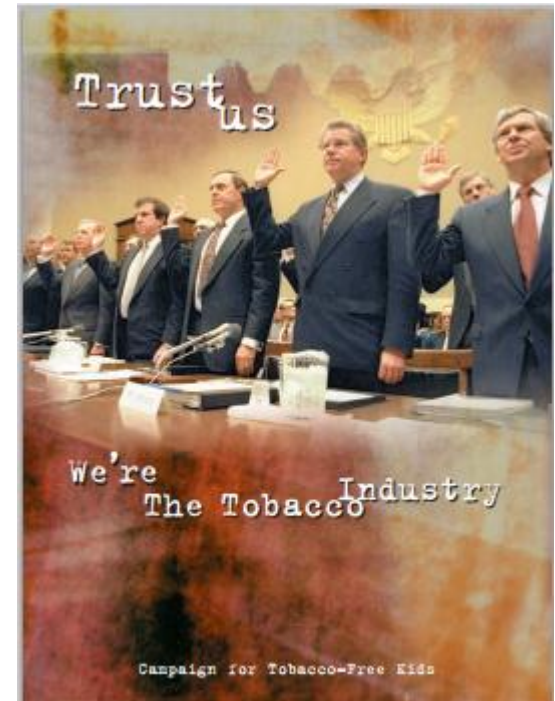
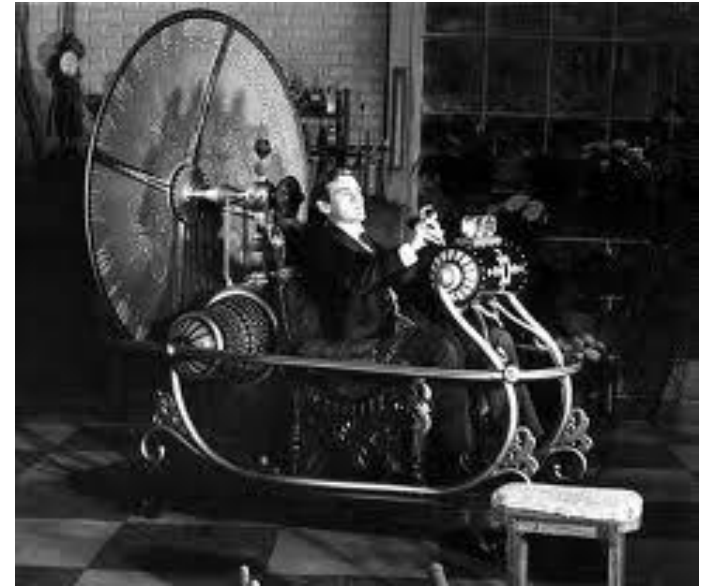


Getting the alcohol industry out of alcohol policy

Dr. Aurelijus Veryga

Back in time...

- Tobacco control 30 year's ago...
- Is alcohol industry different in manipulating science, buying researchers, trying to influence politicians and political parties etc. ?



- We have ban of tobacco advertisement in FCTC
- While in alcohol control we still have discussions
does the alcohol advertisement really affect alcohol use...



Article 5.3. In setting and implementing their public health policies with respect to tobacco control, Parties shall act to **protect** these **policies from commercial and other vested interests of the tobacco industry** in accordance with national law.

- *“Our objective remains to develop and mobilize the necessary resources— internal Philip Morris, external agencies and consultants, the industry National Marketing Associations, and all potential allies—to fight the social and legislative initiatives against tobacco....We shall carefully target our opponents. **We shall precisely identify, monitor, isolate, and contest key individuals and organizations.**”*

(Philip Morris, 1989)



Who is stopping all the processes in alcohol control?

Red Wine Researcher Said to Falsify Data

January 12, 2012



Getty Images

By Amanda Gardner

THURSDAY, January 12, 2012
(Health.com) — The University of Connecticut has notified 11 scientific journals that research on the potential health benefits of red wine led by one of its faculty members appears to contain falsified and fabricated data.

<http://news.health.com/2012/01/12/red-wine-research-falsified/>

Alcohol industry position:

- We need more evidence on alcohol control measures effectiveness...
- If research exist we will find arguments to protect industry...

Who is stopping all the processes in alcohol control?

- European Alcohol and Health Forum

European Spirits Organisation (CEPS)

- Bacardi Martini

- Brown-Forman

- Diageo

- Moët Hennessy

- Pernod-Ricard S.A.

- The Absolut Company (also known as V&S Group)

Association of small and independent breweries in Europe (SIB)

Association of Television and Radio Sales Houses (Egta)

Brewers of Europe

- Anheuser-Busch InBev (ABI) ¹

- Heineken (International)

- SAB Miller

I will help you to stay alive..

