

# Alcohol industry social responsibility campaigns:

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## Intentions, outcomes, & policy recommendations

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Director of Research  
Alcohol Justice

American Public Health Association Annual Meeting  
Boston, MA  
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## Sarah Mart

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

# Alcohol industry influence

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- **Target** vulnerable populations: youth, females, LGBT
- **Misdirect** with voluntary self-regulation charade
- **Fund** public relations/education/”responsibility” programs
- **Focus** specific marketing activities on public health-related causes such as breast cancer, HIV/AIDS, LGBT Pride & equality, natural disaster response, & American veterans returning home from service.

good on so many levels



recent comments

- " I went to pick up some of the Mike's Hard Berry, was I was told it was temporarily replaced for Pink Lemonade, due to Breast Cancer Awareness. I bought it to try. It was really good! I noticed the proceeds were also going to Breast Cancer Awareness Research, so I went out and bought a whole case. "
- " Even after the Breast cancer awarness is over for your pink lemonade You guys should really really keep making the stuff!!!! It is really good!!!!!! My husband and I have enjoyed it over a good game of pool or just sitting at the kitchen table and visiting. "
- Lisa**
- " Thank for your product!! I want to say thank you for the pink. Not only does it taste FABULOUS, but what a GREAT way to help breast cancer

Prev Next



Mike's® is supporting The Breast Cancer Research Foundation in memory of Jacqueline S., a part of the Mike's family who left us too soon.

MIKE'S IS HARD. SO IS PRISON. DON'T DRIVE DRUNK.®  
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\$1 Million Donated



Available through December!



Pink ribbons, pink drinks

CHAMBORD  
**PINK YOUR DRINK**  
AND MAKE A DIFFERENCE



+ A Party With A Cause

Host a COCKTAILS & CUPCAKES PARTY with Chambord and Evite! Chambord will donate \$5.00 to Fashion Targets Breast Cancer® for every guest you invite to reach our maximum donation goal of \$10,000.\* It's easy and fun. Click here for details and great party planning tips!

Chambord will donate \$5.00 to Fashion Targets Breast Cancer®, a charitable initiative of the Council of Fashion Designers of America/CFDA Foundation, to reach our maximum donation goal of \$10,000.

[Pink Your Drink Events](#)

**SCREW CANCER.**

**RELAX WINES HELPS  
SAVE THE TA-TAS.**





Put a bow on it!

Korbel, Beringer, Ménage à Trois, Barefoot and Sutter Home will donate up to \$10,000 to the PA Breast Cancer Coalition based on the sales of these pink favorites.

**DRINK PINK:**

- 6517 Korbel Sweet Rosé (750 mL)  
\$13.99 | YOU SAVE \$2.00
- 5235 Beringer White Zinfandel (750 mL)  
\$6.99 | YOU SAVE \$1.00
- 6159 Beringer White Zinfandel Moscato (1.5 L)  
\$11.99 | YOU SAVE \$2.00
- 4475 Sutter Home Pink Moscato (750 mL)  
\$5.99 | YOU SAVE \$1.00
- 4416 Sutter Home White Merlot (1.5 L)  
\$9.99 | YOU SAVE \$2.00
- 4784 Barefoot White Zinfandel (1.5 L)  
\$9.99 | YOU SAVE \$2.00
- 16106 Ménage à Trois Rosé (750 mL)  
\$10.99 | YOU SAVE \$2.00



October is Breast Cancer Awareness Month.

Here's to your health!

**LET US INTRODUCE YOU**

**FINE WINE & GOOD SPIRITS**

[FineWineAndGoodSpirits.com](http://FineWineAndGoodSpirits.com)

**ALCOHOL JUSTICE**  
The Industry Watchdog



## Sutter Home for Hope



**SUTTER HOME**  
capsules for  
**hope**

### How it works

Simply send in the top quality seal/capsule or receipt from ANY bottle of Sutter Home wine from August 1 through December 31, 2013, and we'll donate \$1.00\* to finding a cure.

**Sutter Home for Hope**  
Promo ID: SHFH13  
PO Box 426022  
Del Rio, TX 78842-6022



### Get involved! Sutter Home supported Walk for Hope.

Throughout the year, Sutter Home proudly sponsors events and activities across the country supporting breast cancer research and treatment.

Want to join us? Lace up your shoes! Participate in a Walk for Hope in your area—every step counts.

[Learn more at walkforhope.org >](http://walkforhope.org)



### Real stories, real lives.

Sutter Home for Hope launched in honor of everyone in our extended family whose lives have been touched by breast cancer. Sutter Home has received thousands of stories from around the world remind us the positive impact the Capsule for Hope program has.







Special October Promotion



For every bottle of our  
Pink Chardonnay you purchase  
in October, we will donate \$1.00  
to breast cancer research.

Thank you for your support.

[www.HappyBitchWines.com](http://www.HappyBitchWines.com)



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AN AUTOGRAPHED *Gibson* GUITAR

ENTER NOW

FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU  
BUY THIS OCTOBER, \$1 WILL BE DONATED  
TO HELP FIND A CURE FOR BREAST CANCER



*A Perfect Pairing*  
OF RELAXED ELEGANCE



  
**ALCOHOL  
JUSTICE**

The Industry Watchdog



# Daily Dish

THE INSIDE SCOOP ON FOOD IN LOS ANGELES

## Fight breast cancer, drink pink beer

  Comments   Email  Share   Tweet   Like   +1  0



Eagle Rock Brewery is helping raise funds for breast cancer education with a special event Oct. 16 that will feature a number of pink beers. (Eagle Rock Brewery)

 [Related photos »](#)



# Alcohol & Breast Cancer

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- The International Agency for Research on Cancer has classified beverage alcohol as a group 1 (cancerous to humans) carcinogen since 1988.
- Globally, alcohol-attributable cancers account for 25% of alcohol related deaths for women and 18% for men—making it one of the largest entirely avoidable risk factors.
- Alcohol use is a leading cause of cancer—and one of the largest avoidable and modifiable risk factors—even when used moderately.





**(BELVEDERE)** **RED**  
VODKA  
SPECIAL EDITION

**BUY. GIVE. SAVE LIVES.**

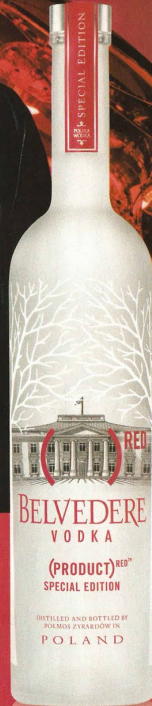
“WE'RE REALLY MAKING  
A DIFFERENCE AND  
SO CAN YOU.”  
USHER

# BELIEVE IN GIVING

(BELVEDERE)<sup>RED</sup> Special Edition is the same naturally smooth vodka that you know and love in a (PRODUCT)<sup>RED</sup> Special Edition bottle. For every bottle you give, or keep, we at Belvedere Vodka will contribute 50% of our profits to the Global Fund to invest in programs that help eliminate HIV/AIDS in Africa.



Get more



Belvedere is a quality vodka. Drinking responsibly is the key. © 2011 Belvedere Vodka. All rights reserved.

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VODKA  
SPECIAL EDITION

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WE BELIEVE  
IN GIVING.  
TURNING THE WORLD  
RED IN 2011



ALCOHOL  
JUSTICE

The Industry Watchdog



# Global Fund collusion with liquor giant is a clear conflict of interest

Richard Matzopoulos,<sup>a</sup> Charles DH Parry,<sup>b</sup> Joanne Corrigan,<sup>a</sup> Jonny Myers,<sup>a</sup> Sue Goldstein<sup>c</sup> & Leslie London<sup>a</sup>



Castle Lager, the “national beer” of South Africa, is one of SABMiller’s many brands.

# Alcohol & HIV

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- Alcohol use is a leading factor in the increased incidence of HIV, strongly and consistently associated with two major modes of HIV transmission: high-risk sexual behaviors (unprotected sex, multiple partners, sex with partners at high risk) and injection drug use.
- Alcohol impairs immune function, plays a role in increased viral replication, and causes adverse effects on treatment adherence.
- Alcohol can also complicate the long-term health outcomes of HIV-positive individuals.
- Alcohol use is one of the most modifiable factors contributing to the risk of HIV infection as well as to the progression of HIV/AIDS.





# ABSOLUT OUTRAGEOUS

*Cocktails Perfected*

CELEBRATING 30 YEARS OF GOING OUT AND COMING OUT

## PRINCIPAL SPONSORS



San Francisco Chronicle | **SFGate.com**

## MAJOR SPONSORS



## TRAVEL PARTNERS



Renoir Hotel



## NEW PARTNERS





# Rainbow pride



# THEY MUST HAVE TESTED ONE OF THESE.



It would have been easy to get because we've done it 71 million times.  
That's how many cans of pure drinking water we've donated to the  
American Red Cross and disaster relief organizations worldwide.

But in every other circumstance, the Anheuser-Busch logo is our ironclad  
guarantee that the beer in your hand is the best beer we know how to brew.  
We take no shortcuts and make no exceptions. Ever.

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BEER

HISTORY

HARLEY-DAVIDSON

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# GIVE A VETERAN A PIECE OF THE HIGH LIFE

## We're proud to announce the second year of our "Give a Veteran a Piece of the High Life" program.

Last year's program was a huge success, so help us give back again. For every High Life cap or tab you drop off at participating retailers or mail in, Miller High Life will donate 10¢ toward High Life Experiences for returning vets. Money raised will go toward paying soldiers' way into sports events, concerts, outdoor adventures and more. Live the High Life. Give the High Life.

You can support the Miller High Life "Give a Veteran a Piece of the High Life" program by returning specially marked Miller High Life and Miller High Life Light bottle caps or can tabs to participating bars, restaurants and convenience and grocery store locations or by mailing them to: Miller High Life Veterans Program, 3903 Portage Rd., Ste C # 155, South Bend, IN 46628-6192.

\*All Caps and Tabs must be received by Sept. 30, 2012.



**CHEERS TO VETS      EXPERIENCES      FROM VETS**



JOIN TODAY AT IAVA.ORG. IT'S 100% FREE. ONCE YOU ARE A MEMBER YOU'LL FIND OUT HOW YOU CAN GET YOUR OWN HIGH LIFE EXPERIENCE.



# What industry gets

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- Public relations
- Advertising – target audience(s)
- Tax breaks
  
- Credibility – with drinkers, legislators, other policymakers, regulators, investors, stockholders, NGOs
  
- Brand awareness, loyalty
- Positive brand image
- A brand-specific community
- Engagement with the brand

# What the public gets

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- Promotion of a carcinogen and risk factor for serious, traumatic, costly infectious and noncommunicable diseases
- Donation details that are not transparent or easily accessible
- Disclosed donation amounts that are in no way comparable to the cost of the alcohol-related harm
- Conflict of interest: Alcohol producers using disease- or harm-specific campaigns to sell specifically-designed products that contribute to the specific harm a portion of their sales is supposedly going to address.

# What can be done?

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## Industry

- Refrain from using cause marketing to sell alcohol products
- Ban cause marketing in industry voluntary self-regulatory guidelines
- If corporate donations are made, do not associate them with product or PR campaigns

## Government

- Investigate cause marketing claims as misleading, deceptive, or unfair to the public

## Media

- Stop playing into the cause marketing ploy. Articles and blog posts about the products gives industry more free PR.



# Industry: Stop cause marketing

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**Think Before You Pink**, a project of Breast Cancer Action, launched in 2002 in response to the growing concern about the **overwhelming number of pink ribbon products and promotions on the market**. The campaign calls for more transparency and accountability by companies that take part in breast cancer fundraising, and encourages consumers to ask critical questions about pink ribbon promotions.

“We can’t waste another October.

End pinkwashing & stop cancer before it starts.”

Karuna Jaggar  
Executive Director, Breast Cancer Action

## **Alcohol Justice promotes evidence-based public health policies and organizes 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