

# Alternative regulations for alcohol marketing

## Towards a ‘best-fit’ for Belgium

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### BACKGROUND

A substantial body of knowledge has accumulated during recent years on the feasibility and effectiveness and cost-effectiveness of different policy options and interventions shown to reduce the harmful use of alcohol. However, findings on a “best fit design” are not clear-cut depending on the contextual, social or cultural issues in each country.

The project bears in mind the careful implementation of an **evidence-based (alternative) regulation system in the Belgian context**, with special attention for the specific cultural and social practices and the context-bound implications and limitations.

The project is coordinated by Prof. Dr. Tom Decorte, in partnership with Else De Donder (VAD) and Martin de Duve (Univers Santé).

### AIM & METHODS

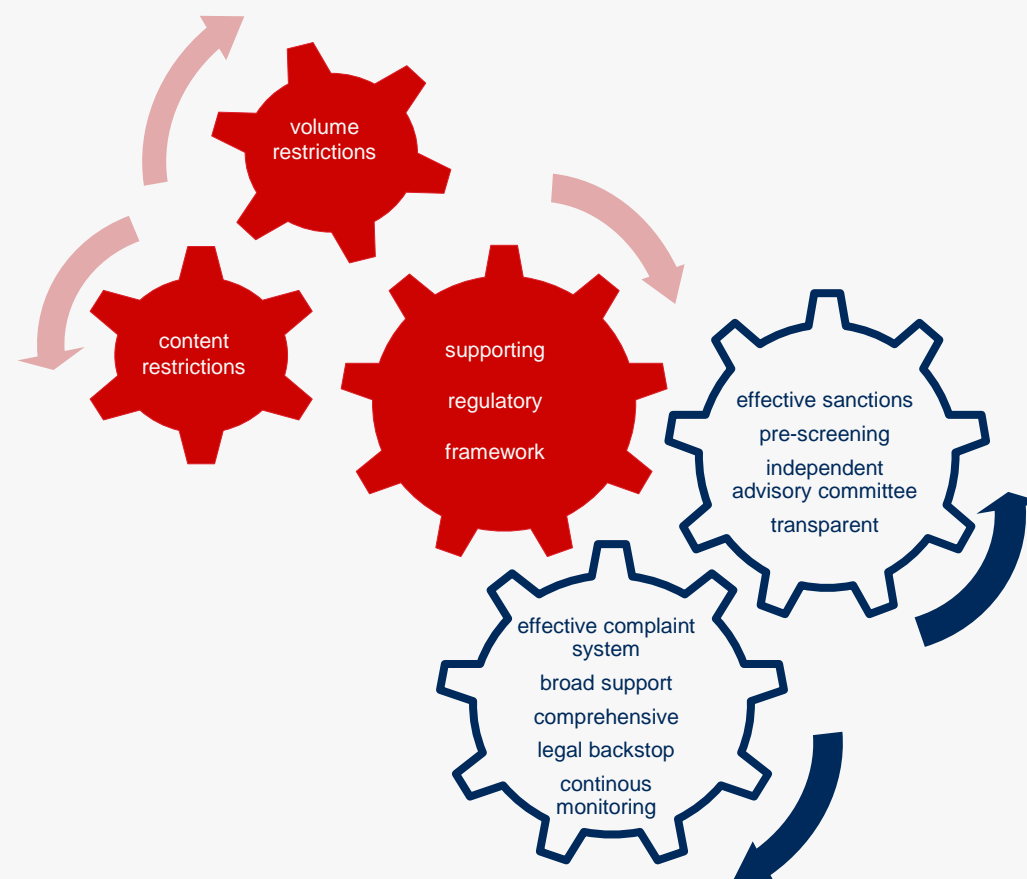
The **aim** of this project is to perform a critical analysis of the regulation of alcohol marketing in Belgium and in 6 European countries.

1. The **literature review** results in an overview of alcohol marketing regulations in Belgium and in 6 European countries (France, Finland, Netherlands, Norway, Poland and UK).
2. **Exploratory interviews** are conducted with (inter)national experts in this field.
3. **In-depth interviews and small-scale questionnaire** are used to collect the opinion of Belgian stakeholders. The instrument is developed based on the data collected during literature review and exploratory interviews.

### RESEARCH QUESTIONS

1. How is the marketing for alcohol regulated in **Belgium**?
2. How is the marketing for alcohol regulated in **France, Finland, Norway, Poland, the Netherlands** and the **UK**?
3. What are the **pros and cons** of each of the (alternative) regulation systems?
4. Which marketing regulation system can be considered as a “**best fit design**” for Belgium taking into account the specificities of the Belgian context and the views of all stakeholders involved?

### CONCEPTUAL FRAMEWORK: A BEGINNING (DE BRUIJN ET AL., 2010)



### BELGIUM: CHALLENGES TO FIND A ‘BEST FIT’

Existing co-regulation focuses mainly on content restrictions and restrictions of audiences (no ‘minors’).

Some key issues:

- **Co-regulation** mainly relying on self-regulation: limits of self regulation?
- Lack of **transparency**: Complexity of the statutory framework which includes 6 independent regulations
- **Complaint system**:
  - No mandatory pre-screening
  - Does not start from the perspective of the consumer
  - There is no legal backstop
  - Lack of effective sanctions
- Independent advisory committee is absent
- No continuous monitoring
- Extent of support for this regulation by broader society is not known