

CAMPAIGN FOR ALCOHOL-FREE SPORTS TV

A PROJECT OF THE CENTER FOR SCIENCE IN THE PUBLIC INTEREST

Global Resolution to End Alcohol Promotion in World Cup Events

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Whereas sports play a central role in the development of health, physical fitness, and teamwork and in the values of competition, fair play and cross-cultural exchange for young people worldwide, and millions of youth get socialization cues from sports;

Whereas tens of millions of people worldwide, including millions of young people, have an intense interest in international sports competition, including the World Cup, Olympics, and other events, and follow the games closely in person and on television or radio, identifying with the games' athletes and teams and idolizing their teams' heroes;

Whereas millions of fans in stadiums view World Cup contests, and, in 2002, a cumulative audience of more than 28 billion people in 213 countries watched more than 41,000 hours of television coverage, including more than 1 billion viewers who watched the final match;

Whereas alcohol marketers have used international athletic competition as a means to cue young people to beer and drinking, and beer sponsorship and television ads distort the positive, youth-development values of sports;

Whereas mounting evidence around the world shows that exposure to television advertising for alcoholic beverages increases the likelihood that children will drink and consume more heavily;

Whereas *The World Health Report 2002* determined that 4% of the burden of disease and 3.2% of all deaths globally were attributed to alcohol, and that alcohol was the foremost risk to health in low-mortality developing countries and the third in developed countries;

Whereas the 58th World Health Assembly resolved that harmful drinking is among the foremost underlying causes of disease, injury, domestic violence against women and children, disability, social problems and premature deaths; is associated with mental ill-health; has a serious impact on human welfare affecting individuals, families, communities and society as a whole; and contributes to health inequities;

Whereas FIFA, the organizer of the World Cup, "acknowledges the prominent

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Global Resolution

Page Two

role of sports, and especially football, as a vehicle for delivering clear and firm messages to eradicate blights undermining society around the world;”

Whereas FIFA “has set up strategic alliances with international organizations that have long-established aims, such as UNICEF, WHO, ILO, UNHCR, SOS Children’s Villages, and others, to link the power of football with the experience and ability of those who ... are striving to make a better world” and states that better health for children is one of its priorities;

Whereas FIFA has “become aware of the wider impact that promoting health issues can have on the everyday lives of people throughout the world” and points to its elimination in 1986 of tobacco advertising in all its tournaments;

Therefore, the undersigned organizations, representing 43 countries, call on FIFA and future World Cup host countries to:

- Examine the role of alcohol sponsorship, venue signage, and television advertising of alcoholic beverages in the World Cup for consistency with the values of sport, health, and fair play represented by international sports competition; and
- Adopt clear policies about the promotion and advertising of alcohol that are designed to minimize and eventually eliminate their presence from World Cup games.

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Click here for a complete list of endorsing organizations.