Whereas, The American alcohol industry’s political activity in opposition to federal regulation of its marketing venues is based on claims that its advertising practices are responsible and do not target youth, though there is a strong body of contradictory evidence to suggest that they consistently violate their own marketing guidelines with respect to youth-targeting behavior; and

Whereas, The onset of binge drinking and hazardous drinking behaviors has been shown to have a stronger association with alcohol marketing exposure than with parental drinking status; and

Whereas, Multiple studies have demonstrated that the alcohol industry’s advertising practices disproportionally targets youth and has contributory effect toward the initiation and progression of youth drinking behaviors; and

Whereas, The International Center for Alcohol Policies, an alcohol industry-sponsored organization whose role is to set standards of practice for alcohol marketing, states in its “Guiding Principles” that alcohol marketing communications should only be placed in media in which the audience composition is, at minimum, of 70% legal drinking age; and

Whereas, Of the top 100 box office-grossing movies of each year from 1996-2009, alcohol brand placement increased in prevalence approximately 5% each year and was featured in 41% of top movies rated G, PG, PG-13 for children/adolescents, in direct violation of self-imposed industry standards; and

Whereas, Alcohol brand appearances in youth-rated movies trended upward from 1996 to 2009, increasing from 80 to 145 per year, an increase of 5.2 appearances per year, indicating increased alcohol industry expenditure on brand placement in these movies; and

Whereas, According to a 2015 report put forward by The Beer Institute, an American trade association which represents the alcohol industry’s interests before Congress, the Institute alleges that the industry’s marketing efforts direct consumer attention toward particular brands but do not encourage drinking in any segment of the population; and

Whereas, A 2016 review of recent studies showed evidence of a dose-dependent relationship between youth alcohol marketing exposure and subsequent initiation of drinking/progression to binge drinking behaviors; and

Whereas, A 2020 study demonstrated that global alcohol sales totaled over $1.5 trillion, with the most spending focused in countries with limited industry marketing regulation and high youth alcohol marketing exposure levels; and
Whereas, In regions of the world where the alcohol industry has self-regulated marketing codes, youth have consistently higher exposure to alcohol marketing; and

Whereas, The youth population is considered a cohort particularly susceptible to socialization-based advertising techniques frequently employed by the alcohol industry, wherein products are intentionally paired with agents of socialization in order to create favorable associations between the two in consumers’ minds, including through product placement near to or usage by popular television characters, social media campaigns, and the sponsorship of sporting teams, events, and celebrities; and

Whereas, The Master Settlement Agreement (MSA) was reached in 1999 between 46 state attorneys general and 4 tobacco manufacturers to resolve the largest class action lawsuit in American history; among its provisions, the MSA: forced the tobacco industry to make concessions/admissions of guilt regarding the ways in which their advertising practices disproportionately targeted the youth population, placed restrictions on advertising venues for the tobacco industry, and mandated that the industry pay out 206 billion dollars in reparations; and

Whereas, Prior to the MSA, the tobacco industry had self-regulatory standards for advertising practices, identical in nature to the current status of the alcohol industry; and

Whereas, Following the MSA, youth cigarette usage has now dropped to the lowest levels seen in decades; and

Whereas, A WHO Global Status Report on international alcohol policy demonstrated that up to 56% of countries worldwide have alcohol marketing regulations to protect youth and other vulnerable populations from the harmful effects of alcohol marketing; and

Whereas, The United Nations Convention on the Rights of the Child declares it the responsibility of sovereign nations to create appropriate guidelines to protect children from information and material injurious to their wellbeing; and

Whereas, A 2017 study demonstrated that there is no effective system currently in place to remove- or enforce punitive measures for production of- advertisements deemed “non-compliant” to the American alcohol industry’s self-imposed ‘youth-protective’ advertising regulations; therefore be it

RESOLVED, That our American Medical Association amend policy H-30.940, “Labeling Advertising, and Promotion of Alcoholic Beverages,” by addition and deletion to read as follows:

H-30.940, Labeling, Advertising, and Promotion of Alcoholic Beverages
(1.) (a) Supports accurate and appropriate labeling disclosing the alcohol content of all beverages, including so-called "nonalcoholic" beer and other substances as well, including over-the-counter and prescription medications, with removal of "nonalcoholic" from the label of any substance containing any alcohol; (b) supports efforts to educate the public and consumers about the alcohol content of so-called "nonalcoholic" beverages and other substances, including medications, especially as related to consumption by minors; (c) urges the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) and other appropriate federal regulatory agencies to continue to reject proposals by the alcoholic beverage industry for authorization to place beneficial health claims for its products on container labels; and (d) urges the development of
federal legislation to require nutritional labels on alcoholic beverages in accordance
with the Nutritional Labeling and Education Act.
(2.) (a) Expresses its strong disapproval of any consumption of "nonalcoholic beer" by
persons under 21 years of age, which creates an image of drinking alcoholic
beverages and thereby may encourage the illegal underaged use of alcohol; (b)
recommends that health education labels be used on all alcoholic beverage containers
and in all alcoholic beverage advertising (with the messages focusing on the hazards
of alcohol consumption by specific population groups especially at risk, such as
pregnant women, as well as the dangers of irresponsible use to all sectors of the
population); and (c) recommends that the alcohol beverage industry be encouraged to
accurately label all product containers as to ingredients, preservatives, and ethanol
content (by percent, rather than by proof).
(3.) Actively supports and will work for a total statutory prohibition of advertising of all
alcoholic beverages except for inside retail or wholesale outlets. Pursuant to that goal,
our AMA (a) supports federal and/or state oversight for all forms of alcohol advertising
in lieu of the alcohol industry's current practice of self-regulated advertising and
marketing; (a)(b) supports continued research, educational, and promotional activities
dealing with issues of alcohol advertising and health education to provide more
definitive evidence on whether, and in what manner, advertising contributes to alcohol
abuse; (b)(c) opposes the use of the radio and television any form of advertising which
links alcoholic products to agents of socialization in order to promote drinking; (c)(d)
will work with state and local medical societies to support the elimination of advertising
of alcoholic beverages from all mass transit systems; (d)(e) urges college and
university authorities to bar alcoholic beverage companies from sponsoring athletic
events, music concerts, cultural events, and parties on school campuses, and from
advertising their products or their logo in school publications; and (e)(f) urges its
constituent state associations to support state legislation to bar the promotion of
alcoholic beverage consumption on school campuses and in advertising in school
publications.
(4.) (a) Urges producers and distributors of alcoholic beverages to discontinue all
advertising directed toward youth, including such as promotions on high school and
college campuses; (b) urges advertisers and broadcasters to cooperate in eliminating
television program content that depicts the irresponsible use of alcohol without
showing its adverse consequences (examples of such use include driving after
drinking, drinking while pregnant, or drinking to enhance performance or win social
acceptance); (e) supports continued warnings against the irresponsible use of alcohol
and challenges the liquor, beer, and wine trade groups to include in their advertising
specific warnings against driving after drinking; and (f) commends those automobile
and alcoholic beverage companies that have advertised against driving while under
the influence of alcohol. (Modify Current HOD Policy)

Fiscal Note: Not yet determined

Received: 10/11/22

REFERENCES:
1. Savell E, Fooks G, Gilmore AB. How does the alcohol industry attempt to influence marketing regulations? A systematic


**RELEVANT AMA POLICY**

**AMA Policy Consolidation: Labeling Advertising, and Promotion of Alcoholic Beverages H-30.940**

Our AMA:

(1) (a) supports accurate and appropriate labeling disclosing the alcohol content of all beverages, including so-called "nonalcoholic" beer and other substances as well, including over-the-counter and prescription medications, with removal of "nonalcoholic" from the label of any substance containing any alcohol; (b) supports efforts to educate the public and consumers about the alcohol content of so-called "nonalcoholic" beverages and other substances, including medications, especially as related to consumption by minors; (c) urges the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) and other appropriate federal regulatory agencies to continue to reject proposals by the alcoholic beverage industry for authorization to place beneficial health claims for its products on container labels; and (d) urges the development of federal legislation to require nutritional labels on alcoholic beverages in accordance with the Nutritional Labeling and Education Act.

(2) (a) Expresses its strong disapproval of any consumption of "nonalcoholic beer" by persons under 21 years of age, which creates an image of drinking alcoholic beverages and thereby may encourage the illegal underaged use of alcohol; (b) recommends that health education labels be used on all alcoholic beverage containers and in all alcoholic beverage advertising (with the messages focusing on the hazards of alcohol consumption by specific population groups especially at risk, such as pregnant women, as well as the dangers of irresponsible use to all sectors of the populace); (c) recommends that the alcohol beverage industry be encouraged to accurately label all product containers as to ingredients, preservatives, and ethanol content (by percent, rather than by proof); and (d) advocates that the alcohol beverage industry be required to include pictorial health warnings on alcoholic beverages.

(3) actively supports and will work for a total statutory prohibition of advertising of all alcoholic beverages except for inside retail or wholesale outlets. Pursuant to that goal, our AMA (a) supports continued research, educational, and promotional activities dealing with issues of alcohol advertising and health education to provide more definitive evidence on whether, and in what manner, advertising contributes to alcohol abuse; (b) opposes the use of the radio and television to promote drinking; (c) will work with state and local medical societies to support the elimination of advertising of alcoholic beverages from all mass transit systems; (d) urges college and university authorities to bar alcoholic beverage companies from sponsoring athletic events, music concerts, cultural events, and parties on school campuses, and from advertising their products or their logo in school publications; and (e) urges its constituent state associations to support state legislation to bar the promotion of alcoholic beverage consumption on
school campuses and in advertising in school publications. (4) (a) urges producers and distributors of alcoholic beverages to discontinue advertising directed toward youth, such as promotions on high school and college campuses; (b) urges advertisers and broadcasters to cooperate in eliminating television program content that depicts the irresponsible use of alcohol without showing its adverse consequences (examples of such use include driving after drinking, drinking while pregnant, or drinking to enhance performance or win social acceptance); (c) supports continued warnings against the irresponsible use of alcohol and challenges the liquor, beer, and wine trade groups to include in their advertising specific warnings against driving after drinking; and (d) commends those automobile and alcoholic beverage companies that have advertised against driving while under the influence of alcohol. (5) will advocate for the implementation of pictorial health warnings on alcoholic beverages.

Citation: CSA Rep. 1, A-04; Reaffirmation A-08; Reaffirmed: CSAPH Rep. 01, A-18; Modified: Res. 427, A-22

Prevention of Underage Drinking: A Call to Stop Alcoholic Beverages with Special Appeal to Youths D-60.973
1. Our AMA will advocate for a ban on the marketing of products such as flavored malt liquor beverages, gelatin-based alcohol products, food-based alcohol products, alcohol mists, and beverages that contain alcohol and caffeine and other additives to produce alcohol energy drinks that have special appeal to youths under the age of 21 years of age.
2. Our AMA supports state and federal regulations that would reclassify flavored malt liquor beverages as a distilled spirit so that it can be taxed at a higher rate and cannot be advertised or sold in certain locations.

Citation: Res. 435, A-07; BOT Action in response to referred for decision Res. 411, A-08; Reaffirmed in lieu of Res. 902, I-09; Modified: CSAPH Rep. 01, A-19

Alcohol and Youth D-170.998
Our AMA will work with the appropriate medical societies and agencies to draft legislation minimizing alcohol promotions, advertising, and other marketing strategies by the alcohol industry aimed at adolescents.

Citation: Res. 415, I-01; Reaffirmation A-08; Reaffirmed: CSAPH Rep. 01, A-18