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# Objectives

- To review international policies and practices related to young people, alcohol, marketing and sport at an international level.
- To capture evidence about effective practice in reducing harms.
- Interviews relevant stakeholders such UEFA.

# Methodology

- Literature Review through ProQuest platform, Google Scholar and HealthyStadia.
- Analysis of 135 International Sporting Bodies Websites.
- In-depth search of 36 International Federations. Emails also sent to seek further information.
- Interviews and questionnaires with 10 International Bodies.
- Thematic Analysis.

# Limitations

- Analysis of websites means that not all information is available.
- Research reliant on participants taking time.

# Findings: Literature Review

- Higher levels of risky consumption of alcohol in student athletes in comparison to the general student population (Kingsland et al. 2016).
- Higher levels of consumption by fans when at games in comparison to non-spectator populations.
- Higher levels of alcohol consumption at sporting events linked to higher odds of aggressive and anti-social behaviour (O'Briena et al. 2018).

# Findings: Literature

- Drinking norms within certain sporting contexts influence levels of violence (Scholes et al. 2016).
- Exposure to alcohol marketing associated with higher alcohol consumption (Brown, 2016).
- However, sport **has** a positive influence on young people's health and can be a way of achieving social inclusion (Morgan and Parker, 2017; Lubens et al. 2016).

# Findings: Literature Review

- Sports stadiums not currently viewed as places to promote healthy lifestyles (Meganck et al. 2015).
- Global alcohol sponsorship \$6 billion (Fenton, 2018).
- FIFA brought in \$1.45bn from sponsors for the Russia World Cup (Wilson, 2018).
- Budweiser and AB InBev reported highest sales of beer in stadiums in this World Cup.

# Findings: Literature Review

- Regulation of alcohol sponsorship currently inconsistent (Alcohol Concern and Alcohol Research UK, 2018).
- France, Norway and Lithuania have banned alcohol sponsorship and Ireland and New Zealand have expressed desires to do the same (Brown, 2016).
- Change the law to create bans is often met with resistance. Irish example – potential loss of €20 million a year in ad income, with €11 million lost from out-of-home advertising, €7 million from broadcasting and €2 million from print.



# Findings from Literature

- Prevalence of alcohol marketing and ‘alibi’ marketing (Purves et al. 2017).
- Alcohol advertising should not be linked to driving but F1 racing has the highest level of alcohol brand exposure of any sports event (Eurocare, Institute of Alcohol Studies and University of Monash, 2015)

# Findings: International Sporting Bodies

- Of 36 federations, 13 had ‘no policy’ on young people and alcohol but doesn’t necessarily mean no affiliation e.g. rugby and Heineken.
- Aquatics and the Luge the only federations where alcohol advertising is prohibited.
- 8 federations have ‘lax’ policies meaning it is unclear and open to be being compromised.
- 6 have ‘situational’ policies, so alcohol advertising is banned in certain situations or restricted.
- Remaining 7 – lax and situational.

# Findings: International Bodies

- FIFA, World Rugby and UEFA – key message is that alcohol use should be moderate and is a personal choice.
- Positive developments by FIFA, UEFA, SportandDev, Olympic Committee, Commonwealth Games Federation across the world. Sport as a means to further education, health, development and even peace. E.g. Ombold, UEFA's Foundation for Children, Homeless World Cup, Sport Network in Cameroon.

# Findings: International Bodies

- Many programmes to support young people shows awareness of the negative impact of alcohol, and yet in terms of their own policies the link between this and marketing is either not being made or being ignored.
- Young people and sport not off the radar of organisations, but other than Aquatics and the Luge, the message about alcohol harm to young people is unclear and inconsistent.

# Interviews with International Stakeholders

**Is reducing alcohol related harm to youths a priority  
of international sporting bodies?**

*Alcohol is a sub sub sub subject in all this, activities are not focused on the subject since we work on other issues at the moment, such as: match fixing anti-corruption violence or promotion of physical activities.*

- **Are there any specific policies or programmes, which aim to tackle alcohol use, and alcohol related harm for children and young people?**
- Alcohol is illegal until 16 or 18 depending on the country.
- UEFA's change in 'Rule 36' and Healthy Stadia's concerns, but also two-tiered system at any rate.
- Good practice is patchy e.g. 'Side Step' in UK and 'Trainer Plus' in Berlin.

- **What do you think are the biggest challenges to implementing policies and programmes to reduce underage drinking and/or alcohol related harms to youths at an international level?**
- Money

*I think it is a difficult topic because the main sponsors are alcohol and this makes it difficult to focus on policies that tackle alcohol problems. It is difficult to balance the needs... professional games rely on revenue from alcohol marketing, sponsorship, and sales of alcohol products in the grounds. (P1)*

- Felt by 3 interviewees that banning advertising could make alcohol more enticing.

*I think that there is another side to this too; when you prohibit something it can also make it more attractive.*

- Alcohol embedded in cultures and factor in being seen as ‘macho.’
- Assessment of risk is cultural too e.g. Holland in comparison to Ireland.



- **What would help support the implementation of policies and programmes that aim to reduce underage drinking and/or alcohol related harms to youths at an international level?**
- Campaigns educating about the dangers of alcohol
- Responsible partnerships? E.g. Scotland's Women's Football Team
- Education and making everyone aware of the role they play
- Regulating the sale of alcohol.
- Make non-alcohol drinks more attractive.
- Serve low strength alcohol.

# Sport and Alcohol- a natural affinity?

- Alcohol and football are like two peas in a pod for many fans, who seemingly cannot imagine attending a match without a beer in hand Dun (2014: 186).
- Despite the research about the negative impact links between alcohol and football strengthened. E.g. Russia and Qatar lifting bans for the World Cup, UEFA's change in stance.

# Need for firm resolve...

- WHO (2018):  
*‘Marketing and sponsorship of health-harming products has no place in sport.’*
- Yet, video campaign targeting World Cup football fans produced by WHO, Ministry of Health of the Russian Federation and the 2018 World Cup Russia Local Organising Committee did not mention alcohol at all.

# Conclusion

- Under-researched area and this review provides unique insights.
- Of 36 sports federations, only Aquatics and the Luge have prohibited alcohol advertising.
- Regulation of alcohol marketing and sponsorship within football is *really* reliant on industry self-regulation, with bans circumvented by the alcohol industry.
- Alcohol and sport – financial partnership.
- Sport can be a hook for change and has a positive impact, but this is compromised by this partnership.

# Conclusion

- There is a need for the evidence base on this area to grow and for countries where there are bans in place to enforce them fully.
- This is about more than finances, this is about appealing to the alcohol industry and international sporting bodies to be more responsible, and recognise the influence they have on young people.
- Sport can be a powerful tool for the positive and that includes the messages it decides to promote.

# References

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