



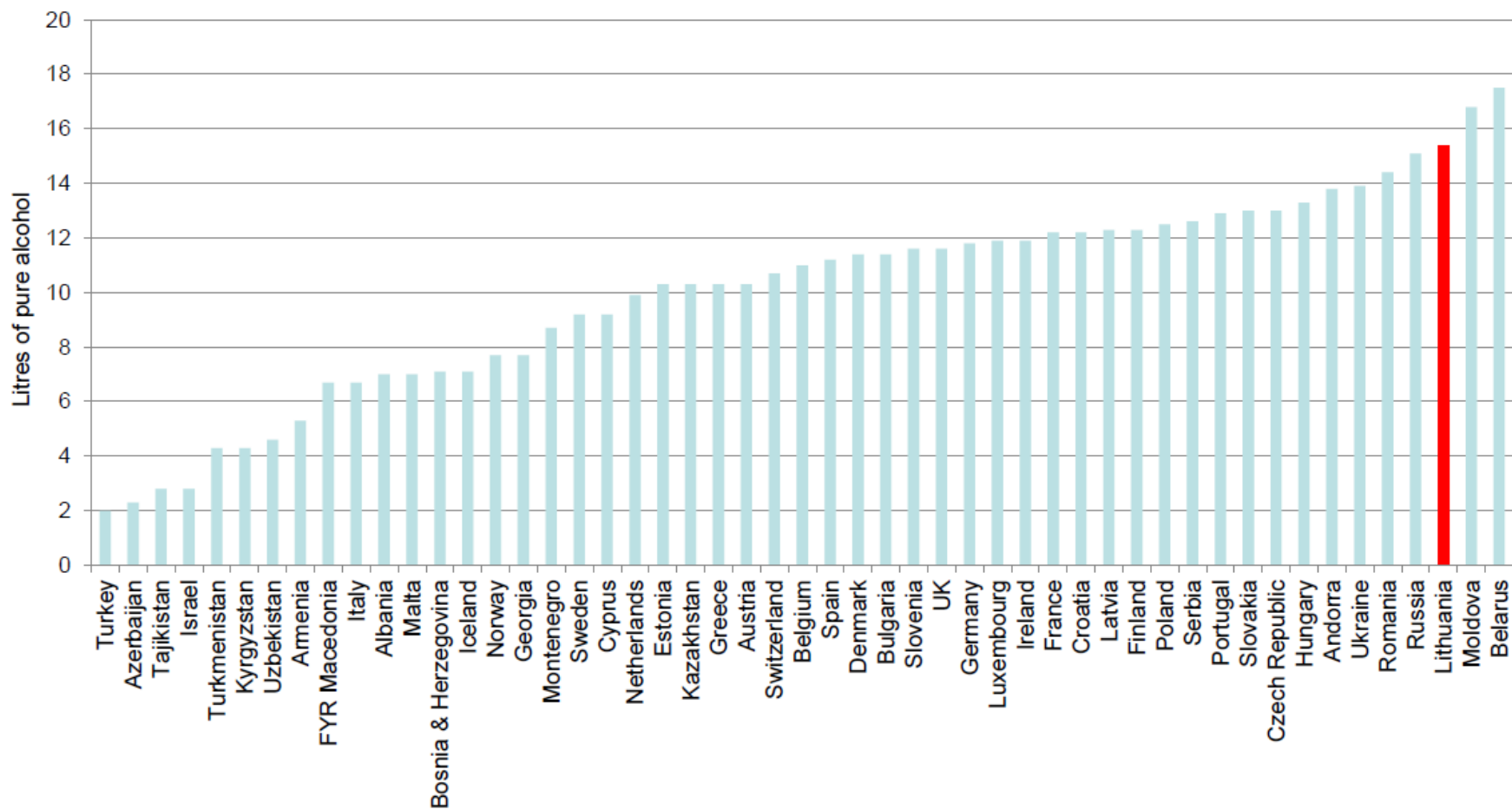
Alcohol policy in Lithuania

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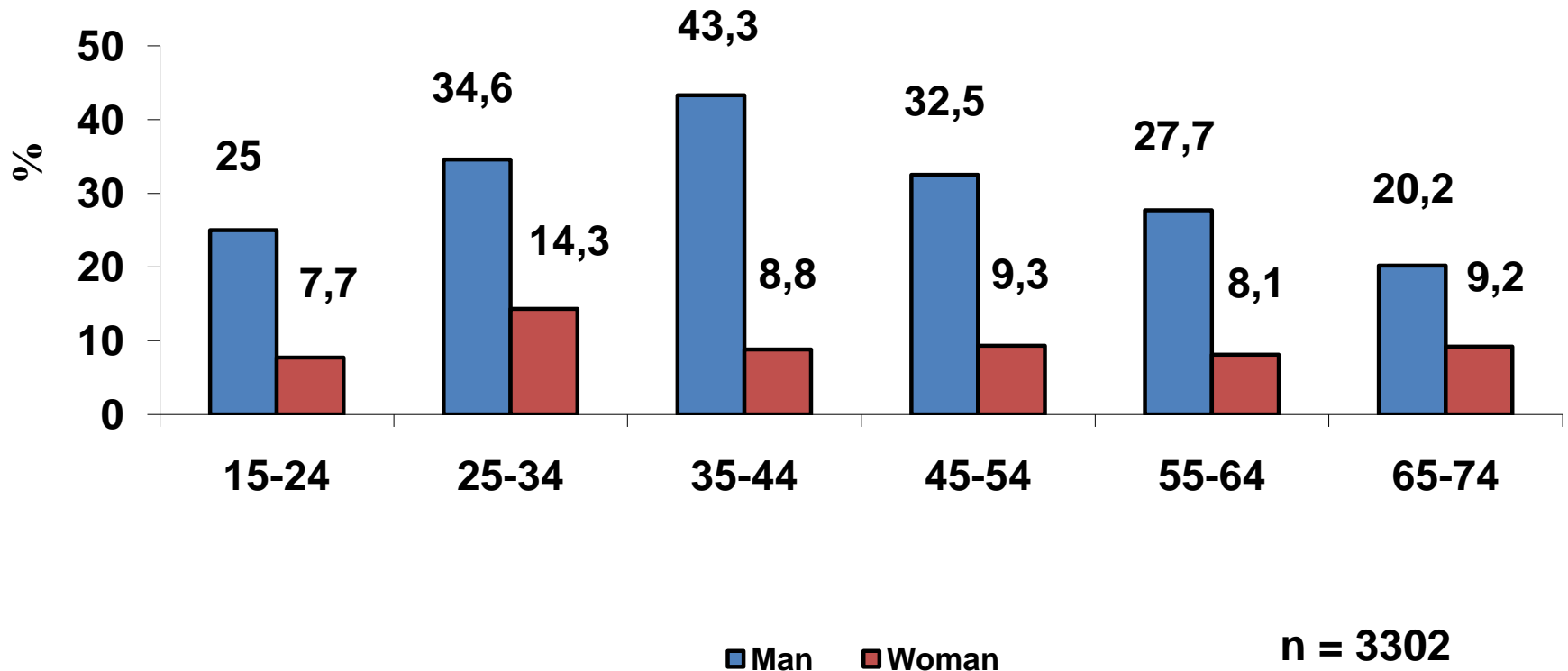
Epidemiology

Total average alcohol per capita consumption, recorded and unrecorded, 2008-2010, men and women



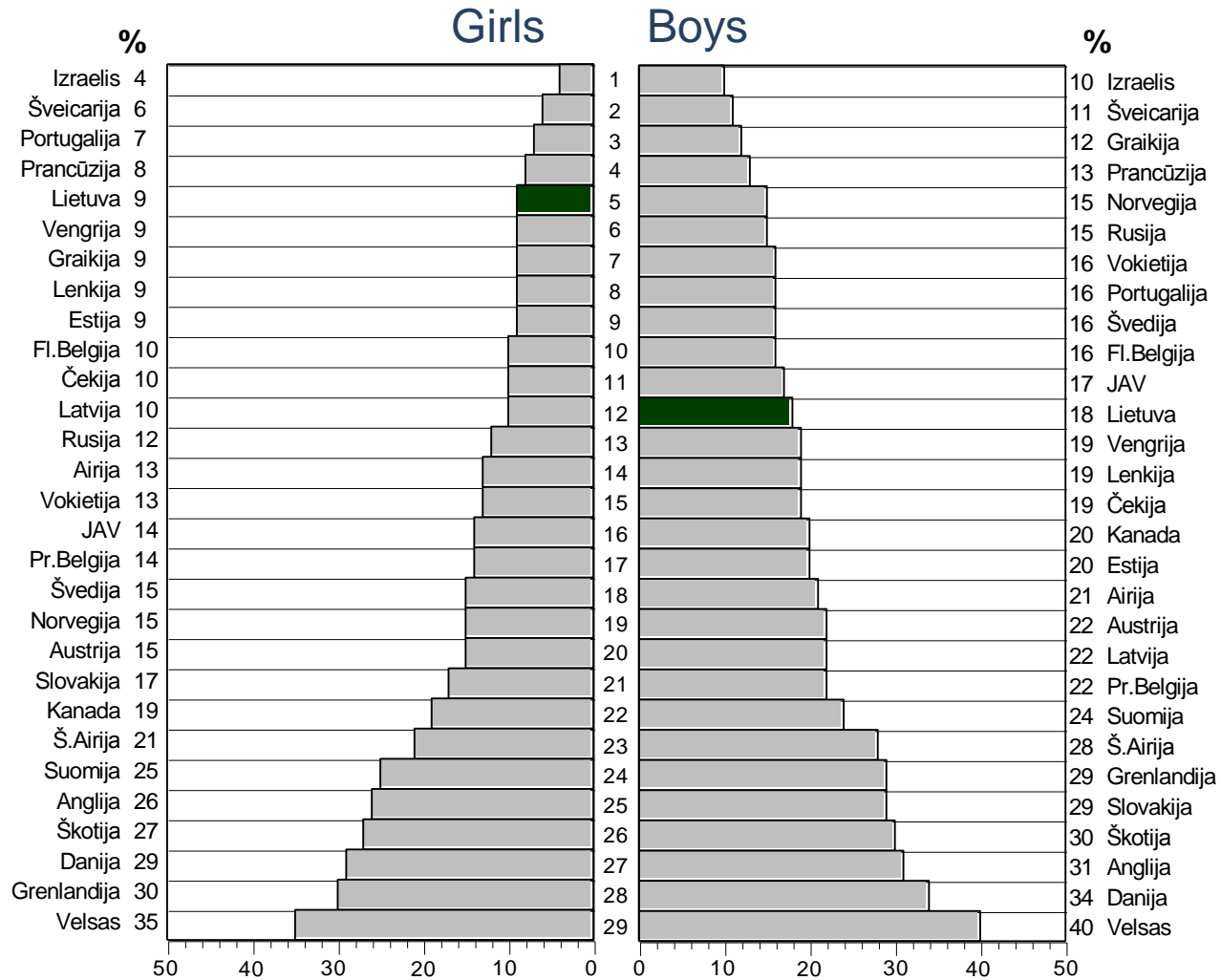


Harmful use of alcohol with potential risk of dependence among 15-74 years old Lithuanians according to age and gender (AUDIT ≥ 8)



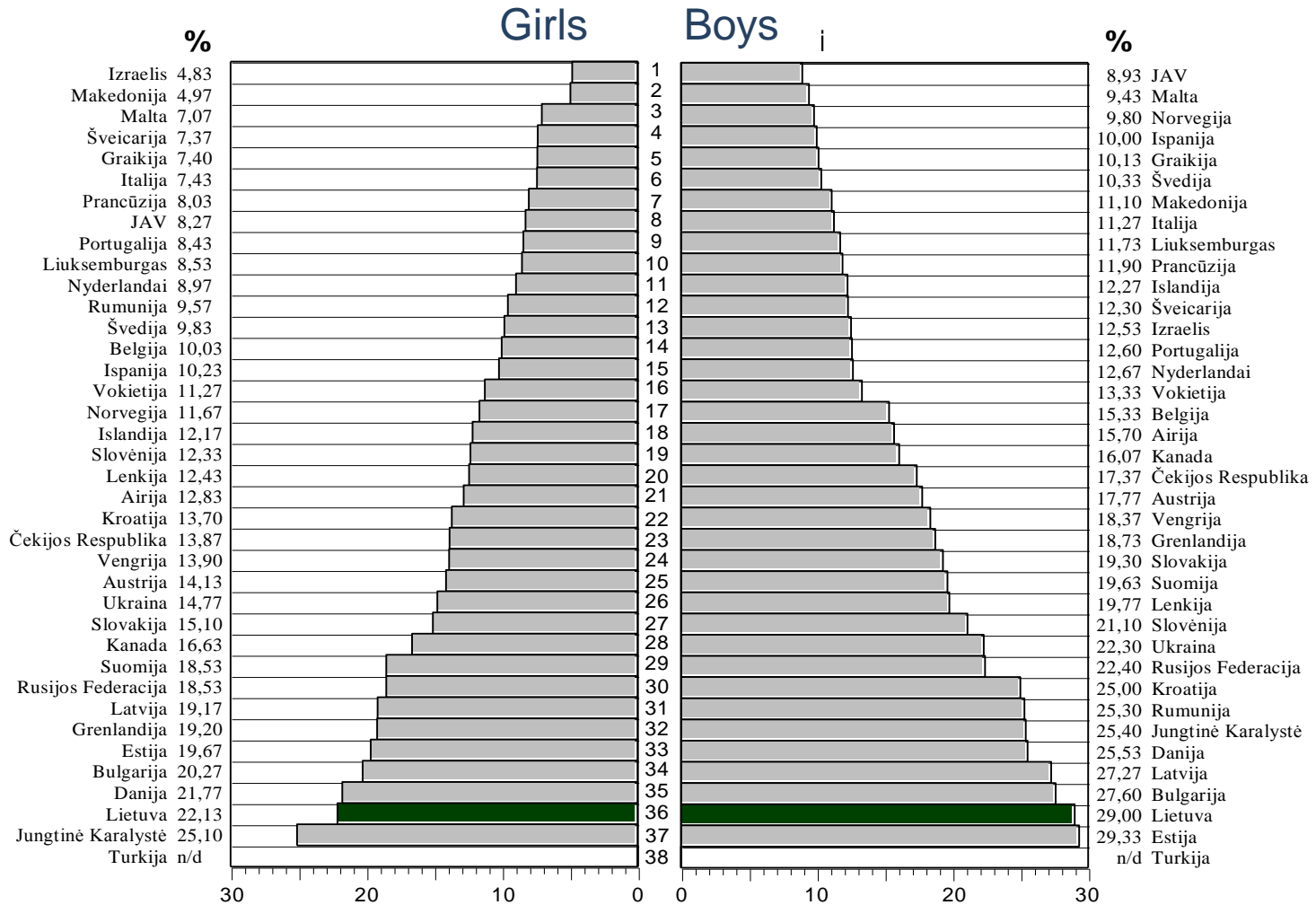


Prevalence of 11-15 years old children, reported 2 or more lifetime drunkenness episodes (1998)



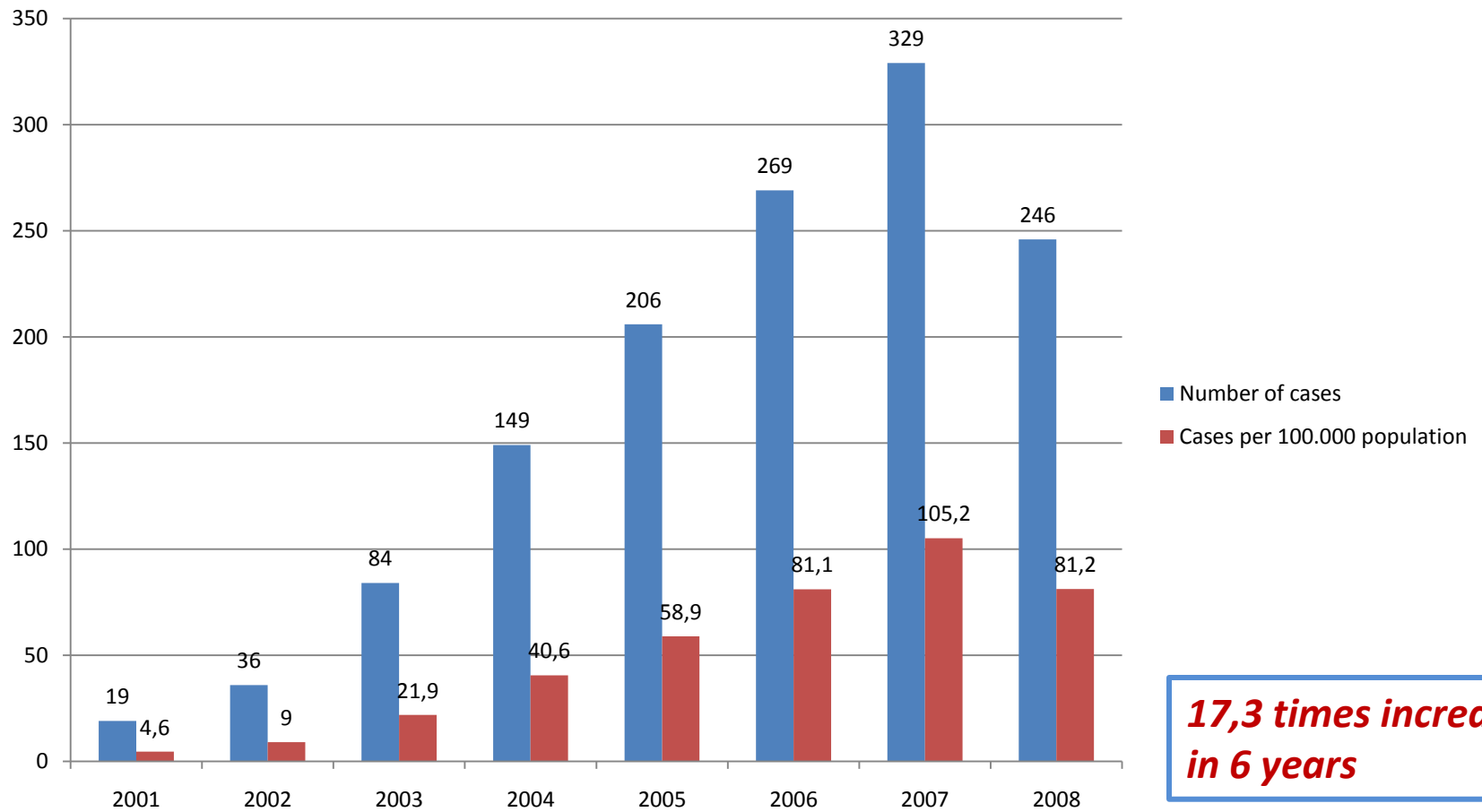


Prevalence of 11-15 years old children, reported 2 or more lifetime drunkenness episodes (2006)





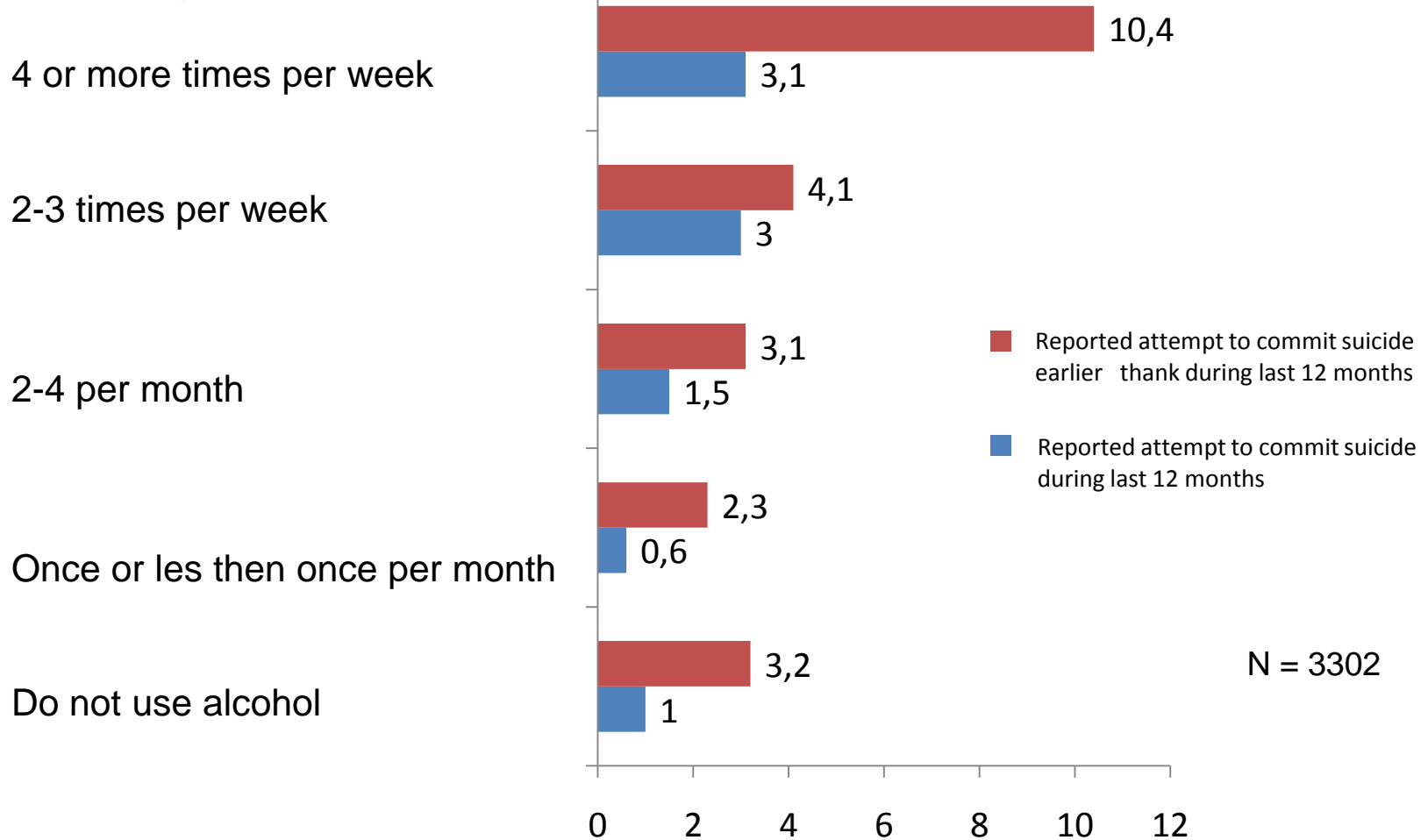
Prevalence of 9-14 years old children alcohol intoxications (T-51) (hospital cases)





Alcohol use and suicide attempts among 15-74 years old Lithuanians

Frequency of alcohol use

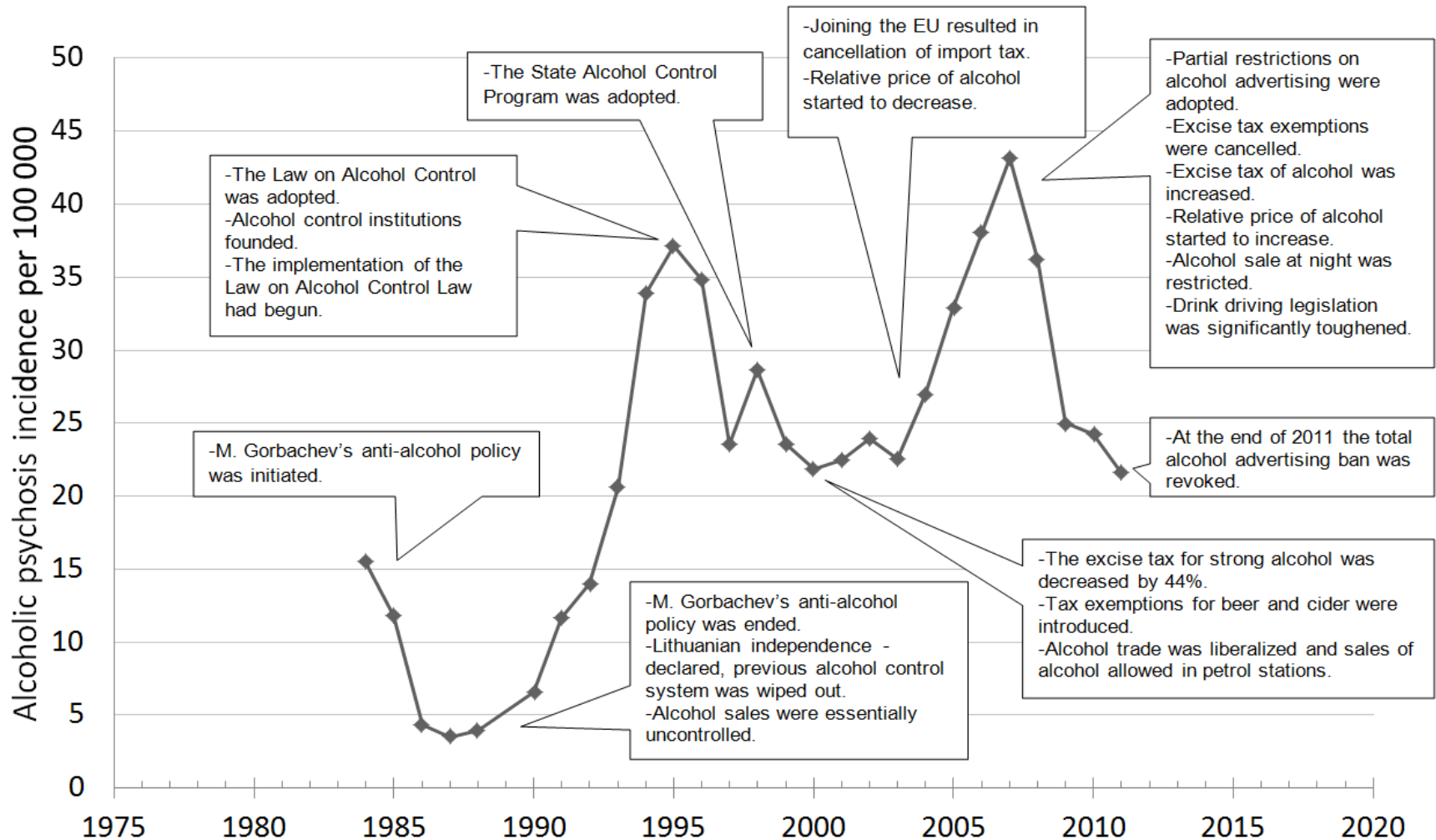




**Is there any relation of the trends
to alcohol control policy?**



Correlation of alcoholic psychosis with alcohol policy measures





What was done on national level (starting from the year 2008)

Advertisement



Price (excise)

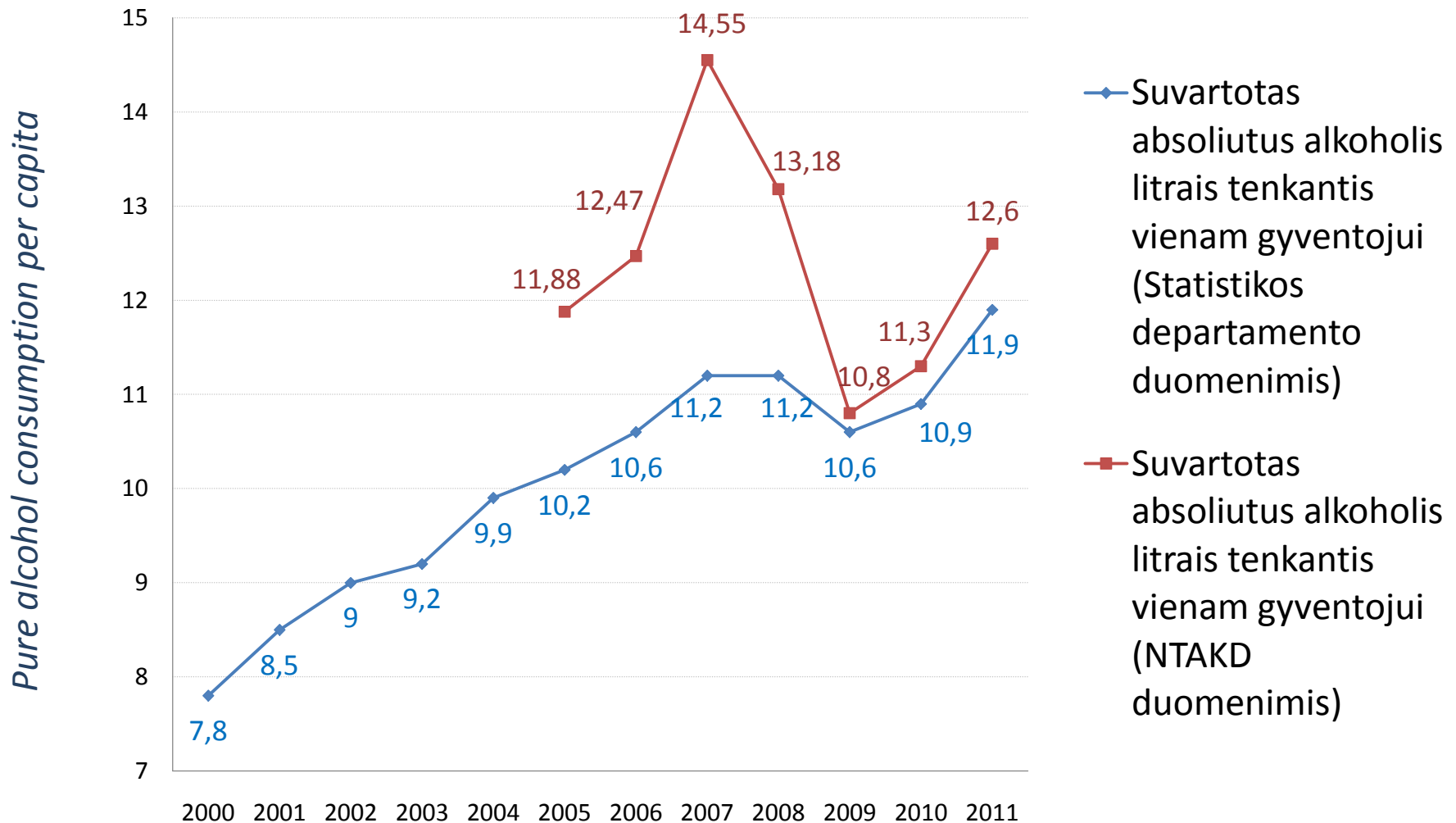


Night sale



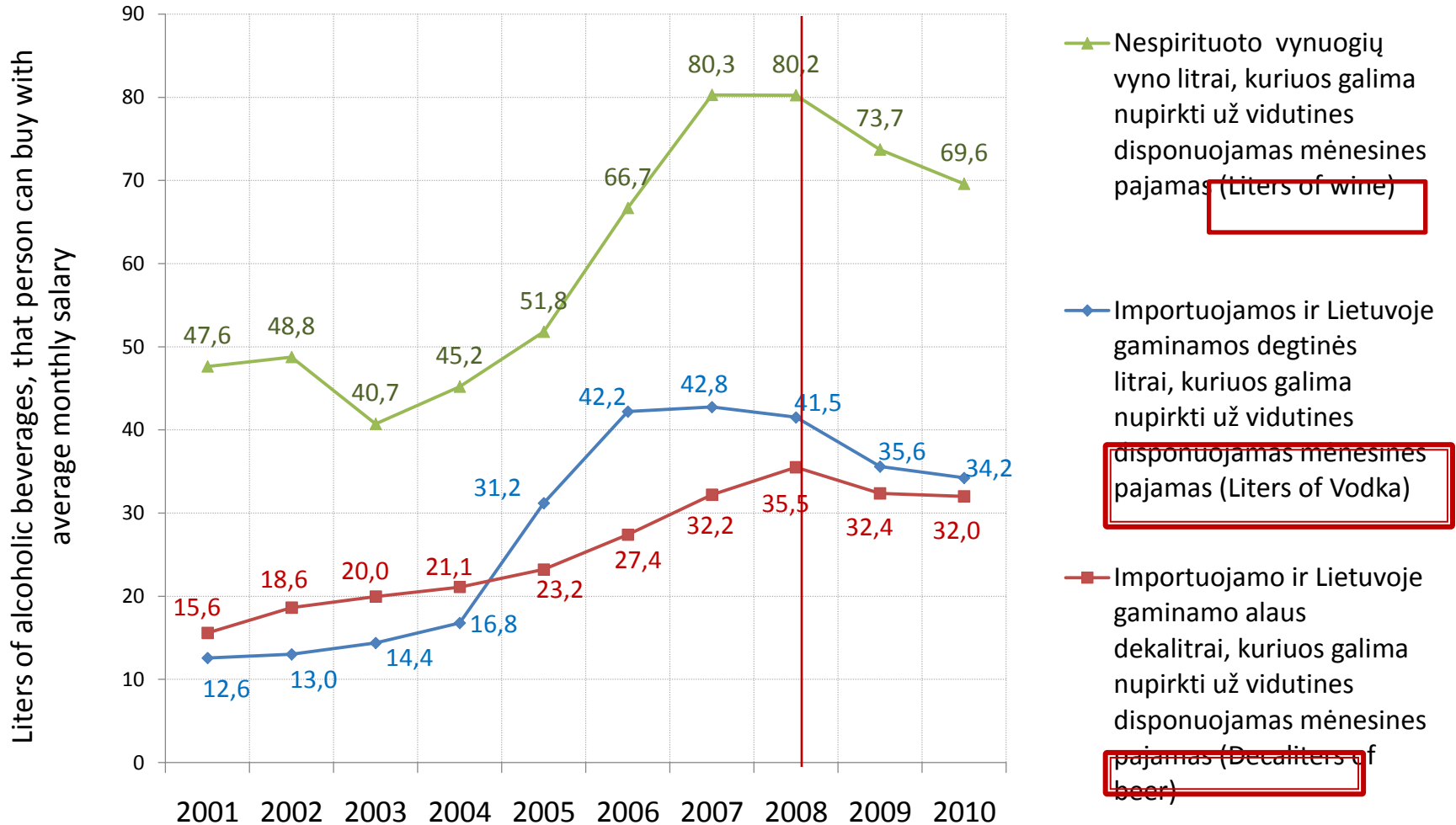


Pure alcohol consumption per capita in Lithuania 2000-2011



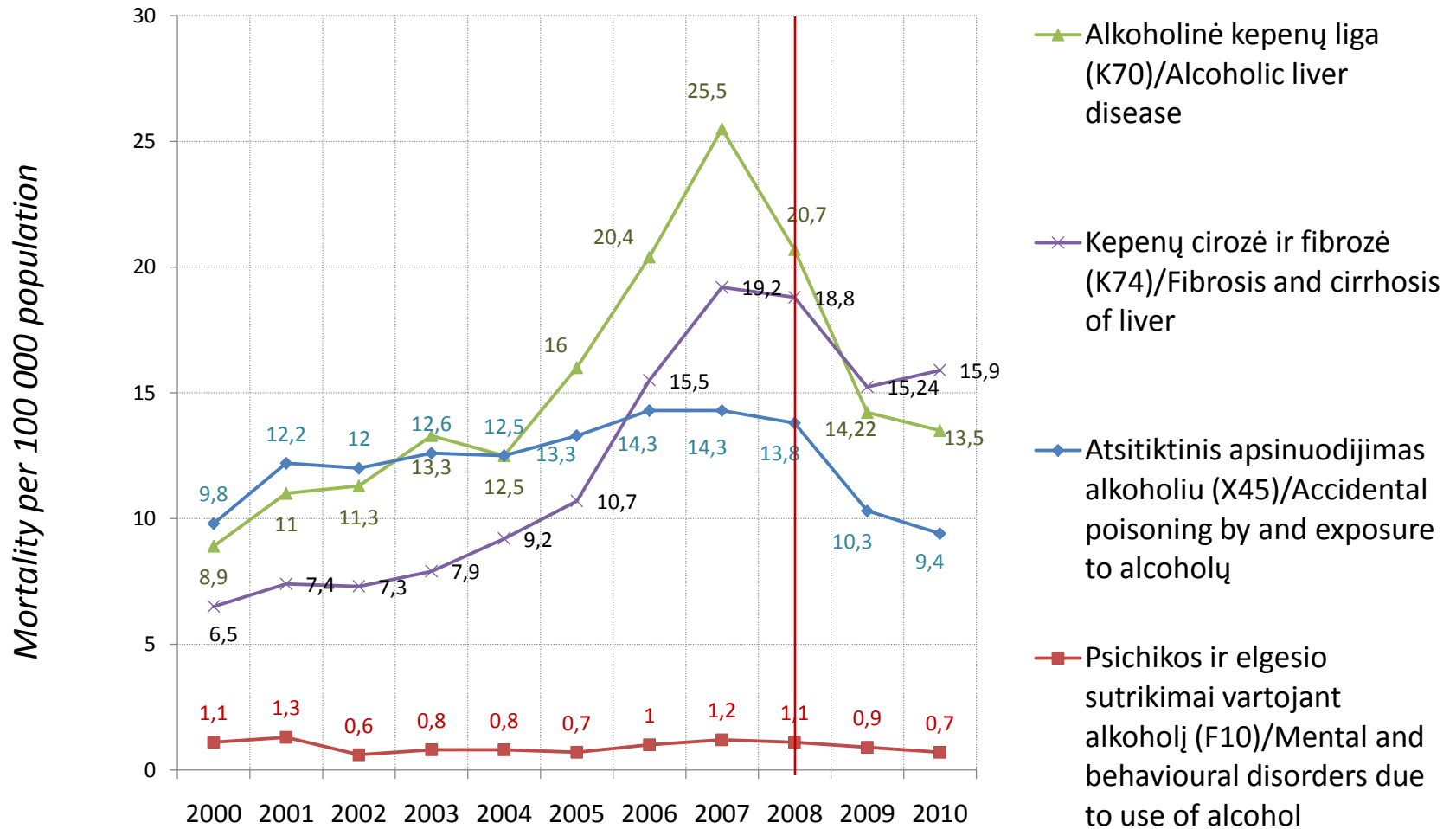


Relative price of alcohol beverages



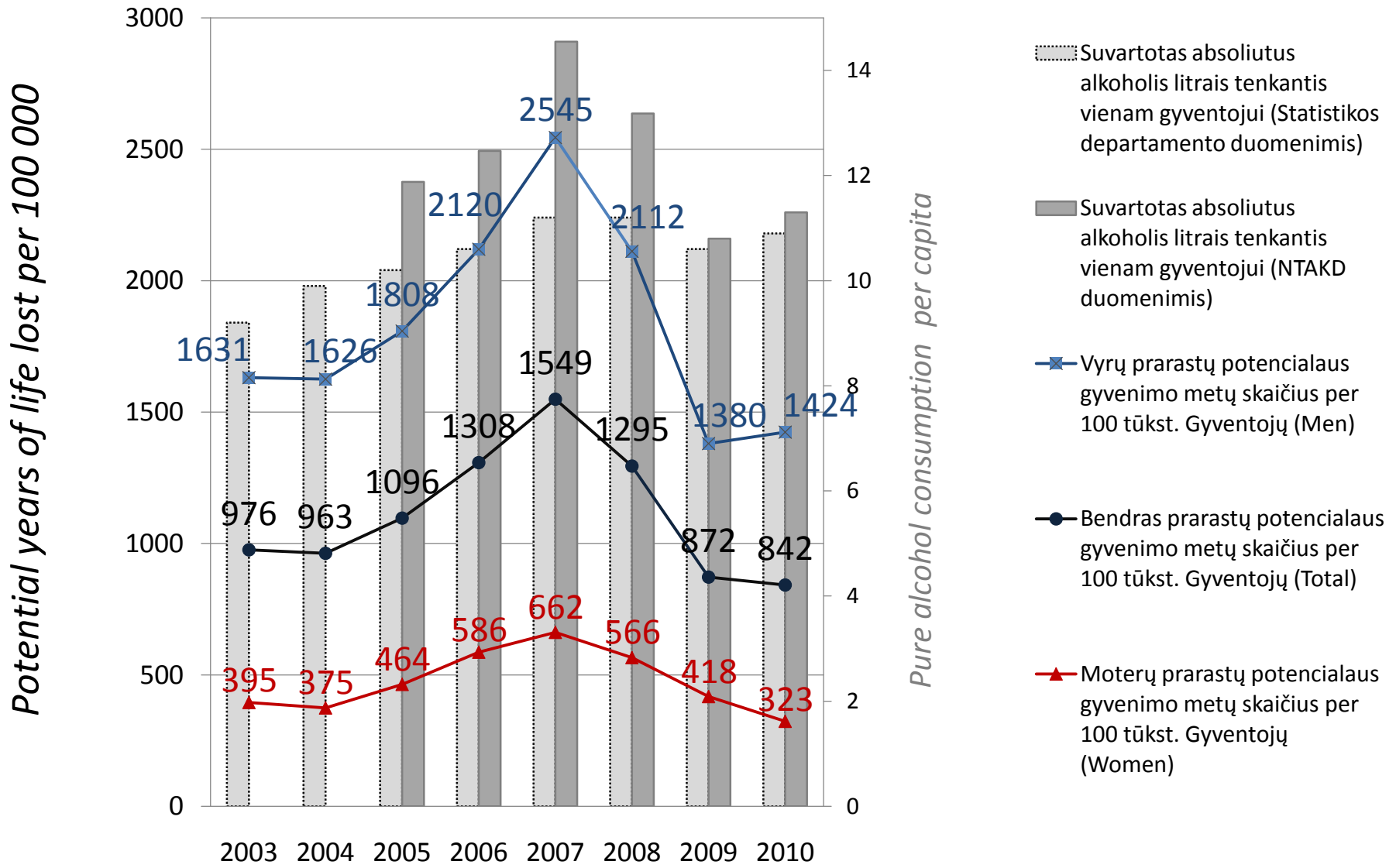


Mortality from selected alcohol related causes in Lithuania 2000-2010



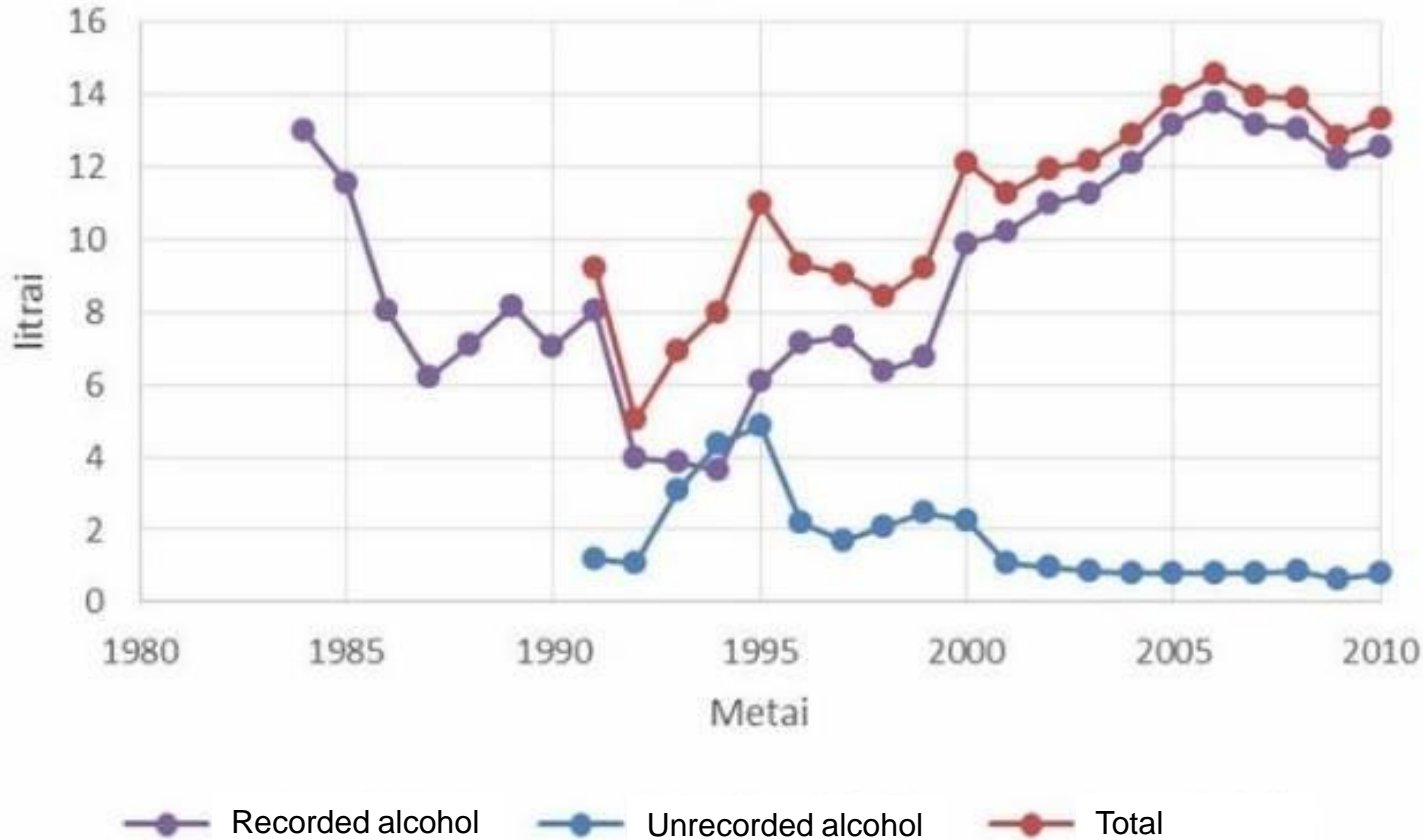


Alcohol consumption vs. alcohol attributable mortality





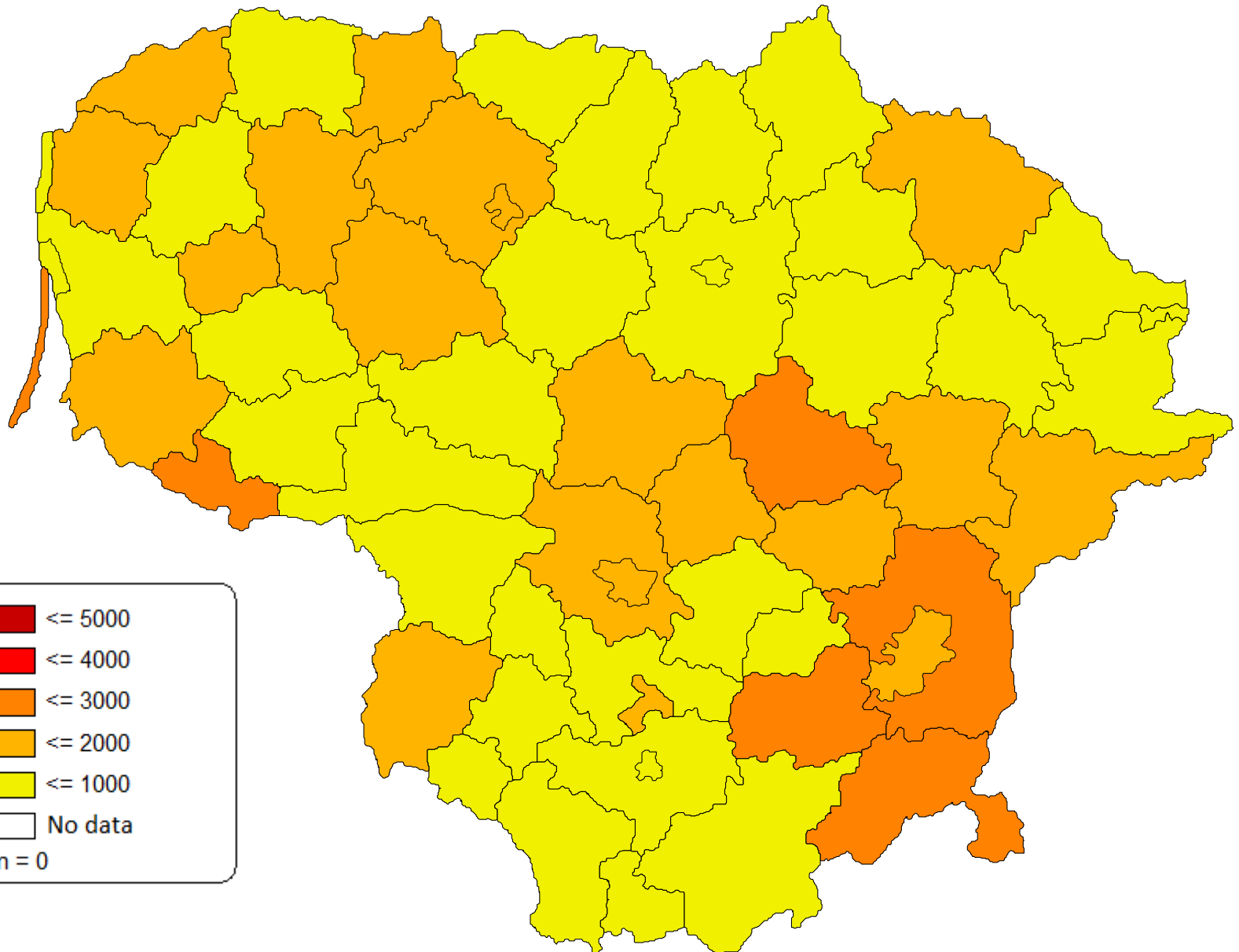
Unrecorded alcohol a big issue !?



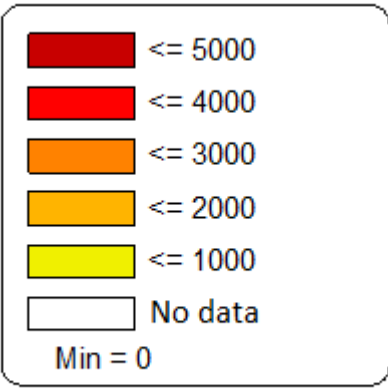
Pure alcohol consumption age 15 +, 1991-2011



PYLL (15-75) in Lithuania per 100 000 population (2003 m.)

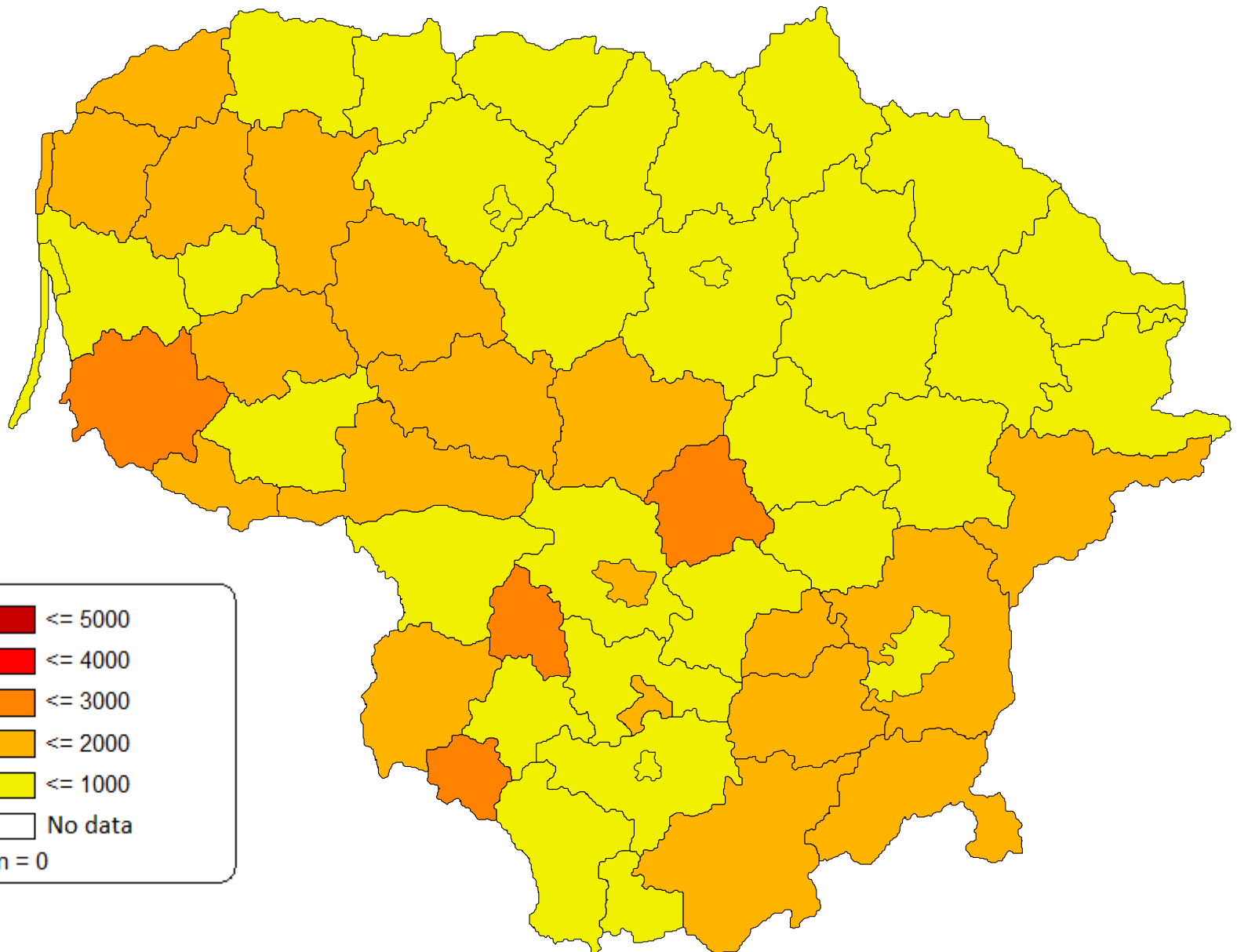


Lithuania
975.6





PYLL (15-75) in Lithuania per 100 000 population (2004 m.)

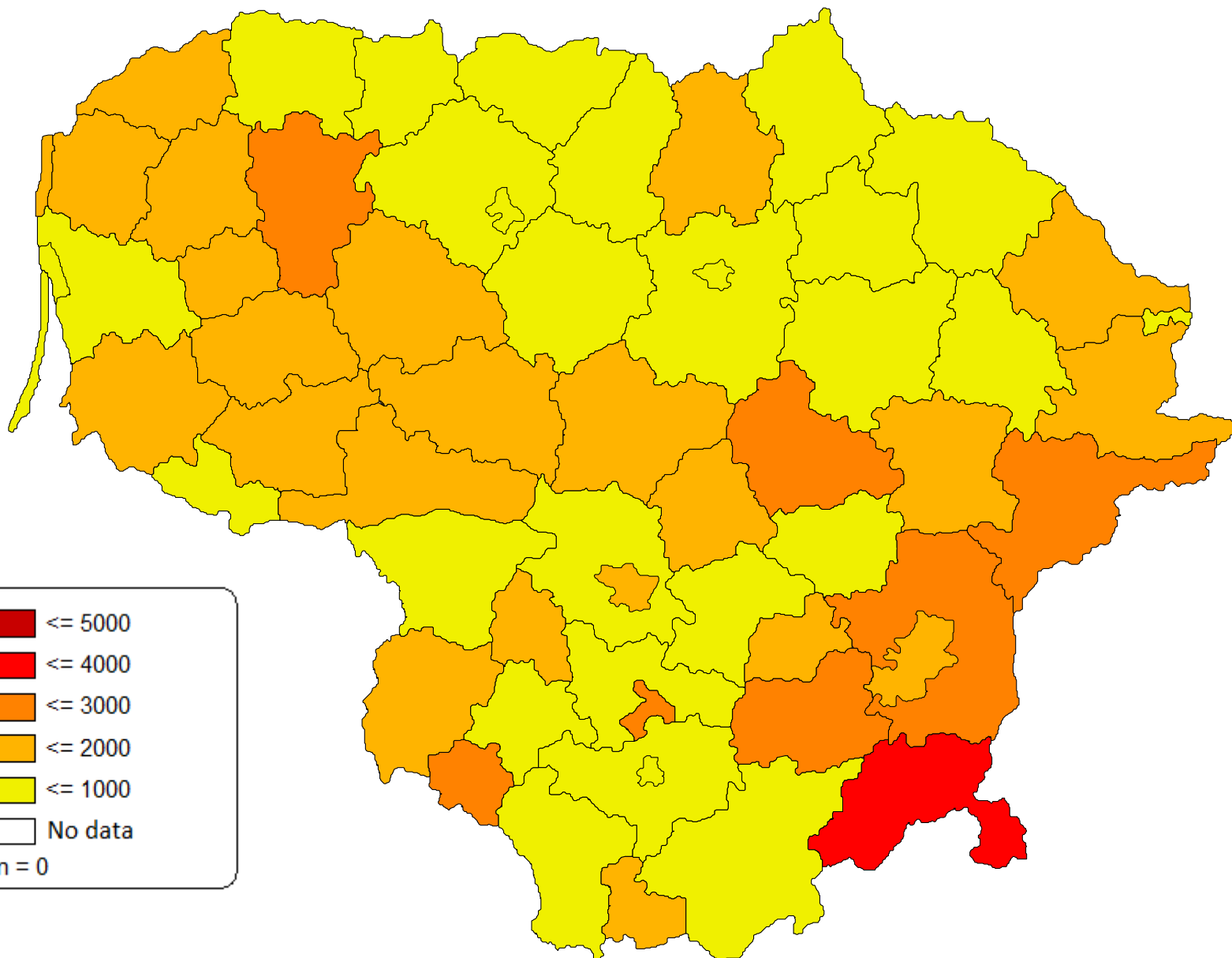


Lithuania
962.72





PYLL (15-75) in Lithuania per 100 000 population (2005 m.)

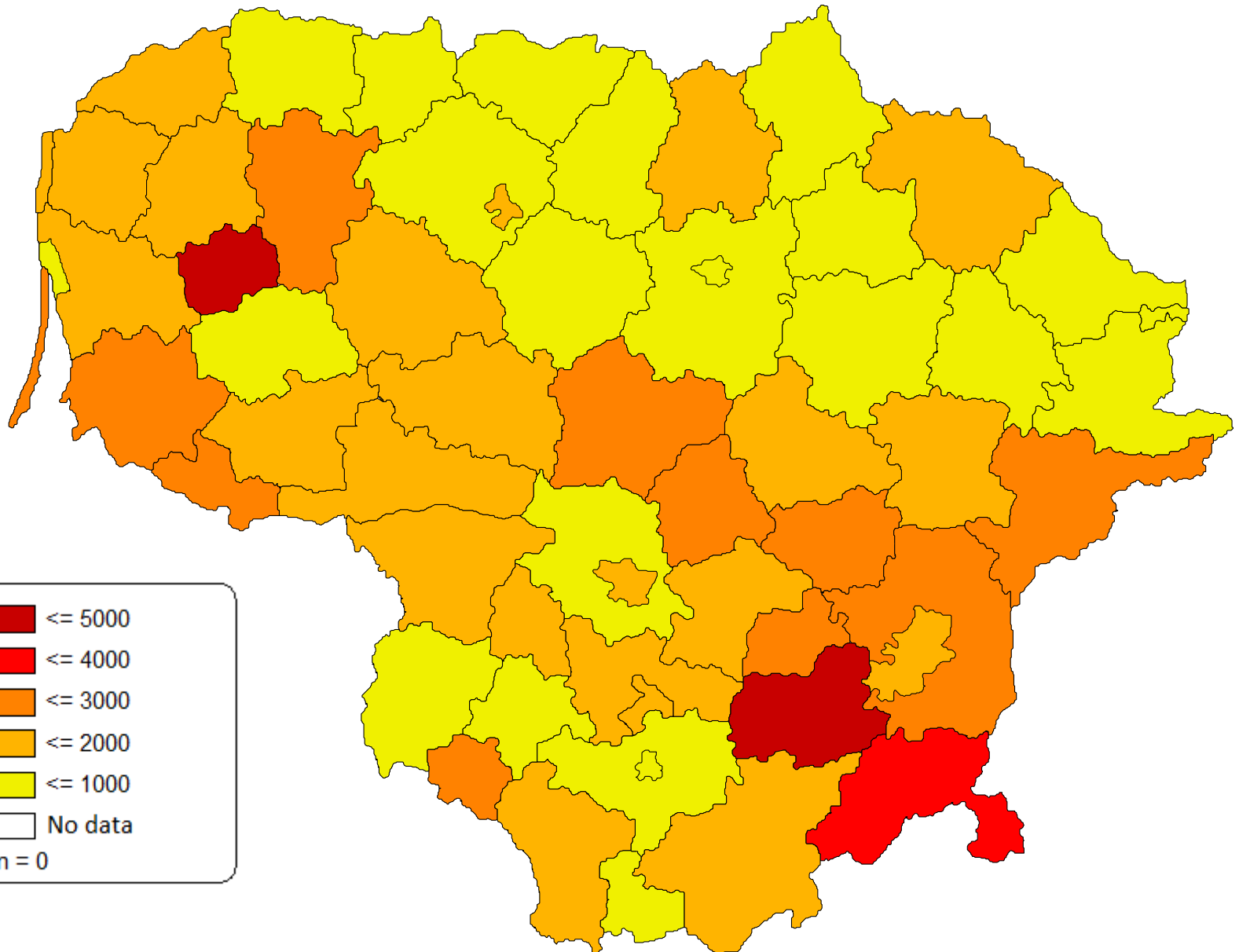


Lithuania
1096.25





PYLL (15-75) in Lithuania per 100 000 population (2006 m.)

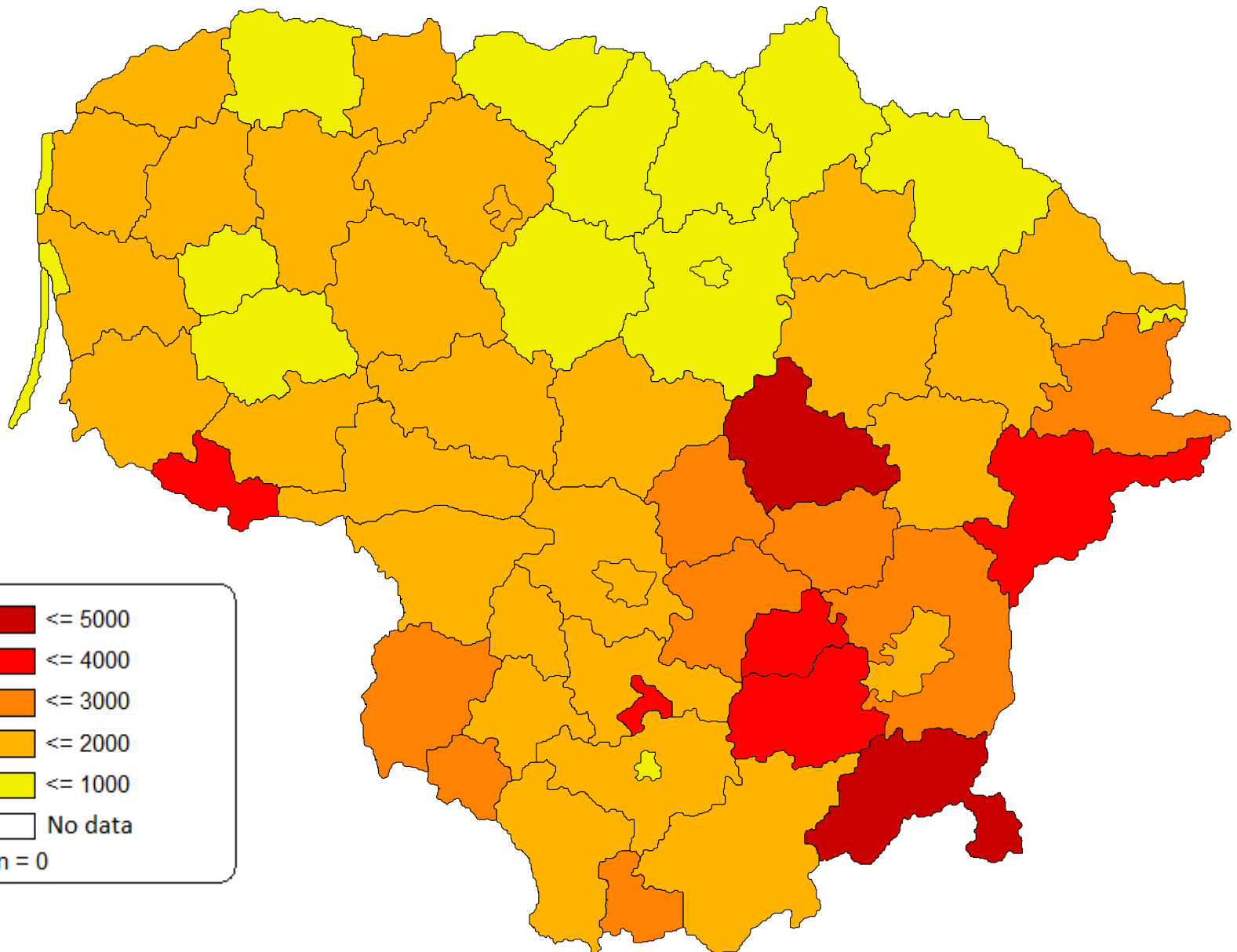


Lithuania
1308.05





PYLL (15-75) in Lithuania per 100 000 population (2007 m.)

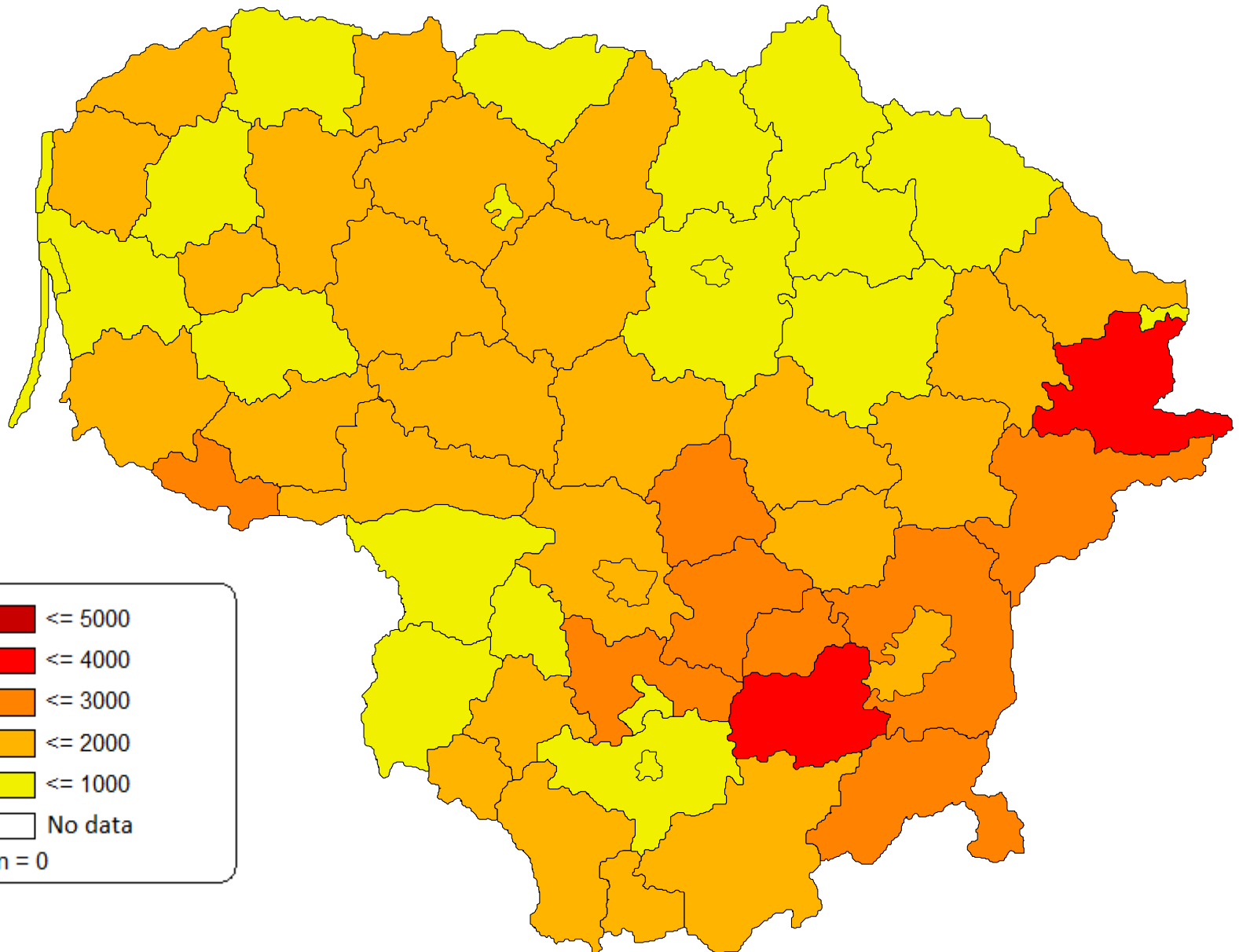


Lithuania
1548.74





PYLL (15-75) in Lithuania per 100 000 population (2008 m.)

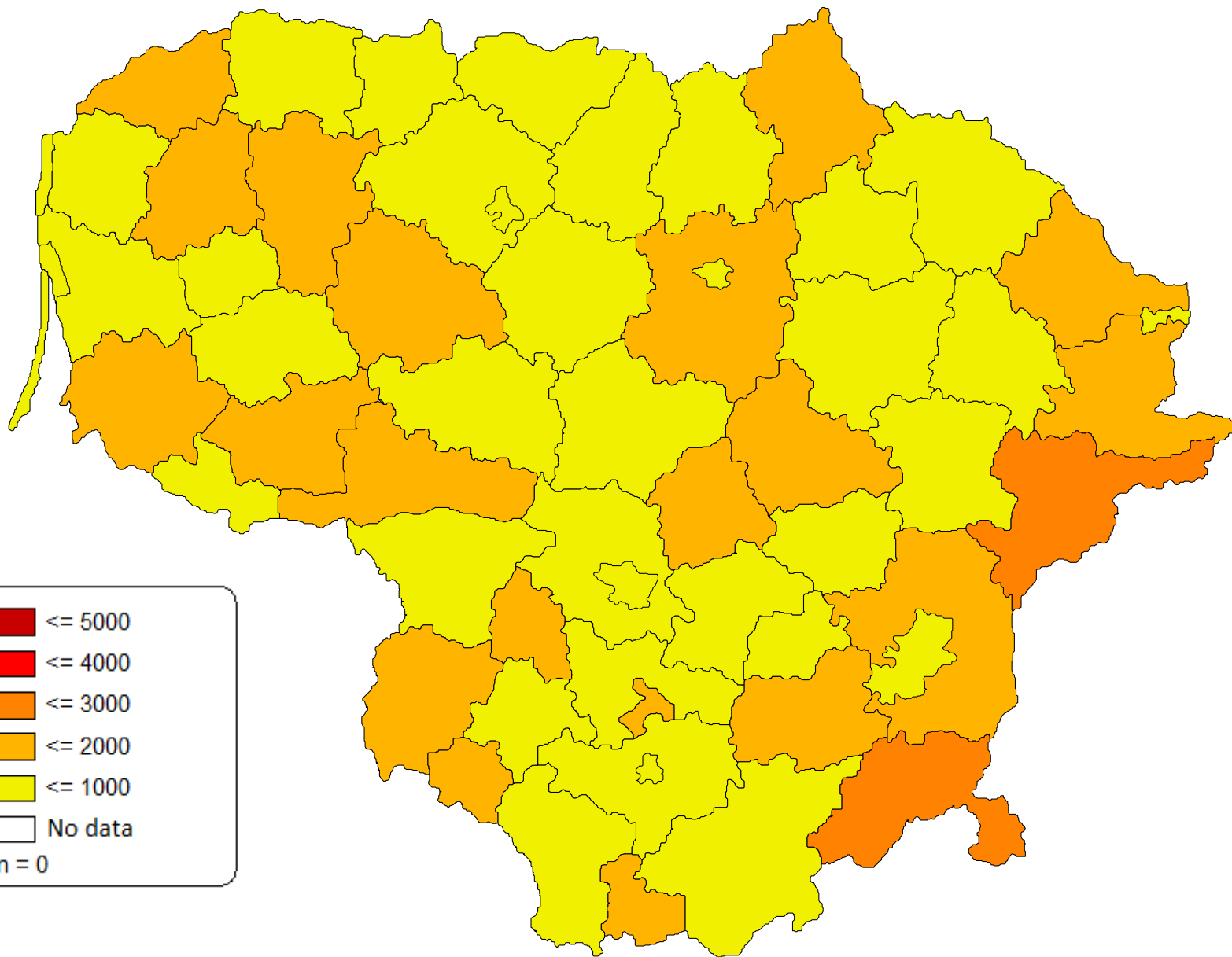


Lithuania
1294.73





PYLL (15-75) in Lithuania per 100 000 population (2009 m.)

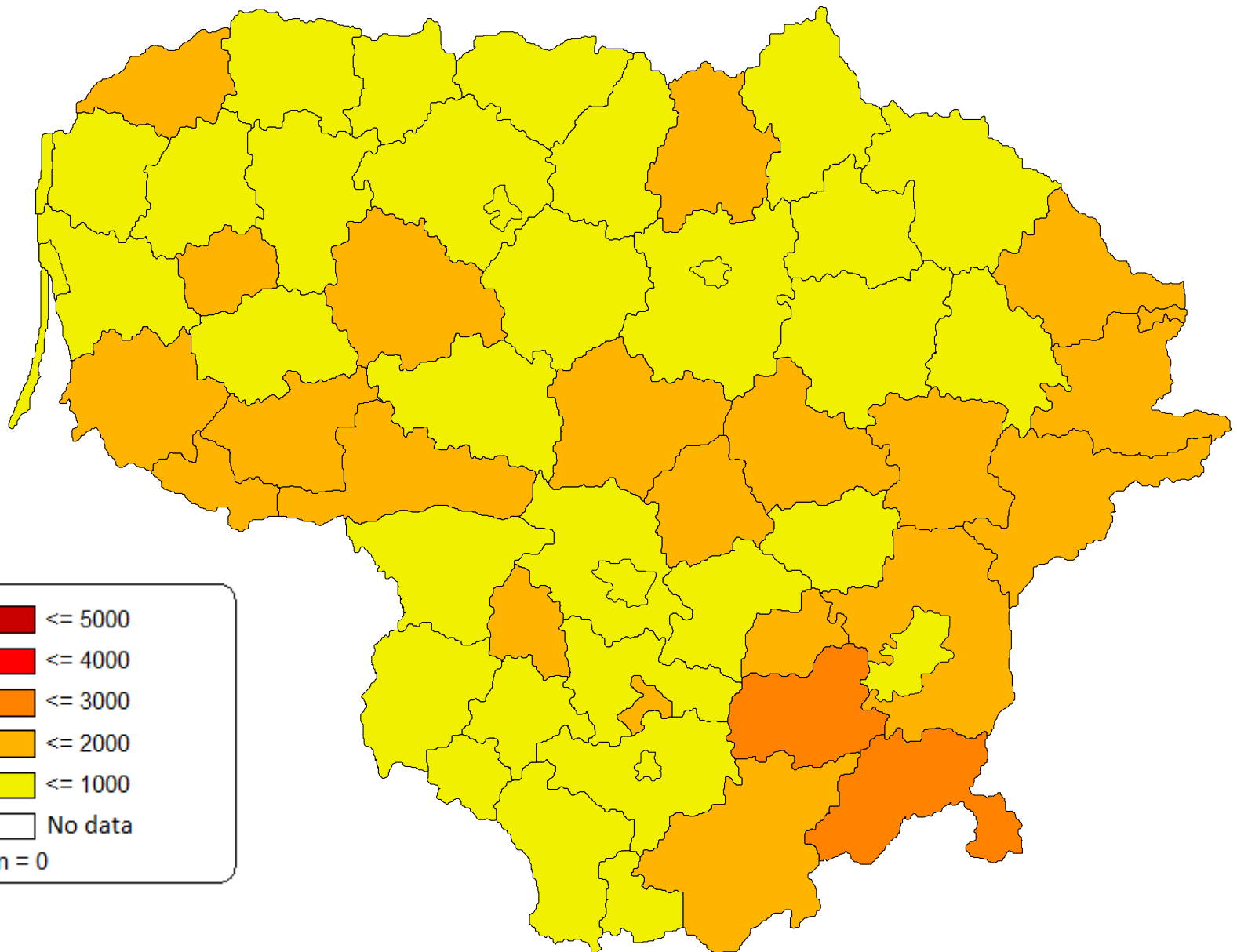


Lithuania
871.92





PYLL (15-75) in Lithuania per 100 000 population (2010 m.)



Lithuania
842.24





Alcohol advertisement case



Overtun of the proposed alcohol advertising ban in Lithuania

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Table 2 National stakeholders map: activity and power level of key actors during the advertising ban cancellation process in Lithuania.

		Opposition (anti-ban group)		Supporters (pro-ban group)	
		Active ^a	Passive ^b	Active ^a	Passive ^b
Power	Low	<ul style="list-style-type: none"> Lithuanian Association of Communication Agencies Confederation of Business 	<ul style="list-style-type: none"> Lithuanian Radio and Television Association Lithuanian Digital Television Association Lithuanian Internet Media Association Association of National Regional and Urban Newspaper Publishers Outdoor Advertising Association The Lithuanian Advertising Bureau Investors' forum Lithuanian Business Employers' Confederation Lithuanian Volleyball Federation 	<ul style="list-style-type: none"> Lithuanian Forum of Parents The Sports Veterans' association 'Penki žiedai' National Family and Parents Association JSC 'SOMI' Charity and Support Fund 'Nežudyk' Lithuanian Pension Fund Member Association 	<ul style="list-style-type: none"> Caritas Lithuania Lithuanian Healthy Life Style Union Lithuanian Youth Council Lithuanian association of Sports for All
	High	<ul style="list-style-type: none"> Lithuanian Free Market Institute Lithuanian Brewers Guild Alcohol Trade Association Lithuanian Basketball Federation 	<ul style="list-style-type: none"> 'Carlsberg Group' President of the Republic of Lithuania (since December 2011) Ministry of the Economy Lithuanian Journalists Union Lithuanian Confederation of Industrialists Commission on Youth and Sport Affiliars 	<ul style="list-style-type: none"> National tobacco and alcohol control coalition Lithuanian Pupils' Parliament NGO Vilniaus Sąjodis Committee on Health of the Parliament National Board of Health 	<ul style="list-style-type: none"> Health Ministry of the Republic of Lithuania Lithuanian Christian community (e.g. Lithuanian Bishop conference) President of the Republic of Lithuania (until December 2011) Drug, tobacco and alcohol control department

^aActive involvement defines constant advocacy or lobbying activities (e.g. official statements, participating in media discussions and the Parliament etc.).
^bPassive defines occasional official statements with no further direct involvement in discussions or other activities. NGO – non-governmental organization.

ABSTRACT

Background In response to the dramatic increase in alcohol-related problems in Lithuania, policy measures, including alcohol advertising and availability restrictions combined with taxation increase, were implemented in 2007–08. Simultaneously, a full alcohol advertising ban was adopted to take effect from 1 January 2012. Therefore, the alcohol industry responded with extensive lobbying aiming to revoke this ban, and ultimately they succeeded at the end of December 2011. **Aim** To document and analyse actions of stakeholders and events during the alcohol advertising ban cancellation process in Lithuania. **Methods** Policy analysis includes a development of event timeline, description of key stakeholders' actions and a review of policy context. **Findings** The alcohol industry in Lithuania used similar tactics as the tobacco industry globally, such as creating strong and diverse opposing groups. The industry successfully exerted pressure to change alcohol control legislation, while non-governmental organizations had the important role of a watchdog, blunting industry's efforts. Unequal power distribution made it difficult to withstand combined local and international lobbying to cancel the ban. **Conclusion** Given the global nature of the alcohol industry, there is a need for international regulation to limit the influence of vested interests on national lawmaking.

Keywords Advertising ban, alcohol, alcohol marketing, industry, Lithuania, lobbying, policy.

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INTRODUCTION

Alcohol consumption in the World Health Organization (WHO) European region is the highest in the world [1]; nevertheless, alcoholic beverages continue to be widely advertised. Based on current scientific evidence, comprehensive alcohol advertising bans are identified as one of the three 'best buys' of cost-effective policy options [2]. Alcohol control policy measures such as the regulation of physical availability, price and taxation are used widely in Europe [3], while marketing control measures are limited. Only Norway, Iceland and the Faroe Islands ban alcohol advertising completely, while all other European region countries have partial restrictions [4] that are too fragmented to have an impact on public health or are circumvented because of existing loopholes. A total advertising ban was set to take effect in Lithuania from

1 January 2012; however, after 13 months of intensive lobbying by the alcohol industry the ban was revoked at the very end of 2011.

There is a shortage of published material on the alcohol industry's tactics of influencing lawmaking in specific countries in Europe. Therefore, the focus of this paper is to document and analyse the actions of different stakeholders and events during the alcohol advertising ban cancellation process. The case sets the context by providing the policy background information, followed by analysis of the policy development process (including a time-line of main events) and categorization of the policy actors by attributing weight according to their activity and influence level. The case study is based on the perspective of the non-governmental organizations (NGOs). Future recommendations are established.



Short prehistory

- Total ban of alcohol advertisement was proposed to Lithuanian Alcohol Control Law in the year 2008 as alternative to alcohol advertisement restriction.
- Restrictions for day time TV and radio advertisement enforced from January 1st 2008.
- Total ban was scheduled for January 1st 2012.



Alcohol industry and media meeting “behind closed doors” November 2010

- Strategic meeting
- Not all participants still known
- Biggest alcohol producers importers and media owners or heads participated



Alkoholio ir žiniasklaidos atstovai svarsto, kaip keisti alkoholio reklamos draudimo aspektą

2010.11.12, 17:06

VZ.LT

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Alkoholinių gėrimų gamintojų ir platintojų atstovai penktadienį Vilniuje už uždarytų durų su žiniasklaidos priemonių vadovais aptarė, kokios įtakos verslui turės nuo 2012 m. Lietuvoje numatomas visiškas alkoholio reklamos draudimas.



Uždarytą renginį Vilniuje kviešti AB "Alita", AB "Stumbras", AB "Vilniaus degtinė", UAB "Bennet distributors", UAB "Liviko", UAB "Belvedere prekyba" bei UAB "Mineraliniai vandenys" aukščiausio lygio vadovai bei šalies televizijų, laikraščių, naujienų portalų ir kitų žiniasklaidos priemonių atitinkamo rango atstovai.

Laurynas Vilimas, susitikime taip pat dalyvavęs Alkoholinių gėrimais prekiaujančių įmonių asociacijos prezidentas, VZ.LT sakė, kad tai buvo "strateginis susitikimas" ir "diskusija".

"Buvo aptariamas reklamos draudimas nuo 2012 m. ir kaip galima tą aspektą keisti. Kalbėta apie pinigų srautų mažėjimą mūsų ir žiniasklaidos kišenėse, apie valdžios sprendimus bei kokią įtaką jie daro mums, žiniasklaidai ir valstybei", - sako p. Vilimas.

Uždarytas susitikimas, kaip pasakoti "kažko daugiau", kadangi susitikimas "nebuvo spaudai".

Naujienų portalų vadovų pozicijų, nes nuo to priklausys, kaip ta žinia yra pildoma", - sako p. Vilimas.

Jis skaičiuoja, kad nuo 2012 m. visiškai uždraudus alkoholio reklamą, iš jos rinkos, šiuo metu sudarančios apie 40 mln. Lt kasmet, "liks riebus nullis".

Visgi, pasak p. Vilimo, susitikime vyko diskusija, o ne sprendimų ar pasiūlymų paieška.



Strategic steps made by media and alcohol industry

- Bloc all possible NGO access to media and not allow discussion about attempt to cancel alcohol advertisement ban
- Try to show NGO's as extremely marginal ("talibanic") organizations
- Deny any information about evidence on alcohol advertisement effect on children drinking behavior



Political influence

- Financial support to political parties
- Top members of leading party has signed amendment to the law to cancel advertisement ban despite promises in election program to ban advertisement.
- NGO's were not allowed to discuss position with political parties in contrast to alcohol industry representatives.
- Aggressive pressure





Signature of the President

- Signed the same day
- Kept silent for almost two weeks: when 256 signatures of NGO's were collected
- Norway was named as only example with ban and this example was not good enough for Lithuania





Lessons learned

- Ad ban in one country without broader regulation in Europe was shown as radical by industry and politicians;
- Geopolitical arguments were used;
- Partial regulation of restrictions are ineffective and hard to regulate by state;
- Self regulation has no sense because industry is finding ways to bypass even legal regulation;
- Pan European initiative to ban alcohol advertisement is needed.



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Thank you