



## Eurocare Bridging the Gap (BtG) Project

3rd meeting of the APN, Barcelona 11th-13th May 2006

# Stakeholders and country experience

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# Background

The alcohol industry is one of the 10 main Spanish industrial sectors, with a turnover of €11 million.

52,000 people are directly employed by the sector.

Despite the drop in consumption of alcohol (-26.7) and wine (-52.7) since 1980, Spaniards still drank 10.0 l pc and spent > €7000000 buying OH in 2003.

48% of Spaniards drink weekly, and 14% daily.

12.3% of adolescents are hazardous drinkers.

Binge drinking is becoming a huge problem among youths.

The industry (wine!) claims that they are loosing sales

*Do Spaniards drink too much or too little?*



# The role of the Alcohol Industry

- The industry is concerned about the decline in alcohol consumption, the precedent of the tobacco battle and the threat of a forthcoming law on alcohol.
- The industry, directly or via a social aspect organization, pretends to be engaged in prevention, offering educational programmes but opposing regulations, alcohol checkpoints and any increase in taxes.

# The Wine sector





# Wine sector (FIVIN)



- Investigates the health benefits of wine and cava
- Insists on the **exclusion of wine** from the Regulation on health claims
- **Opposes** the drink driving policy and claims against the **checkpoints**.
- Asked the Spanish Directorate of Traffic to **erase any reference to wine** from the latest Road Safety campaign, *because wine doesn't cause any car accidents.*



# The Brewers



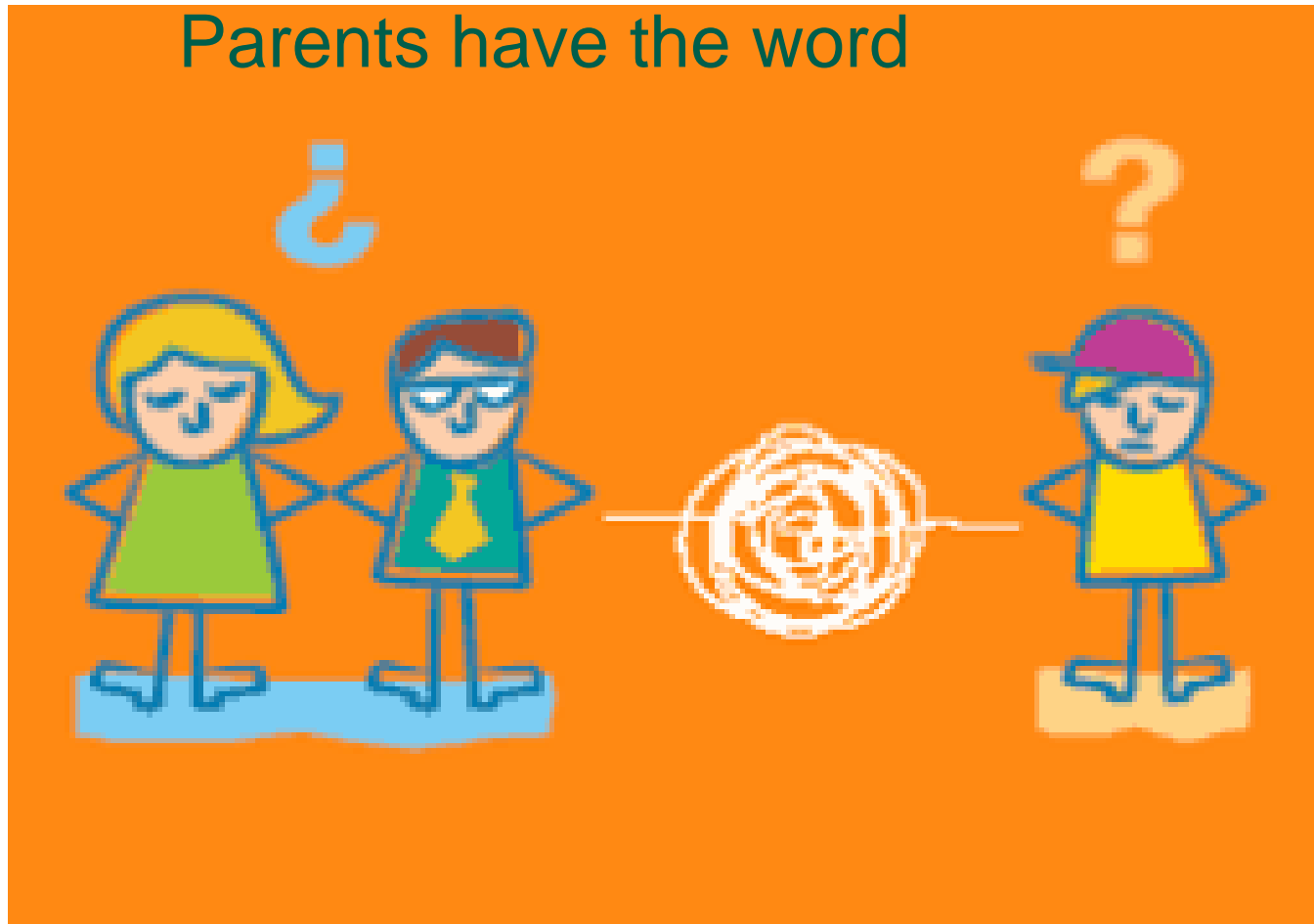


- They sponsor a scientific body – **the Beer and Health centre** - aimed at studying the virtues of beer and at including it as part of the Mediterranean diet



<http://www.cervezaysalud.com>

- They sponsor preventive activities



“not to worry about it but to deal with it”.





● And contribute to traffic safety... via non-alcoholic beer

**La Carretera te pide SIN**

El alcohol y la conducción son incompatibles  
Si vas a conducir bebe cerveza sin alcohol

CONSEJO REGULADOR DE LA BEBIDA SIN ALCOHOL

The Road asks you to be alcohol free

# The Brewers

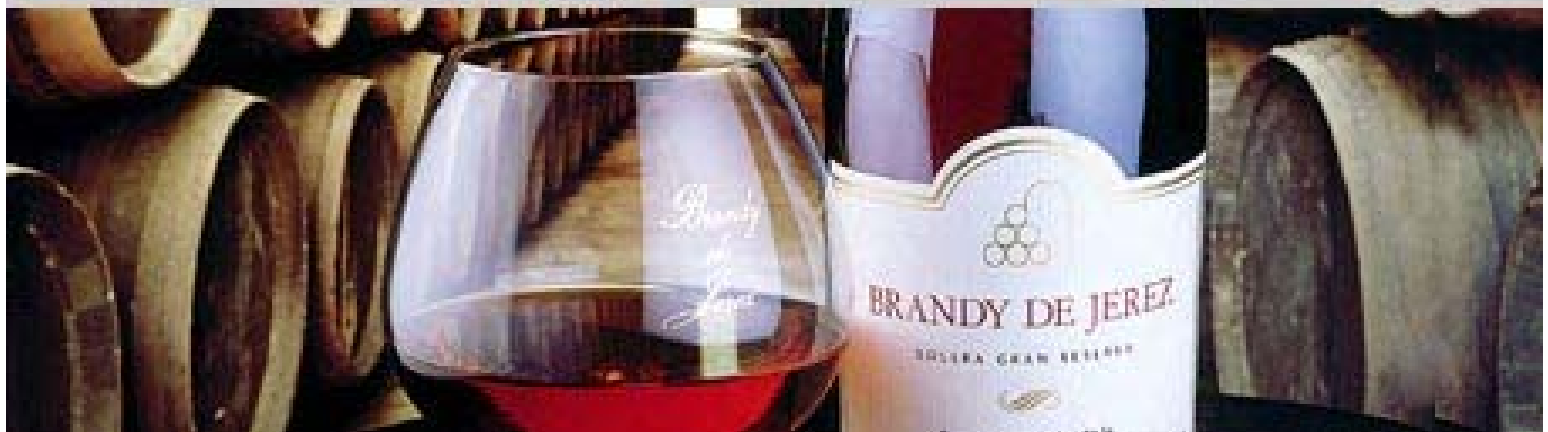
Meanwhile they associate beer with skiing and skating





# The spirits producers

- FEBE (Spanish Federation of Spirits)  
Committed to an *active responsibility* in fighting alcohol *abuse* via warning against consumption to *at-risk groups* (minors, drivers and pregnant women)





# The spirits producers

- FEBE (Spanish Federation of Spirits)  
Commitment embodied by
  - ✓ Reinforcement of ethical self-regulation
  - ✓ Creation of the Alcohol and Society Foundation (FAS)

*Fundación  
Alcohol y Sociedad*

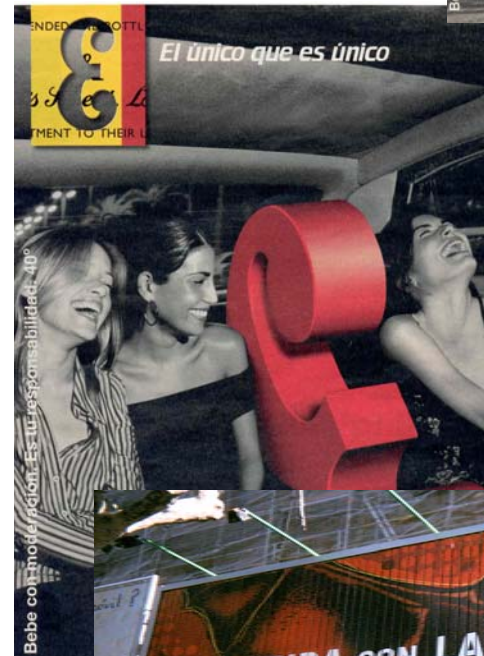
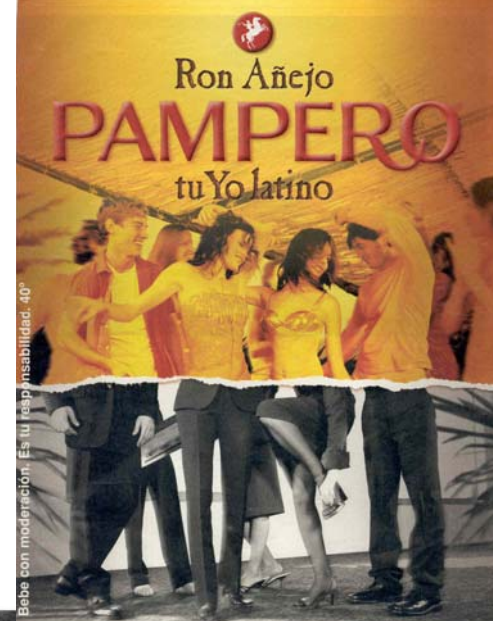




# The spirits producers

## FAS trustees:

Allied Domecq Spain, Spanish Brandy Association, Bacardi Spain, Diageo Spain, Larios Pernod Ricard and FEBE



“Ethical self-regulation”



# The spirits producers

## FAS AIMS:

- The search for **comprehensive solutions**
- To disclose **the truth** about the effects of alcoholic beverages
- To find viable solutions **far removed from demagogic approaches**
- To provide **research, support and guidance**
- To mitigate effect of **irresponsible consumption**
- To actively search for a **trustworthy collaboration** with the politicians, scientists, parents, unions, etc.



# The spirits producers



## FAS MAIN TOPICS

- ✓ *One driver per night*

Designated driver campaign aimed at discos' visitors with institutional and private support.

- ✓ *Alba Project "Youth and Alcohol"*

Aimed at 12-18 year-old pupils with the aim of providing them with *"objective, concise and realistic information..."* (every problem linked to "abuse", even traffic crashes, although consumption is not recommended to minors or drivers)



Diageo promotes prevention via awareness campaigns among party goers

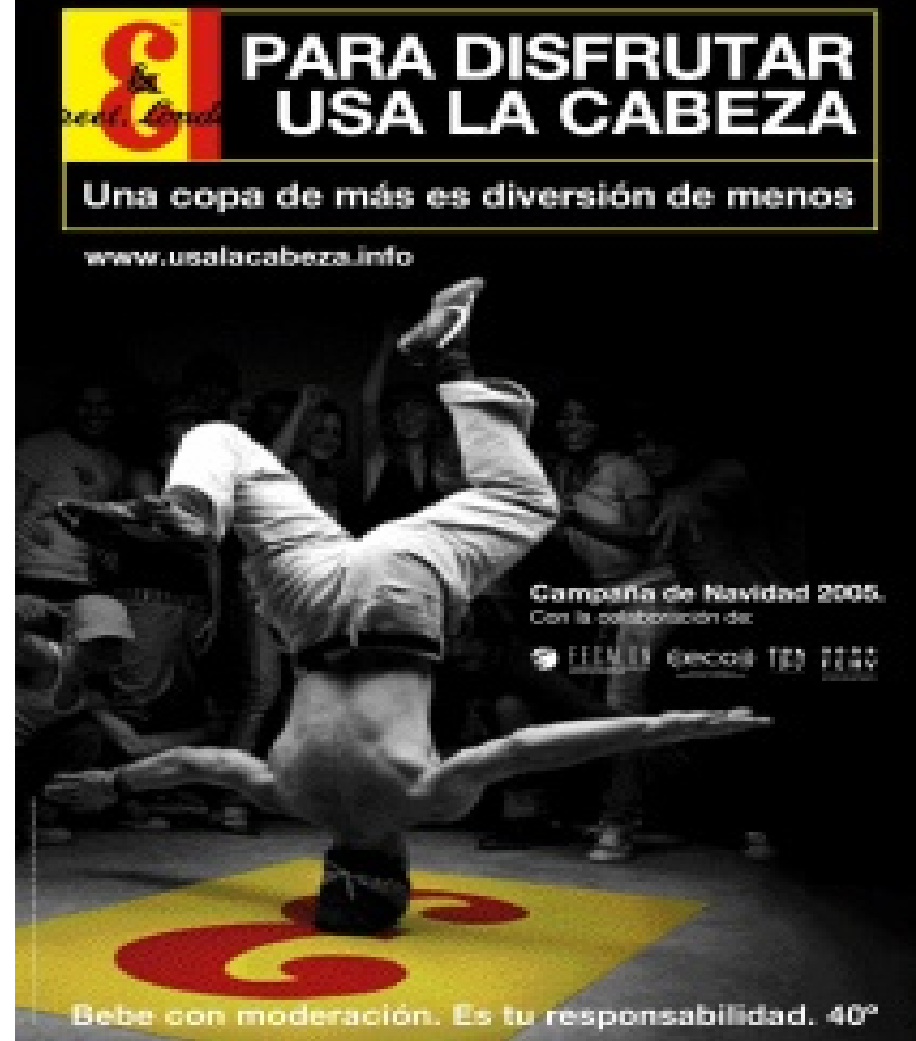
**TO AMUSE YOURSELF, USE YOUR HEAD**

One over the top, and the fun goes down

*Drink with moderation. It's your responsibility.*

Diageo also organizes whisky cruises within the promotional campaign

**Nightology, reinvent the night**







# RELATIONSHIPS BETWEEN THE ALCOHOL INDUSTRY AND THE GOVERNMENTAL ORGANIZATIONS

There is an ambivalent relationship.

The industry has 2 faces:

- ❖ a “good one”, eager to engage in prevention activities, aimed at preventing *irresponsible drinking by vulnerable drinkers*, and
- ❖ a “bad one”, opposing any measures aimed at curbing availability and overall consumption

The governmental departments also differ in their interests and relationships to industry, with the health sector often confronted with the economic sector



# RELATIONSHIPS BETWEEN THE ALCOHOL INDUSTRY AND THE GOVERNMENTAL ORGANIZATIONS

## *"The good face"*

Agreements signed up between FEBE and some key municipalities, the industry offering 4 action areas:

- Education in responsible drinking (school programme and designated driver campaign)
- Research studies on alcohol and society
- Prosecution and control of fraud to the consumers (?)
- Monitoring and control of publicity messages (?)

Wide governmental support for the designated driver



# RELATIONSHIPS BETWEEN THE ALCOHOL INDUSTRY AND THE GOVERNMENTAL ORGANIZATIONS

## *"The bad face"*

The industry opposes the increase of taxes, the statutory publicity control, and even the BAC checkpoints.

The industry lobbies against alcohol prevention draft laws while it continues breaking the publicity law and even their own communication code.



## IN SUMMARY

- The industry is trying to have its voice heard in the Spanish alcohol policy and, to some extent, it's succeeding to do so, in spite of its clearly contradictory behaviour. The wine industry has a broad support.
- Spanish wines and brandies are a business and a flag. The alcohol sector needs a market-friendly prevention.
- Concerning the role of the alcohol industry, Spain is not so different.



Brandy symbol