

1
2
3 Title: Pictorial Health Warnings on Alcoholic Beverages

4
5 Introduced by: Alangoya Tezel, for the Medical Student Section

6
7 Original Author: Taania Girgla

8
9 Referred To:

10
11 House Action:

12
13
14 Whereas, excessive alcohol use is responsible for more than 95,000 deaths annually, making
15 it a leading cause of preventable death in the U.S., and

16
17 Whereas, more than half of alcohol related deaths are linked to a rising number of life-
18 threatening medical conditions - such as liver cirrhosis, cancer, cardiovascular disease, and stroke -
19 with prolonged use of excessive alcohol linked to dementia and neuropathy, and use of excessive
20 alcohol during pregnancy linked to fetal alcohol syndrome, the leading cause of intellectual
21 disability in the U.S., and

22
23 Whereas, nationally, excessive alcohol use leads to a shortened lifespan by approximately
24 29 years, for a total of 2.8 million years of potential life lost, and in Michigan, excessive alcohol use
25 results in 2,945 deaths and 84,215 years of potential life lost each year, and

26
27 Whereas, the economic burden of alcohol misuse is significant, costing the U.S. \$249 billion
28 in 2010 alone - of which, three-quarters of the total cost was related to binge drinking - and in
29 Michigan, excessive alcohol use cost \$8.2 billion, or \$2.10 per drink, in 2010 alone - of which, three-
30 quarters of the total cost was related to binge drinking, and

31
32 Whereas, In 2018, 5.8 percent of adults ages 18 and older nationally had alcohol use
33 disorder, 26.45 percent of people ages 18 or older reported that they engaged in binge drinking in
34 the past month, and 6.6 percent reported that they engaged in heavy alcohol use in the past
35 month, and

36
37 Whereas, binge drinking specifically is responsible for more than half the deaths and two-
38 thirds of the years of potential life lost resulting from excessive alcohol use, and in Michigan, 19.7
39 percent of adults and 17.8 percent of high school students reported binge drinking in 2011, and

40
41 Whereas, in Michigan, the alcohol-induced crude mortality rates have been steadily
42 increasing for the last 40 years, and

43
44 Whereas, these numbers remain so despite a congressional "Alcoholic Beverage Labeling
45 Act" (ABLA) passed in 1988 requiring health warning statements to appear on the labels of all
46 containers of alcohol beverages for sale or distribution in the U.S., signifying that this label failed to
47 warn against several of the medical consequences of excessive alcohol consumption, as it was
48 required to only appear in text, and

49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94

Whereas, only 35 percent of all adults in the summer of 1991 reported having seen the warning label, signifying that these labels have done little to reduce rates of alcohol-related risky behaviors, rates of consumption, or alcohol-related poor health outcomes during this period, and

Whereas, MSMS current policy supports requiring a text-only warning statement on all advertising for alcoholic beverages regarding fetal alcohol syndrome, and

Whereas, during this same time, studies repeatedly showed that (1) larger pictorial and symbolic health warnings on tobacco packaging were more effective at reducing tobacco use than smaller text-only warnings, and (2) a mixture of health-related and social-related graphic health warnings on tobacco packaging were most effective at reducing tobacco use, and

Whereas, experts have recommended and studies have shown that the use of pictorial health warning on alcoholic beverages lead to improve health outcomes, and

Whereas, in the past decade several studies have predicted and proven that negative pictorial health warnings are associated with significantly increased perceptions of the health risks of consuming alcohol as well as greater intentions to reduce and quit alcohol consumption compared to the control, and

Whereas, though critics cite the somatic benefits of alcohol in moderation and question the need for health warnings on alcoholic beverages, research shows that there are adverse effects related to cancer at any level of alcohol consumption, and though critics argue that alcohol can still be consumed in bars and pubs without drinkers seeing the packaging, research actually shows that alcohol purchased from supermarkets is more than twice the level of alcohol consumed in bars/pubs, and

Whereas, MSMS supports a healthy lifestyle related to nutrition and exercise and the avoidance of alcohol and tobacco; therefore be it

RESOLVED: That MSMS will advocate for the implementation of pictorial health warnings on alcoholic beverages for sale in containers in Michigan, including but not limited to images such as a cirrhotic liver and dilated cardiomyopathy secondary to excessive alcohol use, a car crash, or an animation of a baby in the womb; and be it further

RESOLVED: That MSMS will advocate for the amendment of current MSMS policy, titled Fetal Alcohol Syndrome, Board-May94, to include language advocating for pictorial warnings of fetal alcohol syndrome from alcohol use during pregnancy; and be it further

RESOLVED: That MSMS will continue to support the use of health warnings on alcoholic beverages for sale in Michigan.

WAYS AND MEANS COMMITTEE FISCAL NOTE: Resolutions only requesting new or revised MSMS or AMA policy - \$500

Relevant MSMS Policy:

Fetal Alcohol Syndrome

MSMS supports requiring a warning statement on all advertising for alcoholic beverages regarding fetal alcohol syndrome (FAS). (Board-May94)

Relevant AMA Policy:

None

Sources:

1. Deaths from Excessive Alcohol Use in the U.S. Centers for Disease Control and Prevention. Published January 14, 2021. Accessed February 2, 2021. <https://www.cdc.gov/alcohol/features/excessive-alcohol-deaths.html>
2. Alcohol Fact Sheet. World Health Organization. Published September 21, 2018. Accessed February 2, 2021. <https://www.who.int/news-room/fact-sheets/detail/alcohol>
3. Excessive Alcohol Use - Prevention Status Report in Michigan. Centers for Disease Control and Prevention. Published 2013. Accessed February 2, 2021. <https://www.cdc.gov/psr/2013/alcohol/2013/MI-alcohol.pdf>
4. Sacks JJ, Gonzales KR, Bouchery EE, Tomedi LE, Brewer RD. 2010 National and State Costs of Excessive Alcohol Consumption. *American Journal of Preventive Medicine*. 2015;49(5):e73-e79. doi:10.1016/j.amepre.2015.05.031
5. Alcohol Facts and Statistics | National Institute on Alcohol Abuse and Alcoholism (NIAAA). Accessed February 2, 2021. <https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/alcohol-facts-and-statistics>
6. Alcohol-induced Crude Mortality Rates , 1980 - 2018. Accessed February 2, 2021. <https://www.mdch.state.mi.us/osr/deaths/AlcoholCrudeRatesTrends.asp>
7. Alcohol Beverage Health Warning Statement (99R-507P). Federal Register. Published May 22, 2001. Accessed February 2, 2021. <https://www.federalregister.gov/documents/2001/05/22/01-12802/alcohol-beverage-health-warning-statement-99r-507p>
8. Alcohol Research and Public Health Policy - Alcohol Alert No. 20-1993. Accessed February 2, 2021. <https://pubs.niaaa.nih.gov/publications/aa20.htm>
9. MSMS Policy Finder. Fetal Alcohol Syndrome, Board-May94. <https://www.msms.org/msmpolicies#5256535-advertising>
10. Noar SM, Hall MG, Francis DB, Ribisl KM, Pepper JK, Brewer NT. Pictorial cigarette pack warnings: a meta-analysis of experimental studies. *Tob Control*. 2016;25(3):341-354. doi:10.1136/tobaccocontrol-2014-051978
11. Park H, Hong M-Y, Lee I-S, Chae Y. Effects of Different Graphic Health Warning Types on the Intention to Quit Smoking. *International Journal of Environmental Research and Public Health*. 2020;17(9):3267. doi:10.3390/ijerph17093267
12. Ratih SP, Susanna D. Perceived effectiveness of pictorial health warnings on changes in smoking behaviour in Asia: a literature review. *BMC Public Health*. 2018;18(1). doi:10.1186/s12889-018-6072-7
13. Anshari, D.(2017). Effectiveness of Pictorial Health Warning Labels for Indonesia's Cigarette Packages. (Doctoral dissertation). Retrieved from <https://scholarcommons.sc.edu/etd/4059>
14. Al-hamdani M. The case for stringent alcohol warning labels: lessons from the tobacco control experience. *J Public Health Policy*. 2014;35(1):65-74. doi:10.1057/jphp.2013.47
15. Al-hamdani M, Smith S. Alcohol warning label perceptions: Emerging evidence for alcohol policy. *Can J Public Health*. 2015;106(6):e395-400. doi:10.17269/cjph.106.5116
16. Wigg S, Stafford LD. Health Warnings on Alcoholic Beverages: Perceptions of the Health Risks and Intentions towards Alcohol Consumption. *PLoS One*. 2016;11(4):e0153027. doi:10.1371/journal.pone.0153027

17. Zahra D, Monk RL, Corder E. "IF You Drink Alcohol, THEN You Will Get Cancer": Investigating How Reasoning Accuracy Is Affected by Pictorially Presented Graphic Alcohol Warnings. *Alcohol*. 2015;50(5):608-616. doi:10.1093/alcalc/agt029
18. UK Chief Medical Officers' Alcohol Guidelines Review: Summary of the proposed new guidelines-January 2016. :7
19. Institute of Alcohol Studies. Alcohol Consumption Factsheet. 2013
20. MSMS Policy Finder. Support of Healthy Lifestyle, Res36-93A, Reaffirmed (Res34-14). <https://www.msms.org/msmspolicies#5256584-public-health>