



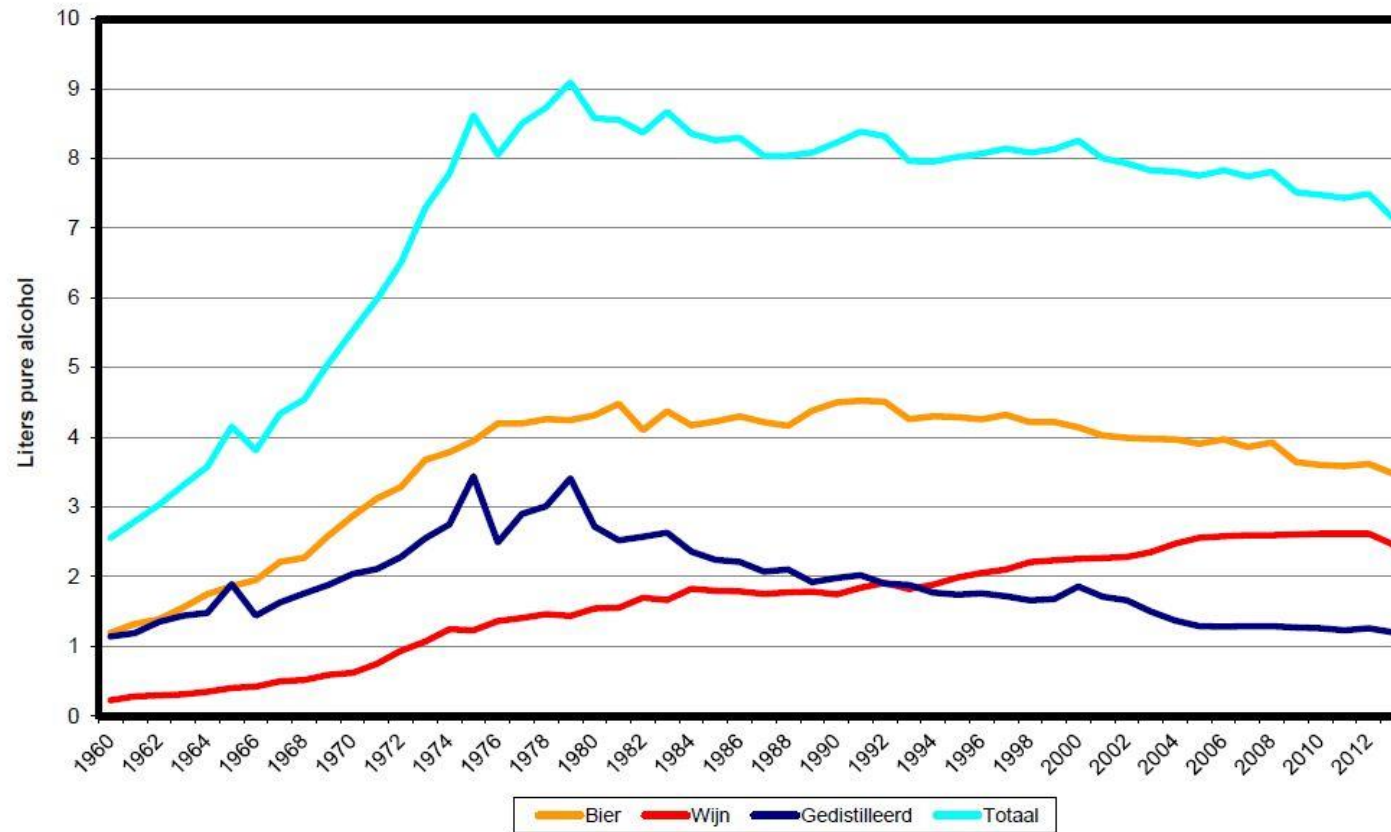
DUTCH  
INSTITUTE FOR  
ALCOHOL POLICY



# How did we manage to reduce adolescents alcohol consumption in the Netherlands?

Wim van Dalen, director STAP 18-11-2014

# 1960-1975: alcohol consumption in the Netherlands raised with more than 300%



# Policy reaction in the 70-ties and 80-ties

- More effective alcohol and traffic measures (breathalysers)
- National alcohol policy proposal :‘Alcohol & Society’ (1987) based on WHO advise report:
  - \* ban alcohol marketing
  - \* raise alcohol taxation
  - \* national awareness campaign

# Policy reaction in the 70-ties and 80-ties

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- National alcohol policy proposal :‘Alcohol & Society’ (1987) based on WHO advise report:
  - \* **ban alcohol marketing X skipped by lobby**
  - \* **raise alcohol taxation X skipped by lobby**
  - \* **national awareness campaign!!**

# 1987-2000 National Alcohol Awareness mass media campaign



- Campaign was first focussed on adult drinkers:  
Slogan: 'Alcohol damages more than you'd like'

'Mama, how long you keep on drinking with aunt Els. I'm so hungry..'



# 1987-2000 National Alcohol Awareness mass media campaign

- Alcohol industry protested: the problem is the consumption by specific groups, not the product as such
- Especially the spirits sector was not pleased:
  - \*The word DRANK refers more to booze than to beer and wine



0,30



1,13

E D A H N I E U W S  
 Wij verkopen geen alcohol aan personen jonger dan 16 jaar!

SAFARI LUNA LIME 275 ml € 1,59

SAFARI LUNA MANGO 275 ml € 1,59



1,59

1,59

New hope for the spirits sector : alcohol pops became immense popular...



16 jaar Wij verkopen geen alcohol aan personen jonger dan 16 jaar! Edah





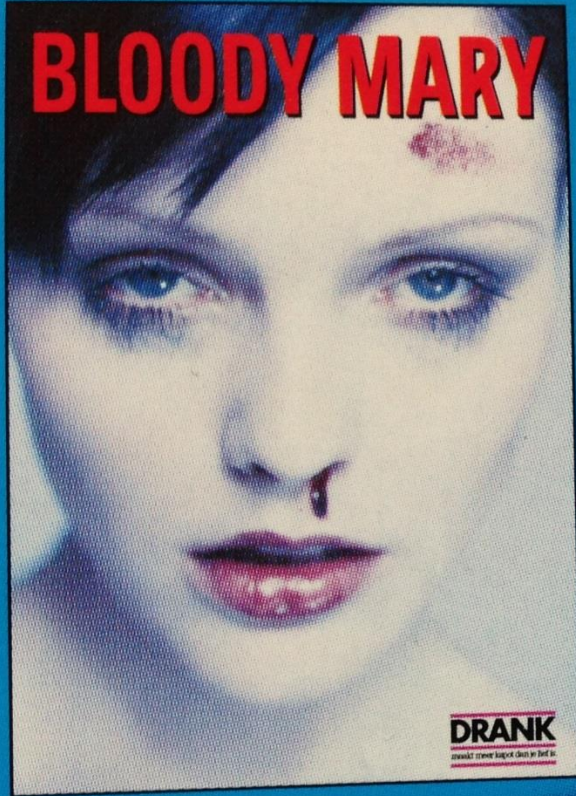
# From 1987 until 2000: a long term mass media alcohol awareness campaign of the Ministry of Health



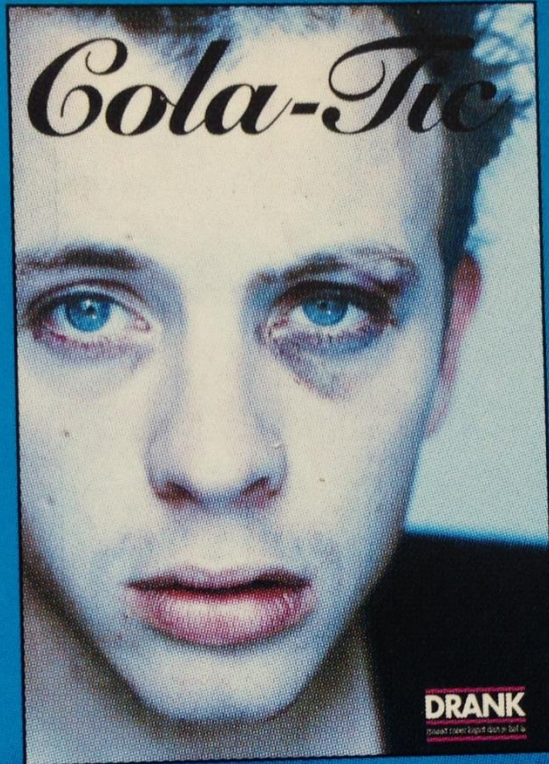
Soon after the start the target group became youngsters in stead of adults...

- \*Do you know do you care?
- \*Are you stronger than booze?
- \*The campaign was extended with the peer approach

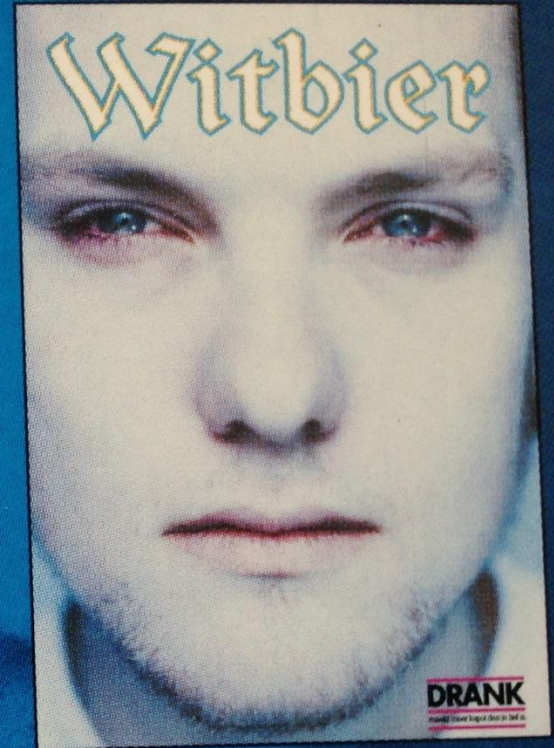




BLOODY MARY



COLA-TIC



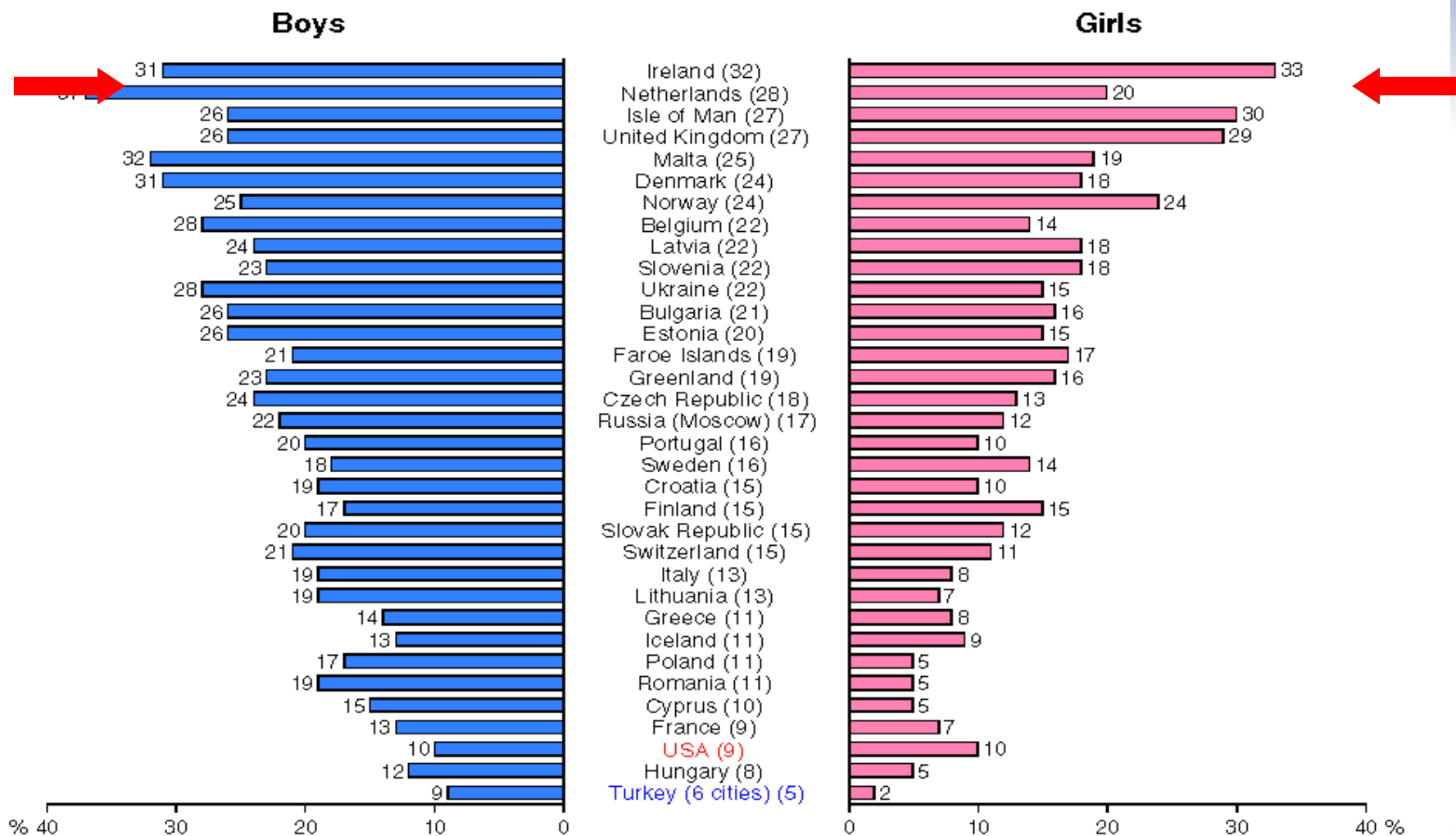
WHITE-BEER

Sadly enough our long term creative and appreciated campaign during a period of 14 years was not successful.....

- The average starting age became below 13
- Parents stayed very tolerant and many promoted the 'learning to drink at home' method to their children
- The number of alcohol intoxications was growing
- Dutch youngsters were classified by the Minister of Health as the most heavy drinkers of Europe

It seems that drinking became even more popular

# Binge drinking: Dutch boys highest in Europe (2003)



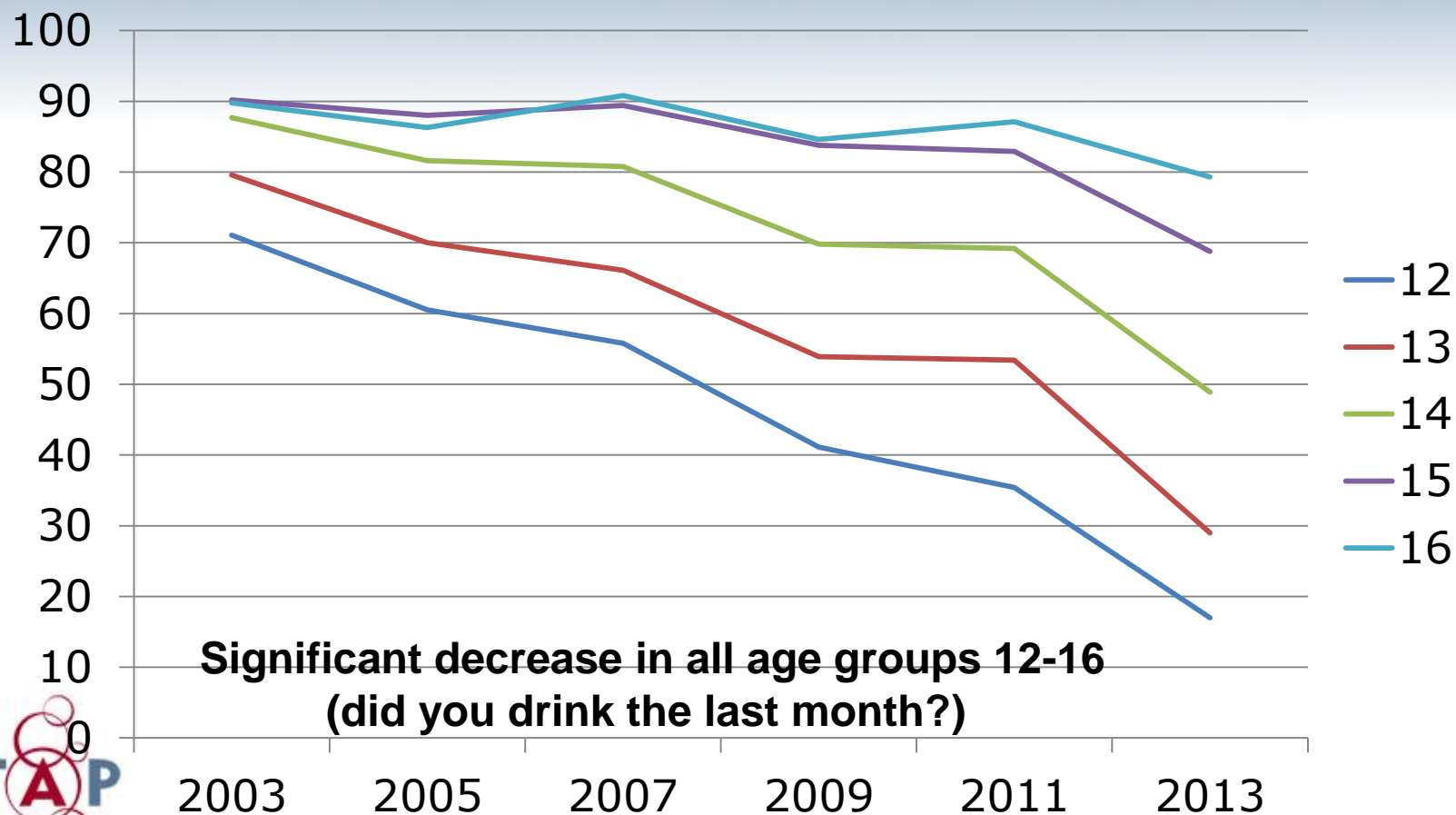
**Figure 45b.** Proportion of boys and girls who reported “binge drinking” 3 times or more during the last 30 days, 2003. Values within brackets refer to all students. Data sorted by all students. Turkey: Limited geographical coverage. USA: Limited comparability.

Dutch youngsters in the country site created their own drinking places



But from 2003: less youngsters  
(12-16) start drinking

# Less alcohol users under 16



# What happened ?

Not only one thing...



We decided during the period 2000-2003:

- \*to focus mainly on awareness/ responsibility of parents
- \*to introduce a new law: sellers were obliged to determine unmistakable the age of young buyers (ID-check)
- \*to increase enforcement
- \*to start with mystery shopping research



2005: A national alcohol awareness campaign for parents: prevent alcohol damage to your child



**Er zijn nog steeds ouders  
die 't normaal vinden dat een kind  
van 12 alcohol drinkt.**

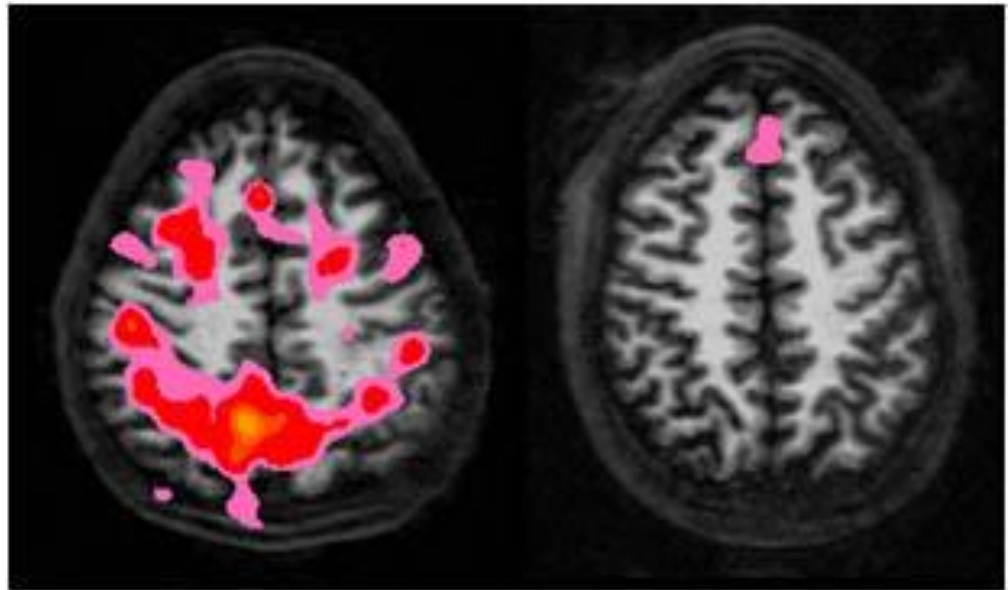


First regional parents campaign titled:  
small glasses big consequences !!!



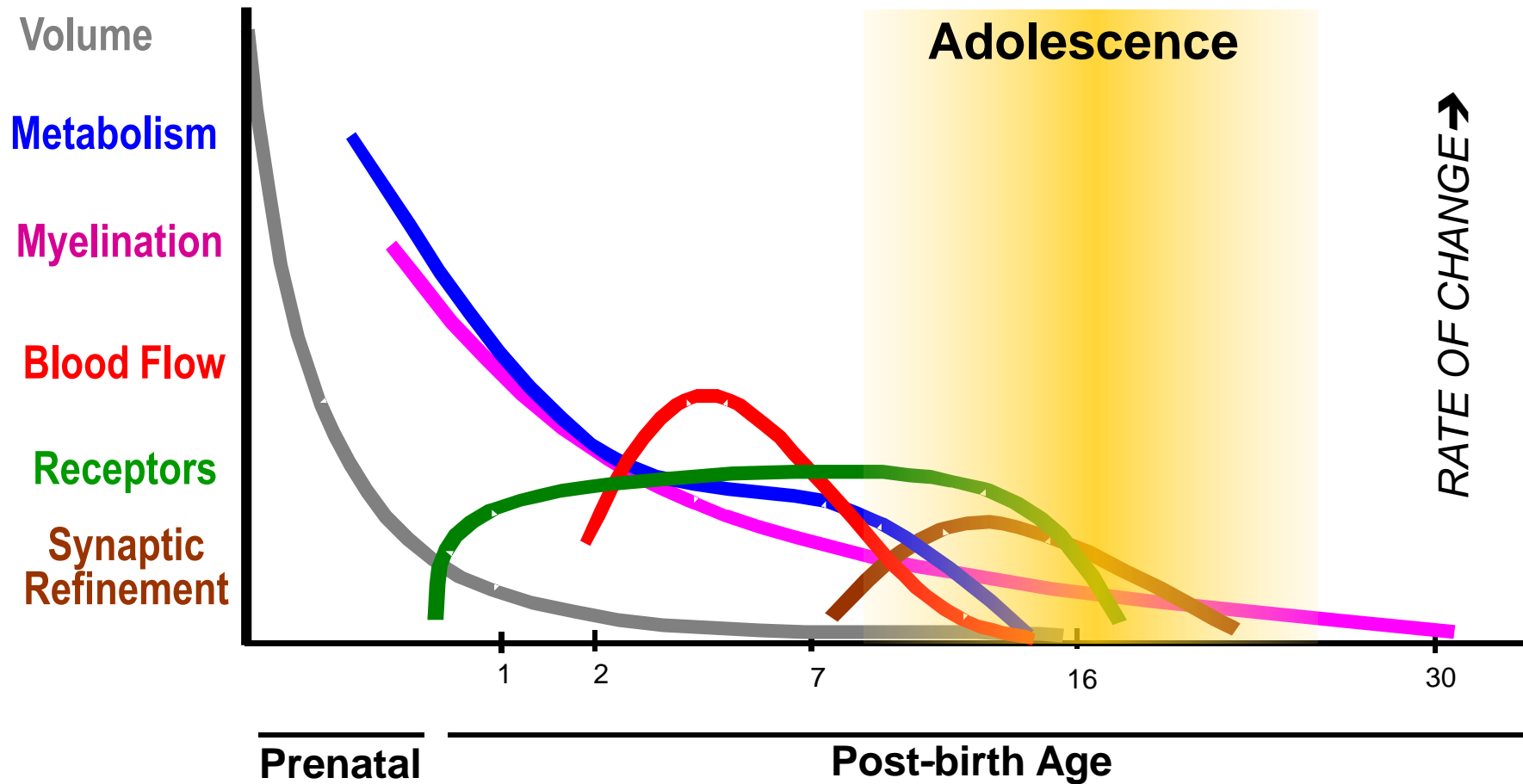
Parents became really worried.....the brain of my child is in danger....

*Functional activity in the brains of two 15 year old youngsters; right is drinking from his 12th (Susan Tapert California)*



15 year old non-drinker 15 year old heavy drinker

# Dutch health educators learned more about adolescent brain development....



# Opinion of policy makers and health educators changed....

- The role of mass media awareness campaigns: no impact without policy measures (national and local!) to restrict availability and marketing.
- School education has no sustainable effect on drinking behaviour.
- Role parents: say **no** until 16 (later 18) at home in stead of 'teaching' them how to drink moderately.
- Enforcement of age limits has to be an integral part of alcohol prevention.

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Focus on the **environment** of young people  
in stead of on themselves





# Local governments became more and more responsible

- New role of local government: financing projects, mystery shop research and better enforcement
- Projects: many awareness activities, meetings for parents, alcohol free schools, media attention
- Child doctors, mayors and politicians became non-alcohol advocates



# Logo's from regional alcohol prevention projects



FrisValley



DEN HAAG



EEN FRISSE BLIK OP ALCOHOL

Amersfoort Fris

KLEINE GLAZEN  
GROTE GEVOLGEN!



West Frisland

Verzuip jij je toekomst

aanpak jeugd en alcohol ZHZ



# Alcohol industry, retail and hospitality industry had to follow...

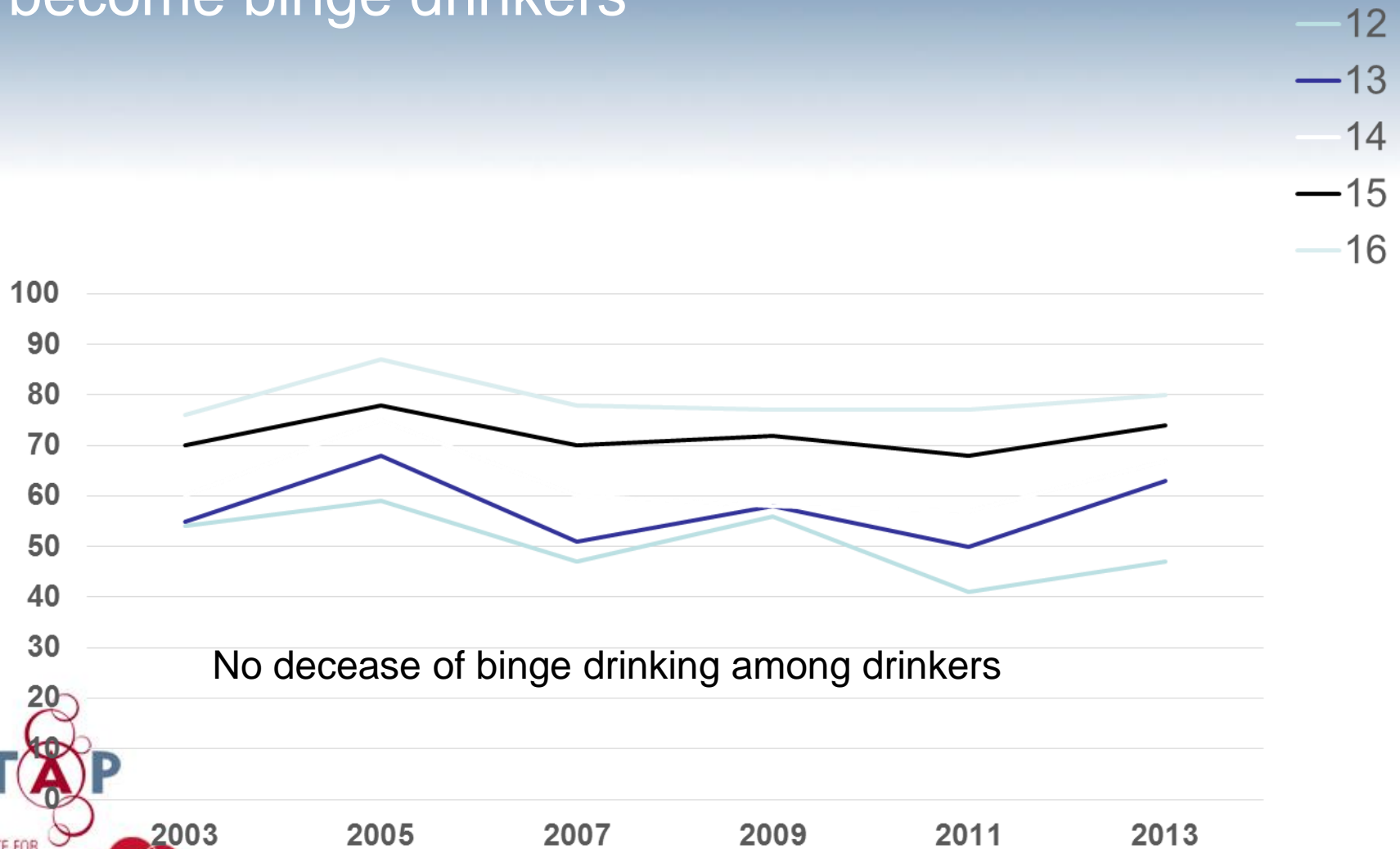
- Their first slogan: Alcohol not yet 16, you have to wait a bit.... *(was heavily criticized)*
- The second one : not yet 16? ...no drop
- Retail: we sell no alcohol below 18  
*(Law changed: 16 became 18)*



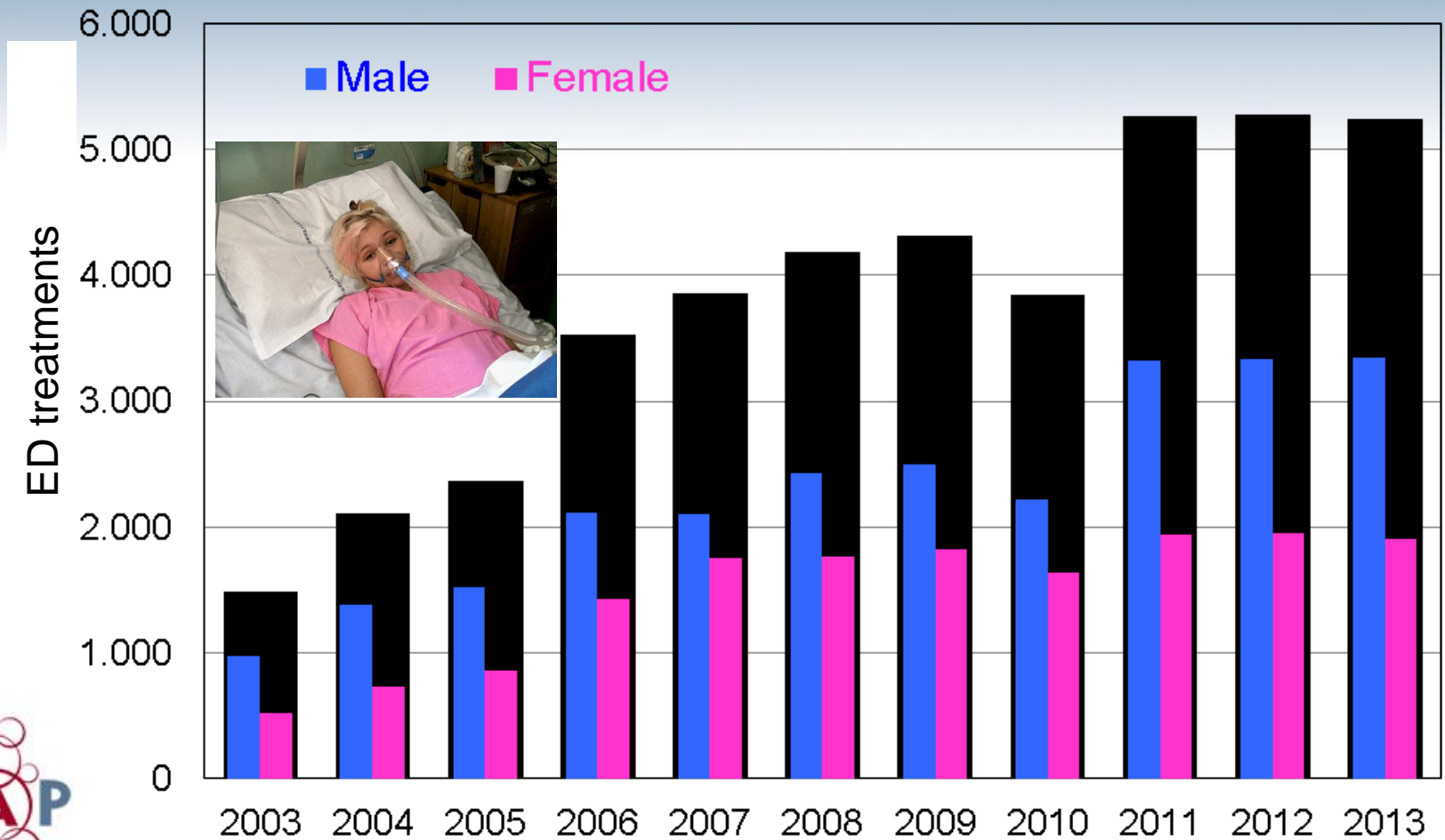
Biggest success: legal age of 16 for lower alcohol drinks became 18 (01-01-2014)



# Biggest worry: if young people drink many of them become binge drinkers



# Still high figures of alcohol intoxications



Product and price marketing is still a big problem in the Netherland!  
The power of the alcohol industry became even bigger the last 10 years

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Exterior

**YOUR HOME**  
OFFICIAL PLACE OF THE  
**PRE-PARTY**

MEER WETEN? LIKE ONS!  MALIBUNEDERLAND

**THE**  
**SPIRIT OF SUMMER**



DRINKWIJZER.INFO Geniet, maar drink met mate. Geen 18, geen alcohol

Thanks for your attention

Wim van Dalen

Director of STAP (Dutch Institute for Alcohol Policy)

President of EUCAM (European Centre for Alcohol Marketing)

[wvandalen@stap.nl](mailto:wvandalen@stap.nl);

[www.stap.nl](http://www.stap.nl) ; [www.eucam.info](http://www.eucam.info)