

ALCOHOL ADVERTISING AND SPONSORSHIP IN FORMULA ONE: A DANGEROUS COCKTAIL

Formula One alcohol sponsorship exposes audience to alcohol brands every five seconds.

A new report which presents data on the extent of alcohol advertising during the 2014 Formula One (F1) Monaco Grand Prix together with an analysis of F1 teams' sponsorship by the alcohol industry was issued today by the European Alcohol Policy Alliance (Eurocare), Institute of Alcohol Studies (UK) and Monash University (Australia). The findings from the report show that alcohol sponsorship of F1 provides a platform for an extremely high exposure of alcohol advertising to audiences.

The report shows that during the 2014 Monaco F1 race, the pinnacle event of F1 there were on average 11 references to alcohol brands per minute. In other words – the worldwide audience of a total 500 million people were exposed to an alcohol brand on average every five seconds for almost two hours.

The authors of the report believe that the sponsorship practices they have researched clearly go against the spirit of the EU Audiovisual Media Services Directive. Furthermore, they also believe that the practices in F1 also go against even weaker voluntary codes set up by the alcohol industry itself. Eurocare has already raised the issue of alcohol sponsorship in F1 to Jean Todt, the President of the Federation International de l'Automobile (FIA), who then claimed no responsibility for the matter.

Mariann Skar, Secretary General in Eurocare says: "The amount of alcohol related exposure in F1 settings is extreme by anyone's standards. There seems to be a lack of recognition within the F1 community about their responsibility when showing alcohol adverts every five seconds to an audience of 500 million viewers. We now urge the involved bodies in F1 to move away from alcohol sponsorship".

Katherine Brown, Director of the Institute of Alcohol Studies, UK says: "Alcohol sponsorship of motorsport generates seriously mixed messages about drink driving and road safety, and contradicts the spirit of current EU rules on alcohol advertising. A common sense approach would be to stop alcohol companies from this risky business of sponsoring Formula 1."

Dr Kerry O'Brien, behavioural scientist at Monash University, Australia, says: "Alcohol advertising and sponsorship appeared to be common in F1 racing, however, to date there had been no research on the extent and nature of alcohol advertising in this sport. The data clearly shows that alcohol advertising and sponsorship in F1 is extensive, at least in the Monaco Grand Prix. Its important that we further examine the extent and impact of alcohol advertising in F1, because its potentially very problematic given previous research showing an association between alcohol advertising and heavier alcohol consumption in young people. Policy makers can then be better positioned regards the need for tighter regulation or bans on alcohol advertising."

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NOTES TO EDITORS:

ABOUT THE REPORT

The report "ALCOHOL ADVERTISING AND SPONSORSHIP IN FORMULA ONE: A DANGEROUS COCKTAIL" is attached to this press release and can also be accessed on www.eurocare.org from 11:30 Friday 22nd May

The report is the result of a pilot project addressing sport sponsorship, road safety and alcohol marketing, spring 2015. The partners in the project have been the European Alcohol Policy Alliance (Belgium), Institute of Alcohol Studies (United Kingdom) and Monash University (Australia).

The European Alcohol Policy Alliance: Responsible for "Documentation of alcohol sponsorship of formula one teams". Report author: Nils Garnes. The full report on the F1 teams' sponsorship can be found on www.eurocare.org.

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Institute of Alcohol Studies, UK: Responsible for the chapter "Alcohol sports sponsorship and harmful drinking amongst schoolchildren and sportspeople: what the evidence says". Report author: Katherine Brown. Webpage www.ias.org.uk

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Monash University, Australia: Responsible for "Alcohol marketing in televised formula 1 motor racing: a frequency analysis of 2014 Monaco Grand Prix". Report Authors: Professor Kerry O'Brien and Dr Sherilene Carr, Behavioral Studies Laboratory, Monash University, Australia.

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The European Alcohol Policy Alliance (Eurocare) is an alliance of non-governmental and public health organisations with 57 member organisations across 25 European countries advocating prevention and reduction of alcohol related harm in Europe. Member organisations are involved in advocacy and research, as well as in the provision of information and training on alcohol issues and the service for people whose lives are affected by alcohol problems.

www.eurocare.org

FACTS AND FIGURES ABOUT ALCOHOL

- 1 of 4 road fatalities in EU are due to alcohol; in 2010 nearly 31,000 Europeans were killed on the roads of which 25% were related to alcohol
- Alcohol is the 3rd top risk factor in Europe for ill health and NCDs such as cancer and cardiovascular disease
- Alcohol is a toxic substance in terms of its direct and indirect effects on a wide range of body organs and a cause of some 60 diseases. Taking all diseases and injuries at global level into account, the negative health impact of alcohol consumption is 31.6 times higher than benefit
- 12 million people in the EU are dependent on alcohol
- Around 9 million children in the EU are living with one parent addicted to alcohol
- Drinking alcohol during pregnancy can lead to birth defects and developmental disorders. It may cause the unborn child physical, behavioural and learning disabilities
- The social cost attributable to alcohol is 155,8 billion Euro yearly (was third is now first bullet point)
- Alcohol is the leading risk for ill-health and premature death for the core of the working age population (25-59 year) (was first is now second bullet point)
- Alcohol is responsible 1 in 7 male deaths and 1 in 13 female deaths in the group aged 15–64 years, resulting in approximately 120 000 premature deaths