

# Free The Bowl™



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**Building a Digital Constituency of  
Young People to Pressure Big  
Alcohol to Stop Advertising During  
Televised Sporting Events**

September 2010

# Marin Institute Strategies

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- ❑ Monitor and expose the alcohol industry's harmful products, practices, and promotion
- ❑ Research viable policy solutions to reduce alcohol-related harm
- ❑ Support communities, coalitions and organizers in rejecting Big Alcohol's damaging actions
- ❑ Frame the issues from a reasonable public health perspective

# Big Alcohol's Tactics

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- ❑ Consolidate into transnational firms
- ❑ Market: Get kids hooked
- ❑ Lobby: undermine effective prevention
- ❑ Public Relations: Blame parents (schools, servers, cops)
- ❑ Public Relations: Fund ineffective prevention

# Big Alcohol Claims

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- ❑ Ads are for adults, youth are not affected
- ❑ Education is the best solution to underage drinking
- ❑ Self-regulation is effective and essential
- ❑ First Amendment bars advertising restrictions

# The Realities

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- ❑ Alcohol advertising affects youth drinking
- ❑ Education is one of the least effective strategies to reduce underage drinking
- ❑ External regulation is necessary
- ❑ The First Amendment does not bar advertising restrictions

# Realities of Youth Exposure

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Greater exposure to alcohol advertising contributes to:

- ❑ Earlier initiation of drinking for youth who have not started yet
- ❑ Higher drinking levels among underage youth who drink
- ❑ Positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

Anderson P, et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies.



# Realities About Public Health

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“Public health is what we, as a society, do collectively to assure the conditions for people to be healthy.”

-- Institute of Medicine, *The Future of Public Health*, 1988

PREVENTION is the core pillar of public health.

# Forging Solutions

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KEY FACTORS in creating healthy CONDITIONS in communities

Scientifically-proven influencers of underage and excessive drinking:

- ❑ Price – youth especially sensitive
- ❑ Access – over-concentration of retail outlets
- ❑ Marketing – making alcohol appear essential to fun, success, etc.



# The Problem

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## ANNUALLY:

- ❑ 85,000 American deaths are caused by alcohol consumption
- ❑ Economic costs associated with alcohol exceed \$220 billion
- ❑ More than 10 million underage youth drink alcohol, more than 7 million binge drink
- ❑ 5 thousand youth under age 21 die from alcohol-related causes
- ❑ Hundreds of thousands more suffer alcohol-fueled sexual assaults and other injuries

# Sports, Alcohol Ads & Youth

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- ❑ Between 2001 and 2007, Big Alcohol placed more than 2 million alcohol ads on TV
- ❑ Foreign-based alcohol corporations spend half a billion dollars advertising during TV sports programs alone
- ❑ TV sports have the largest youth viewing audience of any type of programming with alcohol ads
- ❑ Big Alcohol experiences its largest overall sales increase during the 2 week period surrounding the Super Bowl

# The Problem



# The Problem





# The Problem





# The Problem





# The Problem



# The Bottom Line

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- ❑ Youth are needlessly exposed to alcohol ads
- ❑ Alcohol ads increase risk of underage drinking
- ❑ 75% of adults favor banning alcohol ads in youth-oriented media.



# The Clock is Running Out on the



# A Solution

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- ❑ Engage and activate youth to protest exploitation by Big Alcohol
- ❑ Give youth a national venue to voice their opposition to alcohol ads during TV sporting events
- ❑ Drive a wedge between alcohol and sports
- ❑ Reduce, then eliminate alcohol ads during TV sporting events

# A Solution

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## The Free the Bowl™ Video Contest



- ❑ Prize winning youth-produced videos from 2009 & 2010
- ❑ FTB Promo videos

# A Solution

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## The Free the Bowl™ Video Contest



- ❑ Seeks original counter alcohol ads 30-60 seconds long
- ❑ Youth 10-20 years-old may participate
- ❑ This year's contest asks for "performance" ads that promote the message:  
***Free the bowl from beer ads***
- ❑ Original music, dance, rap, or spoken word entries due by January 21, 2011
- ❑ ☐☐ Winning entries announced at the FTB World Premiere, February 3, 2011, Smith Rafael Film Center, San Rafael, California

# For more information

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**Michael Scippa**  
Public Affairs Director  
Marin Institute  
415/257-2490

