

The impact of exposure to alcohol advertising and sponsorship on adolescents' alcohol use

A European cross-national longitudinal study

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Method of Amphora study



- 4 European countries (NL, GE, IT, PL)
- Additional qualitative study with focus groups in 5 countries
- Longitudinal survey with 3 measurements
- 13–15 yr old respondents
- School-based survey
- 2500 respondents each country

What do we already know about the impact of alcohol advertising and promotion on adolescents' drinking behaviour?

(Anderson et al 2009):

Volume of advertisement matters!

Conclusion of a review of 13 longitudinal studies (Anderson et al 2009):

Youngsters who are more exposed to alcohol advertisements:

- Start earlier with drinking alcohol;
- Drink higher quantities of alcohol at one occasion (binge drinking);
- Consume alcohol more frequently.



Relevance study

- First cross-national European longitudinal study;
- Comparing the impact of alcohol marketing across countries with diverse drinking and alcohol policy cultures;
- Examining mechanisms behind the impact of alcohol marketing on alcohol use.

Focus of the study



Alcohol advertising on TV



Alcohol sport sponsoring



Alcohol branded promotional items



Alcohol expectancies
& attitudes



Alcohol use

Potential contribution of the results to alcohol policy

- The limited number of longitudinal studies conducted in Europe creates a need among policymakers for more evidence from European-based studies;
- Understanding on the mechanisms behind the impact of alcohol advertising may stimulate effective alcohol marketing regulation and may increase harmonization of regulations across Europe;
- More evidence of a dose response relationship between alcohol advertising exposure and juvenile drinking may strengthen the need for a ban on alcohol advertising.

Study conducted by:

- Wim van Dalen & Avalon de Bruijn (NL)
- Jordy Gosselt (NL)
- Franca Beccaria (IT)
- Corrado Celata (IT)
- Jacek Moskalewicz (PL)
- Magdalena Pietruszka (PL)
- Dirk Schreckenbergh (GE)
- Matilda Hellman (FI)