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# WHAT TYPE OF CONSUMPTION LEADS TO NEGATIVE CONSEQUENCES? FIRST RESULTS FROM THE AUSTRALIAN INTERNATIONAL ALCOHOL CONTROL STUDY

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## International Alcohol Control Study (IAC)

The IAC aims to assess the impact of alcohol policy changes internationally over time

Survey uses a more detailed location and drink type based looped method of assessing alcohol consumption

Provides a range of ways in which heavy drinkers could be identified

## Alcohol Consumption Methodology

Gmel and colleagues (2013) investigated the efficacy of three different methods of measuring alcohol consumption

- Found that while more detailed methods picked up more alcohol consumption, they did not pick up more negative consequences from drinking

## Where are Australians drinking?

Location based loops also provide needed insight into where harmful drinking is occurring

Media coverage of binge drinking in Australia often has a focus on violence and other outcomes of drinking in public space, rather than at home (Fogarty and Chapman, 2012)

Injury is more likely on licensed premises than at own home (Stockwell et al., 2001)

## Aims and Hypotheses

This study aims to assess three different methods of assessing high-risk drinking using the IAC survey administered in Australia and to examine the interaction between high-risk drinking, drinking location and negative consequences

- While there will be crossover between methods of heavy drinking occasions, a high proportion of those identified by one method will not be identified by others
- Negative consequences of drinking will be more about the amount of alcohol consumed than the location

## Method

- 2020 respondents aged 16 or over
- 25 minute CATI survey
- Oversampling of heavy drinkers (5+ monthly)
  - Screening question allowed a measure of 5+ risky drinking
- Consumption and purchasing was measured using situation based, drink specific loops
  - This can be used to calculate total volume
  - Can also be used to identify heavy (8/11+) drinking occasions
- Negative consequences from drinking (AUDIT), demographics and other information collected

# Heavy, risky or total volume based groups

Roughly 20% (unweighted) of those with the highest consumption by the three measures were identified

All Results were run with top 10% with consistent results

All results presented from here weighted

## Heavy Drinkers (8/11+ occasions)

- 35 or more occasions per year
- 15.2% of the weighted sample

## Risky Drinkers (5+ days)

- Weekly or more often
- 11.5% of the weighted sample

## Total Volume (drinks per day)

- 5.4 drinks or more per day
- 12.8% of the weighted sample

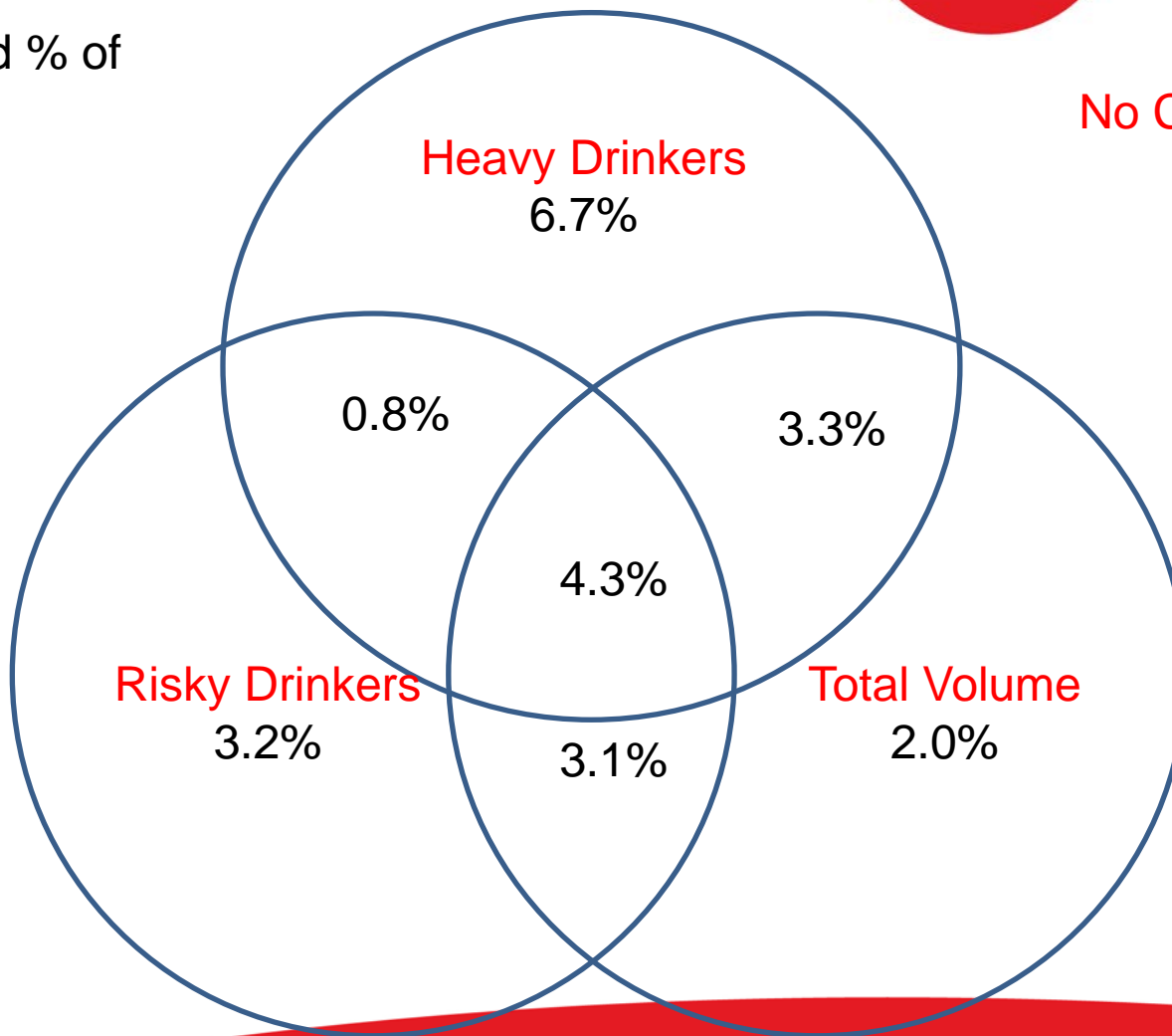
	Heavy	Risky
Risky	.38***	
Total	.74***	.61***

# Negative consequences per group



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% = Weighted % of  
sample



No Classifications  
76.5%

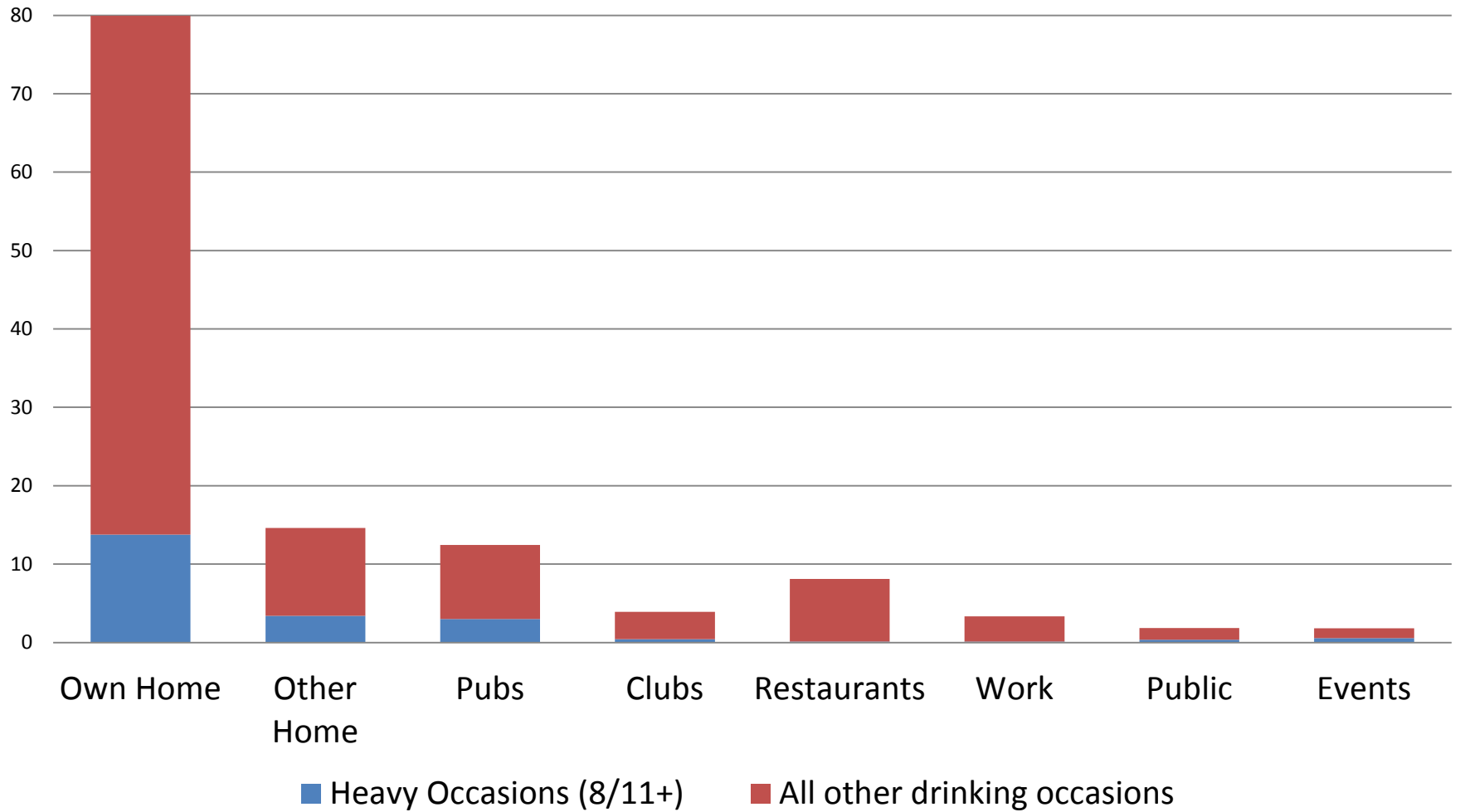


# High consumption groups

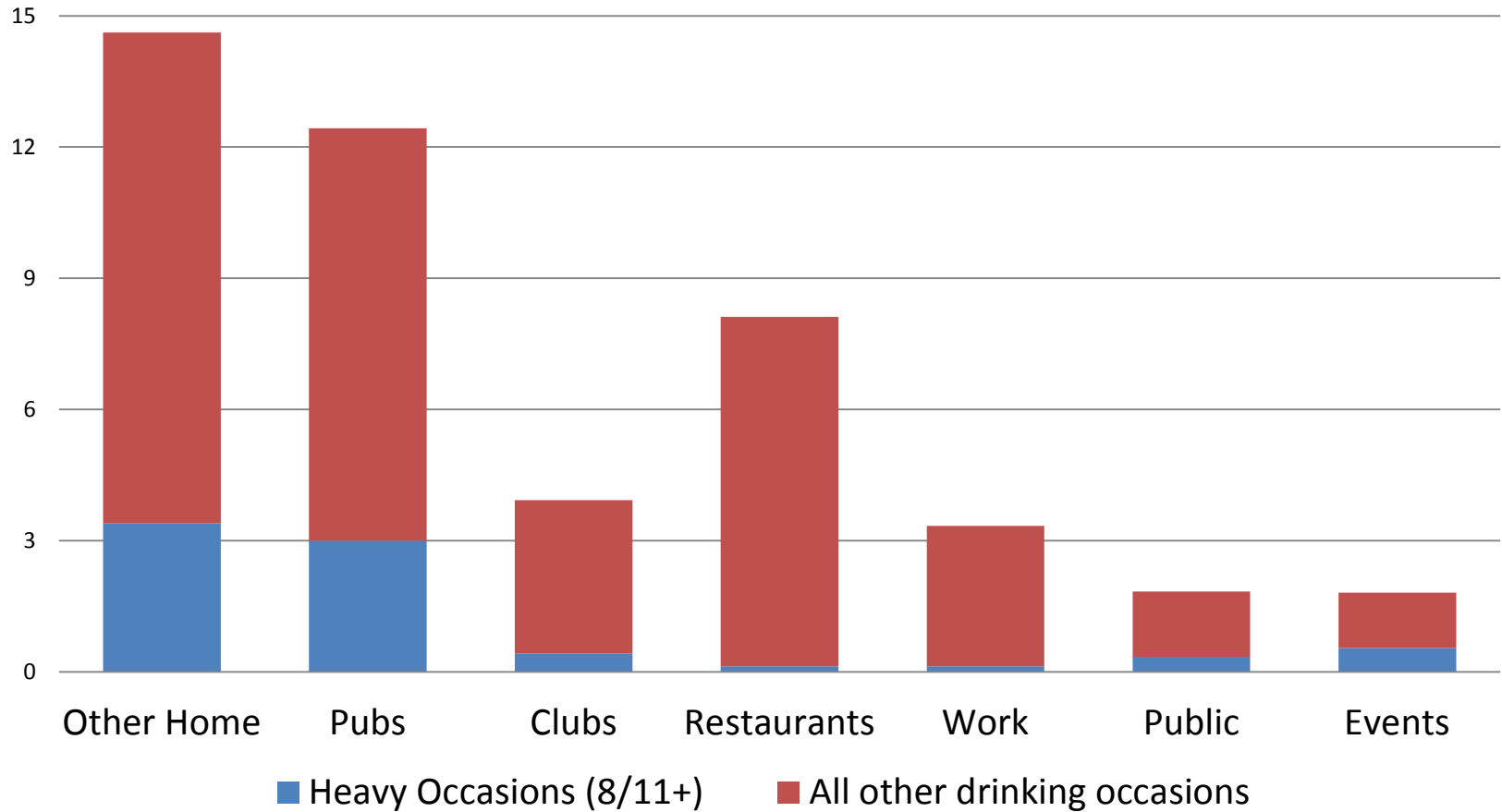
	%	% Male	Age	Mean neg-con	% > 0 neg-con
None	76.5%	48.1	44.5	0.2	16.1%
Risky (5+)	11.5%	75.7	44.0	0.8	55.5%
Heavy (8/11+)	15.2%	59.4	38.2	0.8	55.9%
Total Volume	12.8%	73.4	42.5	0.9	51.7%

	%	% Male	Age	Mean neg-con	% > 0 neg-con
No groups	76.5%	48.1%	44.5	0.2	16.1%
One group	12.0%	54.8%	42.0	0.5	32.0%
Two groups	7.2%	73.3%	43.2	0.8	44.0%
Three groups	4.3%	76.7%	38.5	1.1	62.0%

# Where are Australians drinking?



# Where are Australian's drinking (own home excluded)



# Prediction of negative consequences from drinking

	Bivariate	Multivariate Model 1	Multivariate Model 2
Own home occasions	4.82***	3.54***	-1.73
Other home occasions	10.62***	2.09	-1.73
Pubs occasions	18.49***	13.29***	4.59
Clubs occasions	6.89	-4.23	-7.34
Restaurants occasions	15.87***	2.4	0.38
Work occasions	5.17	-1.98	-5.17
Public occasions	49.08***	37.91***	27.08***
Events occasions	67.05***	29.09*	19.39
Risky drinking p/week	12.86***		6.36***
Heavy drinking p/week	10.51***		2.08
Drinks per day	5.59***		3.32***

## Discussion

People aren't great at estimating their own alcohol consumption

Location based loops do seem to account for a higher percentage of alcohol sold than other survey methods

- More 8/11+ heavy drinking occasions identified than 5+ days!

As would be expected, the more definitions of heavy drinking you meet, the more negative consequences

However there was little difference in negative consequences between the groups.

## Discussion

More heavy drinking occasions are occurring in the home than any drinking occasions in the pub

Where you drink is less important than how much

However, public drinking is linked with negative outcomes from drinking, even after amount of consumption is controlled for

## Conclusions

Methodologically speaking, the type of questions used to identify heavy drinkers will impact on findings

Contrary to public perception, heavy drinking occasions are predominantly happening in the home

Despite this, the amount consumed is a better predictor of negative consequences than where it was consumed, providing support for more broad policy measures

# Acknowledgements



## International Alcohol Control Policy Evaluation Study

The logo for the Australian National Preventive Health Agency (ANPHA). It consists of a large green oval containing the text 'promoting a healthy australia' in white, lowercase letters. To its right is a smaller, dark grey oval containing the text 'ANPHA' in white, uppercase letters.

promoting  
a healthy  
australia

ANPHA

Australian National  
Preventive Health Agency

The logo for the Foundation for Alcohol Research & Education (fare). The word 'fare' is written in a bold, blue, lowercase, sans-serif font. The letter 'a' is enclosed within a blue circle.

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