



WHAT ROLE DOES OUR DRINKING CULTURE PLAY IN HEALTH INEQUALITIES? – AND WHEN/HOW SHOULD WE INTERVENE?

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24 JANUARY 2017

1. LET'S FIRST UNPACK THE QUESTION:

What role does our drinking culture play in health inequalities?

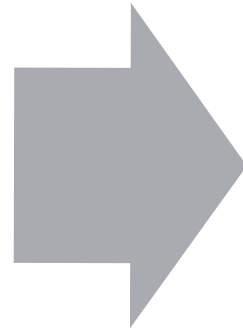


2. LET'S FIRST UNPACK THE QUESTION:

- And how when should we
intervene?

WHAT ARE THE STEPS IN BETWEEN?

Drinking
culture

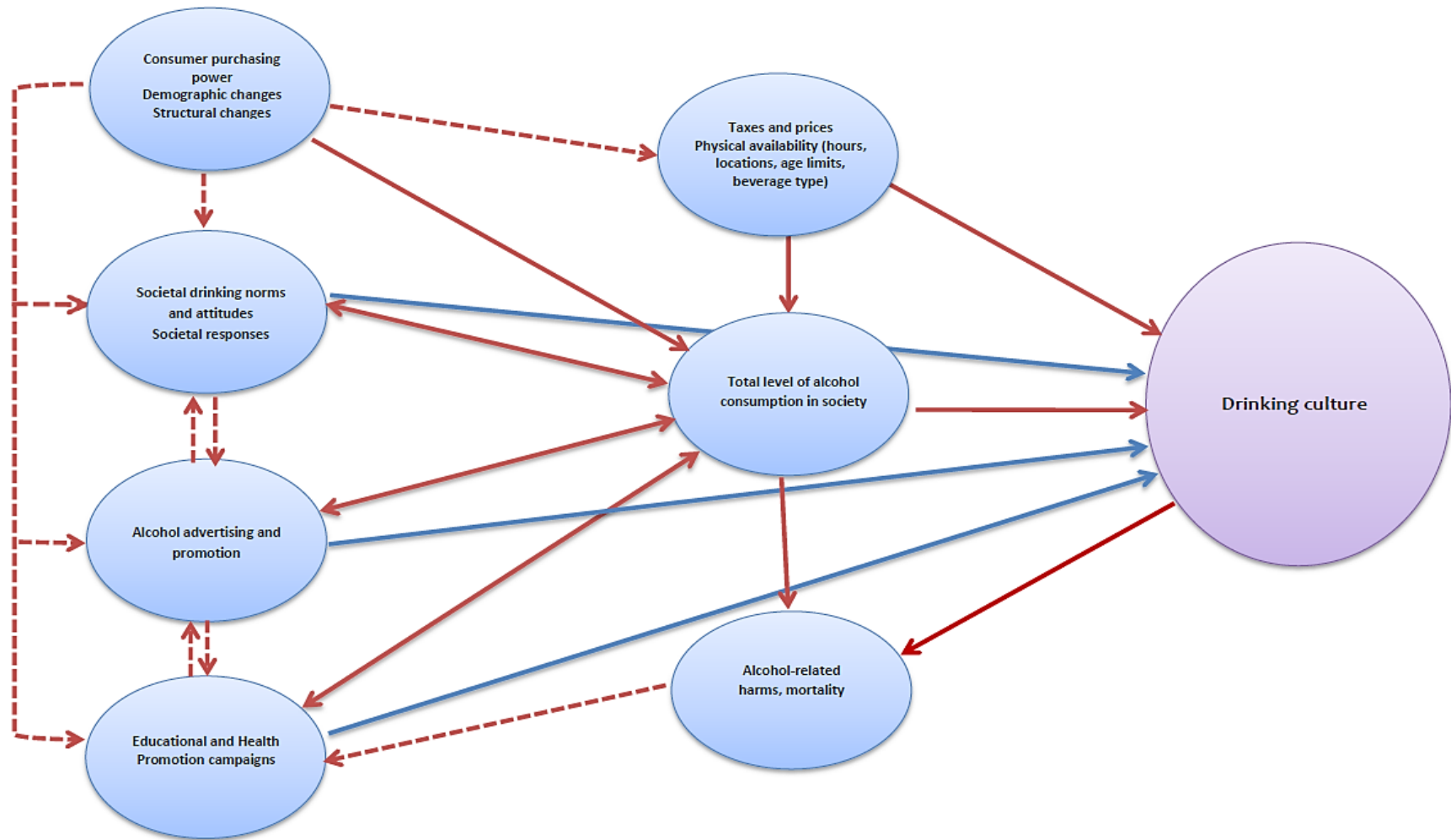


Health
inequalities

WHAT IS DRINKING CULTURE?

“... norms around patterns, practices, use-values, settings and occasions in relation to alcohol and alcohol problems that operate and are enforced in a society or in a subgroup . Drinking culture also refers to the modes of social control that are employed to enforce norms and practices.. “ – Savic et al. 2016

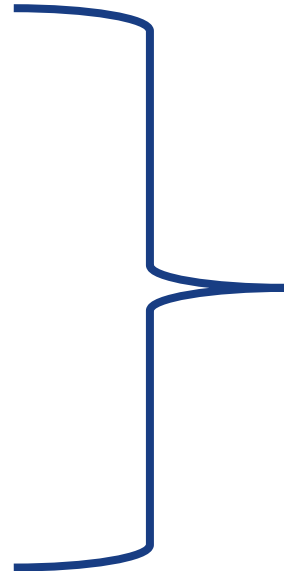
→agreed upon ways as to how to behave with alcohol in a society...



source: Bloomfield et al. (2016) *Drugs: Education, Prevention and Policy*, Vol. 23(4): 283-292.

WE FOCUS ON:

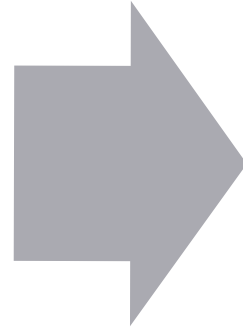
- ▶ Attitudes
- ▶ Norms
- ▶ Customs
- ▶ Control measures
- ▶ Drinking habits



drinking behaviour

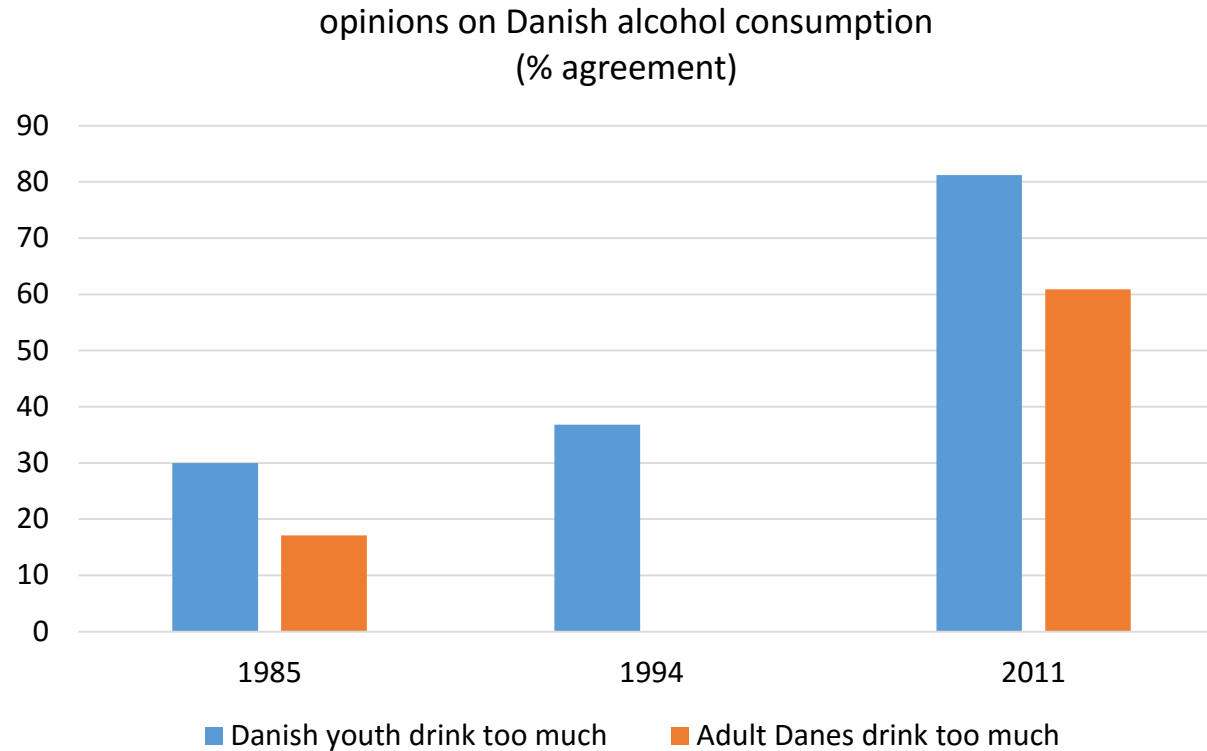
WHAT ARE THE STEPS IN BETWEEN?

Drinking culture



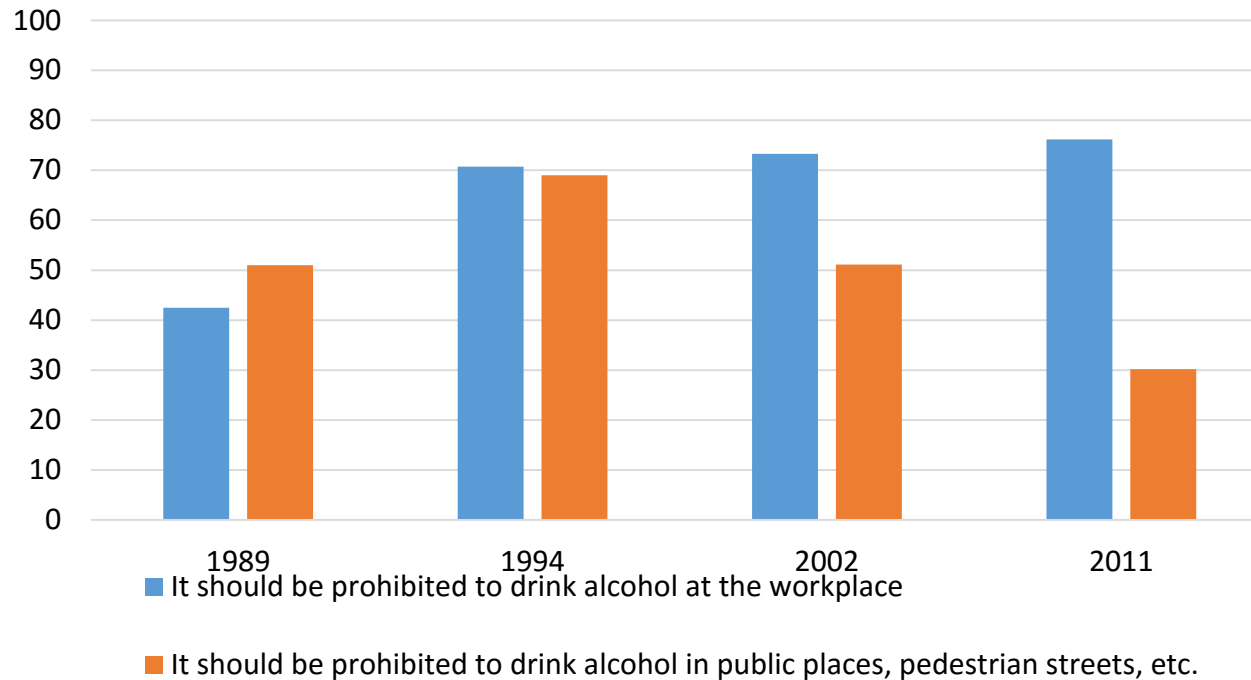
Drinking norms
and attitudes

OPINIONS ON DANES' DRINKING

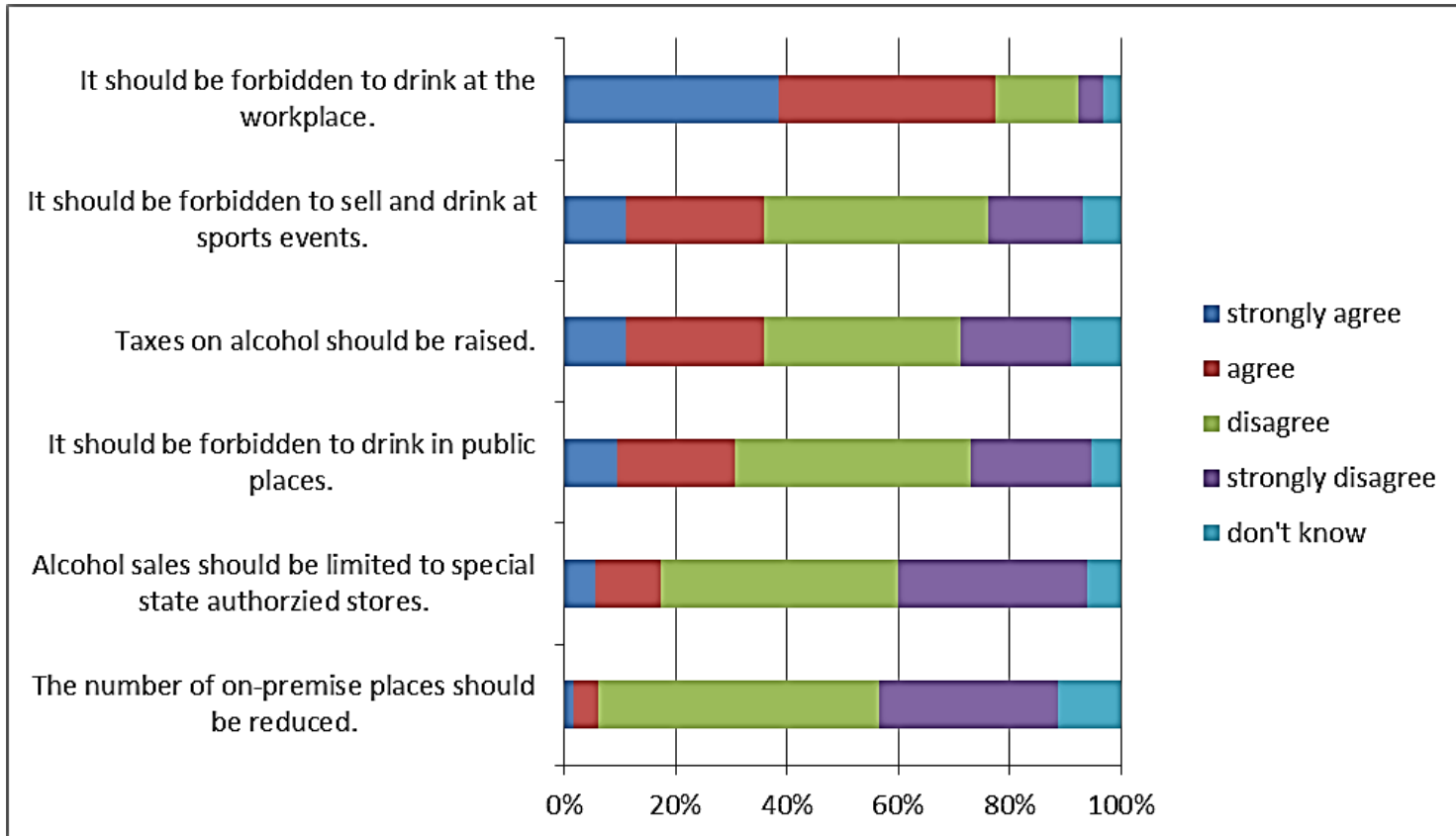


OPINIONS ON DRINKING LOCATIONS

percentage of those who agree with restrictions on drinking locations



RESPONSES TO 6 POLICY STATEMENTS



DRINKING INDICATORS BY POLICY GROUP

DRINKING VARIABLES		liberal	restrictive
AUDIT***	8+ points	39.5	15.1
RSOD ***	1/week+	14.3	4.8
Volume***	Mean gr. per day	16.8	8.3
Risky drinking***	12/24 gr.+ per day	26.8	14.6
Drinking pattern***	abstainer	2.9	11.4
	Moderate drinker	74.8	76.0
	Daily drinker	8.0	7.8
	Weekly RSOD	11.6	3.2
	Weekly RSOD + daily	2.7	1.6

VARIABLE DISTRIBUTION BY POLICY CLUSTER

VARIABLE	CATEGORY	liberal	restrictive
Sex***	women	44.2	64.1
	men	55.8	35.9
Age***	15-29	30.1	14.4
	30-59	51.7	53.7
	60+	18.2	31.8
Education	low	20.2	22.2
	middle	41.1	39.5
	high	38.6	38.3
Income	low	27.8	29.2
	middle	42.2	43.9
	high	30.1	27.0
Children	Have children < 18 years	32.5	31.5
Civil status***	In a relationship	67.9	75.8
Urban-rural**	Capital	21.9	15.8
	large city	9.6	9.0
	Medium	15.7	17.7
	Small	15.7	16.3
	rural	37.0	41.2

MULTIVARIABLE LOGISTIC REGRESSION FOR RESTRICTIVE ALCOHOL POLICY CLUSTER: SIGNIFICANT COVARIATES

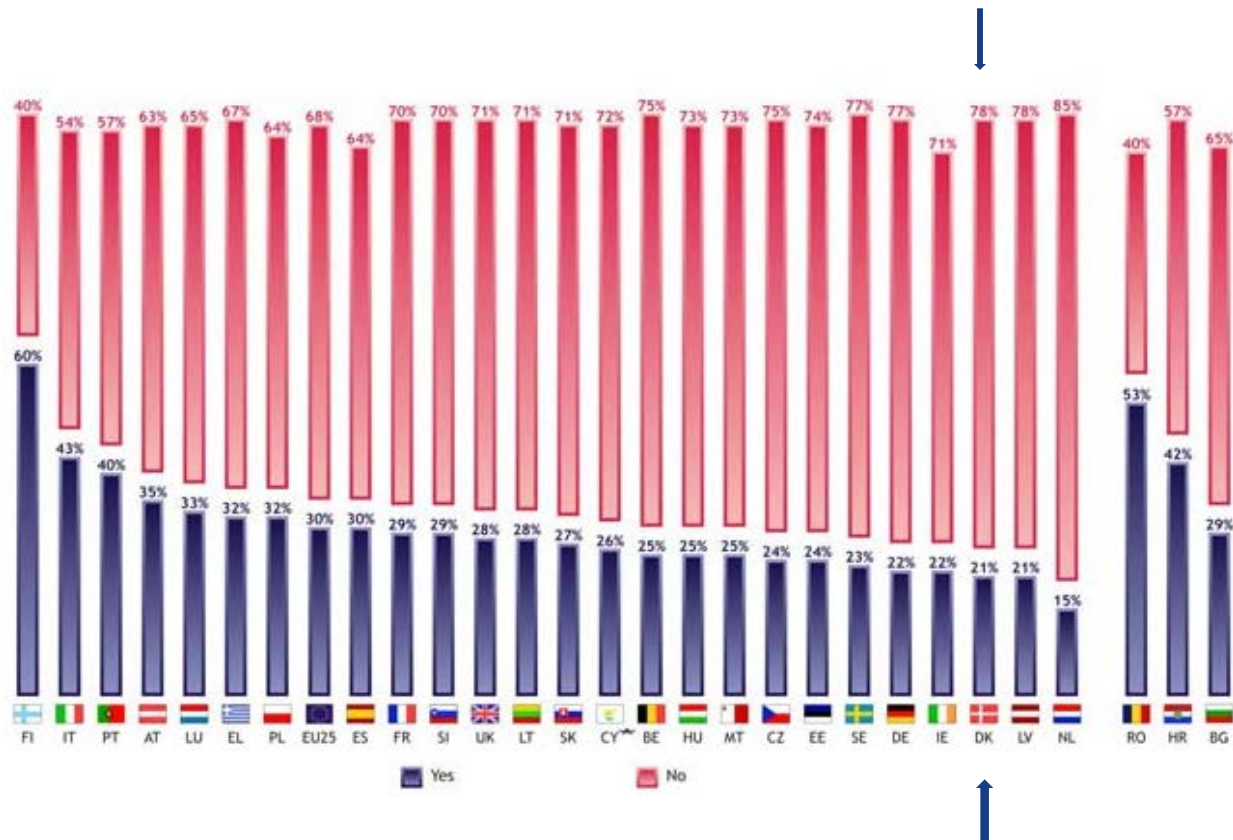
Variable	Odds Ratio (95%CI)
Sex (ref. = men)	1,90 (1.42-2.53)
Age (in years)	1,02 (1.01-1.03)
Log volume per day	0,53 (0.37-0.77)

Adjusted for civil status, children, education, income, AUDIT, urbanicity, drinking motivation.

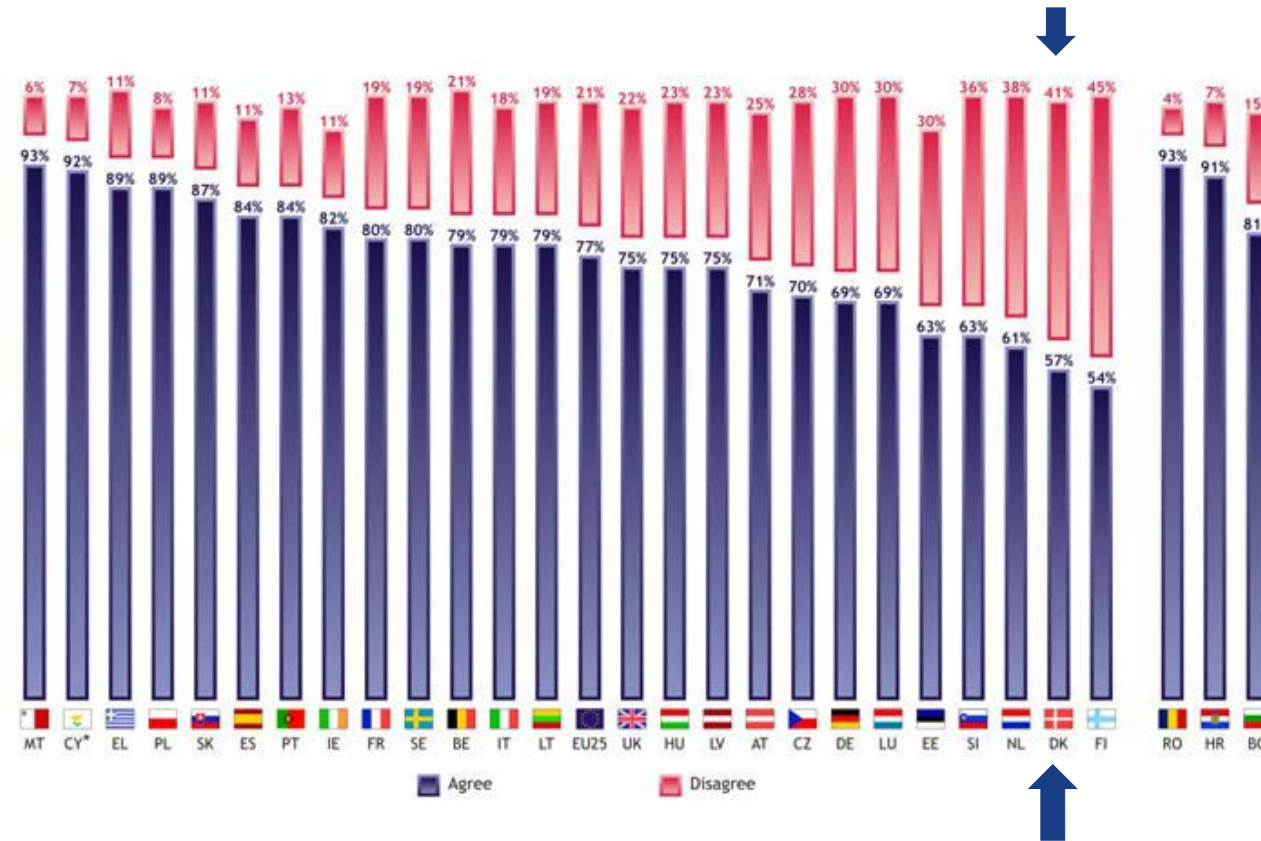
DANISH ATTITUDES VS. EU



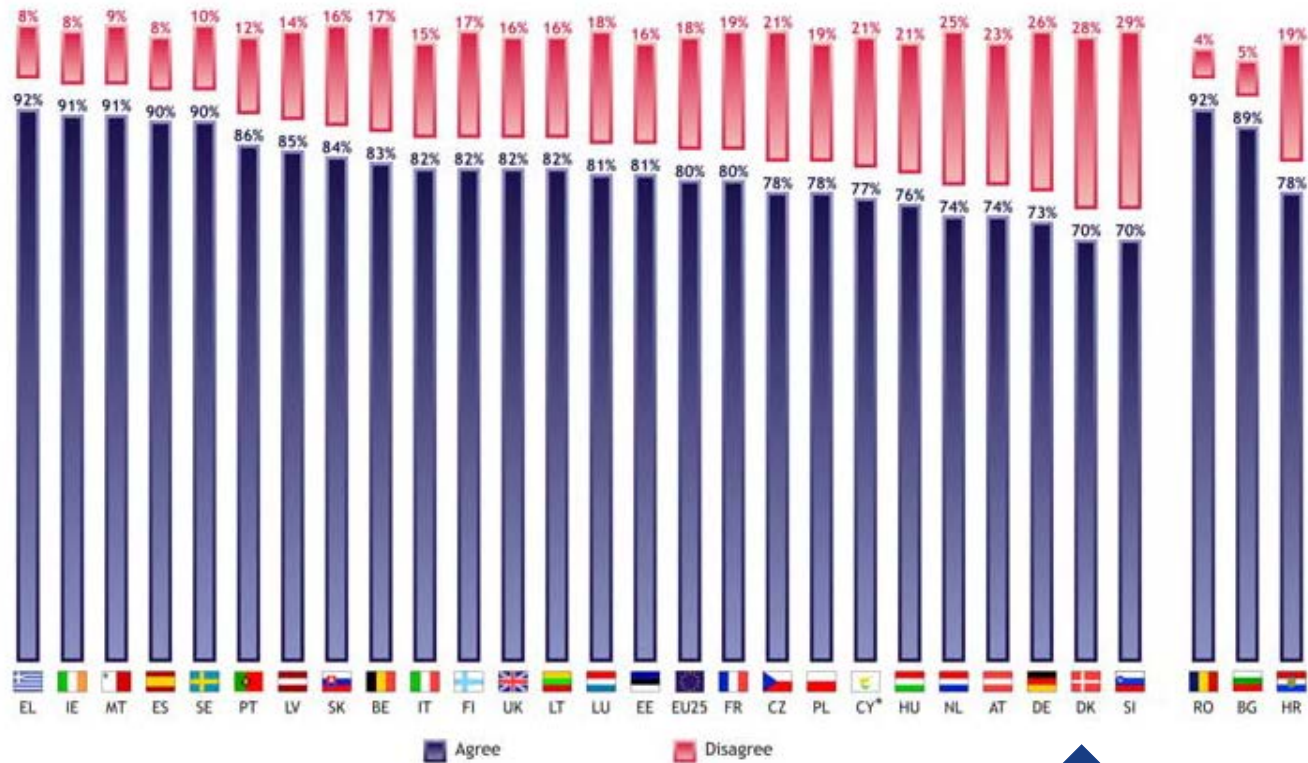
WOULD PRICES DISCOURAGE YOUNG AND HEAVY DRINKERS FROM CONSUMPTION? YES/NO



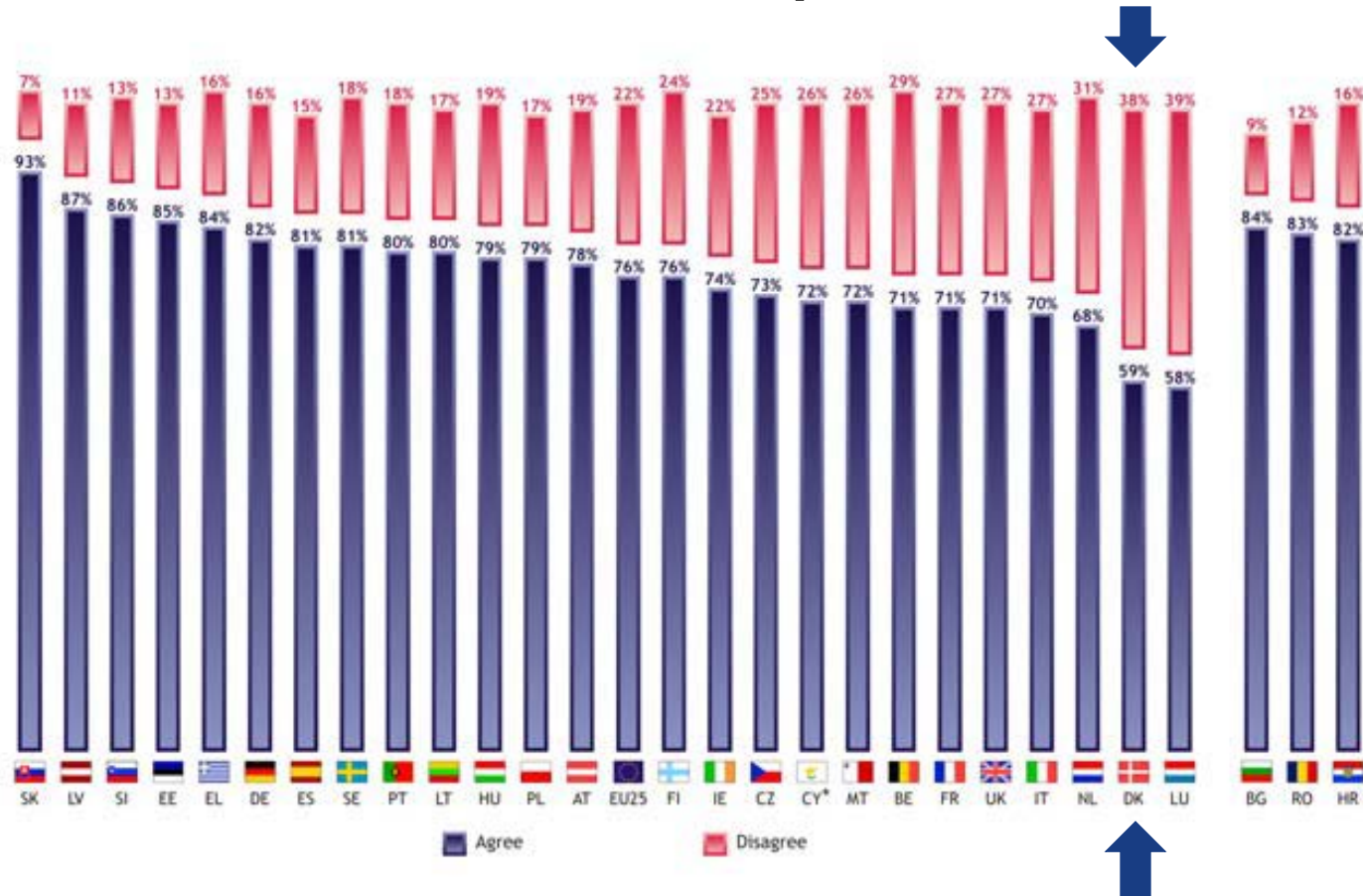
WARNINGS ON BOTTLES TO WARN PREGNANT WOMEN AND DRIVERS OF DANGERS? YES/NO



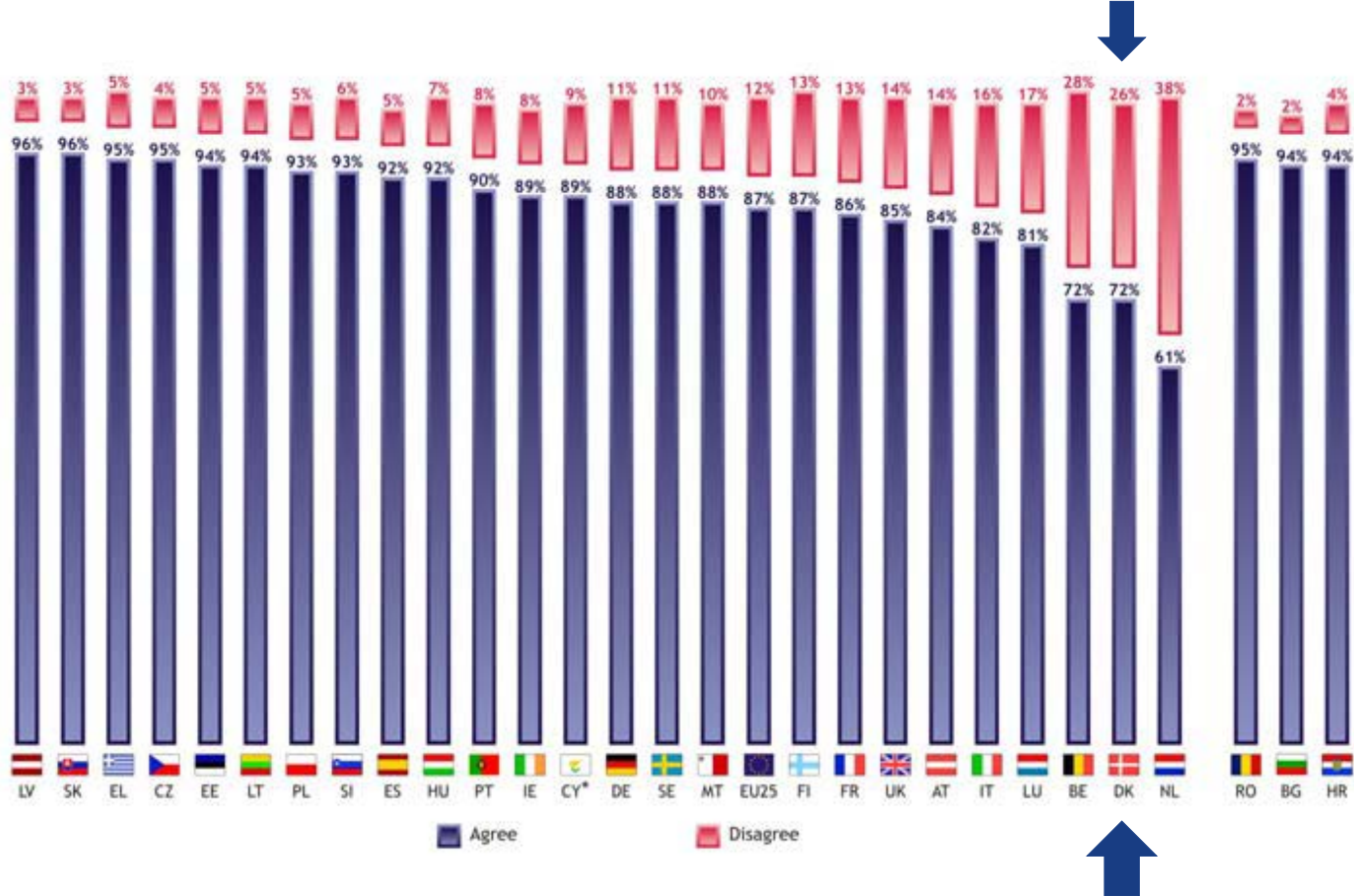
RANDOM POLICE CHECKS ON ROADS? Y/N



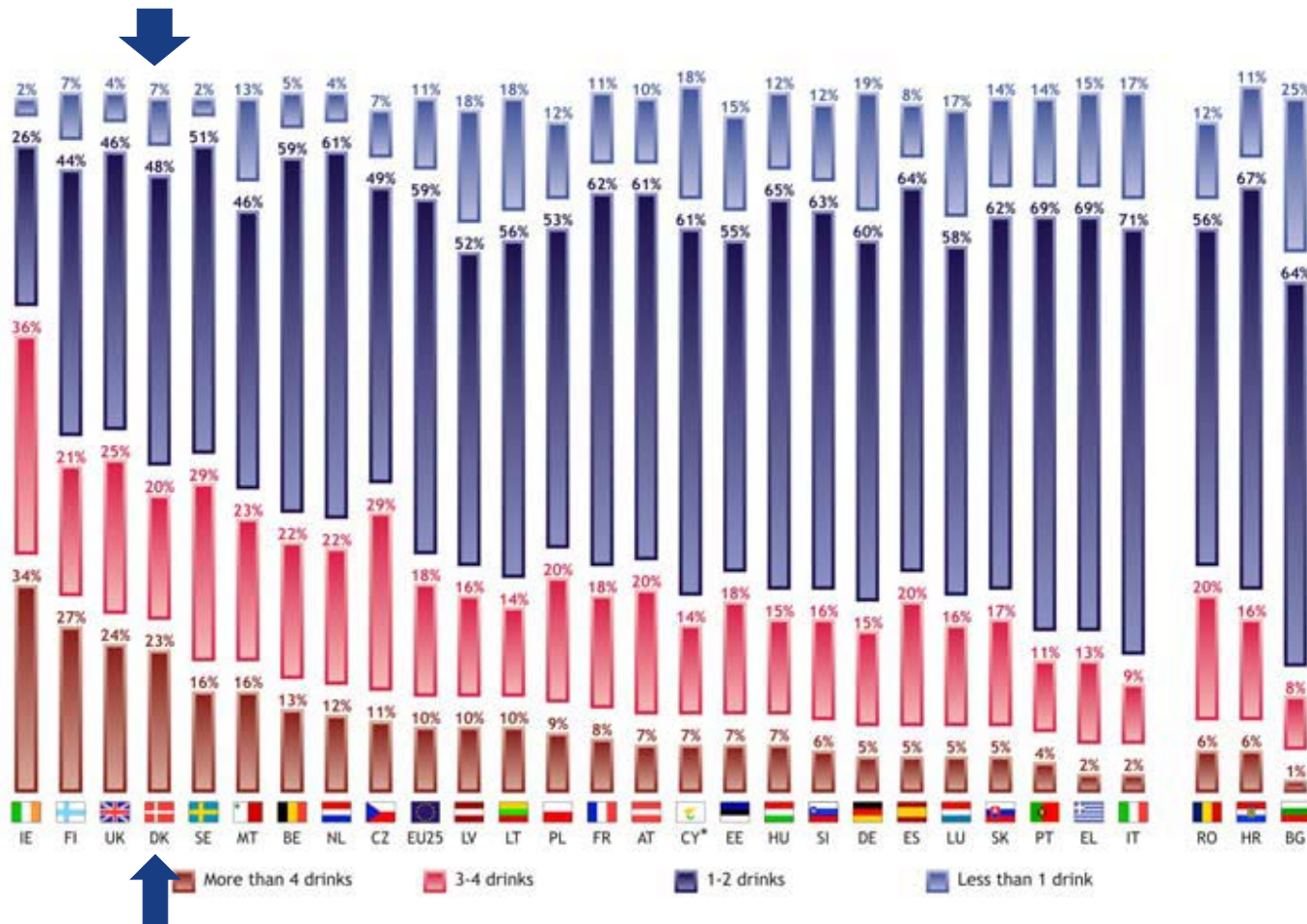
ADVERTISING TARGETING YOUNG PEOPLE SHOULD BE BANNED YES/NO



SELLING AND SERVING ALCOHOL TO PEOPLE UNDER 18 YEARS SHOULD BE BANNED

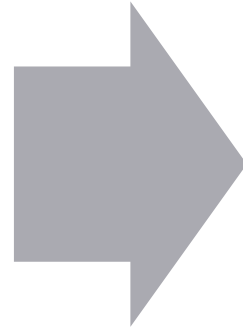


ON A DAY WHEN YOU DRINK, HOW MUCH DO YOU USUALLY DRINK?



WHAT ARE THE STEPS IN BETWEEN?

Drinking
culture

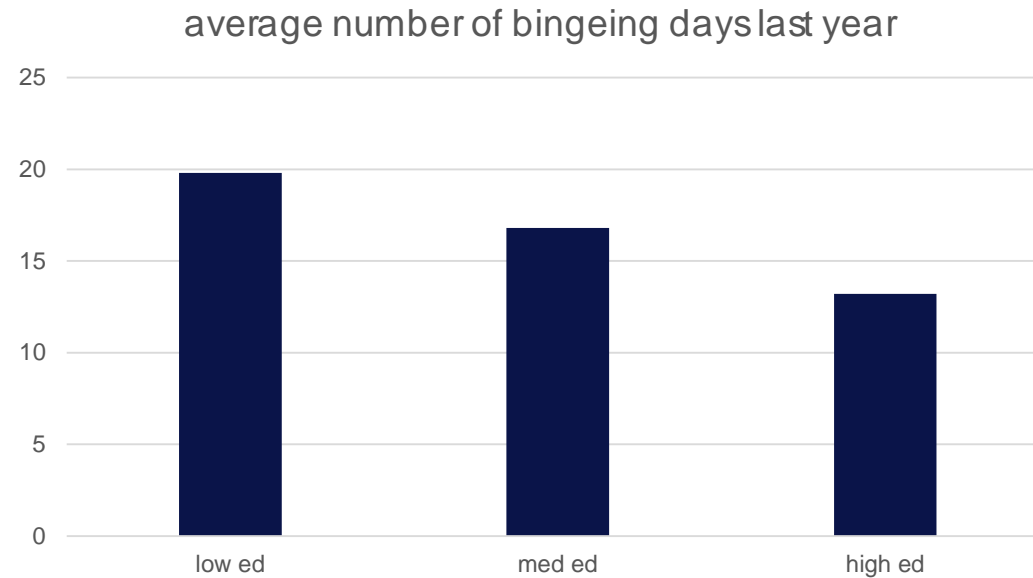


Drinking
practices

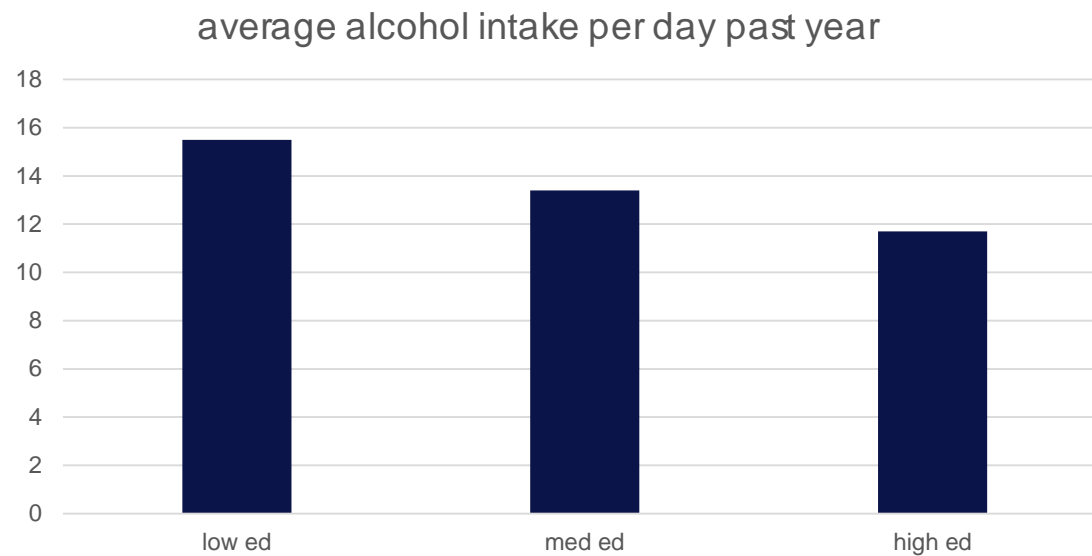
FIRST LOOK AT DRINKING INEQUALITIES:



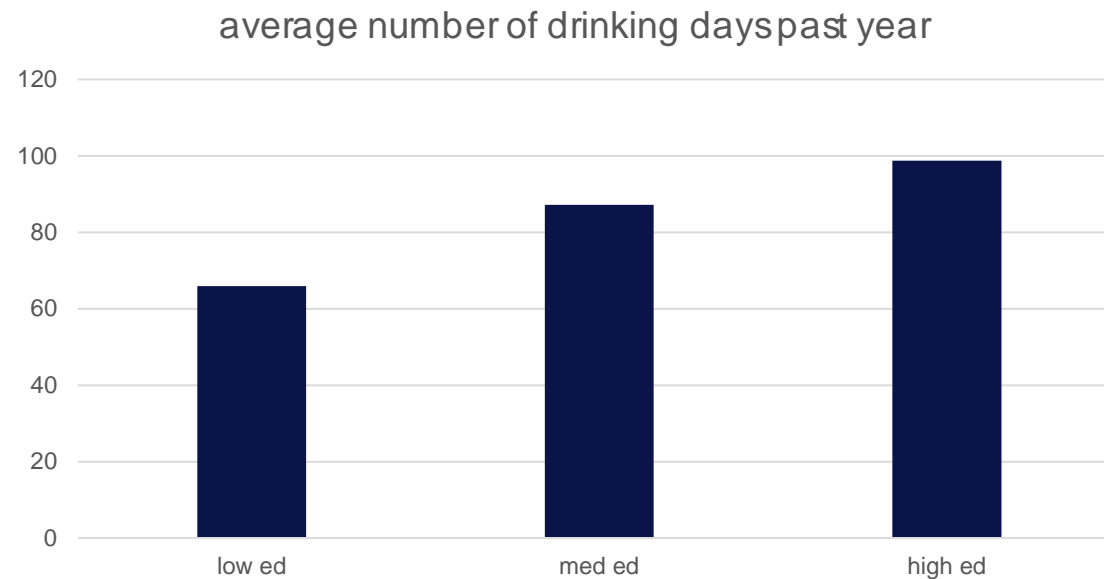
BINGE DRINKING AND EDUCATION



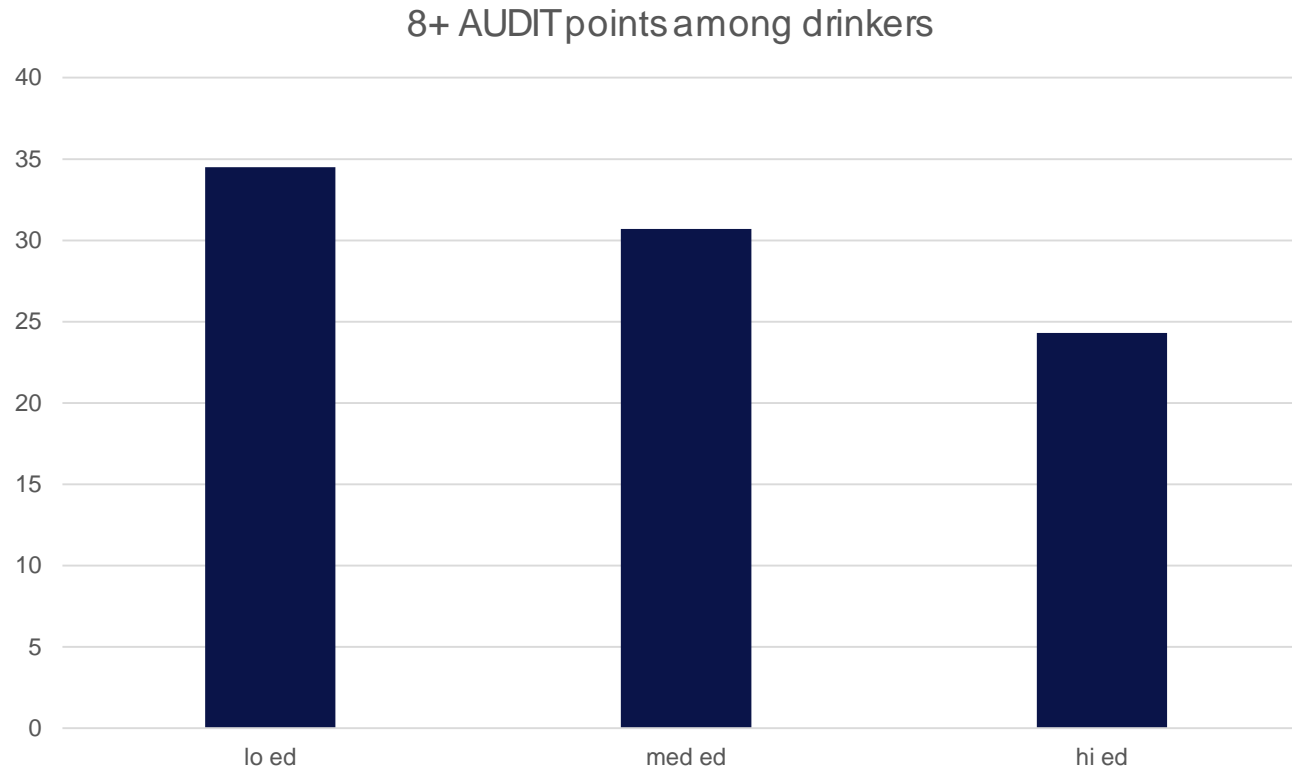
MEAN INTAKE AND EDUCATION



AVERAGE NUMBER DRINKING DAYS AND EDUCATION



AUDIT SCORE AND EDUCATION



2. LET'S FIRST UNPACK THE QUESTION:

- And how when should we
intervene?

WHAT DO WE DO ABOUT ALCOHOL HARM?

- ❑ **CONTROLLING AFFORDABILITY: PRICING AND TAXATION**
- ❑ **REGULATING THE PHYSICAL AVAILABILITY OF ALCOHOL**
- ❑ **MODIFYING THE DRINKING CONTEXT**
- ❑ **DRINK-DRIVING PREVENTION AND COUNTERMEASURES**
- ❑ **RESTRICTIONS ON MARKETING**
- ❑ **EDUCATION AND PERSUASION STRATEGIES**

Source: Babor et al (2013): Alcohol: No Ordinary Commodity

WHAT DO WE DO ABOUT CULTURE????

1. EDUCATION AND PERSUASION STRATEGIES
2. MODIFYING THE DRINKING CONTEXT
3. REGULATING THE PHYSICAL AVAILABILITY OF ALCOHOL
4. RESTRICTIONS ON MARKETING
5. DRINK-DRIVING PREVENTION AND COUNTERMEASURES
6. CONTROLLING AFFORDABILITY: PRICING AND TAXATION

WHAT DO YOU THINK?



Thank you for your attention!



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