



Empathy

Young people's motivations to moderate their drinking

Emma Saunders, Jo Fitzgerald, Sarah Helm | 2011 World Social Marketing Conference



What did we do? Why?

New Zealand's young people experience disproportionate alcohol-related harm.

Young, drunk and female the dangers are real | Stuff.co.nz

http://www.stuff.co.nz/dominion-post/26992

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Young, drunk and female the dangers are real

The Dominion Post

Last updated 00:00 22/09/2007



Police are warning of the dangers of girls binge drinking after two drunk teenagers were accosted by known predators on a busy street in Wellington.

Young women's binge-drinking is now matching males', with girls drinking to 'get smashed' and leaving themselves vulnerable to sexual assault, robbery and violence.

Party pills are an added factor, keeping them awake longer so they drink more.

Wellington police have renewed calls for caution after two separate attacks in one night this month, when two drunk girls - aged 15 and 16 - were accosted by two men. One was escorted away by a known sex offender. Members of the public intervened in both cases and called police before the girls were harmed.

But police warn that such cases are growing in frequency, and that predatory men are out there looking for very drunk girls.

Wellington Hospital research has found that the number of drunk young women being admitted to the emergency department is steadily growing, and now matches boys. Among 13- and 14-year-olds, more girls than boys are being admitted for intoxication.

Youth alcohol and drug counselling service WellTrust reports a rapid rise in the proportion of young women seeking help in the past year and warns that such alcohol consumption can damage their brain growth and place them at risk.

Police say the large tertiary student population means more youths are heading into town, often having drunk large amounts at home because it is cheaper. "They find themselves very, very vulnerable," Detective Senior Sergeant Paul Borrell said.

Females are particularly vulnerable because they tend to drink stronger drinks - spirits, wine and alcopops - and then try to keep up with the males, despite being less able to process the alcohol. They place themselves at risk not only of sex attacks, but also of theft, violence, getting into a car with a drunk driver, and making other bad choices.

In August last year Victoria University student Daniel Hansman died when he fell into Wellington Harbour after being refused entry to a Courtyard Place bar.

Alcohol-related deaths skyrocket - National - NZ Herald News

http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objid=10654958

nzherald.co.nz

TUESDAY JULY 13, 2010 8:52AM NZST

Alcohol-related deaths skyrocket

7:43 AM Monday Jun 28, 2010

Alcohol-related deaths have skyrocketed over the past decade with Canterbury the worst plagued region, according to a coroners' review.

Coroners have noted that alcohol featured in the deaths of 1100 Kiwis over the last 10 years. The numbers across the country have risen from 41 in 2000 to 254 in 2008. The figures for last year are yet to be finalised but currently sit at 137.

In the review, released to *The Press*, Canterbury has been identified as having the highest rate of alcohol related deaths in the country with alcohol featuring in 246 deaths since 2000.

Numbers peaked nationwide in 2008, with more than seven alcohol-related deaths per 100,000 people in the Christchurch, Wellington and Dunedin regions. Auckland had a rate of 4.8 alcohol-related deaths per 100,000 people that year.

This follows statistics released last month by Chief Coroner Neil MacLean showing 12 teenagers, some barely out of childhood, had died from binge-drinking since July 1, 2007.

The issue had been in the spotlight after the death of Auckland schoolboy James Webster, who died in his sleep last month after consuming a bottle of vodka.

- NZPA

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More young Kiwi women 'drunkorexics'

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More young Kiwi women 'drunkorexics'

Last updated 22:27 24/09/2008

A growing number of young women are foregoing food so they can binge drink but diet specialists are warning of a concerning phenomenon labelled "drunkorexia".

Eating disorder experts in Britain have expressed concern about the trend, which they say stems from social pressures to both eat to excess and maintain a slim figure.

A Christchurch addiction expert says he also is tracking increasing numbers of young women suffering the emotional and physical effects of excessive binge drinking.

Coos include women drinking up to five litres of alcohol a day when they first want to avoid getting too weight.

Louise Noble, chief dietitian at the Berridge Healthcare Trust in England, told a British newspaper that "drunkorexia" was most common among university students based on the confounding pressures of heavy drinking and staying slim.

Noble, an eating-disorder expert, said believing they had to drink to fit in but not wanting to put on weight, drunkorexics cut back or calories ahead of a big night out on the town.

"There is more social pressure on them to drink than to eat. It is easier not to eat because it doesn't make someone's table talk," he says to be socially acceptable to drink a lot and be seen taking out of a club during the early hours of the morning."

The lack of food in their system meant young women got drunk faster but also raised the risk of them passing out and vomiting but happening in their beds, he said.

Canterbury District Health Board alcohol and drug services clinical head Dr David Stoner said New Zealand women now frequently binge drink.

"The trend of the 'bachelorette' where women drink like men, was now apparent in New Zealand," he said.

Some women went out to get "vodka", which meant they did not eat so the drink affected them more and they were able to pass out.

Some women tried to force themselves to eat but they were unable to eat.

They often vomited to ensure they did not get fat from the calories, he said.

The young women's Stoner's clinic were typically referred to his service by the courts because their drinking had led them to incidents.

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PHOTOS

Our problem with drink

http://www.stuff.co.nz/national/163768

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Our problem with drink

Last updated 23:06 12/04/2008

The lowering of the drinking age has led to an explosion in teenage drink-driving convictions, new figures show.

Sunday Star-Times' analysis of drink-driving convictions over the past decade show teenage New Zealanders, women and those aged 16-19 are our worst drink-drivers.

But Ben Egan says are the most alarming is 2006, when breath-alcohol convictions for boys aged 17-19 were up almost 50% on 1998, and the number of girls convicted in that age group more than doubled, from 470 in 1996 to 1147 in 2006.

Industry experts are blaming the surge on the 1999 lowering of the drinking age from 20 to 18, and today's easy access to cheap alcohol.

Industry research has also linked the law change with increases in alcohol-related crashes and other alcohol-related offending in teenagers. Research author Tania Huskic believes it is also to blame for the rise in drink-driving convictions. The figures prompted renewed calls for the drinking age to be returned to 20, and restricted access to alcohol.

Transport Safety Minister Harry Duynhoven said the government's moves to introduce a zero-alcohol limit for drivers on motorway tunnels would go a long way to addressing problems. Chief University lecturer and leading alcohol researcher James Connor supported taxing alcohol more heavily.

She said overseas studies had shown increasing tax on ready-to-drinks (RTDs) or alcopops reduced heavy drinking in teenagers. Her research about to be published in Australian journal, the Drug and Alcohol Review, shows the sweetest spirit-based drinks are closely linked with heavy drinking in young Kiwis, particularly girls.

Huskic, author of that research, said the study was the first in New Zealand to show RTDs were the "tanks of choice" for young heavy drinkers.

They were based on a relatively low level despite having alcohol contents of up to 9%. But specialist taxes to make RTDs less attractive to young people in Germany had led manufacturer Bacardí to withdraw its Baccarat from the market.

Connor said New Zealand lawmakers had largely ignored measures that were proven to be successful in curbing problem drinking. "The obvious thing is to raise the drinking age," she said.

Last year, then Justice Minister Alan Bullock announced proposals to address youth drinking after a review of the problem. The announcement came almost a year after a bill to raise the drinking age to 20 was thrown out. But the proposals were widely dismissed as toothless by industry experts. They included controlling the supply of alcohol to under 18s in public places and implementing a "three strikes and you're out" approach for suppliers caught selling to underage people three times in two years.

National law and order spokesman Simon Power said the focus needed to be on better enforcement and education.

The Investor Tri Nations is underway, and the competition has resumed up to 100% for NZ.

The perspective taken by ALAC

- + Many individuals, organisations and programmes aim to reduce alcohol consumption by young people
- + Internationally, previous consideration and research has often focused on a negative perspective
 - ~~+ Why do young people drink heavily?~~
 - ~~+ What harms do they experience from alcohol?~~
 - ~~+ How can we better explain the negative effects of alcohol to them?~~
 - ~~+ How can we scare young people away from drinking heavily?~~
- + ALAC wanted to take a positive perspective
 - + Why might young people want to drink less?
 - + How can we leverage those motivations?

The literature supported that perspective

- + Internationally, most programmes focus on the negative effects of alcohol.
- + But those programmes show mixed results, many weak or even negative.
- + Theoretical support exists for a focus on positive motivations.
- + But existing research to identify positive motivations of young people to moderate their drinking is limited.

‘Positive motivations’

- + We created a model for distinguishing motivations of different types

Negative motivations

Pushes the person away from heavy drinking.
Makes heavy drinking a bad experience.

E.g., ‘It sucks when you’re too drunk and say stupid stuff to people that sounds dumb and that you’ll regret later.’

Positive motivations

Pulls the person towards moderate drinking.
Makes moderation a good experience.

E.g., ‘I like how you can talk to people at a party and still make sense and have good conversations.’



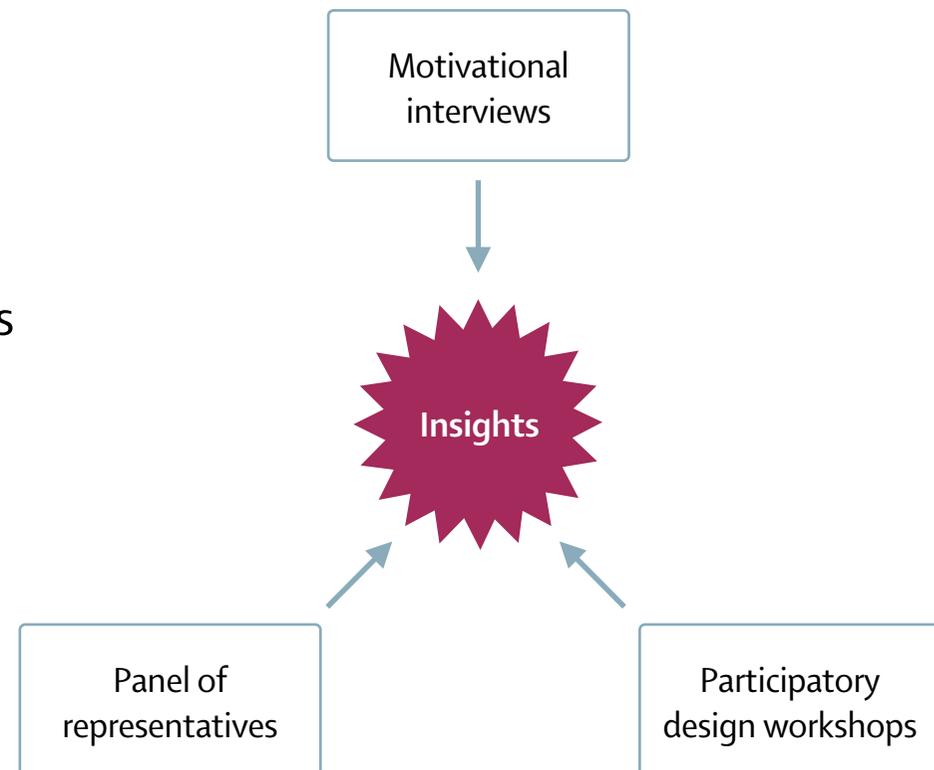
**More likely
to result in
moderation**

We aimed to:

- + Uncover the positive motivations of young people to moderate their drinking
- + Uncover the barriers that stop young people from moderating their drinking
- + Propose evidence-based guidelines that are valuable in designing programmes to achieve sustained moderation

Participants and process

- + Involved 59 young people, aged 14 to 20
- + Various 'drinker types'
- + From communities of various sizes
- + Oversampled ALAC's other priority populations: Māori and Pacific peoples





What did we learn?

Seven key positive motivations

- + Staying safe
- + Use of money
- + Good health
- + Positive image & reputation
- + Performance & achievement
- + Personal aspirations
- + Social interactions & relationships

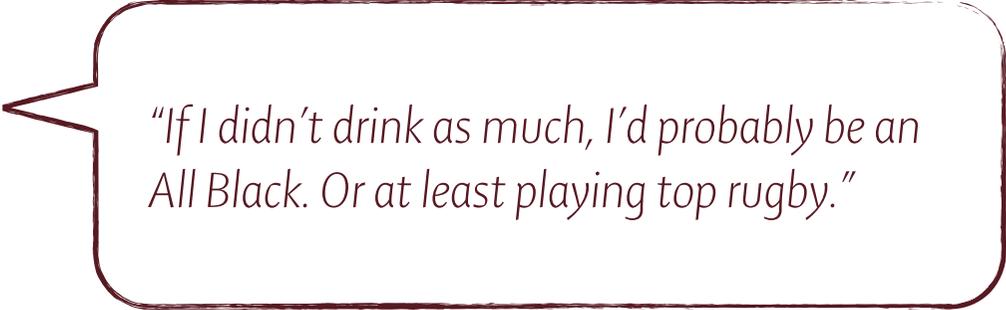
Positive image and reputation

- + E.g., better skin, good photos on Facebook, not being 'that guy'
- + Very important to young people (felt keenly by women in particular)
- + Alcohol plays a big role
- + But counteracted by a strong barrier

"And everyone was taking photos 'cause we all still looked normal. So there's quite a few good photos from that party. Usually the photos that come out of parties are really bad and no one wants to see them."

Performance and achievement

- + E.g., on the sports field, at school or uni, on the dance floor
- + Pretty important to young people
- + But alcohol is largely only seen to have a short-term impact



"If I didn't drink as much, I'd probably be an All Black. Or at least playing top rugby."

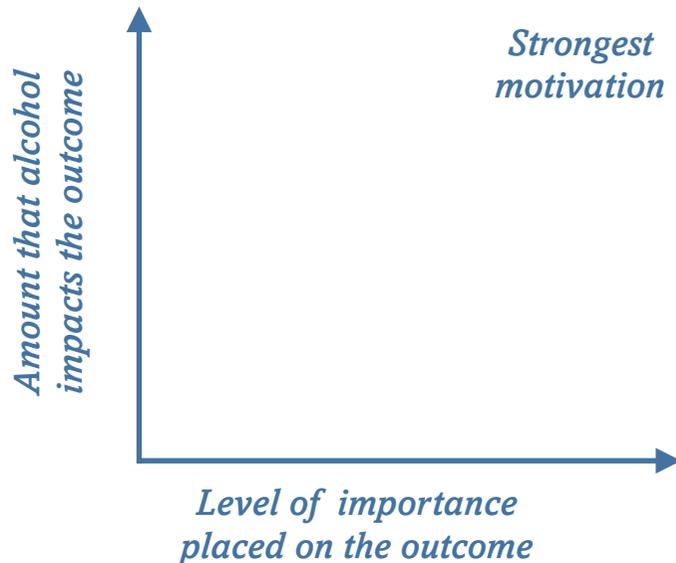
Personal aspirations

- + E.g., career goals, being a good role model, being 'a good christian', being a Hollywood star
- + Important for some, not for others
- + Heavy drinking is seen as a bad thing for some personal aspirations, not for others

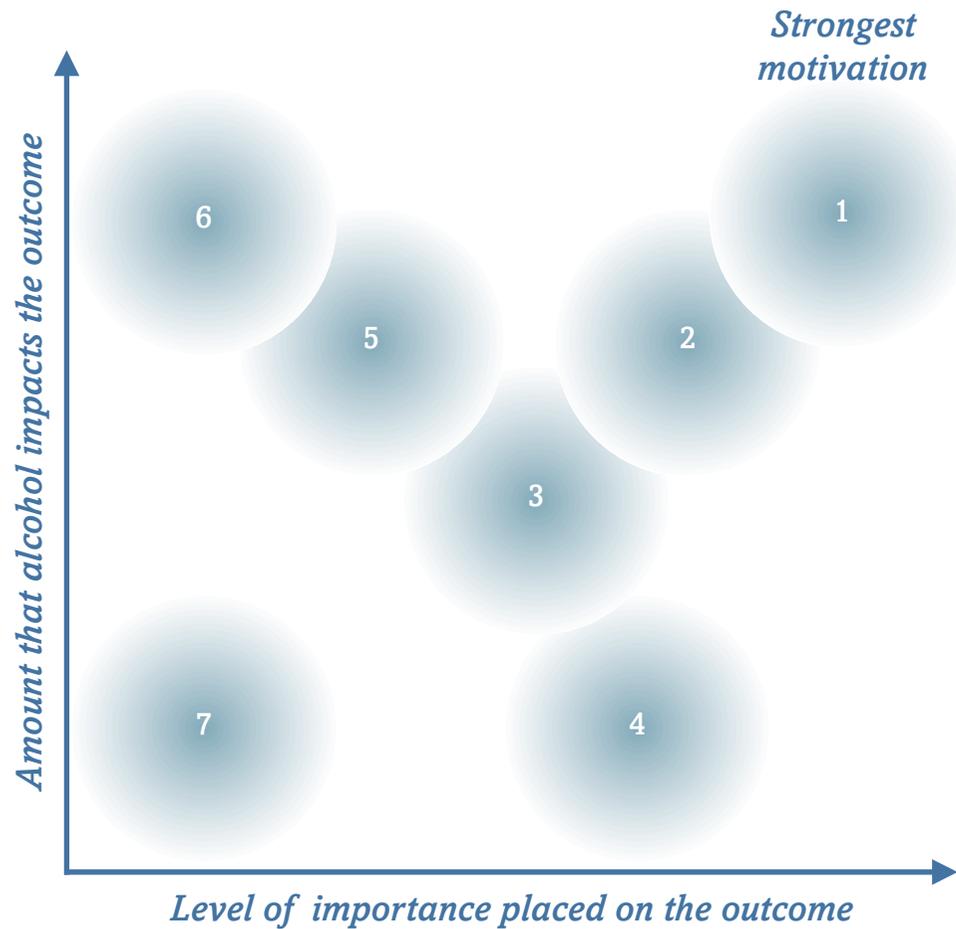
"That's one of the main reasons that I don't drink anymore, 'cause of my mum, 'cause I don't want to let her down."

The positive motivations that we identified were not all equally strong.

- + How important the outcome of the positive motivation is to the young person
- + The size of the role of drinking moderately in achieving the outcome of the positive motivation.



The strength of positive motivations



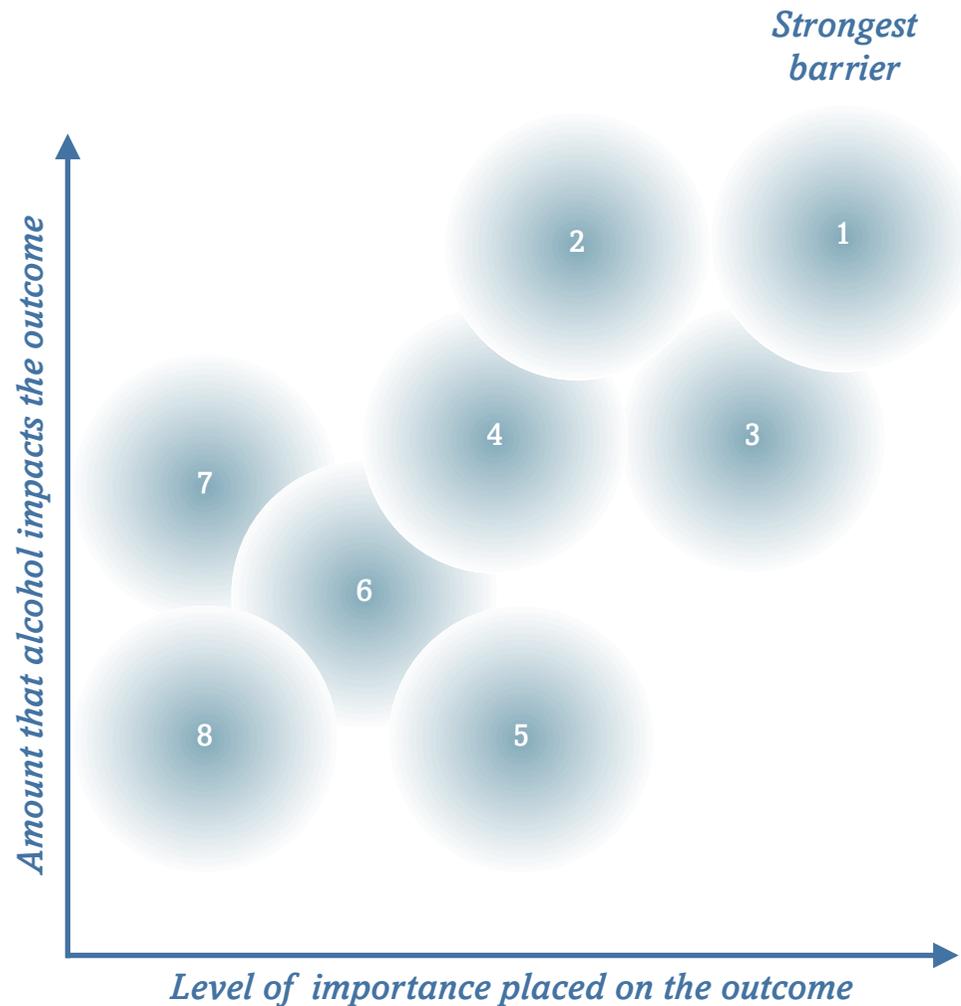
1. Positive image & reputation
2. Personal aspirations
3. Social interactions & relationships
4. Performance & achievement
5. Staying safe
6. Use of money
7. Good health

But, some significant barriers to moderation also exist for young people.

Nine barriers to moderation

- + Feeling confident & able
- + Positive physiological effects
- + Having & sharing great experiences
- + Changing social relationships
- + Negative image & reputation
- + Being responsible for others
- + Social & cultural convention
- + Justifying & excusing behaviour
- + Momentum

The strength of barriers to moderation

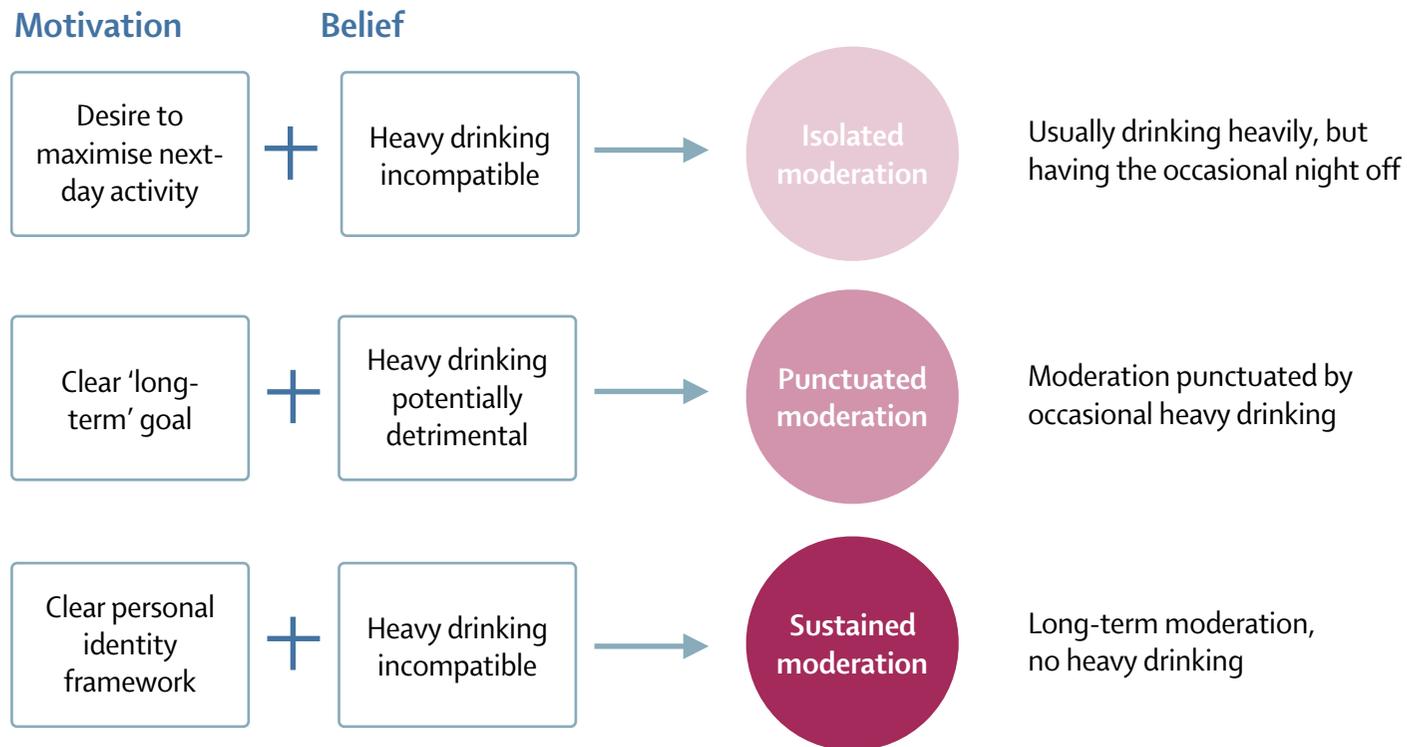


1. Feeling confident & able
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7. Social & cultural convention
8. Justifying & excusing behaviour

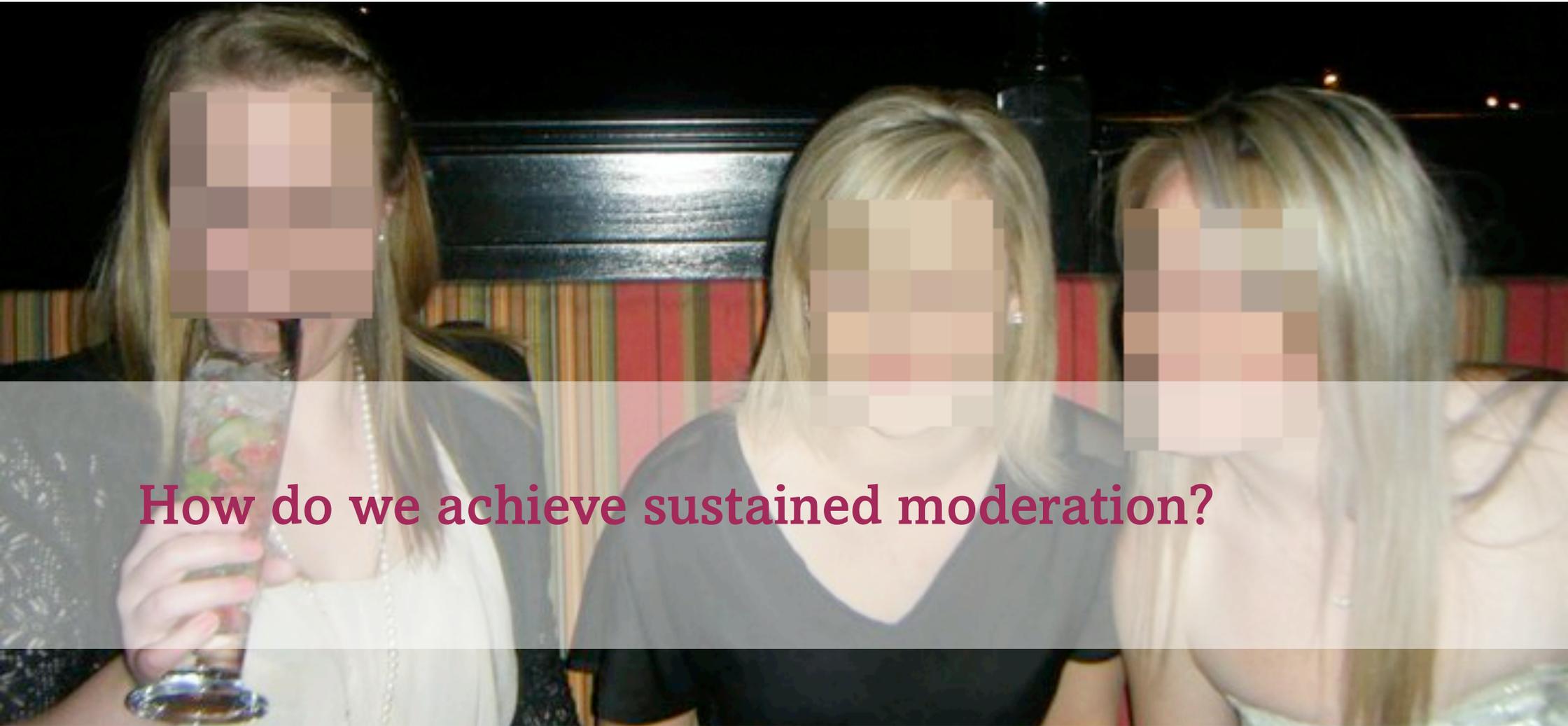
This knowledge provides us with a strong platform to inform behaviour change strategies to support moderation.

However, we found that not all positive motivations lead to the same kind of moderation.

Three types of moderation



NB. The barriers also lead to two types of heavy drinking



How do we achieve sustained moderation?

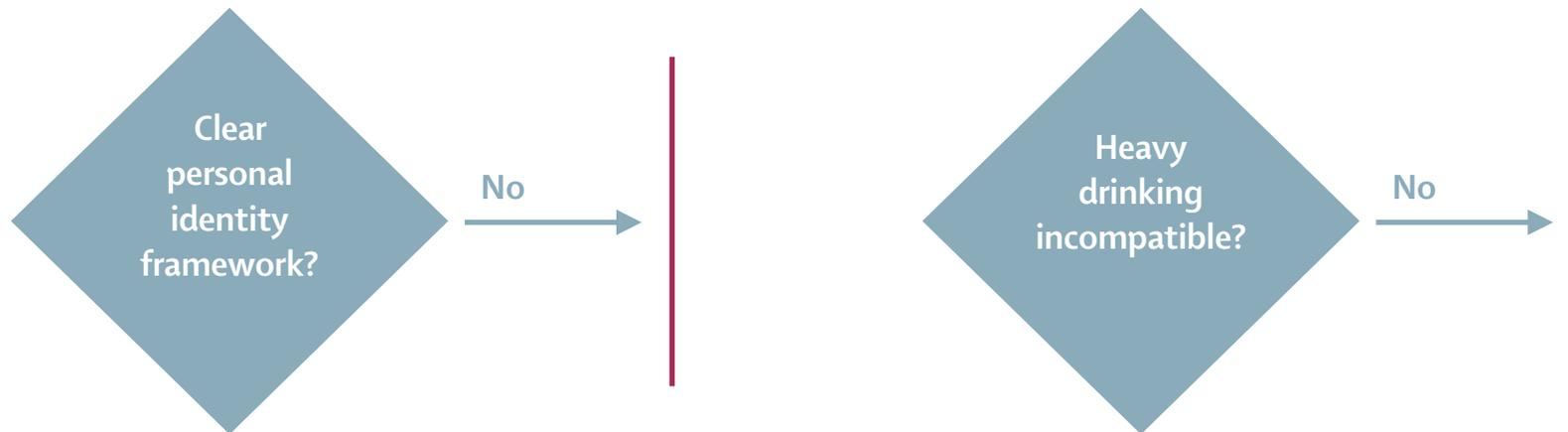
Some young people are already demonstrating sustained moderation



- Most commonly seen amongst youth with strong religious beliefs
- Seen to a lesser (fewer, weaker) extent in young 'role models' and those with strong family identify frameworks

Those not demonstrating sustained moderation mainly fall into two groups

- + No clear personal identify framework
- + Personal identity framework not aligned with moderate drinking



1. No clear personal identity framework



To achieve sustained moderation, we need to:

- Foster the development of a clear personal identity framework
- Foster the belief that heavy drinking is incompatible

2. Existing identify framework is not incompatible with heavy drinking



To achieve sustained moderation, we need to:

- Foster a change to the personal identity framework
- Foster the belief that heavy drinking is incompatible

Supporting young people to achieve sustained moderation is ALAC's next challenge.

- + Using the guidelines in our communications and marketing
- + Sharing the findings with stakeholders who are working with young people (e.g., parents, educators)
- + Also considering how the findings and guidelines could be helpful in combatting other health and social issues

Thank you.



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