(A draft plan for producing a)
Review of policy options to reduce youth exposure to alcohol advertising

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Working title for the review

The alcohol marketing regulatory environment by country, by time.
Preliminary ideas

• Focus on forms of *advertising*

• Produce a narrative overview of different policy options/measures implemented internationally.

• Produce an overview of available research on effectiveness of policies on (either):
  • Advertising practice
  • Youth exposure to advertisements
  • Youth alcohol drinking behaviors

• Funded by the Dutch Ministry of Health, Welfare and Sport
Discussion

• What information are we looking for?

  -> Descriptive information on policies

• Which sources?
  • Scientific papers
  • Grey literature (reports)
  • National level data on policies previously collected by other researchers/databases
  • Original national legal texts
Discussion

• What information are we looking for?
  -> Studies on impact of policies

• Which sources?
  • Scientific papers
  • Grey literature (reports)
  • Empirical national data on youth alcohol drinking
Discussion

• Analysis:
  • How to meaningfully analyze/organize policies?
    • By level of restrictiveness
    • By type of restriction
    • By country income
    • By type of alcoholic beverage
    • By media type
    • By national prevalence of youth alcohol drinking
Thanks for your attention!

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