

Focus on Youth, Football and Alcohol

***INFLUENCE AND THE RELATIONSHIP
BETWEEN ALCOHOL ADVERTISING
AND ALCOHOL CONSUMPTION***

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UKRAINE

- *ADVERTISING AND SPORTS SPONSORSHIP OF ALCOHOL BRANDS*
- *NEGATIVE IMPACT ON YOUNG PEOPLE AND INCREASE OF ALCOHOL CONSUMPTION BY CHILDREN AND ADOLESCENTS*

➤ *THE WORLD HEALTH ORGANIZATION HAS PUBLISHED NEW DATA ON ALCOHOL USE AMONG THE EUROPEAN POWERS*

➤ *UKRAINE RANKED FIRST IN THE RANKING OF COUNTRIES WHERE ALCOHOL IS MOST USED.*

➤ *WE TAKE THE POSITION OF A LEADER IN THE AGE GROUP OF TEENAGERS*

❑ UKRAINIAN YOUTH AGED 15 TO 19 ARE DRINKING THE MOST ALCOHOLIC BEVERAGES, COMPARED TO THEIR PEERS FROM OTHER COUNTRIES OF THE WORLD. ACCORDING TO STATISTICS, AMONG THE BOYS SUCH - 53%, AND AMONG GIRLS - ALMOST 37%.

❑ FOR COMPARISON, ON AVERAGE, AROUND THE WORLD, ALCOHOL USE 27% OF PEOPLE AGED 15-19 YEARS (THE WORLD HEALTH ORGANIZATION).

❑ *ADVERTISING OF BEER IS A REASON FOR DEVELOPMENT OF THE BEER ALCOHOLISM, WHICH IS MAINLY AFFECTED BY ADOLESCENTS AND YOUNG PEOPLE*

❑ *AN IMPORTANT ROLE IN DEVELOPMENT THE INTEREST OF YOUNG PEOPLE TO ALCOHOL PLAYS ENTERTAINMENT INDUSTRY, AS ALCOHOL IS PRESENT IN MOVIES/FILMS, TV SHOWS, POPULAR HITS AND OTHER FORMS OF MASS CULTURE*

➤ *ESPECIALLY IT SHOULD BE SAID ABOUT THE SPORTS EVENTS THAT ARE SPONSORED BY ALCOHOLIC BRANDS.*

➤ *THIS TYPE OF ADVERTISING OF ALCOHOL IS PARTICULARLY NEGATIVE, AS SPORT IS IMPORTANT FOR YOUNG PEOPLE AND AIMS TO PROMOTE A HEALTHY LIFESTYLE THAT HAS NOTHING TO DO WITH ALCOHOL.*

❑ *THE AGGRESSIVE ADVERTISING OF BEER, AIMED AT YOUTH, GIVES ITS RESULTS: TODAY, BOYS DRINK BEER IN 3 TIMES MORE, AND GIRLS - 4 TIMES MORE THAN 10 YEARS AGO.*

❑ *«FOOTBALL WITHOUT BEER - NOT FOOTBALL» IS A QUESTION OF SOCIAL IRRESPONSIBILITY*

- ❑ *YOUNG PEOPLE BEGAN TO ASSOCIATE SPORT AND HEALTHY LIFESTYLE WITH ALCOHOL (EVEN IF IT IS SOFT DRINKS AND BEER).*
- ❑ *BEER IS ALWAYS USE DURING FOOTBALL MATCHES. AS A RESULT, MANY YOUNG PEOPLE AND TEENAGERS THINK OF BEER AS A LOW-ALCOHOL BEVERAGE*

- ❑ *ACCORDING TO EMPIRICAL STUDIES, ALCOHOL SPONSORSHIP HAS A GREAT IMPACT ON YOUTH ATTITUDE TO ALCOHOL CONSUMPTION.*
- ❑ *IT MOTIVATES AND ENCOURAGES THEM TO BUY AND DRINK ALCOHOL (INCLUDING BEER).*
- ❑ *STUDIES HAVE SHOWN THAT ADULTS AND TEENAGERS DRINK MORE ALCOHOL WHEN UNDER THE INFLUENCE OF ADVERTISING.*

- ❑ *WORLD HEALTH ORGANIZATION CARE CONDUCTED QUESTIONING OF CHILDREN OF SCHOOL AGE IN A 41 COUNTRY OF THE WORLD THROUGH QUESTION OF THE USE OF ALCOHOL.*
- ❑ *THE USE OF BEER IN UKRAINE AMONG TEENAGERS FOR THE LAST 4 GREW IN 2 TIMES, AND BEER BECAME CULT DRINK.*
- ❑ *UKRAINE OCCUPIES 11TH PLACE ON THE SCALES OF DEVELOPMENT OF ALCOHOLISM.*
- ❑ *BEER PRODUCERS NOW ARE NOT ALLOWED TO SPONSOR SPORTS CLUBS AND COMPETITIONS AT THE LEGISLATIVE LEVEL.*

AS A RESULT

FROM JULY 1, 2015 UKRAINE CAME INTO "BEER LAW", ACCORDING TO WHICH BEER - ALCOHOL WITH ALL THE CONSEQUENCES (CERTIFICATION AND LICENSING OF PRODUCTION, BAN ON ADVERTISING IN DAYLIGHT, ETC.).

*Thank You for your
attention!*

