



UWE Bristol

Public-Private Partnerships: the Case of Alcohol Moderation

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“(Andrew Lansley...) made filthy rich
By those who represent Walkers Crisps, Mars and Pizza Hut,
proved you’re a health slut and your always talking s**t
A hundred and thirty four pound an hour every week
That’s quite a lot of quids
And you came to the conclusion that
the food industry should be a little less strict”

MCNxtGen, with Unison



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Upstream social marketing

“...we now call collectively for social marketing to embrace a broader perspective that encompasses not just individual behaviour, but also the social and physical determinants of that behaviour...this broadening still involves behaviour change, but among those who make policy and legislative decisions on behalf of groups, corporations, and governments...” (Hastings & Donovan, 2002, p.4)



Impact of alcohol

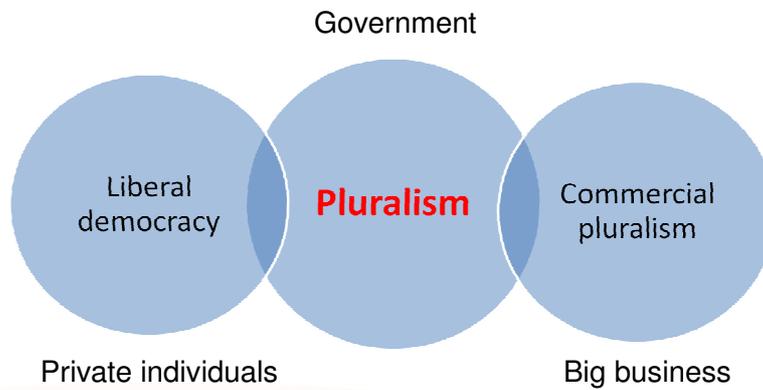
- UK alcohol deaths doubled in last 15 years
- Per capita alcohol consumption doubled in last 40 years
- 33,000 deaths in the UK each year
- Contributes to obesity

“Action needs political courage as we are dealing with not just an irresistible pleasure, but massive vested interests”

Alcohol Action Ireland chairperson



Western democracy and policy making



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Assumptions for productive partnerships

- Trust and mutual respect
- True partnership
- Clear and common goals
- Sensitivity to other's requirements
- Protecting public interest
- Objectivity over evidence
- Commitment to the partnership

(Lucas, 2002; Marmot, 2004; Austin, 2000)

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Trust

- Almost 1 in 12 UK alcohol advertisements breached advertising guidelines in 2006 (Marketing Week, 2007)
- 22 complaints upheld by UK Advertising Standards Authority for 2007/8/9
 - Linking alcohol to seduction/sexual activity or success)
 - Linking alcohol to confidence/social success
 - Portraying irresponsible or dangerous consumption behaviour
 - Advertising appealed to young/under age drinkers
 - Misleading (e.g. sales promotion/calories in drinks etc)
- Growth of online activity open to young people and unregulated (Carroll & Donovan, 2002)



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Clear and common goals

- Can the alcohol industry and health experts have the same goals?
- Does the alcohol industry use PPPs to ward off criticism and possible regulation? (Atkins et al. 2008)
- Using opportunity to set public agenda – effectively sidelining NGOs and independent experts (Richter, 2004)
- Gaining access to political or marketing intelligence and/or competitive edge over other companies (Richter, 2004)
- Possibly distracting or compensating for other, more dubious, practices – as CSR does



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True partnership

- Suggests equal status for the organisations involved
- “Implicitly downgrades the role of governments and intergovernmental organisations and upgrades the (political) status of private actors, in particular of the transnational corporations involved in these cooperation models” (Martens, 2003: 26)
- Healthcare professionals and independent bodies are reluctant collaborators: only opportunity to be heard



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Objectivity

- The Academy of Medical Sciences used the same evidence as the Prime Minister’s Strategy Unit (PMSU)
- AMS concluded that “to control alcohol problems one needs to control alcohol”
i.e. increasing price and limiting availability
- PMSU - such strategies would have “unwanted side effects and...not a viable option” (Marmot, 2004)



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Medical Sciences



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Do PPPs work?

“We enjoy health in the UK today because of clean safe water, sanitation, seat belts, immunisation...this is not voluntary agreement, this is no cosy arrangement with the industry – it is the state saying that they have a duty of care to their citizen...”

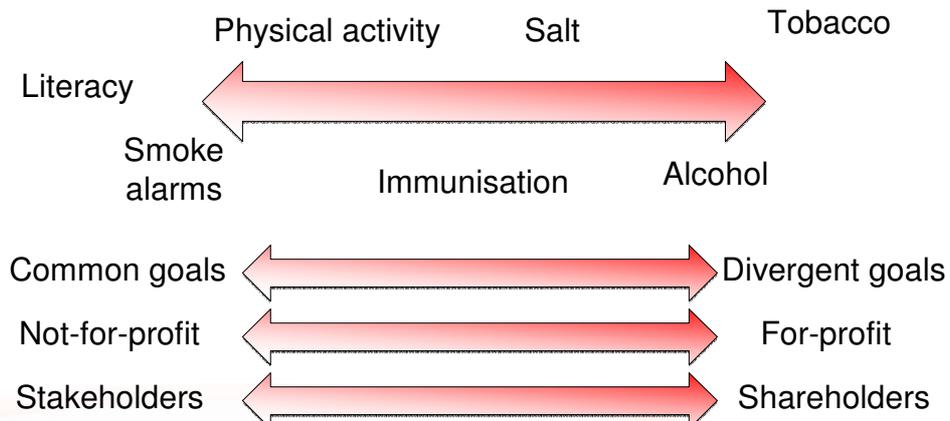
Every representative of these companies is committed to the bottom line...to their shareholders, the conflict of interest is breathtaking, the processed food industry is the problem: it is not the solution”

Prof Simon Capewell, 2011)



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Spectrums of partnership



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