Dear Editor,
I am writing to endorse Ross Gordon’s Rejoinder to the Alcohol Industry (this issue) in response to the misrepresentation of our work by the Portman Group. In it, he reiterates the findings the paper he, Anne Marie Mackintosh and Crawford Moodie published in Alcohol and Alcoholism last year (Gordon et al., 2010). All three of them did a first rate job in pulling this together. They were also part of an extensive and very experienced research team here in the Institute for Social Marketing which has been working on this Medical Research Council-funded project for the last 5 years and in the field for nearly a quarter of a century. The project has also been thoroughly peer reviewed from the original proposal through to all the published outputs, so dozens of other academics have scrutinized and endorsed the work.

It is saddening then that time has to be wasted dealing with non-peer reviewed and ill-founded attacks from vested interests—attacks that have since been repeated in Parliament (Hansard 2011). As Ross Gordon says, the debate needs to move on from ‘whether’ something should be done about alcohol marketing, to ‘what’ should be done. Sarah Wollaston’s private members bill proposing a Loi Evin for the UK, which gets its second reading in the autumn, is an excellent starting point.

REFERENCES