

Issue 1 2012

# THE GLOBE



Alcohol and Youth in Africa,  
Asia and Europe

# THE GLOBE

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### THE GLOBE

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# Youth Empowerment

WHO estimates that 320,000 young people between the ages of 15 and 29 die from alcohol related causes. This represents 9% of all deaths in that age group. Alcohol is the world's leading risk factor for all deaths of males 15 – 59.

The 2011 Global Status Report on Alcohol and Health states that there has been a marked increase in alcohol consumption amongst young people in recent years. The 2008 Global Report from 73 countries showed a five year trend in under-age drinking, with 71% of countries reporting an increase. The report also showed a five-year trend in drinking amongst 18-25 year olds, with 80% responding countries reporting an increase.

Patterns of heavy episodic and 'binge' drinking are now common amongst young people in many countries. New research suggests that such patterns of youth drinking may be causing serious damage to brains that are still in the process of development (see page 16). Excessive alcohol consumption is also a major risk factor for violence and risky sexual behaviour amongst young people, which can lead to injury, unwanted pregnancies and sexually transmitted infections, including HIV (see page 20).

It is also important to recognise that a number of young people are victims of the alcohol abuse of others, due to domestic violence, parental or guardian alcohol abuse, peer and public violence. Alcohol policy must address these issues.

The 2007 World Bank Development Report cautioned policy makers that "young people are exposed to a different range of health risks than before," and of the "importance of building human capital in youth". The report highlighted the need to create the right climate since "missed opportunities to invest in and prepare this generation will be extremely costly to reverse, both for young people and society."

We have devoted this issue of the Globe to report on how young people are attempting to empower themselves for a better life protected from alcohol abuse. In combatting this growing and serious problem youth must speak to youth. It is imperative that policy makers enable them to do so.

At the first meeting of WHO National Counterparts for the Global Strategy to reduce the harmful use of alcohol it was decided that the timeframe for its implementation should be 2011 to 2019. It could well be by the suggested end date that those engaged in the youth networks, reported in this issue, could be among the leaders of public health in the decades that follow.

**Derek Rutherford**  
**Chairman**  
**Global Alcohol Policy Alliance**

# Alcohol Policy Youth Network

The Alcohol Policy Youth Network is a group of youth organisations and youth clubs that work towards the reduction of the harmful effects of youth drinking. Its mission is to mobilise young people across Europe to raise awareness about alcohol-related issues and to become advocates of better alcohol policy at local, national, regional and international level. APYN consists of three pillars, Capacity building, Research and Advocacy.

The motivation for establishing APYN was the European Union's Council of Health Ministers' meeting in Stockholm in 2001 that stated the need to "increase young peoples involvement in youth health-related policies and action". The Council wished to protect young people and reduce their hazardous and harmful drinking.

The opportunity to implement this policy was provided by the European Commission when it funded Eurocare's Bridging the Gap Project. The European Youth Forum (YFJ) was invited to have a place on the group overseeing the project and João Salviano, an officer of their Youth Bureau, was appointed to represent them. The YFJ had, for a number of years, played an active role in social policy. Its involvement in the Bridging the Gap Project led to an awareness of alcohol-related harm as an important social and health issue for young people.

A working partnership developed between Derek Rutherford (then Secretary of Eurocare) and João Salviano, who both saw the need for even closer involvement of the Youth Forum and its National Youth Councils on the issue. In 2006 they succeeded in negotiating, with the support of

ACTIS Norway and IOGT-NTO Sweden, a 60,000 Euro grant from the Norwegian and Swedish Government enabling the YFJ to convene a working group to produce a position paper on alcohol.

Three meetings of the Working Group were held, in Athens, Berlin and Cambridge. To help the Working Group ascertain the views of their members regarding alcohol, a questionnaire was designed by Dr Ann Hope of Ireland and distributed to all affiliated National Youth Councils and youth organisations. The Working Group's report was presented to the Annual General Meeting of the Youth Forum in Vilnius in November 2006. The 300 delegates, from almost all European countries, debated the report and referred it back to the Youth Bureau for further consideration. The Youth Bureau revised the position paper and presented it to an Extraordinary General Assembly in Baku in April 2007.

The paper recognised that alcohol abuse can destroy lives and families and lead to social exclusion and marginalisation. In Europe, 10% of female and 25% of male youth mortality was alcohol-related. Young people were often the victims of parental alcohol abuse.





*First meeting in Athens of the Working Group on Alcohol Policy of the European Youth Forum*

One of the report's recommendations was that public policies should be geared to supporting young people to make responsible choices and create a culture in which young peoples' right to choose not to use alcohol or to use it responsibly is respected. Promotion and marketing reinforced a positive image of alcohol and often directly or indirectly targeted young people. Restrictions on alcohol marketing should be put in place and enforced in order for young people to make informed decisions. All young people should be protected from the harm that others can cause to them. Governments should ensure that those suffering damage to their personal lives and studies should receive help and support for themselves and their families.

The report recognised that youth organisations have an important role to play in influencing public policy to prevent and reduce alcohol-related harm among young people.

In the light of this report, João Salviano was contracted by the Alliance House Foundation to examine the feasibility of setting up an Alcohol Policy Youth Network.

An Advocacy Training course for young people was organised in Helsinki. Representatives of National Youth Councils, European organisations and the European section of the International Federation of

Medical Students signed up for the three-day course. A small steering group was set up to oversee the development of a network.

The project was presented to Robert Madelin, Director-General of DG SANCO, who gave his encouragement and support. The Youth Bureau of the European Youth Forum also lent its support.

In March 2008, at the European Youth Centre in Budapest, the Alcohol Policy Youth Network was launched. Since its inception, APYN has been active in extending its membership and now has 27 member organisations from 21 European countries. APYN established itself as an international governmental organisation in 2011. It has been awarded a number of project grants from the European Commission. It has played an active part in the EU Alcohol and Health Forum and has been supportive of the WHO Global Alcohol Strategy.



*Launch of APYN in Budapest, 2008*

It has recently completed a two-year project, Alcohol Policy Youth Network – Youth Empowerment for a Better Life!, under the framework of the EU Health Programme, financed by the Executive Agency for Health and Consumers. The project was co-financed by the Alliance House Foundation and IOGT-NTO Sweden.

The main objectives of the APYN project were to:

- Assess young people's views on alcohol-related harm
- Capacitate youth NGOs to be active players in formulating and defining, implementing and evaluating alcohol policies
- Involve young people in the field of alcohol policy from local European levels
- Promote the idea of co-management by governmental and non-governmental structures and the consultation of youth NGOs
- Support youth NGOs in strengthening their capacity to implement action through their networks

Several work packages and reports were completed as part of the APYN project:

- Impact of marketing, price and availability of alcohol on young people's consumption
- Social inclusion and alcohol policies
- Cultural realities and differences in alcohol consumption



*APYN General Meeting in Lisbon 2010*

- Training for trainers on alcohol-related projects
- Training Course on the role of youth organisations in alcohol policy
- Advocacy School on the role of youth organisations in alcohol policy
- Toolkit on how to involve young people better in alcohol-related projects
- APYN Research project Participants' Toolkit

All these reports can be accessed via the APYN website <http://www.apyn.org/>, the Facebook page <http://www.facebook.com/apyn.org> or Twitter <http://twitter.com/apynetwork>

Information gained from the project was disseminated at the Eurocare seminar in the European Parliament "Under the influence – protecting teens from the impact of alcohol marketing".

The report on Cultural Realities and Differences regarding alcohol consumption has been presented to the Alcohol and Health Forum. Lately, support has come from the Slovenian Ministry of Health and APYN has been run by Jan Pelloza as the Interim General Coordinator from No Excuse Slovenia, Egle Tamulevičiute as the Alcohol Policy Director from the National Youth Council of Lithuania, Ingunn Aanes as the Training and Membership Director from Juvente Norway and Sofia Ribeiro as the Press and Communications Assistant from the European Medical Students' Association Portugal.

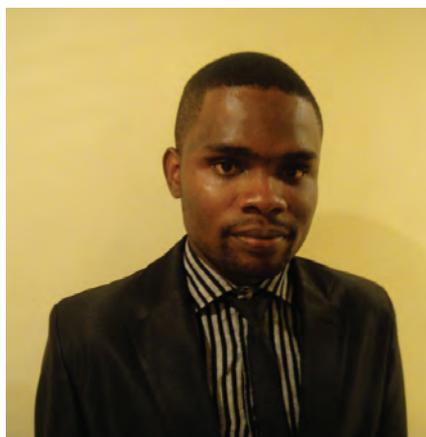
In 2012 APYN is planning to organise a European Conference on Alcohol and Young People for around 100 young people from all European countries, as well as continuing to organise advocacy schools, introductory and advanced training courses, training for trainers and training for youth researchers.

# Nigerian Alcohol Prevention Youth Initiative

A two-day Alcohol Prevention Workshop held in Abuja, Nigeria, in June 2011, was the outcome of three years of work in the creation of the Nigerian Alcohol Prevention Youth Initiative.

In 2008, David Jernigan and Derek Rutherford met with a small group of young people who had attended the annual CRISA Conference and urged them to form themselves into a Nigerian Youth Network along the lines of the European Alcohol Policy Youth Network.

In August 2010, again in conjunction with the CRISA Conference, a first youth workshop was held and a Committee to lead the initiative was appointed. Mr Onyeonula Wilson Ifeanyi was appointed as Coordinator and Dr Franklin Chukwuma Umenze as Chairman. Onyeonula had brought the young people to the CRISA Workshop in 2008



*Dr Franklin Chukwuma Umenze*



*Delegates at the Workshop in Abuja, Nigeria, June 2011*

and succeeded in establishing the Nigerian Alcohol Prevention Youth Initiative, under the Companies and Allied Matters Act, as an NGO in 2009.

Derek Rutherford had met Franklin at the General Assembly of the International Federation of Medical Students in Bangkok in 2009. Franklin was successful in obtaining the support of the Nigerian International Medical Students Association and its African counterpart to support the work of the initiative .

The primary objective of NAPYI is to empower young people to become advocates in reducing harm due to alcohol, through dialogue across the culturally diverse Nigerian populations. Continued support from the Institute of Alcohol Studies has

resulted in three workshops being held.

25 young people drawn from all the medical schools in Nigeria and other youth activists attended the recent two-day workshop. The WHO Africa Regional Alcohol Strategy was reviewed. The strategy had been influenced by the Millennium Goals, Health Inequalities and the Social Determinants of Health. It emphasised that “no other produce so widely available for consumer use accounts for so much premature death and disability as alcohol”. The strategy stressed the need to develop and implement alcohol control policies based on clear public health goals; community and young people’s involvement in problem identification, planning and policy implementation;



*Mr Onyezanula Wilson Ifeanyi*

regulating the content and scale of alcohol marketing and the promotion of alcoholic beverages, in particular sponsorships, product placement, as well as internet and promotional merchandising strategies; enact and enforce a minimum age at which alcohol drinking and purchasing is permitted and to restrict times and places of sale. According to the WHO, per capita alcohol consumption at 15+ in Nigeria for the period 2003-2005 was 9.8 litres, unrecorded 2.5 litres, totalling 12.3 litres. This contrasts with the average for the African region at 6.2 litres. Since it is estimated that the number of abstainers is

49.4% males and females 73.7%, many who drink, drink heavily.

Alcohol problems are quite widespread among street children and youths in Nigeria. In a study in Ibadan, of the 169 youths who had been on the streets for more than one year, 69% had a history of alcohol abuse, 49% admitted to being sex workers and 11% had been raped. These young people were at high risk of contacting sexually transmitted diseases. In this very large and diverse country there are regional differences in risks related to alcohol consumption. In the coastal regions, 13% of 15-19 year olds drink alcohol, compared to 75% in the urban areas.

The young people attending the workshop noted that non communicable diseases were to be discussed at a high level meeting of the UN General Assembly later in the year. WHO predicted that NCD deaths would increase by 17% over the next 10 years and the greatest increase would be in the African region – 27%.

Nigeria is at present experiencing aggressive targeting by the alcohol industry, particularly from SAB Miller, Heinekin, Nigerian Breweries and Diageo. With an economy that is growing and a lack of effective governmental policy the youth initiative faces immense obstacles in addition to their lack of sustained funding.

Plans were made to develop a research framework to underpin the activities of NAPYI.



*NAPYI Executive Team 2010*

# The IFMSA and the European Alcohol and Health Forum

Founded in May 1951, IFMSA now has 102 national member organisations from 95 countries across continents. Its mission is “to offer future physicians a comprehensive introduction to global health issues”. Through various programmes, IFMSA provides opportunities for medical students to become culturally sensitive and aware of transnational inequalities that shape the health of the planet. About 10,000 medical students each year participate in international medical student exchanges. Some 600 - 800 medical students from national member organisations gather twice a year at the General Assembly. They also gather at regional meetings.

The Federation is officially recognised by the UN and the WHO as the international voice for medical students, and is invited to annual conferences organised by the various UN agencies, most notably the World Health Assembly, to represent the views of future physicians when it comes to International Health concerns.

IFMSA has a number of Standing Committees, one of which is the Standing Committee on Public Health (SCOPH). Members of SCOPH have been very active in encouraging support for the global strategy and assiduously



*Alexander Papadopoulos, IFMSA Liaison Officer for Public Health Issues 2010/11*

followed the three year debate before the World Health Assembly (WHA) endorsed the strategy. The statement made at the 2008 WHA sums up the reason why IFMSA considers alcohol to be an important issue to tackle: “Young people’s health is seriously affected by alcohol related harm. That is why we feel that it is an important health and social issue that has to be addressed. For youth it is the largest risk and mortality factor, since in some regions, about a quarter of all deaths among young males, and one tenth of deaths of young females are caused by the use of alcohol. It is also a significant factor contributing to violence and unprotected sex among young people.

As a Federation of future health professionals, we share the belief in the importance

of establishing partnerships and networks of community agencies and nongovernmental organizations. Through such inter-disciplinary networks, youth NGOs can provide care and support for alcohol addicts and their environment, sensitise the public and especially empower vulnerable groups, advocating against alcohol abuse and raising awareness of its harmful consequences.

During the last year within the Federation we have scaled up to the existing need, by cooperating internationally as a founding member of the Alcohol Policy Youth Network, focusing our activities on ‘Youth and Alcohol’ and ‘The role of International NGOs.’”

When, in 2010, the WHA endorsed the strategy, IFMSA made the following statement:

“We welcome the endorsement of the strategy since young people, including its 1.2 million medical student members, are affected by the harmful use of alcohol. We will work towards its implementation since an effective global strategy could reduce this burden. The alcohol attributed disease burden lies more with younger people than older people. Of all years lived with disability attributable to alcohol, 34% is experienced by persons

aged 15-29 years, 31% by those 30-44 years, and 22% by those aged 45-59. It is also a significant factor contributing to violence and unprotected sex among young people.

“As young people and the next generation of health professionals, we are concerned about the manipulative marketing of the alcohol industry. Consequently, the global strategy should advocate ways of protecting the young generation from such marketing.”

IFMSA has been keen in its support for the European Alcohol Policy Youth Network and the more recent Nigerian Youth Initiative.

In April 2011, IFMSA, presented itself to the 8th plenary session of the EU Alcohol and Health Forum (EAHF), a platform where bodies active at European level can debate, compare approaches and act to tackle alcohol related harm. The overall objective of the Forum is to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm. As a new member of the Forum, the IFMSA has to submit an active commitment with which they will engage themselves to fulfill the aim of the Forum and the EU Strategy to reduce the harmful use of alcohol.

IFMSA will create a project, the Alcohol Initiative Project (AIP), which is going to run in three directions, namely the training of medical students on the harmful use of alcohol, public outreaches to raise awareness in



*International Federation of Medical Students (IFMSA) team of officials together with GAPA at the Assembly in Geneva*

the general population of the harmful use of alcohol (which will be conducted utilising the above mentioned trained medical students) and interventions for school students of different ages, keeping in mind evidence on the effectiveness of such interventions at different ages, with a view of raising awareness among school students on the harmful use of alcohol. The workshop will be a two-day workshop. During the first day of the workshop, issues will be addressed such as statistical data, the history of alcohol, the effects of alcohol on people's health, effective alcohol policy, communication skills to interact with people, international work that is being conducted on the harmful use of alcohol, intervention techniques etc. During the second day of the workshop, the issues addressed will be the presentation and dramatisation of the intervention guide for school students, the presentation and dramatisation of the project on outreaches to the general population and other interactive activities that will help the medical students

absorb effectively the information received during the first day.

The project will start later in 2012 at a General Assembly meeting where it will be fine tuned and evaluated. Medical students, the future health care professionals and future leaders in the public health field, are already working in their student years with a view of creating a world with as few burdens due to alcohol as possible, a world free of the harmful use of alcohol.

# Jyothirgamaya: Spreading the light of awareness

## Ms Deepa Nair Reports

For the students of DAV Public School, New Delhi, it was a perfect culmination to Diwali, the Festival of Lights, when they took an oath and lit candles in allegiance to a campaign against Alcohol & Substance Abuse among Adolescents, organised by Indian Alcohol Policy Alliance (IAPA) on 14 November 2011.

More than 2000 students, aged between 13 and 16 took an oath, as Derek Rutherford, Chairman, Global Alcohol Policy Alliance (GAPA), read out the pledge to refrain oneself from alcohol and substance use. The atmosphere was charged with this conviction when students whole-heartedly participated in this unique half-day activity where they met the change-makers.

This initiative was launched by IAPA with the support of the National Centre for Drug Abuse Prevention (NCDAP), Ministry of Social Justice &

Empowerment, Government of India. In addition to Derek Rutherford, Sven Olov Carlsson (President, IOGT International), Dr S Arul Rhaj (Chairman, Commonwealth Health Professions Alliance), Johnson J Edayaranmula (Executive Director, IAPA) and Dr V Singh (Principal, DAV School) addressed the audience.

In an enlightening speech, Derek Rutherford reminded the students that India is the birthplace of Temperance. It is also the birthplace of Hinduism, Buddhism, Jainism and an idyllic garden which whole-heartedly embraces Judaism, Christianity and Islam. He exhorted the need for us continually to relearn the lessons and wisdom of the past, of all religions and cultures. He also gave statistics to support these claims. Alcohol kills 2.5 million people and is the third leading risk factor for deaths globally - 4% of all deaths in the



*Dr V Singh, Principal, DAV School*

world. It is the leading risk factor for death among young people between 15 and 29 years of age. He also brought to focus the passive effects of alcohol misuse which are catastrophic – crimes, rape, sexual assault, domestic and other violence, drink driving and street disorder; in addition to the fact that alcohol affects more innocent victims than passive smoking.

Derek Rutherford pointed out that in India – the land of Buddha and Mahatma Gandhi – ironically, 50% of Indians who drink, drink at hazardous levels, and of the 70 million alcohol users, 12 million are alcohol dependent. In financial terms, this would mean a cost of 244 Billion Rupees to the society, from a market that brings in revenue of 216 Billion Rupees to the State exchequer.

Recalling the strong ties between the IOGT Movement and the Indian Temperance Organisations, Sven-Olov Carlsson, in his speech, stated that the WHO Global Strategy



*Students at the DAV School*

has opened up new avenues for further co-operation for alcohol advocacy initiatives. “Mobilising and empowering the younger generation shall be the key strategy in prevention activities”, he added.

Dr Arulrhaj, in his address, stated that alcohol prevention needs to be among the priorities of any Government which seeks the welfare of the people and reiterated the support of the Indian Alcohol Policy Alliance for all Governmental and Non-Governmental efforts in addressing alcohol-related harm.

Summing up, Johnson J Edayaranmula ended his short but thought-provoking speech by exhorting the students to think and act. He said, “Your future is in your hands. You can make it or break it”.

This was followed by an interactive session where these experts answered queries posed by students on the topic of alcohol and substance use.

Adding more color to the day was the cultural bonanza, when students performed several art forms and cultural programs they had put together for the visiting delegation.

According to Dr V Singh, Principal, DAV School, “This was indeed a one-of-its-kind event for us – relevant, succinct and pragmatic. As a person committed to imparting the best of knowledge and values to the next

generation, I strongly believe that we need to build in our children the sensibility and judgment to differentiate right from the wrong. They, after all, are our investment for the future. As an educationalist I understand that we need to focus on future-oriented education. One of the ways we do this is to foster alliances with organisations such as IAPA. We look forward to working closely with IAPA on similar initiatives.”

According to Johnson J Edayaranmula, the master-mind behind the initiative, “Dr Singh rightly pointed out that children are the future. As people who work in this sphere, we know that when we engage educational institutions with

this kind of work, there have always been positive spin-offs for students. Such activities always improve their engagement and responsibility. We plan to involve several schools in similar activities and to build stronger relationships and partnerships. I am sure this takes us one step closer to our collective goal – a world free from the harm of alcohol.”

The program, in short, was symbolically representative of its name “Jyothirgamaya” – meaning “Lead from darkness to light,” a phrase extracted from a Sanskrit prayer. This was also true to the spirit of Diwali - the Festival of Lights, which is a celebration of the triumph of light over darkness, of good over evil, of knowledge over ignorance.



*Dr V Singh thanking Johnson Edayaranmula (IAPA), who organised the event on behalf of IAPA and the Indian Ministry of Social Justice*



# “Alcohol-free Boat Races: the role of youth networks and social campaigns to change social attitudes on alcohol”



*Boat racers show 'we race with no alcohol'*



*Regional workshop for youths from Moon River region*

The Thai StopDrink Network has used mixed method approaches, with high community involvement, to address alcohol-related problems. One of the measures is to launch a campaign to change social attitudes towards drinking by using a counter-alcohol marketing approach, particularly during Thai cultural festivals. StopDrink Youth Group has been the main driver for this initiative.

Thailand has over 200 boat racing events every year, mainly during the rainy season (July-November). Boat races are not just a sports event, they are more like the whole community yearly festivals. To many communities the event is practically the ‘intoxication time of the year’. The alcohol industry has been the main sponsor of such festivals; it is the time when communities are bombarded by alcohol advertisements, sales and drinking. Thus this alcoholised

tradition has posed risks and problems, particularly among young people, including fights, accidents, and inappropriate behaviour.

## **Youth power for alcohol-free boat races in Moon River**

The Moon River is the main river for the North-Eastern region of Thailand, flowing through many provinces and communities. 726 kilometers in length, there are more than 30 boat racing events annually. From these, 5 major boat races were selected for the campaign. The aims were to have these selected events as the show cases for other areas. The plan was to de-normalise alcohol on a grand scale.

## **Case study 1: Phimai District, Nakhon Ratchasima Province**

The alcohol free boat racing initiative started in 2010, being integrated into an anti-alcohol

campaign at provincial scale. Youth Network played a major role for both district and province levels. The first year campaign gained high public support. A survey found out that 84% of local people agreed with an alcohol-free boat race. When the industry fought back, the new District-Chief Officer decided to go back for sponsorship from a beer company for the 2011 event, despite many positive impacts from the first alcohol-free event in 2010. Phimai Children and Youth Network then conducted a protest at this decision, but their requests fell on deaf ears. With patience, the Network waited for 2 days to resubmit their request for reconsideration, only to receive the bad news that the Chief Officer turned his back on this request. They were told that “There would be no fun if there was no alcohol in the boat racing festival, and this practice (of alcohol sponsorship) had been deeply embedded for such



*Youth patiently protested against the decision to get alcohol sponsorship in the District office (Case 1)*

a long time”. Therefore the 2011 event overflowed with alcohol again. But this failure did not discourage these young people at all. With their own creativity they continued to campaign for their idea using still and mobile displays, including ‘walking billboards’, in the festival. Their movement gained much attention, respect and, most importantly, huge public support.

When the public compares the collective benefit and loss between the alcohol-flooded and alcohol-free setting of the year before, it shows significant gain for the campaign. The enduring Phimai Youth Network vowed to the public to continue their efforts to bring back the alcohol-free race in 2012.



*Screening at the event entrance: yellow display “drink and sale is prohibited in this area”. White placard “I love abstainers” (Case 2)*

### **Case study 2: Satuek district, Buriram province**

As a result of strong and continuous movements by Satuek Youth Network, 2011 was the first year in modern history that Satuek Municipality decided to stop receiving alcohol sponsorship from a beer company. During this event, the youth movement conducted an intensive public campaign, gaining high positive responses, and also set up a surveillance system for any drinking, sale and marketing within the alcohol-free zone. Finding that there were still a few drinking practices and problems, the young people did not give up but kept pressurising those drinkers, forcing them to drink outside the festival arena. This is to make the real alcohol-free setting safe and open for all walks of life in Sateuk District.

### **Case study 3: Thatum District, Surin Province**

Among the pioneer sites, Thatum District has had alcohol free races for three consecutive years. Like others, it was a great decision for the local government to disassociate from alcohol sponsorship. The Thatum Youth Power has contributed greatly to this event, including conducting

their activities to promote a safe but lively atmosphere for all local people. A ‘More fun and safe with no alcohol’ message has been publicised. A public poll showed that 96% of Thatum people agreed with the decision not to have alcohol at the race.

### **Case study 4. Rasri Salai District, Sisaket Province**

Rasri Salai district has had alcohol-free races for two consecutive years. Interestingly, this local event had been broadcast live nation-wide by the Thai Public Broadcasting Service. Students from 3 schools set up the fan stands, with full of lively activities including traditional music performance. Instead of using professional commentators, youth representatives performed this task by themselves. Many young people reflected that this was the opportunity to show their pride in their own community. In addition, up to 89% of local people were happier with the alcohol-free event.

### **Case study 5: Phibun Mangsahan District, Ubon Ratchathani Province**

2011 marked the third year that young people had the opportunity to support an



*Fun without alcohol, youth dancing (Case 4)*



*Traditional music show in the alcohol-free event (Case 4)*

alcohol-free boat race initiative. Phibun Mangsaharn Children and Youth Council has fought hard against the idea of “freedom to drink”, which was very strong at all levels, from decision makers to individual drinkers, before the idea of “we can enjoy our own festival without alcohol” became the local norm.

### Lessons learnt

1. Youth, when strategically organised, can be crucial to change social attitude, through an alcohol-denormalising campaign. Without them, there is much less chance to have alcohol-free boat racing in these districts. They have many major roles.
  - a. As youth drinking is always of social concern, these young people can be good advocates for policy. It is perhaps more effective to have them talking to the local governments than academics and health professionals.
  - b. They can have lively involvement in such community events. They are very much able to bring ownership of the cultural festival back from



*Fun and excitement without alcohol (Case 4)*

- c. They can send out a strong signal, nationwide and to the world, that their life can be fun and full of friendship without alcohol. This is a robust counter-advertising message.

2. It is useful to have locally-conducted evidence to support the campaign, and to counter the industry fight back. Basic public opinion survey polls for alcohol-free settings conducted by youth themselves, and basic counts of alcohol-related problems such as fighting and injury cases, are easy but powerful inputs to promote, expand and sustain the campaign.
3. Effective management and coordination among youth organisations are important. Although having high enthusiasm and social concern, youth individuals and organisations have two major limitations. Firstly, no one can be young forever; the high turnover rate of involved individuals is obvious. Secondly, these organisations are fragmented by geographical nature. Therefore



*Youth parade in the community (Case 4)*

the strategy to coordinate, to continue the movement over time, to set up knowledge and experience sharing mechanisms and to equip them with technical evidence needs to be well managed.

Reported by Mr Thongchai Phoodploh, Stop Drink Network, Thailand

Edited by Thaksaphon Thamarangsi, Center for Alcohol Studies, Thailand



*Boat racing*

# Alcohol and the young brain: girls at especial risk?

Further light has been thrown on the adverse effects of heavy episodic drinking on the brain in teenagers and young people by new American research. Two research reports suggest that binge drinking among adolescents and young adults may be causing serious damage to a brain that is still developing at this age, with one suggesting that teenage females may be particularly vulnerable. Another finds that the number of alcoholic blackouts experienced in youth are a good predictor of sustaining future injury while under the influence of alcohol.

## Possible Brain Damage in Young Adult Binge-Drinkers

The new evidence was presented by researcher Tim McQueeney, a doctoral student in the University of Cincinnati Department of Psychology in the USA, at the 34th annual meeting of the Research Society on Alcoholism in Atlanta, Georgia.

High-resolution brain scans on a sample of 29 weekend binge drinkers, aged 18 to 25, found that binge-drinking – consuming four or more drinks in one incident for females and five or more drinks for males – was linked to cortical-thinning of the pre-frontal cortex, the section of the brain related to executive

functioning such as paying attention, planning and making decisions, processing emotions and controlling impulses leading to irrational behavior.

McQueeney examined the brain's grey matter, the parts of the cells that do the thinking, receiving and transmitting of messages. "We have seen evidence that binge drinking is associated with reduced integrity in the white matter, the brain's highways that communicate neuron messaging, but alcohol may affect the grey matter differently than the white matter," he says.

The pilot study examined whether the researchers could see a relationship between grey matter thickness and binge drinking among college-aged young adults. They found that the greater number of drinks per binge is associated with cortical thinning. McQueeney is now interested in pursuing future research to examine whether binge drinking is affecting the brain's grey matter and white matter differently, or if they're both equally affected.

"Alcohol might be neurotoxic to the neuron cells, or, since the brain is developing in one's 20s, it could be interacting with developmental factors and possibly altering the ways in which the brain is still growing," he says.

The findings affect a significant population. A publication from the National Institute on Drug Abuse reports that 42 percent of young American adults between 18 and 25 have engaged in binge drinking.

McQueeney adds that the depressant effects of alcohol emerge later in life, so, for young adults, the effect of alcohol can be very stimulating and activate tolerance over time.

"In the past, in terms of what's known about the physical toll of alcohol, the focus on neurobiology has been in pathological populations and adult populations who were disproportionately male, so there was a significant gap in research in terms of when people started risky drinking. We're looking at developmental aspects at an age when binge drinking rates are highest, and we're also looking at gender effects," says McQueeney. "There might actually be indications of early micro-structural damage without the onset of pathological symptoms such as abuse, or dependence on alcohol."

McQueeney's advisor, UC Psychology Professor Krista Lisdahl Medina, served as senior author on the paper. She adds, "Our preliminary evidence has found a correlation between

increased abstinence of binge drinking and recovery of grey matter volume in the cerebellum. Additional research examining brain recovery with abstinence is needed.”

In terms of educating young adults about responsible drinking, Medina says there appear to be better efforts about communicating the dangers of drinking and driving. “However, people can still be doing damage to their brain as a result of the prevalence and acceptance of binge drinking. There is also evidence that drinking below the binge level may be less harmful,” she says.

### **Young women may be particularly vulnerable to the negative effects of binge drinking on the teenage brain**

A team of researchers at the Department of Psychiatry and Behavioral Sciences, Stanford University School of Medicine in the US, studies the effects of heavy episodic drinking on “spatial working memory” (SWM), the ability to perceive the space around oneself and then to remember and work with this information. Previous studies have shown spatial working memory is impaired in both adults and adolescents who drink alcohol heavily. Deficits on tasks of spatial working memory could relate to difficulties with driving, figural reasoning (like geometry class), sports (remembering and enacting complex plays), using a map, or remembering how to get to places.

Professor Tapert and her colleagues recruited 95 participants from San Diego-area public schools as part of ongoing longitudinal studies: 40 binge drinking (27 males, 13 females) and 55 control (31 males, 24 females) adolescents 16 to 19 years of age. All of the adolescents completed neuropsychological testing, substance use interviews, and a SWM task during functional magnetic resonance imaging (fMRI).

“Our study found that female teenage heavy drinkers had less brain activation in several brain regions than female non-drinking teens when doing the same spatial task,” said Tapert. “These differences in brain activity were linked to worse performance on other measures of attention and working memory ability. Male binge drinkers showed some but less abnormality as compared to male non-drinkers. This suggests that female teens may be particularly vulnerable to the negative effects of heavy alcohol use.”

“These findings remind us that adolescent boys and girls are biologically different and represent distinctive groups that require separate and parallel study,” noted Edith V Sullivan, a professor in the Department of Psychiatry and Behavioral Sciences at Stanford University School of Medicine. “Adding alcohol to the mix of the developing brain and its multifaceted functions likely complicates the normal developmental trajectory, which is already sexually dimorphic.”



*Professor Susan F Tapert*

Tapert agreed there is a need to examine gender differences associated with alcohol use, particularly during adolescence, as alcohol seems to have a differential effect on the brain. “Females’ brains develop one to two years earlier than males, so alcohol use during a different developmental stage – despite the same age – could account for the gender differences,” she said. “Hormonal levels and alcohol-induced fluctuations in hormones could also account for the gender differences. Finally, the same amount of alcohol could more negatively affect females since females tend to have slower rates of metabolism, higher body fat ratios, and lower body weight. This is similar to what generally has been found in adult alcoholics: while both men and women are adversely affected, women are often more vulnerable than men to deleterious effects on the brain.”

These findings reflect “relatively normal healthy teens” who engage in social drinking, added Tapert, such as having four to five drinks at a party on the weekend but not using for weeks afterwards. “The teens we examined have relatively

limited experience with alcohol, are drinking at levels that are widespread for kids their age – almost a quarter of all seniors admit to binge drinking in the preceding two weeks – have no diagnosable alcohol or drug disorder, do not use other drugs, and do not have any mental health disorders,” said Tapert. “And yet binge-drinking is a dangerous activity for all youth,” observed Sullivan. “Long after a young person – middle school to college – enjoys acute recovery from a hang-over, this study shows that risk to cognitive and brain functions endures. The effects on the developing brain are only now being identified.

“Why tamper with normal developmental trajectories that will likely set the stage for cognitive and motor abilities for the rest of one’s life?”

Results will be published in the October 2011 issue of *Alcoholism: Clinical & Experimental Research* and are currently available at Early View.

### **Drink fuelled memory blackouts among students predict future injury risk**

The higher the number of drink fuelled memory blackouts a student experiences, the greater is his or her risk of sustaining a future injury while under the influence, reveals research published online in ‘Injury Prevention’.

Memory blackouts refer to the inability to recall events; they do not refer to loss of consciousness as a result of drinking too much. Research indicates that alcohol

alters nerve cell communication in the hippocampal region of the brain, which affects memory formation. Hazardous drinking - and its consequences - “are pervasive on college campuses,” say the authors, who report that around one in three students say they have experienced a memory blackout in the past year, and around one in 20 say they have had a period of drink fuelled amnesia within the past seven days. Women are just as likely to have blackouts as men, even though they drink less. In 2001, around 600,000 college students were injured as a result of excess drinking in the USA, and in 2005 almost 2,000 died as a result of booze fuelled unintentional injuries. The authors therefore wanted to find out if the number of times a student had a memory blackout as a result of drinking too much could usefully predict who might sustain a potentially serious injury while under the influence in the future. They analysed data from almost 800 undergraduates and more than 150 postgraduate students at five universities in North America between 2004 and 2009, who were monitored for two years. The students were taking part in the College Health Intervention Project Study (CHIPS), which compared the value of screening and brief doctor-led interventions versus nothing for problem drinking, assessed according to quantity and frequency. During the previous 28 days, male problem drinkers had put away an average of just under 82 drinks (as opposed to units); their female peers had downed just under 59. Men had more heavy drinking days, defined as five plus drinks, than women. More than

half of all the students had had one or more memory blackouts in the 12 months leading up to the start of the study; 7% reported six or more during this time. Those aged between 18 and 20, “sensation seekers,” and those clocking up the most heavy drinking days reported the highest number of blackouts. The subsequent analysis showed that the overall prevalence of injury associated with alcohol was just over 25%, with women just as likely as men to be injured. And the more blackouts they had, the greater was their risk of unintentional injury. One to two memory blackouts increased the odds by 57%. With six or more memory blackouts, a student was almost three times as likely to sustain an injury. “Our results suggest that memory blackout screening at student health services could be a useful tool in college alcohol related injury prevention,” conclude the authors. This would be more specific than simply asking a student how much s/he drinks, and would help pick up those whose drinking is disrupting their cognitive abilities, they add. “It may be easier for a student to dismiss general health warnings on excessive alcohol drinking harms than to refute that his extreme alcohol drinking is causing impairment in brain function,” they say.

[Alcohol induced memory blackouts as an indicator of injury risk among college drinkers Online First 2011; doi 10.1136/ip.2011.031724]

# Teenage alcohol consumption associated with computer use

**Alcohol use is linked to time spent using a computer for non-school-related activities, including the use of social networking sites, according to new Weill Cornell study.**

Teenagers who drink alcohol spend more time on their computers for recreational use, including social networking and downloading and listening to music, compared with their peers who don't drink.

Results of an anonymous survey of 264 teenagers were reported in the online edition of the journal *Addictive Behaviors* in a study authored by Weill Cornell Medical College public health researcher Dr Jennifer Epstein.

"While the specific factors linking teenage drinking and computer use are not yet established, it seems likely that adolescents are experimenting with drinking and activities on the Internet. In turn, exposure to online material



*Dr Jennifer Epstein*

such as alcohol advertising or alcohol-using peers on social networking sites could reinforce teens' drinking," says Dr Epstein, Assistant Professor of Public Health at Weill Cornell Medical College. "Children are being exposed to computers and the internet at younger ages. For this reason it's important that parents are actively involved in monitoring their children's computer usage, as well as alcohol use.

"According to a national study conducted by the Pew Internet and American Life Project, more than half of parents of teenagers had filters installed on the computers their child uses to block content parents find objectionable, yet many parents do not use any form of parental monitoring, particularly for older teens," continues Dr Epstein.

The Weill Cornell survey was completed by participants aged 13 to 17 and residing in the United States. Results showed that teens who reported drinking in the last month used a computer more hours per week, excluding school work, than those who did not; however, there was no demonstrated link between alcohol use and computer use for school work. Drinking was also linked to more frequent social networking and listening to and downloading music. There was no strong link between video

games and drinking or online shopping and drinking.

"Going forward, we would like to collect more detailed and longer-term data on adolescent alcohol and computer use, including the degree and duration of their drinking habit," says Dr Epstein. Teenagers typically first experiment with alcohol at age 12 or 13. Family risk factors include lax parental supervision and poor communication, family conflicts, inconsistent or harsh discipline and a family history of alcohol or drug abuse.

"Parents may also need to reinforce their family ground rules on alcohol use and computer use," Dr Epstein says.

"This is an innovative study that is an important first step to understanding the potential impact that the internet and new media may have on today's youth," says Dr Gil Botvin, Professor of Public Health and Chief of the Division of Prevention and Health Behavior at Weill Cornell Medical College. "The internet offers a wealth of information and opportunities for intellectual and social enrichment. However, it is becoming clear that there may also be a downside to internet use. More systematic research is needed to understand the potential dangers and how to combat them."

# Alcohol and Unsafe Sex

The links between alcohol and unsafe and degraded sex have been highlighted in two new research studies published in the international journal 'Addiction'. In the first, the authors examine the ways in which US popular music links luxury alcohol brands with degrading sex, and pose the question of whether the alcohol industry is profiting from underage drinking.

The second concludes that alcohol consumption directly impacts a person's intention to have unsafe sex. In other words, the more you drink, the stronger becomes your intention to engage in unsafe sex.

## Alcohol, Unsafe Sex and AIDS

Unsafe sex is the most important pathway to HIV infection, and it is a main risk factor for the global burden of disease. Despite this knowledge, and substantial efforts to prevent unsafe sex, HIV incidence in most high income countries (such as the US or the UK) has not changed over the past decade. In some cases, it has even increased. Finding better ways to prevent unsafe sex is thus a major goal of public health efforts for HIV/AIDS prevention.

Alcohol consumption, especially heavy drinking, has long been associated with HIV incidence. However, there have been doubts about the cause-and-effect

relationship. Researchers weren't sure if alcohol consumption caused HIV via unsafe sex, or whether certain personality traits in individuals, such as sensation-seeking or a disposition to risky behaviour in general, would lead to both alcohol use and unsafe sex.

The study, published in the January 2012 issue of the journal *Addiction*, summarises the results of 12 experiments that tested this cause-and-effect relationship in a systematic way. After pooling the results, the researchers found that alcohol consumption affects decision-making, and that this impact rises with the amount of alcohol consumed. The more alcohol that participants consumed, the higher their willingness to engage in unsafe sex.

In these experiments, study participants were randomly allocated to one of two groups in which they either consumed alcohol or did not. Then their intention to engage in unsafe sex was measured. An increase in blood alcohol level of 0.1 mg/mL resulted in an increase of 5.0% (95% CI: 2.8% - 7.1%) in the indicated likelihood of engaging in unprotected sex. This result remained stable in sensitivity analyses aimed to correct for a potential publication bias. "Drinking has a causal effect on the likelihood to engage in unsafe

sex, and thus should be included as a major factor in preventive efforts for HIV", commented Dr J Rehm, the Principal Investigator of the study. "This result also helps explain why people at risk often show this behaviour despite better knowledge: alcohol is influencing their decision processes."



*Dr J Rehm*

Future HIV/AIDS prevention programs should include the results of this study. For instance, efforts to reduce drinking, and especially to reduce heavy drinking occasions, will not only avoid compromising the immune system but will also lower the chance of engaging in unsafe sex, thereby reducing the number of new HIV infections.

Full citation: Rehm J., Shield K.D., Joharchi N. and Shuper P.A. Alcohol consumption and the intention to engage in unprotected sex: Systematic review and meta-analysis of experimental studies. *Addiction* 107, 51-9, doi:10.1111/j.1360-0443.2011.03621.x

## Pop Music, Sex and Alcohol

The average US adolescent is heavily exposed to alcohol brand references in popular music and this association may help to promote underage drinking.

Researchers at the University of Pittsburgh reported branded alcohol references are most common in rap, R&B, and hip hop songs, and they are commonly associated with a luxury lifestyle characterised by degrading sexual activity, wealth, partying, violence and the use of drugs.

This analysis of 793 of the most popular songs in the youth market between 2005 and 2007 found that about 25% of the songs that mention alcohol also mention a brand name. This represents about 3.4 alcohol brand appearances per song-hour. Given that the average adolescent is exposed to about 2.5 hours of popular music per day, young people's annual exposure to alcohol brand references in popular music is substantial. The consequences that these songs associated with alcohol were more often positive than negative (41.5% vs. 17.1%). Alcohol brand appearances were commonly associated with wealth (63.4%), sex (58.5%), luxury objects (51.2%), partying (48.8%), other drugs (43.9%), and vehicles (39.0%).

The investigators note that frequent exposure of young people to brand-name references in popular music may constitute a form of advertising and could contribute to the early initiation and maintenance of substance

use among adolescents. Typically, brand-name references to alcohol are strongly associated with positive feelings and associations, which are often the goal of advertisements. The brands found in music, such as Patron Tequila, Grey Goose Vodka, and Hennessy Cognac, represent the same distilled spirits brands that are increasingly named as favourites by underage drinkers, especially women.

The authors suggest that the relatively high level of brand-name alcohol appearances in popular music may be a consequence of strengthening ties between the alcohol and music industries. Some alcohol companies have formally entered the music industry, such as Seagram's ownership of Universal and Polygram between 1995 and 2001. Individual artists, particularly those in the rap and hip hop communities, have begun to establish and promote their own alcohol lines, including Lil' Jon (Little Jonathan Wineries, 2008), Ludacris (Conjure Vodka, 2009), Jay-Z (Armada Vodka, 2002), Snoop Dogg (Landy Cognac, 2008), TI (Remy Martin Cognac, 2010) and Sean "P. Diddy" Combs (Ciroc Vodka, 2001).

According to the authors, most instances of brand-name references in song lyrics seem to be unsolicited and not paid for by advertising companies. However, the line between paid advertising and brand references is difficult to distinguish because advertising companies have begun retroactively to reward artists with product, sponsorship, or endorsement deals after a song containing their product's name

becomes popular. For example, when Busta Rhymes and P. Diddy's hit "Pass the Courvoisier" was released in 2002, the cognac's sales jumped 18.9% and Courvoisier's parent company, France's Allied Domecq, subsequently reached a lucrative promotional deal with Busta and P. Diddy's management company, Violator.

Alcohol trade associations such as the Distilled Spirits Council of the United States (DISCUS) have developed self-regulation codes that specify inappropriate marketing practices, such as a guideline forbidding marketing to audiences below legal drinking age. However, because rap music is popular among high school students, the authors suggest that advertising campaigns that focus on rap artists are not consistent with the alcohol industry's stated intent to avoid marketing to underage drinkers.

# Cigarette and alcohol use at historic low among US teens

**But continued high levels of abuse of alternative tobacco products, marijuana and prescription drugs**

Cigarette and alcohol use by 8th, 10th and 12th-graders in the US are at their lowest point since the Monitoring the Future (MTF) survey began polling teenagers in 1975, according to this year's survey results. However, this positive news is tempered by a slowing rate of decline in teen smoking as well as continued high rates of abuse of other tobacco products (e.g., hookahs, small cigars, smokeless tobacco), marijuana and prescription drugs. The survey results appear to show that more teens continue to abuse marijuana than cigarettes; and alcohol is still the drug of choice among all three age groups queried.

MTF is an annual survey of 8th, 10th, and 12th-graders (aged 13 to 18) conducted by researchers at the University of Michigan, Ann Arbor, under a grant from the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health. The survey was conducted in classrooms in 2011.

## **Binge drinking decline**

For alcohol, 63.5 percent of 12th-graders reported past year use, compared to a recent peak of 74.8 percent in 1997. Similarly, 26.9 percent of 8th-graders reported past year use of alcohol in 2011, compared to a recent peak rate of 46.8 percent in 1994. There also was a five-year decrease in binge drinking, measured as five or more drinks in a row in the past two weeks, across all three grades.

Binge drinking was reported by 6.4 percent of 8th-graders, 14.7 percent of 10th-graders, and 21.6 percent of 12th-graders, down from the 2006 rates of 8.7 percent, 19.9 percent and 25.4 percent respectively.

## **Smoking down**

The 2011 results showed that 18.7 percent of 12th-graders reported current (past-month) cigarette use, compared to a recent peak rate of 36.5 percent in 1997 and 21.6 percent five years ago. Only 6.1 percent of 8th-graders reported current smoking, compared to a recent peak of 21 percent in 1996 and 8.7 percent five years ago.

“That cigarette use has declined to historically low rates is welcome news, given our concerns that declines may have slowed or stalled in recent years,” said NIDA director Dr Nora D Volkow. “That said, the teen smoking rate is declining much more slowly than in years past, and we are seeing teens consume other tobacco products at high levels. This highlights the urgency of maintaining strong prevention efforts against teen smoking and of targeting other tobacco products.”

Despite the declines noted in the report, use of marijuana has shown some increases in recent years and remains steady. Among 12th-graders, 36.4 percent reported past year use, and 6.6 percent reported daily use, up from 31.5 and 5 percent, respectively, five years ago. The upward trend in teens'



*Dr Nora D Volkow*

abuse of marijuana corresponded to downward trends in their perception of risk. For example, only 22.7 percent of high school seniors saw great risk in smoking marijuana occasionally, compared to 25.9 percent five years ago. Similarly, 43.4 percent of 8th-graders reported that they saw great risk in smoking marijuana occasionally, compared to 48.9 percent five years ago. In addition, concerns about the use of synthetic marijuana, known as K2 or spice, prompted its inclusion in the survey for the first time in 2011. Surprisingly, 11.4 percent of 12th-graders reported past year use.

There was mixed news seen in the non-medical use of prescription drugs. Abuse of the opioid painkiller Vicodin was reported by 8.1 percent of 12th graders -- similar to 2010 and down from 9.7 percent in 2009. There was also a decline reported by 10th graders -- to 5.9 percent from 7.7 percent in 2010. However, no such declines were seen for the opioid painkiller OxyContin.

# Transatlantic Cooperation to combat underage drinking

## EU USA Transatlantic Dialogue

David Jernigan writes:

With support from the External Affairs Directorate of the European Commission, representatives from civil society organisations in the European Union and the United States have been engaged over the past two years in a series of dialogues about underage drinking. The aim of the dialogues is to develop closer transatlantic ties between civil society organisations in the US and the EU, and to develop an increased understanding of the issues relating to underage drinking and harm of adolescents.

The EU delegation, organised by Eurocare, brings together experience from the four corners of the European Union, including Estonia, Poland, Italy, France, England, Scotland, the Netherlands and Sweden. On the US side, the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health organised a delegation of representatives from both national and state-level organisations, and based in eight different states.

The group's first two meetings in Washington DC and London, in November 2010 and June 2011 established common ground, providing myriad opportunities for learning and inspiration as participants shared stories of

their work on both sides of the Atlantic. Topics covered included the shape of the problem of underage drinking, the evidence base for effective action, the very different political frameworks in the US and the EU, the role of the alcohol industry and how civil society engages with it in those political frameworks, recent successes in implementation of effective policies and practices, and recent attempts by alcohol marketers to expand into youth-oriented digital media.

While the discussions highlighted the differences in national and regional contexts and governance, perhaps most striking were the similarities in the problem and the challenges faced by civil society in preventing and reducing it. To this end, the group quickly began to identify gaps in resources available for effective civil society action, and at a third meeting in Washington DC in November 2011, coalesced around the concept of developing a user guide for alcohol policy advocates.

Tentatively titled "Alcohol: No Ordinary Commodity – A Practical Guide to the Protection of Young People from Alcohol Harms," the guide would encompass a modular series of curricula to be used in workshops focusing on the scientific basis for action; necessary principles

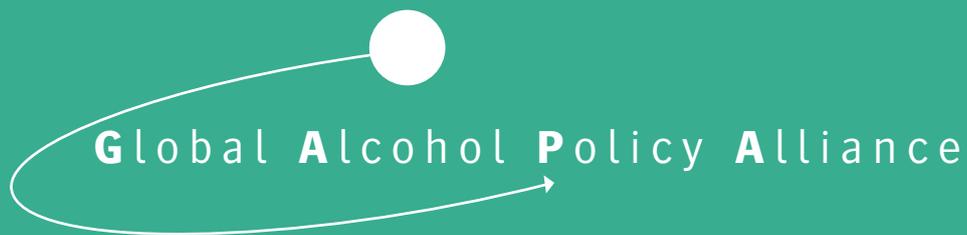


*David Jernigan*

of organising, advocacy and communications; experience with implementation and enforcement of effective policies; and case studies of effective solutions from civil society on both sides of the Atlantic.

The funding has enabled the group to meet every six months, and to build up trust and understanding around the many issues of common interest. The most immediate outcome is the progress on the practical guide. However, the group has also explored other areas of interest to GAPA, such as how international treaties and conventions might be used as tools to promote alcohol policies more protective of young people.

For more information please contact Chris Brookes at: [chris.brookes@hapi.org.uk](mailto:chris.brookes@hapi.org.uk), or go to the Eurocare website at [http://www.eurocare.org/eu\\_projects/eu\\_usa\\_dialogue](http://www.eurocare.org/eu_projects/eu_usa_dialogue).



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