Guiding public health action on drinking cultures

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Overview

Outline

- **Introduction and context**
- **Discovery activity**
- **Discussion/groups present**
- **Intervention ideas**
- **Funding opportunity**

Objectives

- **Broadly understand and be able to apply the concept of alcohol culture change in your local area**
- **Be aware of examples of culture change interventions**
- **Increased knowledge of VicHealth's programmatic investments in alcohol culture change**

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Drinking culture

Tabloids

Melbourne needs to change its culture of drinking to excess

news.com.au 2011

Which countries have the worst drinking cultures?

The Guardian 2016

From savouring flavours in France to binge drinking in Australia - readers talk about the alcohol culture where they live

Opinion: Lockout laws won't work due to Australian drinking culture

© February 12, 2016 5:12pm
↖ Robert Cavallucci

The Herald Sun 2016

Drinking culture unacceptable, says NSW Premier Barry O'Farrell

Lisa Davies, Sean Nicholls
Published: September 10, 2013 - 6:37PM

The Age 2013

Australia's binge drinking culture puts mental health at risk, experts warn

By Kellie Scott
Updated 30 Mar 2016, 9:54am

Nine News 2016

We need to wake up and stop celebrating Australia's drinking culture
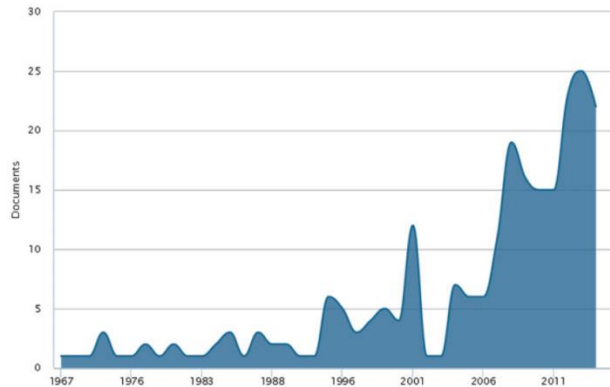
news.com.au 2012

James Horwill denies there is a drinking culture within Wallabies camp

The Age 2013

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Drinking culture? What do we mean?

Concept development

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Concept development

Articles in the SCOPUS database containing the term 'drinking culture/s' between 1967-2014

Savic et al (2016) Defining "drinking culture". A critical review of its meaning and connotation in social research on alcohol problems. Drugs: Education, Prevention and Policy

1. Review of previous VH work in alcohol culture change – NEN NTP

2. Literature review on drinking culture concept
   > Little offered in definition, yet mass interest, no single agreement
   > Subpopulations approach hinging on social norms and smaller groups appears more effective
   > Further work required

3. Stakeholder consultations
   > Confirmation of need for definition with PH angle
   > Vision required
   > Consider integration of societal and smaller group approaches
   > Focus on understanding **social norms, beliefs, perceptions, values** etc. around alcohol and related behaviours
   > First attempt at collectively identifying the **factors that influence** alcohol culture

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Alcohol Cultures Framework

A framework to guide public
health action on drinking cultures

Alcohol Cultures Framework

https://www.youtube.com/watch?v=1yZfjpbHKi8&feature=youtu.be

The Framework

Definition

Vision

Frames for intervention
- Societal
- Settings
- Subculture
- Family-individual

Factors that influence drinking

Critical questions

Program planning checklist

What are alcohol cultures?

There is no single drinking culture in Australia, but a mix of drinking cultures across different subpopulations.

We define alcohol culture as **the way people drink** including the formal rules, social norms, attitudes and beliefs around **what is and what is not socially acceptable** for a **group of people** before, during and after drinking.[1]

What might a culture that prevents harm from alcohol look like?

The relationship between heavy drinking and harm is well known. We would like to see people socially supporting one another to engage in low-risk drinking practices rather than high-risk drinking, resulting in reduced harm for the individual, their family, bystanders and the broader community. Such a culture could be described as:

- a supportive policy, physical and social environment where people do not feel pressure to drink

- when alcohol is consumed it is done at levels of low risk

- social pressure supports low-risk drinking and discourages high-risk drinking

- occurrences of drinking are reduced

- intoxication is socially rejected.

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Frames for intervention

Frames for intervention	Examples of groups within the frames for intervention
Societal Whole-of-population drivers at a state, national or global level around alcohol.	• National or statewide groups of people e.g. men, women, young people, rural residents
Setting* The physical and social environment where alcohol is consumed and the context of the occasion.	• Licensed venues e.g. bars, clubs, pubs • Private residences e.g. home, friend's house • Public places e.g. parks, beach, entertainment precincts, public transport • Events e.g. weddings, birthdays, BBQs, sport, celebrations • Festivals e.g. schoolies, music, comedy, arts, cultural • Education institutions e.g. primary, secondary, TAFE, tertiary • Workplaces e.g. during work or after hours • Sports events e.g. game days, racing, parades • Technology e.g. social media, internet, online gamers
Subculture* Social groups with established boundaries and commitment from members who share identity, values, beliefs and social norms. Identifying as a member of a subculture can extend beyond face-to-face interactions. They can sometimes be recognisable to those inside and outside of the group. *These two frames are the focus of this Framework.	• Self-expression groups e.g. hipsters, goths, bikers • Occupations with a strong identity e.g. newspaper reporters, police, army • Music fan groups or musicians e.g. country, punk, ravers, hip-hop, garage bands • Ethno-religious groups with strong identity e.g. Italian-Australians • Sports groups and fans with strong commitment e.g. diehard football fans, skaters, golfers, cyclists • Groups of commonality e.g. mothers group, class group, faculty students at university • Technology-based groups e.g. gamers, blog followers, social media fans • Groups with specific drink interests e.g. beer, cider, wine, spirits, non-drinkers
Family and individual Individuals have a unique combination of genetic and personal characteristics which interact with the configuration of structural, cultural, contextual and interpersonal factors in play in any given situation.	• Family members, siblings, parents/guardian, spouse • Friend/s, neighbours, acquaintances, co-workers • An individual person in a specific scenario e.g. a high school senior contemplating what is next, a single working mother, a happily married man who has just been laid off work

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Factors that influence drinking

SOCIETAL	SETTING	SUBCULTURE	FAMILY AND
...ors that influence the ...k and the risk of harm	Examples of factors that influence the way people drink and the risk of harm	Examples of factors that influence the way people drink and the risk of harm	Examples of factor... way people drink a...
...rdability	Availability and the role of alcohol	Shared social customs	Biological facto...
...ccess	Layout and design of the drinking environment	Use-values	Person...
...ilability	Social context of the setting	Role models, positive or negative influences	Intergenera...
...d commodification	Link between alcohol and the setting	Modes of social control	Role models positive...
...ms and structures	Formal rules and enforcement	Cultural meanings of drunkenness	Priorities and...
...al position	Settings-based advertising and promotions	Peer influence and social pressure	Religion and s...
...on gender and masculinity	Subcultures that own/operate within the setting	Misperceptions around drinking	Own health wellb...
...ture and identity	Role models, positive or negative influences	Acceptability of intoxication	Physical and psychotro...
	Expectations about behaviour while drinking	Social norms	Isolation or la... interactions/soc...
...ulation control is significant ...e national and state alcohol ...ntinue to be a priority. This ...ges the influence of societal ...the strong existing evidence ...tion reform, but its emphasis ...ing and subculture frames for ...cultural change and regulation ...t be viewed as alternatives.	Acceptability of intoxication	Gendered norms (e.g. masculinity)	
	Peer influence and social pressure	Technology	

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Critical questions

The chart below includes examples of critical questions to ask when developing programs at the setting and subculture frames for intervention.

Frame for Intervention	Examples of critical questions to ask
SETTING	How available and accessible is alcohol in a given setting?
	How central is alcohol to the function of a setting, what purpose does it serve e.g. celebrating life events/success?
	Does the location of the bar influence the way people drink? Is water easily accessible?
	How does the drinking space feel? How it is organised in relation to the drinker?
	Do social circumstances influence the way people drink in a given setting?
	What alcohol harm reduction rules or policies exist? How are they enforced?
	What effect do setting-based alcohol promotions have on the way that people drink? Are low- or non-alcoholic drinks encouraged?
	Do role models exist within a particular setting? How do they influence drinking e.g. parents around their children, a senior football player around juniors?
	What is the expected behaviour when drinking in a particular setting e.g. parents at home or underage boys at a party?
	Is intoxication socially accepted? In what circumstances is it not accepted? What happens when it is not accepted?
	Do peers/friends/family encourage one another to drink more/less in a particular setting? In what circumstances is it difficult to 'say no' to a drink?
	What behaviour is expected of a group of people when drinking e.g. buying rounds or shouting drinks?
	What does alcohol mean and what purpose does it serve to the subculture e.g. therapeutic, recreational, social, psychoactive?
	Do role models encourage/discourage drinking within the subculture? How do they influence the way people drink

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PROGRAM PLANNING CHECKLIST

The following elements could be considered when planning to influence alcohol cultures:

- Target subpopulations that engage in risky drinking practices, e.g. a specific occupational group that drinks heavily together, or tertiary students who drink heavily together to celebrate.

- Consider social position and the impact that proposed interventions may have on different population groups.

- Address structural and social factors that drive culture and behaviours, rather than behaviours only.

- Understand the frames for intervention by investigating the factors that socially shape the way people drink and asking critical questions about alcohol culture.

- Seek allies for change or champions to drive and model culture shifts within the target group.

- Co-design strategies with the targeted subpopulation and continually seek their input, and communicate findings with the group.

- Implement a flexible approach that allows

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Activity

Split into smaller groups – by LGA or local area (if possible)

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Activity
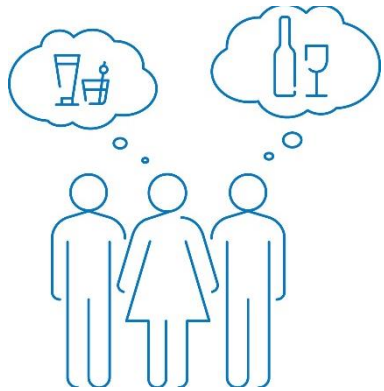
1. **Brainstorm list of risky drinking* subcultures in your local area (try not to choose youth focus i.e. under 18)**

   ➢ For each group identify two types of settings:

      ➢ Setting in which risky drinking occurs

      ➢ Setting by which you could access this group of people

2. **Select one subculture to discuss in more detail**

   ➢ Create a list of assumptions about risky drinking for this group – consider why risky drinking occurs?

   ➢ What is important to this group? What do you think this group values?

   ➢ Who could be role models within/for this group to drive change?

   ➢ Identify critical questions and how you could ask them?

   ➢ What partners could support you in your work within your local area?

   NOTE: Next steps would be planning how you could engage with this group to increase knowledge on the way drinking occurs and shape the design of an intervention. But we wont be doing this today....

*Risky drinking = 5+ drinks on a single occasion

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Discussion
Present findings to group

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Intervention Ideas

Hypothetically if scoping/discovery was complete....

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This Free Life

Fact: LGBT young adults are 2 times as likely to use tobacco as other young adults, resulting in tens of thousands of LGBT lives being lost to tobacco use each year.

Aim: prevent and reduce tobacco use among LGBT young adults ages 18-24 who use tobacco occasionally, within 24 months.

Intervention

- Public education campaign to affect positive change in knowledge, attitudes, and behavioural intentions

- Authentic and credible messages from tobacco-free **members of the LGBT community** – encourages inspiration from their peers to also live tobacco-free.

- Challenge the perception that tobacco use is a necessary part of being LGBT

- Variety of marketing tactics (paid media, engagement through digital platforms) and outreach at the local level.

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THE KEY MESSAGES OF THE CAMPAIGN INCLUDE:

The negative health consequences and addiction risks of tobacco use

The dangerous mix of chemicals found in cigarette smoke

How tobacco use negatively affects aspects of life that are very important to LGBT young adults, while a tobacco-free lifestyle aligns with LGBT ideals like being free

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This Free Life
Be Known for Your Flawless

https://www.youtube.com/watch?v=j8GwWzZChno

Join the Commune

Fact: In California (2011), young adults had the highest smoking prevalence of any age group, 32% of California smokers started smoking between the ages of 18 and 26 years.

Aim: to decrease smoking amongst young adults "hipsters" who frequent bars in San Diego, CA.

Intervention

- Build a movement of resistance amongst young adults against large corporations, including tobacco companies

- Focus on tobacco industry activities rather than individual smoker behaviour

- Use of commercial marketing tactics against big tobacco companies (social branding)

- Creative component, strong engagement with target group

- Supported by events, community competitions, quit smoking groups and a range of outreach projects

Join the Commune Values

Hipster Values

- Creative - alternative music, live shows, local artists

- Support local – bars, music, artists, designers

- Anti tobacco industry because of its effect on social justice issues

- Self expression, non-mainstream physical appearance and authenticity = a message by and for hipsters
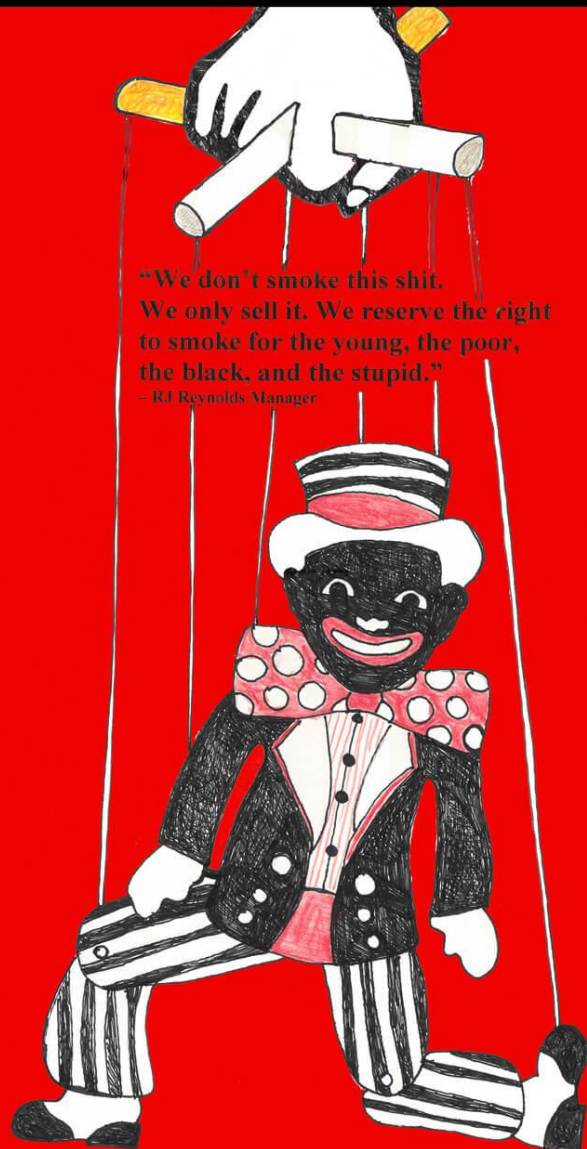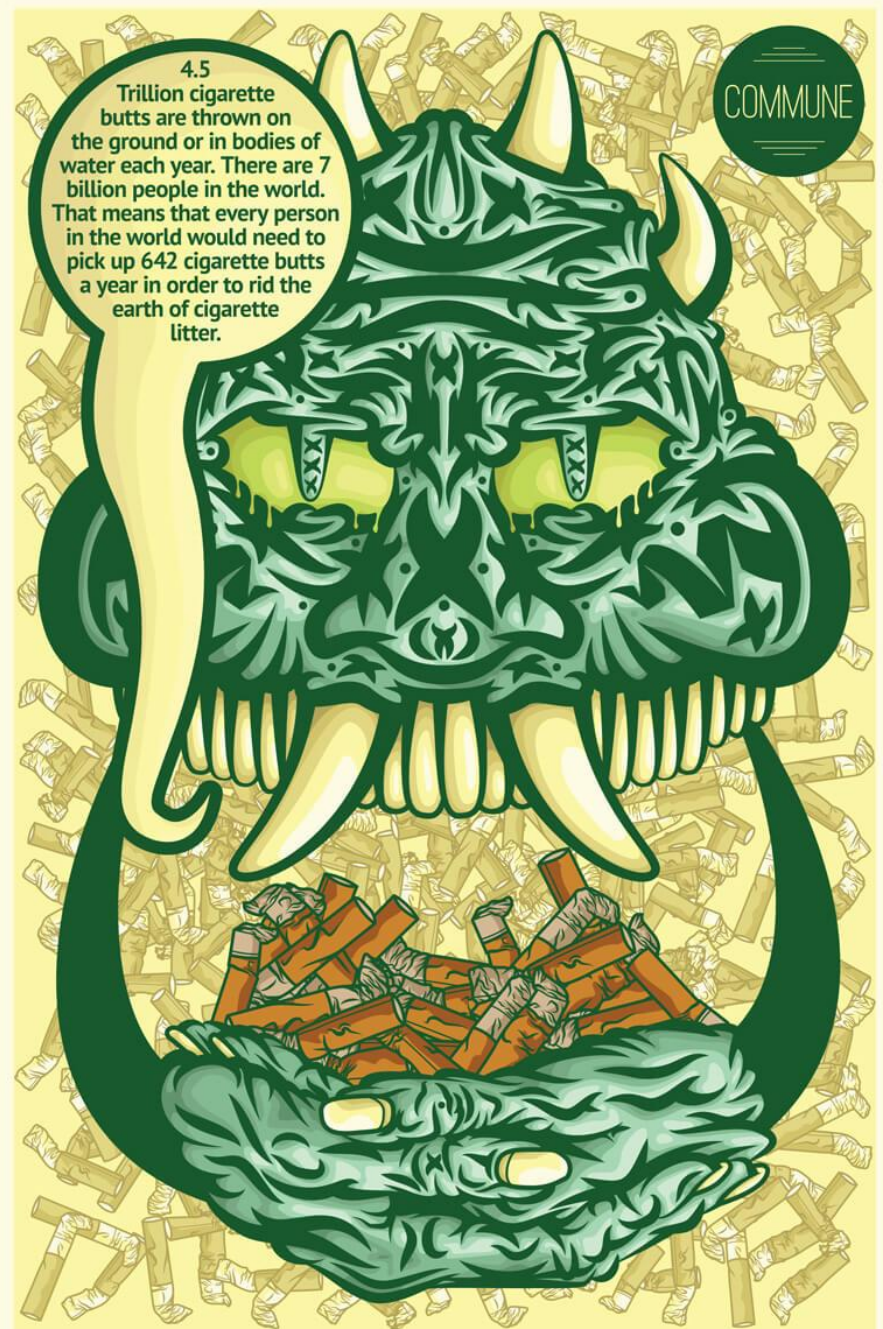
- Environmentally friendly

BIG TOBACCO FACTS

1. In 1996, a major tobacco company planned to boost cigarette sales by targeting homeless people. They called their plan "Project SCUM: Sub Culture Urban Marketing." [1]

2. In 1997, a Big Tobacco executive once said, under oath, that he believed Gummy Bears were addictive like cigarettes. [2]

3. In 1996, Charles Harper, R. J. Reynolds Chairman said, "If children don't like to be in a smoky room, they'll leave." When asked by a shareholder about infants, who can't leave a smoky room, Harper stated, "At some point they begin to crawl." [3]

4. Problems with self-esteem. Has menial, boring job. Emotionally insecure. Passive-aggressive. Probably leads fairly dull existence. Grooming not a strong priority. Lacks inner resources. Group conformist. Non-thinking. Not into ideas. Insecure follower. These are all terms taken from Big Tobacco's files that have been used to describe different groups of potential customers for their deadly, addictive products. [4]

5. In 1994, the CEOs from 7 major tobacco companies testified before Congress, under oath, that they believe nicotine is NOT addictive. [5]

6. More than 60% of tobacco-growing land in located in low-income countries where tobacco is cultivated as a cash crop for export. These countries are too poor to import food, so the tobacco crops prevent them from properly feeding their citizens. 10-20 million people could be fed if all tobacco crops were replaced with food crops. [6]

7. A tobacco company once gave $125,000 worth of food to a charity, according to an estimate by The Wall Street Journal. Then, they spent well over $21 million telling people about it. [7]

8. When asked why none of the company's executives smoked, an RJ Reynolds representative responded. "We don't smoke this shit. We only sell it. We reserve the right to smoke for the young, the poor, the black, and the stupid." [8]

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Help a hipster

https://www.youtube.com/watch?v=IrA5MHuZfD0

Alcohol Cultures Framework

Key Concept Alcohol Cultures Framework	This Free Life	Join the Commune
Subpopulation approach targeting risky practices	LGBT young adults, occasional smokers	Hipsters that smoke
Social position/health equity lens (*crude)	LGBT	Low-income
What drives culture and behaviour? (Values)	Peer influence, physical appearance	Creative bunch, support local, social justice, self expression, environment
Seek allies for change	Drag queens	Young adult non-smoking hipsters and who could express their reasons for maintaining a smoke-free lifestyle to their peers.
Targeted messaging	Yes	Yes

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Funding Announcement

Presentation Name

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Evidence review – drinking cultures

Stakeholder consultations

Alcohol Cultures Framework

2015 - 2016

Alcohol Culture Change Initiative 2017-19

$3M

GOAL: *To improve the drinking culture/s within specific risky drinking subpopulations.*

Local Council Program Stream 1.3M	University Program Stream $500K	Open Funding Program Stream $1.08M
Projects	Project	Projects

Alcohol Culture Funding Round

Creating a movement of change

March/April 2017

Designed to appeal to a specific risky drinking subpopulation – one size does not fit all. Four middle-older age subpopulations of risky drinkers identified, research to unpack values/social norms underway:

- Same-sex attracted women (Gen X)

- Sports bar attendees (Gen X and Baby Boomers)

- Rural pub attendees (Gen X and Baby Boomers)

- Construction worker men (Gen X)

- Possibly others… perhaps with a focus on masculinity

Pool of funding available = 1.08M over 24 months

Funding for 5 to 6 projects (estimate)

Announced and open for submissions in March/April 2017

Sign up to VicHealth e-newsletter for announcements

Thankyou

alcohol@vichealth.vic.gov.au

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