



**Trinity College Dublin**

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin

# ***VESTED INTERESTS OR ADVOCATES - What's the difference?***

**PROFESSOR JOE BARRY**

**IMO AGM**

**April 7th 2018**

# THEMES ADDRESSED

**Alternative facts**

**Sources of information**

**Money**

**Partners/stakeholders**

**Role of the doctor**

**Why this is important**

- Establishment of lobbying regulator
- Campaign for peak transparency-democratic accountability
- Lack of transparency of yesteryear damaging to business
- Arbitrary distinction between lobbying and advocacy not legitimate- IBEC not given due respect

Why are some of us lobbyists, but other regarded as 'advocates'?



*The high-profile nature of the public debate on alcohol use or misuse in Ireland provides a sharp distinction in how lobbying activity is portrayed publicly. Photo credit: Maxwells/PA Wire*

Danny McCoy

September 28 2017 2:30 AM



### **-ADVOCATE**

A person who publicly supports or recommends a particular cause or policy

### **- LOBBYIST**

A person who seeks to influence legislators on an issue

### **- VESTED INTEREST**

A person or group having a personal stake or involvement in an undertaking or situation, especially one with an expectation of financial or other gain

## AFFAIRS OF THE NATION

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## WATERING DOWN THE DRINKS BILL

THE lobbying blitz by the massively resourced alcohol and retail industry was conducted by some interesting, if predictable, players and many Oireachtas members said they had never seen anything quite like it.

Diageo executives were brought into Leinster House by lobbying and PR firm Hume Brophy to meet a cross section of TDs, although most were Fine Gael. Diageo was the subject recently of a rigorous study by health academics that concluded Diageo's disingenuous campaign, Stop Out of Control Drinking (SOOCD), headed by ex-government spin doctor, Fergus Finlay, was presenting "alcohol problems and solutions in ways unfavourable to public health". There has been much controversy about the Diageo funded campaign (€1m) which claims to be most concerned at excessive alcohol consumption. But its real message was delivered to senators in the lead-up to the Seanad debate recently.

Another vociferous campaign was carried out by the Responsible Retailers of Alcohol in Ireland (RRAI) headed by former IDA chief executive Padraic White, "Independent Chairman" of the group. RRAI's offices are in IBEC's Baggot Street HQ and its website carries the IBEC logo. The picture drawn by critics of the bill is that of corner shop owners struggling to make ends meet by selling a few cans of beer. RRAI's membership list gives a different impression,

being made up of Tesco, Topaz, Aldi, Lidl and other supermarket chains.

As senators entered the hallway leading to the chamber, White engaged in intense, proselytising conversation with senators about the bill. Junior minister for health promotion Marcella Corcoran Kennedy, whose bill it is, instructed an usher to tell White to desist as he was breaching protocol in the House.

White's RRAI, as its name implies, also pushes the line of alcohol consumption restraint – but not advertising and promotional restraint. He has worked with Fionnuala Sheehan, former chief executive of MEAS, the hilariously entitled Mature Enjoyment of Alcohol in Society, about their respective "codes" on the "promotion and merchandising of alcoholic drinks".

Other heavy hitting alcohol representatives involved in the campaign include the director of the Alcohol and Beverage Federation of Ireland (ABFI), Ross Mathuna. ABFI is also big into alcohol restraint and proclaims this message on

its website (which also sports the IBEC logo and address). Apparently, "ABFI is a proud member of the European Alcohol and Health Forum, which is a platform where bodies active at European level can debate, compare approaches and act to tackle alcohol related harm". ABFI's members are: Irish Brewers Association; Irish Cider Association; Irish Spirits Association; Irish Whiskey Association and Irish Wine Association.

The most passionate FG critics of the bill in last week's Seanad debate were ex-junior minister Paudie Coffey, Tim Lombard and the Mayo double act, Paddy Burke and Michelle Mulherin. The proposal to separate alcohol from other products in outlets as contained in the Public Health (Alcohol) Bill 2015 is actually a neutered version of section 9 of the Intoxicating Liquor Act, 2008 which passed all stages in the Oireachtas but never commenced. A really serious measure – to prevent sports sponsorship – was lobbied out of existence by the drinks industry during the last administration. It is intended that last week's filibuster will be continued when the bill returns to the chamber. Hopefully, health minister Simon Harris will not buckle like other FG ministers have in the recent past.



Marcella Corcoran Kennedy

# SAMPLE OF GROUPS LOBBYING IN HEALTH AND THEIR NUMBER OF RETURNS ON WWW.LOBBYING.IE

Source: The Medical Independent 18<sup>th</sup> February 2018

<b>IBEC</b>	903
Disability Federation of Ireland	127
National Centre for Youth Mental Health	114
Irish Cancer Society	98
Mental Health Reform	94
Irish Heart Foundation	94
Age Action	81
The Irish Hospice Foundation	68
Dublin Rape Crisis Centre	63
<b>Vintners' Federation of Ireland</b>	57
The Alzheimer Society of Ireland	48
<b>RCPI</b>	43
<b>Alcohol Action Ireland</b>	40
Threshold	37
Dublin Simon Community	37
Multiple Sclerosis Ireland	36
Irish Family Planning Association	36
Women's Aid	31
Irish Wheelchair Association (IWA)	31
Pavee Point Traveller & Roma Centre	30
<b>SIPTU</b>	28
Irish Pharmaceutical Healthcare Association	27
*Not all the above groups lobby exclusively in the health policy area	

# MEDICAL REPRESENTATIVE GROUP'S

Source: The Medical Independent 18<sup>th</sup> February 2018

Irish Medical Organisation	94
Irish Pharmacy Union	44
NAGP	40
Irish Nurses and Midwives Organisation (INMO)	31
IHCA	22

# CONTESTED SPACE





Professor Ivan  
Perry, UCC



## Spectre of the nanny state

**'When the State  
intervenes to protect the  
health of the population  
in a way that threatens  
commercial vested  
interests, the spectre of  
the nanny state is raised.'**

Page 8.

F Howell, SpR FPHMI 2008

*“But it subsequently passed with the verbal request that we do not run it as it may cause too much controversy for the alcohol industry, which, in turn may lead to the government as opposed to the Advertising Standards Authority setting alcohol-specific legislation.”*

Davin Nugent, Brand Manager, Tiger Beer

Sunday Business Post, 13/7/03



## **MAKING HIS PINT: Diageo expands Guinness brewing**



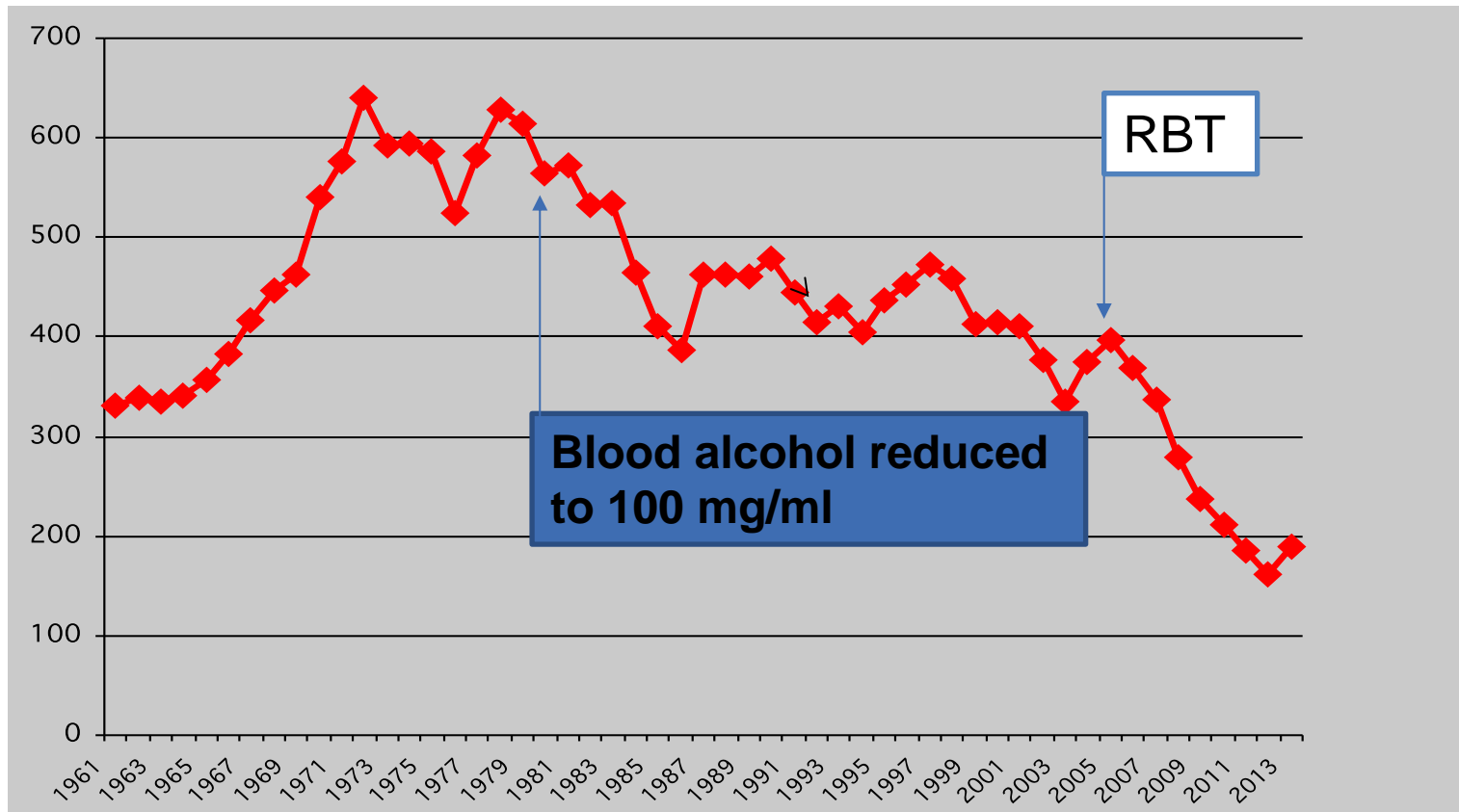
Taoiseach Bertie Ahern with Lord Blyth, chairman of Diageo, at Dublin's St James's Gate brewery yesterday: The brewery has ramped up production by 50 per cent to supply the British market with Guinness. The move brings total output at the brewery to 1.2 million kegs a year, or three million pints a day. Diageo ended its London production of the stout after a cost-cutting review last year. About €24 million was invested in the latest expansion of St James's Gate. Photograph: Cyril Byrne





**At the launch of the Mature Enjoyment of Alcohol in Society (MEAS) campaign, which will allow publicans to give free soft drinks to designated drivers, were party leaders (from left): Mr Enda Kenny (FG); Mr Trevor Sargent (GP); Ms Flonnuala Sheehan of MEAS; the Tánaiste, Ms Harney, Mr Pat Rabbitte (Lab) and the Taoiseach, Mr Ahern: Photograph: Fennell Photograph; Report: page 12**

# DEATHS ON IRISH ROADS 1961-2013



# €1.75M SPENT URGING US TO DRINK **LESS**...

... BUT €60M SPLASHED OUT TO GET  
BOOZERS TO  
DRINK **MORE**

Aideen  
Sheehan

THE drinks industry is to spend €1.75m to promote responsible drinking in Ireland – and more than €60m on boosting sales of its alcoholic products.

The industry-funded group MEAS (Mature Enjoyment of Alcohol in Society) yesterday launched a major advertising campaign to encourage people to know their limits.

However, with the latest figures showing the drinks industry spends over €60m a year in Ireland advertising



Ad campaign to make people aware of their limits.

## BIGGER SAVINGS



**€19.90**  
**The  
Little  
Mermaid  
DVD**

# **FPHMI – RCPI POSITION PAPERS**

**Website**

**Press Releases**

**Articles**

**Media Training**

**Linkage with other groups**

**Submissions**

- Budget
- Election
- Call for Submissions

# ISSUES FOR IRISH ALCOHOL POLICY

*Journal of the Statistical and Social Inquiry Society of Ireland.  
Vol. XXVI, Part IV*

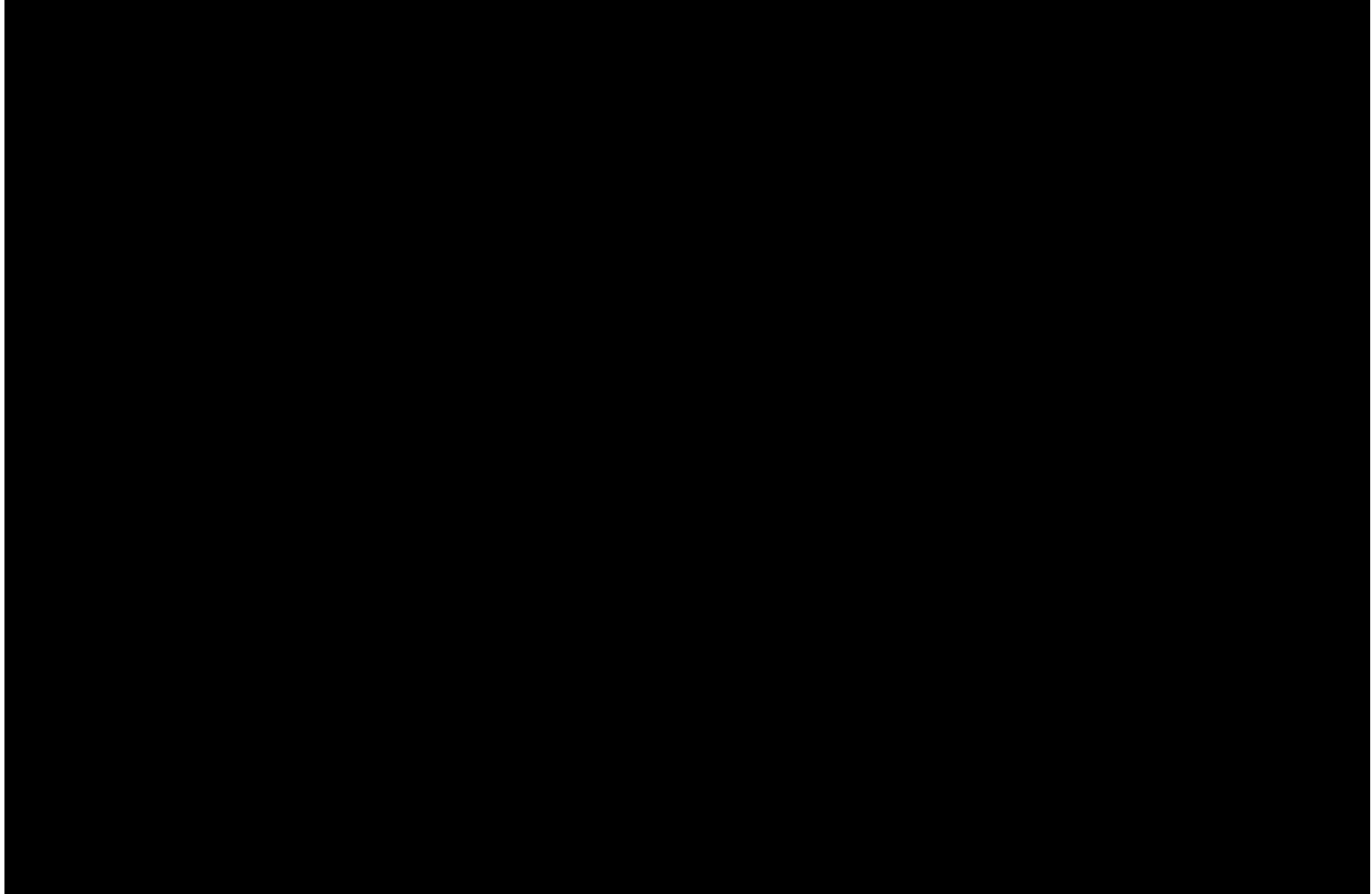
**ISSUES FOR IRISH ALCOHOL POLICY :  
A HISTORICAL PERSPECTIVE WITH SOME LESSONS FOR THE FUTURE**

**DANIEL A MCCOY<sup>1</sup>**  
Economic and Social Research Institute  
*(read before the Society, 24 October 1991)*

- Alcohol is a drug
- The approach a comprehensive public health policy on alcohol will need is to use legislation to influence behaviour
- 30,000 employed in 1990. Estimate of indirect employees much more unreliable
- The ruinous effects of alcohol on the human body are well documented
- Alcohol is a serious contributory cause of violence against the person and property



# DAVID'S LIFE



# IMO POSITION PAPERS

**Motions-Policy**

**Range of issues-public health, societal issues, health service,T&C**

**Position papers**

**Communication strategy**

**Linkage with other groups**

**Submissions**

**Follow up**