



Relationship between alcohol marketing exposure and drinking behavior among African adolescents

Results of preliminary analyses of WHO data in four African countries

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Commissioned by:



Monitoring element in Mampa 2012



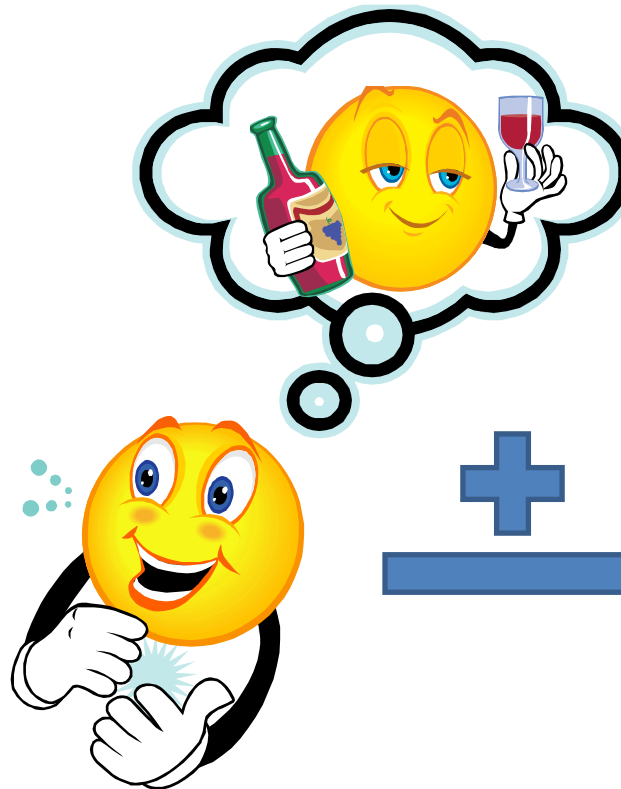
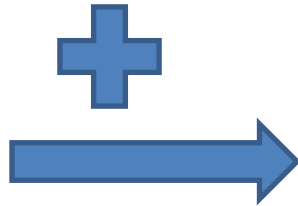
Aim of MAMPA

- Examine the relationship between alcohol marketing exposure and drinking behavior among adolescents in four African countries
- **To test the following hypotheses:**
 - **H1:** There is a direct impact of alcohol marketing exposure on drinking onset
 - This impact is robust and holds for all countries sampled
 - **H2:** The impact is mediated by positive alcohol expectancies.

Focus of the study



Alcohol advertising exposure



Positive alcohol expectancies



Alcohol use

The MAMPA project

- Data collection in 2012;
- Study took place in 4 countries
 - Kenya
 - Malawi
 - Zambia
 - Namibia
- Countries differ in background
 - access to alcohol
 - marketing regulations
- Data is collected by national partners
 - coordination by Dutch Institute for Alcohol Policy;
- Stratified school based sample; urban and rural area.



Sample characteristics

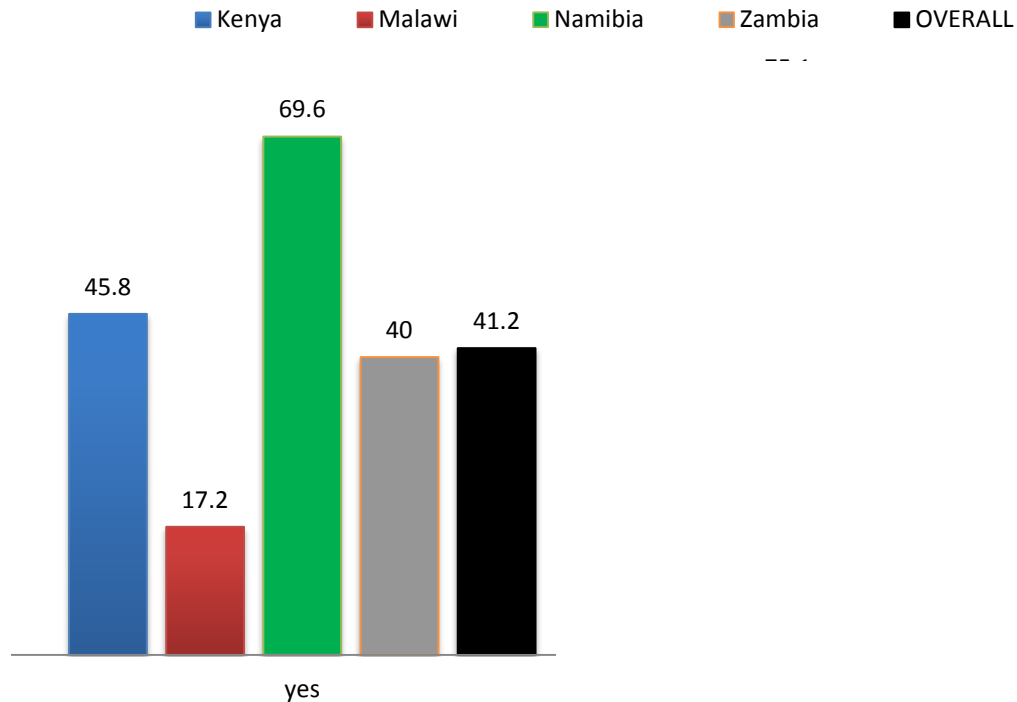
Table 1. Descriptive statistics Total Sample and per Country

	Kenya	Malawi	Namibia	Zambia	Overall
N	1580	2017	1741	1746	7233
Mean Age	15.51 (1.02)	14.83 (.997)	14.40 (1.15)	14.91 (1.54)	14.90 (1.25)
SD Age					
Range Age	11-26	12-18	12-21	10-22	10-26
% Boys	40.2	46.3	45.8	50.5	44.9

Drinking behaviour

Differs between countries:

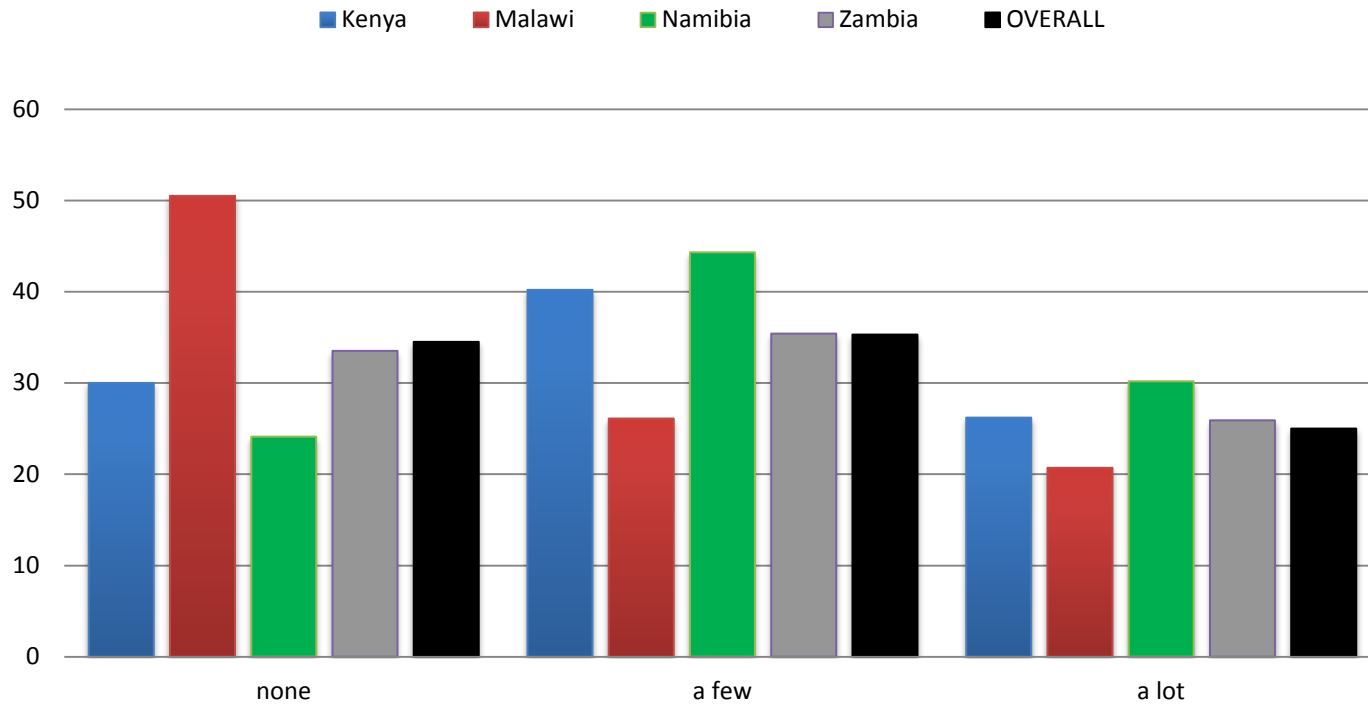
- Malawi low
- Namibia high



Percentage of adolescents who have had an alcoholic drink in their life (more than a sip)

Self-reported exposure to alcohol marketing

- Exposure level varied among countries, but pattern across marketing channels same
- Generally, exposure in Malawi lower than in Kenya and Namibia.

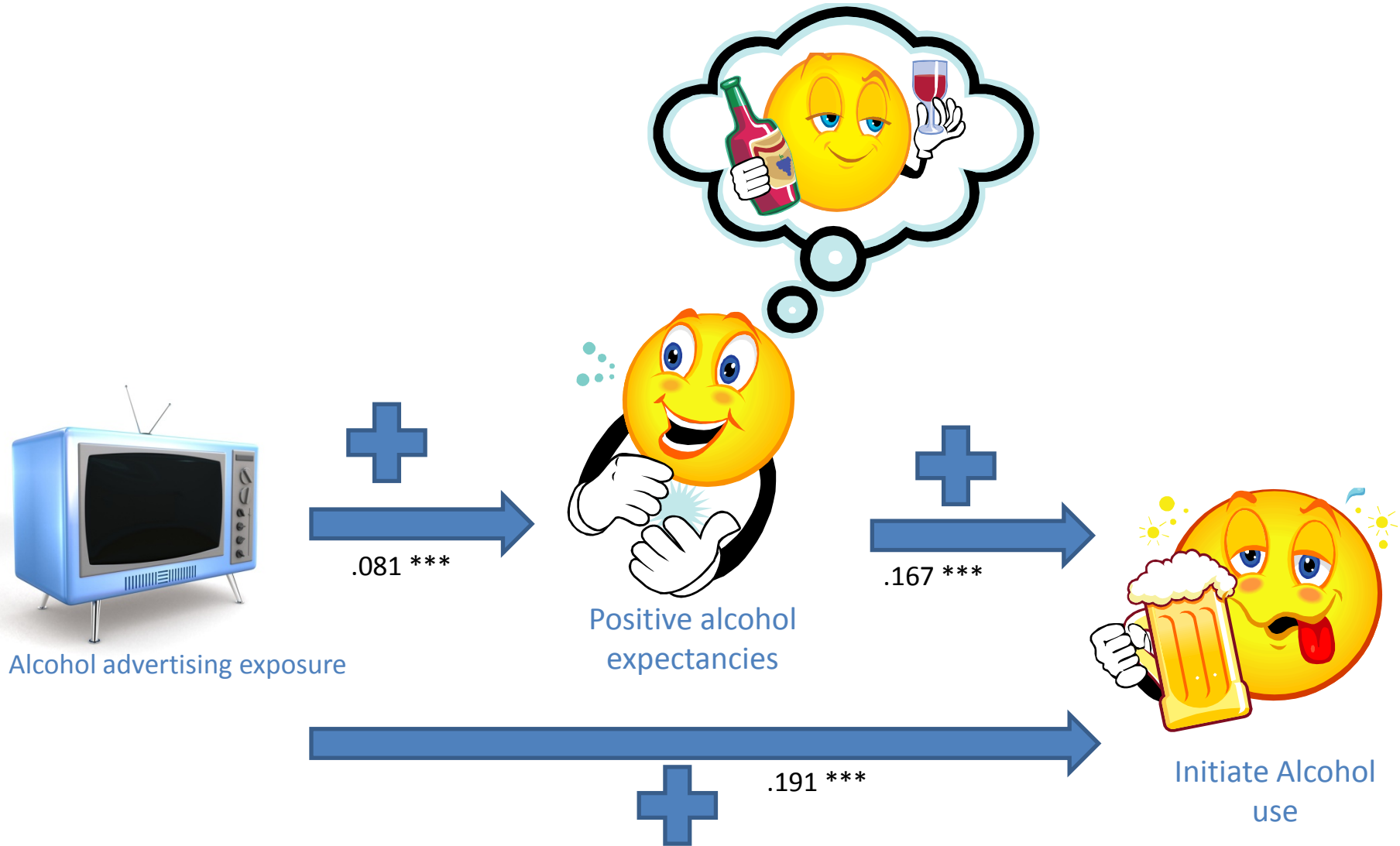


Example: Percentage of adolescents who report various amounts of exposure to billboard ads



Shown are unstandardized factor loadings; *** p<.001

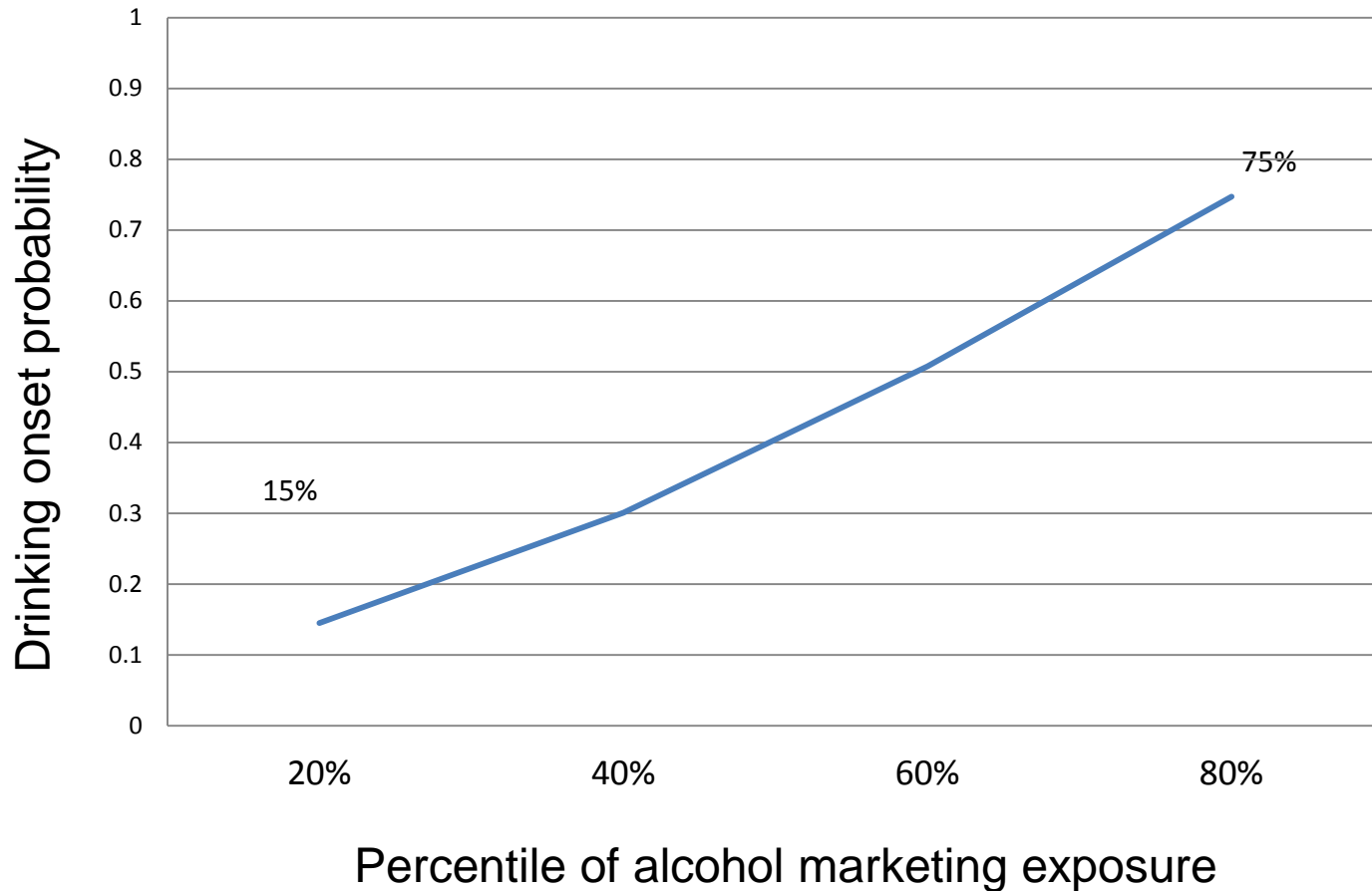
Key findings:



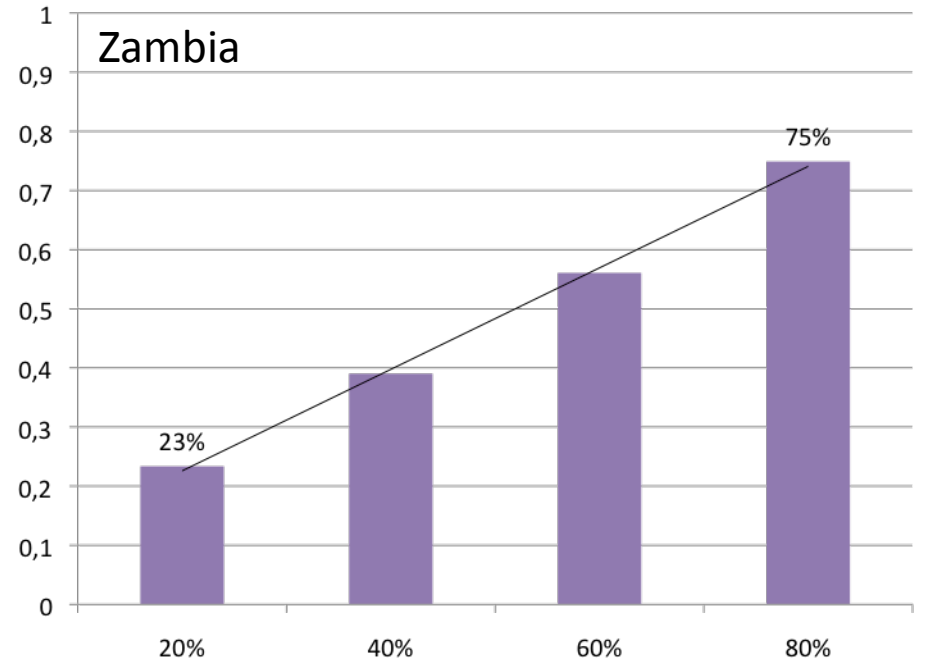
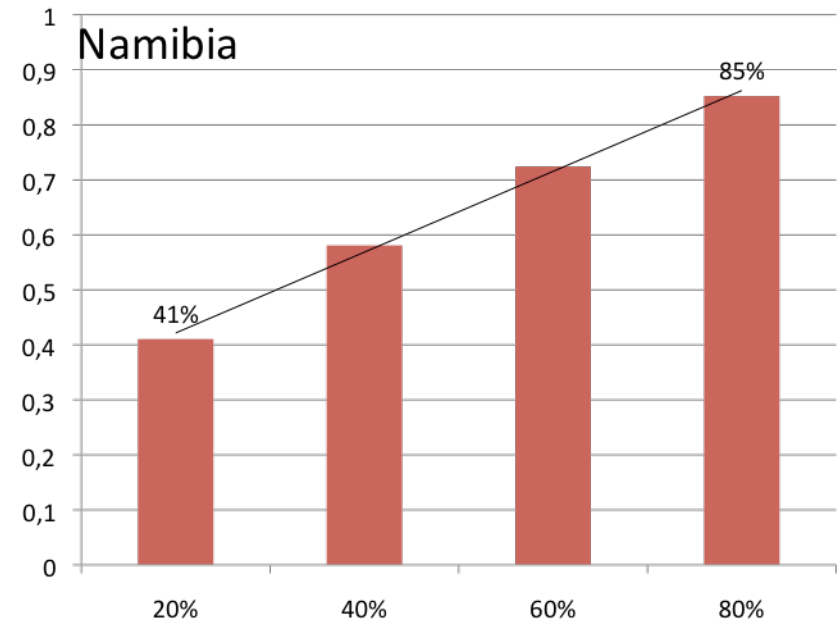
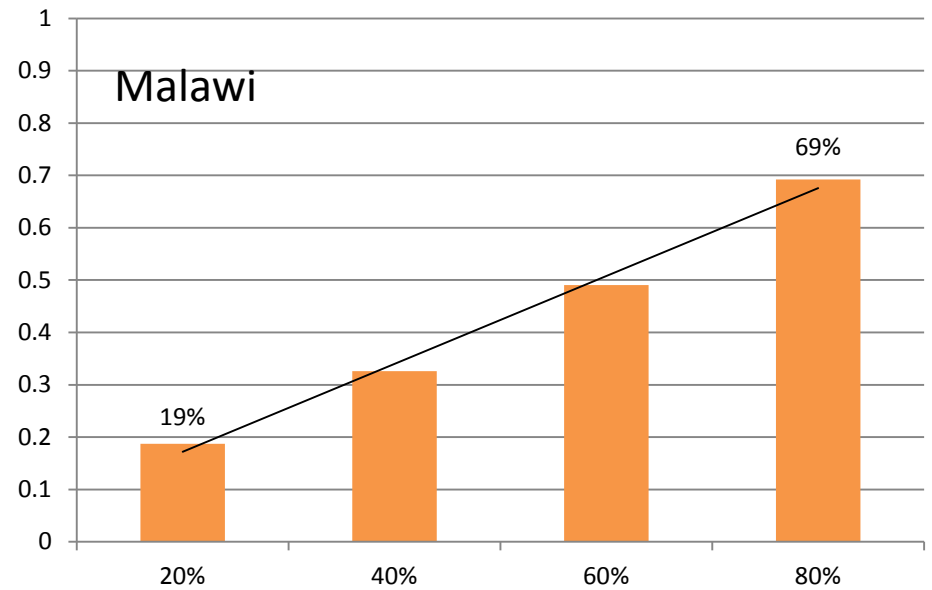
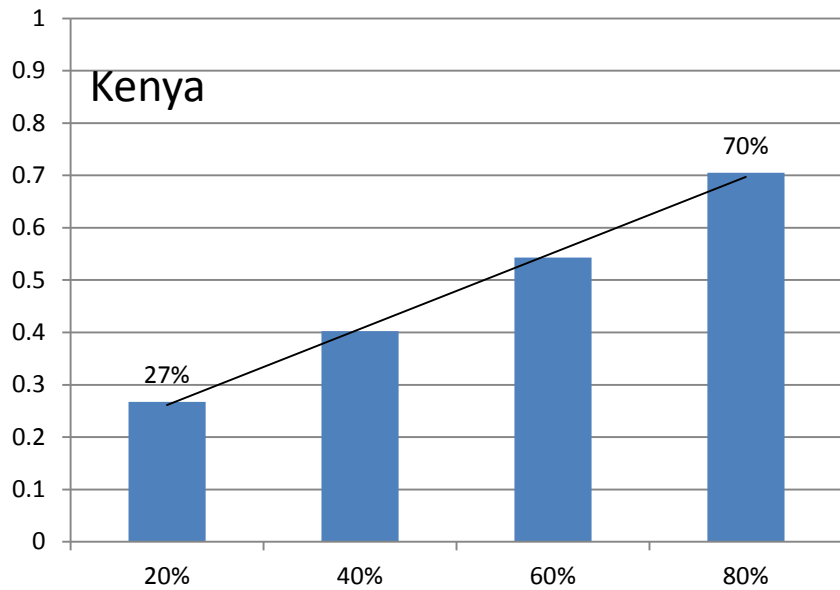
Shown are standardized beta's; *** p<.001

Size of the effect:

Probability of drinking onset as a function of alcohol marketing exposure - 4 countries combined



Probability of drinking onset as a function of alcohol marketing exposure



Conclusions

- **Findings suggest:**

- a direct effect of alcohol marketing exposure on drinking onset (H1).
 - Impact robust and stable across countries
- effect partially mediated by positive alcohol expectancies (H2).

- **Limitations:**

- Cross-sectional data and self-reported data only (causality)
- School-based sample, findings can not be generalized to general youth population.

Policy implications

- Alcohol advertising is increasing in Africa and has strong effects on youth drinking
 - policy makers should take action now to protect youth

Effective policy measures:

- (1) **Volume**; legislation to restrict advertising volume^{Babor et al. (2010)}
 - prohibit for channels that are difficult to monitor (internet)
- (2) Content – prohibit:
 - 2.1. The use of (indirect) incentives to use alcohol
 - 2.2. Associations between alcohol use and sexual/economic success
- (3) Adherence to regulations should be regularly monitored by an independent body



For detailed information about the study and the monitoring experiences of EUCAM:

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Save the date: EUCAM Online Conference on Digital Alcohol Marketing October 31, 2013.

EUCAM aims to disseminate impact research on alcohol marketing and encourages the monitoring of alcohol marketing.

The European Centre for Monitoring Alcohol Marketing (EUCAM) promotes monitoring of alcohol marketing and disseminates impact research.