



Evidence-based Solutions

**“Babies, Children and Alcohol”
22 March 2012**

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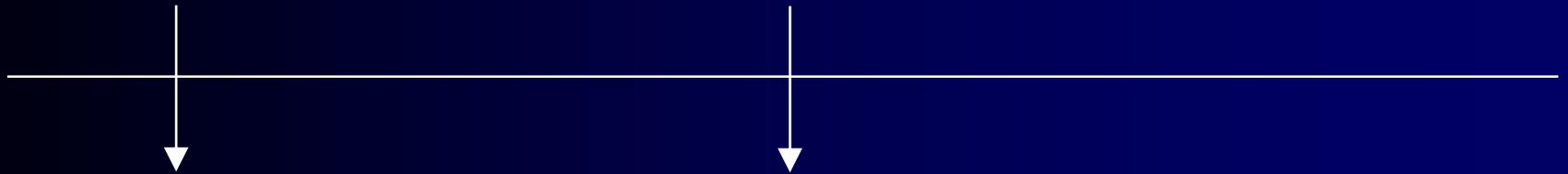
Alcohol Action NZ

- Medical Spokespeople
 - Professor Geoffrey Robinson Wellington
 - Professor Doug Sellman Christchurch
 - Professor Jennie Connor Dunedin
- Scientific evidence
- www.alcoholaction.co.nz

**Where we
are now**

**Where we need
to get to**

Not here!



**Excessive
Free Market**

**Effective
Regulation**

Prohibition

Summary

- We have a national alcohol crisis, our heavy drinking culture, causing considerable damage, including and especially, to babies and children in New Zealand
- There are five evidence-based reforms that would make a difference to reducing the damage
- A large majority of the public support these reforms
- The government appears to be captured by vested interests (the alcohol industry) by not including these reforms in the Alcohol Reform Bill



**Behind every thriving industry
is a very appreciative government**

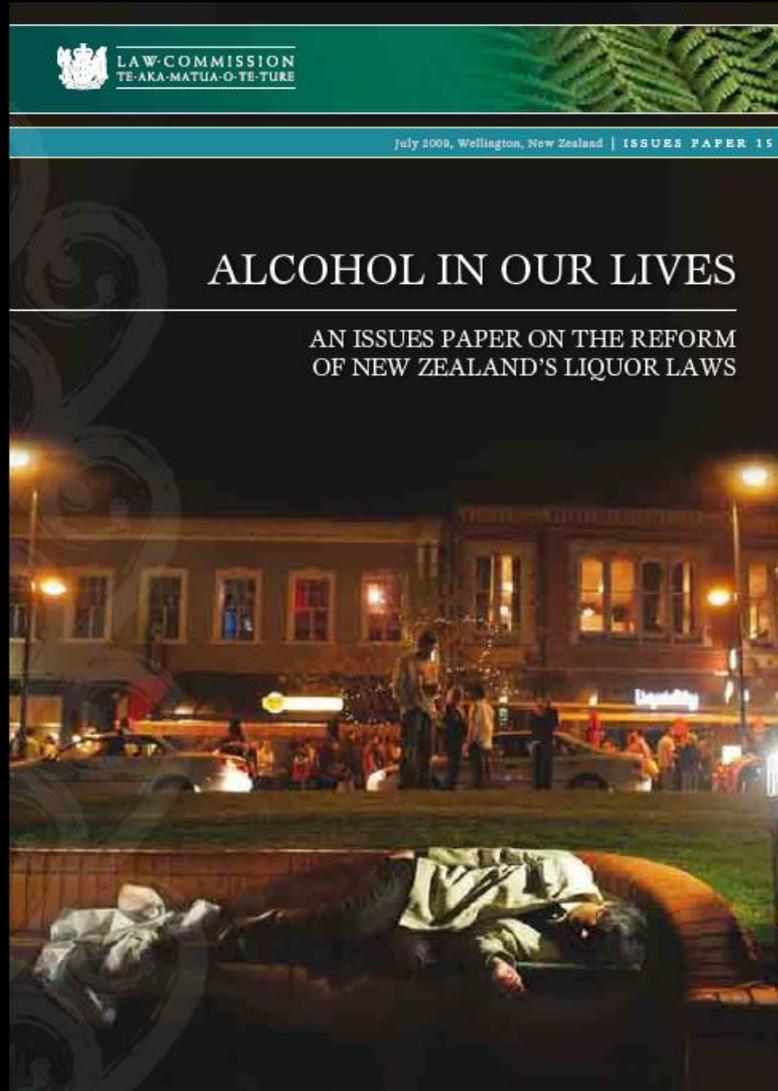


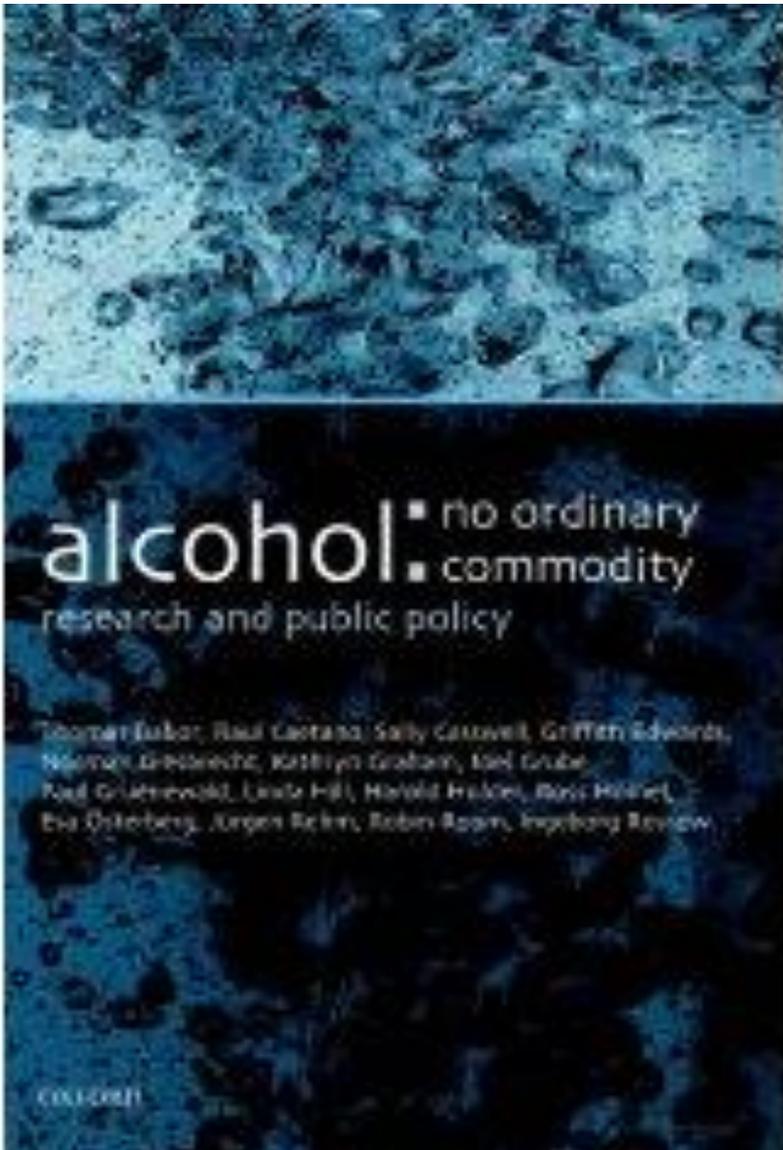
“The unbridled commercialisation of alcohol...”

Sir Geoffrey Palmer

Alcohol in our lives: Curbing the Harm

April 2010





alcohol: no ordinary
commodity
research and public policy

Thomas E. Lubotzky, Raul Cantano, Sally Casswell, Griffith Edwards,
Nelson G. Griesche, Kathryn Graham, Işıl Grube,
Paul Grunewald, Linda Hill, Harold Holder, Ross Hoggel,
Eva Osterberg, Jürgen Rehm, Robin Room, Ingeborg Røyne

OXFORD

ALCOHOL

NO ORDINARY COMMODITY
research and public policy

SECOND EDITION



American Public Health Association
1015 16th Street, NW
Washington, DC 20036
www.apha.org

Thomas Eissen, Paul Doolan, Judy Campbell, Glenn Edwards,
Norman DeBorja, Kathryn Bohan, Joel Guzik, Linda Hill,
Harold Hoxby, Ross Hynes, Michael Livingston, Lisa Ockenberg,
Aiguo Patten, Robin Patten, Ingeborg Rasmussen

The 5+ Solution

- Raise alcohol prices
- Raise the purchase age
- Reduce alcohol accessibility
- Reduce advertising and sponsorship
- Increase drink-driving counter-measures

PLUS: Increase treatment opportunities for heavy drinkers

Based on Babor et al (2003, 2010)
Confirmed by Anderson et al (2009)

Five main reforms

1. End ultra cheap alcohol
2. End alcohol advertising and sponsorship
3. End legal drunk driving
4. End highly accessible alcohol
5. End teenage purchase of alcohol

How effective are these reforms?

	Effectiveness (0, +, ++, +++)
1. (Minimum pricing) and excise tax increases	+++
2. Dismantle advertising and sponsorship	+ / ++
3. Lower driving limit from 0.08 to 0.05	+++
4. Reduce liquor outlets (supermarkets)	++
5. Raise purchase age to 20 years	+++
Alcohol education programmes	0

Five threats identified in Philip Morris' internal documents

1. Increases in alcohol taxes
2. Restrictions on alcohol advertising and marketing and enforced health warnings
3. Lowering blood alcohol concentrations for driving
4. Restrictions on alcohol sales
5. Increases in the legal drinking age

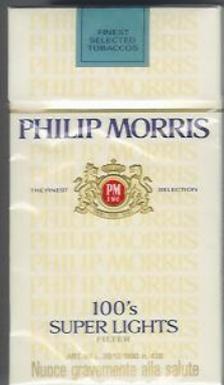
Philip Morris' strategy to counter new alcohol reforms

“Stress alcohol education programs and messages so as to develop public policy from a framework of education and responsible drinking, as opposed to one of control”

Miller Brewing Company - Five-year plan 1992-1996

Prepared PR phrases for Philip Morris and Miller Brewing Company representatives

*“The majority of people who
drink do so responsibly”
and “it would be unfair to
penalize the majority to pay
for the actions of a few”*





Rt Hon John Key
Prime Minister

“We know there are a lot of responsible drinkers in New Zealand and we don't want to unduly affect them”

Summary Table

Findings of the Health Sponsorship Council's 2010 Health and Lifestyles Survey: Alcohol Related Attitudes

ADVERTISING AND SPONSORSHIP	Agree or Strongly Agree	Neutral	Total	Gender
Restriction on alcohol advertising or promotion seen or heard by young people	82%	14%	96%	No gender diff
Banning alcohol sponsorship for sporting, musical and cultural events that young people go to	59%	21%	80%	65% ♀ 52% ♂
Banning all alcohol advertising or promotion	50%	27%	77%	56% ♀ 43% ♂

Summary Table

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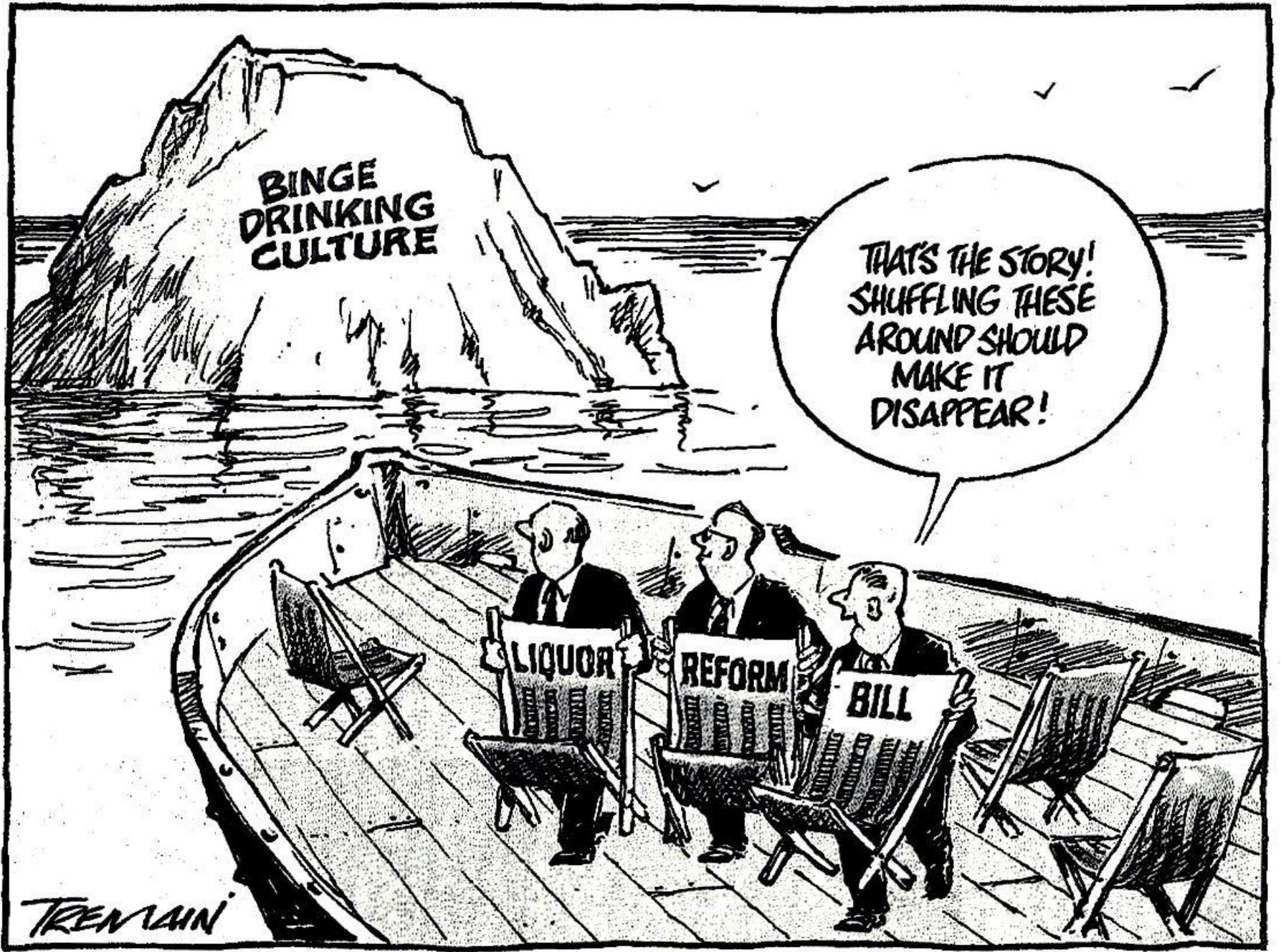
OTHER ALCOHOL POLICY	Agree or Strongly Agree	Neutral	Total	Gender
Raising minimum purchasing age to 20	78%	9%	87%	81% ♀ 75% ♂
Reducing the hours that alcohol can be sold	66%	18%	84%	71% ♀ 59% ♂
Raising the price of cheap alcohol	57%	19%	76%	64% ♀ 50% ♂
Number of liquor outlets	Too few	2%	About right	33%
	Too many	65%		

Combination of effectiveness and public support of these reforms

	Effectiveness (0, +, ++, +++)	Public Support %
1. Raise the price	+++	76
2. Dismantle marketing	+ / ++	77 - 96
3. Lower drink driving limit	+++	65 - 75*
4. Reduce liquor availability	++	65 - 98
5. Raise purchase age	+++	87

The Alcohol (half a) Reform Bill

1. Price **NOTHING**
2. Advertising and sponsorship
- some limited restriction of advertising to minors only **TINKERING**
3. Drink driving limits **NOTHING**
4. Alcohol availability – *no alcohol from convenience stores (as originally intended) & voluntary alcohol plans* **NEXT TO NOTHING**
5. Purchase age – *maintain 18 years for on-licence but raise age to 20 years for off-licence* **HALF A REFORM**



However...

1. Proposed further consideration of minimum pricing (alcohol sales data collected from supermarkets)
2. Proposed new expert committee investigating alcohol marketing
3. More research on drink driving crashes (0.05-0.08)
4. A separate, dedicated space in supermarkets dedicated to alcohol, separate from groceries
5. Tim Macindoe's Supplementary Order Paper to increase the purchase age for on-licence premises

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But...

The government in this new 50th Parliament is showing signs of finally responding to the combination of the evidence and the wishes of New Zealanders and hopefully will add more reforms to the Alcohol Reform Bill