

(A draft plan for producing a) Review of policy options to reduce youth exposure to alcohol advertising

Lonneke van Leeuwen, PhD

Karin Monshouwer, PhD

Prof. Dr. Marloes Kleinjan

Prof. Dr. Rutger Engels

Prof. Dr. Petra Meier (University of Sheffield)

Atlanta, November 3rd 2017



Working title for the review

The alcohol marketing regulatory environment by country, by time.

Alcohol and Alcoholism Vol. 49, No. 5, pp. 557–562, 2014
Advance Access Publication 12 June 2014

doi: 10.1093/alcalc/agu033

Assessing Restrictiveness of National Alcohol Marketing Policies

Marissa B. Esser* and David H. Jernigan



Efficacy and the Strength of Evidence of U.S. Alcohol Control Policies

Toben F. Nelson, ScD, Ziming Xuan, ScD, Thomas F. Babor, PhD, Robert D. Brewer, MD, MSPH, Frank J. Chaloupka, PhD, Paul J. Gruenewald, PhD, Harold Holder, PhD, Michael Klitzner, PhD, James F. Moshier, JD, Rebecca L. Ramirez, MPH, Robert Reynolds, MA, Traci L. Toomey, PhD, Victoria Churchill, Timothy S Naimi, MD, MPH

Restricting or banning alcohol advertising to reduce alcohol consumption in adults and adolescents (Review)

Siegfried N, Pienaar DC, Ataguba JE, Volmink J, Kredt T, Jere M, Parry CDH



Preliminary ideas

- Focus on forms of *advertising*
- Produce a narrative overview of different policy options/measures implemented internationally.
- Produce an overview of available research on effectiveness of policies on (either):
 - Advertising practice
 - Youth exposure to advertisements
 - Youth alcohol drinking behaviors
- Funded by the Dutch Ministry of Health, Welfare and Sport



Discussion

- What information are we looking for?
 - > Descriptive information on policies
- Which sources?
 - Scientific papers
 - Grey literature (reports)
 - National level data on policies previously collected by other researchers/databases
 - Original national legal texts



Discussion

- What information are we looking for?
 - > Studies on impact of policies
- Which sources?
 - Scientific papers
 - Grey literature (reports)
 - Empirical national data on youth alcohol drinking

Discussion

- Analysis:
 - How to meaningfully analyze/organize policies?
 - By level of restrictiveness
 - By type of restriction
 - By country income
 - By type of alcoholic beverage
 - By media type
 - By national prevalence of youth alcohol drinking



Thanks for your attention!

(lleeuwen@trimbos.nl)