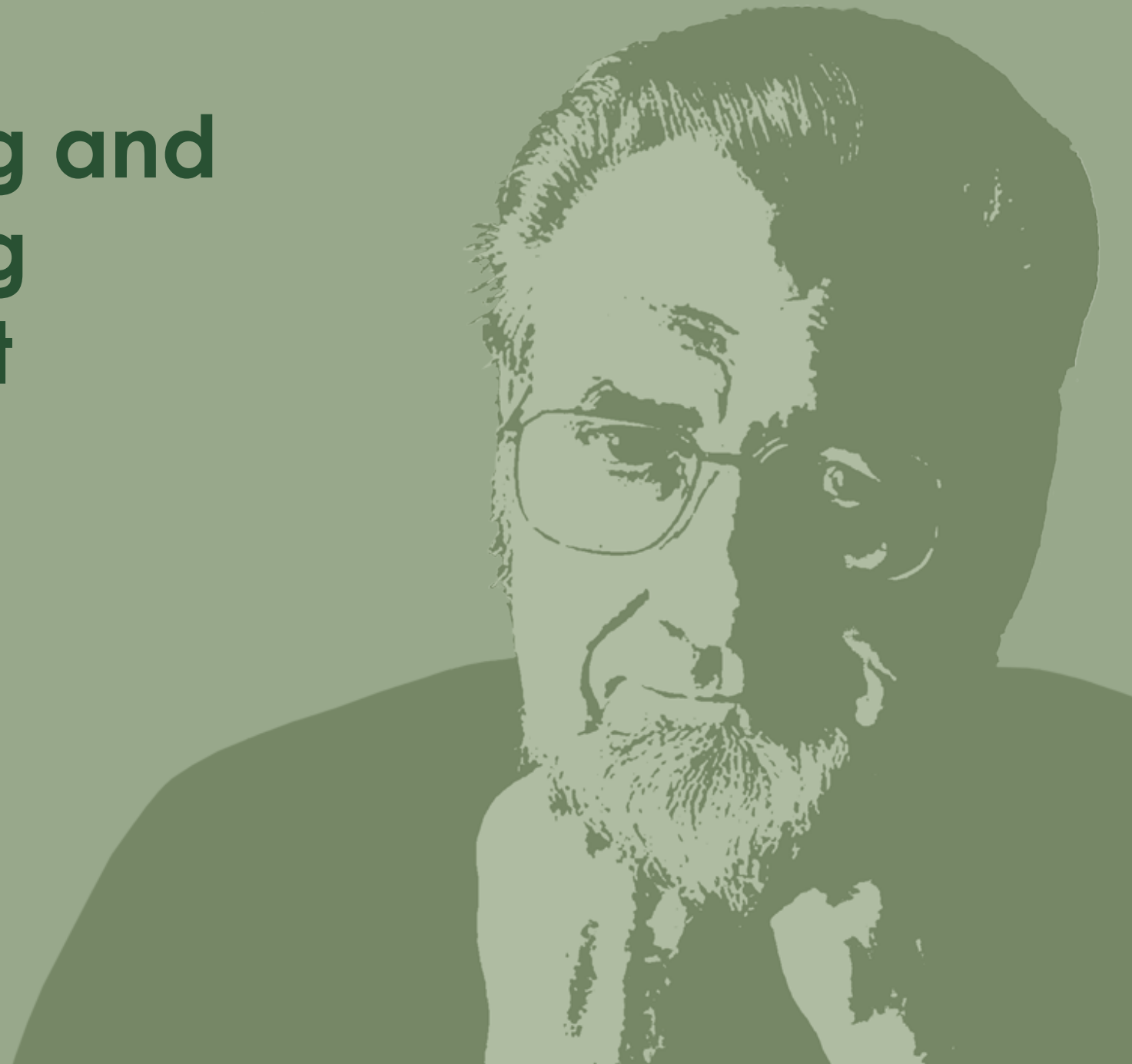


Alcohol marketing and underage drinking consensus project

November 3, 2017
Atlanta, GA

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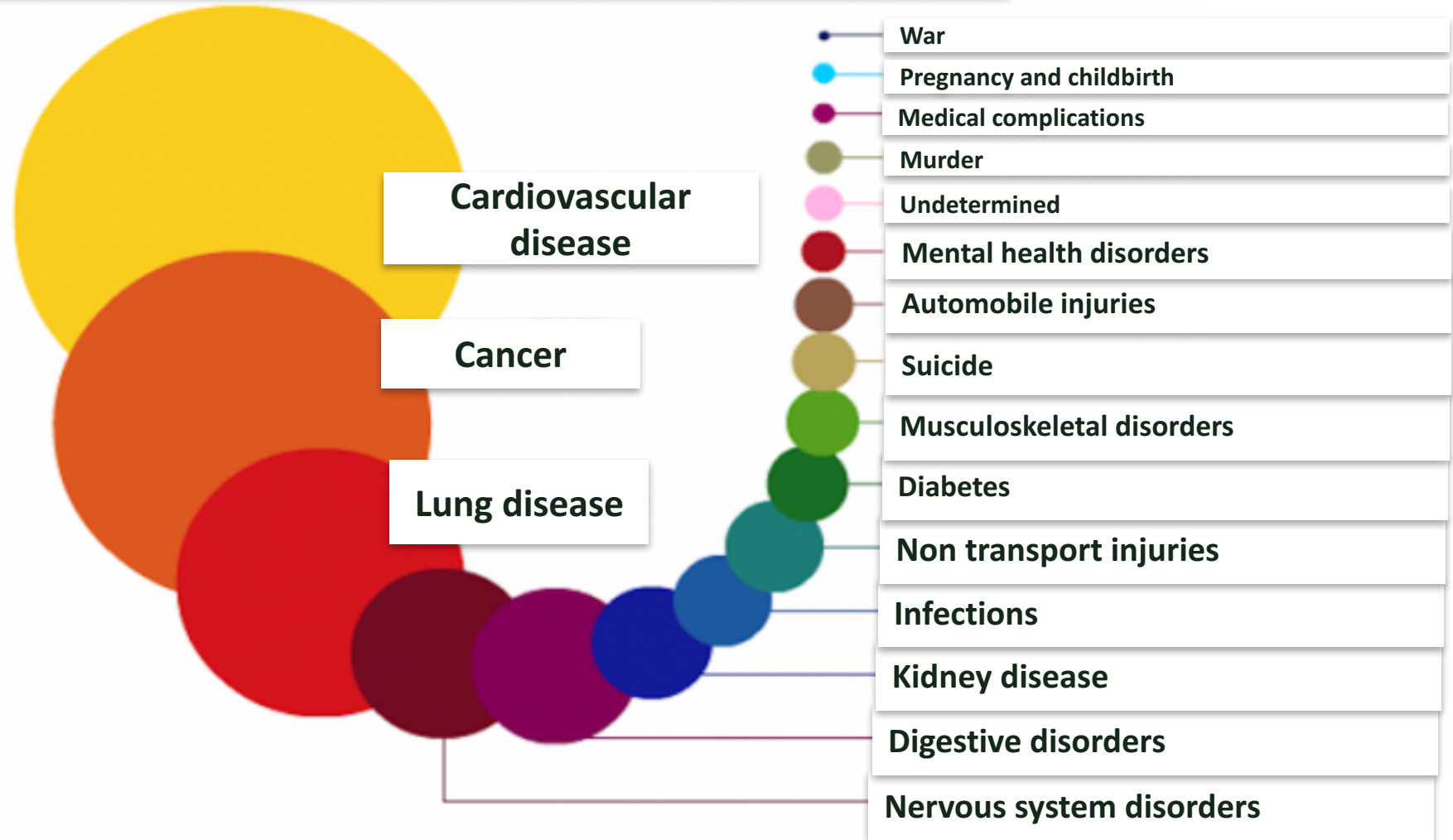
Mission Statement

- The mission of the C. Everett Koop Institute is to advance health and well-being through disease prevention.
- The Institute seeks to better understand health threats posed by consumer products such as tobacco, alcohol, and highly processed foods — and to promote policies and interventions that protect the public health.

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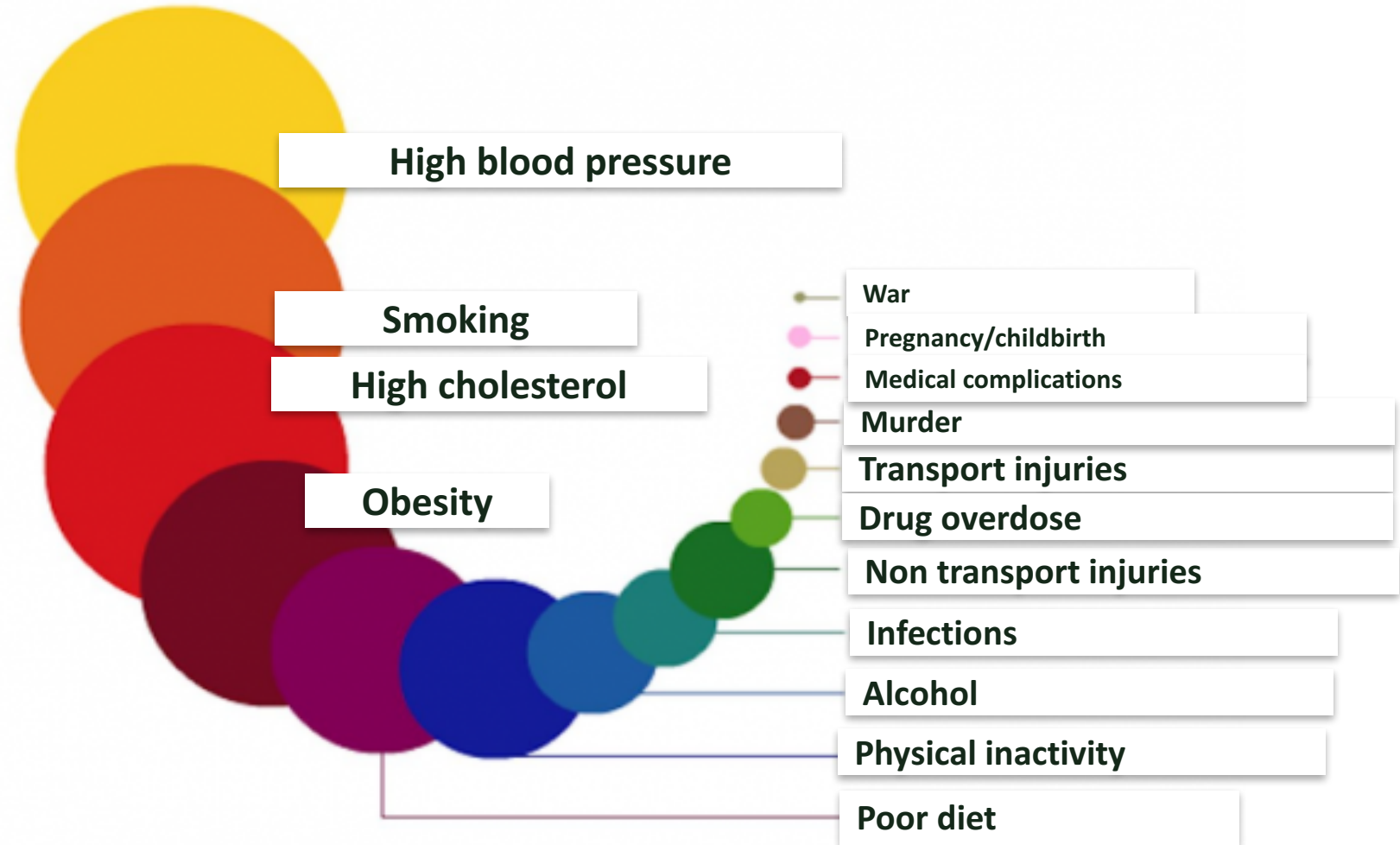
Leading Causes of Death in Perspective



NHS



Risks leading to death in perspective



NHS



Background

- PA-11-015 Alcohol marketing and youth drinking
- Of particular interest are the following questions:
 - 1. Is there a direct causal relationship between exposure to various forms of alcohol marketing and alcohol-related attitudes/behaviors among youth?
 - 2. What social and psychological processes or mechanisms might underlie the effects of alcohol advertising and other promotions on youth drinking (e.g., extensive exposure, repetition of ads, discussion of advertisements among peers, etc.)?
 - 3. What variables appear to mediate or moderate these effects (e.g., alcohol expectancies, family history, peer influence)? For instance, do advertisements and promotions have different effects among persons who have already initiated drinking relative to those who have not yet begun to drink, or on those who drink and reach criteria for abuse or dependence relative to those who do not meet such criteria?
 - 4. How do alcohol advertisements influence brain activity, what mediates the responses, and how do such changes in brain function relate to the impact of alcohol advertisements on drinking?



Alcohol Marketing and Underage Drinking

NIAAA 021347—James Sargent & Todd Heatherton

- Aim 1: Theoretical plausibility. To examine and report the content and themes communicated in television alcohol marketing.
- Aim 2: Biological plausibility. To understand young adult fMRI brain responses to alcohol advertising.
- Aim 3: Epidemiologic plausibility. To establish the strength and dose-response characteristics of the longitudinal association between alcohol marketing and youth alcohol use, independent of other risk factors, and specific to alcohol advertising content.

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Content Themes of Alcohol Advertising in U.S. Television— Latent Class Analysis

Matthis Morgenstern, Franziska Schoeppe, Julie Campbell, Marloes W. G. Braam,
Michael Stoolmiller, and James D. Sargent

Table 3. Top 5 Class Indicators and Proportion of Ads of Each Product Type and Brand Belonging to a Class

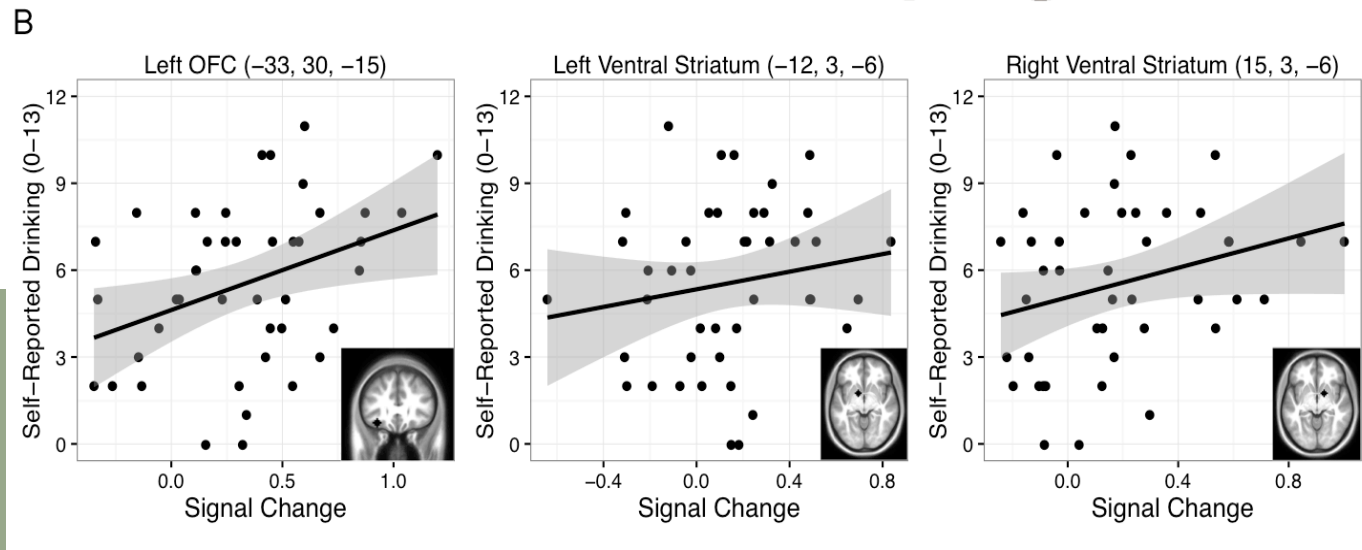
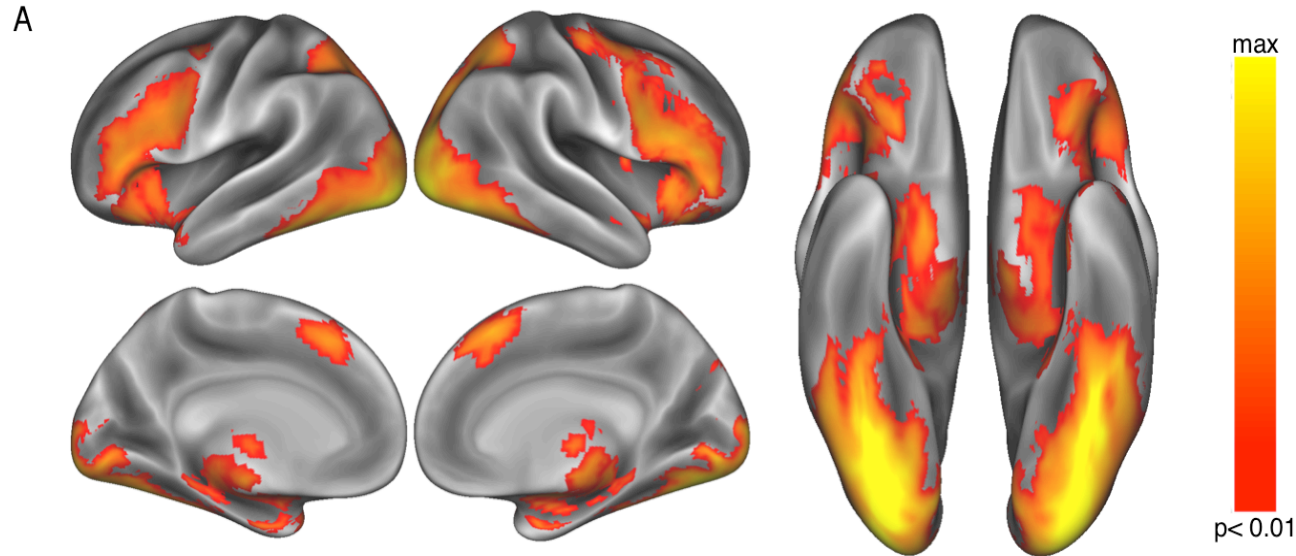
Class 1: "Partying"		Class 2: "Quality"		Class 3: "Sports"		Class 4: "Manly"		Class 5: "Relax"	
Indicator	Prob.	Indicator	Prob.	Indicator	Prob.	Indicator	Prob.	Indicator	Prob.
Humor	0.73	Quality	0.55	Humor	0.78	Manly	1.00	Artistic	0.77
Friends	0.34	Friends	0.31	Sports	0.75	Humor	0.63	Relax	0.70
Partying	0.32	Artistic	0.30	Friends	0.73	Artistic	0.58	Friends	0.65
Love	0.26	Taste	0.25	Manly	0.09	Luxury	0.57	Sexy	0.40
Sexy	0.23	Tradition	0.12	Relax	0.08	Friends	0.42	Taste	0.35

% of ads ($n = 581$)

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Biological Plausibility



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Original Investigation

Cued Recall of Alcohol Advertising on Television and Underage Drinking Behavior

Susanne E. Tanski, MD, MPH; Auden C. McClure, MD, MPH; Zhigang Li, PhD; Kristina Jackson, PhD; Matthis Morgenstern, PhD; Zhongze Li, MS; James D. Sargent, MD

IMPORTANCE Alcohol is the most common drug among youth and a major contributor to morbidity and mortality worldwide. Billions of dollars are spent annually marketing alcohol.

OBJECTIVE To examine the reach of television alcohol advertising and its effect on drinking among underage youth.

CONCLUSIONS AND RELEVANCE Receptivity to television alcohol advertising predicted the transition to multiple drinking outcomes. The findings are consistent with the idea that marketing self-regulation has failed to keep television alcohol advertising from reaching large numbers of underage persons and affecting their drinking patterns.

+ Supplemental content at jamapediatrics.com

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Alcohol Marketing Consensus Project

- Aim 5. Integrating and summarizing the literature. To summarize the extant literature on the association between alcohol marketing youth alcohol use. Understanding that no single study can prove causality, we plan to conduct and publish an evidence-based summary of the published evidence in year 5.





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Top U.S. Alcohol Researcher Joins DISCUS to Head Industry's Scientific Affairs Office

November 29, 2012 01:00 PM

DISCUS Launches Enhanced Moderation Initiative

WASHINGTON, DC – The Distilled Spirits Council (DISCUS) announced that one of the U.S. government's former top alcohol research scientists will head up the industry trade association's Office of Scientific Affairs and lead a multi-pronged, multi-year enhanced moderation initiative.

Dr. Sam Zakhari, former director of the Division of Metabolism and Health Effects at the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the country's lead agency on alcohol and health, will advise the Council and the industry on matters related to scientific policy and research.



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Peterson, Trevor (NIH/NEI) [E]

From: Samir Zakhari [REDACTED]
Sent: Wednesday, July 30, 2014 8:01 PM
To: Koob, George (NIH/NIAAA) [E]
Subject: Re: Commentary in Baltimore Sun about an NIAAA grantee, David Jernigan

Thanks, George

I am 100% sure that you will spend research money on real science. You have several people in the division of epidemiology who push to fund this kind of research out of sheer ignorance or because they are sympathetic. This kind of research not only wastes precious research dollars but also damages NIAAA's stature within the NIH community.

Best regards,
Sam

Sent from my iPad

> On Jul 30, 2014, at 6:11 PM, "Koob, George (NIH/NIAAA) [E]" <george.koob@nih.gov> wrote:
>
>
> Sam: For the record. This will NOT happen again. It was funded over 3
> years ago under a PA that does not exist anymore. I will NOT be
> funding this kind of work under my tenure. Best wishes george



Member introductions

- Your main research interests and your role in this project
- Who am I?

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Alcohol Marketing Consensus Project

- Observation
 - We have consensus on tobacco marketing and youth smoking
 - Alcohol marketing science not markedly different
- Aims
 - Summarize alcohol marketing and its relation to underage drinking from multiple scientific perspectives
 - Behavioral science, epidemiology, econometrics, neuroscience
 - Publish in a special issue
 - Develop scientific consensus
 - Publish a consensus statement



Alcohol Marketing Consensus Project

- Utrecht meeting with international collaborators
- Set out a plan:
 - Present the evidence
 - Develop consensus

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Presenting the Evidence

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10 Proposed Reviews

To be published in a supplement of JSAD:

1. The alcohol marketing landscape (*Jernigan*)
2. Descriptive studies of advertising content (*Ross*)
3. Alcohol marketing regulatory environment (*pending*)
4. Neurobiological plausibility (cue-reactivity) (*Courtney & Heatherton*)
5. Psychological theory, plausible mediators (*Jackson & Bartholow*)
6. Alcohol marketing (cue reactivity) and its influence on people who are dependent (*pending*)



7. Systematic review of cross-sectional studies of marketing and alcohol use *(Finan, Lipperman-Kreda, & Grube)*
8. Cochrane Review of longitudinal and experimental studies of alcohol marketing and alcohol use *(Cukier et al.)*
9. Review of econometric studies *(Saffer)*
10. Landscape of alcohol marketing in low and middle income countries *(Babor)*
11. Systematic review of the influence of digital marketing on alcohol use *(Noel)*
12. Causality by analogy *(pending)*



Cochrane Review

- What is the Cochrane Library?
- Why Cochrane?





About Cochrane

What do we do?

Cochrane exists so that healthcare decisions get better. During the past 20 years, Cochrane has helped to transform the way health decisions are made. We gather and summarize the best health evidence from research to help you make informed choices about treatment.

Who is Cochrane for?

Cochrane is for anyone who is interested in using high-quality information to make health decisions. Whether you are a doctor or nurse, patient or carer, researcher or funder, Cochrane health evidence provides a powerful tool to enhance your healthcare knowledge and decision making.

Who are we?

We are a global independent network of researchers, professionals, patients, carers, and people interested in health.



Relevant and interesting papers to discuss at your next Journal Club meeting.



About the Cochrane Library

The Cochrane Library (ISSN 1465-1858) is a collection of six databases that contain different types of high-quality, independent evidence to inform healthcare decision-making, and a seventh database that provides information about Cochrane groups.

[Editorial staff and editorial board](#) | [Oversight Committee](#) | [Databases](#)

Editorial staff and editorial board

Editor in Chief

Dr David Tovey is the first Editor in Chief of the Cochrane Library (since 2009).

Editorial board

The *Cochrane Database of Systematic Reviews* editorial board is made up of **Co-ordinating Editors of each Cochrane Review Group**.

Cochrane Review Group editorial teams

Each Cochrane Review Group includes one or more Co-ordinating Editors, Managing Editors, and Trials Search Co-ordinators, also supported by a team of specialist editors. Information about each

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About Cochrane Reviews

What is a systematic review?

A systematic review attempts to identify, appraise and synthesize all the empirical evidence that meets pre-specified eligibility criteria to answer a given research question. Researchers conducting systematic reviews use explicit methods aimed at minimizing bias, in order to produce more reliable findings that can be used to inform decision making. (See Section 1.2 in the *Cochrane Handbook for Systematic Reviews of Interventions*.)

What is a Cochrane Review?

Cochrane Reviews are systematic reviews of research in healthcare and health policy that are published in the *Cochrane Database of Systematic Reviews*. There are five types of Cochrane Review:

1. **Intervention reviews** assess the benefits and harms of interventions used in healthcare and health policy.
2. **Diagnostic test accuracy reviews** assess how well a diagnostic test performs in diagnosing and detecting a particular disease.
3. **Methodology reviews** address issues relevant to how systematic reviews and clinical trials are conducted and reported.



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The Cochrane Reviews in the *Cochrane Database of Systematic Reviews* are prepared by authors who register titles with one of 52 Cochrane Review Groups. Each Cochrane Review Group focuses on a specific topic area and is led by a Co-ordinating Editor(s) and an editorial team including a Managing Editor and an Information Specialist. The Cochrane Review Groups provide authors with methodological and editorial support to prepare Cochrane Reviews, and manage the editorial process, including peer review.

The Co-ordinating Editors form the Editorial Board.

All Co-ordinating Editors and other Cochrane Review Group members must provide **declarations of conflicts of interest.**

Tobacco Addiction

Dr Tim Lancaster, University of Oxford, UK

Cochrane Review Group	Co-ordinating Editor(s)
Acute Respiratory Infections	Prof Chris Del Mar, Bond University, Australia
Airways	Dr Chris Cates, St George's, University of London, UK

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Cochrane Database of Systematic Reviews

Impact of tobacco advertising and promotion on increasing adolescent smoking behaviours

New search

Review

Intervention

Chris Lovato , Allison Watts, Lindsay F Stead

First published: 5 October 2011


Editorial Group: [Cochrane Tobacco Addiction Group](#)

DOI: [10.1002/14651858.CD003439.pub2](https://doi.org/10.1002/14651858.CD003439.pub2) [View/save citation](#)

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 score 26

Abstract

 English | French



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Drugs and Alcohol

Dr Laura Amato, Lazio Regional Health Service, Italy

Dr Marina Davoli, Lazio Regional Health Service, Italy

Cochrane Review Group	Co-ordinating Editor(s)
Acute Respiratory Infections	Prof Chris Del Mar, Bond University, Australia
Airways	Dr Chris Cates, St George's, University of London, UK

Our systematic reviews are based mainly on all Randomised Controlled Trials and Controlled Clinical Trials that describe an active intervention (including prevention, treatment and rehabilitation) aimed at reducing the potential for harm or the actual harm directly related to the use of different dependence producing substances.

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The Co-ordinating Editors form the Editorial Board.
All Co-ordinating Editors and other Cochrane Review Group members declare their **declarations of conflicts of interest.**

Our reviews focus on topics that address health and other outcomes at the population level, helping government and non-government agencies achieve health, wellbeing, learning and social outcomes.

We prioritise topics within the structural and social determinants of health, operating at the level of community, systems, policy, legislation and regulation. This includes interventions and contexts that operate outside of the health service system, such as education, transport, the built environment, agriculture, child care and social services.

Drugs and Alcohol

Dr Laura Amato, Lazio Regional Health Service, Italy
Dr Marina Davoli, Lazio Regional Health Service, Italy

Public Health

Dr Rebecca Armstrong, University of Melbourne, Australia
Dr Hilary Thomson, University of Glasgow, UK

Cochrane Review Group	Co-ordinating Editor
Acute Respiratory Infections	Prof Chris Del Mar, Bond University, Australia
Airways	Dr Chris Cates, St George's, University of London, UK



Cochrane Systematic Review

- Review of Longitudinal research to date
- Review of Experimental research to date
- Exhaustive search strategy
 - Used to populate studies for other reviews, e.g., cross sectional studies
- Becomes a Cochrane Review
- Updatable



Cochrane Systematic Review

- Conclusion of the Tobacco Review:
 - Authors' conclusions
 - Longitudinal studies consistently suggest that exposure to tobacco advertising and promotion is associated with the likelihood that adolescents will start to smoke. Based on the strength and specificity of this association, evidence of a dose-response relationship, the consistency of findings across numerous observational studies, temporality of exposure and smoking behaviours observed, as well as the theoretical plausibility regarding the impact of advertising, we conclude that tobacco advertising and promotion increases the likelihood that adolescents will start to smoke.



Reaching Scientific Consensus

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Why is scientific consensus important?

- Can be the basis for more effective regulation
- Surgeon General Reports on smoking
- Bradford-Hill criteria for causality



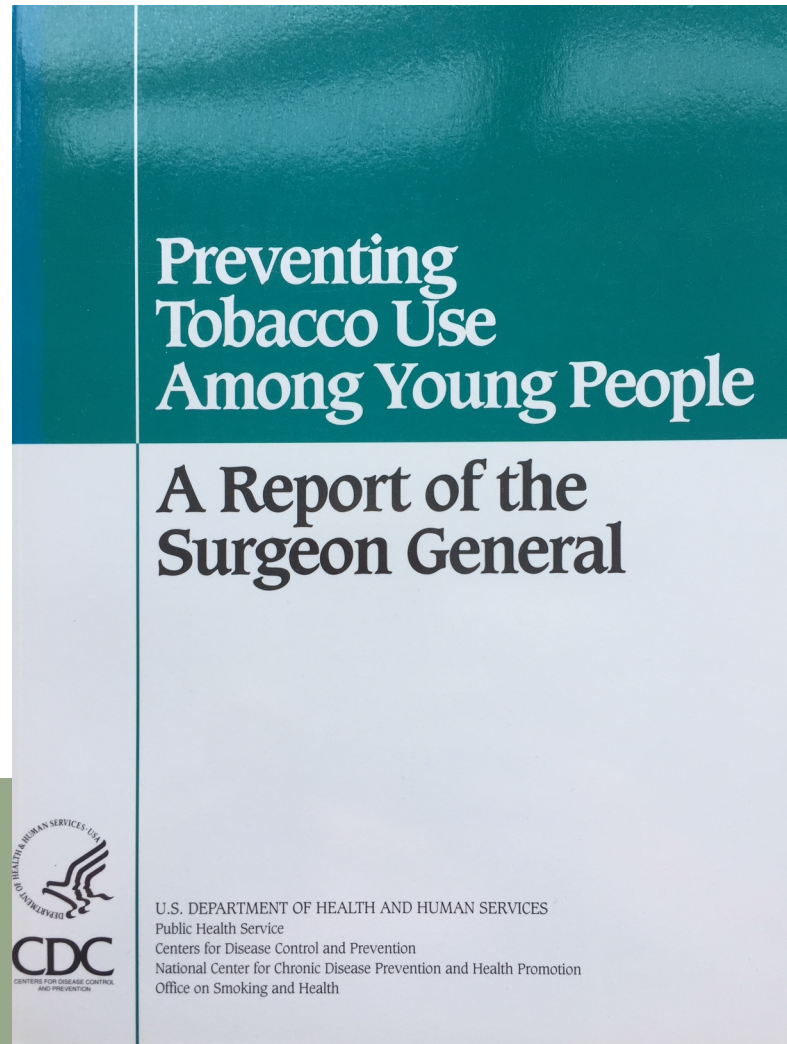
Scientific Statements on Tobacco Marketing and Youth Smoking

- Tobacco marketing summaries
 - 1994 Surgeon General Report
 - 2009 NCI Monograph
 - 2012 Surgeon General Report

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1994: Preventing Tobacco Use Among Young People—A Report the Surgeon General



YOUTH & TOBACCO

**Preventing Tobacco Use
Among Young People**

**A Report
of the
Surgeon
General**

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1994: Preventing Tobacco Use Among Young People—A Report the Surgeon General

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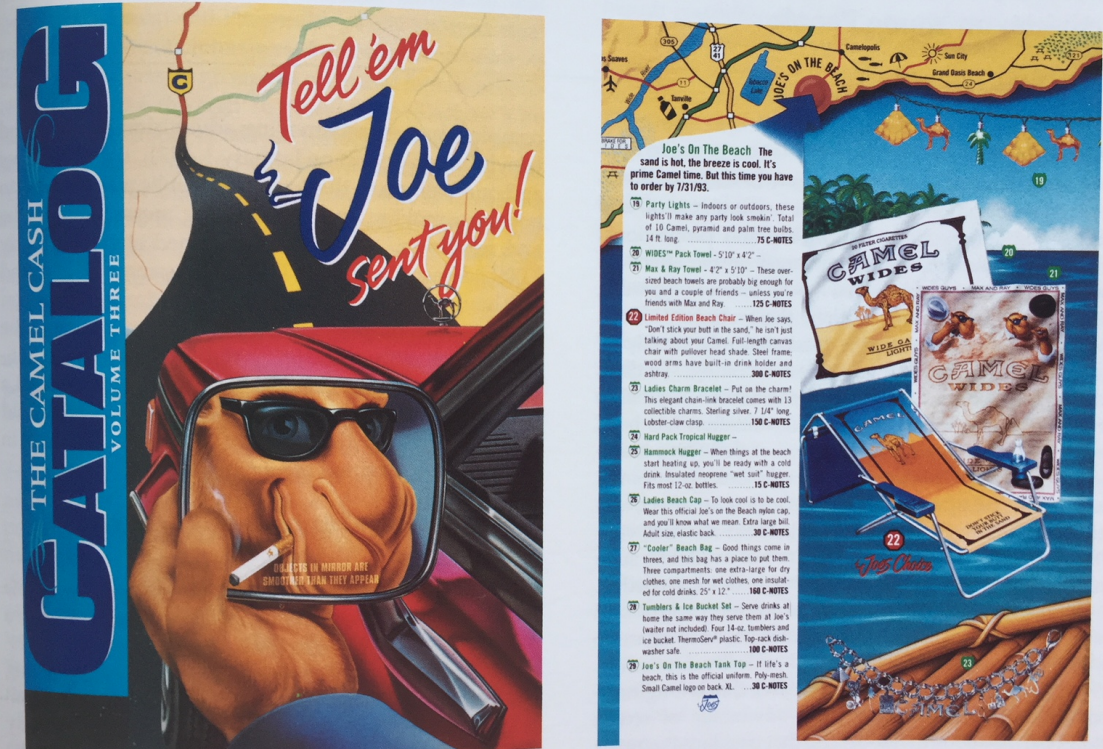
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Figure 2. Pages from *The Camel Cash Catalog*, Volume Three



Source: R.J. Reynolds Tobacco Co. (1992).



1994: Preventing Tobacco Use Among Young People—A Report the Surgeon General

YOUTH & TOBACCO

**Preventing Tobacco Use
Among Young People**

**A Report
of the
Surgeon
General**

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1994 Surgeon General Report: Conclusions

- Young people continue to be a strategically important market for the tobacco industry.
- Young people are currently exposed to cigarette messages through print media (including outdoor billboards) and through promotional activities, such as sponsorship of sporting events and public entertainment, point-of-sale displays, and distribution of specialty items.



1994 Surgeon General Report: Conclusions

- Cigarette advertising uses images rather than information to portray the attractiveness and function of smoking. Human models and cartoon characters in cigarette advertising convey independence, healthfulness, adventure-seeking, and youthful activities—themes correlated with psychosocial factors that appeal to young people.



1994 Surgeon General Report: Conclusions

- Cigarette advertisements capitalize on the disparity between an ideal and actual self-image and imply that smoking may close the gap.



1994 Surgeon General Report: Conclusions

- Cigarette advertising appears to affect young people's perceptions of the pervasiveness, image, and function of smoking. Since misperceptions in these areas constitute psychosocial risk factors for initiation of smoking, cigarette advertising appears to increase young people's risk for smoking.



19

The Role of the Media in Promoting and Reducing Tobacco Use

Edited by
Ronald M. Davis, M.D.
Elizabeth A. Gilpin, M.S.
Barbara Loken, Ph.D.
K. Viswanath, Ph.D.
Melanie A. Wakefield, Ph.D.

Preventing Tobacco Use Among Youth and Young Adults

A Report of the Surgeon General



Conclusions: 2009 NCI Monograph, 2012 SGR

- The evidence is sufficient to conclude that there is a causal relationship between advertising and promotional efforts of the tobacco companies and the initiation and progression of tobacco use among young people.



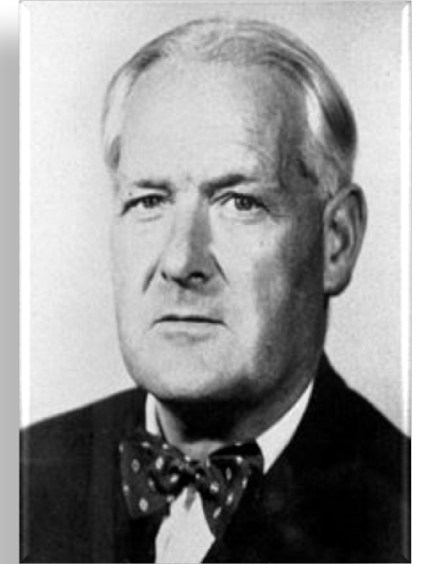
Conclusions: 2009 NCI Monograph, 2012 SGR

- The evidence is sufficient to conclude that there is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people.



Austin Bradford-Hill 1897-1991

- British epidemiologist and statistician
- One of the first to conduct a randomized controlled trial
 - Streptomycin and tuberculosis
- With Doll, conducted some of the first observational studies of smoking and lung cancer



Causality

- Exposure A is a cause of outcome B
- Causality is a summary judgment
 - Exposure does not always have to cause the outcome
 - Exposure doesn't need to be the only cause of the outcome
 - Every scientist does not have to agree with the summary judgment



Criteria when considering a causal judgment

7

Section of Occupational Medicine

295

Meeting January 14 1965

President's Address

The Environment and Disease: Association or Causation?

by Sir Austin Bradford Hill CBE DSC FRCP(hon) FRS
(Professor Emeritus of Medical Statistics,
University of London)

Amongst the objects of this newly-founded Section of Occupational Medicine are firstly 'to provide a means, not readily afforded elsewhere, whereby physicians and surgeons with a special knowledge of the relationship between sickness and injury and conditions of work may discuss their problems, not only with each other, but also with colleagues in other fields, by holding joint meetings with other Sections of the Society'; and, secondly, 'to make available information about the physical, chemical and psychological hazards of occupation, and in particular about those that are rare or not easily recognized'.

At this first meeting of the Section and before, with however laudable intentions, we set about instructing our colleagues in other fields, it will be proper to consider a problem fundamental to

observed *association* to a verdict of *causation*? Upon what basis should we proceed to do so?

I have no wish, nor the skill, to embark upon a philosophical discussion of the meaning of 'causation'. The 'cause' of illness may be immediate and direct, it may be remote and indirect underlying the observed association. But with the aims of occupational, and almost synonymously preventive, medicine in mind the decisive question is whether the frequency of the undesirable event B will be influenced by a change in the environmental feature A. *How* such a change exerts that influence may call for a great deal of research. However, before deducing 'causation' and taking action we shall not invariably have to sit around awaiting the results of that research. The whole chain may have to be unravelled or a few links may suffice. It will depend upon circumstances.

Disregarding then any such problem in semantics we have this situation. Our observations reveal an association between two variables, perfectly clear-cut and beyond what we would care to attribute to the play of chance. What

- Austin Bradford Hill, "The Environment and Disease: Association or Causation?"

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Bradford Hill criteria for causation

1. Strength
2. Consistency
3. Specificity
4. Temporality
5. Biological Gradient
6. Plausibility
7. Coherence
8. Experiment
9. Analogy



Bradford Hill Criteria #3

- **Specificity of the Association:**

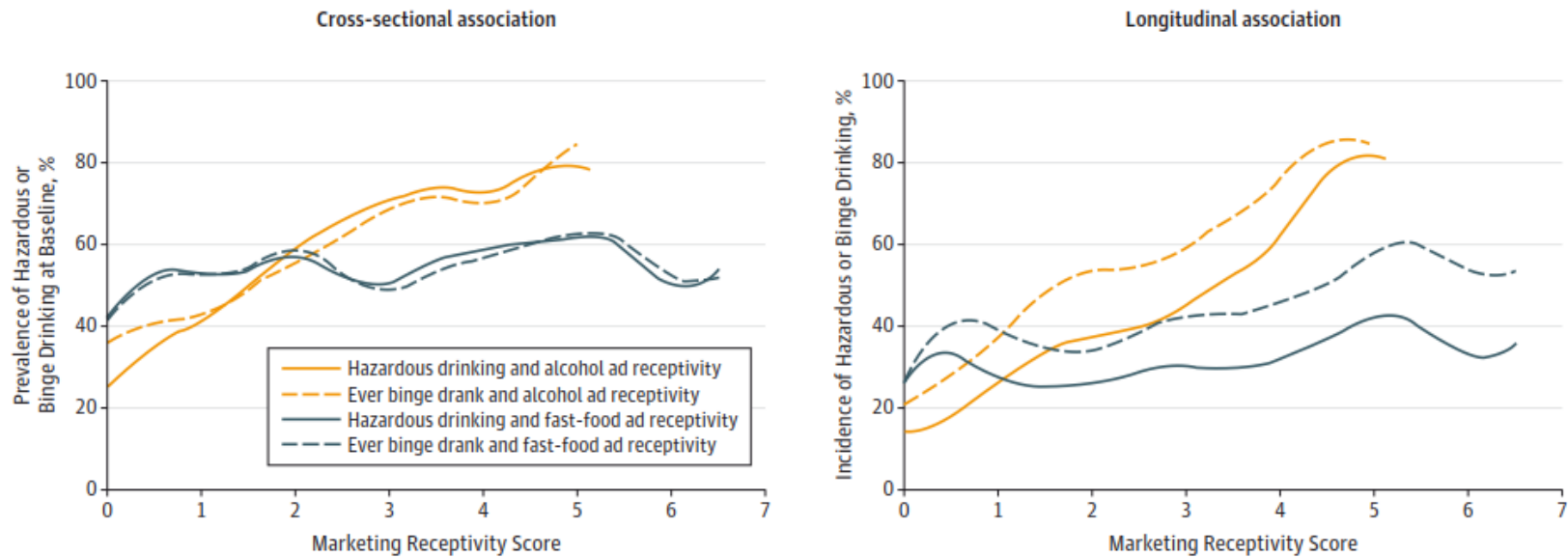


Original Investigation

Cued Recall of Alcohol Advertising on Television and Underage Drinking Behavior

Susanne E. Tanski, MD, MPH; Auden C. McClure, MD, MPH; Zhigang Li, PhD; Kristina Jackson, PhD; Matthias Morgenstern, PhD; Zhongze Li, MS; James D. Sargent, MD

Figure 2. Unadjusted Associations Between Alcohol or Fast-Food Marketing and Drinking Outcomes



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Bradford Hill Criteria #7 - Coherence

Total per capita consumption by region, United States, 1977–2015.



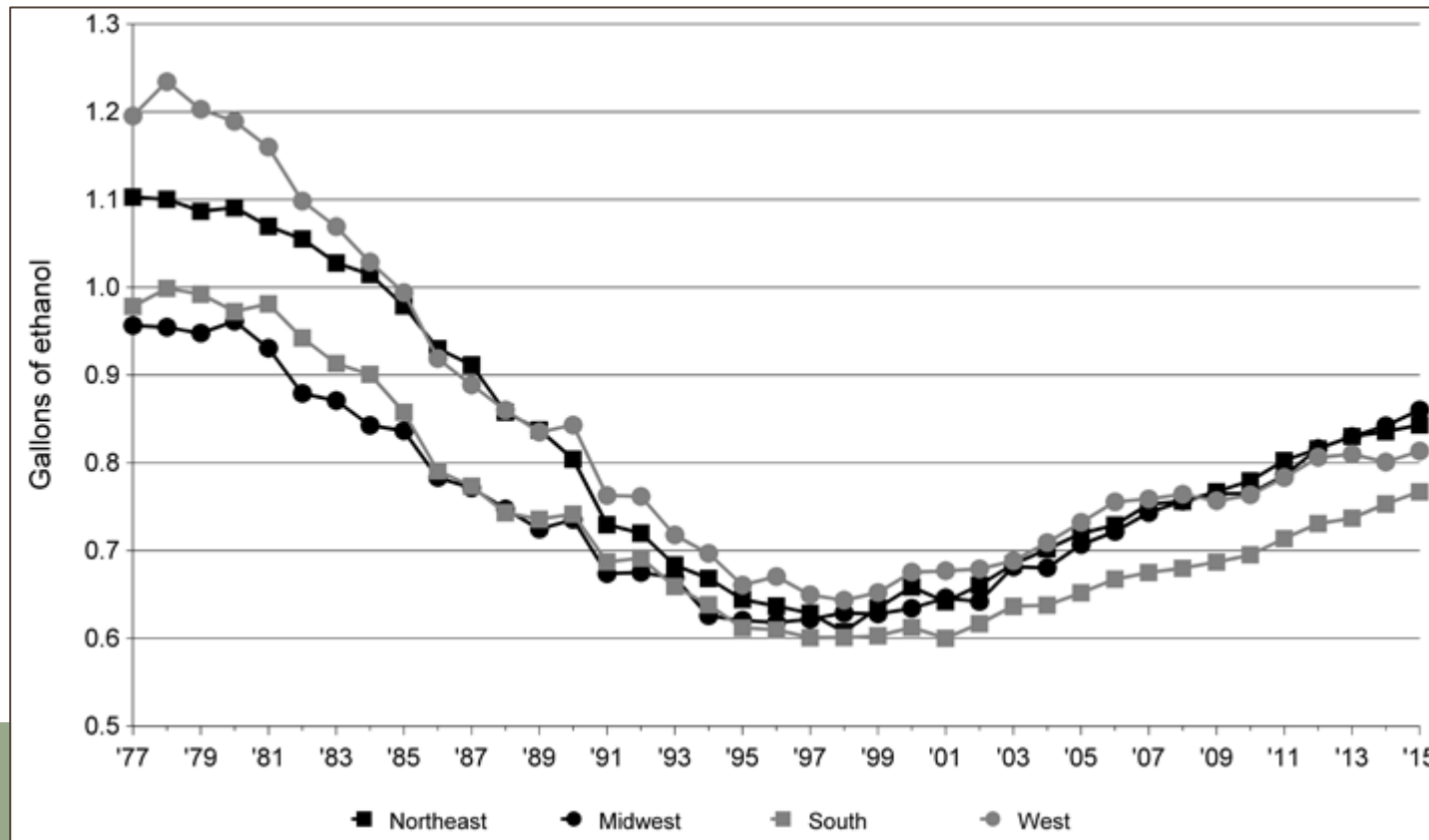
NIAAA. (2017). Apparent per capita alcohol consumption: national, state, and regional trends, 1977–2015
<https://pubs.niaaa.nih.gov/publications/surveillance108/CONS15.htm>

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Coherence - example

Total per capita spirits consumption by region, United States, 1977–2015.

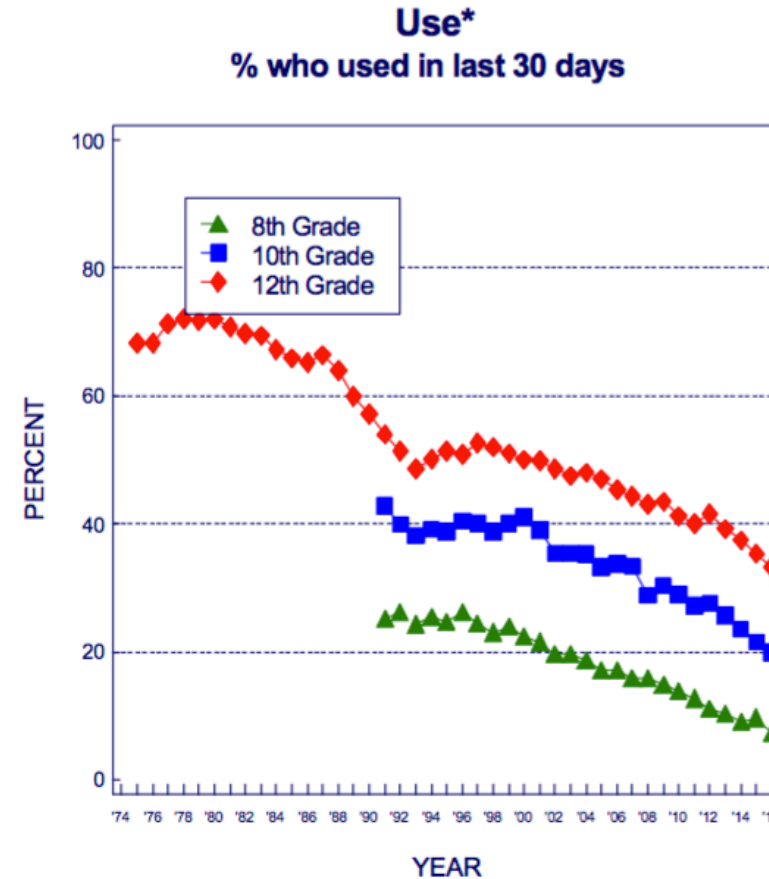
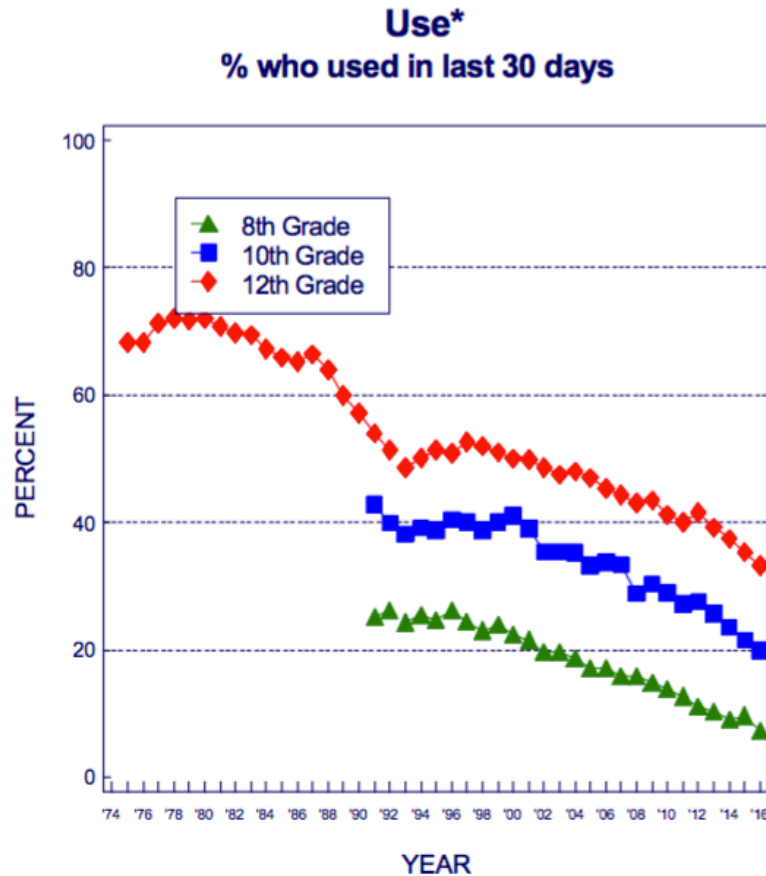


NIAAA. (2017). Apparent per capita alcohol consumption: national, state, and regional trends, 1977–2015
<https://pubs.niaaa.nih.gov/publications/surveillance108/CONS15.htm>

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Coherence – youth drinking trends



Miech, R. A., Johnston, L. D., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M.E. (2016). Monitoring the Future: National Survey Results on Drug Use, 1975-2016: Volume I, Secondary School Students. University of Michigan, Ann Arbor, MI. Retrieved 10/30/2017 from <http://www.monitoringthefuture.org>

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Should we be afraid of the C word?

All scientific work is incomplete – whether it be observational or experimental. All scientific work is liable to be upset or modified by advancing knowledge. That does not confer upon us a freedom to ignore the knowledge we already have, or to postpone the action that it appears to demand at a given time.

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Cochrane Reviews

- Silvia Minozzi (9:45 – 10:15)



Break (10:15-10:30)

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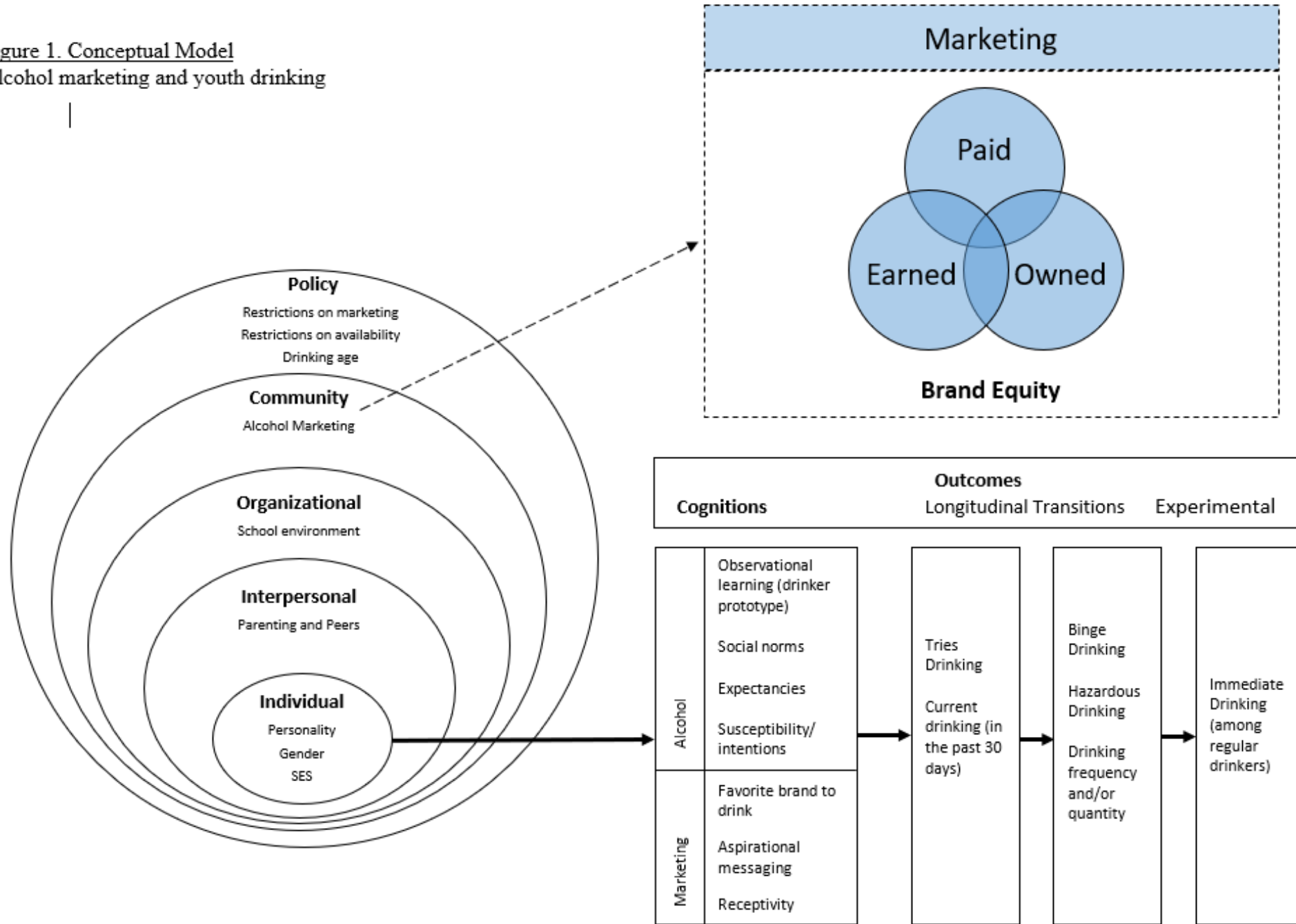


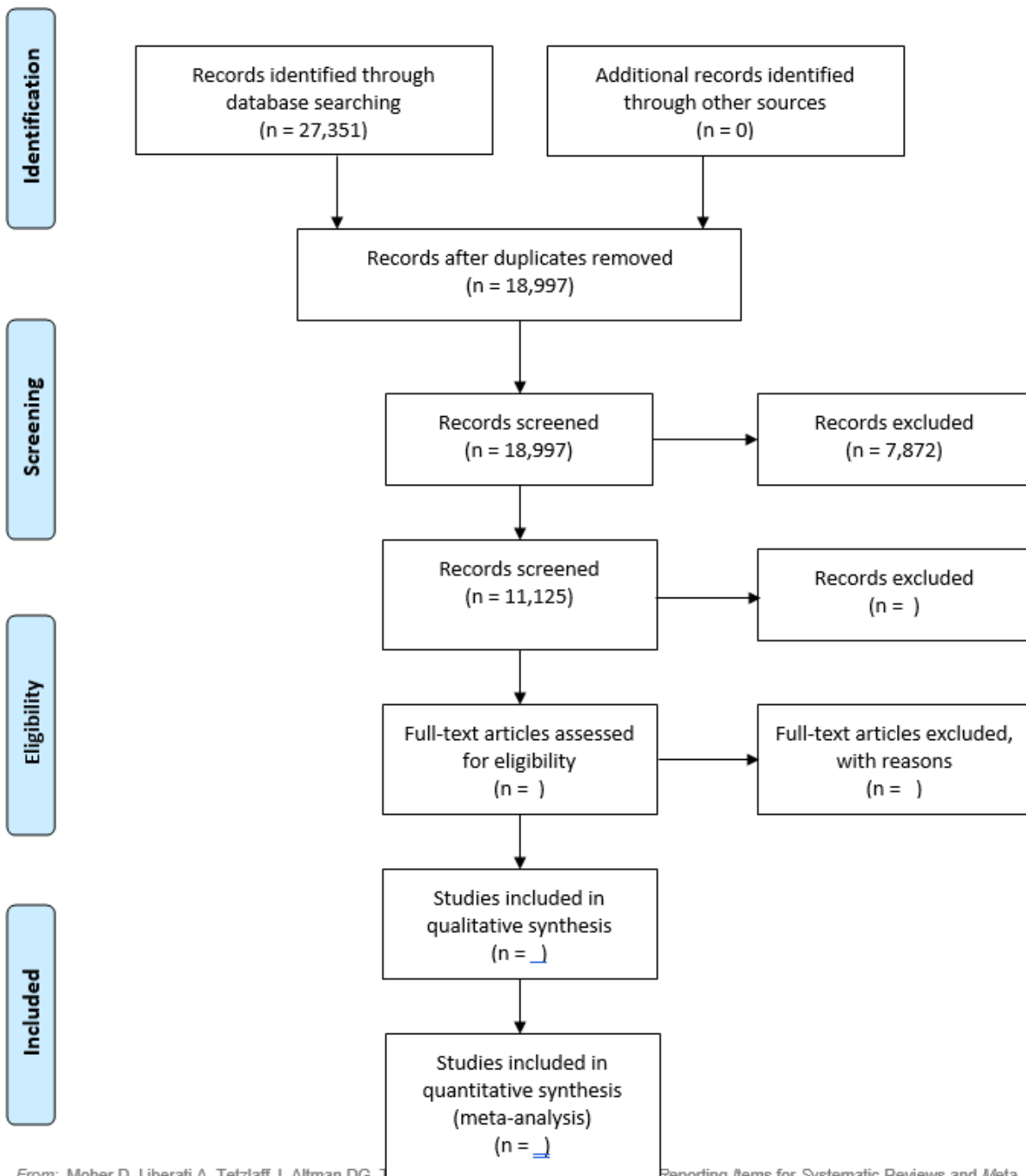
Progress on Cochrane Review

- Drugs and Alcohol Group → Public Health
- Our title is registered: *Impact of exposure to alcohol marketing and subsequent drinking patterns among youth and young adults*
- Protocol submitted September 27, 2017
- Cochrane Team: Cukier, Wettlaufer, Jackson, Bartholow, Minozzi, Stoolmiller, & Sargent



Figure 1. Conceptual Model
Alcohol marketing and youth drinking





From: Moher D, Liberati A, Tetzlaff J, Altman DG, The PRISMA Group (2007) Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. PLoS Med 6(7): e1000097. doi:10.1371/journal.pmed1000097

RETT
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Screening articles

- Rayyan web app

The screenshot displays the Rayyan web app interface. The browser address bar shows the URL <https://rayyan.qcri.org/reviews/11230>. The main content area is titled "2017-07-13: The Real Deal: Cochrane Screening (SC + AW)" and indicates "Showing 8,640 to 8,647 of 11,095 unique entries". A search bar is present with the text "Search: id or title or abstract or author".

The article list includes the following entries:

Date	Title	Authors	Rating
	Alcohol, violence, and the media	Buskirk, M. C.; Janish, C. D...	★★★★★
	Alcohol, tobacco and illicit substances in musi...	Gruber, Enid L.; Thau, Helai...	★★★★★
	Alcohol sponsorship back in the spotlight	Desbordes, M.	★★★★★
	When evidence is not enough: a case study on alco...	Vendrame, Alan	★★★★★
	The effects of eliminating alcohol in a college stadi...	Bormann, C. A.; Stone, M. H.	★★★★★
0006-01-01	Independent conclusion		★★★★★

Below the list, there are buttons for "Include", "Undecide", and "Exclude", along with a "Reason" field and a "Label" field. A "Highlights ON" button and an "Upload PDF full-texts" button are also visible.

The detailed view of the article "Alcohol, violence, and the media" shows the following information:

- Authors:** [Buskirk, M. C.](#), [Janish, C. D.](#), [Lineberry, T. W.](#)
- Journal:** *Acta Psychiatrica Scandinavica* - Volume 126, Issue 1, pp. 81-2 - published
- Publication Types:** Journal Article
- Topics:** Violence | Young Adult | *Violence/px [Psychology] | United States | *Television | Male | Humans | Homicide/px [Psychology] | Female | Continental Population Groups/px [Psychology] | *Alcohol Drinking/px [Psychology] | Alcohol Drinking/ae [Adverse Effects] | Age Factors | Adult
- System Id:** 7844026
- Source:** Alcohol Marketing after Cristiana 11 125.txt [Private]
- Language:** English

On the left side, there are several filters and statistics:

- Duplicates:** Unresolved (0), Deleted (30), Not duplicates (409), Resolved (231)
- Inclusion decisions:** Undecided (2310), Included (2014), Excluded (6771)
- Search methods:** Uploaded References [Alc... 11,125]
- Keywords for include:** Alcohol (6592), Advertising (2209), Beer (1435), Marketing (1430), Media (1308), wine (1030), television (909), Liquor (540), Radio (196), Facebook (136)
- Keywords for exclude:** reviews (256), systematic review (104), this review (94), literature review (61), observational (52), meta-analysis (49), randomized controlled trials (40), randomised controlled trials (15), case report (1), non-randomised (1)

A "REVIEW CHAT" sidebar is visible on the right, and a user profile for "Ashley" is shown at the bottom right.



Screening articles (Cont'd)

- 11,000 titles → 5 buckets
 1. Longitudinal
 2. Experimental
 3. Cross Sectional
 4. Econometric
 5. Descriptive
 6. (Not enough information to put in a bucket)



Screening articles (Cont'd)

- Next steps
 - Finish title and abstract screening
 - Resolve conflicts
 - Go over those with not enough information
 - Separate descriptive studies
 - Provide full texts for all articles in buckets (also for digital marketing)



Author updates

- 10 minute presentations
 - David Jernigan: alcohol marketing landscape
 - Craig Ross: Descriptive studies and how advertising works
 - Lenneke Van Leeuwen: regulatory environment



Lunch break (11:50-12:15)

The C. EVERETT
KOOP
INSTITUTE
at DARTMOUTH



Author updates

- 10 minute presentations
 - [Neurobiological plausibility – Jim for Andrea Courtney]
 - Kristina Jackson and Bruce Bartholow: Psychological plausibility
 - [Focus on people who are dependent]
 - Joel Grube, Laura Finan, Sharon Lipperman-Kreda: Cross-sectional studies
 - Henry Saffer: Econometric
 - Tom Babor: Alcohol marketing in LMIC
 - Jon Noel: digital marketing
 - [Causality by analogy - Jim]



Chapter Formatting

- Journal of Studies on Alcohol and Drugs
 - 4500 words
 - Systematic reviews vs. reviews
 - PRISMA reporting requirements (see handout and <http://www.prisma-statement.org/>)
 - Funding provided by National Institutes of Health (R01 grant AA021347, PI James D. Sargent)



Timeline

- Non-systematic reviews:
 - Drafts completed by ~March 2018
- Systematic reviews:
 - Titles to authors in January
 - Drafts completed by May 2018
- Internal review and revision
 - Non-systematic reviews, March-May 2018
 - Systematic reviews, May –July 20`8
- Consensus conference:
 - Dartmouth, Aug 2018
- Final Drafts to publisher
 - November 4, 2018



Discussion

- Process to go from papers to consensus
- Membership of consensus meeting
- Next steps

