

Alcopops

Limiting youth access and availability to reduce underage drinking

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October 28, 2011

Alcohol is the most commonly-used substance among teens

- Underage drinking accounts for ~20% of alcohol consumed¹
- \$22.5 billion/year
 - Anheuser Busch alone gets \$410 million of its income from alcohol consumed by kids
- 1 in 8 youth age 18-20 years are alcohol dependent²
- 90% of the alcohol consumed by youth is during binges³

Sources:

1. Foster SE, Vaughan RD, Foster WH, Califano JA Jr. Alcohol consumption and expenditures for underage drinking and adult excessive drinking. *JAMA*. 2003; 289: 989-995.

2. National Surveys on Drug Use and Health, 2002-2006

3. National Survey on Drug Use and Health, 2002

Underage drinkers are starting to drink younger than ever before

- Each day 1,300 kids take their first drink
- Today, most underage drinkers have their first drink between ages 13-14 years¹
- In New York City alone...
 - 32% of youth aged 12-20 years reported using alcohol in the past month²
 - 33% of youth aged 12-20 years reported binge drinking in the past month

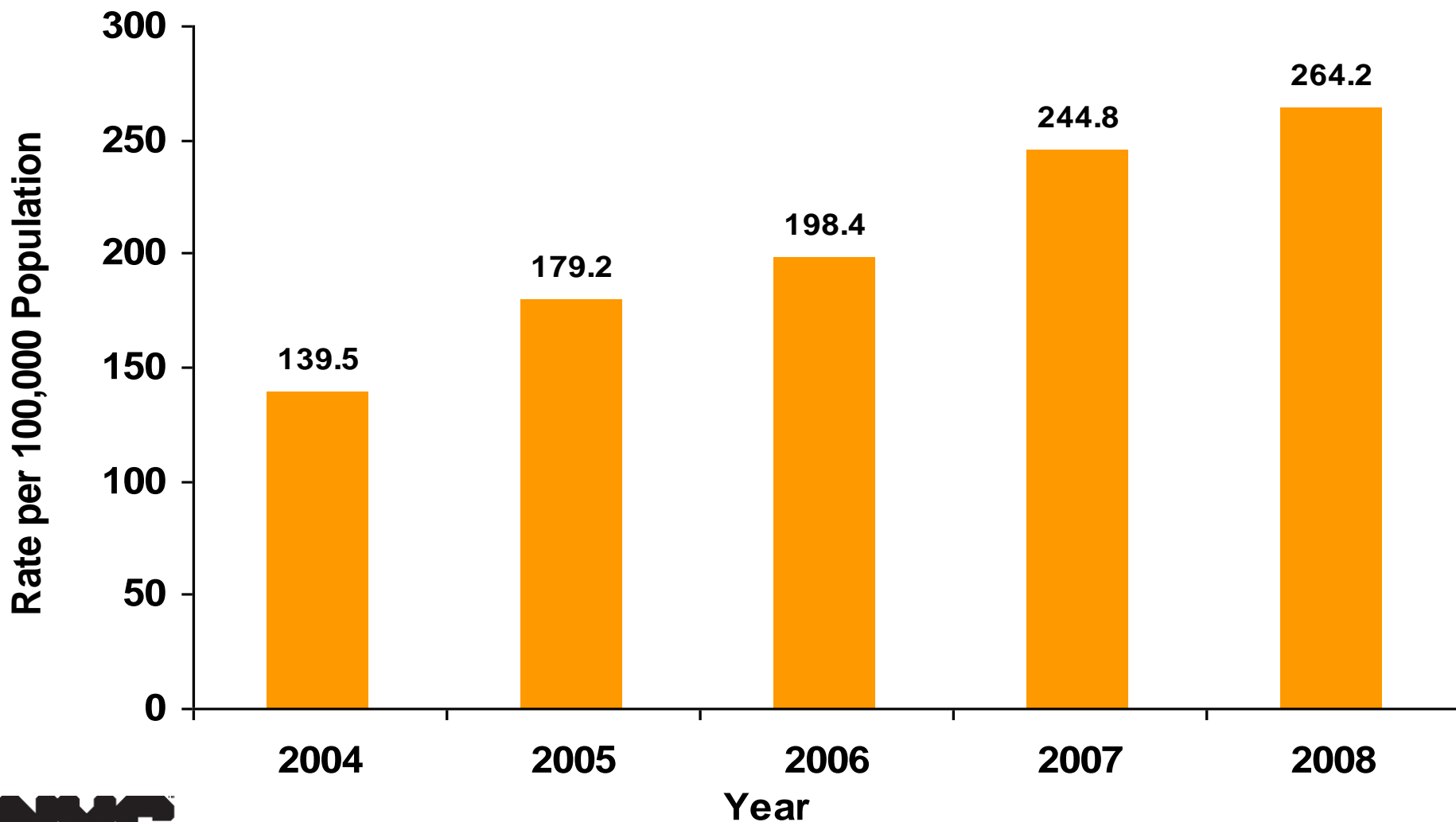
1. Office of the Surgeon General, *A Guide to Action for Communities*. Website: <http://www.surgeongeneral.gov/topics/underagedrinking/>, visited Oct. 15, 2009

2. National Survey on Drug Use and Health. *State Estimates of Underage Drinking*, website: <http://www.oas.samhsa.gov/2k6/stateUnderageDrinking/underageDrinking.htm>, visited July 21, 2008.

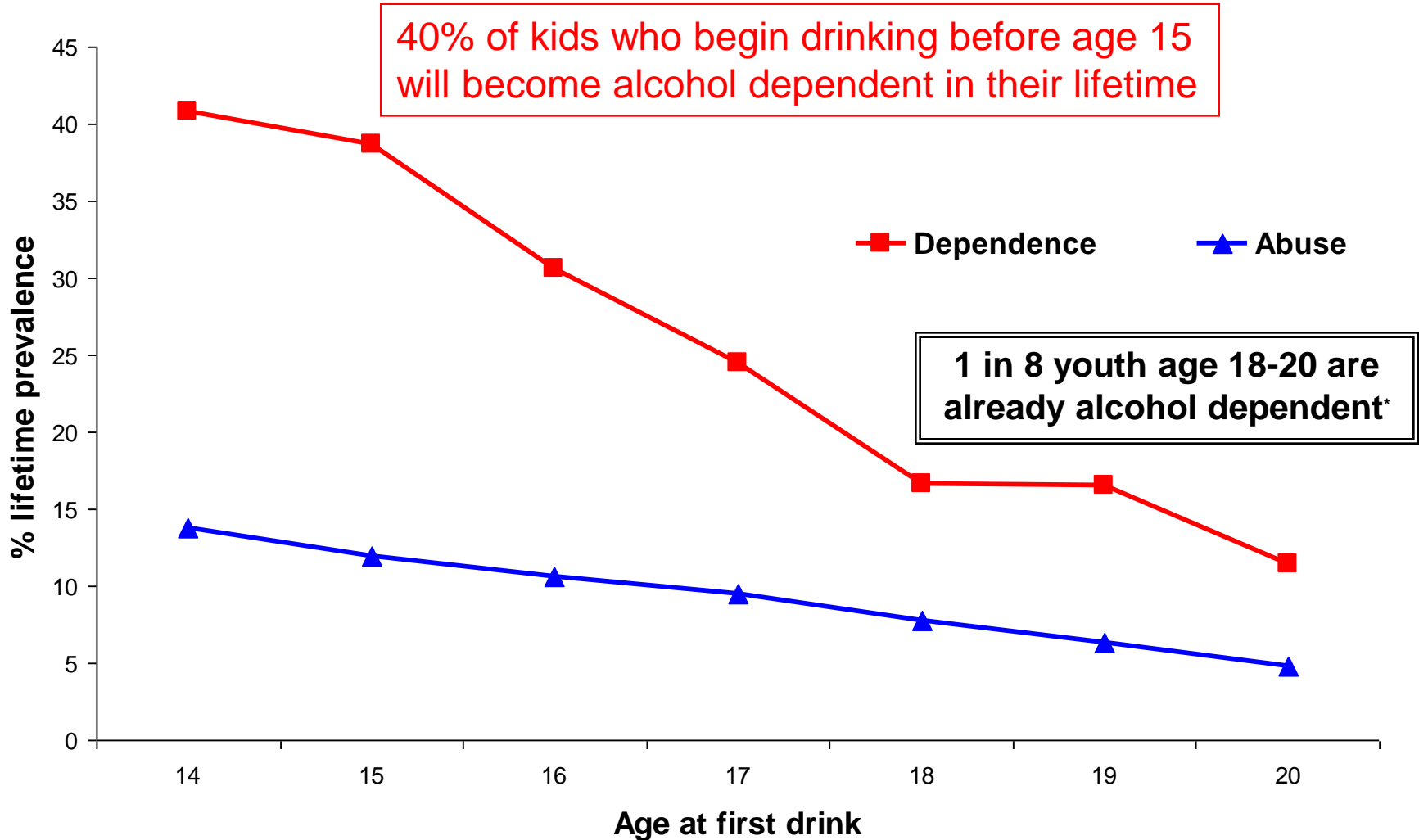
Youth drinking is not only common, it's also dangerous

- Teens who drink have more
 - School and social problems
 - Suicide, homicide and sexual assault
 - Car crashes, burns, falls, and drownings
- Teens who drink are also more likely to
 - Have multiple sex partners
 - Get pregnant or get someone pregnant
- Changes in brain development in teens who drink may have life-long effects

Among underage drinkers, alcohol-related ED visits have nearly doubled



Younger initiation to social drinking predicts lifetime problems with alcohol use

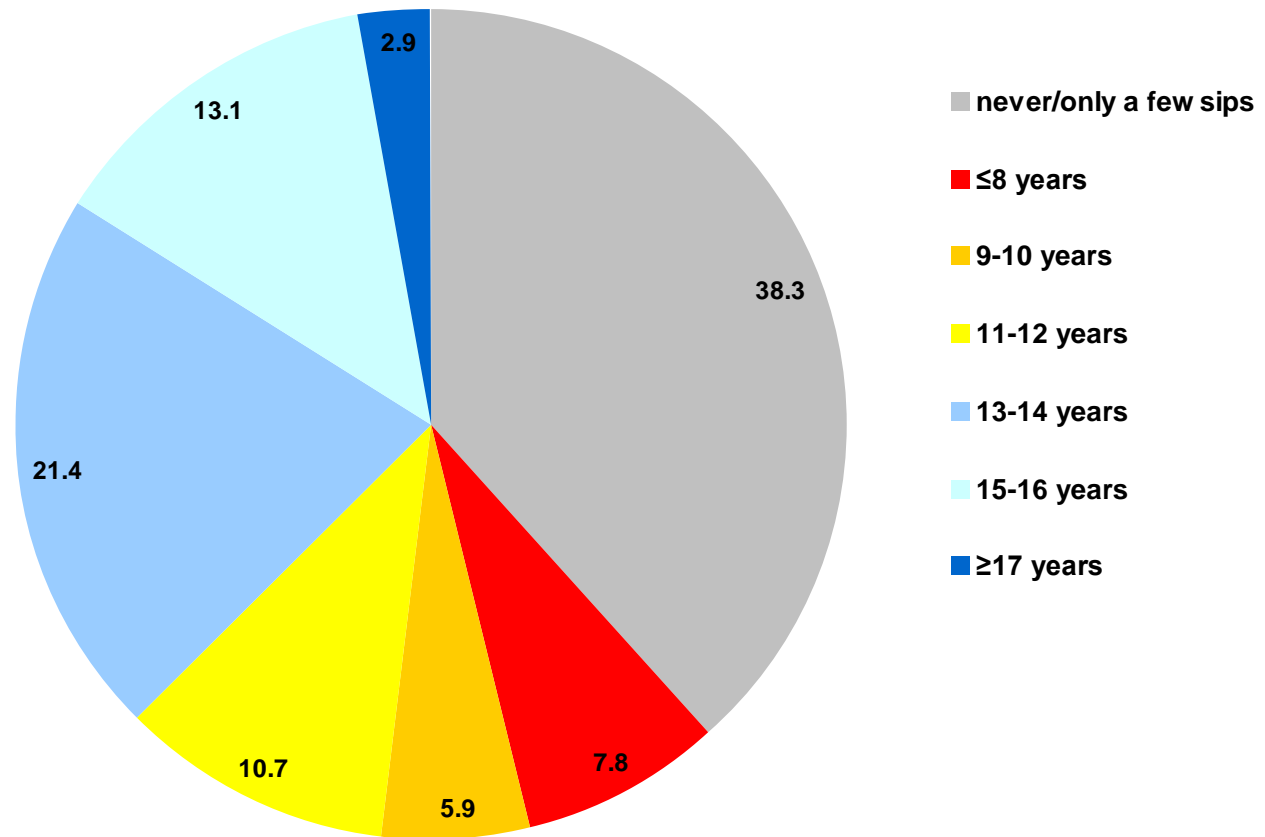


Source: Grant BF, Dawson DA. Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey. *J Subst Abuse*. 1997;9:103-110.

*National Surveys on Drug Use and Health, 2002-2006

Most NYC teen drinkers began drinking at age 14 or younger

How old were you when you had your first drink of alcohol other than a few sips?



Alcopops – What are they?

- Alcopops are premixed alcohol beverages that are sweet and carbonated
 - 4-12% alcohol content, often higher than most beers
 - Alcohol content often predominantly distilled liquor or wine products, despite malt precursor
 - Packaged in bright colors and designs, similar to soft drinks and sports drinks



Why alcopops and youth?

- Sugary, sweet taste of alcopops
→ **increased consumption and more frequent intoxication** among younger adolescents, who may not have the palate for other alcoholic drinks ¹
- Teenagers are **3 times** more likely to be exposed to alcopops than adults, particularly young women
→ strongly suggests targeted marketing ¹
- AMA study identified a **disproportionate number of underage girls** drinking alcopops, particularly during binge drinking occasions ²
- 34% of youth surveyed believed that **alcopops have less alcohol** than beer or similar drinks ¹

¹ J. F. Mosher, D. Johnsson, *Flavored Alcoholic Beverages: An International Marketing Campaign that Targets Youth*. *Journal of Public Health Policy*. **26**, 326-342 (2005).

² American Medical Association. *Alcopops and Girls: Fact Sheet*. Website: http://www.alcoholpolicymd.com/pdf/alcopops_factsheet-4.pdf

Limit the sale of alcopops to liquor stores to prevent underage drinking

- **Reduce exposure to alcopops marketing among adolescents and underage drinkers**
- **Reduce underage access to alcopops**

Exposure to alcohol advertising → increased alcohol use

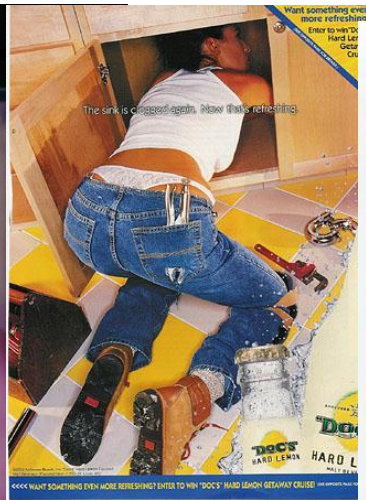
- Evidence shows that alcohol advertising and packaging increases underage drinking by
 - Making alcohol more appealing
 - Making it seem like everyone drinks alcohol
 - Developing brand recognition and loyalty

Alcopops are packaged to appeal to youth



Which contain alcohol?

Alcopops advertising suggests fun



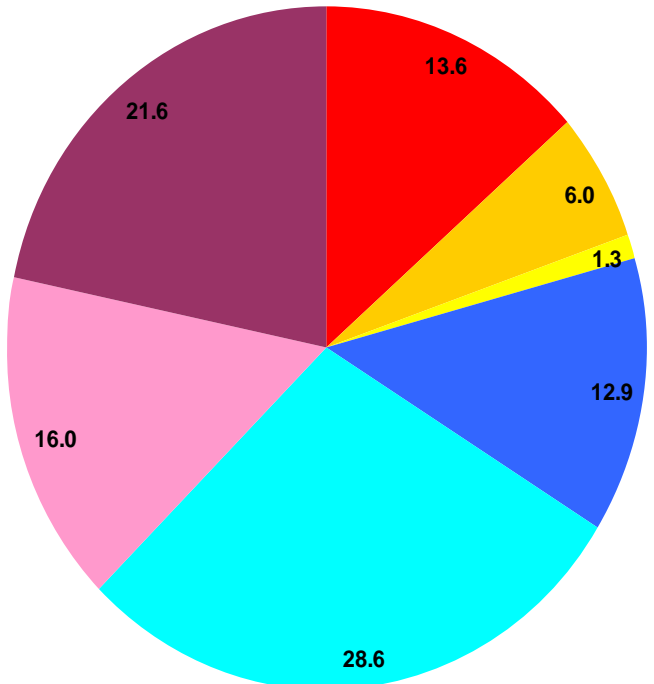
The Task Force on Community Preventive Services
recommends to

Limit alcohol outlet density

- **Alcohol outlet =**
place where alcohol may be legally sold
- **Alcohol outlet density =**
number of alcohol outlets in a given area
- **Higher alcohol outlet density →**
↑ consumption and alcohol-related problems
(i.e., assaults, suicides, injuries, violent crimes
and homicides, arrests, motor vehicle crashes)

1 in 7 NYC teen drinkers report purchasing alcohol from retail stores

How Students Obtained Alcohol, Among Those Who Reported Current Alcohol Use



- I bought it in a store such as a liquor store, convenience store, supermarket, discount store, or gas station
- I bought it at a restaurant, bar, or club
- I bought it at a public event such as a concert or sporting event
- I gave someone else money to buy it for me
- Someone gave it to me
- I took it from a store or family member
- I got it some other way

Alcopops are sold as 'beer'

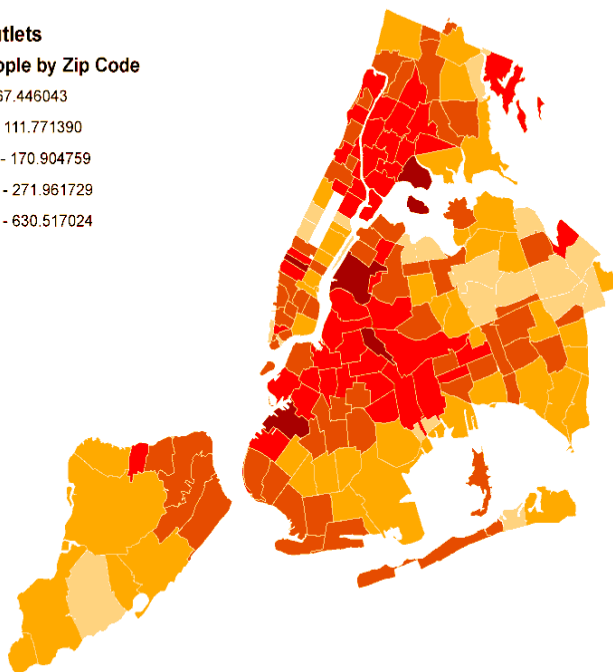
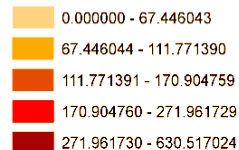
- **Production involves different processes than beer**
 - Initiated with a malt brewing process
 - Subsequently filtered and processed
 - Sweetened flavorings are added, often including distilled liquor or wine products

→ Regulated as 'beer'

- **Same locations and hours of sale**
- **Sold alongside juice, soda, milk, and groceries**

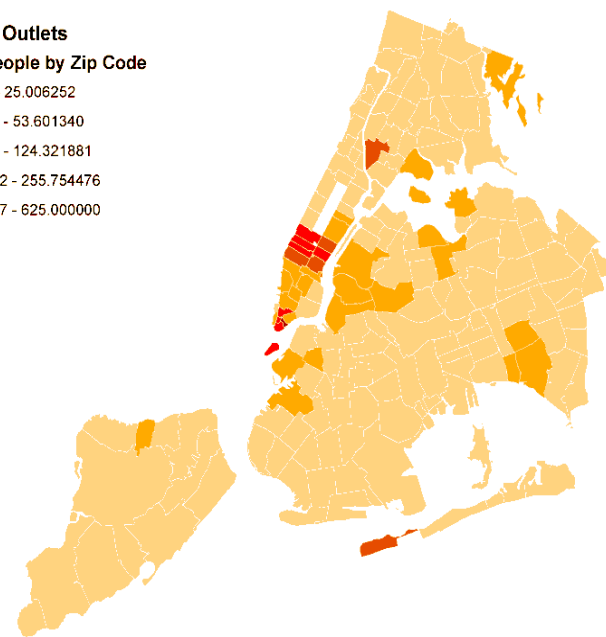
85% of NYC retail alcohol outlets are licensed to sell beer

Retail Beer Outlets
per 100,000 People by Zip Code



Beer Retail Outlets

Retail Liquor Outlets
per 100,000 People by Zip Code



Liquor Retail Outlets

Other states are taking action

- California, Utah, Maine, and Nebraska have reclassified alcopops as spirits, limiting sales to liquor stores.
- The alcopops industry lobbied and won reversals on similar public health advances to reclassify alcopops in Maryland, West Virginia, Kentucky, Michigan, Oregon, and Washington State.

Proposed NYS legislation will:

- Limit the sale of alcopops to liquor stores only.
- Define flavored malt beverages as alcopops, and clarify distribution and retail networks.
- NOT affect beer, flavored beer, or cider.
- NOT affect the taxes on alcopops.