

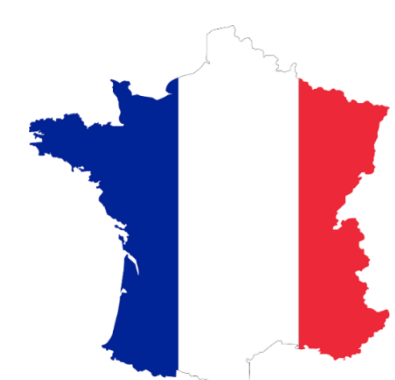
# Evolution of the French Evin Law: An Analysis of Strategies and Arguments used by Alcohol Industry Lobbyists

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## Background

### The Evin Law (1991)



Prohibits advertising for alcohol in media targeting young people

Regulates content in authorized media (only factual/informative data and objective qualities of alcohol products)

Requires the warning message 'alcohol abuse is dangerous for health' to be included in all alcohol advertisements

### Changes in the law due to lobbying

**1994** : Billboard advertisements, initially limited to production areas and sale settings, were de-restricted

**2016** : alcoholic drinks with a 'certification of quality and origin and linked to a production region or to cultural, gastronomic or regional heritage' escaped the Evin Law

**2009** : Online alcohol advertising were allowed

## Methods

A narrative approach based on individual interviews  
**18 French key opinion leaders interviewed**

2 former Health Ministers: Claude Evin (during the implementation in 1991) and Marisol Touraine (during the changes in 2016)

3 founders of the Evin Law

4 NGO representatives opposed to lobbying by the AI

6 experts from national public health institutes

3 experts from academic associations and institutions

## Aim of the study

To analyze, from the perspective of 18 French key stakeholders involved in the implementation or the development of the Evin Law, the **lobbying strategies and arguments developed by the alcohol industry** to weaken the Evin Law from 1991 to 2020

## Main results

Based on corporate political models of lobbying by the alcohol industry (Savell et al.'s model, 2016)

Strategies	Examples of tactics used by the alcohol industry
1. Supplying information and/or publishing studies favorable to the AI's interests (lobbying strategies)	<ul style="list-style-type: none"> <li>Direct lobbying and indirect lobbying via winegrowing, parliamentarians, and expert patients</li> <li>Focusing the discourse on wine</li> </ul>
2. Creating alliances	<ul style="list-style-type: none"> <li>External constituency building with parliamentarians, expert patients, etc.</li> <li>Internal constituency building between winegrowers</li> </ul>
3. Proposing and supporting alternative policies	<ul style="list-style-type: none"> <li>Developing/promoting educational programs and voluntary code/self-regulation</li> <li>Reducing the effectiveness of a mandatory prevention message by adding information on moderate consumption</li> </ul>
4. Using the legal system to thwart, weaken or elude the Evin Law	<ul style="list-style-type: none"> <li>Using the Evin Law itself to weaken its own effectiveness</li> <li>Circumventing the Evin Law</li> </ul>
5. Offering monetary incentives to / threatening financial withdrawal from policymakers	<ul style="list-style-type: none"> <li>'Image' disincentive: discrediting and attacking opponents</li> </ul>
6. Integration of the wine sector in decision-making bodies (NEW)	<ul style="list-style-type: none"> <li>Integrating the government and Parliament</li> </ul>

Arguments	Examples of arguments used by the alcohol industry to weaken the Evin Law
1. Marketing regulation laws are redundant, given the AI's initiatives (and irrelevant for some alcohol products)	<ul style="list-style-type: none"> <li>Alcohol industry presents itself as aware and responsible</li> <li>The individual approach is preferred</li> <li>Wine has a positive impact; wine is not an alcoholic beverage like the others; and moderate consumption of wine is beneficial</li> </ul>
2. Marketing regulations infringe the legal rights of companies	<ul style="list-style-type: none"> <li>The Evin Law infringes the "freedom of speech" and is abusive</li> <li>There is a legal insecurity for journalists due to the Evin Law</li> </ul>
3. Negative unintended consequences of marketing regulations	<ul style="list-style-type: none"> <li>The Evin Law is blamed for financial and job losses especially winegrowers</li> <li>The Evin Law harms the weakest (the winegrowers) and gives a bad image of wine abroad</li> </ul>
4. Alcohol misuse is a complex issue that cannot be solved by marketing regulations	<ul style="list-style-type: none"> <li>The alcohol industry criticized the authoritarian and hygienist health lobbies</li> </ul>
5. There is insufficient evidence of the effectiveness of marketing regulations	<ul style="list-style-type: none"> <li>Advertising regulations do not discourage alcohol consumption, so they are ineffective</li> </ul>

Global strategies/arguments (already found in the literature)  
French specific strategies/arguments

## Conclusions & Contributions

- The Evin Law has been continuously weakened since its implementation
- For the first time: an analysis of the long-term lobbying strategies and arguments used to unravel the Evin Law
- **New insights to the literature on lobbying**
- **Useful for other countries that have implemented alcohol marketing regulations and public health actors**