

ACTION ALERT

From WASAVP

The Washington Association for Substance Abuse and Violence Prevention

For Immediate Release: November 11, 2009

Contact: Liz Wilhelm, WASAVP Chair – (206) 734-1362

Alcohol Advertising WAC Changes

On Oct. 26 the Liquor Control Board issued new proposed language for the alcohol advertising WAC revisions. They want to hear comments on the key issues below before Nov. 18, 2009. Please contact the LCB by email at rules@liq.wa.gov and let them know. A template you may use is located [here](#) and copied below.

1. Outdoor Alcohol Advertising- (signs on store property), WAC 314-52-070(5)

Support: Retail licensed premises be limited to a total of 4 alcohol signs visible from outside, covering no more than 600 sq. inches each.

Why? We have a responsibility to limit the exposure of our children to alcohol messages. Research shows that any regulation of outdoor advertising needs to concentrate on the number and size of the displays.

2. Outdoor Alcohol Advertising- (e.g., billboards), WAC 314-52-070(5)

Support: No outdoor advertising of liquor be placed within five hundred feet of schools, churches, public playgrounds, or athletic fields used primarily by minors.

Remove language: "...where the administrative body of said schools, churches, public playgrounds or athletic fields objects to such placement."

Why? It should not be the responsibility of schools, churches, etc. to monitor the placement of outdoor advertising.

3. Displays, WAC 314-52-113

Add the word "appeal" in two places: Inflatables may not appeal or be targeted to persons under 21. Costumed individuals may not appeal or be targeted to persons under 21.

Why? There is a high correlation between exposure to alcohol advertising and youth alcohol use (Pasch 2008). Inflatables and costumes may not be intentionally "targeting" youth but are "appealing" to youth; therefore, both words are needed. This maintains consistency with language in current law.

4. Sponsorship of Public Events, WAC 314-52-120

Support: Alcohol manufacturers/importers/distributors may sponsor public and civic events if:

- The sponsor is acknowledged in letters smaller than the size of the event name
- Brand advertising is only at the site where alcohol sales/consumption are conducted
- Promotional items are not given away in public areas

Why? Most public and civic events are for families. The event should be promoted rather than the alcoholic beverage.

Email your comments to the LCB: rules@liq.wa.gov. The entire text of the proposed advertising rule changes can be requested from the WA State Liquor Control Board.

11/4/09

TEMPLATE FOLLOWS

Date

Dear WA Liquor Control Board Members:

[Use two or three sentences to explain why you are interested in the changes to Washington Administrative Codes regulating alcohol advertising.]

My comments regarding the proposed changes are as follows:

- I support the limit on signs on retail property which are visible from the outside to no more than 4 signs totaling 600 square inches. I do not believe this limit will impede business at these retail sites and will have the effect of further protecting our children.
- I support the elimination of outdoor advertising within 500 feet of schools, churches, playgrounds, and athletic field primarily used by minors. Please remove the wording that places the responsibility for implementing this limit on the governing bodies of aforementioned locations.
- I support the restriction of inflatables and costumed individuals that target **or appeal** to persons under 21.
- I support the restrictions to sponsorship as currently proposed.

Thank you.

Sincerely,

[Your Name]

(It will be helpful if you also include your hometown and any designation, e.g. parent, community member, law enforcement officer, etc.)