



PRESS RELEASE

New Dutch cabinet proposes alcohol tv ban

STAP satisfied with the proposal of effective alcohol measures of the coming cabinet

STAP is very satisfied about the proposal of the new cabinet to ban alcohol advertising on radio and tv before 21.00 p.m. Scientific research has shown that exposure to alcohol advertising influences alcohol consumption. STAP holds the view that too many children and adolescents are exposed to daily alcohol advertising. With this restriction in the volume of alcohol advertising, the Netherlands catch up with the majority of EU countries with a partial or complete ban on alcohol advertising.

Restriction of alcohol advertising: a historical step

It is a historical fact that statutory regulation has been proposed in the Netherlands that limits the amount or volume of alcohol advertising. Thus far, only non-statutory rules exist (or self regulation), that apply to the content of alcohol advertising. According to STAP, this selfregulatory system is not effective in protecting children and adolescents against the impact of alcohol advertising. Research has shown that exposure to alcohol advertising leads to positive alcohol expectancies, a stronger intention to drink and a higher alcohol consumption. The previous minister of Health, Welfare and Sports already suggested a partial time-ban, but this proposal was overruled by a majority vote in the Dutch Parliament. The upcoming cabinet clearly sends out a signal that effective measures should be taken to tackle problematic alcohol use in the Netherlands.

Restriction of alcohol advertising is no 'symbolic politic'

STAP strongly opposes against the opinion of the alcohol industry, that a partial ban on alcohol advertising on radio and tv before 9 p.m. is just 'symbolic politic'. Wim van Dalen, director of STAP: "With this measure, the new cabinet acknowledges that alcohol advertising contributes to the alcoholproblem in children and adolescents. On the long term, we expect a total ban for alcohol advertising on tv, radio, internet and the cinema".

Extra excise-duty on alcohol

Besides the proposal for an alcohol advertising time-ban by law, the new cabinet plans on raising alcohol taxes. STAP expects especially beer to become more expensive. Van Dalen: "The extremely low prices of beer in the supermarkets contribute to the high alcohol consumption by young people in the Netherlands". Research shows that measures that decrease the availability of alcohol, such as a

ban on alcohol advertising and a tax increase, are effective in reducing alcohol problems.

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STAP (Foundation for Alcohol Prevention)

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