



## RESEARCH AND NEWS SUMMARY

Date Compiled: February 2016

### **SPORTS PARTICIPATION AND ALCOHOL USE: ASSOCIATIONS WITH SPORTS-RELATED IDENTITIES AND WELL-BEING**

January 2016

**Objective:** Studies indicate that those participating in sports are a high-risk population for hazardous alcohol use. Previous research identifies psychosocial drivers underpinning this link between sports participation and risky drinking behavior; however, the evidence is restricted to cross-sectional prevalence studies. Theoretical evaluations suggest that psychologically constructed identities are a defining factor for behaviors in this context. Therefore, the present study sought to examine longitudinally the relationships among sports-related identities, well-being, and alcohol behaviors in those participating in sports.

**Method:** Respondents completed self-report questionnaires on their alcohol consumption, drinking motives, athlete identity (personal identity), sports group identification (social identity), and general well-being. A sample of 475 participants (male = 55.6%; mean age = 20.2 years) provided data at Time 1 for cross-sectional analysis. Longitudinal associations were conducted with 92 participants (male = 42.4%; mean age = 20.8 years) who provided follow-up data (Time 1 and 6 months later).

**Results:** Cross-sectional results revealed an association between social identity and alcohol consumption, which was fully mediated by positive reinforcement drinking motives. Correlation analysis found a significant positive relationship between Time 1 alcohol consumption and social identity 6 months later. Furthermore, social identity was positively associated with consumption, whereas athlete identity was negatively associated therewith. Finally, well-being was positively associated only with sports group identification over time.

**Conclusions:** Our findings suggest that sport-related drinking may be an avenue for building group identification, and this identification is linked to well-being.

Source: <http://www.jsad.com/doi/abs/10.15288/jsad.2016.77.170>

### **'A DRINK THAT MAKES YOU FEEL HAPPIER, RELAXED AND LOVING': YOUNG PEOPLE'S PERCEPTIONS OF ALCOHOL ADVERTISING ON FACEBOOK**

January 2016

**Aims:** To explore young people's perceptions of alcohol advertising on Facebook and investigate perceived compliance with the Alcohol Beverages Advertising Code (ABAC).

**Methods:** An online cross-sectional survey with 172 Australians aged 16–29 years recruited from a market research website and via Facebook. We compiled advertisements from six popular alcohol brands' Australian Facebook pages and asked respondents for their perceptions and interpretations in open and closed-ended questions.

**Results:** Open-ended responses most commonly indicated that the main messages of the advertisements related to social success. In closed-ended questions, respondents perceived advertisements implied that alcohol facilitated relaxation (67%), improved mood (65%), social success (57%) and confidence (49%).

**Conclusion:** Young people identified the main themes of alcohol advertising on Facebook as related to social success and significant improvement in mood. Young people's interpretations of Facebook alcohol advertising suggest breaches of ABAC guidelines. Strengthening the enforcement and application of the ABAC and social media alcohol advertising policies is justified.

Source: <http://alcalc.oxfordjournals.org/content/early/2016/01/10/alcalc.agv134>

## **IMPACTS OF DRINKING-AGE LEGISLATION ON ALCOHOL-IMPAIRED DRIVING CRIMES AMONG YOUNG PEOPLE IN CANADA, 2009-2013**

January 2016

**Background and Aim:** In Canada, the minimum legal drinking age (MLDA) is 18 years in Alberta, Manitoba and Québec, and 19 in the rest of the country. Given that public-health organizations not only have recommended increasing the MLDA to 19 years, but also have identified 21 years as ideal, the current study tested whether drivers slightly older than the MLDA had significant and abrupt increases in alcohol-impaired driving (AID) crimes, compared with their counterparts just younger than the MLDA.

**Design:** Regression-discontinuity approach.

**Setting:** Canada.

**Sample:** AID criminal incidents by drivers aged 15 to 23 years (female,  $n = 10,706$ ; male,  $n = 44,973$ ).

**Measurements:** Police-reported AID incidents from the Canadian 2009-2013 Uniform Crime Reporting Survey.

**Findings:** Significant gender-by-MLDA effects supported gender-specific models. Compared with males slightly younger than the MLDA, those just older had abrupt increases in AID incidents of 42.8% (95% CI = 20.4%-66.3%,  $P < 0.001$ ), 28.1% (95% CI = 16.0%-40.7%,  $P < 0.001$ ) and 35.1% (95% CI = 22.4%-48.4%,  $P < 0.001$ ) in provinces with an MLDA of 18 years, 19 years, and across the country, respectively. Among females, AID incidents increased by 39.9% (95% CI = 1.9%-79.6%,  $P = 0.040$ ) in provinces with an MLDA of 18 years, and by 19.4% (95% CI = 2.1%-37.4%,  $P = 0.028$ ) at the national level.

**Conclusion:** Release from drinking-age restrictions appears to be associated with increases in alcohol-impaired driving offenses among young drivers in Canada, ranging from 28%-43% among males and 19%-40% among females. This article is protected by copyright. All rights reserved

Source: <http://onlinelibrary.wiley.com/doi/10.1111/add.13310/abstract>

## **ADULT AND ADOLESCENT EXPOSURE TO TOBACCO AND ALCOHOL CONTENT IN CONTEMPORARY YOUTUBE MUSIC VIDEOS IN GREAT BRITAIN: A POPULATION ESTIMATE**

January 2016

**Background:** We estimate exposure of British adults and adolescents to tobacco and alcohol content from a sample of popular YouTube music videos.

**Methods:** British viewing figures were generated from 2 representative online national surveys of adult and adolescent viewing of the 32 most popular videos containing content. 2068 adolescents aged 11–18 years (1010 boys, 1058 girls), and 2232 adults aged 19+ years (1052 male, 1180 female) completed the surveys. We used the number of 10 s intervals in the 32 most popular videos containing content to estimate the number of impressions. We extrapolated gross and per capita impressions for the British population from census data and estimated numbers of adults and adolescents who had ever watched the sampled videos.

**Results:** From video release to the point of survey, the videos delivered an estimated 1006 million gross impressions of alcohol (95% CI 748 to 1264 million), and 203 million of tobacco (95% CI 151 to 255 million), to the British population. Per capita exposure was around 5 times higher for alcohol than for tobacco, and nearly 4 times higher in adolescents, who

were exposed to an average of 52.1 (95% CI 43.4 to 60.9) and 10.5 (95% CI 8.8 to 12.3) alcohol and tobacco impressions, respectively, than in adults (14.1 (95% CI 10.2 to 18.1) and 2.9 (95% CI 2.1 to 3.6)). Exposure rates were higher in girls than in boys.

**Conclusions:** *YouTube* music videos deliver millions of gross impressions of alcohol and tobacco content. Adolescents are exposed much more than adults. Music videos are a major global medium of exposure to such content.

Source: <http://jech.bmj.com/content/early/2016/01/04/jech-2015-206402>

## **EDITOR'S CORNER: THE ROLE OF PUBLIC HEALTH SURVEILLANCE IN PROTECTING YOUNG PEOPLE FROM ALCOHOL MARKETING**

January 2016

Evidence has been mounting that the alcoholic beverage industry is not adhering to its self-regulation guidelines. These self-imposed codes of responsible marketing are supposed to protect vulnerable populations, particularly children and adolescents, from the potential negative effects of alcohol advertising. But their main purpose may be quite the opposite: to allow producers to market their products unencumbered by statutory regulations and to absolve them of responsibility for the harm caused to underage drinkers by their products.

To the extent that public health surveillance methods are now available, it is time for alcohol scientists and public health agencies, including the World Health Organization and the U.S. National Institutes of Health, to recognize that the long-neglected "elephant in the room" needs to be monitored systematically using the tools of social and behavioral science. Industry self-regulation of marketing has been found to be ineffective as a way to protect vulnerable populations from alcohol marketing. More stringent policy options are now being implemented in some countries and considered in others.

Source: <http://www.jsad.com/doi/full/10.15288/jsad.2016.77.5>

## **DAILY ASSOCIATIONS BETWEEN ALCOHOL CONSUMPTION AND DATING VIOLENCE PERPETRATION AMONG MEN AND WOMEN: EFFECTS OF SELF-REGULATION**

January 2016

**Objective:** Alcohol intoxication has been associated with dating violence perpetration, defined here as psychological and/or physical violence occurring between young adult dating partners. However, little is known about how the individual variability in the level of alcohol intoxication would influence dating violence perpetration and how sex and self-regulation might influence this association.

**Method:** College-aged men and women ( $N = 146$ ) from a large southwestern U.S. university completed background questionnaires, including the Brief Self-Control Scale, to assess self-regulation and then reported their dating violence perpetration and alcohol consumption using a 90-day Timeline Followback assessment. Their average estimated blood alcohol concentration (eBAC) and their daily deviation from this average were calculated for each of the 90 days to examine the between- and within-person effects of alcohol consumption, respectively.

**Results:** Results of a two-level generalized estimating equation suggest that increases in daily eBAC were associated with an increased likelihood of perpetrating dating violence; however, this association was stronger for those who had a low average eBAC compared with those who had a high average eBAC. For those who had a low average eBAC, higher self-regulation was associated with a lower probability of perpetrating dating violence, whereas among those with a high average eBAC, self-regulation was not associated with dating violence perpetration. Sex did not moderate the association between eBAC and dating violence perpetration.

**Conclusions:** Findings highlight the importance of self-regulation in dating violence perpetration—particularly for those with low average eBACs—and the need for varied intervention strategies, depending on one's typical drinking pattern.

Source: <http://www.jsad.com/doi/abs/10.15288/jsad.2016.77.150>

## **THE LOW LEVEL OF RESPONSE TO ALCOHOL-BASED HEAVY DRINKING PREVENTION PROGRAM: ONE-YEAR FOLLOW-UP**

January 2016

**Objective:** Heavy drinking is common on college campuses, with a marked increase from high school to freshman year. Programs addressing heavy campus drinking often personalize prevention protocols to fit a student's demography and prior drinking characteristics. Few efforts have individualized approaches to address a person's vulnerability through his or her low level of response (low LR) to alcohol.

**Method:** This article describes the recently completed 55-week outcome in drinking quantities and problems for the >90% of 500 participants in a prevention program at a U.S. university (62% female, mean age = 18 years) who completed a 4-week series of 50-minute videos delivered via the Internet. We evaluated whether, for low LRs, participation in an educational approach that focused on a low LR (the LR-based [LRB] condition) was associated with better outcomes than a state-of-the-art (SOTA) general education or with a no-intervention control condition.

**Results:** Using a mixed-design analysis of variance and focusing on the most closely ethnically matched high and low LR pairs, students with low LRs in the LRB condition demonstrated the greatest decreases in usual and maximum drinks over the 55 weeks, especially when compared with closely ethnically matched students with high LRs. Low LR controls showed the highest drinking values over time.

**Conclusions:** This study underscores the potential importance of targeting a person's specific preexisting vulnerability toward heavy drinking when he or she enters college. The approach can be used in a relatively inexpensive protocol of video education sessions delivered via the Internet.

Source: <http://www.jsad.com/doi/abs/10.15288/jsad.2016.77.25>