

Comparing drinking in different alcohol cultures

Data from the International Alcohol
Control study in Mongolia, Thailand and
New Zealand

Taisia Huckle, Chaiyasong Surasak, Elena
Kazantseva, Thomas Graydon-Guy, Li Chia
Yeh, Sally Casswell



MASSEY UNIVERSITY





International Alcohol Control Policy Evaluation Study

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Countries

Click on an IAC country to open a gateway to national information, as well as links to the researchers within that country and country-specific alcohol data and demographics.

The IAC Policy Evaluation Study began in 2011 as a collaboration between New Zealand, England, Scotland, Korea and Thailand. It has since expanded to include several other nations.



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Rationale for IAC study

- Need for increased evidence on effectiveness of alcohol policies
 - Implementation of multiple policies
 - Implementation of policies in low and middle income countries
 - Mediating behaviour changes
 - Differential effects in different groups



Opportunity

- Presented by alcohol control policy environment
 - Global Strategy to Reduce Harmful Use of Alcohol, 2010
 - National level interest in alcohol policy change
- Methodological model of the International Tobacco Control study
 - Quasi experimental design, cross country comparison, longitudinal survey



IAC Methodology

- Alcohol Environment Protocol
 - Review of regulation/legislation
 - Administrative and commercial data on implementation
 - Observation
 - Key informant interviews
- Longitudinal Survey of Drinkers
 - N = 2000
 - Computer assisted interviewing
 - Measures: outcome and mediating variables



Cross-country consumption data

- No gold standard consumption measure available for cross-country research
 - Typical methods - poor coverage of alcohol available for consumption
 - Beverages, potency and drink/container sizes differ
 - Informal/illicit alcohol

IAC framework: Within-location beverage specific measure

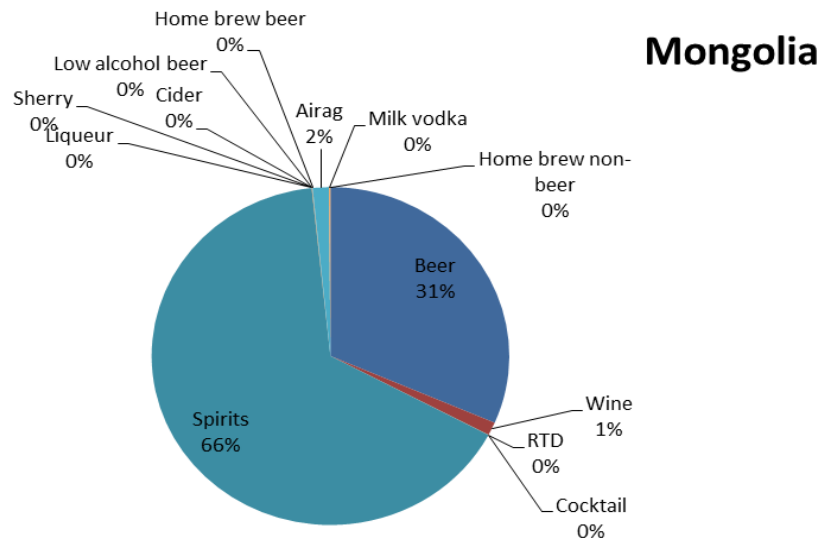
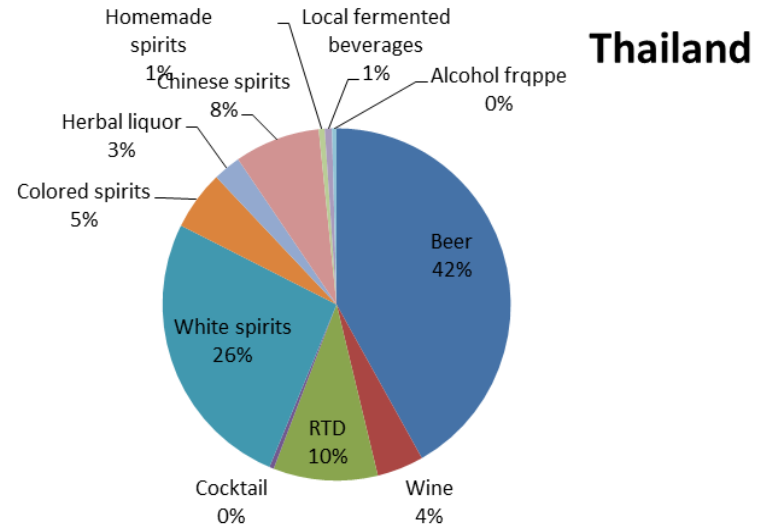
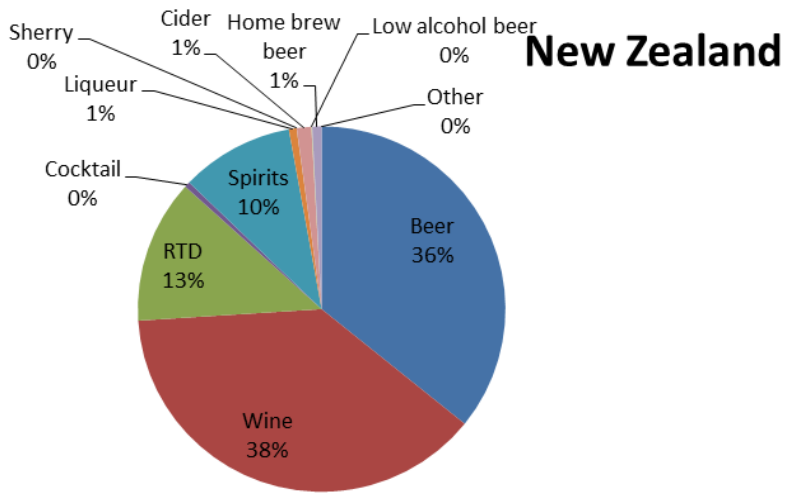
- Ask frequency and typical occasion quantity by location:
 - Locations must be linked to a physical setting, be mutually exclusive, represent full range of drinking locations
 - Reminds respondents of drinking occasions, yields higher volume estimates
 - Allows variation by location to be reported: heavier occasions
 - Limitations
 - respondent burden (need skilled interviewers),
 - people drinking in more than one location in one session (Qs added)

Coverage

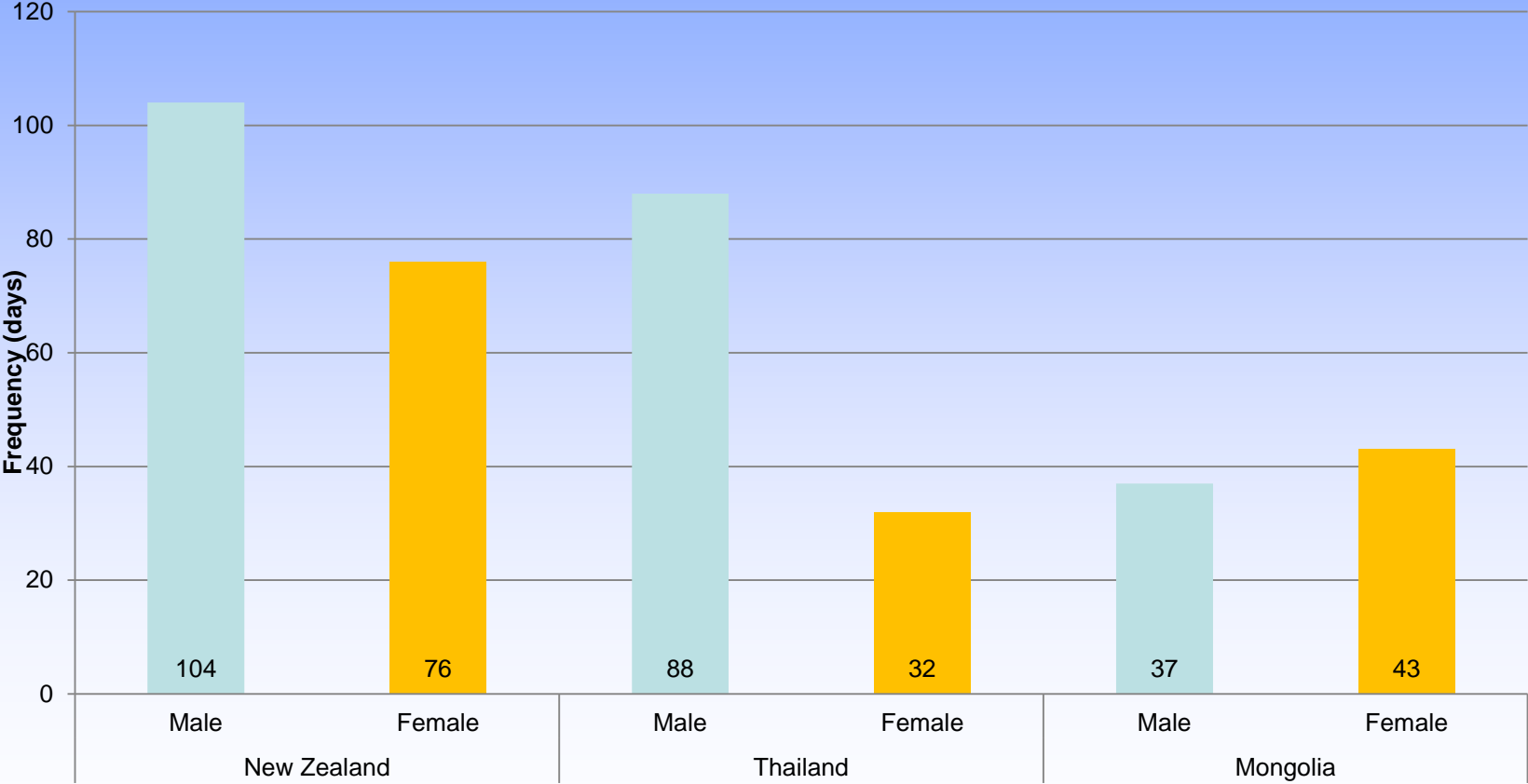
- Previously found to achieve high coverage of alcohol available for consumption
 - Most recently 90% in New Zealand
 - In UK IAC framework elicited 33% higher typical quantities

Deriving comparable summary variables

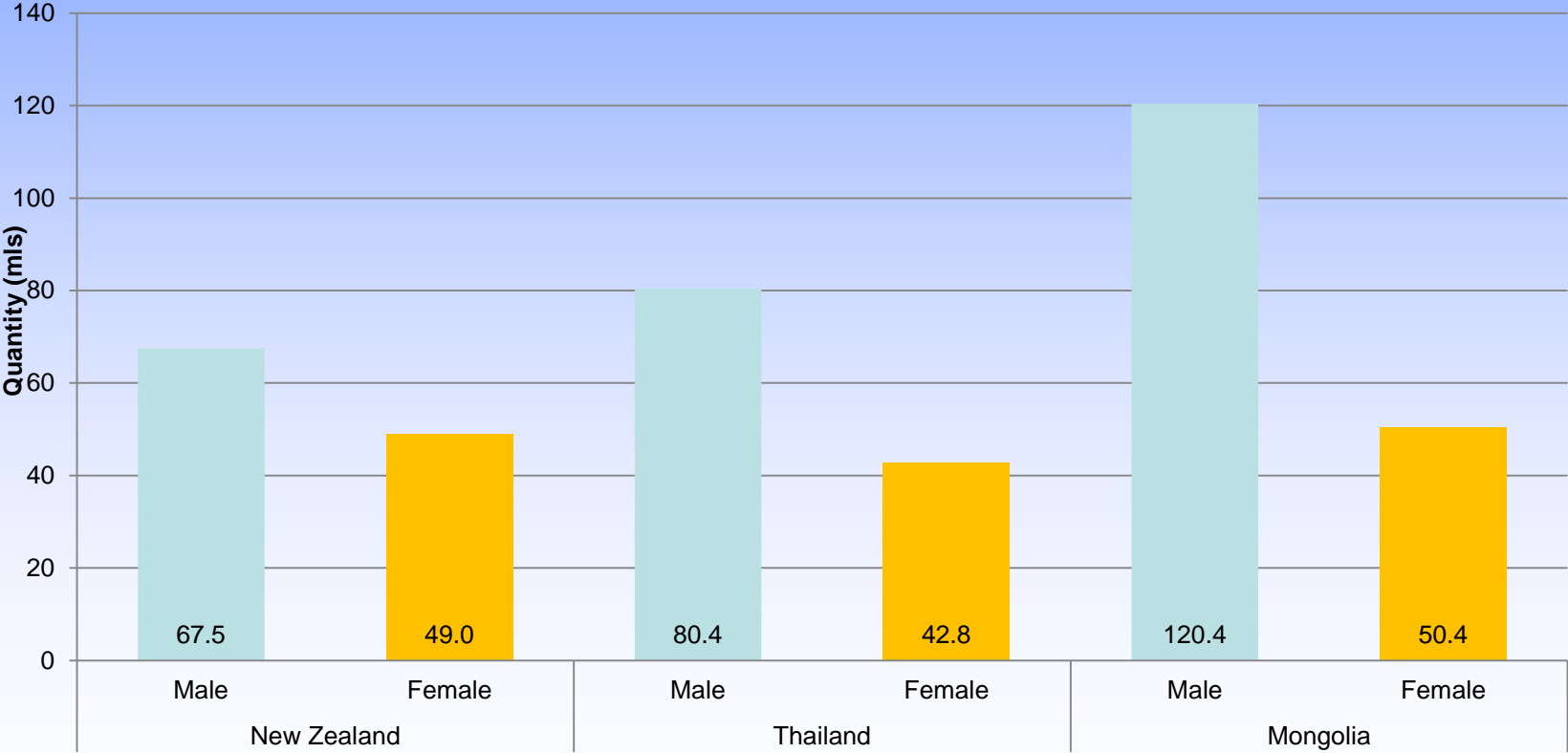
- Each country's location and beverage specific data is transformed, using standardised procedures, to summary variables that are comparable across countries
 - Frequency of drinking is the sum of all drinking occasions at all locations
 - Typical occasion quantity is the weighted average across all locations (locations that are drunk at less frequently have less weight)
 - Volume is frequency x typical occasion quantity within each location and then summed across.



Average frequency of drinking (days) in the past 6 months



Average typical occasion quantity (absoulte alcohol in mls) in the past 6 months



Conclusion

- International Alcohol Control Study providing comparable data on alcohol consumption (and policy settings)
- Consumption framework can be adapted to different alcohol cultures/markets
- Provides comparable summary measures
- Value in context of quasi experimental design but also useful in national level analysis

