

# ALKOHOLREKLAME

-en situasjonsbeskrivelse

# Oversikt over innlegget

- Statusrapport fra Norge
- Effekter av alkoholreklame; hva vet vi?
- Det globale bildet
- Aktuelle bransjestrategier
- Internasjonalt arbeid

# Statusrapport fra Norge

- Strengt, helhetlig og medienøytralt siden 1975
- Universelle utfordringer:
  - grenseløs informasjonsstrøm
  - EU's TV-direktiv
  - press fra alkoholbransjen
  - redaksjonell alkoholomtale

# Effekten av alkoholreklame - hva vet vi?

- Generelt

[http://www.sirus.no/filestore/Import\\_vedlegg/ANOC2sammendrag10.pdf](http://www.sirus.no/filestore/Import_vedlegg/ANOC2sammendrag10.pdf)

<http://www.eucam.info/eucam/home/news.html/1881/1198/experts-agree-alcohol-marketing-fuels-harmful-drinking#p1881>

- Effekt på barn og unge

[http://www.bma.org.uk/health\\_promotion\\_ethics/alcohol/undertheinfluence.jsp](http://www.bma.org.uk/health_promotion_ethics/alcohol/undertheinfluence.jsp)

<http://www.eucam.info/eucam/home/news.html/1881/1138/zambian-national-survey-youths-influenced-by-alcohol-marketing-alcohol-education-not-effective#p1881>

- Annet

<http://www.eucam.info/eucam/home/news.html/1881/1084/evidence-mounting-on-the-harms-of-alcohol-industry-sports-sponsorship#p1881>

# Det globale bildet

- Europa
- Resten av verden
- Tendenser

<http://apps.who.int/ghodata/?theme=GISAH>

# Aktuelle bransjestrategier

- "Social Aspects Organisations"
- Fremvoksende markeder
- Produktutvikling
- Noen europeiske eksempler

# Social Aspects Organisations

- Agenda
- Arbeidsmetoder
- Budskap

[http://www.eucam.info/content/bestanden/trendrapport\\_csr.pdf](http://www.eucam.info/content/bestanden/trendrapport_csr.pdf)

# Social Aspects Organisations

- *Sunne og ansvarlige drikkemønstre kan læres, og dette skal være hjørnesteinen i alkoholpolitikken*
- *Alkoholbransjens har en naturlig plass ved bordet*
- *Alkoholreklame kontrolleres best ved selvregulering*
- *Alkoholen bidrar med en netto gevinst til samfunnet*



# Social Aspects Organisations

- International Center for Alcohol Policies

<http://www.icap.org>

*“ICAP promotes dialogue involving the drinks industry, the research and public health communities, government, and civil society, encouraging them to work together”*

# Social Aspects Organisations

- The European Forum for Responsible Drinking

<http://www.efrd.org>

*“A responsible industry for a responsible consumption”*

# Noen europeiske eksempler

- England

<http://www.eucam.info/eucam/home/news.html/1881/1302/british-media-criticize-alcohol-industry-input-in-health-policy#p1881>

- Litauen

<http://www.eucam.info/eucam/home/news.html/1881/1241/industry-declares-war-on-proposed-alcohol-advertising-ban-in-lithuania#p1881>

- Estonia

# Fremvoksende markeder

- "Emerging markets"

<http://www.eucam.info/eucam/home/news.html/1881/1133/alcohol-producers-now-targeting-muslim-countries#p1881>

- Når katten er borte....

<http://www.afro.who.int/en/clusters-a-programmes/hpr/health-risk-factors/diseases-surveillance/highlights/3032-monitoring-alcohol-marketing-in-africa.html>

# Fremvoksende markeder

*“Emerging markets, especially in developing countries, provide an opportunity for the industry to work with the public health community to set new standards for abuse prevention and responsible marketing.”*

(International Center for Alcohol Policies – ICAP)

# Produktutvikling

- Sunn alkohol

[http://www.eucam.info/content/bestanden/responsible\\_alcohol\\_final.pdf](http://www.eucam.info/content/bestanden/responsible_alcohol_final.pdf)

- Mat med alkoholsmak

<http://www.eucam.info/content/bestanden/report-alcohol-flavoured-food-3.pdf>

- Energidrikker

[http://www.eucam.info/content/bestanden/alcohol-with-a-boost\\_final.pdf](http://www.eucam.info/content/bestanden/alcohol-with-a-boost_final.pdf)

- Emballasjeutforming

# Internasjonalt arbeid

WHO 2010:

*"Global strategy to reduce the harmful use of alcohol"*

- Fokusområder
- Implementering

[http://www.who.int/substance\\_abuse/activities/gsrhua/en/](http://www.who.int/substance_abuse/activities/gsrhua/en/)

- Samarbeid mellom statene?
  - kanskje mer realistisk med et samarbeid på saksbehandlernivå?