

The Healthy Caribbean Coalition

Caribbean Alcohol Reduction Day

2018

‘Youth and Alcohol Advertising’

A Brief Review

Dr Rohan Maharaj

- 2015 Global Alcohol Policy Conference Declaration
- UN Convention on the Rights of the Child
- WHO Global Strategy on Alcohol
- Alcohol Advertising and Youth
- An International Success Story

Landmarks in tackling alcohol abuse in the Caribbean - 1

- 1999- CCH II: strengthening of alcohol as a priority issue in the context of prevention of mental health disorders
- 2010- Ministers of Health of WHO: a global strategy to reduce alcohol-related problems
- 2011- Pan-American Network on Alcohol and Public Health (PANNAPH) was formed
- 2011- Member States of PAHO adopted a regional plan of action at the 51st Directing Council titled **“Plan Of Action To Reduce The Harmful Use Of Alcohol : Plan Of Action To Reduce The Harmful Use Of Alcohol”**.

Landmarks in tackling alcohol abuse in the Caribbean - 2

- 2011- United Nations High Level Meeting (UNHLM) on the Prevention and Control of Non-Communicable Disease (NCDs), September 19, 2011, identified alcohol as major NCD risk factor about which action needed to be taken.
- 2012- WHA set as one its Global NCD targets the reduction by 10% of harmful use of alcohol by the year 2025.
- 2012- the Government of Mexico hosted a PAHO led Meeting “*Network on Alcohol and Public Health*” in Mexico City. This was a multi-stakeholder meeting aimed at advancing the Global Strategy on Alcohol adopted by the 63rd WHA.
- 2013- Belize, PAHO led Sub-Regional Meeting on Development of Alcohol Policy for English Speaking Caribbean Countries

Landmarks in tackling alcohol abuse in the Caribbean - 3

2014-PANNAPH, Cartagena, Colombia

2014- Caucus of Health Ministers of CARICOM-Provided minuted support for a Regional Alcohol Policy

2015- PAHO Expert Meeting on Alcohol Marketing Regulations

2016- PAHO Regional Meeting on Alcohol Marketing Regulations

2015- Cabinet Note (GORTT) on supporting a Cabinet appointed committee to develop a draft National Alcohol Policy for T&T

2016-2017- Collaboration on draft National Alcohol Policy for T&T

Global Alcohol Policy Conference 2015

Conference Declaration

We recognize the rights of children to grow up safe from alcohol-related harm, and call upon national governments to implement their commitments in the United Nations Convention on the Rights of the Child and other human rights agreements, to ensure that children are protected from alcohol-related harm and that alcohol control policies and legislation reflect those commitments.



Global Alcohol Policy Alliance

UN Convention on the Rights of the Child (UNCRC), 1989.

- Article 17:
 - the mass media
 - aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health.
 - (a) Encourage the mass media to disseminate information and material of social and cultural benefit to the child...
- Article 33 states that:-
 - Parties shall take all appropriate measures, including legislative, administrative, social and educational measures, to protect children from the illicit use of narcotic drugs and psychotropic substances as defined in the relevant international treaties

WHO Global Strategy on Alcohol

Reducing risks and preventing disease: population-wide interventions

A **best buy** is an intervention that is not only highly cost-effective but also cheap, feasible and culturally acceptable to implement.

Interventions to tackle risk factors for the harmful use of alcohol : WHO Best Buys

Risk Factor <small>(DALYs in millions; % global burden)</small>	Interventions/ Actions <small>(*CORE set of Best Buys, others are 'Good Buys')</small>	Avoidable Burden	Cost-effectiveness <small>(US\$ per DALY prevented) Very = <GDP per person Quite = <3x GDP per person Less = >3xGDP per person</small>	Implementation cost <small>(US\$ per capita) (Very Low = < US\$0.50 Quite low = <US\$1 Higher >US\$1</small>	Feasibility (health system constraints)
Harmful use of alcohol (>50m DALYS, 4.5% global burden)	1. Restrict access to retailed alcohol* 2. Enforce bans on alcohol advertising* 3. Raise taxes on alcohol*	Combined effect: 5-10m DALYs averted (10-20% of global alcohol burden)	Very cost effective	Very low cost	Highly feasible
	4. Enforce drunk driving laws (breath testing) 5. Offer brief advise for hazardous drinking		Quite cost effective	Quite low cost	Intersectoral action Feasible (Primary Care)

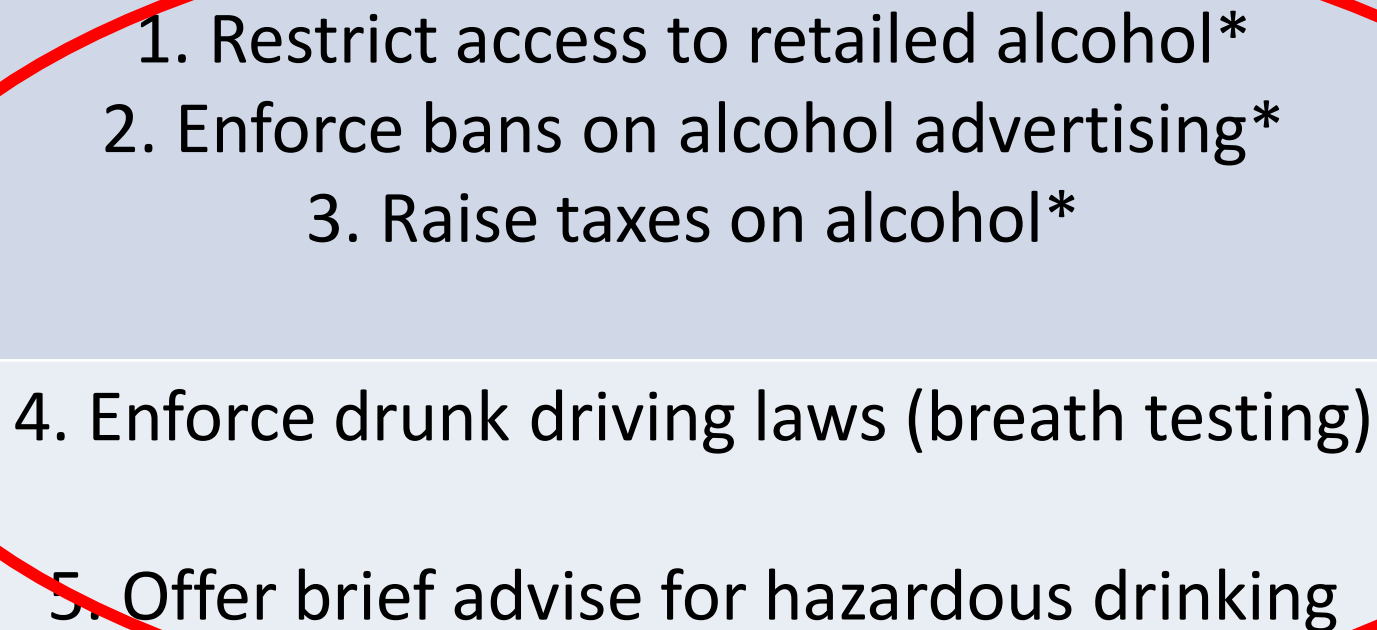
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Interventions/Actions

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Alcohol Advertising and Youth: Published systematic reviews

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

- 13 longitudinal studies following up more than 38,000 young people
- “Longitudinal studies consistently suggest that exposure to media and commercial communications on alcohol is associated with the likelihood that adolescents will start to drink alcohol, and with increased drinking amongst baseline drinkers”

The Effect of Alcohol Advertising, Marketing and Portrayal on Drinking Behaviour in Young People: A Systematic Review of Prospective Cohort Studies

- 7 cohort studies following up more than 13,000 young people aged 10 to 26 years
- “...data from prospective cohort studies suggest there is an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people. Inferences about the modest effect sizes found are limited by the potential influence of residual or unmeasured confounding.”

COMPARISON OF PRIMARY PAPERS USED IN SMITH (2009) VS ANDERSON (2009)

1994-2006

1. Casswell S, Zhang JF: **Impact of liking for advertising and brand allegiance on drinking and alcohol-related aggression: a longitudinal study.** *Addiction* 1998, **93**:1209-1217.
2. Connolly GM, Casswell S, Zhang JF, Silva PA: **Alcohol in the mass media and drinking by adolescents: a longitudinal study.** *Addiction* 1994, **89**:1255-1263.
3. Ellickson PL, Collins RL, Hambarsoomians K, McCaffrey DF: **Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment.** *Addiction* 2005, **100**:235-246.
4. Snyder LB, Milici FFSM, Sun H, Strizhakova Y: **Effects of alcohol advertising exposure on drinking among youth.** *Archives of Pediatrics & Adolescent Medicine* 2006, **160**:18-24.
5. Stacy AW, Zogg JB, Unger JB, Dent CW: **Exposure to televised alcohol ads and subsequent adolescent alcohol use.** *American Journal of Health Behavior* 2004, **28**:498-509.
6. Robinson TN, Chen HL, Killen JD: **Television and music video exposure and risk of adolescent alcohol use.** *Pediatrics* 1998, **102**:E54.
7. Bulck J van den, Beullens K: **Television and music video exposure and adolescent alcohol use while going out.** *Alcohol Alcohol* 2005, **40**:249-253.
8. Sargent JD, Wills TA, Stoolmiller M, Gibson J, Gibbons FX: **Alcohol use in motion pictures and its relation with early-onset teen drinking.** *J Stud Alcohol* 2006, **67**:54-65.
9. Casswell S, Pledger M, Pratap S: **Trajectories of drinking from 18 to 26 years: Identification and prediction.** *Addiction* 2002, **97**:1427-1437.

1994-2008

1-9 (AT LEFT) PLUS

1. Collins *et al.* (2007) USA (South Dakota) 2000
2. Fisher *et al.* (2007) USA 1998–1999
3. Pasch *et al.* (2007) USA (Chicago) 2003
4. Henriksen *et al.* (2008) USA (California) 2003
5. Hanewinkel and Sargent (2008) Germany 2005
6. Wills *et al.* (2008) USA 2003
7. McClure *et al.* (2008). Same sample as Wills *et al.* (2008) above USA 2003

Published since 2008

- **Seven longitudinal studies**
 - All found significant associations between exposure to, awareness of, engagement with and/or receptivity to alcohol marketing at baseline, and initiation of alcohol use, initiation of binge drinking, drinking in the past 30 days, and/or alcohol problems at follow-up
- **Three RCTs (experimental)**
 - Two of three find immediate effects on drinking of exposure to alcohol advertisements embedded in commercial breaks in films
- **23 cross-sectional studies**
 - All find significant associations between exposure to alcohol marketing and youth drinking, but cannot address causality

Alcohol marketing and youth alcohol consumption: a systematic review of 7 longitudinal studies published since 2008

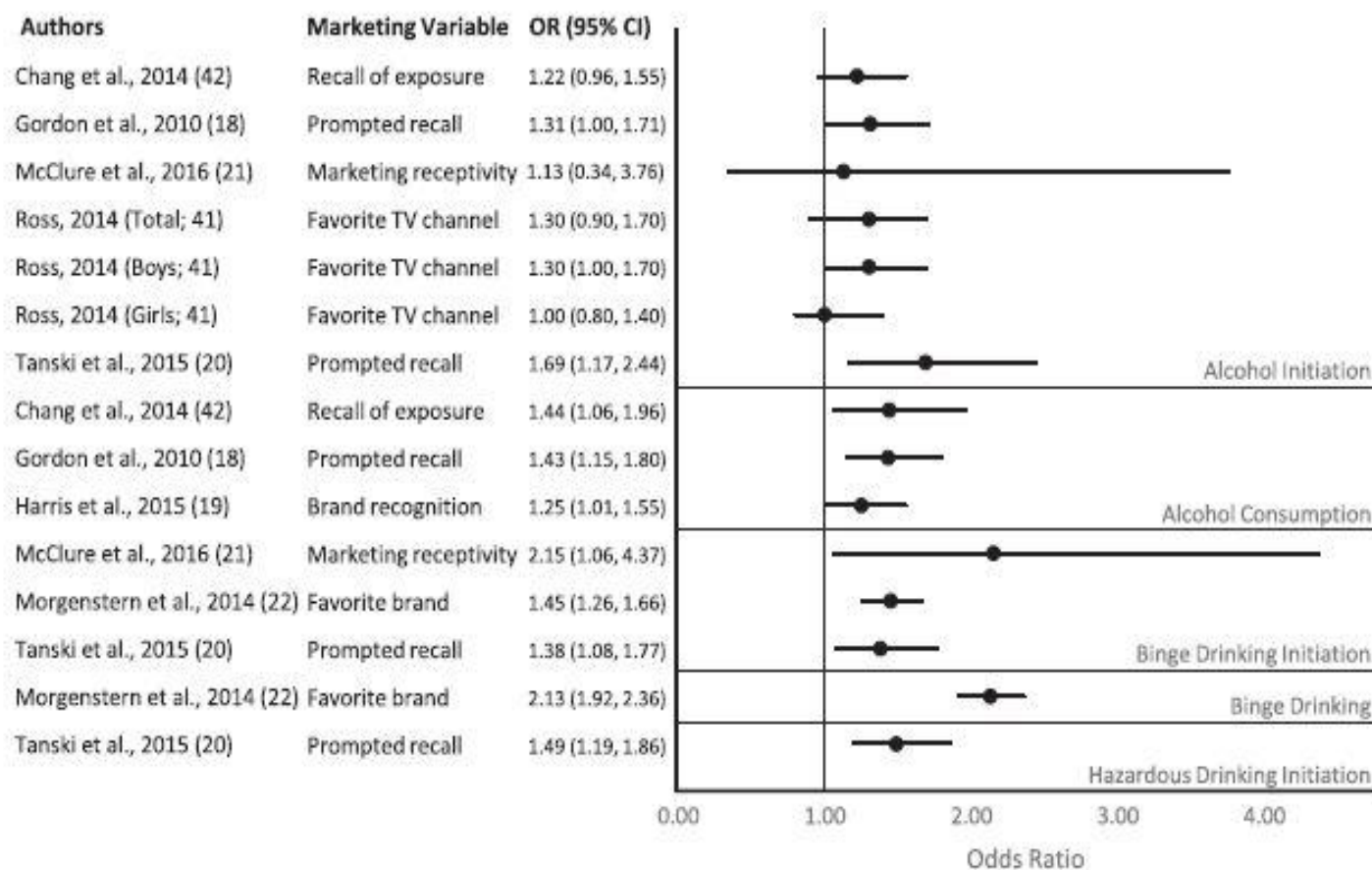


Figure 2 Forest plot of longitudinal cohort studies that supplied odds ratios and 95% confidence intervals

Original Scientific Article

Perceptions of the role of advertisements in influencing the purchasing and consumption of alcohol in Trinidad: A qualitative study

S. Mohammed¹, A. Seeraj¹, F. Alexander¹, M. Basdeo¹, D. Dass¹, L. Johnson¹, A. Khan¹, P.S. Maharaj¹, K. Ramlogan¹, K.S. Steele², S.A. Persad MB BS³ & R.G. Maharaj⁴ MB BS, DM

¹ Medical students at the Unit of Public Health and Primary Care, The Faculty of Medical Sciences, The University of the West Indies, St. Augustine, Trinidad.

² Medical student at SUNY Downstate College of Medicine, New York, New York, USA.

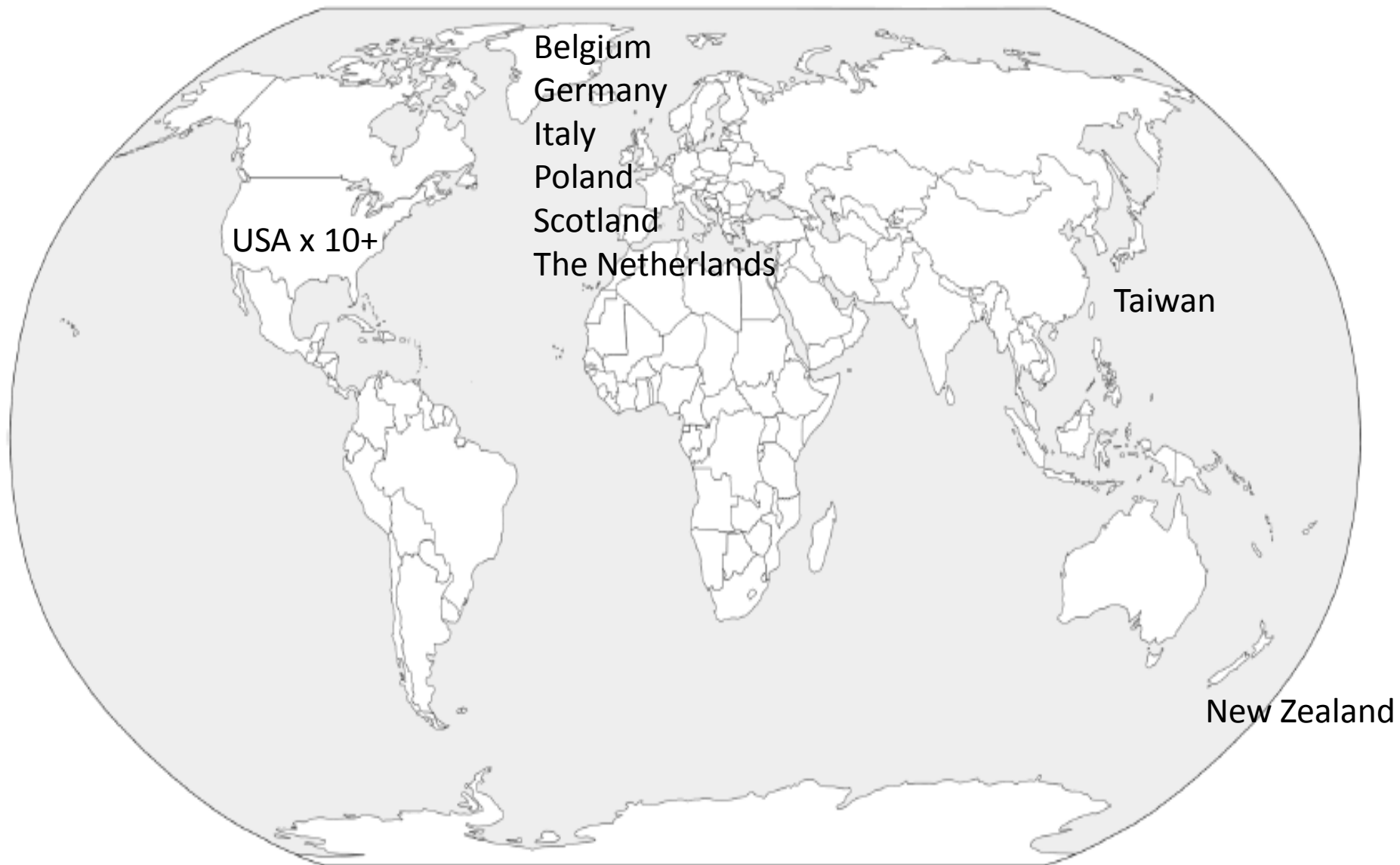
³ Primary Care Physician, Eastern Regional Health Authority, Trinidad.

⁴ Senior Lecturer, Unit of Public Health and Primary Care, Faculty of Medical Sciences, The University of the West Indies, St. Augustine, Trinidad.

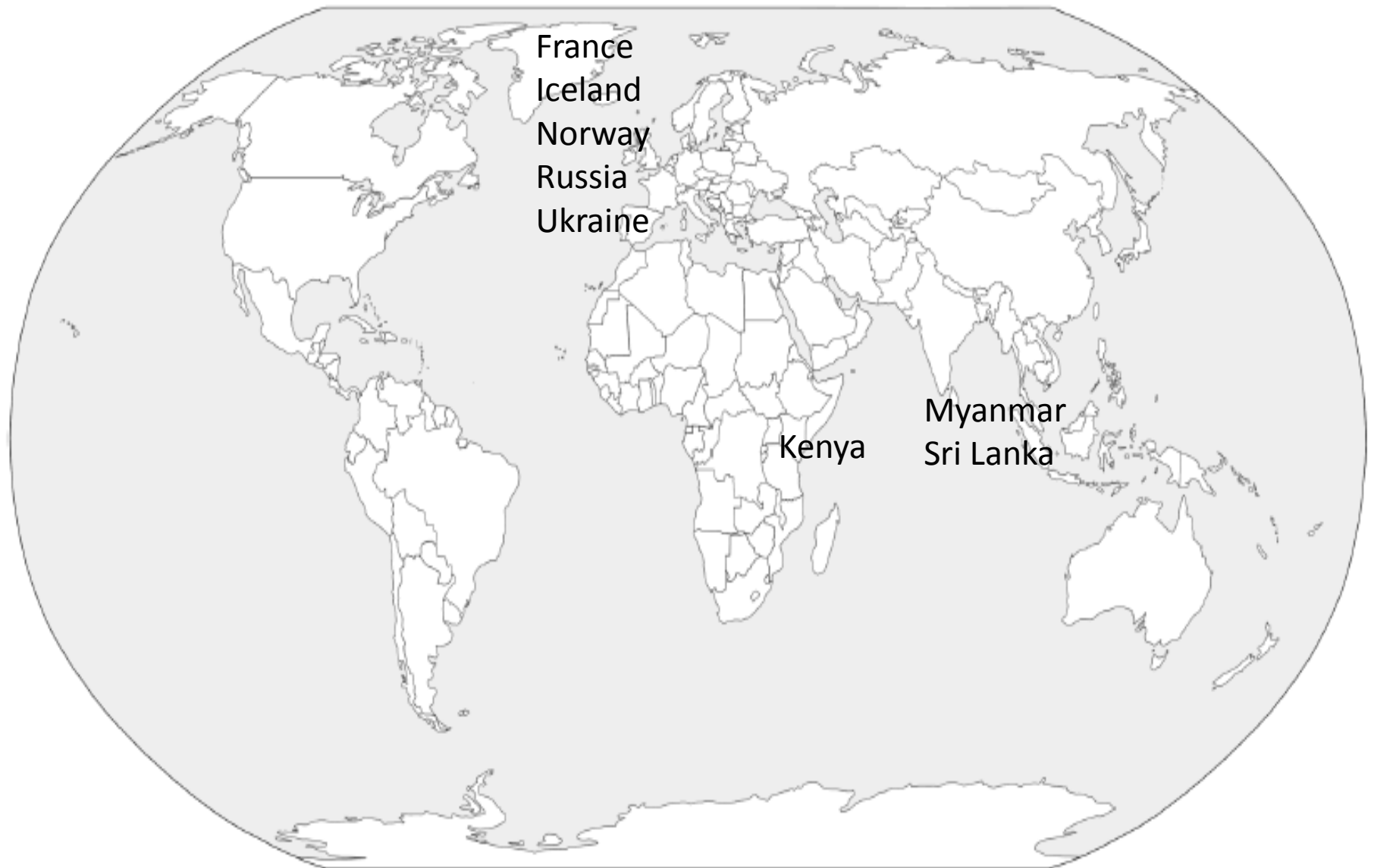
Results: Participants generally reported that they did not think that alcohol advertisements had a major influence on their personal purchase and consumption of the advertised products.

Conclusion: Participants' perception was that alcohol advertisements had a mixed impact on their and others' purchase and consumption of alcohol products. This appears contradictory to the large advertising budgets of most alcohol producers. It may be that many members of the Trinidadian public are unaware of the influence of alcohol advertisements on their purchasing and consumption.

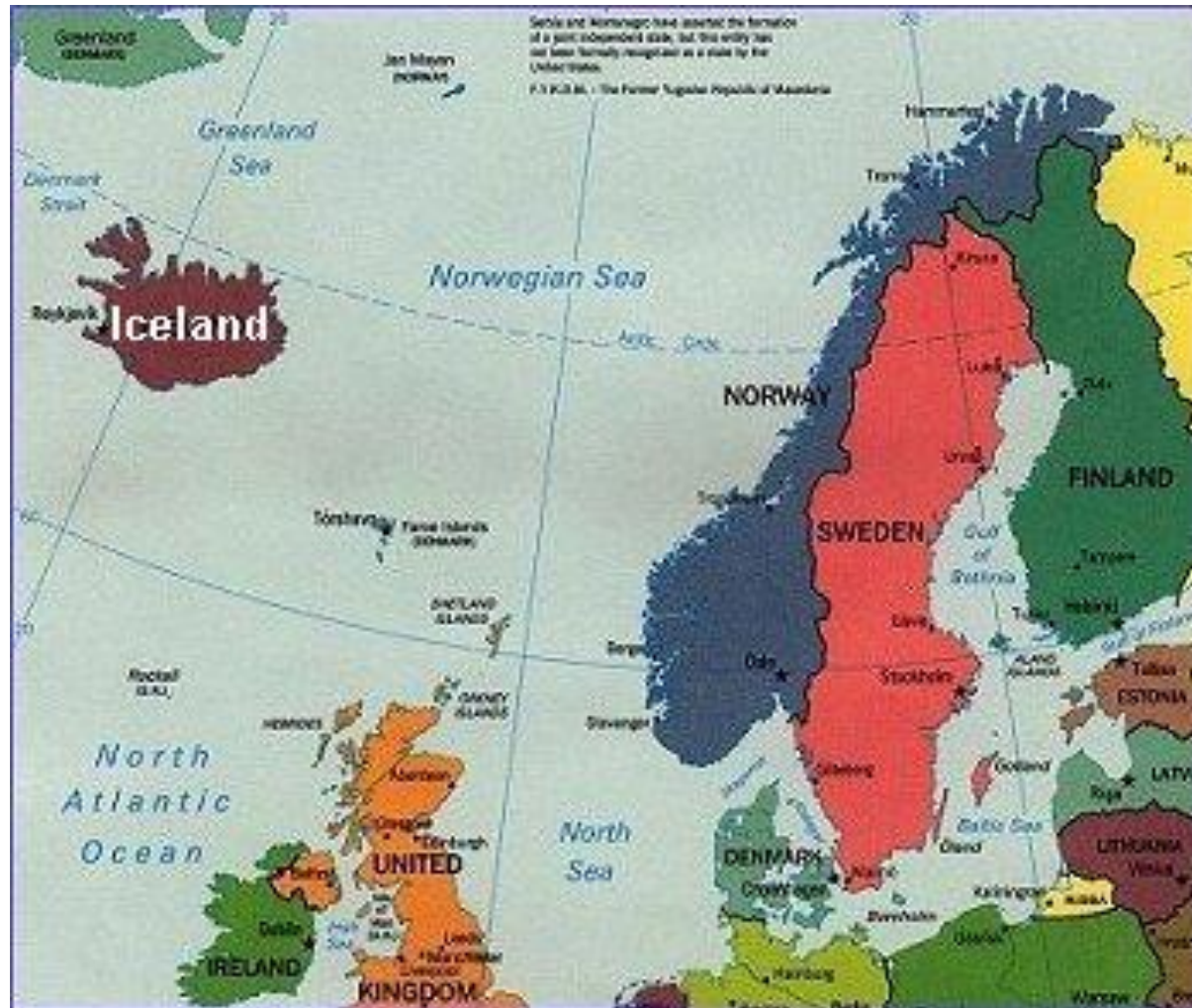
Countries where primary research conducted



Countries with a complete ban on alcohol advertising



An international success story





Iceland the smallest nation to ever qualify for the FIFA World Cup!

FOOTBALL, ICELAND, SOCCER, SPORTS

Average player age 28.6yr



By Gunnar Jónsson

10:02 am October 10, 2017



Iceland dethrones T&T as smallest nation ever to qualify for a World Cup



In Euro 2016, Iceland came second in their group (which included a draw against Portugal and a win against Austria). In the round of 16, they famously beat England 2–1. However, they lost 5–2 against France in the quarter-finals.

Relative available football populations Iceland vs France (2017)

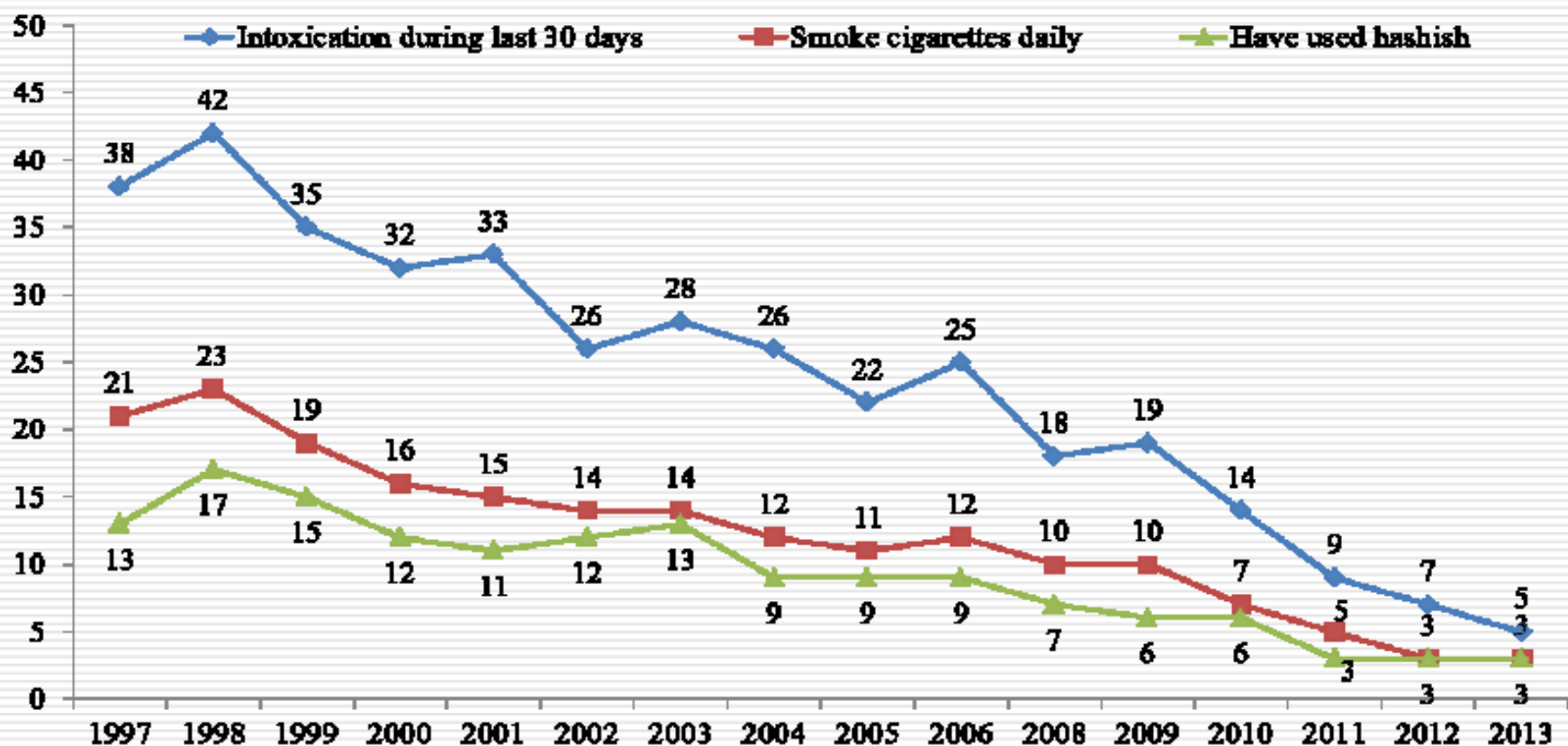
ICELAND

- 20 -34 year old males make up 11% of 334k = 36.7k
- 20 players out of a pool of 36 700

FRANCE

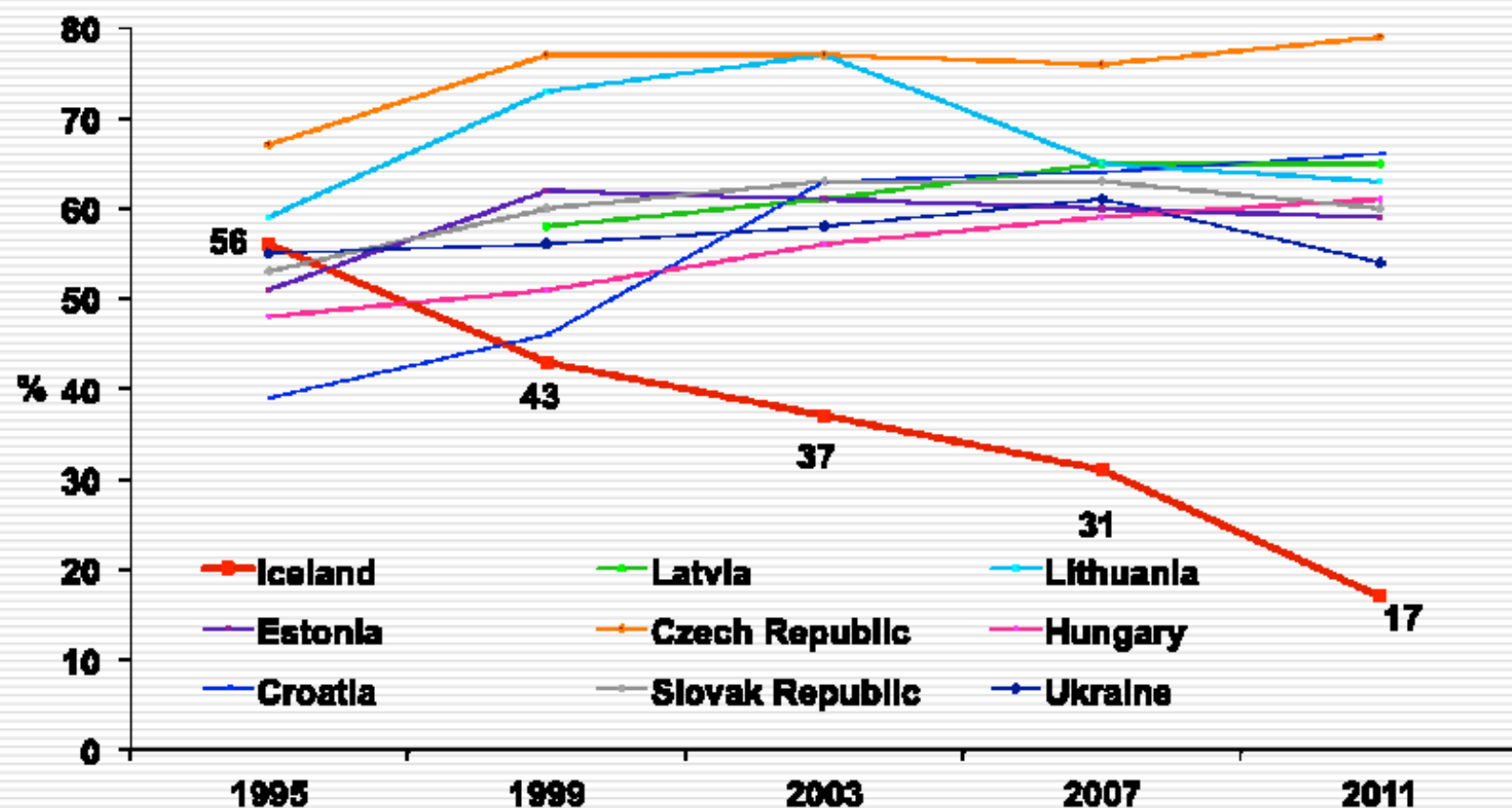
- 20 -34 year old males make up 8.9% of 65 million = 5.78m
- 20 players from a pool of 5 780 000

Substance use has declined dramatically



Sigfusdottir, I.D., Kristjansson, A.L., Thorlindsson, T., og Allegrante, J.P. (2008). Trends in prevalence of substance use among Icelandic adolescents. *Substance Abuse Treatment, Prevention, and Policy*, 3(12), 1-9.

Alcohol use past 30 days (ESPAD)



Legal framework for change in Iceland

- It became illegal to buy tobacco under the age of 18 and alcohol under the age of 20
- Tobacco and alcohol advertising was banned.
- Links between parents and school were strengthened through parental organizations which by law had to be established in every school, along with school councils with parent representatives.
- A law was also passed prohibiting children aged between 13 and 16 from being outside after 10 p.m. in winter and midnight in summer. It's still in effect today.

The Icelandic Model

Risk factors

Peer group

- Having friends who smoke, drink and use other substances

Unstructured activities

- Attending parties
- Spending time downtown nights/weekends
- Hanging out around malls/shopping centres

Protective factors

Organized youth work

- Participating in sports with a team or a club
- Engaging in structured activities within youth recreational centres
- Extracurricular activities in school
- Other: scout clubs, rescue squads, religious groups etc.

Parents

- Support: caring and warmth
- Monitoring: knowing with whom and where the adolescents are in the evenings
- Amount of time spent with parents



Other elements

- Project Self-Discovery
- Harvey Milkman
- Financial support for families

Summary

- More than 20 longitudinal studies conducted between 1994-2015 in more than 18 research sites and summarized in 3 Systematic Reviews are arriving at the same conclusion:

There are significant associations between exposure to, awareness of, engagement with and/or receptivity to alcohol marketing at baseline, and initiation of alcohol use, initiation of binge drinking, drinking in the past 30 days, and/or alcohol problems at follow-up.

The End. Thank You.

- When alcohol advertising restrictions are employed with other youth friendly activities there is a potential for substantial reduction in youth alcohol consumption as in the case study of Iceland.