

INTERNATIONAL ALCOHOL CONTROL (IAC) STUDY: SOUTH AFRICA

Neo K Morojele, PhD

Alcohol, Tobacco & Other Drug Research Unit (SAMRC)
School of Public Health (University of the Witwatersrand)
School of Public Health & Family Medicine (University of Cape Town)

OVERVIEW

- Background to IAC study
- Background to IAC survey: South Africa
- Adolescents' exposure to alcohol marketing
- Discussion

BACKGROUND

- A multi-country collaborative research project
- Measures the impacts of key national level alcohol control policies in different countries
- Assesses changes in drinking behaviour before and after policy changes to evaluate alcohol control policies

BACKGROUND

- Conceived in 2011
- Started with 5 countries: New Zealand, England, Scotland, South Korea and Thailand
- Currently involves 11 countries (both LMIC and high income countries)

PARTICIPATING COUNTRIES



METHODS

Longitudinal Survey

- Includes drinkers (and non-drinkers in some countries)
- Assesses alcohol consumption, perceptions of alcohol affordability, availability, and enforcement and support for policy

Alcohol Environment Protocol (AEP)

- Assesses alcohol policy environment in each country

IAC STUDY SOUTH AFRICA

Investigators

- PI: Prof Charles Parry; Co-PI: A/Prof Neo Morojele
- SAMRC: Alcohol, Tobacco and Other Drug Research Unit

Funder

- International Development Research Centre (Canada)

STUDY SITE

- City of Tshwane Metropolitan Municipality (CTMM), which includes the executive capital of South Africa (Pretoria), and surrounding areas
- Population: 2.3 million
- Unemployment: 19.8%
- Region of about 90 km²

STUDY SITE



METHODS

We used multi-stage stratified cluster random sampling, involving selection of:

- 35 Wards (in regions)
- 364 Census Enumeration Areas (within wards)
- Households (within EAs)
- Adults/adolescents within households

QUESTIONNAIRE MEASURES

- Demographic factors
- Alcohol consumption
- Purchasing behaviour
- Attitudes and perceptions
- **Exposure to alcohol brand marketing (16 items):**

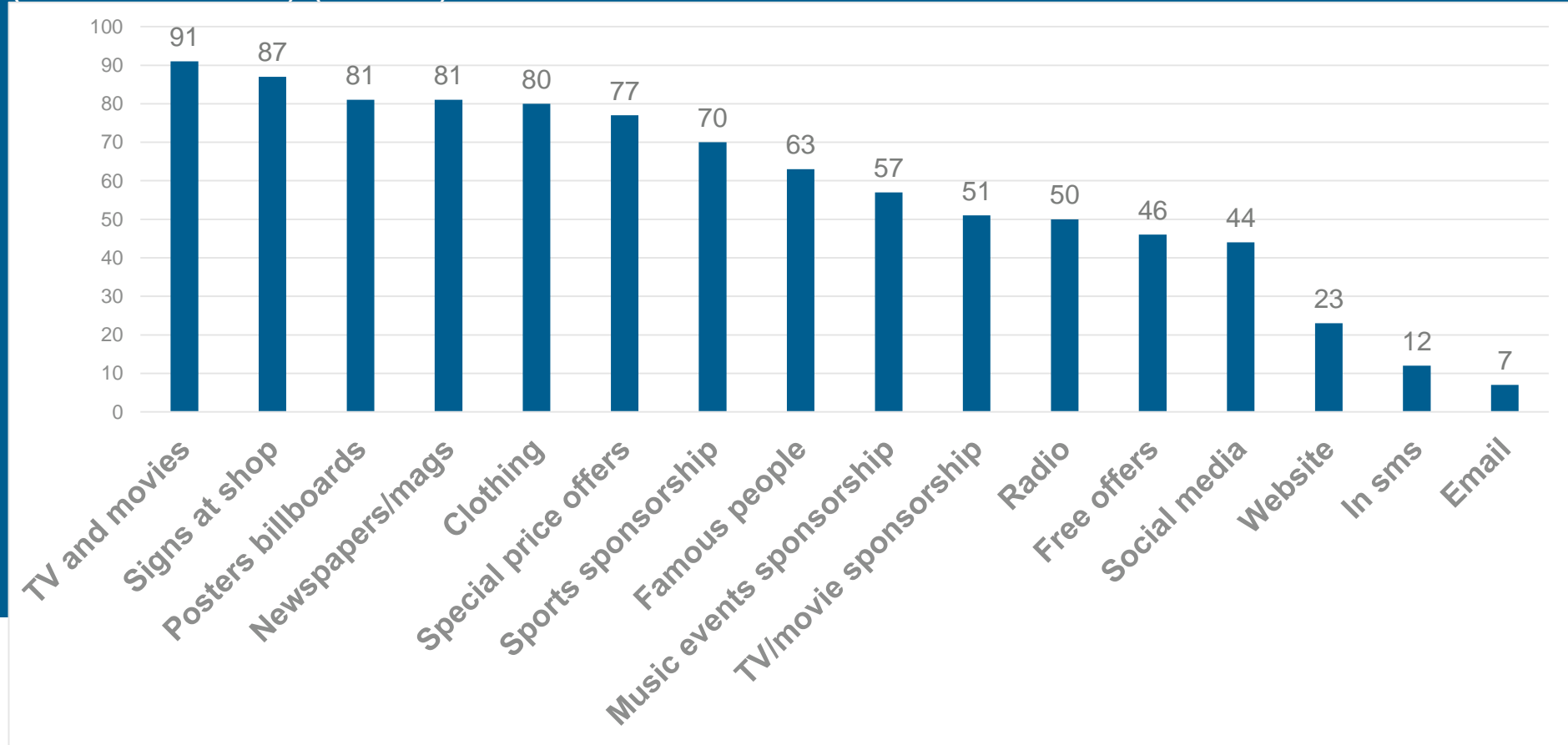
“In the last 6 months have you noticed any (alcohol) brands or products being advertised?”

- Traditional (e.g. television, billboards, signs at shops, merchandise, radio, magazines, newspapers)
- Sponsorships (sports, music events, TV programmes/films, celebrities)
- Special price offers (on TV/radio/newspapers, free offers when buying alcohol)
- Electronic media (e.g. websites, SMS, FB, emails)

DEMOGRAPHIC CHARACTERISTICS OF SAMPLE OF DRINKERS (N=2046)

		Males (N=1310)	Females (N=736)	Total (N=2046)
AGE	Mean (SD)	33.1 (11.9)	33.8 (12.9)	33.4 (12.3)
		N (%)	N (%)	N (%)
AGE GROUP	Adolescents (16-17)	45 (3.44)	26 (3.53)	71 (3.47)
	Adults (18-65)	1265 (96.6)	710 (96.5)	1975 (96.5)
'RACE'*	Black	1065 (81.3)	473 (64.3)	1538 (75.2)
	Coloured	103 (7.9)	126 (17.1)	229 (11.2)
	Indian	18 (1.4)	10 (1.4)	28 (1.4)
	White	124 (9.5)	127 (17.3)	251 (12.3)

PERCENTAGE OF ADOLESCENTS (DRINKERS AND NON-DRINKERS) REPORTING EXPOSURE TO ALCOHOL BRANDS/PRODUCTS VIA VARIOUS METHODS/MEDIA (UNWEIGHTED) (N=869)



FINAL COMMENT

- Adolescents (both drinkers and non-drinkers) have very high levels of exposure to alcohol adverts (e.g. > 90% on TV)
- Very high levels of exposure to alcohol adverts may have contributed to shift in societal norms regarding alcohol and alcohol consumption in SA
- Further work on the IAC study will involve examining associations between exposure to advertisements and alcohol consumption cross-sectionally and over time

ACKNOWLEDGEMENTS

- International Development Research Centre (IDRC).
- Professor Sally Caswell, Dr Tasia Huckle, Dr Thomas Graydon-Guy and Dr Lanuola Asiasiga (SHORE and Whariki Research Centre, Massey University)
- Colleagues from international network of IAC studies
- Research staff from South African Medical Research Council (Naledi Kitleli & Frans Masango)
- Study participants from the Tshwane community study site