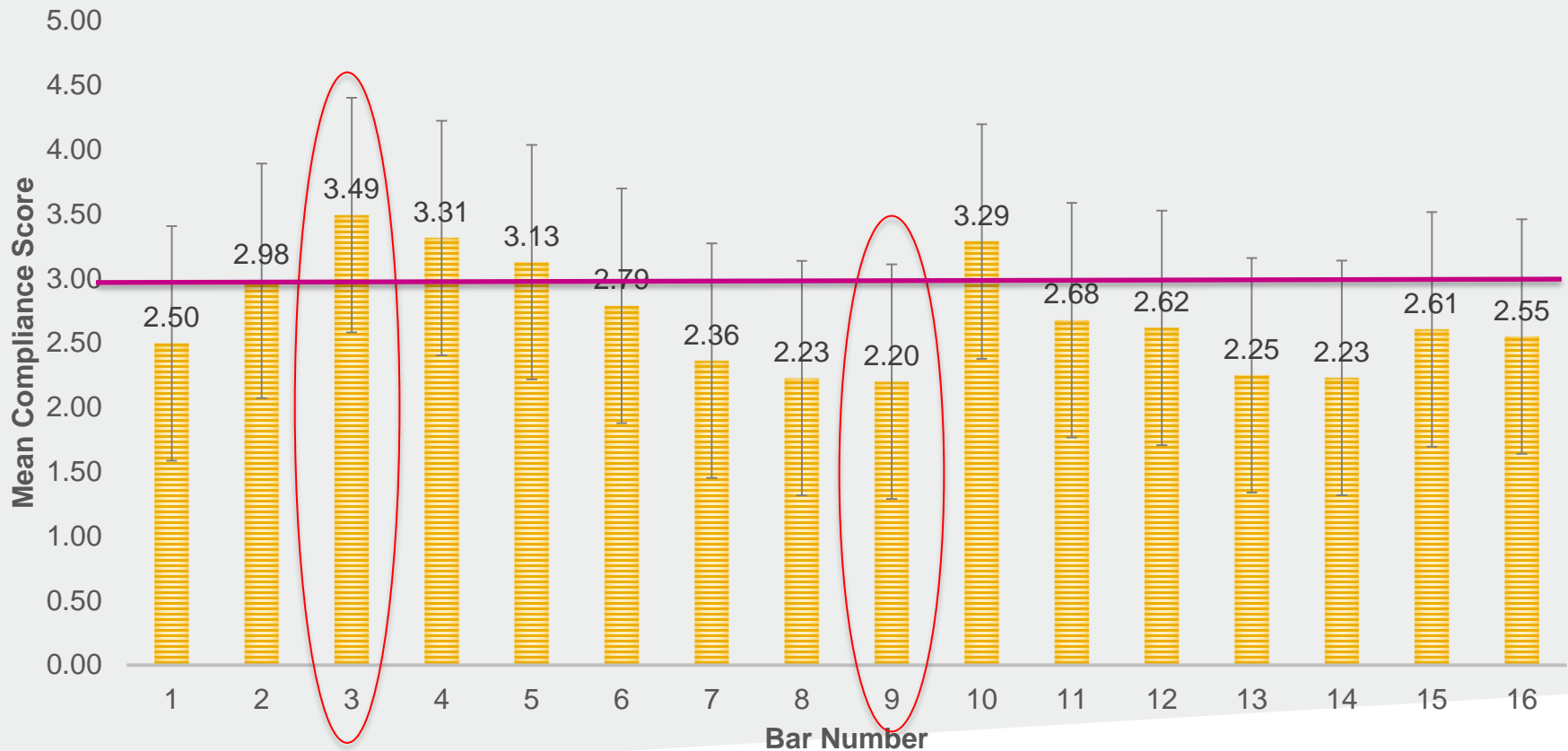
67.5%



Results - Mean Compliance Score Across All 17 CRTC items



Results - Mean Compliance Score Across All 16 bars





Results - Bar Popularity and Violations of the CRTC Code

Overall CRTC Code

- For every 1% increase in a bar popularity, a **0.083% increase in Code violation** can be expected

For each CRTC item

- A **significant relationship** between **bars' popularity** and **Code violation** was found for **11 specific items**, including showing alcohol being consumed, people under the influence, immoderate consumption or alcohol as a necessity for the enjoyment of life.



Results - Violations of the CRTC Code and Drinking Behaviors

Overall CRTC Code

- **No significant relationship** between Code violation and **drinking frequency** when attending a bar.
- For every 1% increase in Code violation, a **0.223 increase in the average number of drinks** consumed in a single occasion can be expected.



Discussion

Adverts
commonly
violate CRTC
code items

- Depict or give the impression of active consumption
- Show images that reference or portray the effects of alcohol
- Set up consumption as a status symbol, a form of escape, or a tool for social acceptance or success



Discussion

Cause for Concern

- Anyone who has access to a computer can advertise alcohol
- Anyone with access to a social media platform can afford the most persuasive spokespersons: students' peers



Limitations

Images cannot be considered representative of all content posted to the social media pages of each venue.

Linearity of scales was assumed across panelists and venues.

Low response rate in its preliminary phase

Generalizability of the present findings is limited



Conclusion & Next Steps

Policy must acknowledge and **amend the current system** to address alcohol advertising code violation and effectively mitigate the associated harm

Research must **continue to explore the online advertising paradigm**, relying on empirical evidence to shape viable policy alternatives

Study is currently being replicated on 3 other campuses:

Queen's University, Bishop's University & Dalhousie University.

Results will be available in early 2018



Thank You!

[Email: cparadis@ccsa.ca](mailto:cparadis@ccsa.ca)

Canadian Centre on Substance use and Addictions

75 Albert Street, Suite 500

Ottawa, ON K1P 5E7,

Canada

info@ccsa.ca



@CCSAcanada • @CCDUScanada