



PRC COMMUNITY OUTREACH

<http://resources.prev.org/>

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New! From one of PRC's researchers:

PREVENTION INTERVENTIONS OF ALCOHOL PROBLEMS IN THE WORKPLACE A REVIEW AND GUIDING FRAMEWORK

An article recently published by PRC researchers discusses how prevention programs in the workplace can change drinking patterns among workers. Workplace programs designed to prevent and reduce alcohol problems can potentially benefit the employee, the employer, and society in general. In 2007, 8.8 percent of fulltime workers overall reported heavy alcohol use (i.e., they consumed five or more drinks on the same occasion on each of 5 or more days in the past 30 days), and 30.2 percent reported binge drinking (i.e., consuming five or more drinks on the same occasion on at least 1 day in the past 30 days).

The amount of heavy drinking varies greatly in different kinds of work settings. For example, almost 16 percent of workers in construction report heavy drinking in the last month while only about four percent of workers in health care and educational fields report heavy drinking in the last month. Work related negative outcomes of heavy drinking include disruptive behavior at work (such as arguments) as well as less productive work.

The workplace offers advantages as a setting for interventions that result in primary prevention of alcohol abuse. Such programs have the potential to reach broad audiences and populations that would otherwise not receive prevention programs and, thereby, benefit both the employee and employer. Researchers have implemented and evaluated a variety of workplace alcohol problem prevention efforts in recent years, including programs focused on health promotion, social health promotion, brief interventions, and changing the work environment. Some studies reported significant reductions in alcohol use and alcohol related problems.

The full article in *Alcohol Research and Health* (Vol. 34, No. 2) Prevention interventions of alcohol problems in the workplace: A review and guiding framework, by Genevieve M. Ames, Ph.D., and Joel B. Bennett, Ph.D can be accessed at:

<http://pubs.niaaa.nih.gov/publications/arh342/175-187.pdf>





To drink responsibly and stay healthy...or not?

Alcohol Justice, a watchdog group for public health policies, recently published a report calling on the alcohol industry to stop including the term "Drink Responsibly" on any of its products and marketing materials. They state there is no evidence that the message is effective in reducing alcohol consumption or related harm, and warn that it may in fact *encourage* alcohol consumption and related harm. For example, think of all the times the phrase is used along with "fiesta" and "party" – methods to promote the alcohol brand and increase sales.

The group also encourages schools, communities, and prevention groups to stop using the message and instead focus on policies that work to decrease alcohol-related harm.

Here are two examples of images we found on the internet using the term "Drink Responsibly" and another shows a brand marketing a diet drink mix (and in small font, "Please Fiesta Responsibly").

Questions that might be asked about advertising in the local community: What other examples of misleading marketing alcohol brands are seen in the community? Which ones impact youth and communities the most in potentially harmful ways?

The report further argues that although the alcohol industry claims using the responsible drinking slogans are the best at preventing alcohol-related harm, changing policies such as alcohol prices and advertisement restrictions are more effective. For the complete report, visit: <http://alcoholjustice.org/images/stories/DrinkResponsiblyFinal.pdf>

Related article: <http://www.cadca.org/resources/detail/study-connects-binge-drinking-advertising>



Speaking of "Healthy"



An Alcohol Justice report from last year examined health claims used by alcohol companies, terms such as "no sugar", "less than 100 calories", "gluten free", and using pictures of "fit" models and celebrities such as Lance Armstrong and The Situation (Jersey Shore reality show star-celebrity). As the report discusses, this practice of selling a product that is harmful is both unethical and illegal. In one bold statement reported, the CEO of an alcohol brand company claimed that two drinks of the product provides 100% of daily vitamin B recommendations, and that the brand was "less bad" than others. Yet as Alcohol Justice points out, alcohol inhibits vitamins B1 and B12, so why would health conscious drinkers pay attention to such claims?

The full report also includes discussions such as: drinking alcohol containing protein after a good work-out; and getting fit with beer that has few(er) calories and carbohydrates. [http://](http://alcoholjustice.org/images/stories/Final_healthclaims_report_1.pdf)

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Beer Taxes: Time to Rise?

The last time beer taxes were raised in California was 1991. However, in some states, the beer taxes were last raised 50 or more years ago. The beer tax in Wyoming was last increased in 1935, and a report notes that tax rates are low in every state, even those with recent increases, and have lost their real value due to inflation. By raising taxes to more significant levels, states could certainly bring in a lot more money – revenue that is much needed. A map at the website below lists the last year the beer tax was increased in each state, the current tax rate per gallon, and the decrease of real value. The report also has a table of the 12 states with the lowest tax rates for beer and includes potential revenue with a 10 cent increase per drink.

The table below shows the worst three states listed in the report.

State	Current Tax Rate (per gallon)	Year of Last Increase	Decrease in Real Value	Revenue @ 10 cents per drink increase
Wyoming	\$0.02	1935	94%	\$15.3 million
Pennsylvania	\$0.08	1947	90%	\$333 million
Kentucky	\$0.08	1954	87%	\$87.2 million

Source: <http://alcoholjustice.org/campaigns/charge-for-harm/450-neglected-and-outdated-state-beer-taxes.html>

Resource Update: Strategic Media Advocacy for Enforcement of Underage Drinking Laws

The Underage Drinking Enforcement Training Center has recently published an updated version of a guide to the use of media advocacy. This guide is specifically aimed at underage drinking, but the principles could be applied to other community concerns.

Local groups are often frustrated by the lack of attention to their issue or by the way the media miss important aspects of a story. For example, an enforcement campaign to prevent sales of alcohol to minors might get no coverage at all or might be treated as government interference with local businesses. A tragic traffic crash might get coverage only as a poignant event, complete with pictures of teddy bears and candles left at the crash site, without any mention of the role alcohol played. Media advocacy – the proactive use of news media to get a message out – can be a strategy for making sure that media coverage helps to bring positive attention to important issues. This guide can help empower organizations to take control of the media messages about underage drinking portrayed in the news. Media advocacy has been used throughout the country to influence media coverage of a wide variety of health issues. In the alcohol area, it has been used to draw attention to the marketing of alcopops and alcohol energy drinks to kids and to generate support for alcohol enforcement. In the past, it was easy to see the news media as a force that was inflicted on us rather than an institution that we could influence. These days, it is more possible than ever before for organizations to make their own news *and* to influence the coverage they receive from traditional news outlets. Media advocacy is an approach to media that helps people tell their own story rather than wait passively for news media to “get it right.”

Discussions in the resource include framing and how to focus information when presenting to an audience, and making use of citizen journalism.

The complete guide can be accessed at <http://www.udetc.org/documents/mediadvocacy.pdf>

It was written by Phillip M Wilbur and Kathryn Stewart of PIRE.



An example of framing a news story: Which one will lead to a more positive view of law enforcement to reduce underage drinking?

Teachers and Parents

The positive effect of warm and supportive teachers on student learning and self-development has been demonstrated in many educational studies. A recent study of more than 500 middle school students found when students feel more emotional support and ability to discuss problems with their teachers provides more than benefits to learning. An association found that students who have close relationships with both teachers and parents were less likely to use alcohol and other drugs. While the findings don't show how much of an impact teachers have, the study demonstrates the importance of teachers role in multidimensional prevention efforts and claims to be the first data-driven study linking teacher support to lower risk of alcohol use. The study is published in the online journal *Psychology of Addictive Behaviors*
<http://health.usnews.com/health-news/news/articles/2012/03/23/caring-teachers-may-help-keep-kids-from-trying-alcohol-drugs>

Speaking of parents...

The Century Council released new results on parents influence on their kids drinking. 83% of youth between the ages of 10 and 18 cite parents as the primary influence for not drinking alcohol or mostly refraining from drinking alcohol. The number is up nearly 30% from reports back in 2003. Teachers and friends tied for second at 33%. Other influences for staying away from alcohol included siblings, punishment, and law enforcement.

*Top conversation starters for parents and youth to discuss the hazards of drinking:

- a tragedy reported in the news
- something seen on TV or a movie
- someone else getting caught with alcohol or drinking

*from: <http://www.marketwatch.com/story/no-kidding-kids-are-actually-listening-to-their-parents-when-it-comes-to-talking-about-underage-drinking-2012-04-02>

World Drinking Trends: Who Drinks More?

Europeans have been cited drinking as much as twice the world average, on average consuming 12.5 litres of pure alcohol a year. The areas with the heaviest drinkers were in eastern Europe and central-eastern Europe; amounts averaging up to 14.5 litres of alcohol per year, compared to other areas of Europe where drinkers average between 10.4 and 12.4 liters of alcohol per year. However, when assessing hazardous drinking, the Nordic countries with the lowest amount of alcohol average consumption per year had the highest rates of binge drinking and other hazardous drinking.

Overall, the European Union reports that in 2004 alcohol was the main contributor to 12% of deaths among people ages 15-64, and 3% of deaths were related to *others* drinking alcohol. Worldwide, the percent of death attributed to drinking alcohol was 3.8. <http://www.reuters.com/article/2012/03/27/us-europe-alcohol-who-idUSBRE82Q16A20120327>

Another report found that among adolescents in the "developed world" American teens had the riskiest behaviors when it comes to alcohol and other health behaviors. The report states that American teens have the highest rates of alcohol and drug use, are more likely to be killed by violence, and have the highest percentage of overweight teens between the ages of 13 and 15 despite also having the highest rates of exercise. http://www.mlive.com/health/index.ssf/2012/04/us_teens_lead_western_world_in.html