Hoe de industrie wetenschappelijk onderzoek en de praktijk beïnvloedt

Marie-Claire Lambrechts
Vlaams expertisecentrum Alcohol en andere Drugs
KU Leuven, Omgeving en Gezondheid

16de VAD-Onderzoeksplatform
Brussel, 5/11/2019



"You are completely free to carry out whatever research you want, so long as you come to these conclusions."

OVERZICHT

1. Illustraties vroeger en nu
2. Hoe werkt die beïnvloeding?
   - Boodschappen in de praktijk
   - Onderzoek
3. Kan het (n)ooit werken?

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Tabaksindustrie





Alcoholindustrie



Irish whiskey industry warns 'ludicrous' advertising restrictions will damage tourism

By Rachel Arthur
04-Sep-2018 - Last updated on 04-Sep-2018 at 12:00 GMT

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Alcoholindustrie

TIJD CONNECT > WERELDSPELERS

Project Lazarus leert Leuven verstandig drinken



Cybelle-Royce Buyck (AB InBev), Marc Sabbe (UZ Leuven) en Philippe Vandeuren (AB InBev) ©Studio Dann

27 december 2018 15:27

Tegen eind 2020 moet de onverantwoorde alcoholconsumptie in Leuven met minstens 10 procent dalen. Dat is de ambitie van de unieke samenwerking tussen AB InBev, het UZ Leuven, de KU Leuven en de Stad Leuven.

Nieuws > Binnenland

"Alcoholindustrie probeert zo imago op te poetsen": KU Leuven onder vuur wegens samenwerking met AB InBev

LH | 12 januari 2019 | 12u37 | Bron: Belga

ONENIGHEID OVER SPELREGELS ROND LAZARUS-PROJECT

KU Leuven schroeft samenwerking met AB InBev terug

De KU Leuven stapt dan toch niet in een vzw met bierfabrikant AB InBev. De toekomst van het samenwerkingsproject tussen de universiteit en de biergigant is onzeker.

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Suikerindustrie

platform suikers & voeding

Het Grote Suikerdebat 6 februari 2017

'Ophouden met eenzijdig (negatieve) aandacht voor suiker'



Gezondheid

De beerput van de suikerindustrie gaat voorzichtig open



Illustratief beeld dat laat zien hoeveel suiker er in frisdrank zit Beeld anp

Hartinfarcten werden veroorzaakt door vet. Suiker was een goede vervanger. Totdat iemand zei dat dat niet klopte.

Joep Engels 13 september 2016, 17:28

© VAD_Onderzoeksplatform 5/11/19

Olie-industrie

Koch Family Foundations have spent $127,006,756 directly financing 92 groups that have attacked climate change science and policy solutions, from 1997-2017.



The Greenpeace Airship A.E. Bates flies over the location of Charles Koch's secret political strategy meeting in Rancho Mirage, California in January, 2011.

© Gus Ruelas / Greenpeace

E&E NEWS

POLICY & ETHICS

Tobacco and Oil Industries Used Same Researchers to Sway Public

As early as the 1950s, the groups shared scientists and publicists to downplay dangers of smoking and climate change

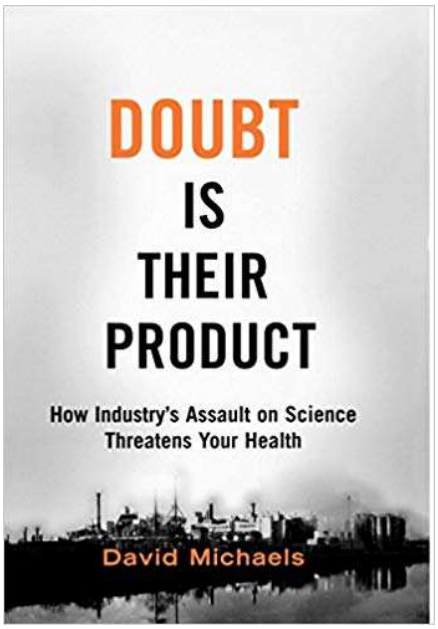
By Benjamin Hulac, ClimateWire on July 20, 2016 Véalo en español

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OVERZICHT

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2. **Hoe werkt die beïnvloeding?**
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Doubt is Their Product: How Industry's Assault on Science Threatens Your Health is a 2008 book by David Michaels, published by Oxford University Press.

Michaels argues that for decades cigarette manufacturers knew that their product was hazardous to people's health, but they took necessary measures to protect their profits.[1] The industry and its scientists "manufactured uncertainty by questioning every study, dissecting every method, and disputing every conclusion".[1]
In doing so the tobacco industry waged a campaign that "successfully delayed regulation and victim compensation for decades".[1]

THE SEVEN KEY MESSAGES OF THE ALCOHOL INDUSTRY

Biased representation as a communication tool.

Alcohol is a product with advantages (taste, mood) as well as a considerable number of disadvantages (health problems, accidents, criminality etc.). In recent years the disadvantages have become clearer as a result of scientific research. This fact alone is disconcerting for the alcohol industry. The alcohol industry, as well as the advertising and retail industries, want to present the image of alcohol exclusively as a tasty and healthy product. From the perspective of the alcohol industry, consumption is a natural part of a modern healthy lifestyle and in order to portray this image they often neglect to inform the consumer of the disadvantages of alcohol consumption.

European Centre for Monitoring Alcohol Marketing (EUCAM) (2011)



1: Consuming alcohol is normal, common, healthy and very responsible



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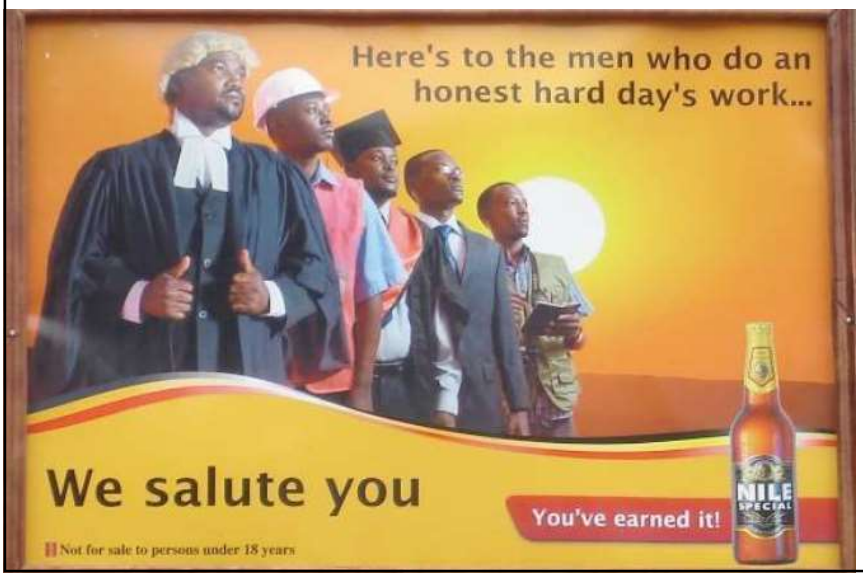
2: The damage done by alcohol is caused by a small group deviants who cannot handle alcohol



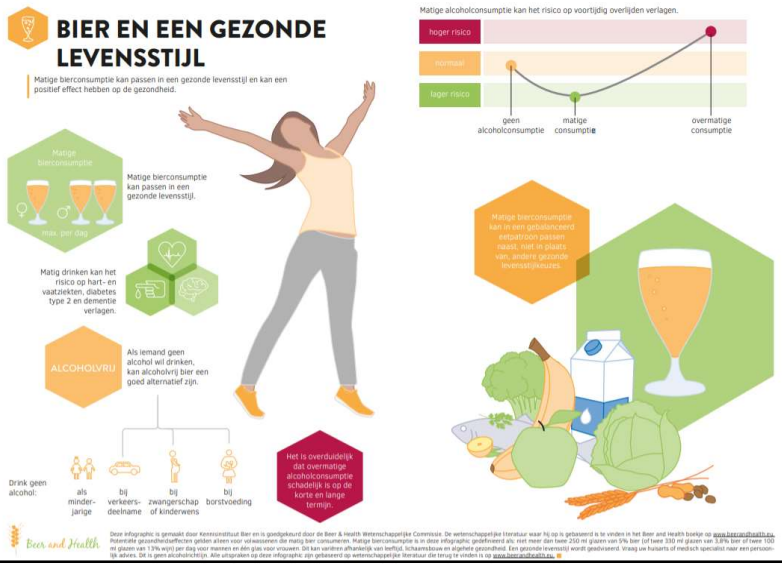
© VAD_Onderzoeksplatform 5/11/19

12

3: Normal adult non-drinkers do not, in fact, exist



4: Ignore the fact that alcohol is a harmful and addictive chemical substance for the body



5: Alcohol problems can only be solved when all parties work together



Global AB-Inbev CEO Carlos Brito

15

6: Alcohol marketing is not harmful. It is simply intended to assist the consumer in selecting a certain product or brand





16

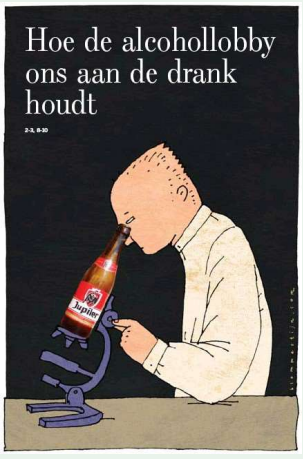
7: Education about responsible use is the best method to protect society from alcohol problems



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OVERZICHT

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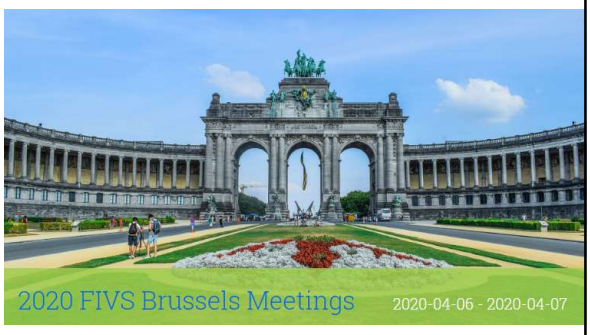
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Industrie en onderzoek: even dit

- Globalisering bij producenten (cf. Anheuser-Busch InBev fusie met SABMiller) en belangengroeperingen.
- Corporate Social Responsibility (CSR)
  - **Maatschappelijk Verantwoord Ondernemen**: prominent aanwezig in toenemend aantal bedrijven, ook academische wereld
  - MVO en zgn. 'controversiële industriële sectoren' (bijv. tabak, gokken, wapens, alcohol, gamen, kernenergie, olie)

Yoon, S., & Lam, T. H. (2013). The illusion of righteousness: corporate social responsibility practices of the alcohol industry. *BMC public health*, *13*(1), 630.
Lindgreen et al (2012). Guest editorial: Corporate social responsibility in controversial industry sectors. Journal of Business Ethics, 110(4), 393-95.
Van Rooij et al (2009). Video game addiction and social responsibility. Addiction Research & Theory, 1-5.





IARD
INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING



4 types CSR

A. Sponsoring wetenschappelijk onderzoek

B. Beïnvloeding van publieke opinie omtrent onderzoeksresultaten

C. Verspreiding van wetenschappelijke informatie

D. Gesponsorde publieke beleidsinitiatieven

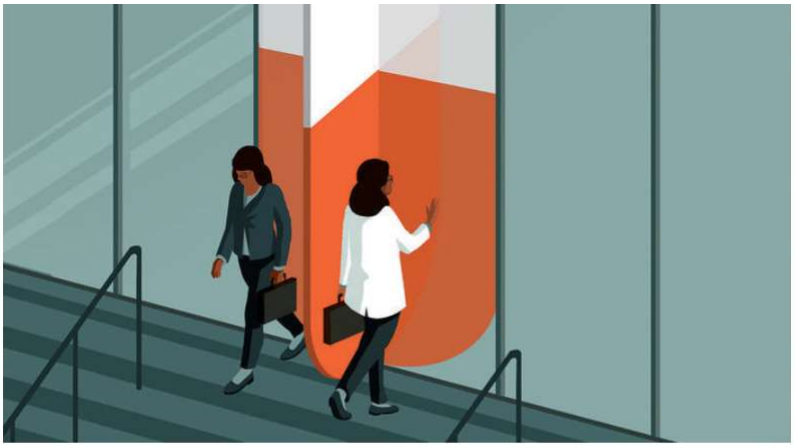
A. Sponsoring wetenschappelijk onderzoek

- Agenda onderzoeksthema's mee bepalen ten voordele van industrie? Bv. focus op gezondheidseffecten van 'moderate and excessive drinking'.
- Bijdrage tot wetenschap en public health? (bv. applicatieproces veel eenvoudiger, vooral jonge onderzoekers).
- Belangenconflicten wetenschappers (bv. honoraria, verplaatsingsonkosten, meetings).



Katz, D., Caplan, A. L., & Merz, J. F. (2010). All gifts large and small: toward an understanding of the ethics of pharmaceutical industry gift-giving. The American Journal of Bioethics, 10(10), 11-17.

Farma-industrie



STEPHAN SCHMITZ

FDA's revolving door: Companies often hire agency staffers who managed their successful drug reviews

By Charles Piller | Jul. 5, 2018 , 2:00 PM

Other apparent conflicts may have also slipped by: *Science* found that at the time of or in the year leading up to the advisory meetings, many of those panel members—including Halperin—received payments or other financial support from the drugmaker or key competitors for consulting, travel, lectures, or research. FDA did not publicly note those financial ties.

What is already known on this topic

When a pharmaceutical company funds research into drugs, studies are likely to produce results favourable to the sponsoring company's product

What this study adds

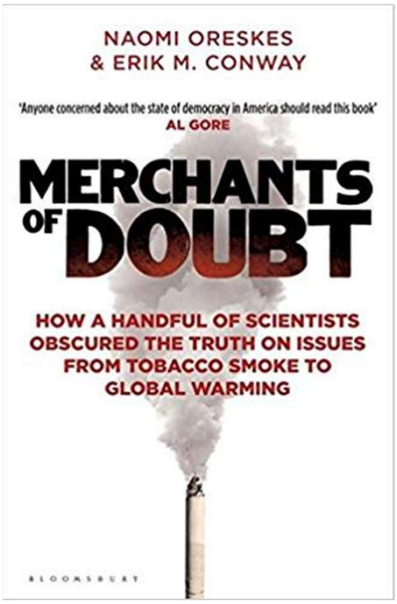
Research funded by drug companies was more likely to have outcomes that favour the sponsor's product than research funded by other sources

This cannot be explained by the reported quality of the methods in research sponsored by industry

The result may be due to inappropriate comparators or to publication bias

Lexchin, J., Bero, L. A., Djulbegovic, B., & Clark, O. (2003). Pharmaceutical industry sponsorship and research outcome and quality: systematic review. Bmj, 326(7400), 1167-1170.

Tabaksindustrie





Dr. Naomi Oreskes and former Exxon scientist Dr. Ed Garvey testified about the oil industry's deception on climate change at a House subcommittee hearing on Wednesday. Photo credit: Geoffrey Supran via Twitter

"Who better to serve as an expert than an actual scientist", note Naomi Oreskes and Erik Conway in their ground-breaking book "Merchants of Doubt" which compares the tobacco industry tactics with that of the oil industry.

10 LOBBY REGELS

1. Betaal wetenschappers om verdeeldheid te zaaien
2. Mobiliseer de gewone man
3. Gebruik derden
4. Amendeer, blokkeer en vertraag
5. Ga naar de rechtbank
6. Publiceer alarmerende rapporten
7. Focus op financiële voordelen of verliezen
8. Discrediteer je tegenstanders
9. Stel ineffectieve alternatieven voor
10. Verdedig vrijheid en verzet tegen overregulering

The merchants of doubt: de rol van de tabaksindustrie op de wetenschapsinformatie
Luk Joossens (19/10/2017)



B. Beïnvloeding publieke opinie omtrent onderzoeksresultaten

- Onafhankelijk **peer reviewed onderzoek in diskrediet brengen**, door minimaliseren, ontkennen of tegenspreken van meest effectieve beleidsmaatregelen.
- Schade toebrengen aan integriteit onderzoekers.
- Ontmoedigen of uitstellen van beleidsmaatregelen:
  - **Casus Portman Group**: 'ontving' prepublicaties van WHO-onderzoek en betaalde onderzoekers om anoniem kritiek te formuleren.
  - **Casus Anheuser-Busch**: sponsorde briefings naar medische journalisten omtrent gezondheidsvoordeel bierproducten met lage calorieën.

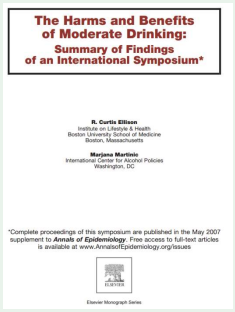
The Harms and Benefits of Moderate Drinking: Findings of an International Symposium

R. Curtis Ellison,* Marjana Martinic†

In May 2006, the Institute on Lifestyle and Health at Boston University School of Medicine and the International Center for Alcohol Policies jointly sponsored an international symposium to examine harms and benefits associated with moderate drinking. The meeting brought together leading researchers from the fields of medicine, epidemiology, and the biomedical and social sciences. A supplement to *Annals of Epidemiology*, for which R. Curtis Ellison is the Guest Editor, contains the papers presented, and this review article summarizes the evidence discussed at the symposium.

Alcoholic beverages are an integral part of cultures around the world. In addition to its social effects, "moderate drinking," when defined as excluding any binge drinking, has been shown to have predominantly beneficial effects on health. Despite questions about methodology in some epidemiologic studies, the consensus of the conference was that the total scientific evidence strongly supports an inverse association between moderate alcohol consumption and the risk of cardiovascular diseases, and possibly diabetes, cognitive decline, and total mortality; numerous mechanisms have been identified to support this association. Liver disease and certain cancers are undoubtedly related to alcohol intake, especially heavy drinking. Culture plays a strong moderating effect and can be a powerful tool in promoting drinking practices that are positive while discouraging those associated with harm. The need for better definitions of patterns of drinking and of social outcomes was stressed. © 2007 Elsevier Inc.

There is a need for greater attention to the positive aspects of alcohol consumption, which are closely related to its psychosocial effects. Current research is largely devoted to assessments of harms, often neglecting the benefits, despite the fact that the vast majority of those who drink do so moderately.


The Harms and Benefits of Moderate Drinking:
Summary of Findings of an International Symposium*

R. Curtis Ellison
Institute on Lifestyle & Health
Boston University School of Medicine
Boston, Massachusetts

Marjana Martinic
International Center for Alcohol Policies
Washington, DC

*Complete proceedings of this symposium are published in the May 2007 supplement to *Annals of Epidemiology*. Free access to full-text articles is available at www.AnnalsofEpidemiology.org/issues

LETTER

THE AMERICAN JOURNAL of MEDICINE®

Debate: Alcohol and Coronary Heart Disease

To the Editor:

In the late Spring of 2007, your journal circulated a paper titled, "The Harms and Benefits of Moderate Drinking: Findings of an International Symposium."[1] The paper was a summary of published symposium proceedings in *Annals of Epidemiology*.[2] We were present at that symposium, held in 2006, and our paper was subsequently published as a part of the proceedings.[3]

We did not learn of the circulated paper until after your journal distributed it to your subscribers. When we read it, we found that it did not convey the degree to which there was debate at the symposium regarding apparent protective effects for alcohol on coronary heart disease and the opinion regarding the matter was highly polarized. We wish to alert your readers to an alternative view written by the undersigned in the form of a commentary that will be posted on your website by Craig Smith, (Senior Editor, Supplements), for approximately a 3-month period. The commentary will also appear at CARBC.UVIC.CA.

Recently another paper has been published questioning the extent of the purported health benefits of moderate alcohol consumption in relation to heart disease.[4] We greatly appreciate this opportunity to make it clear that the scientific debate on this issue is not yet ready to be closed down.

Kaye Middleton Fillmore
University of California, San Francisco

Tim Stockwell
Centre for Addictions Research of British Columbia, University of Victoria, Canada

Tanya Chikritzhs
National Drug Research Institute, Curtin University, Australia

Alan Bostrom
University of California, San Francisco

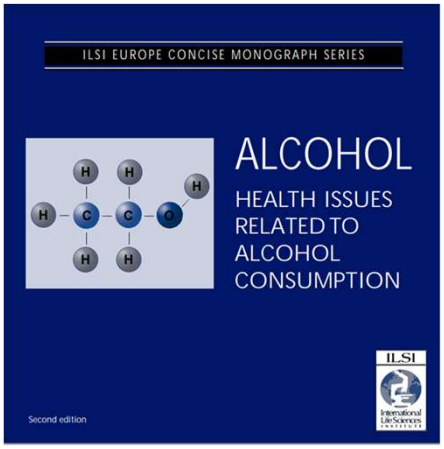
William C. Kerr
Alcohol Research Group, Emeryville, Calif

doi:10.1016/j.amjmed.2007.09.015

References

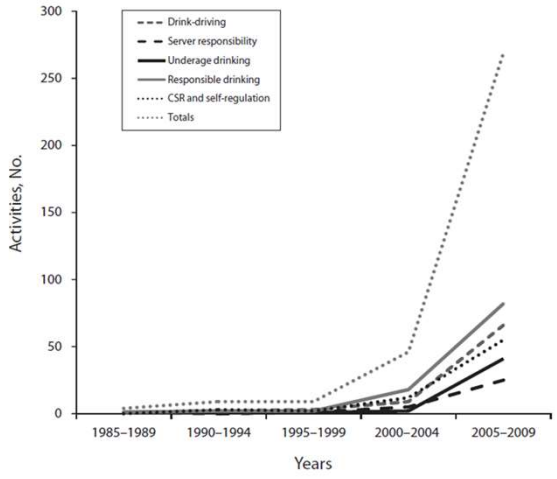
1. Ellison RC, Martinic M. The harms and benefits of moderate drinking: Findings of an international symposium. Elsevier Monograph Series, 2007.
2. Ellison RC (guest editor). The harms and benefits of moderate drinking: Summary of findings of an international symposium. Special issue. *Ann Epidemiol*. 2007;17(suppl):S1-S115.
3. Fillmore KM, Stockwell T, Chikritzhs T, et al. Moderate alcohol use and reduced mortality risk: Systematic error in prospective studies and new hypotheses. *Ann Epidemiol*. 2007;17(suppl):S16-S23.
4. Harriss LR, English DR, Hopper JL, et al. Alcohol consumption and cardiovascular mortality accounting for possible misclassification of intake: 11-year follow-up of the Melbourne Collaborative Cohort Study. *Addiction*. 2007;102:1574-1585.

C. Verspreiding wetenschappelijke informatie



- ILSI: International Life Sciences Institute
- Geen specifieke info over sponsors boek; over betalingen aan auteurs of over conflict of interests

D. Gesponsorde beleidsinitiatieven



Note. CSR = corporate social responsibility.

FIGURE 1—Global actions on harmful drinking: 1985–2009.

Grootste stijging 2007-2008: periode van voorbereiding Global Strategy on the Harmful Use of Alcohol (WHO)

SAPRO's: Social Aspects and Public Relations Organisations

31

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ETHISCHE CODE

-

voor de sector gezondheidsbevordering
en ziektepreventie in Vlaanderen

Organisaties uit de sector gezondheidsbevordering en ziekte-preventie in Vlaanderen onderschrijven deze ethische code.

22/5/2019



Gezinsbond
groeit met je mee

CENTRA VOOR ALCOHOL-EN ANDERE DRUGPROBLEMEN LIMBURG vzw

VAD
VERENIGING VOOR ALCOHOL- EN ANDERE DRUGPROBLEMEN vzw

Februari 2019

Memorandum gokken

Op gokproblemen rust één van de grootste taboes. We hebben slechts beperkt zicht op de omvang van de problematiek, mede door de grote treatment gap. Ondanks de eerder beperkte zichtbare maatschappelijke overlast, is de impact van gokproblemen groot. Zo zal de persoon met gokproblemen veel tijd, geld en energie in het gokken steken. Hierdoor zal hij/zij niet meer al zijn/haar rollen binnen de samenleving kunnen opnemen. De gevolgen zijn groot voor zowel de persoon met een gokstoornis zelf, als zijn/haar omgeving. Financiële problemen, schaamte, angst en andere psychische problemen leiden onder andere tot een hoog suïciderisico.

Verontwaardiging en bezorgdheid gokproblematiek

KU LEUVEN AANVAARDT GEEN FINANCIERING VAN DE "FOUNDATION FOR A SMOKE-FREE WORLD", GEFINANCIERD DOOR PHILIP MORRIS

De Foundation for a Smoke-Free World zoekt wereldwijd onderzoekers om samen onderzoeksprojecten op te starten die de Foundation financiert. De organisatie ontvangt hiervoor zelf een donatie van Philip Morris International (PMI) van 80 miljoen USD per jaar gedurende 12 jaar, goed voor 1 miljard dollar in totaal.

De KU Leuven acht deelname aan dit financieringskanaal niet opportuun. Dergelijke deelname staat op gespannen voet met de ethische en integriteitsnormen die de universiteit voor haar onderzoek voorop stelt en hanteert, en die ook duidelijk benadrukt worden in het onderzoeksbeleidsplan. De historiek leert dat deze door de tabaksindustrie betaalde projecten vooral passen in hun eigen businessmodel. Dat blijkt ook uit hun keuze van onderzoeksonderwerpen (en het in dit kader selectief zoeken van onderzoekers): de elektronische sigaret, de fiscaliteit rond tabaksproducten laten verminderen zodat er minder gesmokkeld wordt (maar wel meer verbruikt wordt), wetgeving en het effect op landbouwers van een verminderd tabaksverbruik. Maar ook de voorwaarden zoals die in het model van financieringsovereenkomst zijn opgenomen over o.a. vertrouwelijkheid, publicatieverplichtingen en onmiddellijke opzegbaarheid zonder opgaaf van reden, voldoen niet aan de KU Leuven standaarden.

Met deze beslissing volgt de KU Leuven ook de Wereldgezondheidsorganisatie, die afraadt om samen te werken met dit fonds
(zie http://www.who.int/mediacentre/news/statements/2017/philip-morris-foundation/en/)

EDITOR'S CHOICE

Alcohol industry corporate social responsibility initiatives and harmful drinking: a systematic review

Melissa Mialon, Jim McCambridge

European Journal of Public Health, Volume 28, Issue 4, August 2018, Pages 664–673,
https://doi.org/10.1093/eurpub/cky065
Published: 25 April 2018

Conclusions

This research literature is at an early stage of development. Alcohol policy measures to reduce harmful drinking are needed, and the alcohol industry CSR initiatives studied so far do not contribute to the attainment of this goal.


Research article | Open Access | Open Peer Review | Published: 06 February 2009

The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies

Lesley A Smith & David R Foxcroft

BMC Public Health 9, Article number: 51 (2009) | Download Citation

113k Accesses | 258 Citations | 71 Altmetric | Metrics


Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies

Peter Anderson, Avalon de Bruijn, Kathryn Angus, Ross Gordon, Gerard Hastings

Alcohol and Alcoholism, Volume 44, Issue 3, May-June 2009, Pages 229–243,
https://doi.org/10.1093/alcalc/agn115
Published: 14 January 2009 **Article history**

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Hundreds of leading academics issue stark warning to Public Health England over its work with a charity funded by the alcohol industry

- **Experts on alcohol and smoking have threatened to stop helping PHE**
- **The health body plans to run a 'Drink Free Days' campaign with Drinkaware**
- **They say it is wrong for the government to take advice from commercial bodies**
- **And Drinkaware is funded by alcohol producers, pubs and supermarkets**

By SAM BLANCHARD HEALTH REPORTER FOR MAILONLINE
PUBLISHED: 16:34 GMT, 10 October 2018 | **UPDATED:** 16:49 GMT, 10 October 2018

WAAROM VAD NIET SAMENWERKT MET DE ALCOHOLINDUSTRIE

april 2016



VAD kiest er expleciet voor om niet in te gaan op de vraag naar samenwerking met de alcoholindustrie en dit omwille van voor de hand liggende belangenconflicten

Ieder zijn rol

VAD moedigt de alcoholindustrie aan om op hun terrein stappen te zetten zoals het promoten van bv. bieren met lager alcoholgehalte, het opleiden van barpersoneel om leeftijdsgrenzen te respecteren, door correct te informeren op de etiketten, enz. Het is niet de rol van de alcoholindustrie om het drinkgedrag bij het grote publiek te beïnvloeden of ouders te zeggen hoe ze hun kinderen best op een verantwoordelijke manier met alcohol leren omgaan. Van de industrie wordt wel verwacht dat ze de overheidsrestricties respecteren en deze niet hinderen door lobbywerk en het aanspannen van rechtszaken.



Eerste cantus zonder alcohol voor Leuvense studenten meteen uitverkocht: "10 ad fundums zonder dronken te worden"



Fonds Emilie Leus wil alcoscans in heel België (en werkt daarvoor samen met federatie van wijn en gedistilleerde dranken)

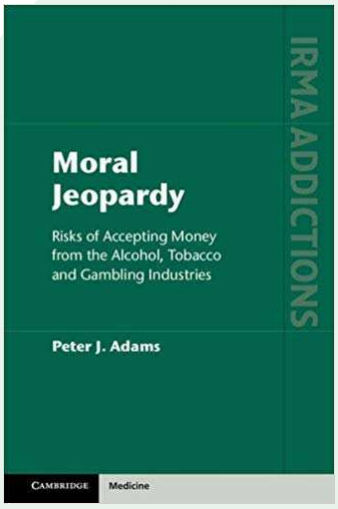
Volgend jaar ook alcoholtesters voor chauffeurs in Ghelamco Arena Gent

Didier Verbaere | 15 november 2018 | 13u29

Don't drink and drive, please.



Tot slot



Science capture: "designed to skew the scientific evidence and manage the scientific enterprise?"

Alcohol Concern (2018). Fit for purpose? An analysis of the role of the Portman Group in alcohol industry self-regulation
Anderson, P., Drummond, C., Hellman, M., & Rosenqvist, P. (2009). Introduction to the issue--The alcohol industry and alcohol policy. Addiction.
Babor, T. F., Robaina, K., Brown, K., Noel, J., Cremonte, M., Pantani, D., ... & Pinsky, I. (2018). Is the alcohol industry doing well by 'doing good'? Findings from a content analysis of the alcohol industry's actions to reduce harmful drinking. BMJ open, 8(10), e024325.
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Caswell S, Callinan S, Chaiyasong S, Cuong PV, Kazantseva E, Bayandorj T, Huckle T, Parker K, Railton R, Wall M. How the alcohol industry relies on harmful use of alcohol and works to protect its profits. Drug Alcohol Rev 2016;35:661-664
Dossier alcoholmarketing VAD, 2014
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