

Alcohol Research Update

New Zealand:

Alcohol involvement in sexual behaviour and adverse sexual health outcomes from 26 to 38 years of age.

Research from the Dunedin Multidisciplinary Health and Development Study, examined self-reported alcohol use and sexual behaviour of the cohort at age 26, 32 and 38 years.

The authors found that at 38 years of age, 8 per cent of men and almost 15 per cent of women said they had 'usually' or 'always' drunk alcohol before having sex in the previous year. Only 20 per cent of men and 16 per cent of women said they never did so. Drinking heavily at least once a week was more common at 38 years of age than at 26.

About 14 per cent of men and 12 per cent of women reported some adverse impact of drinking before sex in that year, including regretted sex and failure to use contraception or condoms.

Women were twice as likely as men to report using alcohol to make it easier to have sex in the past year compared with men (13.9% vs 6.3%).

Frequent heavy drinking was significantly associated with the involvement of alcohol in sex 'usually' or 'always', for both men and women. Frequent heavy drinking women were also more likely than other women to have terminated a pregnancy in the six years from age 32 to 38, once relationship status, SES and number of partners had been taken into account. Heavy drinking patterns were associated with more sexual partners, regretted sex, higher likelihood of sexually transmitted infections, and pregnancy terminations among women.

Connor JL, et al. Alcohol involvement in sexual behaviour and adverse sexual health outcomes from 26 to

38 years of age. PLoS ONE 2015; 10(8): e0135660. Doi:10.1371/journal.pone.0135660.

Impacts of New Zealand's lowered minimum purchase age on context-specific drinking and related risks.

This research examined the impacts of the lowered minimum purchase age (MPA) from 20 to 18 years in 1999, on frequencies of use of different drinking contexts and related risks among underage, newly of-age, and of-age drinkers in New Zealand. Data from the 1995, 2000 and 2004 NZ National Alcohol Surveys was used.

The study found that the lower MPA increased drinking frequency and quantities among 16-17 year old drinkers at home and others' homes.

The study also found that the lower MPA was associated with more frequent drinking at pubs/nightclubs among newly of-age 18-19 year olds, it however moderated quantities consumed at these places, and increased quantities consumed at home and at others' homes.

Authors suggest this could relate to the lower costs of alcohol purchased at off-licences, possibly for the purpose of preloading.

Despite the decline in average drinking quantities in pubs/nightclubs by 18-19 year olds, there was a threefold increase in problems per drinking occasion. The small reduction in drinking quantity was far outweighed by the additional risks for problems that accrued among drinkers in these contexts. Study authors note that bars and nightclubs did not provide safer drinking contexts for 18-19 year olds.

The authors conclude that the 1999 change in MPA for alcohol appears to have been associated with substantive changes in uses of drinking contexts, drinking and associated drinking problems among 16-19 year-olds.

Gruenewald PJ, et al. Impacts of New Zealand's lowered minimum purchase age on context-specific drinking and

related risks. *Addiction* 2015; Jun 27. doi: 10.1111/add.13034. [Epub ahead of print].

Alcohol use and older Māori in Aotearoa.

This study investigated alcohol use, hazardous and binge drinking prevalence, and the relationships to socio-demographic variables in older Māori adults (selected at age 50 and above) using a cross-sectional postal survey of 1042 older Māori people randomly selected from the New Zealand Electoral Roll.

The authors found a high prevalence of current alcohol use (89.8%) among the survey population. Hazardous drinking was also high, with 41.2% categorized as hazardous drinkers (using AUDIT-C scores). A total of 19.6% of older Māori reported binge drinking at least monthly or more.

Further, being male, a current smoker and being part of a constricted social network was significantly related to hazardous drinking. Males, current smokers and those reporting higher Māori cultural identification were more likely to be binge drinking.

Herbert S, Stephens C. Alcohol use and older Māori in Aotearoa. J of Ethnicity in Substance Abuse 2015;26:1-19.

International:

Alcohol advertising in sport and non-sport TV in Australia, during children's viewing times.

This research analysed advertisements on free-to-air Australian TV in 2012 and found that children are being exposed to thousands of alcohol adverts when watching sport TV.

The study found 87 per cent of all alcohol adverts during daytime were in sport TV. There were 6,049 alcohol adverts on free-to-air Australian sport TV (in 2012), with significantly more alcohol adverts per hour in sport than non-sport TV suggesting that considering the amount of programming time for sport vs. non-sport TV there's four alcohol adverts in sport for every one in non-sport. Most of the alcohol advertising coincided with children's peak viewing times.

The authors question the effectiveness of advertising regulations designed to protect children. They recommend removing the clause in the regulations that allows alcohol advertising in sport, and prohibiting alcohol advertising before 9.30pm. This they argue would half children's exposure to alcohol advertising.

O'Brien KS, et al. Alcohol advertising in sport and non-sport TV in Australia, during children's viewing times. PLoS ONE 2015; 10(8): e0134889. Doi:10.1371/journal.pone.0134889.

Alcohol advertising and sponsorship in Formula One: a dangerous cocktail.

The European Alcohol Policy Alliance (Eurocare), Institute of Alcohol Studies (UK) and Monash University (Australia), investigated the extent of alcohol advertising during the 2014 Formula One (F1) Monaco Grand Prix together with an analysis of F1 teams' alcohol industry sponsorship.

Their analysis showed that during the 2014 Monaco F1 race, there were on average 11 references to alcohol brands per minute. In other words – the worldwide audience of a total 500 million people were exposed to an alcohol brand on average every five seconds for almost two hours.

The authors conclude that F1 racing has the highest level of alcohol brand exposure of any sports event reported in peer reviewed literature, with spirit and vermouth brands predominant. The authors believe that the sponsorship practices go against the spirit of the EU Audiovisual Media Services Directive. They also believe that the practices in F1 also go against even weaker voluntary codes set up by the alcohol industry itself.

Eurocare, IAS, Monash University. Alcohol advertising and sponsorship in Formula one: a dangerous cocktail. A frequency analysis of 2014 Monaco Grand Prix and alcohol sponsorship of formula one teams. May 2015.

Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs.

This Australian study examined the effectiveness of the Australian Drug Foundation's Good Sports program in reducing risky alcohol consumption and the risk of alcohol-related harm among community football club members. It found that the alcohol management intervention reduced the risk of risky drinking at sports clubs by 37 per cent and the risk of alcohol-related harm to club members by 42 per cent. The authors conclude that "non-enforcement-based alcohol management interventions within sports clubs have the potential to reduce risky alcohol consumption by club members and the overall risk of alcohol-related harm. With a large number of people across the globe involved with sporting clubs, there is the potential for such intervention to play an important role in contributing to community-based alcohol harm reduction."

Kingsland M, et al. Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs. Journal of Epidemiology & Community Health 2015; 0:1-7. Doi:10.1136/jech-2014-204984

How does the alcohol industry attempt to influence marketing regulations? A systematic review.

This systematic review examined alcohol industry efforts to influence alcohol marketing policy, and compare with those used by the tobacco industry.

Study results show that "five main political strategies and five main frames are used by the alcohol industry. The industry argues against marketing regulation by emphasising industry responsibility and the effectiveness of self-regulation, questioning the effectiveness of statutory regulation, and by focussing on individual responsibility. Arguments relating to industry responsibility are often reinforced through corporate social responsibility activities. The industry primarily conveys its arguments through manipulating the evidence base and by promoting ineffective voluntary codes and non-regulatory initiatives".

Savell E, et al. How does the alcohol industry attempt to influence marketing regulations? A systematic review. Addiction doi: 10.1111/add.13048

The effect of alcohol outlets, sales and trading hours on alcohol-related injuries presenting at emergency departments in Perth, Australia, from 2002 to 2010.

This study investigated the relationship between alcohol availability and alcohol-related injury presentations over time. Eight years of data on alcohol-related injuries, alcohol outlets and their sales and trading hours in Perth were collated at postcode level. Outlets were categorised as off-premise outlets (bottle shops) and on-premise outlets (restaurants, nightclubs, hotels and taverns).

The results showed that, while most injuries occur during day-time, most alcohol-related cases presented during the night, especially over weekends. Weekend night-time injuries increased by 4.9% for each additional on-premise outlet with extended trading hours, accounting for potential confounders. The risk of weekend night-time injury was lower among on-premise outlets with standard trading hours.

An additional 10,000L of pure alcohol purchased per off-premise outlet was associated with a 1.9% increase in weekend night-time injuries. Higher pure alcohol sales per off-premise outlet were associated with an increase in alcohol-related injuries, while higher counts of on-premise outlets per postcode were associated with additional alcohol-related injuries.

Higher numbers of on-premise outlets with extended trading hours in a postcode were associated with a greater risk of alcohol-related injury compared to additional on-premise outlets with standard trading hours.

The authors conclude that association between alcohol-related injury and higher off-premise sales is likely to be due to greater physical and economic availability (more outlets with longer trading hours increasing access and reducing purchase costs). The relationship between injury and higher counts of on-premise outlets may be via the amenity effect (the negative effects that

outlets have on neighbourhoods, as catalysts for violence). They suggest that the findings could support the adoption of a precautionary approach toward liquor licensing in the future, including restrictions on numbers of outlets and reduced trading hours.

The authors note that a reduction in injuries associated with off-premise outlets may be achieved by controlling price (such as discounts on bulk purchases and minimum floor prices). The counts of on-premise outlets may be controlled through the granting of fewer licences, particularly preventing clustering of these outlets, and additional surveillance of entertainment districts both within outlets (responsible beverage service and bouncers) and in the surrounding areas (through increased police presence).

Hobday M, et al. The effect of alcohol outlets, sales and trading hours on alcohol-related injuries presenting at emergency departments in Perth, Australia, from 2002 to 2010. Addiction 2015 Jul 18. doi: 10.1111/add.13063. [Epub ahead of print].

Long working hours and alcohol use: systematic review and meta-analysis of published studies and unpublished individual participant data.

This meta-analysis combining published studies (34 cross sectional, two longitudinal, n=6873) with unpublished data (27 cross sectional, 18 longitudinal) explored associations between long working hours and use of alcohol. The analysis found that those who work more than 48 hours per week were more likely to engage in risky alcohol consumption than those who work standard weeks. In the cross sectional analysis of 333,693 people in 14 countries, they found that longer working hours increased the likelihood of higher alcohol use by 11%. A prospective analysis found a similar increase in risk of 12% for onset of risky alcohol use in 100,602 people from 9 countries. Individual participant data from 18 prospective studies showed that those who worked 49-54 hours and 55 hours per week or more were found to have an increased risk of 13% and 12% respectively of risky alcohol consumption compared with those who worked

35-40 hours per week. The authors point out that no differences were found between men and women or by age, socioeconomic status or region. The authors speculate that long working hours and work-related factors, such as high demands and lack of control, contribute to stress at work; affected workers might use alcohol to alleviate this stress.

Virtanen M, et al. Long working hours and alcohol use: systematic review and meta-analysis of published studies and unpublished individual participant data. BMJ 2015 Jan 13; 350: g7772 Doi: [10.1136/bmj.g7772](https://doi.org/10.1136/bmj.g7772)

Relationships between minimum alcohol pricing and crime during the partial privatization of a Canadian Government alcohol monopoly.

This research found that over a nine-year period, a 10% increase in minimum alcohol prices at liquor outlets in the Canadian province of British Columbia was linked with a 9.17% reduction in crimes against persons, a 19% reduction in alcohol-related traffic violations, and a 9.39% reduction in total rates of crime outcomes examined.

In conclusion, this study shows how raising the price of the cheapest alcohol sold in off-licences can result in fewer crimes and traffic violations.

Stockwell T, et al. Relationships between minimum alcohol pricing and crime during the partial privatization of a Canadian Government alcohol monopoly. J. Stud. Alcohol Drugs 2015; 76:628-634.



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