



This glancesheet shows how arguments previously put forward by tobacco companies and lobbyists, to delay or prevent tighter regulation of the industry, have now been adopted by the alcohol industry to protect its own interests. Below are a selection of quotes, together with the counter arguments from academics and health professionals.

Marketing to children and young people

"In all my years at Philip Morris, I've never heard anyone talk about marketing to youth.."

Geoffrey Bible, CEO of Philip Morris tobacco company (1998)

"We have to get past this myth once and for all that exposure to alcohol marketing causes children to drink. The UK already has some of the strictest rules in place to prevent alcohol being marketed to children or in a way that might appeal to them."

David Poley, Chief Executive of the Portman Group (2011)

"Young people are a key target for the alcohol advertisers. Market research data on 15 and 16 year olds is used to guide campaign development and deployment, and there is a clear acknowledgement that particular products appeal to children. Lambrini for instance is referred to as a 'kid's drink'... For other brands, the aspiration is to create interest and inculcate loyalty at a young age in order to retain customers as they mature."

Prof. Gerard Hastings (2010)

Advertising and brand switching

"[The] purpose [of advertising] is to get smokers of competitive products to switch to one of our brands, and to build the loyalty of those who already smoke one of our brands."

R. J. Reynolds Tobacco (1984)

"The reason drinks producers advertise is to influence consumers' brand choice."

The Portman Group (2008)

"Alcohol promotion...influences social norms, and there is substantial evidence that these in turn influence young people's relationship with alcohol. The more common and acceptable young people think drinking is, both in society and among their peers, the more likely they are to be a drinker and the greater quantities of alcohol they are likely to consume."

British Medical Association (2009)

Raising the price

"[Increasing the price of cigarettes] discriminates against those who can least afford it. Increasing tobacco duty could cost the government billions of pounds...The Chancellor said the government's policy on tobacco will reduce smoking. It's not the government's role to force people to quit."

Simon Clark, Director of smokers' lobby group Forest (2011)

"It is worrying that in the midst of a recession, when sales and consumption of alcohol are falling, that the Government should be talking about raising prices for all consumers, at a time when many are already struggling to make ends meet."

Jeremy Beadles, Chief Exec. of the Wine and Spirit Trade Association (2009)

"Dozens of studies conducted in both the developed and developing countries have demonstrated that alcohol prices do have an effect on the level of alcohol consumption and related problems, including mortality rates, crime and traffic accidents. Consumers of alcoholic beverages respond to changes in alcohol prices, and the evidence suggests that this applies to all groups of drinkers..."

Prof. Thomas Babor et al.



Industry-funded public awareness and education campaigns

"The Lorillard Tobacco Company today announced the launch of a nationwide youth smoking prevention programme. This...is in addition to the funds Lorillard and other companies have committed to the...youth smoking prevention and education programme." **Lorillard Tobacco Company Press Release (1999)**

"It is only through education, coupled with targeted interventions against misusers, that we can ultimately change the drinking culture..." **David Poley**, Chief Executive of the Portman Group (2010)

"Education campaigns funded by the alcohol industry can backfire in the sense that they lead to the people exposed to those campaigns coming up with a much more favourable attitude to the alcohol industry than they did before...These kinds of industry funded campaigns, if anything, may have a negative effect... In the smoking field there has been a lot more research done on this and it is very clear that tobacco industry funded education campaigns do the opposite; [they] lead to more smoking and they certainly lead to much more favourable views about the tobacco industry." **Dr. Peter Anderson (2009)**

OTHER GLANCESHEETS IN THIS SERIES:

- **Helping yourself? All about home drinking**
- **The truth is out there – exploding some drinking myths**
- **In your best interests? What the drinks industry wants you to hear**

This glancesheet was prepared by Alcohol Concern Cymru.
For more facts about alcohol go to www.drinkwisewales.org.uk