



# Alcohol Retail Marketing and Product Availability in Oregon

This report describes how Oregonians are exposed to alcohol products and marketing in places they shop every day.

## Summary of Statewide Report

Across Oregon and the United States, people are exposed to extensive alcohol marketing. The alcohol industry spends nearly \$3.5 billion nationally to promote its products each year.<sup>1</sup> **In Oregon, alcohol use among adults has been rising,**<sup>2</sup> and the rate of deaths directly related to alcohol is nearly double the national average.<sup>3</sup>

Underage drinking is a serious public health problem, and alcohol marketing makes it worse. **Alcohol is the most commonly used drug among youth** in the United States, and underage drinking increases the risk of alcohol use disorder later in life.<sup>4,5</sup>

To create a current picture of what alcohol retail marketing looks like across the state, Oregon Health Authority (OHA) conducted the Tobacco and Alcohol Retail Assessment in 2018. Local health department staff, nonprofits, tribes and volunteers visited nearly 2,000 retailers. The assessment **exposed the ways in which the alcohol industry advertises and markets to Oregonians**, particularly youth, through flavored products and low prices.

Communities can take steps to limit youth access to alcohol and reduce excessive drinking by changing the rules for where and when alcohol can be sold.

## Consider These Assessment Findings

Assessment findings provide a snapshot of tobacco retailers that sell alcohol across Oregon.



- 1 in 2 retailers advertised alcohol outside the store

- 50 percent displayed alcohol products within 12 inches of items such as toys and candy



- 1 in 4 retailers that sold beer had large beer displays at the entrance to the store

- 17 percent of retailers that sold beer cross-promoted products with universities



- 73 percent had alcohol advertisements inside the store



## WHAT IS THE ALCOHOL AND OTHER DRUG PREVENTION AND EDUCATION PROGRAM (ADPEP)?

The Oregon Health Authority **Alcohol and Other Drug Prevention and Education Program (ADPEP)** works collaboratively with every Oregon county and tribe to implement alcohol and other drug prevention and education programs. ADPEP is grounded in best practices for prevention and seeks to make sustainable community change to reduce harms related to alcohol and other drugs.

# Klamath County Alcohol Marketing Snapshot

## County Alcohol Assessment Overview

Across Oregon, teams visited nearly 2,000 grocery stores, convenience stores, gas stations, pharmacies and other retailers. All retailers assessed sold tobacco and allowed youth under 18 to shop in their stores.

## Findings on Alcohol Marketing and Advertising in Klamath County

In Klamath County, survey teams assessed 71 tobacco retailers that sold alcohol.



1 in 2 advertised alcohol products outside the store



85 percent sold sweet, flavored alcohol products (i.e., alcopops)



24 percent sold alcohol products within 12 inches of toys and candy



1 in 2 offered price promotions on alcohol products



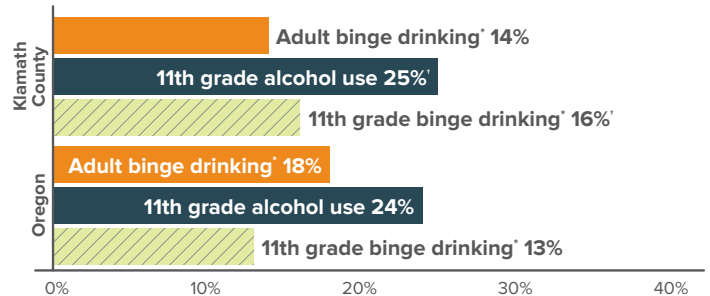
30 percent of retailers that sold beer cross-promoted products with universities

## To Find Out More, Check Out the Resources Below:

- 1 "Self-Regulation in the Alcohol Industry: Report of the Federal Trade Commission (March 2014)," n.d., 134. <https://www.ftc.gov/reports/self-regulation-alcohol-industry-report-federal-trade-commission>
- 2 Oregon Health Authority. Oregon Behavioral Risk Factor Surveillance System (BRFSS), 2017. [https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/DATAREPORTS/Documents/datatables/ORAnnualBRFSS\\_riskfactors.pdf](https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/DATAREPORTS/Documents/datatables/ORAnnualBRFSS_riskfactors.pdf)
- 3 Trust for America's Health and Well Being Trust analysis of data from National Center For Health Statistics, CDC. "Pain in the Nation Update," n.d. <https://wellbeingtrust.org/wp-content/uploads/2019/03/FINAL-WBT-TEAH-2019-PainNationUpdateBrief-1-1.pdf>.
- 4 U.S. Department of Health and Human Services. The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007. Available at: <http://www.surgeongeneral.gov/topics/underagedrinking/calltoaction.pdf>.
- 5 Substance Abuse and Mental Health Services Administration. Report to Congress on the Prevention and Reduction of Underage Drinking. External. Rockville, MD: U.S. Department of Health and Human Services; 2017. <https://store.samhsa.gov/product/Report-to-Congress-on-the-Prevention-and-Reduction-of-Underage-Drinking/PEP14-RTCUD>
- 6 Oregon Health Authority. Oregon Healthy Teens (OHT), 2019. Accessible via: [https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/DATAREPORTS/Documents/datatables/ORAnnualOHT\\_Alcohol.pdf](https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/DATAREPORTS/Documents/datatables/ORAnnualOHT_Alcohol.pdf).

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## Alcohol Use Among Adults (2018) and Youth (2019)<sup>2,6</sup>



\* Binge drinking is consuming five or more drinks for men, or four or more drinks for women, on one occasion within the past 30 days.

† The Southwest Oregon region includes Coos, Curry, Douglas, Jackson, Josephine and Klamath Counties. Estimates are reported by region instead of county when one or more estimate from the county level represented too small a population to be reliable.

## Countering Alcohol Marketing and Advertising

Communities can take steps to limit youth access to alcohol and reduce excessive drinking by changing the rules for where and when alcohol can be sold.

- **Zoning and Business Licensing Restrictions** – Zoning restrictions can limit the number of retailers in an area, require a minimum distance between retailers or prohibit retail locations near schools or other areas youth frequent.
- **Sales Restriction Policies** – Limiting the hours or days when alcohol can be sold is another tool that may be applied to bars, restaurants, retail stores or liquor stores.

## For more information from OHA about alcohol and how it impacts Oregon:

- Visit <https://www.oregon.gov/oha/PH/diseaseconditions/chronicdisease/HPCDPconnection/pages/alcohol-retail-report.aspx>
- Read the Statewide Tobacco Retail Assessment report, available at: <https://smokefreeoregon.com/retailassessment/>
- Visit Place Matters Oregon at: <https://placemattersoregon.com/>

PUBLIC HEALTH DIVISION  
Alcohol and Other Drug Prevention  
and Education Program

Oregon  
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