

Let it hAPYN 



HANDBOOK FOR YOUTH RESEARCH FOR COMPLIANCE WITH ALCOHOL AGE LIMITS AND ALCOHOL MARKETING REGULATIONS



Manual for trainers





IMPRESSUM

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CHAPTER 1

INTRODUCTION

This manual is part of a European training on empowering youth organizations working in the field of alcohol. We hope we can motivate youth organizations in preventing and reducing the harm done by alcohol among young people in Europe.

This manual gives you some tools to perform research on the enforcement of the legal alcohol age limits and on alcohol marketing regulations in your country. These tools are practical but should be translated to your own national situation. We will explain these elements in this manual. This manual is made for trainers who will give training to other young people on how to conduct field studies on alcohol.

The research on mystery-shopping on age limits and monitoring the compliance of alcohol marketing regulations are practical, cost little money, give concrete results and can have a concrete impact on the alcohol policy. The difference is that the mystery-shopping research can be done to influence the local alcohol policy as well as the national alcohol policy. This depends on whether the local or national authorities are the ones that enforce the existing legal age limits for selling (and in some countries)

purchasing and possessing alcohol. The compliance with alcohol marketing regulations is in most countries a matter of the national policy. In this context we focus on the monitoring of alcohol marketing practices which are visible for everyone: marketing via radio, TV and the internet. We don't focus on sponsorship, pricing and packaging. That's why we prefer to use the word alcohol advertising instead of alcohol marketing (see also page 25).

WHY RESEARCH?

The alcohol consumption among young people in Europe is still very high (the WHO, *Global Health Observatory Data Repository (European Region)* recorded alcohol consumption per capita, & Rehm, J., Gmel, G., Room, R., & Frick, U. (2001). Average volume of alcohol consumption, drinking patterns and related burden of mortality in young people in established market economies of Europe). *European addiction research*, 7(3), 148-51.

We would like to affect young people's attitude towards alcohol and have an impact on their drinking behaviour.



Adolescent's early onset of drinking is associated with later alcohol dependence and the use, abuse/dependence on other drugs (Grant & Dawson, 1997; Grant et al., 2005; Hingson et al., 2006; Pitkanen et al., 2005). The association is not entirely explained by genetic factors and suggests that environmental factors contribute to transitions from an early onset of drinking to use and dependence on alcohol and other substances. Exposure to alcohol marketing practices is supposed to be one of these environmental factors (Anderson et al., 2009).



A way to influence their drinking behaviour is to reduce the availability of alcohol. One concrete way to reduce the availability of alcohol is to (for example) reduce the amounts of selling points or improve the compliance rate of legal age selling/ purchasing limits (Babor et al., 2010). Another main factor relates to alcohol advertising. Scientists are clear about the impact of alcohol advertising: it provokes drinking at a young age, and because of alcohol advertising, young people who already drink, drink more frequently.

The results of this research can indirectly improve the alcohol policy and can show that the existing regulations are not well enforced or not effective and that policy measures have to be taken.

Good luck and have fun!



CHAPTER 2

MYSTERY-SHOPPING ON SELLING/PURCHASING AGE LIMITS

2.1 WHAT IS MYSTERY-SHOPPING?

Within this chapter you will receive all the information you need to perform a good mystery-shopping of alcohol beverages research within your own country or municipality. Mystery-shopping is also called test purchasing.

Mystery-shopping/ test-purchasing is a method to evaluate if sellers of alcohol comply with the legal age limits.

The main principle of this research is that a buyer who is underage, or who looks underage, tries to buy alcohol and tests whether the seller is willing to serve or sell alcohol to him or her.

In a lot of countries young people who are just old enough to buy alcohol and have reached the minimum purchase age, but look younger, are involved in the test-purchasing research. In some other countries, real minors (who are not yet allowed to be sold alcohol by law) are performing the test-purchasing research. Both examples can be performed.

2.2 WHO IS ADAPTING THE MYSTERY-SHOPPING?

In 2013, the report 'Eyes on Ages – A research on alcohol age limits policies in European Member states (Mulder & De Greeff, 2013) showed a chapter about test purchasing research in Europe. In this study an overview was given of the European countries where test-purchasing was implemented, what kinds of methods were used and what the results were. This chapter is about how mystery-shopping is used for research purposes.

In the following European countries, test-purchasing is used as a type of research:

Austria, Belgium, Estonia, Finland, Germany, Hungary, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the UK.

Organizations who are involved in test-purchasing are national, regional and local institutions for addiction and prevention, institutes for health and welfare, municipalities, universities, supermarkets, youth organizations, consumer organizations, research institutes and others. Mystery-shopping is used at the local and national level, and in most countries not used regularly. For more information see the *Eyes on Ages* study.



There are a few European countries in which mystery-shopping is used as a part of the enforcement procedure of the alcohol laws (Austria, Germany, Switzerland and the UK). This means that after a minor (or a youngster who looks like a minor), has bought alcohol in a shop or bar, the bar or

the shop can be fined or even have their licence revoked.

Within this handbook we only explain to you how to use the mystery-shopping method for research reasons, not for direct enforcement reasons.

2.3 KNOW THE ALCOHOL LAWS

Before starting with the test-purchase research you should know the (local) alcohol laws. Depending on the laws, you should define the method of the test-purchase research.

You should know:

- What are the age limits for selling alcohol (on-premise and off-premise)?
- Are there differences between high and low alcoholic beverages in terms of purchase age?
- What are the age limits for the consumption of alcohol (for consumption in public and private settings)? And are there differences between high and low alcoholic beverages?

- What are the age limits for the possession of alcohol (for possession in public and private settings)? And are there differences between high and low alcoholic beverages?

The laws can also vary between regions or cities, but you should know the laws for the area where you want to perform the research. In several countries there are no laws regarding the consumption or possession of alcohol, only for selling the alcohol. You can find these data in the Report on Alcohol Laws by APYN.





CONCEPTS



On-premise retail sale refers to the selling of alcoholic beverages for immediate consumption, generally in pubs, bars, cafes or restaurants. **Off-premise** retail sale refers to the selling of alcoholic beverages for consumption elsewhere (like supermarkets, wine shops, kiosks). This definition is by the World Health Organization's Global status report: Alcohol policy from 2004.

High and low alcoholic beverages are differentiated in different ways: some countries, like Belgium and Switzerland, differentiate the low and high alcoholic beverages by the way the volume of alcohol is obtained: fermentation or distillation. It is also possible to differentiate low and high alcoholic beverages by volume (like the Netherlands or Denmark). Germany uses categories like beer, wine, sparkling wine and mixed drinks with wine or beer as low alcoholic beverages and mixed spirits drinks and spirits are categorized as high alcoholic beverages.

The age limits for **selling** alcohol mean that the seller has to check the age of the buyer, and cannot sell alcohol e.g. to minors (in some cases in Europe younger than 16, 17 or 18 years). The age limits for **consumption** mean that the consumer of the alcohol needs to be a certain age before he/she can drink alcohol. The age limits for the possession of alcohol mean that a person needs to be a certain age before public **possession** (he/she owns the alcohol). Quite often this means that a person has bought the alcohol and the person is located in a public place.



EXAMPLES



WHAT ARE THE DIFFERENCES?

In Lithuania all age limits (for selling, consumption and possession) are determined at 18 years. There is no difference between high and low alcoholic beverages. In Norway, they only have age limits for selling alcohol. The age limits are the same for on-premises and off-premises and are 18 years for low alcoholic beverages (<22.0 %) and 20 years for high alcoholic beverages (≥22.0%).

STEP 1

Find out what the age limits are in the area you want to perform the mystery-shopping research.





2.4 GOAL OF YOUR RESEARCH

Before you start with the test-purchase research try to define the goal of your research. Why do you want to use this type of research? Is it because you want:

1. Media attention about the alcohol laws (age limits) and enforcement?
 - Do you want an article in a (local) newspaper or an item in a (local) radio or TV-show about age limits or the compliance of age limits? Is your goal to gain public attention for the topic?
2. To monitor the compliance of age limits in your city/country? And to conclude about the changes over the years?
 - Do you want data about the compliance rates, for publishing, and see the changes over the years. Also to measure the effect of interventions and enforcement actions in a certain city/country?
3. To assure a representative result of the compliance of a certain community or country?
 - Do you want to make a statement about the actual compliance rate of a certain community or country? You want to say for example: the compliance rate of the age limits in supermarkets in City X is 35%.
4. To improve the compliance rate of the age limits?
 - This can be the case when you already know the compliance rates or know that it is really easy for minors to buy alcohol. After performing the mystery-shopping you can use the data for lobbying for better alcohol laws or better enforcement of the laws by (local) governments.
5. To communicate with sellers of alcohol about the compliance of age limits?
 - Do you want to have concrete data to convince the sellers that the compliance of the legal age limits is bad? With the mystery-shopping data you can try to convince them to change their behaviour.
6. Or maybe another goal?
 - Maybe you want to gain experience in performing research, or you want to start a relevant project with youngsters in the field of the alcohol policy.

Your purpose can also be a combination of different goals. And related to the goal of the research: think about the research questions you want to answer in your research. Please reflect and write them down before you start with the real practical research.



EXAMPLES



WHAT CAN BE YOUR GOAL?

EXAMPLE 1: The goal of the mystery-shopping research is to convince the decision-makers of city Y to invest more money in the local enforcement of the age limits for selling alcohol, to improve the capacity of sellers to check IDs and finally to increase the compliance rate of the existing legal age limits.

EXAMPLE 2: The goal of the research is to gain media attention (with the results of the mystery-shopping research) on the alcohol topic. You want to create more knowledge and attention on the topic for sellers, parents, youngsters, politicians, etc.

STEP 2

Determine the goal of your research and think about the research questions you want to answer in you research.

2.5 METHODS

After performing STEP 1 and STEP 2 you can start with the preparations for the 'real' research.

Before starting the actual research you will need to:

- Make a sample selection of selling points
- Make a plan
- Install a research team
- Train the mystery-shoppers
- Train the researchers
- Give an educational programme on alcohol
- Arrange the practical aspects

We will explain all these aspects in the next paragraphs.

SAMPLE SELECTION

Depending on your research goal, you can make a sample selection of the alcohol selling points you want to visit during the mystery-shopping research. We advise you to start with a small amount of alcohol selling points for your first research. When you are more experienced, you should think about the mystery-shopping research which gives representative results of the compliance of a certain community or country. In the representative research you need to visit many more selling points.

For your first research you can choose one community where you want to perform the mystery-shopping research. This community should at least have social services available, a lot of businesses, plenty of entertain-



ment and accessibility to (public) transport. Within this community you can select 10 to 20 selling points you want to visit during the mystery-shopping research. These alcohol selling points should be hotspots. Hotspots are places which are popular for young people/minors and where it seems to be easy for them to buy alcohol. These hotspots can be a variety of different types of selling points; like supermarkets, bars and sport canteens. Depending on the goal

of your research, you can choose one, two or more types of selling points to visit. The easiest way (to start) is to select one type of selling point.

From all these hotspots you should collect more information: the name, address and type of the selling point (supermarket, bar, disco, etc.). Also find out when this selling point is open, and when (days and time) most youngsters are present in these selling points.

STEP 3

Select some hotspots you want to visit during the mystery-shopping research. From these hotspots you need to know: the name, address, type and opening-hours.

make a PLAN



Before you start the research, you have to prepare a practical route. First you need to plot all the alcohol selling points on a map. You can do this on a classic (road) map or in Google Maps (<http://maps.google.com>). In the figures below you can see how we mapped the hotspots in Google Maps.

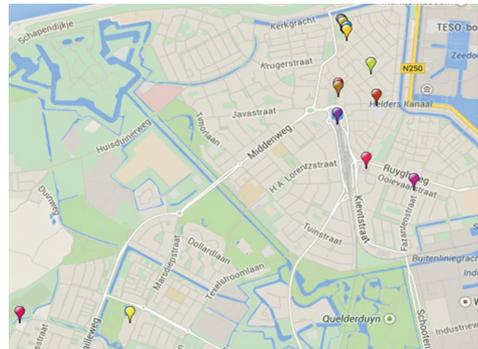


Figure 1: Example of planning map I.

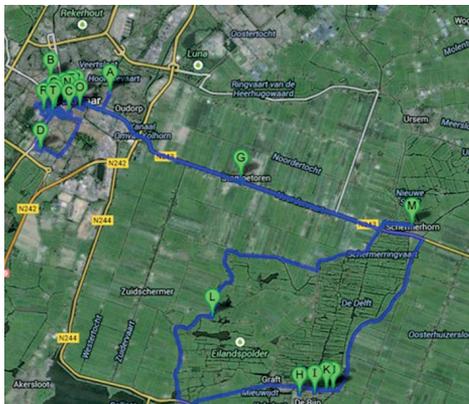


Figure 2: Example of planning map II.





After plotting the hotspots, you need to determine the dates and times of your visits. An efficient plan is needed before starting the research. In this plan you need to take into account aspects such as traffic jams and the opening hours of the hotspots. The

planning should also be time-effective. You should visit the alcohol selling points at 'normal' times, when it is busy inside the premises and when the visit is not really noticeable.

Table 1: Example of research planning

Team 1				Team 2			
Time	Name of the selling point	Name of the mystery-shopper	Address	Time	Name of the selling point	Name of the mystery-shopper	Address
Day 1 at 12:00-12:40	Supermarket 1	Boy A	Address	Day 1 at 22:00-22:20	Bar 5	Girl C	Address
Day 1 at 12:45-13:05	Supermarket 2	Girl B	Address	Day 1 at 22:30-23:05	Discotheque 1	Boy D	Address
Day 1 at 13:15-13:25	Little shop 1	Girl B	Address	..etc....			
... etc.	...etc.			Day 2 at 14:00	Sports canteen 3	Boy D	Address
Day 2 at 21:30-22:05	Bar 1	Boy A	Address	Day 2 at 14:20	Sports canteen 4	Girl C	Address
Day 2 at 22:15-22:45	Discotheque 2	Girl B	Address	Day 2 at 15:10	Supermarket 7	Boy D	Address

For example: It is not a good idea to visit a disco at 6:00pm, when there are (most probably) no other guests. In Table 1 you will find an example of (a part of) a plan. If you expect a traffic jam, more time is needed between visits. This planning is made for two teams (for one research).

As you can see in this plan: for each visit you will need around 15 to 20 minutes. These 15 to 20 minutes include the visit itself and giving answers to the questionnaire.

STEP 4

Plot all the alcohol selling points on a map and make a practical plan for one or two research teams. This plan should include the times you want to visit the hotspots.





**BUILD a RESEARCH TEAM
(INCLUDING a SIGNED STATEMENT
FROM PARENTS IF YOU USE
UNDERAGE BUYERS)**



Each team you want to work with consists of two researchers and two mystery-shoppers. Over 18-years researchers are important to accompany the mystery-shoppers. You can work with more teams if needed. Preferably you will work with at least one researcher who is a colleague of yours or knows your organization well, so he/she can work independently and is a responsible person. You can also find a student (university level) who wants to do an internship in your organization. They can help as a researcher.

You can find mystery-shoppers at schools or in other youth organizations. Depending on the alcohol laws (legal age limits) you can select some mystery-shoppers from 15 or 16 or 17 or 18 years-old or maybe even older. The age limits for selling alcohol will determine the age of the mystery-shoppers. In the Netherlands the legal age limit is 18 years of age, so we use mystery shoppers of 17 years of age. They have to look like 'normal' 17-year old young people. Which means that they have an average height and posture? During the mystery-shopping research they have to wear the usual clothing

for 17-year aged youngsters. Preferable you will find at least one boy and one girl who want to participate in the research.

We prefer mystery-shoppers who are familiar with buying alcohol: ideally the supermarket, bar or little shop is not a new environment for them. In that case they know how to behave in these alcohol selling points.

For the selection of the mystery-shoppers the best way is to ask parents or teachers and minors who are already familiar with your organization. It is easier to get official permission if parents or teachers already know your organization. You need a signed statement that the parents gave permission that their underage child can help performing this research. Explain to the parents the goal of the research and what kind of activities the mystery-shoppers are going to do. It is really important to tell the parents that the minors are under supervision of researchers during the whole project. And at the end of the day, the researchers will bring the mystery-shoppers safely home. Without this statement you cannot start your research. If you only work with youngsters who have the legal age to buy alcohol, it is also wise to involve their parents within the research and explain the goal of the research to them. These statements are only for the research organizations who are responsible for performing the mystery-shopping, and are not included in the report.

RE: Alcohol sales to youth under the legal selling age: a study about compliance.

Letter of approval of participation,

I, as parent/guardian of Tamide Grace..... are aware of the intentions of this research. I know this research will test the legal selling age of alcohol in alcohol selling points. I hereby grant my approval for my child participation in this compliance study.

Name parent/guardian:

Nakanjako Viola

Date: 21st / 3 / 2012

**Figure 3:
Example of
a parental
statement**





Determine the financial compensation of the mystery-shoppers and the researchers (or in-kind gifts - e.g. when buying beer, let the shoppers and researchers buy an item of their choice). The mystery shoppers and sometimes also the research-

ers will receive financial compensation for their work. Probably, this will differ according to the country. During the research they can also get a free lunch and dinner. For more information about finances see paragraph 2.5.7.

STEP 5

Find two researchers and two mystery-shoppers that can perform the mystery-shopping research. You need a signed statement of the mystery-shoppers that the parents gave permission that their underage child is allowed to help performing this research. Also involve the parents of the mystery-shoppers who are not underage. You need to determine the financial compensation of the mystery-shoppers and the researchers.

TRAIN THE MYSTERY-SHOPPERS



Before starting the research, you need to train the mystery-shoppers. You can organize a separate meeting for this training, or give the training just before the start of the research. Including a short educational programme (see paragraph 2.5.6) you need approximately 60 minutes for the training. In this training you need to address at least the following topics:

- Introduction of each other: explain in which teams you will work. Exchange mobile phone numbers in case of an emergency.
- Goal of the research: explain the goal of your own research.
- Explain what the protocol is in supermarkets, cafeterias and liquor stores (off-premise) and what the protocol is in bars and sports canteens (on-premise). This protocol you will need to adapt to your own regional/national situation. If, for example, it is illegal for a minor to possess alcohol (by law), you may have to change some parts of the protocol.





EXAMPLE



WHAT CAN BE THE PROTOCOL IN ON-PREMISE SELLING POINTS?

- First think about the different aspects of the questionnaire you have to remember during your visit.
- Try to enter the selling point together (only the mystery-shoppers).
- If necessary pay at the entrance.
- If security/the bouncer will not let you in, do not get into a discussion. Leave the place and go to the car/ continue your way elsewhere.
- If you are inside: order an alcoholic drink (what is most normal to order for youths in your country and what is cheap).
- If they ask for some ID: show your own ID. If they ask for your age: say that you are old enough to buy alcohol (for example: 18 years or 21 years). A 'normal' underage buyer will also lie about his/her age.
- If you do not get a drink, do not get into a discussion. Leave the place and go back to the car.
- If you get the drinks, pay for them. After a while (two to five minutes) leave the bar/disco and go back to the car/ continue your way elsewhere. If the drink is in a plastic glass or bottle, then you can bring the alcohol outside.
- Do NOT drink the alcohol. Leave the glass or bottle at the selling point when it is open (and not in a plastic container). Maybe you can empty your glass or bottle in the toilet or in a pot with plants if this is not too conspicuous.
- Fill in the questionnaire together with your team.



EXAMPLE



WHAT CAN BE THE PROTOCOL IN OFF-PREMISE SELLING POINTS?

- First think about the different aspects of the questionnaire you have to remember during your visit.
- Try to enter the selling point together (only with the mystery-shoppers).
- Look for an alcoholic drink (some beers, bottle of wine or alcohol-pop) and take them to the counter.
- If they ask for some ID: show your own ID. If they ask for your age: say that you are old enough to buy alcohol (for example: 18 years or 21 years). A 'normal' underage buyer will also lie about his/her age.
- If you do not get a drink, do not get into a discussion. Leave the place and go back to the car/ continue your way elsewhere.
- If you can buy the drinks, pay for them. Take the bottle with you outside to the car/ continue your way elsewhere.
- Do not open the bottle and do NOT drink the alcohol.
- Fill in the questionnaire together with your team.





- What to do in a problem situation: if the mystery-shoppers do not feel safe, they need to return directly to the researchers. Never start discussions with other customers or sellers about the research. If it is not possible to return to the researchers (when something has happened), they need to call the researchers. If this is not possible the mystery-shoppers must show the 'safety -letter' (see paragraph 2.5.7).
- Explain: DO NOT DRINK ALCOHOL AT ANY TIME
- Practise a situation: during the training you can imitate mystery-shopping in a supermarket or bar. The researchers can pretend to be a barkeeper or cashier, and the mystery-shopper can practise the protocol in different situations.

STEP 6

Train the mystery-shoppers before the start of the research.

TRAIN THE RESEARCHERS



Before starting the research you need to train the researchers on how to accompany the mystery-shoppers and how to monitor the quality of the research. You need to train the researchers in a separate meeting from the mystery-shoppers. You need approximately 60 minutes for the training. In this training you need to address at least the following topics:

- Introduction of the organization: explain the goal of your organization and what types of projects you perform.
- Goal of the research: explain the goal of your own research.
- Professional attitude: the parents and the minors see the researchers as part of your organization. So the researcher should have a professional attitude towards the parents and youngsters. They should be capable of answering questions from them about the research.
- Pick up the minors: before the research, the minors should be picked-up at their home. During the picking up of the minors you should remind the mystery-shoppers to bring:
 - An ID card/passport
 - A jacket
 - An empty wallet
 - A signed statement by their parents
- Train the mystery-shoppers: in a separate meeting or just before the start of the research you should train the mystery-shoppers about the research (see 2.5.3). The researchers should know all the details about this training, the protocol and also what to do in a problem situation.
- Questionnaire: during the training of the researchers you should show them the questionnaire and emphasize that it is very important that they fill in the





questionnaire accurately. It is also important that they fill in one answer and not a range of answers. For example: if the age of the cashier is asked for in the questionnaire, do not fill in 'between 15 and 18, but choose one answer (for example 17 years).

- Planning: show the researchers an example of a plan and explain to them that they should follow the plan (and make sure that they can stick to the time-schedule). See paragraph 2.5.2 for an example of a plan.
- Different teams: if you work with different teams, you should introduce the different teams to each other. During the research it is important to keep in touch with each other about the plan (being on time) and agree on the selling points that cannot be visited by the mystery-shoppers.
- When you cannot find or visit a selling point: when you cannot find a selling point (e.g. it does not exist anymore), or the selling point is not open, you should visit another selling point as a replacement. Make a list of 'extra' selling points in case the selling points (on the plan) cannot be visited (backup list).
- Financing: each team (the researchers) will get some money before they start with the research. This money is for buying alcohol (for mystery-shoppers), for some food and drinks during the research and for petrol or money for parking costs. The researchers should keep all the receipts. Before the research you can explain how much money they can spend for each part.
- Fines: do not get any fines during the research (speeding ticket, parking ticket) the researchers will have to pay all the fines themselves. Please drive carefully with the minors in your car.
- Secrecy: the research is called MYSTERY-shopping. So it is important, especially for the researchers, not to talk about the research and the goal of the research to other people. If the selling points know that a mystery-shopping research will take place, they will change their behaviour (for a short period) and the results will not show the situation in reality.
- Contract: explain what kind of (voluntary) contract the researchers get during the mystery-shopping research.

STEP 7

Train the researchers in advance of the research.



EDUCATE ABOUT ALCOHOL



You will have to educate the mystery-shopper about alcohol - before, during or after the research. The mystery-shoppers need to be informed about the health risks of alcohol use. Tell them about the effects of alcohol on their body. You can find many examples of education about alcohol on www.apyn.org or by contacting the authors of this practical guide.

The mystery-shoppers often discover during their research that it is very easy to

buy alcohol, also for minors. By giving the youngsters accurate information about the risks of alcohol we hope that the research will not stimulate the consumption of alcohol among these minors. If some of them already know about the health risks of alcohol use, educate them in a shorter way. If you have already educated the minors on alcohol (for another project), it is not necessary to repeat this (but it won't hurt if you repeat anything).

STEP 8

Educate the mystery-shoppers about the risks of drinking alcohol (myself, others and society).

PRACTICAL ASPECTS



Getting Around

In some countries, if you want to perform mystery-shopping research you will need a car to pick the minors up from their home. For the actual visits a car is needed to visit all the alcohol selling points. If the selling points are really close to each other, you can park the car and walk around or you can use public transport. You need to arrange a car with enough space for four people (two researchers and two mystery-shoppers for each car). If you hire a car, make sure that the full insurance is paid.

Questionnaire

After each visit the mystery-shopper will (assisted by the researcher) fill in a questionnaire about the specific selling point. Find attached in Figure 4 and 5 an example of a questionnaire.

There is a different questionnaire for on-premise and for off-premise. Please feel free to make some adjustments for your own situation and your own goal and research questions. The most important are the three questions about age, ID and the success of buying - they should be included in every questionnaire.

Before the research starts, make sure you have enough questionnaires – make some additional copies, just in case. After each visit the mystery-shopper will fill in the questionnaire. Half of the premises should be visited by a female and half of them by a male mystery-shopper. Before starting the research you need to know which alcoholic drinks are popular for underage people and are also cheap to buy.





Money

During the research you need some (small) cash for buying the alcohol that should be taken by the mystery-shoppers. This money will be given to them by the researcher just before entering the shop/bar. You need to take into account that some bars or discotheques will also ask for money before entering their premises.

ID card

During the mystery-shopping the minors will need some form of identification (ID). If there is a national ID, the mystery-shoppers should keep this ID with them during the research. If there is no

national ID, maybe they can bring some other ID, like for example a school card, student card or bank account-card. Try to find, together with the mystery-shoppers, another form of ID.

Safety letter

Before you can start the actual visits, you need to prepare a 'safety-letter'. The mystery-shoppers must carry this safety letter with them during the entire research. If the mystery-shopper feels unsafe, he/she can show this letter. In the safety-letter you should not mention the names of the mystery-shoppers, only the name of the research organization that is responsible for performing the mystery-shopping. This safety-letter should not be included in the report. See below for an example of a safety letter.

Tuesday, March 20, 2012

Alcohol sales to youths under the legal selling age: A study about compliance.

Dear Sir/Madam,

In an assignment of...(organization)... in...(area/city)... we are performing a compliance research about selling alcohol to underage youngsters.

The youngster you are speaking to is performing this research as an assignment from...(organization)... and has no own interest in this research. You will not be given any sanctions from the local authorities in any way.

If you have any questions or clarifications about the research you may contact.

Name

Phone number

E-mail

STEP 9
Arrange some practical aspects like a car, money to buy the alcohol, questionnaires, ID card and the safety letter.





OFF-PREMISE QUESTIONNAIRE

Name of selling point: _____

Type of selling point: big supermarket little shop street seller

Location of selling point: rural area urban area

Day of visit: Wednesday Thursday Friday

Time of visit: _____

Gender of mystery shopper: boy girl

Name of the mystery shopper: _____

How many counters are in the selling point _____

How many counters are open _____

How many people were in front of you in line _____

How many people were behind you in line _____

Do you know the seller in person yes no

Gender of seller: man women

Estimated age of seller: _____

Did the seller ask for your ID yes no

Did the seller ask for your age yes no

Could you buy the alcohol yes no no, they did not have any alcohol in the shop

Price of the alcohol: _____

Notes:

Figure 4: Example of the questionnaire that can be used off premise





ON-PREMISE QUESTIONNAIRE

Name of selling point: _____

Type of selling point: bar/pub discotheque

Location of selling point: : rural area urban area

Day of visit: Wednesday Thursday Friday

Time of visit: _____

Gender of mystery shopper: boy girl

Name of the mystery shopper: _____

Was there a bouncer: yes no

Did the bouncer ask for your ID: yes no

Did the bouncer ask for your age: yes no

Did you enter the alcohol selling point: yes no

How many counters are in the selling point _____

How many counters are open _____

Hoe many alcohol-sellers/bartenders where behind the bar: _____

Do you know the seller in person yes no

Gender of seller: man women

Estimated age of seller: _____

Did the seller ask for your ID yes no

Did the seller ask for your age yes no

Could you buy the alcohol yes no no, they did not have any alcohol in the shop

Price of the alcohol:

Figure 5: Example of the questionnaire that can be used on premise

2.6 ANALYSES AND REPORT

Name	City	Adress	Type	Time of visit	Day	Name of shopper	Ask for age	Ask for ID	Selling alcohol
Good Store	Amsterdam	...	Supermarket	14:05	Friday	Rob and Lisa	Yes	Yes	No
Super Store	Rotterdam	...	Supermarket	14:30	Friday	Rob and Lisa	No	No	Yes
Bar solar	Utrecht	...	Cafe	20:30	Saturday	Bob and Nataly	No	No	Yes
Footballclub Fit	Amsterdam	...	Sport	16:10	Saturday	Bob and Nataly	Yes	Yes	No
Disco light	Rotterdam	...	Cafe	21:35	Friday	Rob and Lisa	Yes	No	Yes
Mambo Bar	Utrecht	Cafe	22:44	Thursday	Molly and Peter	No	No	Yes
Soccerclub fanatic	Eindhoven	...	Sport	11:34	Sunday	Roby and Daniel	No	Yes	Yes
Cafeteria at the corner	Amsterdam	...	Cafeteria	15:05	Wednesday	Ruth and Carel	Yes	No	Yes

Figure 6: Example of an Excel table with raw data

ANALYSES

After performing the research you need to analyse the data generated by the mystery-shopping research. The easy way is to fill in all the results of the questionnaire in Excel (see above for an example; the selling points in the table below do not 'exist' but are just used as an example).

Out of these Excel tables you can make tables in the report about the compliance rate and about how many times bartenders or cashiers asked for the age or ID (or both). For your first mystery-shopping research it is better to keep it easy, but if you have some experience with the research or you have a lot of data, you can use a statistical program like SPSS.

Out of the Excel overview you can make an overview of the results in tables like these below. The first table is about the number of visits, the amount of compliance and the compliance rate. You can obtain these data from the Excel overview. The second table is about how many times bartenders or cashiers asked for Age, ID or both (Age + ID) and how many times there was a correct compliance (CN). CN means that they did not sell alcohol to the minors. No personal data about the selling points will be available to the public (if necessary: only the individual results are available for the local governments).

Kind of alcohol selling point	Amount of visits	Number of times of compliance	Compliance rate(%)	Age (CN)	ID (CN)	Age + ID (CN)	Nothing was asked (CN)	Total (CN)
Little shop	12	0	0	1	0 (0)	0 (0)	11 (0)	12 (0)
Big supermarket	13	3	3	2	1 (1)	4 (2)	6 (0)	13 (3)
Bar or Pub	9	1	1	1	0 (0)	3 (1)	5 (0)	9 (1)
Discotheque	8	2	2	1	1 (0)	3 (2)	3 (0)	8 (2)
Total	42	6	6	5	2 (1)	10 (5)	25 (0)	42 (6)

Figure 7: Examples of tables with the results



REPORT

Depending on your goal, you can make a factsheet, report or news-bulletin about the results. We recommend that you include at least the next elements (for a report or factsheet):

- Introduction: in your introduction you should explain the national or local alcohol laws. Also give an introduction about alcohol and health: why it is important to be involved in the alcohol topic.
- Goal of the research, research questions and methods: explain in your report the goal of the research, the research questions and method to explain to the reader why and how you performed this research.
- Results: what are the results of the research? Prepare a clear overview of the results. Present the results in different tables or graphics. Give answers to all your research questions. We advise you not to show the individual results of the selling points in the report.
- Conclusion and recommendations: depending on the goal of your research, you can write down the conclusions and recommendations in your report. You can make recommendations for: policy makers, enforcement agencies and alcohol-sellers.
- References: write down your references.
- Extra information only for clients: if you collect data for an enforcement agency or the local government you can provide the individual results of the selling points.
- General: In the report, no personal names or data of the mystery-shoppers are included. The privacy of the mystery-shoppers is very important.

STEP 10

After analysing the results you should make a report which includes: an introduction, the research goal and research questions, methods, results (tables), conclusion and recommendations and references.



More information about mystery-shopping:

- Gosselt, J. F., Van Hoof, J. J., De Jong, M. D. T., & Prinsen, S. (2007). Mystery shopping and alcohol sales: do supermarkets and liquor stores sell alcohol to underage customers? *Journal of Adolescent Health, 41*(3), 302-308.
- Van Hoof, J. J., & Gosselt, J. F. (2013). Underage Alcohol Sales—It Only Takes a Minute: A New Approach to Underage Alcohol Availability. *Journal of Studies on Alcohol and Drugs, 74*, 423-427.
- Tael, M. (2011). *Alkoholsete jookide testostemise pilooturing. Pilot study on alcohol purchase by youngsters*. Tallinn: National Institute for Health Development.





CHAPTER 3

HOW TO MONITOR AND REVIEW ALCOHOL ADVERTISING?

3.1 INTRODUCTION

This part of the manual deals with a relatively simple research about alcohol advertising that young researchers can perform independently. The goal of this research is to contribute to the discussion about limiting or banning alcohol advertising.

There are more and more voices discussing a possible ban on advertising and sponsoring alcohol, as it happened with tobacco over the last ten years in many European countries. There are already countries where alcohol advertising is strongly restricted, as in France (no alcohol advertising

on radio and TV, no alcohol sponsorship and only the product characteristics of alcohol may be depicted in advertising), Sweden (no advertising on radio and television and on the internet) and Norway (a total ban on alcohol advertising).

You can stimulate the debate about the current policy in your country with respect to alcohol marketing by examining if the alcohol advertisers act in accordance with the existing voluntary and legal regulations or violate them. The following explains how you can do that.

3.2 YOUNG PEOPLE AND THE IMPACT OF ALCOHOL ADVERTISING

Experts agree that alcohol consumption among young people in Europe is a big problem and can lead to a significant amount of short and long-term damage. Young people start drinking at a young age and when they drink, they often drink too much on each occasion.

Alcohol consumption by young people is determined by several factors, and one of these factors is the impact of alcohol marketing. Other factors are: the drinking behaviour and norms of parents, the availability of alcohol at home and in shops, and the influence of their friends.



Alcohol advertising also ensures that young people are confronted daily with the promotion of drinking; they are exposed to a compilation of open or more hidden messages on radio, TV, the internet, billboards and advertising in supermarkets. Often these advertisements are specifically attractive for adolescents and young adults. On TV you see nice, often humorous commercials about a particular brand and obviously advertising only shows the positive features of alcohol. From an early age, children often unconsciously learn as a result of seeing all these advertisements that alcohol consumption is quite normal and cosy, and if you do not drink you're not a part of the group.



ALCOHOL MARKETING AND ALCOHOL ADVERTISING

Alcohol marketing is a broader concept than alcohol advertising. Alcohol marketing includes all the promotional activities of alcohol producers and sellers such as advertising via television and radio, sports sponsorship, product placement, pricing and for example, the design of new products. In this context we are focusing on alcohol advertising and thereby only on the concrete manifestations of marketing that are visible to everyone: commercials on television, commercials on radio, bill boards on the streets and ads on the internet.

3.3 STATUTORY AND VOLUNTARY REGULATION OF ALCOHOL ADVERTISING

Because alcohol is a risky product, the promotion of alcohol has to be regulated. Everyone understands that you must not stimulate children to drink alcohol and an alcohol producer cannot claim that alcohol is healthy or that you feel happier after a glass of whisky. Also, it is clear to everyone that an alcohol commercial cannot be broadcast during a children's programme on TV. For these reasons alcohol advertising is regulated by statutory rules and by the rules of the alcohol industry itself. The statutory rules are often clear about what

is allowed or what is not: for example, advertising for low-alcohol beverages is allowed but not for spirits, or advertising on TV between 6am and 9pm is forbidden. As was said above, some countries prohibit all forms of alcohol advertising, such as Norway; Finland has recently decided to restrict alcohol advertising via social media.

In an attempt to avoid the legal restrictions of alcohol advertising, the alcohol industry has designed their own marketing regulations, the so-called alcohol market-





ing self-regulation. The self-regulation of alcohol advertising by the alcohol industry is accepted by many European states as an alternative to statutory regulations, despite the fact that research shows that self-regulation fails to protect young people and therefore is not a safe alternative to legal measures. However, lobbying by the alcohol industry is very strong, so many politicians and governments do not take any action.

Legal rules try to limit explicitly the amount of exposure to advertising. The alcohol industry has been working with the vendors of alcohol (supermarkets, restaurants and others) to set rules about what is allowed about advertising from their perspective.

These rules are much vaguer and less rigid than the statutory rules and relate mainly to the content and the message of the advertisements. Self-regulation is embedded in international and national advertising standards' programmes. One of the organizations that is responsible for these self-regulatory codes is The European Advertising Standards Alliance (EASA), an umbrella organization of business organizations. At a national level, national advertising organizations are responsible for self-regulation. Each citizen can file complaints to these organizations about alcohol advertising when they have worries about the impact of advertising and specifically if they think that an advertisement is in conflict with one or more articles of the code.

Articles from the self-regulatory codes focus mainly on the content of the advertisements and hardly on the amount of alcohol advertising. There is a European legal directive (AMVSD: Audiovisual Media Services Directive) stipulating that alcohol advertising may not reach an audience that consists of more than 25% of minors; in some countries this rule is embedded in self-regulatory codes.

Some examples of items from a self-regulatory code (derived from the website of ICAP, an international organization that defends the interest of alcohol producers: www.icap.org).

- * Advertisements should not be specifically aimed at minors or show minors consuming alcoholic beverages. Advertisers should avoid media or events where the majority of the audience is known to be underage.
- * If a group of people is shown consuming the product, the person who is not consuming should not be ridiculed. Likewise, advertisements should not suggest that drinking is an essential part of life or a necessary routine.
- * Alcohol should not be presented as necessary to have fun, or as enhancing the success of a given social occasion.



3.4 THE IMPACT OF ALCOHOL ADVERTISING

Many studies have been conducted about the influence of alcohol advertising on the drinking behaviour of young people. There is convincing evidence that alcohol advertising is harmful to young people. A most recent European longitudinal study that was commissioned by the European Commission and implemented in Germany, Italy, the Netherlands and Poland demonstrated that it counts for all these countries that if young people see more al-

cohol advertisements they will drink more (Amphora project, 2012). In other words: there is a proven causal connection between advertising and drinking and vice versa: less exposure to alcohol advertising means less drinking.

A ban on alcohol advertising, according to The World Economic Forum and the WHO is one of the three most effective measures to tackle alcohol problems in Europe.

The World Economic Forum and the WHO recommend “The three best buys” to tackle alcohol problems worldwide because they are both effective and affordable.

The first one they recommend is **RAISING THE PRICE OF ALCOHOL**. Given the risks and costs of drinking, the alcohol product is too cheap and thereby too easily obtainable which is extra risky especially for young people and excessive drinkers.

The second is to **LIMIT THE AVAILABILITY OF ALCOHOL**. For example, by limiting the number of outlets and to set a sales age limit of 18 or 21 years.

The third is the establishment of a **BAN ON ALCOHOL MARKETING AND SPONSORING**.

A far-reaching legal limit of alcohol advertising is a nightmare for the alcohol industry.

Advertising and sponsorship is one of the most powerful tools of the industry to at-

tract new consumers and to bid drinkers. It's not by accident that the alcohol industry invests billions in advertising. It's obvious that the alcohol industry is afraid that what happened to tobacco, a total advertising ban, eventually will also be the case for alcohol.





Many politicians accept the following frequently heard arguments from the alcohol industry in order to defend the almost completely free space they have to advertise on tv, radio, internet and social media:

- Alcohol advertising has not a specific impact on young people. Alcohol advertising does not stimulate drinking itself, but it only helps customers to choose a particular brand.
- The voluntary system of self-regulation works better than legal regulation because our rules are very comprehensive and robust and lead to a better compliance than the legal measures imposed by the government.
- We contribute actively to the prevention of 'alcohol abuse' by means of our own campaigns and as the results of warnings on alcohol advertisements like 'drink responsibly'.

The promotion of alcohol is an enormously well funded, ingenious and pervasive aspect of modern life (Österberg, 2004). Alcohol advertisers argue that their main target group are young adolescents from 21 to 24 (Insights, 2007). In practice, however, large numbers of young people are exposed and attracted to alcohol advertising and promotion in everyday life including minors (CAMY, 2007).

A large variety of both content and volume restrictions in alcohol marketing regulations aim to protect young people against the harmful effects of alcohol marketing. Regulations can be embedded by law (legislation or statutory regulation), by voluntary codes of conduct of a company or a sector (self-regulation or voluntary regulation), or by a combination between state and non-state regulation (co-regulation). An investigation made by STAP, the Dutch Institute for Alcohol Policy (ELSA project, 2007) showed many variations between European countries' laws, regulations and administrative provisions on the advertising of alcohol products. See www.EUCAM.org.



3.5 RESEARCH ON THE VOLUME OF ALCOHOL ADVERTISING

The influence of alcohol advertising on the drinking behaviour of young people is determined by the amount of advertising seen by young people and by the content of the advertisements. Especially research on the amount of alcohol advertising young people are exposed to is important. The impact of alcohol advertising on drinking behaviour is mainly determined by the amount (volume) of advertisements young people are confronted with.

A study commissioned by the European Commission (2012 AMMIE, see annex 1) shows among other things that children and young people often see alcohol advertising even more frequently compared with adults. Research on the amount of alcohol marketing exposure is crucial for the debate on the regulation of alcohol advertising. The problem is that volume research is rather complex and expensive: you need a lot of quantitative data,





disaggregated by age, about the viewing and listening figures of popular TV and radio programmes (alcohol commercials are often broadcast before and after these programmes) and you need the numbers of visitors to internet programmes where the alcohol advertisements are shown. Research on the volume of alcohol advertising is difficult because you cannot easily collect the data yourself and therefore you are obliged to buy these necessary data. Advertisers themselves do have these data, but obviously they are

not willing to make these available for research.

The volume of exposure to alcohol marketing practices will affect drinking behaviour. Youngsters who are more exposed to alcohol marketing will start earlier with drinking alcohol, drink more frequently, and will drink more units of alcohol during one occasion (Anderson, et al., 2009; Smith & Foxcroft, 2009). Youngsters will drink 1% more alcohol for every additional alcohol commercial they are exposed to (Snyder et al., 2006).

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The AMMIE project (Alcohol Marketing Monitoring in Europe) consists of NGOs from five EU countries (Bulgaria, Denmark, Germany, Italy and the Netherlands) that monitored alcohol advertising practices and marketing activities in 2010. The project started in 2009 and was partly funded by the European Commission. Although alcohol marketing is an important topic within the EU Alcohol Strategy, alcohol marketing had not yet been monitored systematically and independently from commercial interests in many of the European Member States. The goal of the AMMIE project was to provide an insight into the effectiveness of existing alcohol marketing regulations (both legislative and self-regulation) in selected European countries (Bulgaria, Denmark, Germany, Italy and the Netherlands). The results of the AMMIE project thus offer an insight into the overall presence of alcohol marketing in the five selected countries and describe the content and the amount of alcohol advertising. Special attention is given to the opinion of young people about the attractiveness of alcohol advertising practices and to the amount of exposure to alcohol advertising of young people (De Bruijn et al., 2012).





3.6 RESEARCH ON THE CONTENT OF ALCOHOL ADVERTISING

What is feasible is to test the response of young people on the content of alcohol advertising. It is research about the images and about the explicit or implicit message of an advertisement. Research shows that not only the volume of alcohol but also the content of an alcohol advertising message can have an impact on the drinking behaviour of young people. The following comments are important regarding this type of research:

1. The main purpose of examining the content of alcohol advertising is to **determine whether or not advertisements are appealing to young people**. To register and to draw a conclusion about the response of young people towards the appropriate advertisement is an important goal of this research. Another goal is to determine if the existing voluntary or legal content regulations about the content of advertisements are violated. These content regulations are usually derived from European legislation (the Audiovisual Media Services Directive, see annex).
2. One of the questions raised by the study is whether young people perceive certain advertisements as attractive or are appealing to them or not. With the answer you collect information about the possible impact of these advertisements on the drinking behaviour of young people. If this study discovers that a

specific advertisement is appealing to young people, the conclusion can be justified that the regulations are violated.

Note: The exact wording of the text in the self-regulation regarding the impact of an alcohol advertisement on young people is a very 'clever' one (from the position of the alcohol industry): only alcohol advertisements that are *specifically directed* at young people are not permitted (see an example of this text on page 28). This means that if an advertisement is perceived to be attractive or appealing by young people themselves, this doesn't mean that this regulation is violated. If you make a complaint about youth-attractive alcohol advertisements, the decision of the Alcohol Advertising Committee (which is normally a part of the self-regulation system) will often be: although this advertisement could be attractive towards young people it is not specifically targeted at young people, so your complaint is rejected.

That why we support the conclusion of the so-called FASE report:

"Alcohol advertisements should be evaluated according to young people's interpretation and not according to the intention of the advertiser. Allowing alcohol advertisements that contain solely product information is an example of a content restriction that fulfils these criteria" (De Bruijn et al., 2010).





3.7

RESEARCH ABOUT THE REACTIONS OF YOUNG PEOPLE ON THE CONTENT OF ALCOHOL ADVERTISEMENTS

It is possible to determine in a relatively simple manner how young people react to alcohol advertising. The questions we suggest to put to young people, after seeing some examples of alcohol marketing practices, are derived from the advertising regulations of the European legislation (AMVSD) and from the voluntary regulations of the alcohol industry. These regulations are primarily intended to protect young people from the harmful influence of alcohol marketing.

Based on the responses of young people who are interviewed, you can draw conclusions about particular advertisements. The main question is: are the regulations in the eyes of the respondents obeyed or in other words: are the regulations in this case protective towards young people? If there appears to be a violation of the regulations it can be decided to lodge a complaint about it. In every country there exists a so-called Advertising Committee that

monitors whether or not commercial advertising follows the self-regulatory codes. Complaints about possible violations of the self-regulatory codes can be directed to these committees. You can find examples of complaints against several national codes in the already-mentioned report: *De Bruijn, A., Van Den Wildenberg, E., & Van Den Broeck, A. (2012). Commercial promotion of drinking in Europe: Key findings of independent monitoring of alcohol marketing in five European countries. Utrecht: Dutch Institute for Alcohol Policy (STAP).*

For downloading the report go to:
http://www.amphoraproject.net/w2box/data/AM-PHORA%20Reports/Ammie_repport_2012.pdf.

Note: If you have scientific pretensions you should consult scientists to carry out this analysis properly. This example is only intended as a first introduction to this type of research.





STEP 1



Study the existing regulations of your country regarding alcohol marketing

Select in particular those alcohol-marketing regulations which are intended to protect young people and formulate research questions based on these regulations.

Two examples of articles that can be found in almost all regulations and which are relevant for rating by young people are:

“Advertising for alcoholic beverages is not allowed to specifically focus on minors”

“Alcohol advertisement shall not create the impression that the consumption of alcohol contributes to social or sexual success.”

STEP 2



Collect examples of alcohol advertisements

Register and copy all alcohol ads during one week from two or three TV stations which are broadcast around programmes that are popular with young people under 18 years. Note the time of the broadcasting.

Take pictures of billboards with alcohol ads and note the location for one month.

Collect all alcohol advertisements from magazines that are targeted at adolescents and young adults.

Note: on the websites of the alcohol producers you normally can find the original images of the monitored advertising practices if you were unable to take good pictures or to copy the commercials.

STEP 3



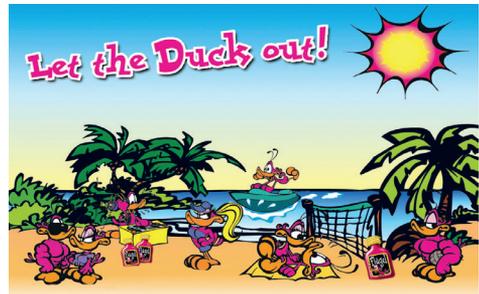
Select your respondents

Boys and girls from 13 to 18 are mainly the relevant age; that is the age when many young people start to drink in Europe. You would need 15 young people from each age group to record solid research results. Schools can and will usually help you in approaching young people.

STEP 4



Show the collected marketing practices to the respondents and register and analyse their answers



Example 1: a poster

Questions for the respondents:

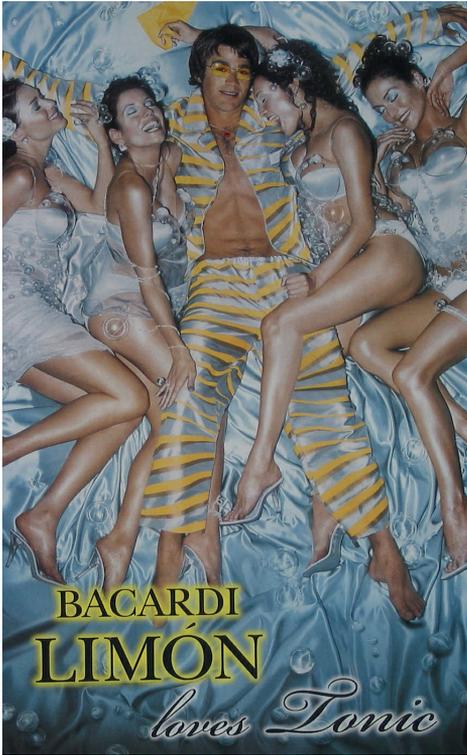
Do you think this advertisement is specifically aimed at minors?

YES NO

Do you think this advertisement is appealing to minors?

YES NO





Example 2: a poster

Question for the respondents:

Do you think this advertisement creates the impression that the consumption of alcohol contributes towards social or sexual success?

YES NO

Do you think this advertisement links alcohol with social or sexual success?

YES NO

STEP 5



Describe and present the results

You can present the results of the study to politicians in order to underpin your arguments for better and more protective marketing regulations or even for a total ban. Consider if your results are good enough to present them even to the press.



example 1



GET 'em YOUNG: MAPPING YOUNG PEOPLE'S EXPOSURE TO ALCOHOL MARKETING

The acronym AMMIE stands for Alcohol Marketing Monitoring in Europe. AMMIE is a project coordinated by the Dutch Institute for Alcohol Policy STAP and supported by the European Centre for Monitoring Alcohol Marketing (EUCAM). In this annex only the part of AMMIE about testing the self-regulations of alcohol advertising in Europe is included.

In all five participating countries (Bulgaria, Denmark, Italy, Germany and the Netherlands) voluntary marketing codes are in place. These codes usually have a strong focus on the content (versus the volume) of marketing; marketing should not be particularly (or specifically) attractive or appealing to adolescents, alcohol consumption should not be associated with sports and with social or sexual success etc. Sponsorship is commonly not included in voluntary marketing codes.

Checking compliance and enforcement of these codes tend to be taken care of by commercial parties with an interest in the sales and marketing of alcoholic beverages. This goes for the so-called adjudication bodies as well. If someone observes an advertising message that he or she deems a violation of the code, a complaint can be filed with the adjudication body.





In 2010, five NGOs selected 84 alcohol-marketing practices deemed to be in violation of an existing relevant code. Then the procedure was twofold: file complaints with the adjudication body and ask young people for their view. To this end in each country a Youth Rating Panel was installed. One of the questions submitted to these panels was whether they thought a certain advertisement was attractive to their peers.

The following questions were asked for every alcohol marketing practice collected:

- *What time and date did you see this ad or promotion?*
- *Where did you see or hear this ad or promotion?*
- *Describe how the drink was advertised or promoted?*
- *Did the ad or promotion have a message or slogan?*
- *Did you like the way the drink was being promoted?*
- *Do you think the way this drink was advertised or promoted would appeal to other young people? Why?*
- *Have you seen this drink being advertised anywhere else? If so, where and how?*
- *What kind of alcoholic drink was being advertised or promoted?*
- *What was the BRAND name of the drink?*
- *What did the drink look like? E.g. how was it packaged?*
- *What colours or images were used on the label or packaging?*
- *Did you like the way the drink was packaged? Why?*
- *If you tasted the drink, what did it taste like?*
- *Was the price of the drink shown in the ad or promotion?*
- *If so how much was this drink?*
- *Was it part of a special offer?*



Get Em Young-Mapping Young People's Exposure to Alcohol Marketing in Ireland. National Youth Council of Ireland, 2009

One statement from the concluding chapter of the report: "There are over 1 million young people under 18 years of age in Ireland. These young people need adequate protection from an unnecessary exposure to risk: marketing practices that promote alcohol, a substance that carries serious health and social risks for young people" (Hope, 2009).





EXAMPLE 2



COMPLAINING ABOUT ALCOHOL ADVERTISEMENTS: DATA FROM A RECENT EUROPEAN ALCOHOL MARKETING PROJECT: AMMIE (2012)

The acronym AMMIE stands for Alcohol Marketing Monitoring in Europe. AMMIE is a project coordinated by the Dutch Institute for Alcohol Policy STAP and supported by the European Centre for Monitoring Alcohol Marketing (EUCAM). In this annex only the part of AMMIE about testing the self-regulations of alcohol advertising in Europe is included.

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From all the complaints brought before an adjudication body, 72% were dismissed, without significant differences observed between the five countries. However, in many cases the opinion of the youth panels was completely different, especially when the contested issue was about (specifically) appealing to adolescents. A standard reply from the adjudication bodies was: "This advertising campaign is probably attractive to young people but is not shown to be specifically aimed at them, adults find the advertisement attractive as well." But also on other issues, such as the association with social or sexual success, opinions diverge.



Figure 8: An example of one of the ads that violated the Italian code. It suggests sexual success.





example 3



THE EUCAM MONITORING APP: A NEW TOOL FOR MONITORING ALCOHOL MARKETING

Monitoring is the backbone of the successful enforcement of alcohol marketing regulations. However, the successful monitoring of alcohol advertisements has been challenging: comprehensive monitoring leads to too much work because over all the media there are just too many ads being printed and broadcast at any given time. It is more effective to discuss things in terms of exposure, more precisely the harmful exposure of young people to alcohol advertising.

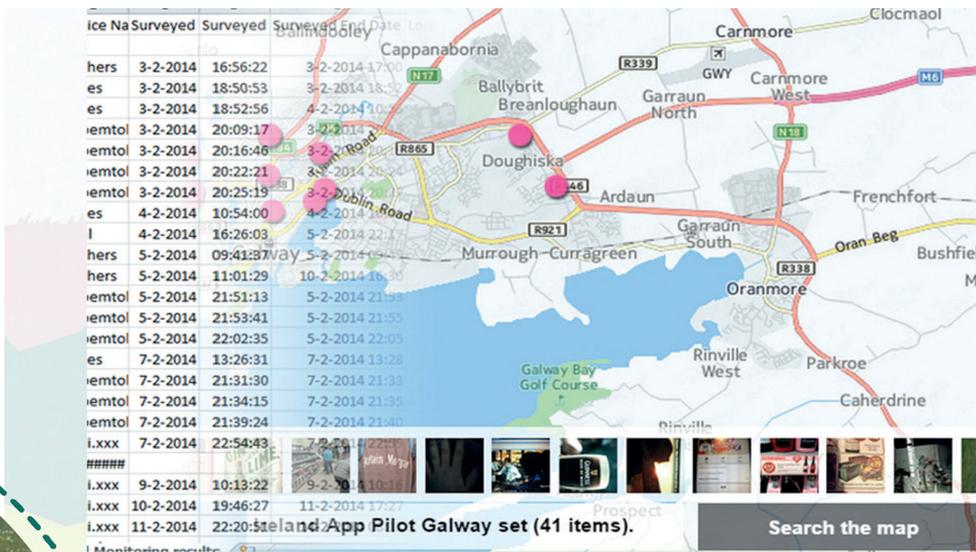
Scientific research into exposure has previously been undertaken in various ways: (1) by calculating the chance of exposure using macro-economic data (opportunity-based research); (2) by self-reporting of the research participants. While the first type of research is based on comprehensive expensive national data, it can only give an implicit estimation of exposure, because it calculates the chance of exposure instead of actual exposure. The second research method comes closer to actually measuring exposure but serious questions have been raised by scientists about the validity of such measures because they rely heavily on memory, which is easily biased (for instance people who have more experience with alcohol are found to remember more advertisements than people who have less experience with alcohol).



The EUCAM proposes a third method, namely measuring directly using the EUCAM smartphone app. This will eliminate a great deal of the possible bias by avoiding memory-based measures (and thus preventing underestimation of the exposure to alcohol advertisements), while also preventing the reliance on expensive macro-economic data (which may lead to an over-estimation of exposure).

The EUCAM smartphone app enables young people to monitor and capture with their smartphones the alcohol marketing instances that they are actually exposed to in their normal everyday life. The app is a tool that lends itself both to protocolled





outdoor monitoring as well as 'end-user driven' monitoring. Protocolled outdoor monitoring means that researchers monitor the marketing in a designated area during a designated time, conforming strictly to a protocol in order to make the monitoring exercise as reproducible as possible and the outcomes as reliable and comprehensive as possible.

End-user driven monitoring is not reproducible way of monitoring because it relies on the user monitoring the alcohol marketing wherever he or she goes and reporting on this through a 'diary'.

This form of monitoring does not collect a comprehensive overview of alcohol marketing instances in a certain period or area, but does give a realistic indication of actual exposure. The EUCAM has extensive experience with systematically protocolled monitoring and has recently piloted the app with 'end-user driven' outdoor monitoring in Ireland (Galway, Alcohol Marketing Monitoring Project). The data automatically shows up on a geographical map (see below), which provides an accessible visual representation. The data is also easily exported to 'MS Excel or SPSS. The current version of the app asks the user for background information as well as specific questions about the monitored alcohol advertisement.

These questions can be easily translated, changed or removed. This application aims to support researchers and NGOs in their monitoring research, additionally EUCAM can provide further research methods, protocols, data analysis and reporting.

Contact via the web www.EUCAM.info.



CHAPTER 4

OTHER TYPES OF RESEARCH

In this chapter, we briefly explain some other types of alcohol research that can be conducted by youth organizations.

DRINKING BEHAVIOUR

By using questionnaires it is possible to evaluate different aspects of the drinking behaviour of young people. In a questionnaire it is possible to ask adolescents about their age, the age they started drinking, what kind of beverages they drink, how much per week or occasion and how often they drink. You can evaluate this within your own region or com-

munity. You can also focus this research towards the youngsters within your own organization. Another possibility is to ask one or more schools to participate in this research, so you can expand the questionnaire within these schools. Before you collect these data, you should first determine the goal of your research and also determine the study population.



PROS

It is a cheap and easy way to collect interesting data.



Example of a study: Wechsler, H., Lee, J. E., Nelson, T. F., & Kuo, M. (2002). Underage College Students' Drinking Behavior, Access to Alcohol, and the Influence of Deterrence Policies: Findings from the Harvard School of Public Health College Alcohol Study. *Journal of American College Health*, 50(5) <http://archive.sph.harvard.edu/cas/Documents/underminimum/DrinkingBehavior.pdf>.



CONS

If you want to do a research which is representative for a whole community or city, a lot of youngsters need to participate in this research. You need youngsters of different age groups, different cultural and religious backgrounds and so on. The advice is to ask a research professional for the conditions of a representative research.





EVALUATING OPINIONS ABOUT ALCOHOL-RELATED TOPICS

With the use of questionnaires or by performing interviews it is possible to evaluate opinions about alcohol-related topics, like: the existing or new alcohol policy regulations at the local and/or national level, the al-

cohol policy of your own organization or experienced alcohol related problems etc. It is possible to use a questionnaire or interviews to evaluate the opinions of young people, their parents or teachers or politicians.

Questions you can ask are for example:

1. *What is your opinion about the legal drinking age for buying alcohol?*

- a) Perfect as it is
- b) The drinking age limits should be higher
- c) The drinking age limits should be lower

2. *Parents should forbid their underage children from drinking until they are 18*

- a) I totally agree
- b) I mostly agree
- c) I totally disagree
- d) I mostly disagree
- e) I do not know

3. *The price of alcohol in the supermarket is, given the risks of drinking, too low*

- a) I totally agree
- b) I mostly agree
- c) I totally disagree
- d) I mostly disagree
- e) I do not know

4. *Alcohol advertising should be banned*

- a) I totally agree
- b) I mostly agree
- c) I totally disagree
- d) I mostly disagree
- e) I do not know

With these types of questions you can show all types of opinions of parents, youngsters, politicians, etc. When you repeat this research over time, you can measure the

changes in opinions over time possibly as a result of prevention programmes or new policy measures.





PROS

It is a cheap and easy way to collect interesting data.



Example of a study: Room, R., Graves, K., Giesbrecht, N., & Greenfield, T. (1995). Trends in public opinion about alcohol policy initiatives in Ontario and the US 1989–91. *Drug and Alcohol review*, 14(1), 35-47.



CONS

If you want to perform a research, which is representative for a whole community or city, a lot of parents or youngsters need to participate in this research. You need parents and youngsters of different age groups, different cultural and religious backgrounds.



OVER SERVING DATA

It is possible to evaluate how often bars serve alcohol to intoxicated persons which is in many countries a criminal act. With the use of professional actors you can collect data about over serving in bars. An actor, who plays the role of a drunken client (based on well-prepared and protocolled behaviour), will try to order a beer. The goal of the research is to discover how bartenders react to this drunken actor. The bartender can serve an alcoholic drink to the drunken person (an actor), or he/she can refuse to serve an

alcoholic drink (as he officially has to do). It is very interesting to see how bartenders react to drunken actors.

They can for example:

- Serve a non-alcoholic beer
- Serve a soda
- Serve nothing, and ask the actor to leave the bar

You can try to visit different bars within one municipality. In this way you can formulate conclusions about the practice of over serving in a particular community.



PROS

Within one or two evenings you can collect data from one community. If you visit half of the bars in one city, you can formulate representative conclusions for that particular community.



Example of a study: Andreasson, S., Lindewald, B., & Rehnman, C. (2000). Over serving patrons in licensed premises in Stockholm. *Addiction*, 95(3), 359-63.



CONS

It is a rather expensive research because you have to work with professional actors. The script (protocol) of this research should to be trained with a film director, which is also quite expensive. The research will take place late at night.





MONITORING HAPPY HOURS/SALES

The goal of this research is to collect data about “happy hours” (e.g. “Buy one, get one free”) and other types of price promotions in bars and other places where young people are used to buy their drinks. During this research some young people will visit bars and other places and evaluate what kind of promotions there are during their visit, but also on other days and evenings. Construct a questionnaire which you use after every visit in a bar. Some of the questions you can think of are:

- Name of the selling point.
- What kind of selling point it is .
- Day and time of visit.
- The price of a beer.
- The price of a soda.
- Are there any promotions for alcoholic drinks?
- Describe these promotions:
Are there special promotions for special days or times a week?



PROS

It is a cheap and easy way to collect interesting data. You can easily compare cities with each other. This research can be done every year, so you can see changes over time.



CONS

You will experience resistance if you want to change serving practices or the enforcement policy based on your results.



Example of a study: Van Hoof, J., Noordenburg, M., & De Jong M. (2008). Happy Hours and Other Alcohol Discounts in Cafés: Prevalence and Effects on Underage Adolescents. *Journal of public health policy*, 29(3), 340-52.

MONITORING ALCOHOL PRICES

The goal of this research is to collect data about the prices of alcohol. Influencing prices by policy measures is a broadly advised tool for reducing alcohol problems

You can do this in multiple ways:

- Check the internet and search for prices.
- Visit selling points and collect prices.
- Look at ads in brochures.

First you need to think about your research questions, for example:

- What is the price of beer of brand X on the first of every month this year in supermarket Y?

- What is the cheapest beer in supermarket Y every Monday this year (including promotions)?
- What is the cheapest beer in city Z on every first day of the month?
- What is the price if you order a beer of brand X online in a web shop?

Depending on your research questions you can collect data of the prices every week or every month for (half) a year. You can say something about the changes over the year, and try to use these data for policy recommendations about the price policy regarding alcoholic drinks.





PROS

It is a cheap and easy way to collect interesting data.



CONS

You need to, at least, collect data over half a year, to have some interesting results. It is better to compare data from different regions or countries with each other.



Example of a study: STAP. (2011, June). Price-actions for beer in the supermarket are harmful for public health. *Dutch Institute for Alcohol Policy (STAP)*. Retrieved from <http://www.stap.nl/en/news/news.html/3531/1411/price-actions-for-beer-in-the-supermarket-harmful-for-public-health>.

Van den Wildenberg, E. (2010). Lonken met bier; een analyse van prijsacties voor bier in supermarkt en slijterij in 2008 en 2009. *Dutch Institute for Alcohol Policy (STAP)*. Retrieved from http://www.stap.nl/content/bestanden/rapport_prijsacties-in-de-supermarkt-2008_2009.pdf.

COLLECTING OTHER TYPES OF DATA

Data like the number of alcohol intoxications, data about alcohol-related violence, the amount of people who are treated for their alcohol addiction and the number of victims caused by drink driving are very valuable. These kinds of data are valuable when demanding improvements in

the (local) alcohol policy. These data are sometimes hard to collect yourself, but are usually collected by NGOs or state organizations. It is worthwhile contacting institutions like hospitals, police or umbrella organizations of addiction centres to collect any of these data.



PROS

These data are very concrete and ready to use in changing policies.



CONS

You need to collaborate with different types of organizations, like hospitals, addiction centres or the police. They need to be willing to give you data about alcohol-related problems. On the other hand: some of these data are already publicly available.



Example of a study: Jacobs, J. B. (1989). *Drunk Driving: An American Dilemma*. US, Chicago: University of Chicago Press.





CHAPTER 5

DISSEMINATION OF THE RESULTS

When you have concrete data and results about alcohol related issues, like:

- Compliance rate of age limits
- Opinions of young people about alcohol advertisements
- Drinking behaviour of young people
- Opinions about alcohol-related topics
- Compliance rates of over serving
- Happy hours/sales
- Prices
- Other types of data

You can decide to disseminate these results.

If you disseminate the results you have to frame the results within the context of the alcohol problem of your organization, your city and/or your country. So, independent of what kind of way you present your final results, you need to be informed about the related alcohol problems and the related existing alcohol policy. The relevance of your results has to be clearly given these problems and given the existing alcohol policy.

Realize that the importance of your results is also strongly related to the way you collected the results. You have to describe your research method precisely in order to make your conclusions reliable.

About the manners to disseminate your results: you can do this openly via the media or if you want to use your results as a part of a public or political lobby process you can choose more indirect ways, like presenting the results at a conference or in a meeting with formal leaders such as politicians.

Some manners are:

Scientific publication: Scientists are used to publicly presenting their research results by writing a scientific article in a scientific magazine with other scientists as the main target group. This is one of the most difficult and time-consuming ways of presenting your results. The advantage is that, if the article is accepted for publication, it can function as a source for official statements, political debates and for more research. Publication of articles is also important for the CV of the authors.

Report: Reports are normally written when a research is a part of a project and is normally ordered by the party that pays the research. Most of the time reports are not read by many people and will not have much appeal compared to other organized ways of raising attention, such as a short article or a press release. A short summary, with clear conclusions and recommendations and a nice design promotes the acceptance and impact of a report.

Public magazine: The conditions for a publication in a public magazine differ totally from a publication in a public magazine. On the one hand, it's easier to publish your results in a public magazine because the text can be shorter, more superficial and less detailed. On the other hand it's more difficult because the text has to be adapted to a general public and to less interested readers. Logically a publication in a magazine will be accepted by the editors when it fits in the





concept of that specific magazine and when it is interesting enough for their readers.

Press release: Writing a press release seems to be a logical way to get more attention for your results. A press release, however, is more that writing a short summary of your results. There are many conditions for a successful press release: it has to bring real NEWS: it has to be original, short, easily readable and the sender has to be well known and reliable. The simple advice is to study other press releases before you write one yourself or involve a known journalist before you release it. Press releases can also function as the basis for summaries or quotes in online media like websites, twitter and Facebook.

Conferences and meetings: the most usual way of presenting your results at a conference is by means of a PowerPoint presentation of a maximum 15 minutes with a

maximum of 10 up to 15 slides. Formulate the texts briefly, use graphs if relevant and don't go into too much detail. Realize that you possibly have to answer critical questions afterwards.

Local or national civil servants: when you want to present and discuss your results with local or national civil servants (which is sometimes more relevant and effective than talking with their bosses) or with local or national politicians you have to choose the right moment (the topic has to be actual) and the right people (a general rule is not to invest time with politicians from which you know are not supporting or are even against your ideas but put your energy in informing politicians which you know will support your ideas. Your lobby role is to give them the necessary food for their political pleas. Realize that a politician has many topics to study so keep your message to them as short as possible.





CHAPTER 6

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