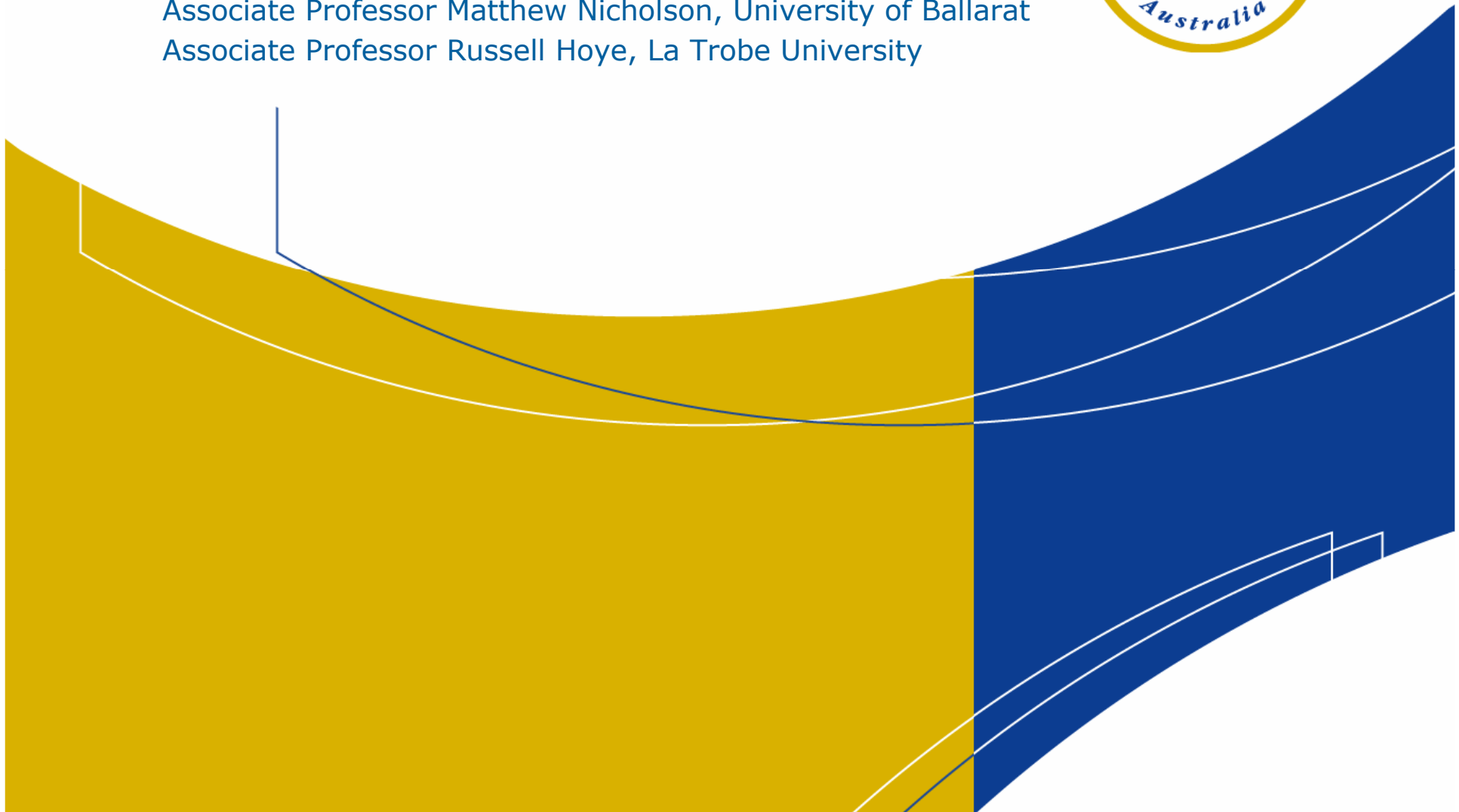


Alcohol advertising and youth in sport: Recipe for a mismatch

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A global problem

- WHO: alcohol consumption is responsible for 3.2% of deaths and 4.0% of disability-adjusted life-years
- Alcohol use is correlated with more than 60 types of diseases and injury



A costly problem

- Alcohol abuse results in significant labour-force, road accident, healthcare and crime costs
- Alcohol abuse also results in social costs



A youth problem

- Crisis proportions?
- Alcohol consumption by adolescents and young adults is associated with a range of risks, as well as poor physical and mental health outcomes



An advertising problem - extent

- US Data



An advertising problem - impact

- The weight of evidence so far
- High standards of causality might be difficult to meet



A sport problem

- Sport media consumption
- Alcohol advertising through sport



An industry problem

- Self regulation is the norm
- Arguments from the alcohol industry claim children and young people are not interested
- Change preferences, rather than increase consumption or attract new consumers



Dealing with other problems

- Tobacco
- Drugs



A solution?

- An international framework or convention to regulate the link between sport and alcohol





Questions

