

**If the Board for Drugs and Addictions has its way, the green emblem of the Carlsberg brewery will be seen no more during the next Soccer European Championship.**

On June 9<sup>th</sup>, researchers as well as experts of the administration and the Board for Health Care demanded that alcohol and alcohol advertisements be banned at sports facilities and also prohibited the sponsorship of alcohol producers. Furthermore, additional restrictions should apply for alcohol commercials on television and in the cinemas. The board also calls for the prohibition of sale at sporting events, as well as in stations, gas stations and roadhouses. Additionally, they would like to label alcoholic drinks with warnings and use free air time provided by TV and radio stations to inform the public about the dangers of alcohol.

**The Federal Government has been planning to restrict alcohol advertising for a while**

They demanded a change to the age limit for purchasing wine and beer from 16 to 18. The report issued by the Advisory Council argued for a restriction of alcohol advertising because of the influence of the advertisements on adolescents.

**A complete ban of alcohol advertising would be a heavy blow for the German advertising industry.**

According to the figures of Nielsen Media Research, the alcohol industry spent 560 million euros for alcohol advertisements. The lion's share was spent on beer advertising. Commercials for products with high alcohol content come in second place at about 100 million euros.

**So far, there are hardly any regulations for alcohol advertisement in Germany**

Advertisements included for broadcasting and the internet may not address children or adolescents. In cinemas, alcohol advertising is not allowed before 6 PM. According to the regulations of the European Broadcasting Association, alcohol commercials may not suggest that alcohol tranquilizes, solves conflicts, strengthens social qualities, or improve efficiency.

**Social and economic damages caused by alcohol consumption are indisputable**

The drug and addiction report of the Federal Government states that 1.3 million people are addicted to alcohol and 9.5 million are at risk. There was an alarming increase in binge drinking during the last few years. The number of adolescents and adults with alcohol poisoning more than doubled from 2000 to 2006. According to a study of the British Institute of Alcohol Studies from 2006, every third death is alcohol-related.

**The connection between alcohol advertising and alcohol abuse is still in dispute**

The drug and addictions report of the Federal Government shows that the more children watch alcohol advertisements, the earlier they start drinking. Therefore, the German Medical Association has been demanding the ban on alcohol advertisement to prevent the effects of alcohol abuse among adolescents.

In an American study, 500 women between 14 and 18 years old were questioned annually regarding their consumption of rap music videos and their drinking habits. The researchers concluded that the more women watch music videos the more frequently they drink alcohol. In a survey undertaken in a middle school in South Dakota the participants were asked how often they have seen certain ads. Students who had frequently seen beer advertisements in shops, magazines or at kiosks at sports events and concerts started drinking earlier and also often consumed larger quantities. Students who had seen more beer commercials on TV on the other hand started drinking as early as those who had seen less advertisements and also consumed a similar quantity of alcohol.

**Further developments remain to be seen.**

The Drug Commissary of the Federal Government has announced an in-depth analysis of the recommendations of the Board for Drugs and Addictions board from June 9<sup>th</sup>, 2008. In autumn, the proposals shall be discussed in Berlin. Afterwards, further action shall be coordinated with the different departments.