

**“Ten things the alcohol industry
won’t tell you about alcohol”**

National Alcohol Series 2009

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Alcohol Action NZ

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

Council Support

Christchurch City Council*

Dunedin City Council

Gisborne District Council

Grey District Council

Hamilton City Council

Invercargill City Council*

Kaikoura District Council

Malborough District Council

Masterton District Council*

Manukau City Council*

Napier City Council

Nelson City Council

New Plymouth District Council*

North Shore City Council*

Palmerston North City Council*

Queenstown-Lakes District Council*

Rotorua District Council*

Taupo District Council

Tauranga District Council*

Thames-Coromandel District Council*

Waitakere City Council*

Wanganui District Council*

Wellington City Council*

Whakatane District Council*

Whangarei District Council

General Support

(as at 6/10/09)

- **Alcohol Advisory Council of New Zealand (ALAC)**
- **Budget Car and Truck Rental**
- **Cancer Society of New Zealand Inc**
- **Canterbury District Health Board (CDHB)**
- **Canterbury Hospitals' Medical Staff Assn**
- **Community and Public Health Timaru**
- **Drug and Alcohol Support Taupo Trust**
- **Group Against Liquor Advertising (GALA)**
- **Hanmer Clinic Tauranga**
- **Keith Hay Trust**
- **Lane Neave Barristers & Solicitors**
- **Moana House**
- **National Addiction Centre (NAC)**
- **National Pacific Treatment Forum (NPTF)**
- **New Zealand Drug Foundation (NZDF)**
- **New Zealand Nurses Organisation (NZNO)**
- **Northland District Health Board (NDHB)**
- **Odyssey House Auckland**
- **Profile: Auckland AOD Treatment Providers Network**
- **Royal Australian and New Zealand College of Psychiatrists (RANZCP)**
- **Totara Terrace Pure Grape Juice**
- **University of Otago**

Alcoholism: A National Emergency

by William C. Menninger, M. D.

AS I SAID some time ago in my article on "Tensions in Family Life" which was published in the April, 1953 issue of PASTORAL PSYCHOLOGY, "If something is really going to be done about mental health, it will not be done by professional psychiatrists, but by citizens across the board—the parents, teachers, and clergy, and the leaders in other professions and in industry." This statement holds equally true for the problems of alcoholism.

A great many troubled people come to the minister for help and a large proportion of these are alcoholics. Sometimes it is a wife who wants to consult the minister about a husband, and sometimes it is the other way around, but always it is a challenging and difficult problem requiring of the minister the utmost in dedication, delicacy, skill, and knowledge. For this reason we welcome this second issue

The major part of this editorial, except for the first two introductory paragraphs, is an address to the National Council on Alcoholism in June, 1957 and published in the "Menninger Quarterly." Reprinted by permission.

of PASTORAL PSYCHOLOGY on the minister and the alcoholic, for it should help to provide the dedicated minister with some of the understanding and the skills which this difficult and delicate task demand.

Now, what are some of the present facts about alcoholism?

In our country alone there are over 4,500,000 problem drinkers—an astounding figure which represents more than 2 per cent of our population. Even that does not state the total size of the problem. We do not know the extent of alcoholism's role in the enormous and increasing numbers of accidents and crimes, nor the effect on the families and friends of this huge group of people.

Studies by a number of companies show why alcoholism can truthfully be called the "billion dollar hangover" in industry. For instance, the problem drinker:

loses, from the effects of alcohol,
22 working days a year more than
the average employee;
loses, from other illnesses, another

“If alcohol was a communicable disease,
a national emergency would be declared”

William C Menninger
(1957)

Deaths this year from H1N1 flu <20

Deaths this year from alcohol >1000

Stellar Trust Chairman Alistair Burry Methamphetamine “P” Epidemic

“All the family violence that you see, all those poor babies and young kids that are being bashed. How long is this country going to allow this kind of thing to continue?”

“It's an issue that has been under the carpet and maybe it's time that it was brought out into the open.”

Herald on Sunday (21/3/09)

Yearly deaths from “P” <20

Yearly deaths from alcohol >1000

“If alcohol was a new drug,
a national crisis would be declared”

The New Zealand Way of Life

- 25% of New Zealand drinkers are heavy drinkers
- A third of all police apprehensions involve alcohol
- Half of serious violent crimes relate to alcohol
- 60 different medical conditions caused by heavy drinking
- Up to 75% of adult presentations at Emergency Departments on Thursday, Friday and Saturday nights are alcohol-related
- Over 300 alcohol-related offences every day
- Over 500 serious and fatal injury traffic crashes every year
- At least 600 children born each year with fetal alcohol spectrum disorder
- Over 1000 alcohol deaths every year
- More than 17,000 years of life per year lost through alcohol



LAW COMMISSION
TE AKA-MATUA-O-TE-TURE

July 2009, Wellington, New Zealand | ISSUES PAPER 15

ALCOHOL IN OUR LIVES

AN ISSUES PAPER ON THE REFORM
OF NEW ZEALAND'S LIQUOR LAWS



Key Message

**There is a national alcohol crisis:
NZ's heavy drinking culture**

If we want a safer and healthier society, we
need to find new middle ground between:

Excessive commercialisation of alcohol

and

Prohibition of alcohol

Consumerism

- Consumerism is as old as civilisation itself

People purchasing and consuming in excess of their basic needs

- So what is the issue here?
 - (i) Alcohol is no ordinary commodity
 - (ii) The presence of business corporations



Corporation:

**“An ingenious device for
obtaining profit without
individual responsibility”**

Ambrose Bierce (1842 – 1914)

American writer and critic

Four pillars maintaining the national alcohol crisis

1. An immensely powerful, swimmingly wealthy, global alcohol industry
2. A set of quiet, passive, comfortable middle-class shareholders
3. Political pragmatism of governments
4. The idea that it is individual drinkers who are causing the problem

Six medical things the alcohol industry won't tell you about alcohol

1. Alcohol is a highly intoxicating drug with a relatively low safety index
2. Alcohol is a neurotoxin which can cause brain damage
3. Alcohol can directly cause aggression
4. Alcohol is fattening in moderate drinkers
5. Alcohol can cause cancer
6. Alcohol cardio-protection has been talked up

Three more things the alcohol industry *definitely* won't tell you about alcohol

7. The alcohol industry actively markets alcohol to young people
8. Low risk drinking means drinking low amounts of alcohol
9. A lot of the alcohol industry's profit comes from heavy drinking

**A final thing the alcohol industry
will do their best to stop you
knowing about**

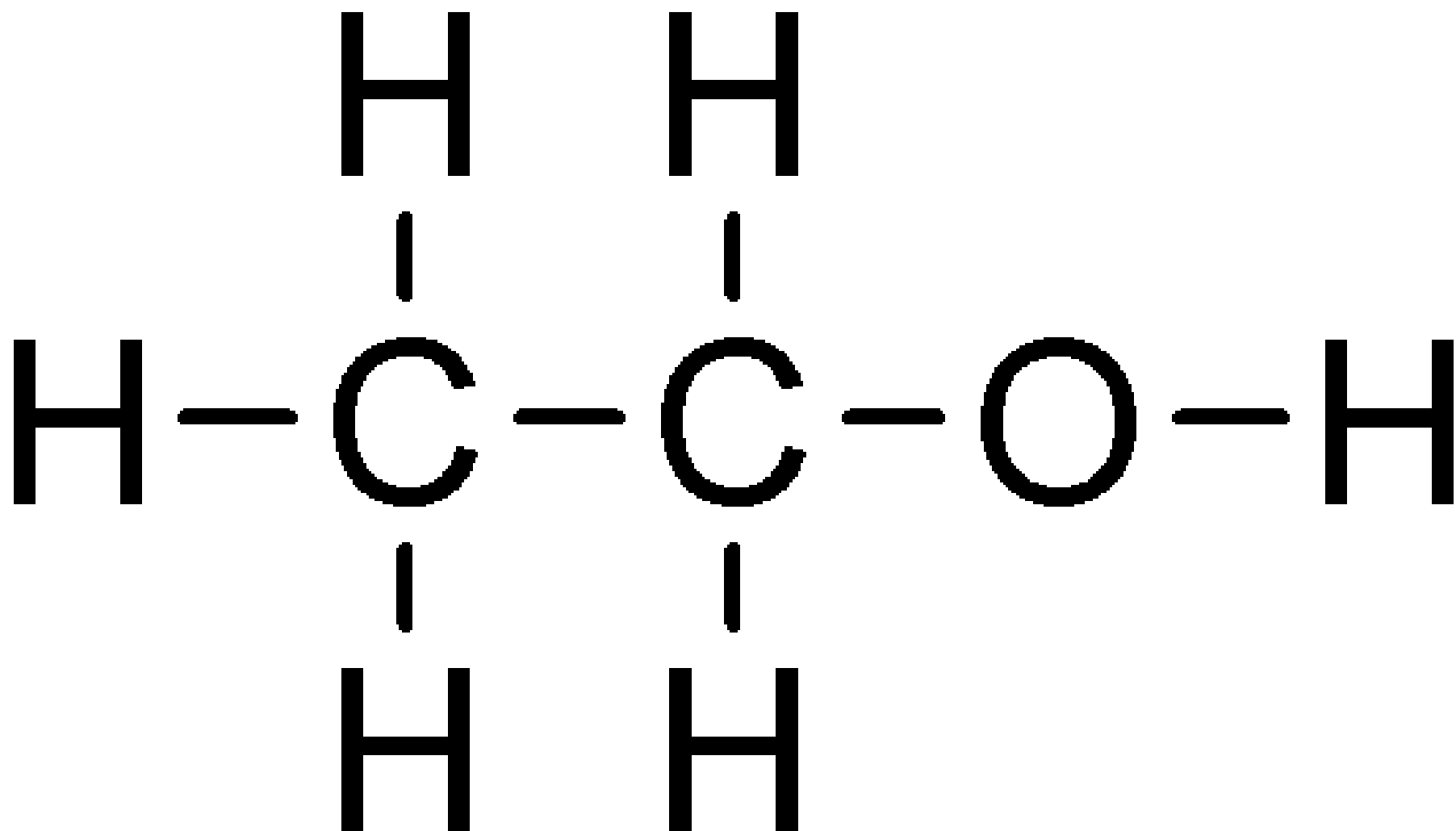
10. The “5+ Solution”

To the national alcohol crisis:
New Zealand’s heavy drinking culture

**1. Alcohol is a highly
intoxicating drug with
a relatively low
safety index**

Alcohol is a drug

- Proper name is ethanol, which is short-hand for ethyl alcohol





Relative safety of drugs

(Gable 2004)

Safety Ratio

Heroin	6
GHB	8
Ethanol	10
Methamphetamine	10
Cocaine	15
MDMA (Ecstasy)	16
Methadone	20
Codeine	20
Psilocybin	1000
LSD	1000
Cannabis	>1000

Relative intoxication effects

(Hilts 1994 quoted by Room 2009)

Drug	Intoxication Effect
------	---------------------

Ethanol	1st
Heroin	2nd
Cocaine	3rd
Cannabis	4th
Nicotine	5th

Expert Advisory Committee on Drugs' criteria applied to alcohol

(Sellman, Robinson, Beasley 2009)

Class A: (Very High Risk)

heroin, cocaine, methamphetamine

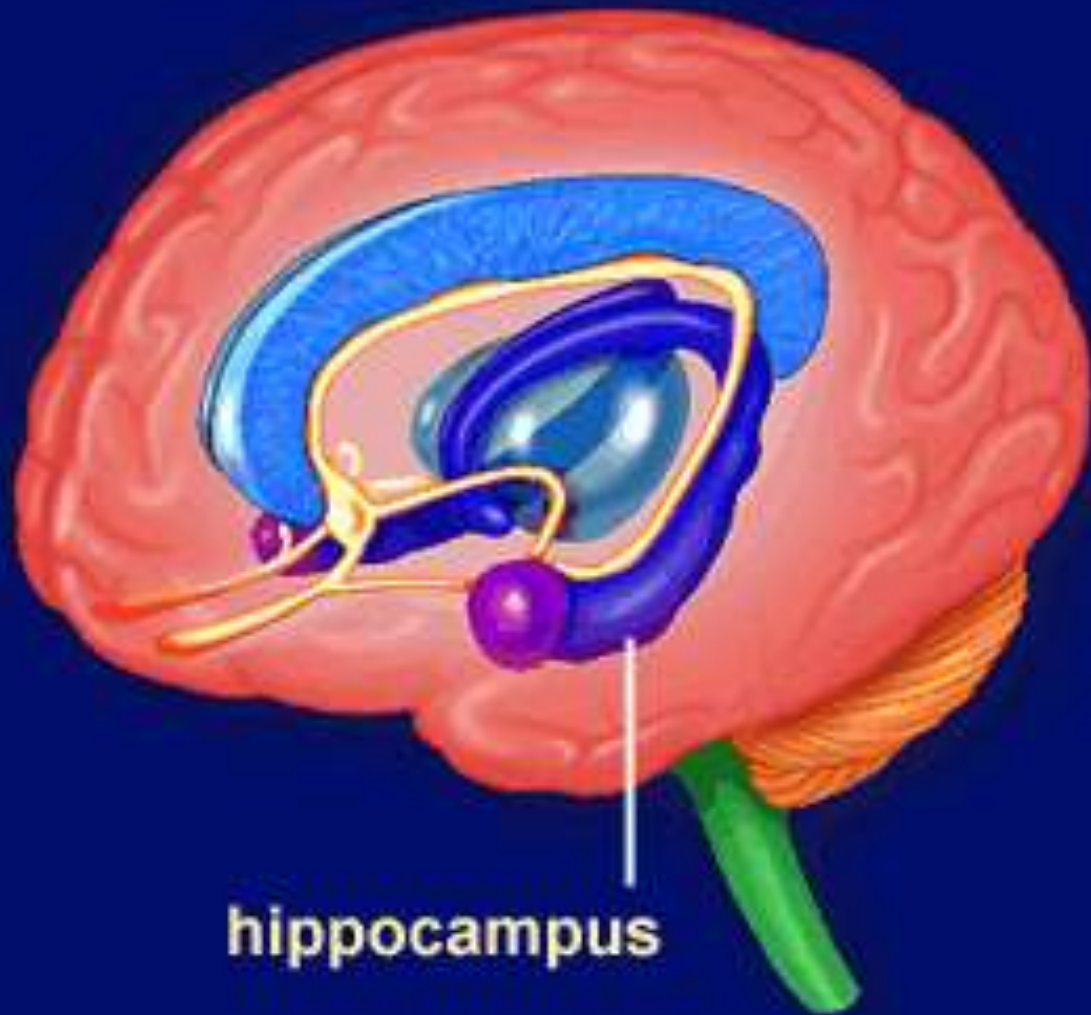
Class B: (High Risk)

morphine , ecstasy, d-amphetamine,
GHB, (ethanol)

Class C: (Moderate Risk)

cannabis, benzodiazepines, BZP

**2. Alcohol is a
neurotoxin which can
cause
brain damage**

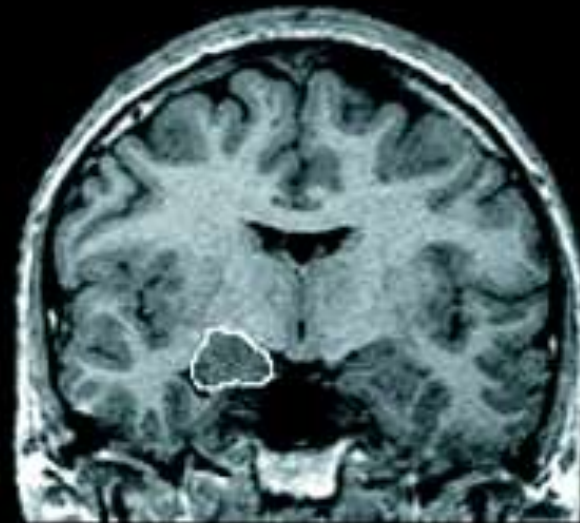
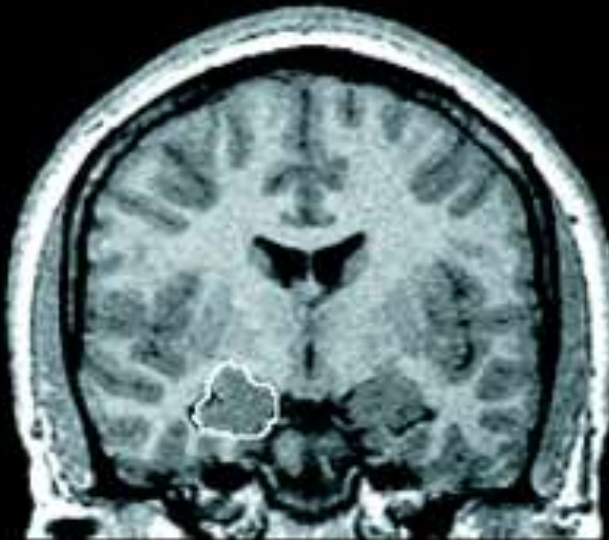


hippocampus

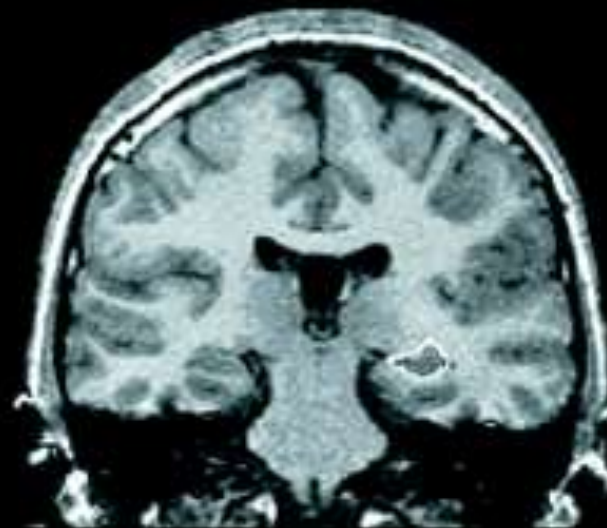
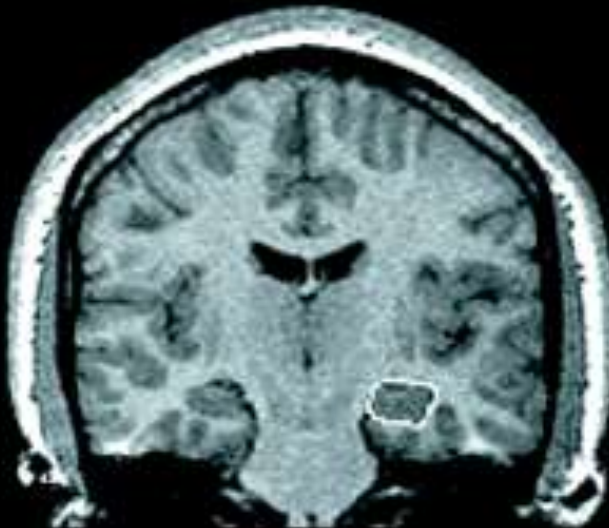
Comparison Subject

Subject with Adolescent-Onset
Alcohol Use Disorder

Right Anterior



Left Posterior



De Bellis et al 2000

What about social drinkers?

Heavy social drinkers can show signs of brain damage and cognitive dysfunction (Harper 2009)

However, brain changes have not been found in low social drinkers (de Bruin et al 2005)

Low social drinker = less than 12 sds per week



Prevalence of FASD

- 30-40% of women drink alcohol in pregnancy
(Ebrahim & Gfroerer 2003)
- Incidence of FASD is at least 1% of all births
(May & Gossage 2001)
- Over 60,000 children born each year in New Zealand therefore, could be at least 600 children born with FASD each year in New Zealand
- The lifetime costs of one child suffering FAS in the US has been estimated at \$750,000
(Quoted by Easton 2003)

3. Alcohol can directly cause aggression

Alcohol can directly cause aggression

- Half of the murders, rapes and assaults are undertaken by the perpetrator under the influence of alcohol
- 70,000 physical and sexual assaults each year involve alcohol

(Connor et al 2009)



Electric Shock Game Experiment

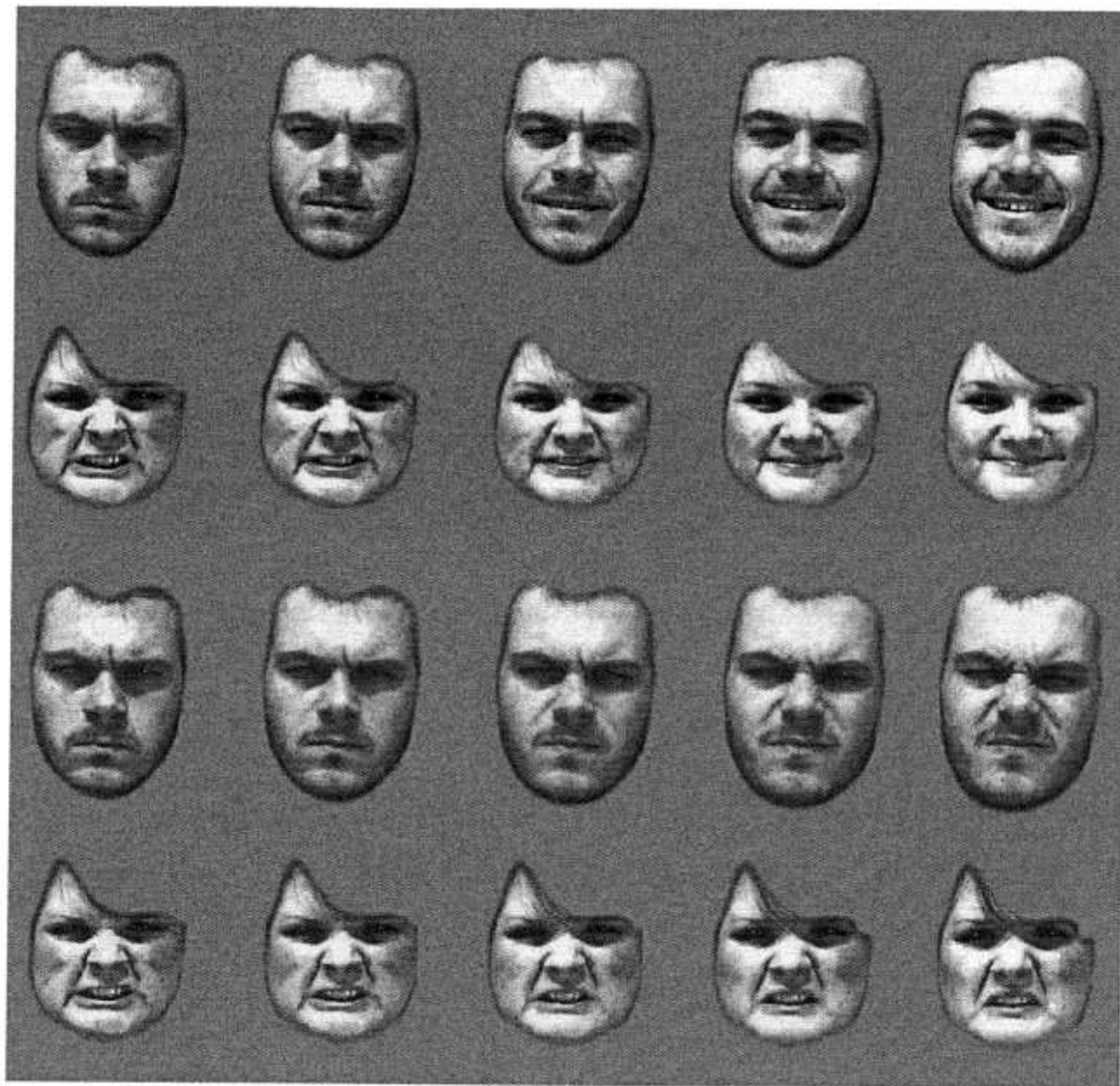
Parrott & Zeichner (2002)

- 136 men administering electric shocks to a fake competitor
- Two groups:
 - (i) alcohol
 - (ii) orange juice
- Alcohol makes men more sadistic

A very informative new study studying facial emotion

(Attwood et al 2009)

- 96 participants were randomised to three standard drinks of alcohol or tonic water
- Shown a series of faces and asked what emotion was being expressed



Attwood et al 2009

Findings

- Men (but not women) misinterpreted disgust as anger
- First time, demonstrated that men under the influence of recreational drug levels of alcohol have a tendency to misinterpret negative emotion as anger

4. Alcohol is fattening in moderate drinkers

1gm CHO/Protein = 4 calories

1gm Ethanol = 7 calories

1gm Fat = 9 calories





**More than
600 calories in a
bottle of wine**

**~1/3 daily fuel
requirement for an
average person**

5. Alcohol can cause cancer

WHO International Agency for Research on Cancer (IARC)

Carcinogenicity classification

Group 1	Definitely carcinogenic
Group 2a	Probably carcinogenic
Group 2b	Possibly carcinogenic
Group 3	Unknown
Group 4	Probably not carcinogenic

Group 1 carcinogens

(selected list of 10 commonly known)

- Asbestos
- Benzene
- Cyclophosphamide
- Ethanol
- Formaldehyde
- Hepatitis B and C viruses
- Mustard Gas
- Nickel compounds
- Plutonium-239
- X- and Gamma- radiation

Alcohol and relative risk of 7 cancers (Corrao et al 2004)

	25g/day	50g/day	100g/day
Oral/pharynx	1.9	3.1	6.5
Larynx	1.4	2.0	3.9
Oesophagus	1.4	1.9	3.6
Breast	1.3	1.6	2.4
Liver	1.2	1.4	1.8
Rectum	1.1	1.2	1.4
Colon	1.1	1.1	1.2

What about prostate cancer?



Alcohol use and prostate cancer

(Fillmore et al 2009)

“There is a positive linear association between level of alcohol consumption and prostate cancer incidence”

6. Alcohol cardio-protection has been talked up

Sellman, Connor, Robinson, Jackson (2009)

Doctors have promoted alcohol a long time

“Aqua vitae” (water of immortality)

*“It prolongs life, clears away ill-humors, revives
the heart, and maintains youth”*

Amaldus of Villanova,
Professor of Medicine (14th Century)

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"
The brand named most
was Camel!

You'll enjoy Camels for the same reasons
so many doctors enjoy them. Camels have
cool, cool mildness, pack after pack, and
a flavor unmatched by any other cigarette.
Make this sensible test: Smoke only
Camels for 30 days and see how well Camels
please your taste, how well they suit
your throat as your steady smoke. You'll
see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



MAURICE O'SHEA says: "I pick Camels. They burn mild and smooth and taste wonderful!"



DICK BOWLES says: "I get more pleasure from Camels than from any other brand."



JOHN BELLAMY says: "Camels are my taste and throat. I've smoked 'em for years!"



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).

Is alcohol cardioprotective?

- Probably not Eichner (1985)
- Probably yes Moore & Pearson (1986)
- Yes Doll et al (1994)
- Yes Doll et al (1997)
- Yes “proved” Doll (2002)
- Yes Rimm et al (1999)
- Possibly not Corrao et al (2000)
- Yes, but... Jackson et al (2005)
- Not likely Chikritzhs et al (2009)

Is alcohol cardioprotective?

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*** Received money from the alcohol industry**

**7. The alcohol industry
actively markets
alcohol to
young people**

The alcohol industry actively markets alcohol to young people

- Youth (15-24 years): a nearly perfect market for the alcohol industry



The alcohol industry actively markets alcohol to young people

- Every advertisement seen by a young person (15-24 years) increases the number of drinks they consume by 1% (Snyder et al 2006)
- Customers for life (like the tobacco industry)



"If you are really and truly not going to sell to children, you are going to be out of business in 30 years."

Bennet Leslow, CEO Brook Group LTD



For the first time, an alcohol company insider admits the industry deliberately targets young people by sweetening ready-to-drink "alcopops" to mask the taste of alcohol

The Age - August 6, 2007

**8. Low risk drinking
means drinking low
amounts of alcohol**

What is low risk?

1:100 lifetime risk of death

Cause of death

Injury

Injury

Cancer, Heart disease

Injury, Chronic disease

50 years of behaviour

62 km cycling every week

6189 km by jet plane every week

Smoking ~5 cigarettes a week

Drinking ~2 sds per day

(Based on Wilson 1979)

Low-risk drinking guidelines

(NHMRC 2009)

- Lifetime mortality risk of 1:100
 - 2 sds per day
 - No more than 4 sds on any one occasion
 - Men and women the same
- 33% below current ALAC guideline for men

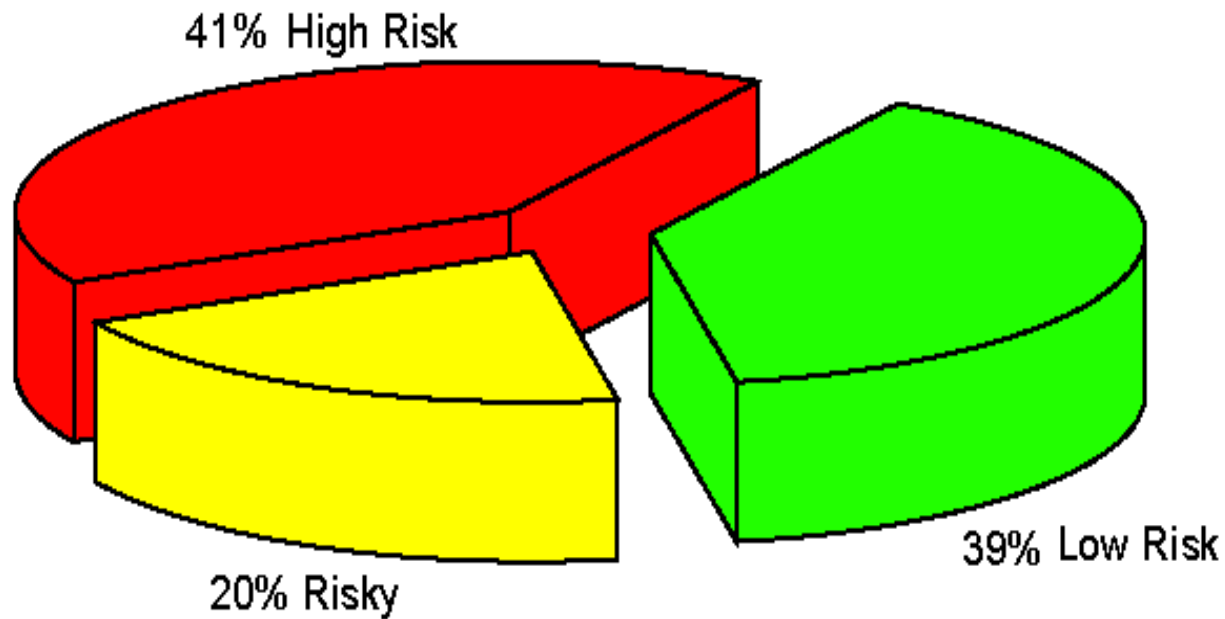
9. A lot of the alcohol industry's profit comes from heavy drinking

USA

- A landmark of over 200,000 people aged 12 years and over
- Teenage drinkers drink 20% of the alcohol and adult excessive drinkers 30%

(Foster et al 2003)

Australia



Percentage of alcohol consumed at low, risky and high risk levels for acute (e.g. injury) harm in Australia, 2001

New Zealand

- Half of the total alcohol is consumed during heavy binge drinking episodes defined as:
- 8 standard drinks for men or more
6 standard drinks for women or more

(Habgood et al 2001)

Key Message

**There is a national alcohol crisis:
NZ's heavy drinking culture:**

If we want a safer and healthier society, we
need to find new middle ground between:

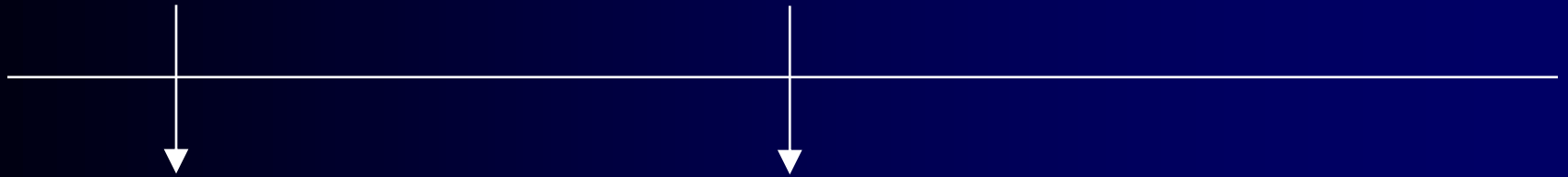
Excessive commercialisation of alcohol
and

Prohibition of alcohol

**Where we
are now**

**Where we want
to get to**

Not here!



**Excessive
Free Market**

**Effective
Regulation**

Prohibition

10. The “5+ Solution”

The background of the cover is a microscopic image of cells, showing various cellular structures and nuclei in shades of blue and white. The image is split horizontally, with the top half being lighter and the bottom half being darker.

alcohol ■ no ordinary commodity

research and public policy

Thomas Balon, Paul Cantano, Sally Cawwell, Griffith Edwards,
Neuman L. Edwards, Kathryn Graham, Karl Grube,
Paul Grunbaum, Linda Hill, Harold Hooper, Sam Houtart,
Eva Olenberg, Karen O'Brien, Robert Room, Kenneth Rowan

OXFORD



**Professor Sally Casswell
(1947 – present)**

The 5+ Solution

1. Raise alcohol prices
2. Raise the purchase age
3. Reduce alcohol accessibility
4. Reduce marketing and advertising
5. Increase drink-driving counter-measures

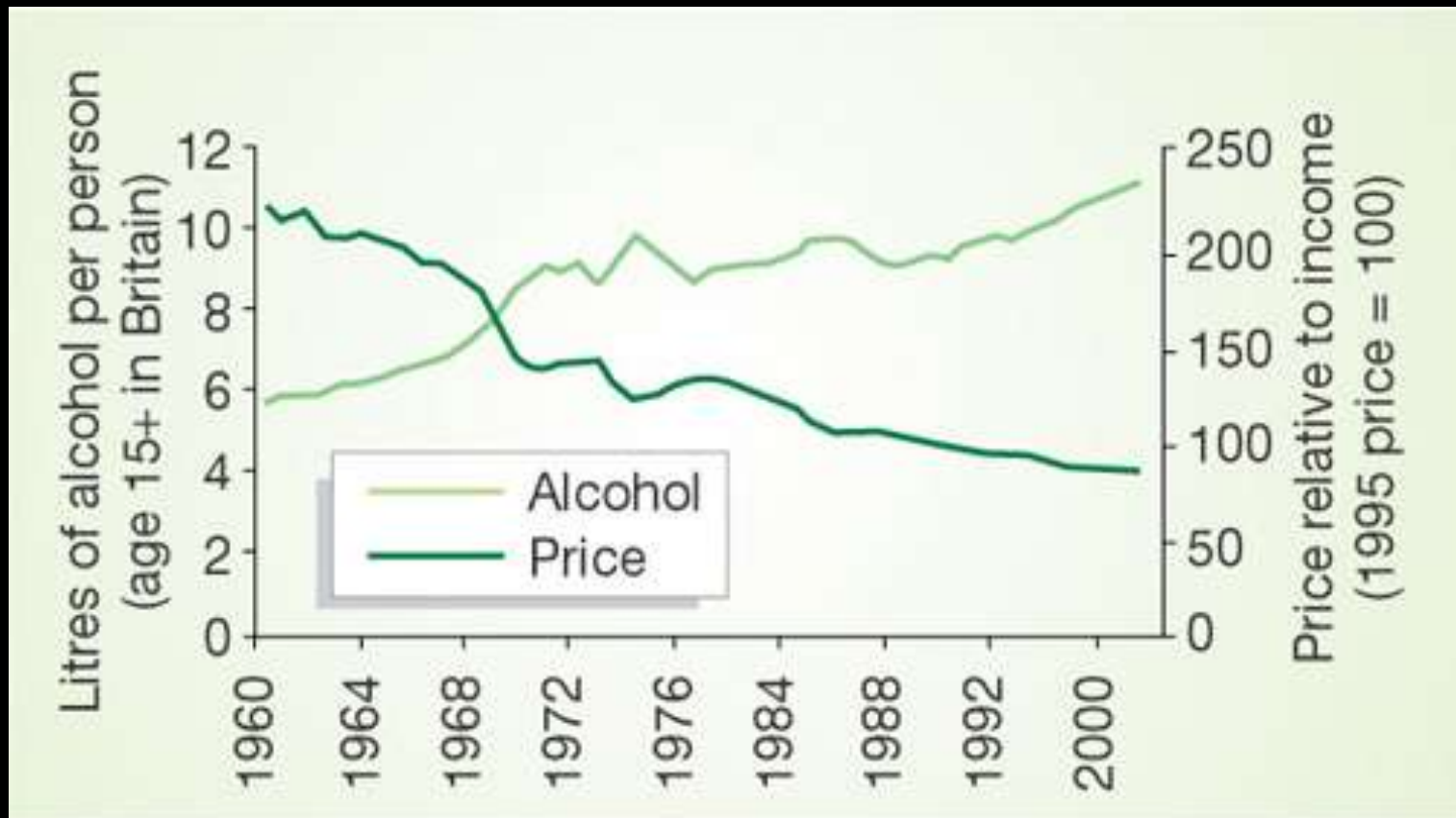
PLUS: Increase treatment opportunities for heavy drinkers

Based on Babor et al (2003)

Confirmed by Anderson et al (2009)

1. Raise alcohol prices

Relationship between price and how much alcohol is consumed



Academy of Medical Sciences, London, 2004

1. Raise alcohol prices

- Introduce a minimum price per unit of alcohol
(to reduce harmful drinking)
- Increase the current level of excise tax on alcohol
(to compensate for the harm)



2. Raise the purchase age



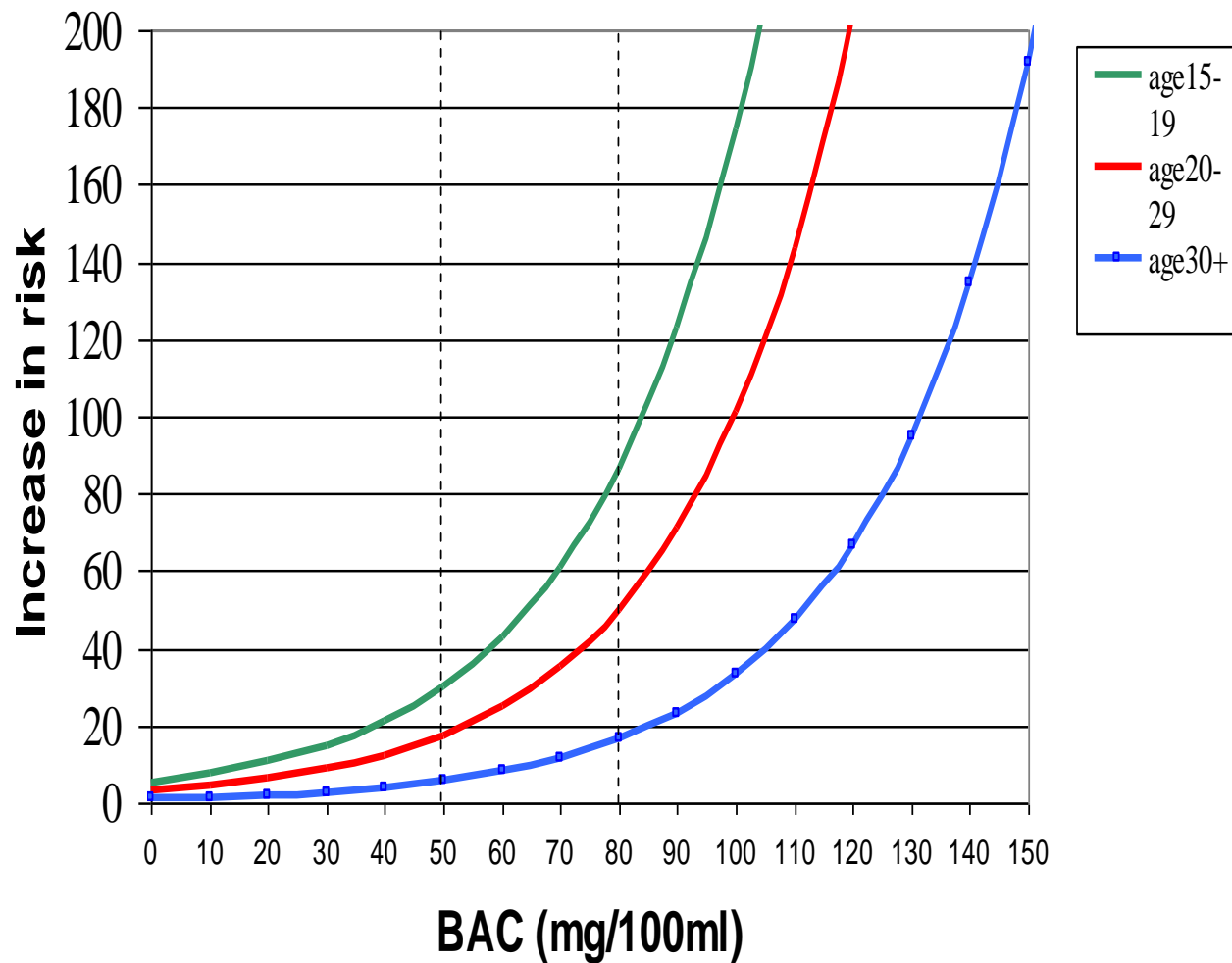
Minimum Purchasing Age for Alcohol and Traffic Crash Injuries Among 15- to 19-Year-Olds in New Zealand

(Kypri et al 2005)

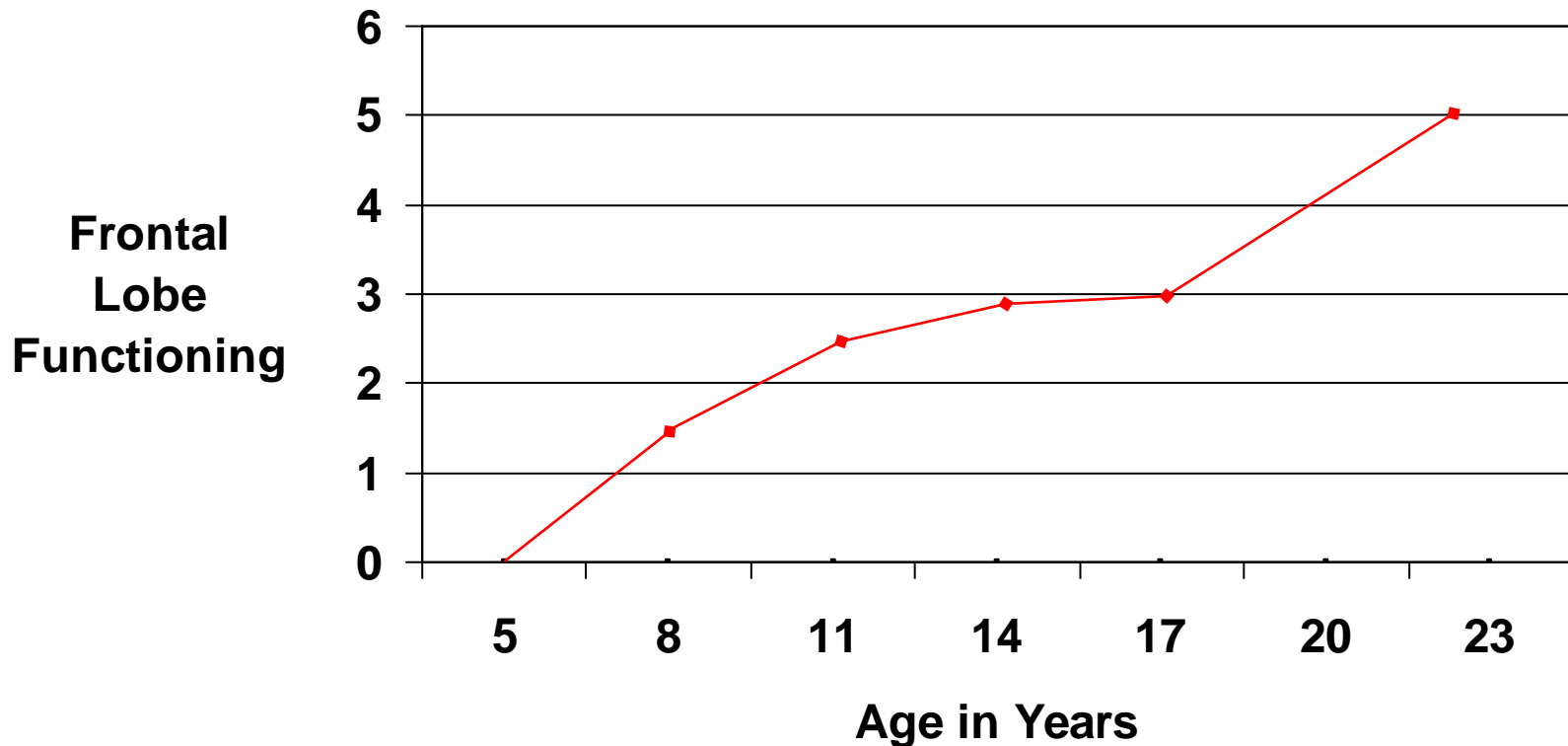
“Over the past 10 years since the drop in the purchase age in New Zealand from 20 years to 18 years there have been approximately 430 alcohol-related injury crashes involving 15-19 year-old drivers that would not have occurred had the age not been lowered”



Relative risk of fatal crash by blood alcohol level



Planning ability in children and adolescents



(Romine & Reynolds 2005)

Frontal lobe maturation in humans occurs by what age?

- a. 15 years
- b. 17 years - some
- c. 19 years - many
- d. 21 years - most
- e. 23 years

2. Raise the purchase age

Restore the minimum age for purchasing alcohol from any licensed premises to 20 years



3. Reduce alcohol accessibility (Outlets)

Return supermarkets and convenience stores to being alcohol-free



3. Reduce alcohol accessibility (Hours)

- Restrict the opening hours of all off-licenses on a nationwide basis from 10am to 10pm
- Restrict on-license premises from selling alcohol after 1am on a nationwide basis
- Provide for a standing extension to serve alcohol until 3am if the premises operates a one-way door policy whereby patrons can remain on the premises, but new patrons cannot enter the premises after 1am

4. Reduce marketing and advertising

Currently ~\$200,000 a day

**Normalising and maintaining
the heavy drinking culture**

**Just phoned to say
I love you.**

Yeah right.


Tui



DISTRACTING THE BOYS FROM THE TASK AT HAND SINCE 1889



Tui Girls



BE COINTREAUVERSIAL™
SIP OUT OF THE MAINSTREAM

The cointreau
1 part cointreau
2 parts vodka
shaken with ice
served with lemon juice



Jose Cuervo Especial® 40% alc/vol (80 proof) distilled from 100% agave. © 2004 Jose Cuervo & Co., Inc. All rights reserved. Jose Cuervo & Co., Inc. is a registered trademark of Jose Cuervo & Co., Inc.



PURSUE YOUR DAYDREAMS.



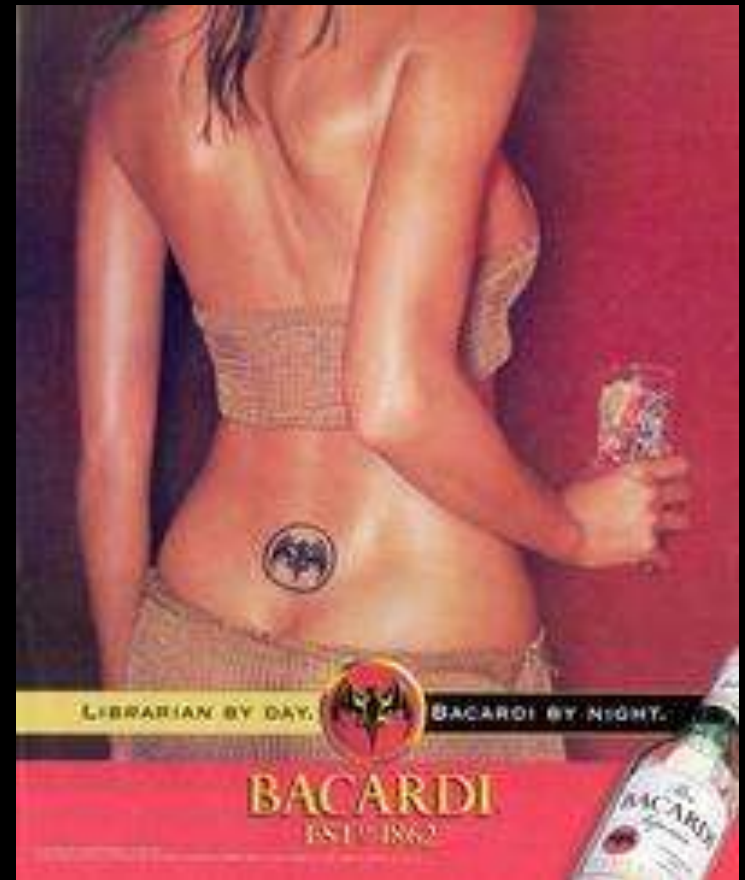
VIVE Cuervo

visit www.cuervo.com Drink responsibly.

Hecho en México. Desde 1795.



It's Friday night
Time to light the fuse



Librarian by day
Bacardi by night

**About half the marketing
spend is on sponsorship**

STAND BY NEW ZEALAND'S FINEST.



For richer for poorer * for better for worse * in sickness and in health * 'till death do us part.



Steinlager
PROFESSIONAL BEVERAGE



“NZ’s soul” sold to Steinlager for another four years



"Steinlager is a hugely iconic New Zealand brand and has been a valued supporter of the All Blacks and of rugby for a very long time," said NZRU chief executive Steve Tew.



YOU ARE THE TARGET

By Georgina Lovell



**BIG TOBACCO: LIES, SCAMS
- NOW THE TRUTH**

*"We don't smoke that shit,
We just reserve the right to sell it to the
young, the poor, the black and the stupid."*

RJ Reynolds Tobacco Executive



Title: Access to Confidential Alcohol Industry Documents: From 'Big Tobacco' to 'Big Booze'

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Please cite this paper as: Bond L, Daube M, Chikritzhs T. Access to Confidential Alcohol Industry Documents: From 'Big Tobacco' to 'Big Booze'. AMJ 2009, 1, 3, 1-26. Doi 10.4066/AMJ.2009.43

Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies (Anderson et al 2009)

“Alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol”



4. Reduce marketing and advertising

Introduce a New Zealand version of “Loi Evin”

- No alcohol promotion permitted through television, radio, cinema, billboard or internet advertising
- No alcohol promotion permitted through sponsorship of cultural or sporting events
- Limited advertising is permitted in printed media but must be limited to messages that provide information directly related to the product rather than selling values
- Marketing of alcohol at youth is explicitly prohibited

5. Increase drink-driving countermeasures

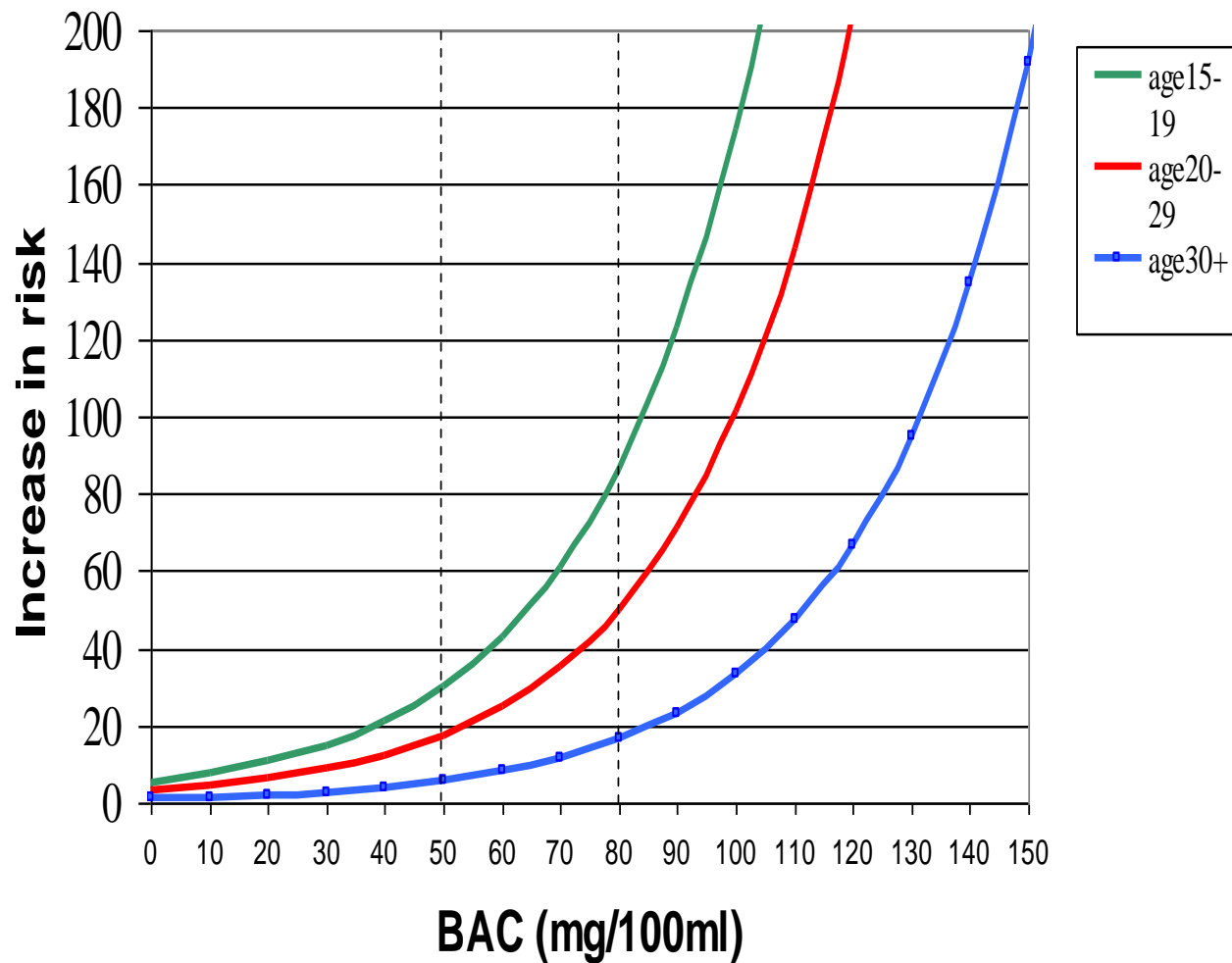
- Blood alcohol concentration (BAC) of 50mg/100ml (0.05) is a standard definition of intoxication

(Teplin & Lutz 1985)

- New Zealand's current BAC limit is 0.08 ie we permit people over the age of 20 to drive intoxicated



Relative risk of fatal crash by blood alcohol level



5. Increase drink-driving countermeasures

- Lower the BAC limit from 0.08 to 0.05 for those 20 years and over
- Lower the BAC limit to zero for those under 20 years

Countries with BAC limit of 0.05

Argentina

Australia

Austria

Belgium

Canada, Ontario

Denmark

Finland

France

Germany

Greece

Iceland

Italy

Luxembourg

Netherlands

Peru

Portugal

Serbia

South Africa

Spain

Switzerland

Thailand

Turkey

PLUS: Increase treatment opportunities for heavy drinkers

Seven suggestions by Sir Geoffrey and his team are all supported

BUT needing explaining is:

\$800 million excise tax on alcohol collected

\$70 million spent on alcohol treatment

The 5+ Solution

1. Raise alcohol prices
2. Raise the purchase age
3. Reduce alcohol accessibility
4. Reduce marketing and advertising
5. Increase drink-driving counter-measures

PLUS: Increase treatment opportunities for heavy drinkers

Based on Babor et al (2003)

Confirmed by Anderson et al (2009)

WARNING

**The alcohol industry
is not your friend**

WARNING

The alcohol industry is not your friend

Four key tactics used by the alcohol industry:

1. Portray alcohol as part of the ‘good life’ – associations with sex, fun, success, peer acceptance and independence
2. Link alcohol problems with an ‘irresponsible’ minority, losers who ‘can’t handle’ alcohol or have a genetic predisposition to experiencing problems with it
3. Be seen as part of the solution rather than part of the problem – advocate responsibility, personal choice and fulfilling lifestyles
4. Portray those who dare to question as “neo-prohibitionists” or other denigrating terms and try and marginalise them

Lawrence Wallack (1992)



Jack Anderson (1922-2005)

One of the fathers of modern
investigative journalism

*“The incestuous relationship
between government and big
business thrives in the dark”*

Be part of the solution

- Get involved in alcohol action
- New Zealand's harmful drinking culture will not spontaneously change by itself
- The alcohol industry will work very hard to maintain the status quo and their grip on the nation
- The government will not be courageous and stand up to the industry unless they hear the New Zealand public wants them to

Be part of the solution

1. Inform your family, friends, neighbours and colleagues about the ten things the alcohol industry won't tell them about alcohol
2. Write a submission to the Law Commission about the current harmful drinking culture and the 5+ Solution
3. Encourage your local and national politicians to support the 5+ Solution