projectextramile
PREVENTING ALCOHOL-RELATED HARM

RESEARCH SUMMARY
Date Compiled: October 2017

ALCOHOL CONSUMPTION AND LIVER, PANCREATIC, HEAD AND NECK CANCERS IN AUSTRALIA: TIMESERIES ANALYSES
September 2017

Summary:

This report examines the magnitude and distributions of the preventive effects from the reduction of population drinking on three types of cancer mortality across different gender and age groups in Australia between 1968 and 2011, controlling for the effects of smoking and health expenditure. The report extends our understanding of the role that alcohol plays with respect to liver, pancreatic, head and neck cancers in Australia at an aggregate level. Importantly, this report extends these findings by using time series method with an innovative lagged effects estimation and lag-length selection process.

The report provides the first suggestive evidence that there could be significant preventive effects on liver, head and neck cancer deaths from reducing population drinking levels, particularly among men and older age groups.

Key findings

• Change in alcohol consumption per capita was significantly and positively associated with change in both male and female head and neck cancer mortality, particularly among males and females aged 50 and above.

• Change in alcohol consumption per capita was significantly and positively associated with change in male liver cancer mortality, particularly among males aged 50-69.

• No associations were found between alcohol consumption per capita and pancreatic cancer mortality.

• The results suggest that one litre decreases in annual alcohol consumption per capita were associated with reductions of 11.6 per cent in male and 7.3 per cent in female head and neck cancer mortality across a 20-year period.

• The results also suggest that one litre decreases in annual alcohol consumption per capita were associated with a reduction in male cancer mortality of 15.0 per cent across a 20-year period.

• In total, it is estimated from the analysis that about 6.5 per cent of male and 4.1 per cent of female head and neck cancer deaths were related to alcohol consumption in Australia between 1968 and 2011.

• Alcohol consumption was estimated to be responsible for 8.4 per cent of male liver cancer deaths in Australia in the last 50 years.

Free full text: http://fare.org.au/wp-content/uploads/Jiang-et-al-Alcohol-and-cancer-25-September-2017.pdf

Source: *Center for Alcohol Policy Research*

PORTRAYAL OF ALCOHOL BRANDS POPULAR AMONG UNDERAGE YOUTH ON YOUTUBE: A CONTENT ANALYSIS

November 2017

Abstract

Objective: We characterized leading YouTube videos featuring alcohol brand references and examined video characteristics associated with each brand and video category.

Method: We systematically captured the 137 most relevant and popular videos on YouTube portraying alcohol brands that are popular among underage youth. We used an iterative process to codebook development. We coded variables within domains of video type, character sociodemographics, production quality, and negative and positive associations with alcohol use. All variables were double coded, and Cohen's kappa was greater than .80 for all variables except age, which was eliminated.

Results: There were 96,860,936 combined views for all videos. The most common video type was "traditional advertisements," which comprised 40% of videos. Of the videos, 20% were "guides" and 10% focused on chugging a bottle of distilled spirits. While 95% of videos featured males, 40% featured females. Alcohol intoxication was present in 19% of videos. Aggression, addiction, and injuries were uncommonly identified (2%, 3%, and 4%, respectively), but 47% of videos contained humor. Traditional advertisements represented the majority of videos related to Bud Light (83%) but only 18% of Grey Goose and 8% of Hennessy videos. Intoxication was most present in chugging demonstrations (77%), whereas addiction was only portrayed in music videos (22%). Videos containing humor ranged from 11% for music-related videos to 77% for traditional advertisements.

Conclusions: YouTube videos depicting the alcohol brands favored by underage youth are heavily viewed, and the majority are traditional or narrative advertisements. Understanding characteristics associated with different brands and video categories may aid in intervention development.

Free full text: http://www.jsad.com/doi/full/10.15288/jsad.2017.78.654

Source: *Journal of Studies on Alcohol and Drugs*

ALCOHOL ADVERTISING IN MAGAZINES AND UNDERAGE READERSHIP: ARE UNDERAGE YOUTH DISPROPORTIONATELY EXPOSED?

September 2017

Abstract

Background: The question of whether underage youth are disproportionately exposed to alcohol advertising lies at the heart of the public health debate about whether restrictions on alcohol advertising are warranted. The aim of this study was to determine whether alcohol brands popular among underage (ages 12 to 20 years) drinkers ("underage brands") are more likely than others ("other brands") to advertise in magazines with high underage readerships.

Methods: We analyze the advertising of 680 alcohol brands in 49 magazines between 2006 and 2011. Using a random effects probit model, we examine the relationship between a magazine's underage readership and the probability of an underage or other brand advertising in a magazine, controlling for young adult (ages 21 to 29 years) and total readerships, advertising costs and expenditures, and readership demographics.

Results: We find that underage brands are more likely than other brands to advertise in magazines with a higher percentage of underage readers. Holding all other variables constant at their sample

means, the probability of an "other" brand advertising in a magazine remains essentially constant over the range of underage readership from 0.010 (95% confidence interval [CI], 0.007 to 0.013) at 5% to 0.012 (95% CI, 0.008 to 0.016) at 35%. In contrast, the probability of an underage brand advertising nearly quadruples, ranging from 0.025 (95% CI, 0.015 to 0.035) to 0.096 (95% CI, 0.057 to 0.135), where underage brands are 7.90 (95% CI, 3.89 to 11.90) times more likely than other brands to advertise.

Conclusions: Alcohol brands popular among underage drinkers are more likely than other brands to advertise in magazines with high underage readerships, resulting in the disproportionate exposure of underage youth. Current voluntary advertising industry guidelines are not adequate to protect underage youth from high and disproportionate exposure to alcohol advertising in magazines. To limit advertising exposure among underage youth, policy makers may want to consider regulation of alcohol advertising in magazines.

Source: *Alcoholism: Clinical and Experimental Research*

SPECIAL RULES FOR SMALL BREWERS, WINERIES AND DISTILLERS
September 2017

The alcohol supplier landscape has dramatically changed. Not too long ago, there were just a few large suppliers for beer, wine and spirits that dominated the market. Think Anheuser-Busch, Gallo and Seagram's. Over the years, many small operators disappeared and there were few new entrants. Today, we have a completely different picture. There are thousands of suppliers, most of which are very small. Many of these small operators work outside the three-tier regulatory system having obtained exemptions on distribution and retail sales from their state legislatures,,,

Potential damage to the three-tier system. For over 80 years, our regulatory system has worked to create an orderly market that protects the public and fosters a fair and balanced business environment. The system has controlled overall consumption, maintained orderly license establishments, as well as helped reduce underage drinking and drunk driving. Our country stacks up well in comparison with other developed nations, especially those in Europe. Once exemptions are granted to small companies, it impacts how they operate their business. When they become successful and larger they do not want to give up the special privileges. At some point, it could completely undo our regulatory system. Ironically, that scenario would likely operate to the disadvantage of small companies.

Full report: http://www.healthyalcoholmarket.com/pdf/Short_Report2017.pdf

Source: *Healthy Alcohol Marketplace*

GLOBAL, REGIONAL, AND NATIONAL COMPARATIVE RISK ASSESSMENT OF **84** BEHAVIOURAL, ENVIRONMENTAL AND OCCUPATIONAL, AND METABOLIC RISKS OR CLUSTERS OF RISKS, **1990–2016:** A SYSTEMATIC ANALYSIS FOR THE **G**LOBAL **B**URDEN OF **D**ISEASE **S**TUDY **2016**
September 2017

Summary

Background: The Global Burden of Diseases, Injuries, and Risk Factors Study 2016 (GBD 2016) provides a comprehensive assessment of risk factor exposure and attributable burden of disease. By providing estimates over a long time series, this study can monitor risk exposure trends critical to health surveillance and inform policy debates on the importance of addressing risks in context.

Methods:

This study used updated techniques to better measure alcohol use a risk factor for health conditions

Bottom Line (in our phrasing, unless in quotes):

- Alcohol use was the leading cause of death, disease, and disability globally for adults aged 15-49 in 2016.

- Alcohol use was the fourth leading cause of death, disease, and disability globally for men in 2016.

- Harmful alcohol use is on the rise, especially in lower-income nations

- Reports of alcohol's health benefits have been overstated. This study found little or no preventive effects for alcohol consumption.

- Reports have underestimated the link between alcohol and cancer

- "….unlike tobacco or drugs, governments have been discouraged from efforts to limit alcohol's availability by trade agreements and disputes."

- "Given alcohol's health burden within these age groups, **an increased focus on alcohol control policies is needed to effectively address this risk factor**." (emphasis added)

Full free text: http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(17)32366-8/fulltext

Source: *The Lancet*

ALCOHOL INTAKE AND RISK OF NONMELANOMA SKIN CANCER: A SYSTEMATIC REVIEW AND DOSE–RESPONSE META-ANALYSIS
September 2017

Summary: Nonmelanoma skin cancer (NMSC) comprises mainly basal cell carcinoma (BCC) and cutaneous squamous cell carcinoma (cSCC). The association between alcohol intake and NMSC has been inconclusive; therefore the objective of this study is to quantify the relationship between alcohol intake and NMSC using meta-analyses. A systematic literature search of PubMed and Embase was performed on 30 October 2016. Eligible articles were case–control or cohort studies that examined alcohol intake and risk of BCC or cSCC and reported relative risks (RRs) with 95% confidence intervals (CIs). Of the 307 articles identified, 13 case–control and cohort studies were included in the systematic review, including 95 241 NMSC cases (91 942 BCC and 3299 cSCC cases). A random-effects model was used to obtain summary RRs and 95% CIs for dose–response meta-analyses. For every 10-gram increase in ethanol intake per day, a positive association was found for both BCC (summary RR of 1·07; 95% CI 1·04–1·09) and cSCC (summary RR of 1·11; 95% CI 1·06–1·16). While there was evidence suggesting a nonlinear association for BCC, it may be due to the sparse data at higher alcohol intake levels. This meta-analysis found evidence that alcohol drinking is positively associated with both BCC and cSCC risk in a dose-dependent manner. These results should be interpreted with caution due to potential residual confounding. Nonetheless, because alcohol drinking is a prevalent and modifiable behaviour, it could serve as an important public health target to reduce the global health burden of NMSC.

Source: *British Journal of Dermatology*

"WE HAVE A RIGHT TO KNOW": EXPLORING CONSUMER OPINIONS ON CONTENT, DESIGN AND ACCEPTABILITY OF ENHANCED ALCOHOL LABELS
September 2017

Abstract
Aims: This study aimed to refine content and design of an enhanced alcohol label to provide information that best supports informed drinking and to gauge consumer acceptability of enhanced alcohol labels among a subset of consumers.

Methods: Five focus groups (n = 45) were conducted with stakeholders and the general public (age 19+) across one jurisdiction in northern Canada. Interviews were transcribed and analyzed using NVivo software.

Results: The majority of participants showed strong support for enhanced alcohol labels with an emphasis on the consumers' right to know about the health risks related to alcohol. Participants preferred larger labels that included standard drink (SD) information, national low-risk drinking guidelines presented as a chart with pictograms, cancer health messaging and a pregnancy warning. Supporting introduction of the labels with a web resource and an educational campaign was also recommended.

Conclusions: Displaying enhanced labels on alcohol containers that include SD information, low-risk drinking guidelines and other health messaging in an accessible format may be an effective way to better inform drinkers about their consumption and increase awareness of alcohol-related health risks. Introduction of enhanced labels shows potential for consumer support.

Short summary: Focus group findings indicate strong support for enhanced alcohol labels displaying SD information, national drinking guidelines, health messaging and a pregnancy warning. Introduction of enhanced alcohol labels in tandem with an educational campaign may be an effective way to better inform Canadian drinkers and shows potential for consumer support.