

Forgotten factors in violence against women

Alcohol corporations, their harmful products,
& maintenance of harmful cultural norms

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United Nations Commission on the Status of Women
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Alcohol Justice

We promote evidence-based public health policies and organize campaigns with diverse communities and youth against alcohol-related harm.

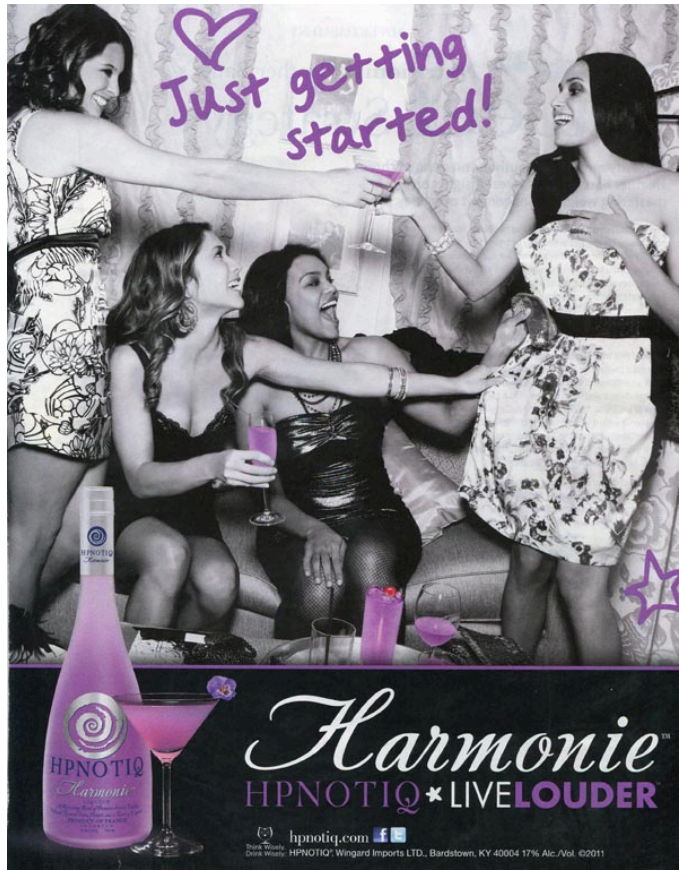
- Increase alcohol taxes and fees
- Remove dangerous, youth-oriented products from the market
- Restrict alcohol advertising & promotions
- Support state control of alcohol distribution and sales

Alcohol, marketing, & violence

- Gender-based violence is one type of alcohol-related harm that is seen around the globe.
- Alcohol use can impact the risk and consequences of gender-based violence on a variety of levels.
- Alcohol use is a modifiable factor contributing to the risk of perpetrating, and experiencing, violence against women.
- Victimization is a modifiable factor contributing to the risk of heavy alcohol use.
- Alcohol is one of the most heavily marketed products in the world.

Pretty, but evidently not human





Giggly & glamorous



Just wait 'til you get older...

Before Aging

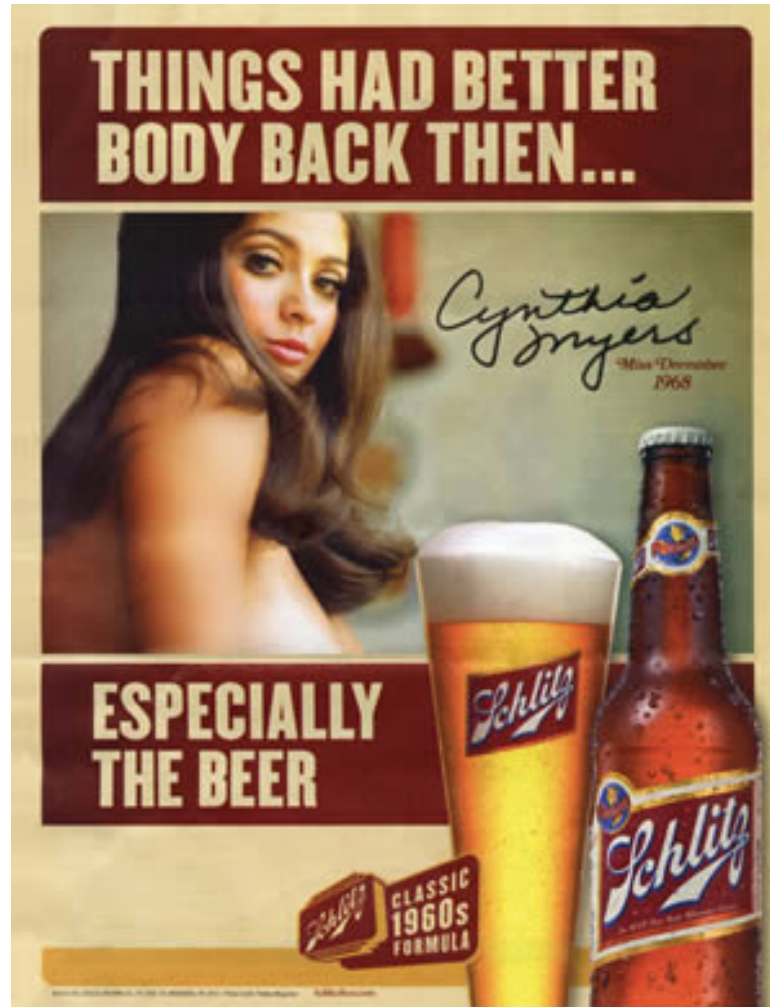
After Aging

The longer you wait,
the better it gets.

Evan Williams
SINCE 1793
Kentucky
Straight
Bourbon
WHISKEY

Evan Williams.
Aged longer to taste smoother.

Again, women = things





Not only a sexualized woman in the ad, but a product named after sex itself

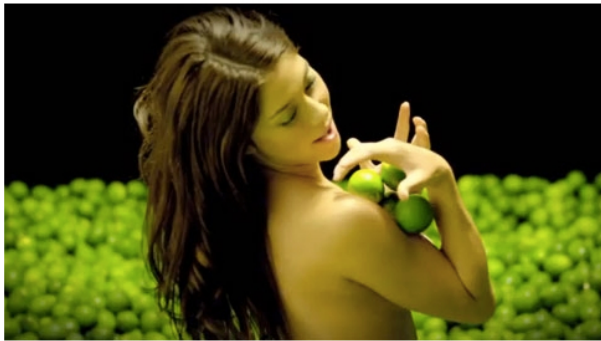
Alcohol = sex, right?



UFC Ring Girl Gets Sticky in Giant Lime Pile for Bud Light

By Tim Nudd

June 15, 2011, 2:10 PM EDT



UFC, youtube.com,
& Bud Light Lime



Women of color included, insulted...



...and dehumanized, too

FRENCH ELEGANCE
MEET ASIAN HERITAGE
SAKIRI P.O.V
PERFECTION OF VODKA

SAKIRI
VODKA

SAKIRI
VODKA
Distilled From Grain

Distilled and bottled in France
IMPORTED

750 ML 40% ALC/VOL

SAKIRI VODKA

THE WORLD'S MOST EXOTIC TASTING VODKA

WWW.SAKIRIVODKA.COM

Please Drink Responsibly
© 2010 SAKIRI Vodka 40% ALC/VOL, Napa Sakiri Enterprise LLC, Lawrenceville, GA, Importer & Spirit Brand Consulting.

RUM
WILD

The all-new
COCKSPUR
Spiced.

Live the Wild Life.

100% pure COGNAC rum with all-natural COGNAC Flavors.

More sexualization



Bottle caps as bikini...or beach?





Woman as robot

Women (& men) as product

BYE BYE BORING

Finally, a flavored vodka worthy of being called
a flavored vodka.

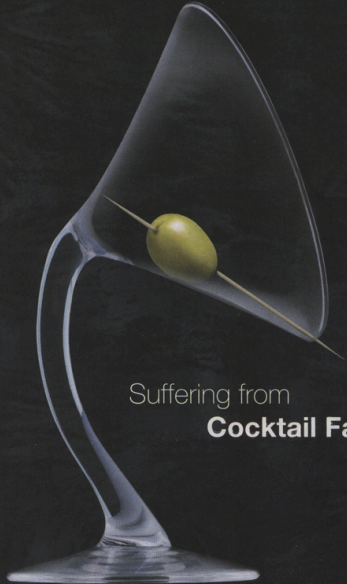


grape ginseng
made with wild
safety distilled
grape skins
with natural Ginseng

Mix 1.5 oz Grape Ginseng Wild Pucker Vodka with 4.5 oz lemon-lime soda.


DRINK RESPONSIBLY



Suffering from
Cocktail Fatigue?



Try something new that is **actually** new.

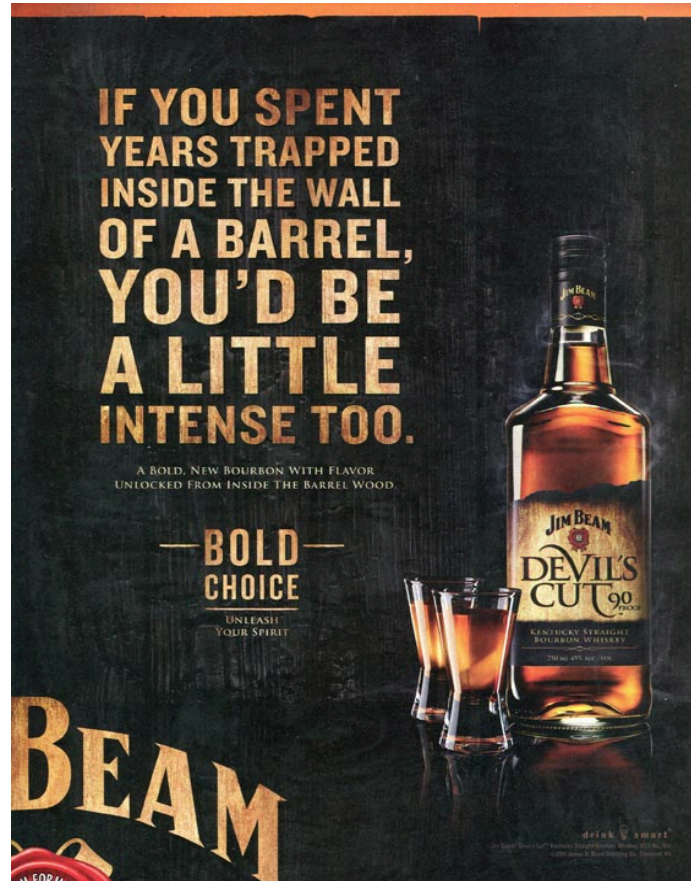
Unapologetically flavorful, Pisco Portón™ has inspired a whole new world of cocktails that bring dimension, character and complexity to the drinking experience.



Find us. Follow us.  
www.piscoporton.com

Discover Pisco Portón™ Responsibly. Imported by Pisco Portón™, Mansfield, NJ 43% alc/vol. © 2011

Men will be men...& product/killer too



IF YOU SPENT YEARS TRAPPED INSIDE THE WALL OF A BARREL, YOU'D BE A LITTLE INTENSE TOO.

A BOLD, NEW BOURBON WITH FLAVOR UNLOCKED FROM INSIDE THE BARREL WOOD.

BOLD CHOICE
UNLEASH YOUR SPIRIT

JIM BEAM DEVIL'S CUT 90 PROOF
KENTUCKY STRAIGHT BOURBON WHISKEY

drink smart

BEAM



THE SKIMMER MAKES A BARTENDER PART CRAFTSMAN, PART ASSASSIN.

Nothing like this weapon of choice seals in the lager's flavor. And with one swipe, it masterfully cuts the top foam. Yes, all froth plays a role, and sometimes that role requires beheading.

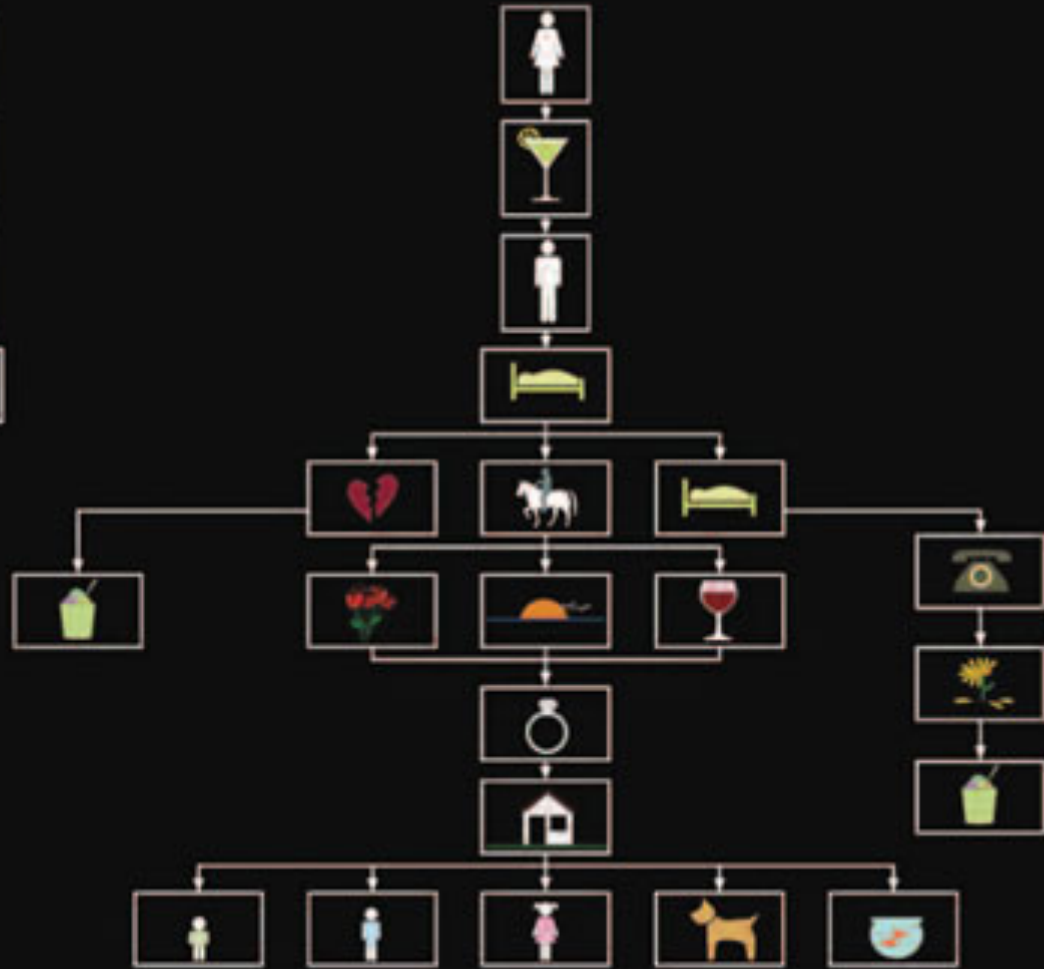
Heineken

Enjoy Heineken Responsibly
©2011 Heineken® Lager Beer. Brewed in Holland.
Imported by Heineken USA Inc., White Plains, NY.

Heineken®
open your world

Men will be product/will be violent





Thank God you're a man.

Yet women still have choices. Right?



New Frontier - Digital Marketing

“The goal is not simply to expose consumers to a particular product or service, but to create an environment in which they are actually interacting with the brand, ‘befriending’ the product, and integrating it into their personal and social relationships.”

Chester, J. et al. (2010). Alcohol marketing in the digital age. Berkeley Media Studies Group. Accessed August 12, 2010 from: www.democraticmedia.org/files/u1/2010-05-alcohol-marketing.pdf.

What the industry is fighting

The most effective policies include:

- Increasing alcohol taxes
- Government monopoly of retail sales
- **Legal restrictions on alcohol ad exposure**
- Minimum legal purchase age
- Outlet density restrictions



Industry Myths about Advertising

- Ads are intended for adults; youth are not impacted
- Education is the best solution to underage drinking
- Self-regulation is effective and essential
- The First Amendment bars advertising restrictions

Alcohol Advertising & Youth Exposure

Greater exposure to alcohol ads contributes to

- earlier initiation of drinking for youth who have not started
- higher drinking levels among underage youth who drink
- positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

The alcohol industry spent more than \$6 billion on advertising and promotion in the U.S. in 2005.

Anderson, P., et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism* 44: 229-243.

Center on Alcohol Marketing and Youth. (2007). Alcohol advertising and youth. Retrieved April 29, 2010 from: <http://camy.org/factsheets/index.php?FactsheetID=1>.

Industry self-regulation charade



Barriers to effective self-regulation include:

- Lack of public awareness
- Lack of an independent review
- Subjective nature of guidelines
- Lack of penalties and enforcement power

A 2008 Marin Institute study found complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of its Code.

Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry (2004-2007)

How alcohol industry influences

- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations: youth, women, disenfranchised
- **Create** trade & front organizations
- **Misdirect** with voluntary self-regulation charade
- **Fund** public relations/education/"responsibility" programs
- **Lobby** to undermine effective public policy

Big Alcohol



More Big Alcohol



Constellation Brands



BROWN-FORMAN



Beam



ALCOHOL JUSTICE

The Industry Watchdog

Global Alcohol Producers Group

Links

[Alcohol Policy Think Tank](#)

[International Center for Alcohol Policies](#)

Trade Associations

[Beer Institute](#)

[Brewers of Europe](#)

[Brewers Association of Japan](#)

[British Beer & Pub Association](#)

[Comité Européen des Entreprises Vins](#)

[Distilled Spirits Association \(New Zealand\)](#)

[Distilled Spirits Council of the United States \(DISCUS\)](#)

[The European Spirits Organisation - CEPS](#)

[Federacion Espanola de Bebidas Espirituosas](#)

[Scotch Whiskey Association \(SWA\)](#)

[Wine Federation of Australia](#)

[Wine Institute](#)

[Worldwide Brewing Alliance](#)

[World Spirits Alliance](#)

[World Wine Trade Group](#)

Trade groups

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Front groups



International Center for Alcohol Policies
Analysis. Balance. Partnership.

Anheuser-Busch InBev
Asahi Breweries
Bacardi-Martini
Beam Global
Brown-Forman
Diageo
Heineken
Molson Coors
Pernod Ricard
SABMiller

What we can do

Enact the most effective public health policies

- Increase alcohol prices
- Decrease outlet density
- Stop dangerous products such as alcopops
- Restrict alcohol advertising, especially that targets youth
- Refuse Big Alcohol sponsorship and involvement
- Support state alcohol control, regulation

South Africa proposes alcohol ad ban



The evidence is clear

We face a global production and supply machine, global producer-funded organizations actively promoting ineffective policies and global consumer marketing using global media to interact with an increasingly global youth culture.

A strong, well-funded, global response is essential and urgent.

Take action, & join us

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