

International Review: Final Report

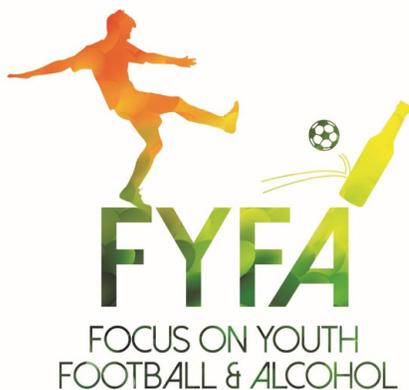
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This report presents findings from Work Package 4, a review of international policies and practices related to young people, alcohol, marketing and sport at an international level, including evidence gathering about effective practice in reducing harms. Information has been gathered from academics as well as hearing directly from representatives of International Sporting Bodies.



METHODOLOGY

Multimethod approach: 3 main strands (i) review of academic literature (ii) analysis of International Sporting Bodies and Federations Websites: Policies and Programmes (iii) Primary Data from Stakeholders: interviews

ANALYSIS

- Of the 36 federations analysed, only 2 have banned marketing and sponsorship by the alcohol industry.
- Most Federations appear not to have considered any potential negative implications of alcohol marketing with young people.
- Our review further supports this, with the emphasis generally placed on the safety of people within stadiums and responsible drinking promoted.
- International Sporting Bodies interviews suggests that the latter, in general, believe that there is a natural affinity between alcohol and sport.
- The revenue generated is a key driver and of course a key driver in this alliance.
- There are many programmes funded through International Sporting Bodies that support young people (particularly those who may be disadvantaged and marginalised) to be educated about alcohol harms and/or diverted away from these.
- On this basis, it seems clear that these organisations are aware about the risks of harm to young people from alcohol.
- Clear conflict between awareness of risks and attitudes towards the permission for alcohol marketing.
- This review leads us to suggest that messages from International Sporting Bodies about alcohol harm to young people are unclear and inconsistent.
- A key point: sport can and does help promote healthy lifestyles, including supporting activities to prevent and reduce alcohol-related harms.
- This potential should be encouraged, and International Sporting Bodies need to consider, review and change their activities in this sphere.

CONCLUSION

- Under-researched area and the analysis of policies, procedures and interviews with International Bodies provide unique insights.
- Of the 36 sports federations reviewed, only 2 have taken the step of prohibiting alcohol advertising.
- The regulation of alcohol marketing and sponsorship within football: reliant on industry self-regulation, as even countries where they have taken the legislative step of banning alcohol marketing, such as in France, these regulations have been circumvented by the alcohol industry.
- Qualitative data suggested: the relationship established between alcohol and sport as a 'natural affinity'. Unquestioning acceptance of what is actually a dangerous coupling.
- This review has also brought to the fore the positive developments and programmes supported by organisations such as FIFA and UEFA, with football being used as a hook for change, to help young people and communities be diverted away from social issues, such as alcohol harms.
- Sport can be a powerful tool for the positive; that includes the messages it decides to promote and the alliances it builds.

Full report can be accessed at www.fyfaproject.eu

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