

## SECTION 2: RESPONSIBLE CONSUMPTION

### Campus Marketing

#### Issue

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In 2008, the BAC met with representatives from the Canadian Association of College and University Student Services (CACUSS) to discuss the problems with campus marketing and promotion and how brewers can work with universities to provide a safe setting for students.

#### Quick Summary

- For the first time, brewers and Student Services representatives sat down together and discussed the problems and possible starting points for solutions to on-campus marketing and promotion issues.
- The BAC has developed a Member's Code of Conduct as a result for on-campus marketing.

#### Background

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CACUSS members felt that for years the brewers had shamelessly marketed their product to university students with minimal interest in creating a safe environment where young adults can have their first experience with alcohol.

They cite a number of past examples where beer representatives and brewing companies were irresponsible, which directly led to serious incidents.

CACUSS members suggested a number of initiatives.

The BAC decided to follow one of their suggestions, and as a result, has developed a Code of Conduct for on-campus marketing. The code of conduct is a part of the BAC member charter.

#### Industry Discussion Points

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- The brewing industry understands the particularities with on-campus marketing and promotion.
- Discussing with CACUSS and having an open and honest relationship with student services professionals who oversee the health and well-being of students is a main priority of the brewing industry.
- Individual brewers have taken a number of steps in recent years to ensure that college and university students understand the risks of consuming alcohol and to ensure they do so in a safe manner. Many interactive web tools designed by and for students have been launched, along with other equally positive initiatives.



## Responsive

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- Initial response from CACUSS about the Code of Conduct have been very positive.

