

Maine Youth Empowerment and Policy Project

A Guide to Replicating An Alcohol Retailer's Marketing Code of Conduct in Your Local Community



The Youth Empowerment and Policy Project (YEPP) is sponsored by the Maine Office of Substance Abuse, Department of Health & Human Services and managed by AdCare Educational Institute of Maine, Inc.

Mission Statement

Youth advocating for increasing the awareness of underage drinking and the alcohol advertisements targeting the underage community.



Disclaimer

The Youth Empowerment and Policy Project (YEPP) is a program developed and managed by AdCare Educational Institute of Maine, Inc. The program is sponsored by the Maine Office of Substance Abuse, Department of Health & Human Services.

The opinions, findings and conclusions or recommendations expressed in this publication are those of the youth group and do not necessarily reflect the views of the Maine Office of Substance Abuse (DHHS), AdCare Educational Institute of Maine, Inc., or groups endorsing this project.

REPLICATION GUIDE

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Introduction

- Are you concerned about the impact of alcohol marketing in your community?
- Do you know other youth or adults who share your concern?

Project's Mission

The Youth Empowerment and Policy Project (YEPP) is an active and diverse group of student advocates that incorporate youth-driven ideas in the development and implementation of Findings and Recommendations about substance abuse policy. This project provides opportunities for youth to cooperatively work with retailers and other community partners about minimizing exposure to alcohol marketing to underage individuals.

Project's Purpose

- Decrease individual exposure to alcohol advertising by decreasing the prevalence of pro-alcohol messages in the community.
- Increase youth participation in alcohol policy issues.
- Increase public awareness about specific issues and problems related to substance abuse and attract community support for program efforts to reduce community norms favorable to underage drinking.

A youth empowerment model that incorporates youth perspectives and experiences into the development and implementation of Findings and Recommendations about substance abuse policy guides this project.

Purpose of the Guide

This guide is intended to help local, statewide, and national groups replicate an Alcohol Retailer's Marketing Code of Conduct. The code of conduct is a set of guidelines to help retailers make concrete changes in their stores to reduce the impact of alcohol advertising on underage youth.

The purpose of this guide is two-fold:

1. To provide a history and tools for local Maine communities implementing the Maine Alcohol Retailer's Marketing Code of Conduct developed by the YEPP.
2. To provide guidelines to communities outside the state of Maine on the replication of the Alcohol Retailer's Marketing Code of Conduct and explore how alcohol advertising promotes underage drinking in your local market.

How to Use the Guide

- Section I** **FINDINGS AND RECOMMENDATIONS AND THE SURVEY:**
A description of why and how the YEPP group developed a Findings and Recommendations document based on their survey results and a brief interpretation of several important findings from the survey.
- Section II** **THE RETAILER’S MEETING:**
This section includes tips on how the YEPP group prepared for a meeting with local Maine retailers, the coordination and facilitation of the meeting, and findings and recommendations about the process.
- Section III** **ALCOHOL RETAILER’S MARKETING CODE OF CONDUCT:**
Provides an overview of the preparation, coordination, development, and implementation of the Code of Conduct developed by the YEPP group, and findings and recommendations about the process.
- Section IV** **THE VIDEO:**
Contains a description of the process the YEPP group used to make a video, its purpose, how to implement the video, and findings and recommendations about the process.
- Section V** **RESOURCES AND MATERIALS**
APPENDIX A: Survey Results & Summary
APPENDIX B: Code of Conduct Packet



Origin and History of the Project

Funded by the Maine Office of Substance Abuse, the Youth Empowerment and Policy Project (YEPP) was established in 2001 with the primary goal of involving Maine's youth in the effort to decrease underage drinking. By gaining knowledge and understanding of current research and working with experts in the fields of substance abuse prevention and law enforcement, **the group works to change factors in the social, legal, economic and political environment that encourage, enable or support underage drinking.** An underlying philosophy of the project asserts that, because underage drinking is a problem affecting the youth population, the most effective way to analyze and improve the environment is to directly involve youth in the discussion.

YEPP is an active and diverse group of students from around the State of Maine. YEPP members incorporate their perspectives and experiences in the development and implementation of Findings and Recommendations about drug and alcohol policy. Members distribute these documents to groups throughout the state including schools, community organizations, parents, and law enforcement agencies, to foster discussion on the community level and improve policies around the state.

Over the past several years the group has worked to produce and distribute the following findings and recommendations¹ aimed at reducing underage drinking.

Alcohol Advertising and Underage Drinking: A Youth Perspective (2005) – this document contains the results of the groups own independent statewide survey of 500 youth on the effects of alcohol advertising on underage youth and corresponding recommendations for change.

Enforcement of Underage Drinking Laws (2004) – combined with the findings of their own research and gaining critical knowledge from a cross-section of experts in the field of law enforcement, the youth group prepared findings and recommendations to assist law enforcement agencies in strengthening enforcement policies and procedures. As a result of this document, youth were invited to work with the Maine Office of Substance Abuse and the State Attorney General's Office to develop a model law enforcement policy, which was adopted by the Maine Police Chiefs' Association in 2005.

School Athletic Policy (2002) – this document contains findings and recommendations to assist school policy makers in strengthening and enforcing school alcohol and drug policy for student athletes. It compliments the group's previous work in general school alcohol and drug policy.

General School Policy (2001) – this document contains findings and recommendations of the groups work related to school-wide alcohol and drug policy.

The Youth Empowerment and Policy Project (YEPP) intends for these documents to further discussion and improve policies in schools and communities around the state. The Findings and Recommendations documents set a standard which schools, law enforcement, and communities can utilize to evaluate their existing policies. The group welcomes the opportunity to interact with other youth, parent, or school groups interested in improving policy in their communities.

¹ All of the project’s findings and recommendations are available on-line at the Youth Empowerment and Policy Project Web Site, which can be found at www.neias.org/YEP/

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SECTION I

FINDINGS AND RECOMMENDATIONS AND THE SURVEY:

Alcohol Advertising and Underage Drinking: A Youth Perspective

In 2005 the YEPP group worked to provide educated and objective findings and recommendations from a **youth perspective** on the effects of alcohol advertising on the underage population. YEPP developed findings and recommendations that address these questions:

- 1) Does alcohol advertising, as it is currently practiced, appeal to underage individuals?
- 2) Does alcohol advertising, as it is currently practiced, encourage underage individuals to drink?

Why is YEPP looking at alcohol advertising? Certainly there are other factors that contribute to the underage drinking problem other than alcohol advertising. Whichever factor is most critical, YEPP members feel that all factors need to be examined, as everyone shares in the responsibility to reduce underage drinking.

There is general agreement by all parties that alcohol advertising should neither primarily appeal to youth less than 21 years of age nor encourage underage drinking. The alcohol industry also maintains that advertising does not encourage people, much less underage individuals, to drink. Instead it is designed to help legal age consumers to differentiate between brands. The alcohol industry holds that alcohol advertising adheres to the industry's voluntary guidelines that the advertisements target people over 21 years of age. Accepting this at face value, the questions remain, do underage individuals find alcohol advertising appealing and do the ads encourage them to drink?

Many groups are engaged in research projects designed to answer these questions from a variety of different angles adding valuable information to the debate.

One interest group missing from the discussion is the most impacted by the debate-youth. Young people under 21 years of age can provide a special perspective on the appeal and potential impact of alcohol advertising, based on first hand experience.



This is the purpose of this project.

Methodology

Project staff designed the survey instrument used for data collection, which was then reviewed and approved by YEPP members. The survey was also reviewed by two professional organizations, The Shadow Group and Pan Atlantic Consultants. The survey instrument contained questions about general demographic information, the four types of advertising media (print, point of sale, radio and television) and questions about advertising in general and the effects of alcohol advertising specifically. Please see the resources and materials section to view a copy of the survey instrument used by the YEPP group.

In December 2004, project staff met for a weekend retreat with the YEPP members to train the youth in the implementation of the research project. As a part of this training YEPP members:

- Reviewed and commented on the survey instrument, including the format and questions to be used, and made modifications when needed.
- Learned to conduct surveys and focus groups.
- Reviewed the process of contacting appropriate school officials to obtain permission to enter classrooms to administer the research project.

Implementation Process

The YEPP group decided that school classes randomly selected, based on their availability and willingness to participate, would provide a representative sample of Maine youth. Two types of implementation were used:

Implementation 1:

Each youth contacted school officials to gain permission to enter classrooms in which the survey would be administered. Each youth member passed out the surveys, answered any questions and collected the completed surveys. Several members of the YEPP were able to conduct class “focus groups” to gather information to compare to the survey results.

Implementation 2:

Schools with Maine Youth Voices Coordinators were contacted to conduct the surveys in their classrooms.

A total of 493 completed surveys were obtained.

Data Processing and Analysis

The Shadow Group conducted data processing and analysis. Data was entered into an Access Database. Data cleaning and analysis was done using SPSSpc, using standard data processing procedures. Basic frequency distributions and contingency table analysis were prepared and these were reviewed and applied by the YEPP group at a retreat in April 2005.

The complete Findings discuss the conclusions reached by the group upon their interpretation of the results and subsequent Recommendations regarding the findings. YEPP Findings, Recommendations, and other documents from 2001 to 2006 can be downloaded at: <http://www.neias.org/YEP/Download.html>

Alcohol Marketing Survey

Purpose:

To find out whether or not alcohol advertising plays a role in the high numbers of underage youth who are drinking.

YEPP surveyed about 500 young people aged 13-18 from all across the state. 19% were middle school youth (grades 7 & 8) and the rest were high school students with relatively equal numbers of males and females.

Several important findings:

- First, youth reported high exposure to alcohol advertising in all four media outlets youth clearly remember alcohol ads: 73.2% print, 79.5% point of sale, 42.3% for general ads and 60.5% for clubs and bars in radio ads, and 86.5% television.
- Second, more than half of those surveyed 69% report that alcohol advertising appeals to underage youth. This finding is consistent in all four media outlets (print, point of sale, radio and television).
- Third, 65% (average based on the four media outlets) of the youth surveyed believe that the industry is trying to appeal to youth through alcohol advertising.
- Finally, over 50% of the youth surveyed who saw alcohol advertisements, in magazines and on TV, believed that the people in the ads could be under the age of 21.
- When youth were asked whether or not alcohol advertising encourages underage individuals to drink, 33% of the youth said that it encouraged them to drink and a much higher percentage – 68%, felt that alcohol ads encourage other underage youth to drink.

Survey questions and results are included in the resources and materials section.

SECTION II



Local Alcohol Retailer's Marketing Code of Conduct Retailer's meeting

Preparation: Why Point of Sale Advertising?

Results from the most recent YEPP survey “*Alcohol Advertising and Underage Drinking: A Youth Perspective*” showed that youth remembered point of sale ads almost as much as they remembered television ads, 79.5 % vs. 86.5%. Based on this important finding the group decided to engage retail corporate officers in a discussion of local alcohol marketing to gain insights into ways to reduce exposure to alcohol marketing by underage youth. The group thought that by focusing on point of sale advertising it would enable them to make a significant impact in local Maine communities. This approach would create opportunities for community members to use to educate local retailers about the impacts of alcohol advertising on the underage community.

Local marketing practices are an important piece of the puzzle in encouraging underage drinking. This was made clear by the 2005 YEPP Maine youth survey. If you want to see the entire survey and results go to the YEPP website at: <http://www.neias.org/YEP/>

Coordination, Preparation, and Facilitation - Retailers Meeting

The group researched contact information for retail corporate officers that may be interested in attending a facilitated discussion with YEPP members about alcohol marketing and its impact on underage drinking. Once potential retailers had been identified, project staff sent a letter inviting them to attend a facilitated forum. The letter highlighted important facts about the effects of underage drinking, described the YEPP group, and expressed that the group wanted and needed their input to move forward on this issue. The group was able to secure seven retailers for the meeting.

The group began to prepare for the meeting:

- Developed a series of questions to ask the retailers.
- Each member of the group was assigned questions for the meeting.
- The group practiced a mock-facilitated forum and emphasized the importance to acknowledge that retailers are partners throughout this process.
- The YEPP group hired an independent prevention specialist to oversee the meeting. Having a facilitated forum created a neutral environment and maintained a certain level of energy throughout the forum.
- A designated YEPP member greeted each retail corporate officer as they entered the forum to demonstrate a collaborative approach.

Findings

- Youth members found this forum to be extremely useful in gaining knowledge and insights into why alcohol advertisements are placed in specific locations within a store. For example, they learned that some placements of ads are dictated by alcohol distributors, so retailers had less say in where product information could be placed.
- Meeting with retailers was critical in gaining the knowledge needed to create the Code of Conduct.
- As a direct result of this meeting two large retailer organizations endorsed the Code of Conduct and made a pledge to adopt it in their stores – Irving Oil Corporation and Alliance Energy Corporation.
- As a direct result of efforts from YEPP community presentations and other community organizations, several other retailers (16 in total) were open to learning more and were willing to continue discussions about implementing the Code.

Recommendations

- None, activity implemented as planned.

SECTION III

Alcohol Retailer’s Marketing Code of Conduct

After the successful retailer’s meeting YEPP members began to gather and compile information and drafted a Code of Conduct for local retailers. The draft was reviewed by project staff, YEPP members and by the retailers that had engaged in the forum. The editing process helped the group better understand the limitations that small stores encounter as well as other barriers. Both YEPP and the retailers made compromises on the Code of Conduct until an agreement could be met.

The YEPP group’s goal was to produce a flexible Code of Conduct that local youth and prevention groups can use to work with merchants at the local level. The group also wanted to be able to reward stores that make their best efforts to curb the impact of alcohol advertising on youth.

So, in addition to developing a code of conduct the YEPP group designed static decals and certificates that community partners can award to retailers complying with the code. The “Our Town, Our Children” decal can be placed in a participating establishments window, glass door, or coolers to demonstrate that *“This store works to help youth avoid underage drinking by protecting youth from the effects of alcohol marketing.”*

The YEPP group introduced the Alcohol Retailer's Marketing Code of Conduct through a series of media outlets:

- Press conferences – two retailer's endorsing the code were recognized and several prominent political figures were present.
- Press releases
- YEPP members approached different organizations in their own communities, apart from the work they were conducting with partner coalitions, in an effort to spread the word about the Code of Conduct with the hopes that these organizations would take up the initiative. They completed several presentations both locally and at the national level.

Findings

- As a direct result of efforts from YEPP community presentations and other community organizations, several other retailers (16 in total) were open to learning more and were willing to continue discussions about implementing the Code.
- By giving the Code of Conduct a youth perspective, adults seemed more engaged and better understood the issues related to underage drinking and alcohol advertising targeted at the youth community.

Recommendations

- Try to coordinate efforts with retailer's who have already taken on responsibility to curb first and second hand sales of alcohol to minors.
- Develop three to four objectives for the retailer's meeting in order to help ensure a neutral ground.
- Develop guidelines around what would be considered an acceptable action for a retailer, keeping in mind store size, layout and other restrictions.
- Prepare and train youth members for public presentations to ensure the relevance and importance of the message are conveyed.
- Develop a *Community Contact Form* to track the use of the Code of Conduct materials by community organizations.



SECTION IV

The Video

Another tool the group created was a video. The video was designed to present a youth perspective on point of sale advertising and demonstrate concrete examples on how alcohol advertising is targeted at the youth community. The YEPP group included their most recent Maine youth survey results, current advertisements, and round table discussions to convey their message. The video is a tool community partners can use to raise community awareness about the effects of alcohol advertising on the youth community. The group wanted the video to convey several key points:

- Youth have had enough and are taking a stand.
- Alcohol advertising does appeal to youth, and these advertisements are perceived as intentional.
- Youth care about the issue of underage drinking, but they can't create change by themselves. They need community partners to take a stand with them.

You can request a copy of the twelve minute video that YEPP produced by contacting AdCare at 207-626-3615 or emailing adcare@neias.org.

Findings

- It is important to find a filmmaker that supports the group's mission.
- Have youth members go into their own communities and take pictures and write descriptions of what they saw at the local level.
- Determine what types of advertisements the video should display before production begins (clothing, banners, posters, magazine ads, television ads)
- Make sure to include alcohol advertisement appeal to youth specific interests such as appearance, music, having a good time, sex and sports.
- Include examples of alcohol displays that have close proximity to youth oriented items such as toys and candy.
- The video is a great tool to reinforce the YEPP groups message about alcohol advertising aimed at the youth community and audiences have been very interested in working on the Code of Conduct after viewing the video.

Recommendations

- Define the following goals of the project before filmmaking begins: broad goal, target audience, specific strategy, theme, draft script, finish draft, practice and record.



SECTION V

Resources and Materials

APPENDIX A: Survey Results & Summary

**Appendix A
Survey Results**

DEMOGRAPHICS OF SURVEY RESPONDENTS

School	Number	Percent
Bucksport	38	7.7
Carrabec	33	6.7
Cony	28	5.7
East Grand	42	8.5
Edward Little	40	8.1
Lubec	43	8.7
Poland	32	6.5
Rangley	54	11.0
Shed	39	7.9
St. Peter	17	3.4
Wells	48	9.7
Windham	79	16.0
Total	493	100.0

Grade	Number	Percent
Seventh	24	5.0
Eighth	67	14.0
Ninth	96	20.1
Tenth	121	25.4
Eleventh	65	13.6
Twelve	104	21.8
Total	477	100.0

Age	Number	Percent
12	13	2.7
13	40	8.4
14	77	16.2
15	110	23.2
16	86	18.1
17	82	17.3
18	62	13.1
19	5	1.1
Total	475	100.0

Gender	Number	Percent
Male	248	52.2
Female	227	47.8
Total	475	100.0

DRINKING BEHAVIOR

Have you ever had an alcoholic drink (don't count religious or family celebrations where you might have had just a few sips)?(q38)

Response	Number	Percent
Yes	297	62.4
No	179	37.6
Total	476	100.0

ADVERTISING IN GENERAL

If you see an ad that catches your attention do you think of wanting the product? (q28)

Response	Number	Percent
Yes	311	64.5
No	171	35.5
Total	482	100.0

Why do people or companies advertise? (q29)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
To recognize a product	351	73.9	2
To try a product	408	85.7	1
To get people to buy something they would not	296	62.2	3
Other	17	3.6	4

Are you ever influenced by advertising to buy a product? (q30)

Response	Number	Percent
Yes, very often	51	10.7
Yes, sometimes	159	33.5
Not very often	167	35.2
Never	98	20.6
Total	475	100.0

ALCOHOL ADVERTISING

What Respondents Said About Themselves

Does alcohol advertising, as it is currently practiced, appeal to YOU? (q32)

Response	Number	Percent
Yes	166	34.7
No	312	65.3
Total	478	100.0

Do you think YOU are influenced by alcohol advertising? (q34)

Response	Number	Percent
Yes	139	28.9
No	342	71.1
Total	481	100.0

Do you think alcohol ads make it more or less likely for you to drink? (q36)

Response	Number	Percent
More Likely	57	12.0
Somewhat More Likely	99	20.8
No Difference	221	46.4
Somewhat Less Likely	24	5.0
Much Less Likely	75	15.8
Total	476	100.0

What Respondents Said About Other Underage Youth

Do you think that alcohol advertising, as it is currently practiced, appeals to OTHER UNDERAGE YOUTH? (q33)

Response	Number	Percent
Yes	382	79.7
No	97	20.3
Total	479	100.0

Do you think OTHER UNDERAGE YOUTH are influenced by alcohol advertising? (q35)

Response	Number	Percent
Yes	381	80.2
No	94	19.8
Total	475	100.0

Do you think alcohol ads make it more or less likely that OTHER UNDERAGE YOUTH might try drinking? (q37)

Response	Number	Percent
More Likely	116	24.5
Somewhat More Likely	206	43.6
No Difference	108	22.8
Somewhat Less Likely	21	4.4
Much Less Likely	22	4.7
Total	473	100.0

SECTION 1: PRINT ADS

Do you read or look at magazines? (q1)

Response	Number	Percent
Yes	432	87.8
No	60	12.2
Total	492	100.0

Can you recall seeing ads for alcohol in any of these magazines? (q2)

Response	Number	Percent
Yes	319	73.2
No	117	26.8
Total	436	100.0

For those ads that had people, did anyone in the ad look like they could be under 21 years of age? (q4)

Response	Number	Percent
Yes	195	50.6
No	190	49.4
Total	385	100

*What do you remember about any of these ads you saw? (q5)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)*

Response	Number	Percent	Rank
The ad included an animal or cartoon-like characters	100	26.5	9
The people drinking looked attractive or sexy	271	71.7	1
A great party was happening	242	64.0	2
The male and female actors who were drinking were physically attracted to one another	200	52.9	4
The people drinking looked like they had strength and athletic ability	163	43.2	7
The people in the ads looked popular or part of the in-crowd	222	58.7	3
The ads were funny or amusing	141	37.3	8
The ads portrayed drinking as a great way to meet people	169	44.7	6
The ads discussed contests and prizes	78	20.6	10
I remember the alcohol brand	182	48.1	5
Other	27	7.1	11

How did the ads make you feel about drinking? (q6)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Drinking is a boring thing to do	53	14.3	8
Drinking is a good way to get good-looking girls or guys	124	33.5	4
Drinking is important for a real good party	145	39.2	1
Drinking will make you popular	109	29.5	5
Drinking is fun or funny	141	38.1	2
Drinking could be harmful to your health	82	22.2	6
It is better for people to drink responsibly	132	35.7	3
It is better for people to wait until they are 21 to drink	76	20.6	7
Other	46	12.4	9

Do you think that alcohol ads in magazines you saw are trying to appeal to young people under 21? (q7)

Response	Number	Percent
Yes	253	72.5
No	96	27.5
Total	349	100.0

SECTION 2: POINT OF SALE ADS

Do you remember seeing any ads or promotions for alcoholic beverages in any of the stores where you normally shop? (q8)

Response	Number	Percent
Yes	385	79.5
No	99	20.5
Total	484	100.0

In what type of stores did you see these ads? (q9)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Supermarket	279	67.9	2
Convenience Store	311	75.7	1
Drug Store	141	34.3	4
Gas Station	313	63.5	3
Other	20	4.1	5

Where did you see the ads? (q10)

(Respondents could indicate more than one response to this question.)

Response	Number	Percent	Rank
Entry to store	190	46.1	4
On the windows	277	67.2	2
By beer/wine/liquor	336	81.6	1
Near snacks	63	15.3	6
Near soda/juice/water	92	22.3	5
Near candy	37	9.0	7
At the checkout	202	49.0	3
Other	25	6.1	8

From what you remember, did these store ads include any of the following? (q11)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Price of beverage	213	52.9	3
Sports figures	282	70.0	1
Cartoons or animals	64	15.9	6
Attractive Men/Women	214	53.2	2
Parties	165	40.9	4
Candy	18	4.5	8
Celebrities or entertainers	142	35.2	5
Other	22	5.5	7

*As a whole, did the store ads you see make you think that: (q12)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)*

Response	Number	Percent	Rank
Drinking is a boring thing to do	53	13.6	8
Drinking is a good way to get good looking girls or guys	116	29.8	3
Drinking is important for a real good party	151	38.8	1
Drinking will make you popular	109	28.1	4
Drinking is fun or funny	139	25.7	5
Drinking could be harmful to your health	57	14.7	7*
It is better for people to drink responsibly	117	30.1	2
It is better for people to wait until they are 21 to drink	76	19.5	6
Other	57	14.7	7*

Do you think that alcohol ads you saw in stores are trying to appeal to people under 21? (q13)

Response	Number	Percent
Yes	230	63.4
No	133	36.6
Total	363	100.0

SECTION 3: RADIO ADVERTISING

How many hours a day, on average, do you listen to the radio? (Q14)

Response	Number	Percent
Never	26	5.3
Less than one hour	169	34.5
1-2 hours	163	33.3
2-3 hours	52	10.6
More than 3 hours	80	16.3
Total	490	100.0

What type of music do you listen to? (q15)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Country	171	35.6	5
Classic Rock	183	38.1	3
Rap	258	53.8	2
Hip Hop/R&B	266	55.4	1
Alternative	174	36.3	4
Oldies	95	19.8	6
Other	95	19.8	7

Do you recall hearing any ads for alcohol while listening to the radio? (q16)

Response	Number	Percent
Yes	203	42.3
No	277	57.7
Total	480	100.0

Do you remember hearing any ads for places that sell alcohol (clubs and bars) on the stations you most listen to? (q17)

Response	Number	Percent
Yes	290	60.5
No	189	39.5
Total	479	100.0

What, if anything, do you remember about any of these radio ads? (q18)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
The voices sounded attractive or sexy	115	35.7	5
It sounded like a great party was happening	200	61.9	1
The ads discussed contests or prizes	144	44.6	3
The ads discussed cheap drinks	168	52.0	2
People in the ad sounded like they were popular or part of the in-crowd	78	24.1	8
The ads were funny or amusing	110	34.1	6
The ads portrayed drinking as a great way to meet people	124	38.4	4

I remember the alcohol brand	92	28.5	7
Other, specify			

What did the radio ads make you think? (q19)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Drinking is a boring thing to do	45	14.4	7
Drinking is a good way to get good-looking girls or guys	107	34.2	3
Drinking is important for a real good party	142	45.4	1
Drinking will make you popular or part of the in-crowd	92	29.4	5
Drinking is fun or funny	129	41.2	2
Drinking could be harmful to your health	39	12.5	8
It is better for people to drink responsibly	98	31.3	4
It is better for people to wait until they are 21 to drink	71	22.7	6
Other	22	8.0	9

Do you the ads you heard on the radio are trying to appeal to young people under 21? (q20)

Response	Number	Percent
Yes	166	55.1
No	135	44.9
Total	301	100.0

SECTION 4: TELEVISION ADS

How many hours a day do you watch television? (Q21)

Response	Number	Percent
Never	23	4.8
Less than one hour	84	17.4
1-2 hours	171	35.3
2-3 hours	126	26.0
More than 3 hours	80	16.5
Total	484	100.0

What are your favorite types of television programs? (q22)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Reality TV	214	46.5	3
Music Related	280	61.0	2
Game Shows	107	23.3	6
Talk Shows	80	17.4	8
Sitcoms/Comedy	286	62.2	1
Drama	143	31.1	5
Nature	64	13.9	9
Sports	204	44.3	4
News	86	18.7	7
Other	55	12.0	10

Total

Do you ever see alcohol advertisements while watching TV? (q23)

Response	Number	Percent
Yes	397	86.5
No	62	13.5
Total	459	100.0

What do you remember about any of these TV ads you saw? (q24)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
An animal or cartoon-like character	116	28.4	9
The people drinking looked attractive or sexy	269	65.8	2
A great party was happening	270	66.0	1
The male and female actors who were drinking were physically attracted to each other	225	55.0	3
The people drinking looked like they had strength and athletic ability	187	45.7	7
The people in the ads looked popular			

or part of the in-crowd	213	52.1	4
The ads were funny or amusing	207	50.6	5
The ads portrayed drinking as a great way to meet people	180	44.0	8
The ads discussed contests and prizes	84	20.5	10
I remember the alcohol brand	199	48.7	6
Other	15	3.7	11

Did anyone in any of the TV ads look like they could be under 21? (q25)

Response	Number	Percent
Yes	213	53.1
No	188	46.9
Total	401	100.0

What did the TV ads make you think? (q26)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Drinking is a boring thing to do	51	12.8	9
Drinking is a good way to get good looking girls or guys	149	37.2	3
Drinking is important for a real good party	169	42.1	1
Drinking would make you popular	146	36.4	4
Drinking was fun or funny	156	38.8	2
Drinking could be harmful to your health	64	15.9	8
It is better for people to drink responsibly	124	30.8	5
It is better for people to wait until they are 21 to drink	70	17.4	7
Other	14	3.5	10
The ad or ads had no effect at all on what I thought or felt	109	27.1	6

Do you think that alcohol ads on television are trying to appeal to young people under 21?(q27)

Response	Number	Percent
Yes	268	68.4
No	124	31.6
Total	392	100.0

Summary Conclusions

The Youth Empowerment and Policy Group undertook this project with two questions – does alcohol advertising as it is currently practiced, appeal to underage individuals and does it encourage them to drink. The group, composed of high school and college aged youth, had previous real life exposure to alcohol advertising. As part of their preparation for the project, they became more familiar with selected advertisements as well as materials from both underage drinking prevention proponents and the several alcohol industry institutes. The YEP group was able to hypothesize that many alcohol advertisements had appeal to underage individuals.

However, even if this hypothesis proved true, it was meaningless unless the ads also encouraged underage individuals to consume alcohol. This was the question that required a broader inquiry. When you put aside all of the special interests and perspectives that adults bring to the table, what would be the perspective of the group most likely to know?

The survey was administered to approximately 500 young people aged 13-18 representing all regions across the state, including urban and rural areas. Middle school youth (grades 7 & 8) represented about 19% of the sample; with high school students composing the remainder. Males represented 52.2% of those surveyed.

The survey questions about alcohol advertising and its appeal to youth were asked in four sections each representing a different medium, television, radio, print and point of sale. Similar questions were asked with similar available responses, allowing the group to draw general, as well as specific conclusions about alcohol advertising and its appeal to youth.

The most striking aspect about the results is the consistency between themes remembered about alcohol ads and the feelings and thoughts generated by these ads; Great parties, attractive people, getting the guy or girl and being popular were themes remembered by both genders and across the age range. Older youth had a slightly higher recognition rate, most likely caused by the growing importance of these themes to older adolescents. Since not all alcohol advertisements contain these themes, it seems particularly significant that youth primarily remember and respond to them. Regardless of

the alcohol industry's intent in advertising, it seems clear that under age youth are exposed to many ads depicting themes that are important in their lives.

The fact that almost two thirds of all the youth responding felt that the alcohol ads they saw were trying to appeal to them is also of great importance. One of the keys of good advertising and marketing is to get the attention of your target audience. They must believe the ad is talking to them. Clearly many underage individuals believe that the alcohol ads they see and remember are addressing them.

The critical question, "does alcohol advertising encourage underage individuals to drink", was complicated by the human instinct to believe that somehow advertisements do not influence us as individuals. Indeed, when asked if alcohol advertising influenced the survey takers themselves, 71% said no. However, when asked if alcohol ads would influence other underage youth 80% said yes. Equally significant are the results for the two questions about advertising making them more likely to drink (33%) and more likely to make other underage youth to drink (68%).

Throughout the survey approximately two thirds of the respondents indicated they felt that alcohol advertising was directed toward underage individuals, that advertising in general was designed to get you to try a product and that advertising as it is now practiced encourages them and other youth to drink. The conclusions from a youth perspective are:

- Yes, alcohol advertising appeals to underage individuals.
- Yes, alcohol advertising encourages underage individuals to drink.

The YEP group's findings and recommendations are based on these conclusions and reflect the youth belief that the industry needs to change its message and approach to advertising if it wants to meet its self-proclaimed goal of not encouraging youth to drink.

APPENDIX B:

Code of Conduct Packet

How To Use The Maine Alcohol Retailer's Local Marketing Code of Conduct

Dear Colleagues:

Thank you for your interest in this very important public health issue. Underage drinking and the devastating impact that it has on so many Maine youth is what the Maine Youth Empowerment and Policy Project (YEPP) is all about. We need your help to change the way alcohol is marketed locally to youth.

That local marketing practices are an important piece of the puzzle in encouraging underage drinking was made clear by the 2005 YEPP youth survey. Please refer to the summary report enclosed in this packet. If you want to see the entire survey and results go to the YEPP website at: <http://www.neias.org/YEP/>

In February 2006 the Maine Youth Empowerment and Policy Project met with a representative group of concerned Maine retailers. These retailers are already taking responsibility to curb first and second hand sales of alcohol to minors. Now, working with the Maine Youth Empowerment and Policy Project some of these retailers have committed to address the issue of point of sale marketing. Through this partnership, an alcohol marketing code of conduct was created.

The Youth Empowerment and Policy Group's goal was to produce a flexible code that local youth and prevention groups can use to work with merchants at the local level. We want to be able to reward stores that make their best efforts to curb the impact of alcohol advertising on youth.

Enclosed in this packet is:

- A copy of the Maine Alcohol Retailer's Local Marketing Code of Conduct that may be reproduced. NOTE: Retailer's are required to meet at least one of the six items listed on the code to receive an award. Please work with individual store owners to implement all or part of the Code.
- A printed copy of the static decal "OUR TOWN, OUR CHILDREN" award that can be given to stores that cooperate. Actual static decals can be can be requested from AdCare. *See details below.*
- Sample of the certificate that can be given to each store that cooperates. NOTE: The store name and coalition or community group name can be personalized. Please forward your request for a personalized certificate to AdCare. *See details below.*
- Summary of the 2005 YEPP youth survey.
- And a report form that will help YEPP monitor statewide progress.

You can request a copy of the following by contacting AdCare at 207-626-3615 or email Jessie Gogan, Program Manager at jgogan@neias.org or Adrienne Gallant, Program Coordinator at agallant@neias.org.

- A twelve minute video that YEPP produced. The video can be used to raise awareness of the issue with parent groups, school groups, service clubs, merchant associations or individual store owners: Anyone who will listen.
- Static decals of the “OUR TOWN, OUR CHILDREN” award that can be given to stores that cooperate. Please indicate how many you will need.
- A personalized certificate for each store that cooperates. Please forward store name and coalition or community group name with request.

We recommend the following plan of action; however, you will need to determine the best approach for your community.

1. Use the video and other methods to raise community awareness.
2. Meet with merchant groups and/or individual merchants to start a dialogue and partnership. Whenever possible have youth as part of the discussion. Merchants should be asked for their ideas on reducing marketing to youth. They can be asked to discuss the Code and which things they feel are most doable.

These first two steps are extremely important. Success will be based on your ability to develop or maintain relationships with your merchants. The Code is not some hard and fast set of rules you want to impose on merchants. It is meant to be flexible. The goal is not to eliminate or even limit alcohol advertising. The goals are to raise merchant awareness of the issue and whenever possible reduce marketing practices that are the most egregious in terms of targeting youth. We start with baby steps and can revisit the topic once people are feeling more comfortable.

3. Work with individual store owners to implement all or part of the Code.
4. Give OUR TOWN, OUR CHILDREN awards and certificates to these stores and whenever possible get local publicity for these stores and your efforts.
5. Send a completed reporting form to AdCare each time a meeting is held and/or an award is provided so we can track the progress being made in your communities.

Remember, for this to work you need to be firm but understanding with the storeowners. Some will have difficulty (i.e. due to store size) in complying with some parts of the Code. Some may say that they need to discuss this with corporate headquarters. If this occurs, ask them what they can agree to without getting permission. (Irving Oil and Puffin Stop headquarters have endorsed the Code) The most important point is to raise awareness of the issue and minimize the amount of youth oriented alcohol marketing that exists in your communities. Award the OUR TOWN, OUR CHILDREN to those stores that sincerely do their best.

Note: Many stores will want to talk about how they already comply with state law and are vigilant about sales to minors. They should be commended for this, but your task is to

help them see that alcohol marketing is a separate issue that only they can do something about.

So thank you and good luck. If you need more signs or anything else please contact Jessie Gogan, Program Manager or Adrienne Gallant, Program Coordinator at AdCare, 207-626-3615 or jgogan@neias.org or agallant@neias.org. Our goal is to have 35 stores aboard by next year.

The Maine Youth Empowerment and Policy Project

Alcohol Retailer's Local Marketing Code of Conduct:

- 1. It is the responsibility of every retail manager to be aware of how alcohol marketing in their stores may affect underage individuals and to minimize the impact of alcohol advertising on youth to the best of their ability.*
- 2. To the greatest extent possible, given store size and other limitations, placement of alcohol products and displays should be in areas less frequented by children. An effort should be made to keep alcohol products and displays away from areas that display candy and toys.*
- 3. Alcohol signage should be placed above children's eye level and should not be located in areas frequented by children, i.e. Store entrances, checkout areas, candy, and toy areas*
- 4. Displays featuring sports figures, blow-up items, and appeals to sex symbols should be minimized. As the retailers stated "price should sell the product".*
- 5. Outside signage should comply with state law.*
- 6. Local retailers need to regularly and consistently ask their distributors and vendors to comply with this code and provide materials that comply with this code.*

Our Town Our Children Award

This store works to help youth avoid underage drinking by protecting youth from the effects of alcohol marketing.



Sponsored by your local Prevention Coalition and the Youth Empowerment and Policy Project.

<http://www.neias.org/YEP/>

OUR TOWN, OUR CHILDREN AWARD

Family Friendly



Community Caring

Recognizing local stores that are making changes to help our young people avoid negative consequences of underage drinking.

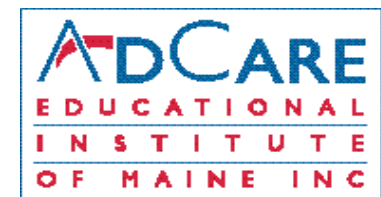
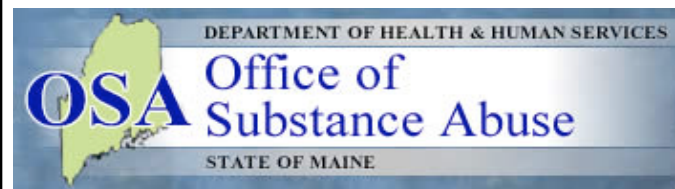
STORE NAME

is hereby recognized as a store that complies with the Maine Alcohol Retailer's Local Marketing Code of Conduct.

In order to protect our youth from the effects of alcohol marketing the Code of Conduct was Developed by the Maine Youth Empowerment and Policy Project in Collaboration with Maine Retailers.

This award is presented by:

Coalition or Community Group Name



Alcohol Marketing Report Summary

Purpose: to find out whether or not alcohol advertising plays a role in the high numbers of underage youth who are drinking.

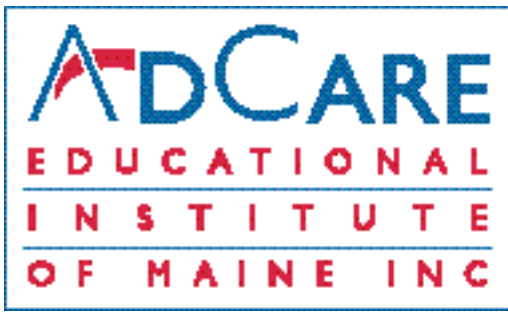
YEP surveyed about 500 young people aged 13-18 from all across the state. 19% were middle school youth (grades 7 & 8) and the rest were high school students with relatively equal numbers of males and females.

Findings:

1. There were three basic findings:
 - Youth are exposed to an overwhelming amount of alcohol marketing from TV ads to t-shirts to community festivals.
 - These ads appeal to underage individuals and most youth feel they are targeted by this marketing.
 - Youth believe that alcohol advertising influences youth to drink.
2. Youth are greatly exposed to alcohol advertising and they remember the ads they see. 86.5% of youth remember alcohol ads on television, 73.2% remember print ads.
3. 69% of youth surveyed said that alcohol ads appeal to underage youth. 65% of youth believed that the industry was trying to appeal to youth through their advertising.
4. Youth remembered the certain themes in the ads--a great party was happening where people were having a good time, people in the ads were attractive or sexy and were physically attracted to one another.
5. Youth feel or think that drinking 1) is important for a good party, 2) is a good way to get a good-looking date, 3) will make you popular and 4) is fun.
6. Youth believe the primary reason companies advertise is to try to get people to try their product.
 - 79% of youth said they have been influenced to buy a product.
 - 68% of youth believe that alcohol ads encourage young people to drink.
7. Discovered that responsibility messages in the ads are lost on youth.

Recommendations:

1. Advertisements should have more appropriate adult themes and that
2. The industry should better monitor the types of ads being placed.
3. The industry should find a way of explaining that drinking has negative health impacts on youth and that people should wait until they are 21 to drink.



75 Stone Street • Augusta, Maine 04330
TEL 207.626.3615 • FAX 207.621.2550 • TTY/TDD 207.623.0830

Dear Colleague:

Thank you for your interest in the Youth Empowerment and Policy Project's (YEPP) most recent work, the Alcohol Marketing Local Retailers Code of Conduct. As the project continues to gain momentum we are looking to collect data on how many awards have been distributed and other details important to the success of the code.

In order to simplify the collection process the group developed an on-line, user friendly survey. The survey takes approximately 5 minutes to complete and will help YEPP monitor the level of impact our work is having in different communities. We are encouraging everyone who is utilizing the code of conduct to complete the survey. All responses are confidential. We appreciate your assistance in this process.

The survey is available at: <http://www.surveymonkey.com/s.asp?u=622893323743>

Also, for your convenience a printed copy of the survey is attached. Please fax or mail the completed form to: Fax: 207-621-2550 or Mail: AdCare Educational Institute, 75 Stone Street, Augusta, ME 04330.

Thanks again for your assistance and we look forward to your continued collaboration on the Alcohol Marketing Local Retailers Code of Conduct. If you have any questions feel free to contact Jessie Gogan at jgogan@neias.org or Adrienne Gallant at agallant@neias.org or 207-626-3615.

Sincerely,

A handwritten signature in cursive script that reads "Jessica Gogan".

Jessica Gogan,
Program Manager

A handwritten signature in cursive script that reads "Adrienne D. Gallant".

Adrienne Gallant,
Project Coordinator

1.

Thank you for utilizing the Alcohol Retailer's Local Marketing Code of Conduct. Below please find a brief survey form that will take just a few minutes to complete. This information will help us to monitor the level of impact our work is having in different communities. All responses are confidential. Your input is critical to this process. THANK YOU for your help!!

1. Date met with retailer(s):

2. How long were the meeting(s)? (Round to the nearest quarter hour)

3. How many people were present at the meeting? (i.e. people receiving information NOT people presenting)?

4. Store name(s) of retailer(s) you met with:

5. Name of Community (City/Town where presentation occurred):

6. County where presentation occurred:

7. Name of group or individual conducting/hosting presentation:

8. Please identify yourself:

- Coalition Member
- Law Enforcement
- MYV Member
- Parent
- School Personnel
- YEP Member
- Other (please specify)

9. Contact information of the person submitting this report. (Please include: First Name, Last Name, Title, Agency, Street Address, City, State, Zip.)

10. Phone

11. Fax

12. Email

13. Did you use the YEP video for community awareness?

- Yes
- No

14. What was the general response to the information being presented?

15. Please briefly describe what approach you used to discuss the Code with local retailer(s). (ex. private meeting, approached store directly, etc.)

16. What types of resistance, if any, did you receive? (ex. local compliance, environmental factors, no resistance met, etc.) Be specific as possible.

17. How many stores were awarded the Our Town, Our Children Award?

18. If you answered Question 17 with 1 or more, please list the store(s) by name below:

19. Retailer(s) contact information. (Please include: First Name, Last Name, Title, Agency, Street Address, City, State, Zip.)

20. How many alcohol outlets are there in your community? (i.e. general store, liquor store, etc.)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Other (please specify)

21. Any suggestions you have for YEP or other communities?