

Mr Philip Hull  
 Senior Project Officer  
 ACT Health  
 By email: [AODPolicy@act.gov.au](mailto:AODPolicy@act.gov.au)

Dear Mr Hull

### Re ACT Drug Strategy Action Plan

Alcohol Beverages Australia is the pan-industry body created to highlight the positive social, cultural and economic contribution of alcohol beverages in Australia.

Our goal is promoting, explaining and defending the legitimate rights of the industry and the 15 million Australians who responsibly enjoy our drinks.

With members from all parts of the Australian alcohol beverages industry, Alcohol Beverages Australia uses a balanced, evidence-based approach to actively engage in public debate on alcohol policy issues and lead the development of innovative and effective alcohol policies, while at the same time acknowledging and working with all stakeholders to minimise the harms associated with alcohol misuse.

ABA commends the ACT Government for taking a proactive approach to alcohol-related harm. The release of the Action Plan demonstrates the Government's dedication to both preventing and addressing alcohol related harm, where it occurs.

There are elements of the Action Plan that ABA supports, including:

- action to reduce secondary supply to minors,
- increasing the safety of ACT roads, and,
- improving screening assessment and treatment.

These measures target specific problems with tailored solutions and so are historically far more effective at reducing the incidence and impact of alcohol misuse.

In line with this, ABA also recommends some elements of the Action Plan warrant reconsideration. An outline of ABA's position against each of the identified actions can be found at **Annexure A**.

In addition to the information on the identified actions, it should also be noted that the Action Plan could be improved by providing a clearer context when it comes to alcohol consumption by Territorians.

The table below provides important context to the Action Plan and should form part of the plan and relates specifically to the Act unless indicated otherwise. This information has been taken from the Australian Institute of Health and Welfare's *National Drug Strategy Household Survey 2016*.

Indicator	2010	2016	Analysis
<b>Alcohol related harm</b>			
Consume alcohol daily	5.4%	3.6%	This represents a 33% decrease in the proportion of Territorians who consumed alcohol on a daily basis.
Drinking at lifetime risky levels	19.8%	14.3%	Lifetime risky alcohol consumption has decreased by 28%. This is an important key indicator as it relates directly to a decrease in alcohol related harm and harmful alcohol consumption.

Drinking at single occasion risky levels on a weekly basis	13.8%	10.7%	The proportion of the population consuming alcohol at single occasion risky levels has decreased by 23%, adding to the evidence that harmful alcohol consumption has decreased significantly.
<b>Youth</b>			
12-17 year-olds abstaining	63.6%*	81.5%*	There has been a 28% increase in the proportion of young people who are abstaining from alcohol consumption. This provides strong evidence that harmful alcohol consumption (i.e. any consumption for those under 18) has decreased significantly since 2010.
Average age of first drink	15.2*	16.1*	This represents a 6% increase in the average age when alcohol is first consumed. Delaying alcohol consumption is another indicator that shows alcohol related harm is decreasing.
<b>Pregnant women</b>			
Percentage of pregnant women who either abstain from alcohol while pregnant or reduce consumption.	97.5%*	98.8%*	These statistics show improving behaviours when it comes to alcohol consumption while pregnant.

Source: National Drug Strategy Household Survey 2016.

\*National data as ACT-centric data is not available for this measure.

As outlined in the table above, the overwhelming majority of Territorians consume alcohol responsibly. It is important to consider any policy measure, in particular those at the population level, in light of these statistics.

It is very difficult to justify population wide actions when considering the indicators above are on long terms positive trends at the population level.

ABA recognises that excessive alcohol consumption can lead to harms and looks forward to working with the ACT Government in the future on minimising alcohol related harms. Should you require any further information regarding this submission please contact me at gohar@alcoholbeveragesaustralia.org.au or 0423 501 009.

Yours sincerely



**Gohar Yazdabadi**  
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## Annexure One – Comments on Specific Actions and Their Objectives

<b>Build community knowledge and change acceptability of use</b>
<p><b>Actions:</b></p> <p>1. Conduct evidence-informed alcohol public education and social marketing campaigns, including those that aim to:</p> <ul style="list-style-type: none"> <li>● increase public knowledge of links between alcohol use and chronic disease, including cancer and cardiovascular disease;</li> <li>● increase public knowledge of safe drinking guidelines;</li> <li>● increase the knowledge of young people, including school students, of the short and long term harms of risky drinking, and also of issues relating to secondary supply of alcohol to peers.</li> </ul>
<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>● Delay the age of uptake of alcohol by young people.</li> <li>● Reduce single-occasion risky consumption.</li> <li>● Reduce lifetime risky consumption.</li> </ul>
<p><b>Key Points</b></p> <ul style="list-style-type: none"> <li>● <b>“Change acceptability of use” implies that the actions are intended to change the acceptability of the use of alcohol in general as opposed to harmful alcohol consumption. This should be amended to ensure clarity.</b></li> <li>● <b>ABA supports educational campaigns regarding harmful alcohol use provided that messaging is relating to harmful alcohol consumption and developed using evidence based health messaging.</b></li> <li>● <b>Campaigns undertaken by DrinkWise previously to achieve awareness around alcohol related issues can be used as examples of successful campaigns.</b></li> </ul>
<p>Alcohol is a legal product and moderate alcohol consumption can form a legitimate part of a balanced lifestyle. As such, actions that seek to change the acceptability of use when it comes to low to moderate alcohol consumption are not appropriate. The wording should be amended to “build community knowledge and change acceptability of excessive alcohol consumption”.</p> <p>When considering public education and social marketing it is crucial the messaging is framed to ensure they are communicated in a way that will resonate with the audience. The evidence shows that gain framed messaging (e.g. Stick to moderate alcohol consumption and you can achieve a balanced, healthy lifestyle) is more effective than loss-framed messaging (e.g. Drink alcohol and you will lose your good health).<sup>1</sup></p> <p>In addition, threatening health messages and those that focus on emotional presentation of the negative consequences of unhealthy/risky behaviour are not effective and should be avoided.<sup>2</sup> Instead, messaging must be realistic and reflective of people’s real experiences. For example, campaigns people cannot relate to or that include information that can be dismissed by people’s life experience, are easily ignored.</p> <p>DrinkWise Australia has implemented numerous successful campaigns when it comes to</p>

<sup>1</sup> Wansink, B., & Pope, L. (2014). When do gain-framed health messages work better than fear appeals?. *Nutrition reviews*, 73(1), 4-11.

<sup>2</sup> Earl, A., & Albarracín, D. (2007). Nature, decay, and spiraling of the effects of fear-inducing arguments and HIV counseling and testing: a meta-analysis of the short- and long-term outcomes of HIV-prevention interventions. *Health Psychology*, 26, 496–506.

awareness of alcohol-related issues. A case study of the campaign *Kids Absorb Your Drinking* is provided at **Attachment A**. It is recommended that ACT Health contact DrinkWise to understand learnings from their extensive experience in campaigns to reduce harmful alcohol consumption.

In terms of increasing the knowledge of young people, of the risks associated with harmful alcohol consumption, the ACT Government should consider rolling out The Smashed Project to all ACT public high schools. The Smashed Project has been brought to Australia by Diageo after international success and is an excellent example of innovative alcohol education aimed at high school students.

The Smashed Project is a theatre-based education program that has been proven to provide young people with greater awareness and understanding of the causes and dangers of alcohol misuse. It also provides tools for young people on how to make the right choices about alcohol.

The program tours schools with a live theatre performance and interactive workshop delivered by professional actors, backed up by accompanying teaching resources and a comprehensive evaluation framework. As part of the program this year alone there have been 118 performances, at 104 schools and reached 20,387 year 8 and 9 students at high schools in the ACT, NSW and QLD.

Teachers and students have provided extremely positive feedback following the program, with many teachers sharing a similar sentiment to this QLD teacher who stated, "We had the privilege of seeing "SMASHED" & it was just the best /most useful presentation I've organised in 18 yrs of school nursing! We're so grateful for our year 9 students to have seen this and we will build on the information and strategies discussed on the day!"

The positive feedback received to date from teachers proves the value of The Smashed Project, which has been designed to meet curricular needs in each state, and its rollout to all high-schools in the ACT should be considered.

## Restrictions on Promotion

### Actions:

2. Explore options to reduce alcohol promotion and use in ACT sports and other community settings.
3. Consider options to reduce promotion of alcohol on government premises, consistent with preventive health commitments.

### Objectives

- Delay the age of uptake of alcohol by young people.
- Reduce single-occasion risky drinking.

### Key Points

- **ABA supports the objectives that these actions are aiming to achieve.**
- **However, restrictions on promotion will not achieve the objectives as promotion does not cause alcohol consumption by young people, or increase the incidence of single-occasion risky drinking.**
- **In order to achieve the objectives outlined for these actions, alternate actions should be considered.**

There is substantial evidence to demonstrate that alcohol advertising does not lead to an increase in either total or underage alcohol consumption. Instead, advertising of alcohol is undertaken to encourage people who already consume alcohol to change brands.

This has been established by peer-reviewed research and in addition, international examples such as Germany and Sweden provide even more important real life examples of the relationship between alcohol advertising and consumption.

The *International Journal of Advertising* published a peer reviewed research paper titled 'Do advertising bans work? An international comparison' which considered the effects of advertising bans in seventeen OECD countries<sup>3</sup>. The paper made clear findings:

- The empirical results did not support the notion that bans of broadcast advertising of alcoholic beverages reduces consumption or alcohol abuse.
- The evidence indicated that a complete ban of broadcast advertising of all alcoholic beverages has no effect on consumption relative to countries that do not ban broadcast advertising.
- The results failed to provide evidence that advertising bans have significant negative effects on alcohol abuse outcomes, including cirrhosis mortality and motor vehicle accidents (this is very pertinent and these are two outcomes the Bill specifically seeks to address).

In 2015 the *International Journal of Advertising* published a study title 'Beer, wine, or spirits? Advertising's impact on four decades of category sales'<sup>4</sup>. The study analysed the relationship between annual advertising expenditures and liquor sales in the United States from 1971 to 2012.

Alcohol advertising expenditure increased almost 400% between 1971 and 2012. However, per capita consumption did not fluctuate to any significant degree during this period, indicating that

<sup>3</sup> Nelson, J. P., & Young, D. J. (2001). Do advertising bans work? An international comparison. *International Journal of Advertising*, 20(3), 273-296.

<sup>4</sup> Wilcox, G. B., Kang, E. Y., & Chilek, L. A. (2015). Beer, wine, or spirits? Advertising's impact on four decades of category sales. *International Journal of Advertising*, 34(4), 641-657.

alcohol advertisement does not equate to an increase in alcohol consumption.

These are two examples of a broader body of evidence indicating that there is no link between increased alcohol advertising and alcohol harm. For ease of reference a cross section of research is provided at **Attachment B**.

The real life example of Germany also provides for evidence that the absence of highly regulated promotion of alcohol will not cause increases in alcohol consumption. With respect to alcohol advertising, Germany has been identified by the World Health Organisation as one of the least regulated countries in the European Union<sup>5</sup>. However, for several decades, alcohol consumption in Germany has been steadily declining. A full case study on Germany and alcohol promotion is provided at **Attachment C**.

### ***Young People and Alcohol Advertising***

Research shows that there is no compelling evidence of an unequivocal correlation between advertising and drinking patterns amongst young people.<sup>6</sup>

When it comes to the research in this area, different methodological approaches have resulted in varying results when considering the effect of alcohol advertising on young people's drinking behaviours.

Ultimately the challenge in being able to compare and understand longitudinal and cross-sectional studies is the variability of measures used to assess exposure as well as the variability of the key indicators used to measure outcomes. This variation amongst studies means that it is difficult for researchers to accurately collate and combine the results of existing studies and quantify the effects of marketing on young people through meta-analysis.

However, there have been real life examples where countries have made changes to alcohol advertisement regulation which has allowed us to better understand how these changes actually affect drinking behaviours of young people. One such example is Sweden, where stringent alcohol promotion laws were relaxed and alcohol consumption amongst 15-16 year olds continued to decline. A full case study on the Swedish experience is provided at **Attachment D**.

Several factors have been identified as having an important effect when it comes to underage alcohol consumption which should be the main focus for policies that will reduce underage alcohol consumption. These factors include:

- Family environment, including parent and sibling behaviour.
- Studies have shown that the drinking behaviours of family members (and/or perceptions of these) impact on the drinking behaviours of young people.
- Data from cross-sectional and longitudinal studies have demonstrated young people with parents who permit, or are accepting, of underage drinking are more likely to drink and experience negative consequences.
- Similarly, individuals with siblings who consume alcohol are also more likely to drink at a young age.
  - Peer drinking behaviour.
- Alcohol use during adolescence typically occurs in the context of peers and the role of peer influence on adolescent drinking is prominent in research.
- Delinquent peer groups are characterized by rebellion against adult authority, rule breaking, and premature adoption of adult roles, all of which are compatible with alcohol use.

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<sup>5</sup> World Health Organization, & World Health Organization. Management of Substance Abuse Unit. (2014). Global status report on alcohol and health, 2014. World Health Organization.

<sup>6</sup> Young, D.J. (1993). Alcohol advertising bans and alcohol abuse [Comment]. Journal of Health Economics, 12(2): 213-228.

- Adolescents affiliating with deviant peers observe and imitate problem behaviours, receive social reinforcement for these behaviours, and develop positive expectancies about problem behaviours, including irresponsible alcohol use.
  - Socioeconomic status.
- Socioeconomic status (SES) is recognized as an important social determinant of health that plays a role in shaping adolescence and subsequent substance use in early adulthood.
- Financial status may also limit an individual's choice of and selection into a peer group or subculture.
- Studies have shown that adolescents with low family SES and larger family size were associated with increased probability of substance abuse disorders in early adulthood. On the other end of the spectrum, there is also growing evidence that adolescents with higher SES may also be at risk for developing substance use disorders as they tend to have more spending money.
  - Individual characteristics and personal attitudes towards drinking.
- Problematic alcohol use does not occur in isolation. Research has established that heavy alcohol consumption have the highest degree of co-morbidity with other substance use disorders, disruptive behaviour disorders, personality disorders (especially antisocial and borderline), and habitual cigarette smoking.
- Research on personality and alcohol misuse is usually organized based on three personality constructs: impulsivity/disinhibition, extraversion/sociability and neuroticism/emotionality.
- Heavier drinkers have been described as pleasure seeking, extraverted, impulsive, rebellious and non-conforming. This relationship has been consistently replicated for both men and women.

## Price Mechanisms

### Actions:

4. Explore the option of introducing a minimum price per standard drink of alcohol.

### Objectives

- Reduce single-occasion and lifetime risky drinking.
- Prevent and delay uptake of alcohol, tobacco, illicit and illicitly used drugs.

### Key Points

- **ABA supports the objectives that these actions are aiming to achieve.**
- **Minimum unit pricing (MUP) is ineffective in targeting harmful alcohol consumption as those who drink at the most harmful levels are not deterred by price.**
- **MUP targets the behaviours of low to moderate alcohol consumers instead of harmful alcohol consumption.**

There is a wealth of evidence available indicating minimum unit pricing (MUP) and pricing mechanisms are ineffective in targeting harmful alcohol consumption.

MUP and pricing mechanisms do not target harmful alcohol consumption. The reason for this is that the heaviest consumers in society are least impacted by price changes. Instead, MUP and pricing mechanisms target light to moderate consumers who are more likely to change their drinking habits based on price.

Most minimum pricing policy ideas are based on the questionable Sheffield Alcohol Policy Model, which falsely assumes that increasing prices will cause heavy drinkers to reduce their alcohol consumption. But its calculations are based on controversial beliefs about the relationship between per capita alcohol consumption and rates of alcohol related harm. Its assumptions about the relationship between price and consumption have frequently been refuted by real world evidence<sup>7</sup>.

Anecdotally in Australia we have seen very clear examples that price will not deter those who are adamant on consuming alcohol. In dry communities in Queensland there is evidence that 'sly grog' is purchased for up to eleven times its retail price up to \$700.<sup>8</sup>

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<sup>7</sup>Duffy J, Snowdon C, *The Minimal Evidence for Minimum Pricing* Adam Smith Research Trust 2012.

<sup>8</sup> <http://www.abc.net.au/news/2017-08-24/sophisticated-tactics-used-to-get-grog-into-dry-communities/8835560> (last accessed 6 August 2018)

## Supporting research and building and sharing evidence

### Actions:

5. Undertake research to inform public health responses on contextual and individual factors that influence risky drinking and alcohol-related harms, including:

- links between alcohol use and domestic and family violence;
- the impact of enforcement measures on risky drinking;
- evidence-informed options for further reducing road safety risk caused by drink-driving;
- exposure of young people and risky drinkers to alcohol advertising in ACT public spaces.

### Objectives

- Reduce alcohol-related violence.
- Reduce single-occasion risky drinking.
- Reduce lifetime risky drinking.
- Increase the safety of ACT roads by reducing driving under the influence of alcohol and other drug.
- Delay the age of uptake of alcohol by young people.

### Key Points

- **ABA supports the objectives this action is aiming to achieve.**
- **Investment into research provides a solid basis for evidence based policy implementation.**
- **Some adjustments should be made to the wording of the research areas above to ensure that the outcome of the research is not predetermined or limited.**

The investment into research to minimise harmful alcohol consumption is a sensible and well considered strategy. Research can help to identify strategies that will assist in the reduction of harmful alcohol consumption.

The current wording of the action pre-determines the scope of the outcomes of the research. It presumes certain links (e.g. a link between alcohol advertising and youth consumption) and stifles the ability of the research to uncover the underlying causes of harmful alcohol consumption. This is a particularly relevant issue given that research into alcohol (in particular analysis with availability) often leads to conclusions in line with the hypothesis despite the results being contradictory.<sup>9</sup>

It is recommended that this action be amended as follows:

*5. Undertake research to inform public health responses on contextual and individual factors that influence risky drinking and alcohol-related harms, including:*

- *development of evidence-centric approaches to risky drinking;*
- *the impact of enforcement measures on risky drinking;*
- *evidence-informed options for further reducing road safety risk caused by drink-driving;*
- *understanding factors that contribute to underage alcohol consumption.*

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<sup>9</sup> Holmes J, Meier P, *Inconsistent results beneath consistent conclusions—the need for a new approach to analysing alcohol availability*, *Addiction* 110, 1910-1911 2015

## Safe transport and sobering up services

### Actions:

6. Continue work to reduce alcohol impaired driving, including random breath testing and the ACT alcohol interlock program, taking into consideration findings from evaluations of relevant programs

### Objectives

- Increase the safety of ACT roads by reducing driving under the influence of alcohol.
- Reduce alcohol-related ambulance attendances and emergency department admissions.
- Reduce alcohol-related offending.

### Key Points

- **ABA supports this action as well as the objectives this action is aiming to achieve.**
- **Consideration should be given to expanding this action to specifically include increased public transport to assist in reducing alcohol impaired driving.**

ABA commends the inclusion of this action as it is a targeted approach that will help improve the safety of ACT road users.

It is recommended that this action be expanded to include a commitment to continue to provide reliable and regular public transport to all of the ACT during high alcohol consumption hours at night. This will ensure that there is alternate means for individuals to return home without engaging in drink driving.

## Screening, assessment, and treatment

### Actions:

7. Implement appropriate actions at territory level to support the national Foetal Alcohol Spectrum Disorder (FASD) Strategic Action Plan (when finalised).

### Objectives

- Reduce short-term and lifetime risky drinking.

### Key Points

- **ABA supports this action in principle as well as the objectives this action is aiming to achieve.**
- **Consideration should be given to expanding this action to screening, assessment and treatment to the wider community where needed.**

ABA supports this action in principle pending the contents of the FASD strategic plan.

It is recommended that this action be expanded to include building the capability of medical clinicians in screening and assessment for harmful alcohol consumption in various medical settings. This will assist in identifying harmful alcohol consumption and assist in providing solutions.

However, along with increased training in screening and assessment, it is important to ensure that there are adequate treatment opportunities in place to provide support to those who require it.

**Age restrictions****Actions:**

8. Explore measures to reduce secondary supply of alcohol to minors, including by family members and over-age friends.

**Objectives**

- Delay the age of uptake of alcohol by young people.
- Reduce single occasion risky drinking.

**Key Points**

- **ABA is supportive of this action as well as the associated objectives.**
- **An example of a voluntary measure implemented by the Australian Liquor Stores Association (ALSA) to reduce secondary supply was the *Don't Buy it For Them* campaign.**

ABA commends the inclusion of this action as it is a targeted approach that will assist in delaying the age of uptake of alcohol by young people.

The industry, through ALSA has taken voluntary action on the important issue of secondary supply. *Don't Buy It For Them* is a program designed to discourage secondary supply and to educate the community on their shared responsibility not to supply to under age and highlights the penalties for doing so. It also reinforces staff awareness and confidence to refuse service when in doubt, with back-up point-of-sale material.

## Attachment A

### Case Study: DrinkWise Campaign *Kids Absorb Your Drinking*

#### *DrinkWise*

Established in 2005 by the alcohol industry, DrinkWise Australia is an independent, not-for-profit organisation. DrinkWise's primary focus is to help bring about a healthier and safer drinking culture in Australia.

DrinkWise aims to:

- Promote a generational change in the way Australians consume alcohol.
- Increase the age that young Australians are introduced to alcohol, as evidence has shown that alcohol can impact the development of the adolescent brain.

To promote such significant behavioural changes, DrinkWise develops and implements a range of national information and education campaigns, as well as providing practical resources to help inform and support the community about alcohol use.

#### *Kids Absorb Your Drinking Campaign*

*Kids Absorb Your Drinking* marked DrinkWise's first generational change campaign. It took the form of national wide television advertisements. It was supported by online material for parents. The advertisements showed a father asking his son to fetch a beer for his father. The son morphs into an adult while fetching the beer and in turn asks his son to fetch him a beer. The eighteen month campaign represented a total investment of \$8 million.

The key to this campaign was 'holding up a mirror' to parents' drinking, to increase awareness of their impact as role models in positively influencing their children's future drinking behaviour. This represented a targeted message to those who can have a significant impact on underage drinking.



#### *Results of the Campaign*

Raising awareness of this was the major aim of *Kids Absorb Your Drinking*. The campaign sought to start conversations about this issue among spouses, family and friends – well before their own children started experimenting with alcohol.

The campaign has generated positive results, with parents indicating that they subsequently<sup>1</sup>:

- Discussed how they drank with their partner (34%)
- Thought more about how they drank around their kids (33%)
- Talked with friends or colleagues about drinking in front of the kids (18%); and
- Discussed their consumption of alcohol with their children (24%)

Additionally, almost three in ten (28%) parents reported reducing their consumption of alcohol in front of their children. The primary reason cited for wanting to reduce consumption in front of their children was because they wanted to be a good role model (33%).

Kids Absorb Your Drinking received very high awareness and cut through with the general public. A study undertaken by Colmar Brunton Social Marketing Research indicated that it was the most recalled advertisement among all government marketing and communications in that year.

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<sup>1</sup> DrinkWise Australia. (2017). Kids Absorb Your Drinking. Melbourne, Australia. Retrieved from [\[https://drinkwise.org.au/wp-content/uploads/Kids-Absorb-Your-Drinking-campaign-summary.pdf\]](https://drinkwise.org.au/wp-content/uploads/Kids-Absorb-Your-Drinking-campaign-summary.pdf) on 1 Nov 2017.

## **Attachment B – References and Research**

### **Studies showing no link between advertising and alcohol consumption**

Wilcox, G. B., Kang, E. Y., & Chilek, L. A. (2015). Beer, wine, or spirits? Advertising's impact on four decades of category sales. *International Journal of Advertising*, 34(4), 641-657.

Nelson, J. P. (2010). Alcohol advertising bans, consumption and control policies in seventeen OECD countries, 1975–2000. *Applied Economics*, 42(7), 803-823.

Nelson, J. P., & Young, D. J. (2001). Do advertising bans work? An international comparison. *International Journal of Advertising*, 20(3), 273-296.

Duffy M. Advertising and the consumption of tobacco and alcoholic drink: a system-wide analysis. *Scot J Political Econ*. 1991;38:369–385.

Lariviere, E., Larue, B., & Chalfant, J. (2000). Modeling the demand for alcoholic beverages and advertising specifications. *Agricultural Economics*, 22(2), 147-162.

Koordeman, R., Anschutz, D. J., Engels, R. C. M. E. (2011). The effect of alcohol advertising on immediate alcohol consumption in college students: an experimental study. *Alcoholism: Clinical and Experimental Research*, 36(5), 874-880.

### **Studies showing factors that influence underage alcohol consumption**

#### Family environment, including parent and sibling behaviour

Donovan, J.E. 2004. Adolescent alcohol initiation: a review of psychosocial risk factors. *Journal of Adolescent Health*, 35(6):529.e7-18.

Jones, S. C., & Magee, C. A. (2014). The role of family, friends and peers in Australian adolescent's alcohol consumption. *Drug and alcohol review*, 33(3), 304-313

Nash, S. G., McQueen, A., & Bray, J. H. (2005). Pathways to adolescent alcohol use: Family environment, peer influence, and parental expectations. *Journal of Adolescent Health*, 37(1), 19-28.

Hung, C. C., Yen, L. L., & Wu, W. C. (2009). Association of parents' alcohol use and family interaction with the initiation of alcohol use by sixth graders: a preliminary study in Taiwan. *BMC Public Health*, 9(1), 172.

Abar, C., Abar, B., & Turrisi, R. (2009). The impact of parental modeling and permissibility on alcohol use and experienced negative drinking consequences in college. *Addictive Behaviors*, 34(6), 542-547.

Miller, P., & Plant, M. (2010). Parental guidance about drinking: Relationship with teenage psychoactive substance use. *Journal of adolescence*, 33(1), 55-68.

Windle, M. (2000). Parental, sibling, and peer influences on adolescent substance use and alcohol problems. *Applied Developmental Science*, 4(2), 98-110.

Poelen, E. A., Scholte, R. H., Willemsen, G., Boomsma, D. I., & Engels, R. C. (2007). Drinking by parents, siblings, and friends as predictors of regular alcohol use in adolescents and young adults: a longitudinal twin-family study. *Alcohol & Alcoholism*, 42(4), 362-369.

Fisher, L. B., Miles, I. W., Austin, S. B., Camargo, C. A., & Colditz, G. A. (2007). Predictors of initiation of alcohol use among US adolescents: findings from a prospective cohort study. *Archives of Pediatrics & Adolescent Medicine*, 161(10), 959-966.

Barnes, G. M., Reifman, A. S., Farrell, M. P., & Dintcheff, B. A. (2000). The effects of parenting on the development of adolescent alcohol misuse: a Six-Wave latent growth model. *Journal of Marriage and Family*, 62(1), 175-186.

Wood, M. D., Read, J. P., Mitchell, R. E., & Brand, N. H. (2004). Do parents still matter? Parent and peer influences on alcohol involvement among recent high school graduates. *Psychology of Addictive Behaviors*, 18(1), 19.

Kashubeck, S., & Christensen, S. A. (1995). Parental alcohol use, family relationship quality, self-esteem, and depression in college students. *Journal of College Student Development*, 36, 431-443.

Abar, C., & Turrissi, R. (2008). How important are parents during the college years? A longitudinal perspective of indirect influences parents yield on their college teens' alcohol use. *Addictive behaviors*, 33(10), 1360-1368.

Duncan, T. E., Duncan, S. C., & Hops, H. (1994). The effects of family cohesiveness and peer encouragement on the development of adolescent alcohol use: a cohort-sequential approach to the analysis of longitudinal data. *Journal of studies on alcohol*, 55(5), 588-599.

Reifman, A., Barnes, G. M., Dintcheff, B. A., Farrell, M. P., & Uhteg, L. (1998). Parental and peer influences on the onset of heavier drinking among adolescents. *Journal of studies on alcohol*, 59(3), 311-317.

Turrissi, R., Wiersma, K. A., & Hughes, K. K. (2000). Binge-drinking-related consequences in college students: Role of drinking beliefs and mother-teen communications. *Psychology of Addictive Behaviors*, 14(4), 342.

Windle, M. (2000). Parental, sibling, and peer influences on adolescent substance use and alcohol problems. *Applied Developmental Science*, 4(2), 98-110.

#### Peer drinking behaviour

Trucco, E. M., Colder, C. R., & Wieczorek, W. F. (2011). Vulnerability to peer influence: A moderated mediation study of early adolescent alcohol use initiation. *Addictive behaviors*, 36(7), 729-736.

Barnow, S., Schultz, G., Lucht, M., Ulrich, I., Preuss, U. W., & Freyberger, H. J. (2004). Do alcohol expectancies and peer delinquency/substance use mediate the relationship between impulsivity and drinking behaviour in adolescence?. *Alcohol and Alcoholism*, 39(3), 213-219.

Hayes, L., Smart, D., Toumbourou, J. W., & Sanson, A. (2004). Parenting influences on adolescent alcohol use. Melbourne: Australian Institute of Family Studies, 1-104.

Bot, S. M., Engels, R. C., Knibbe, R. A., & Meeus, W. H. (2005). Friend's drinking behaviour and adolescent alcohol consumption: The moderating role of friendship characteristics. *Addictive behaviors*, 30(5), 929-947.

Scholte, R. H. J., E. A. Poelen, G. Willemsen, D. I. Boomsma and R. C. M. E. Engels (2008). Relative risks of adolescent and young adult alcohol use: The role of drinking fathers, mothers, siblings, and friends. *Addictive Behaviors* 33(1): 1-14.

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Schulenberg, J., Maggs, J. L., Dielman, T. E., Leech, S. L., Kloska, D. D., & Laetz, V. B. (1999). On peer influences to get drunk: A panel study of young adolescents. *Merrill-Palmer Quarterly*, 45, 108 – 142.

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## Attachment C

### Case Study: Germany – Minimal advertising regulation and declining alcohol consumption

#### *Self-Regulation of Alcohol Advertising*

With respect to alcohol advertising, Germany has been identified by the World Health Organisation as one of the least regulated countries in the European Union<sup>1</sup>. While there is some codified regulation regarding alcohol promotion and minors, the regulation of alcohol advertising in Germany primarily works on a self-regulation basis by industry.

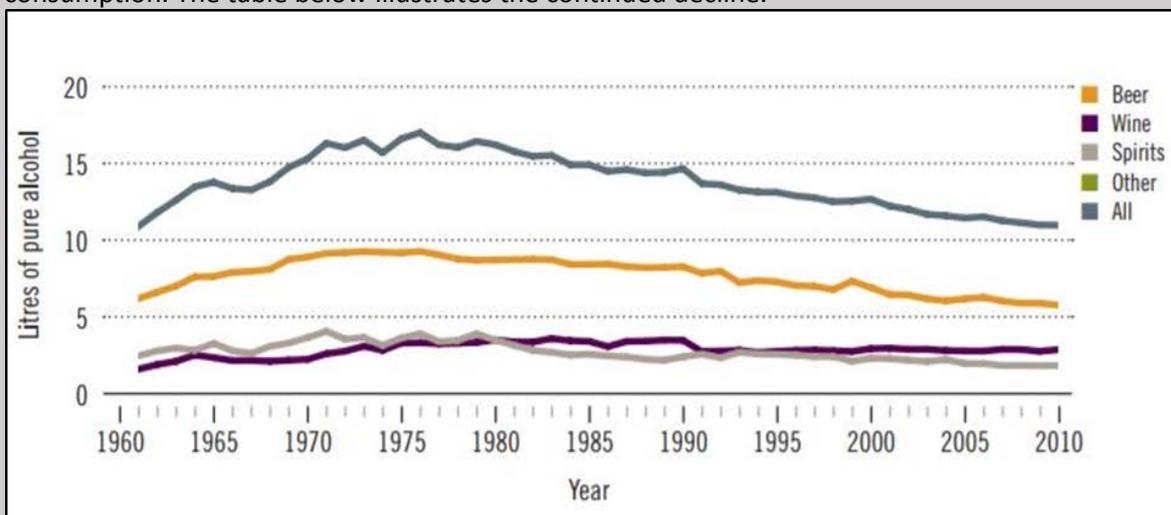
The self-regulation body for advertising, including alcohol advertising, Deutscher Weberat, performs two functions:

- Establishment of voluntary codes of conduct for advertising, including the alcohol specific *Code of Conduct on Commercial Communication for Alcoholic Beverages*.
- Consideration and adjudication on complaints arising from any member of the public relating to commercial advertising.

This mirrors closely the work of ABAC in Australia (for further information on ABAC see Regulation of Alcohol Advertising in Australia above.). The major difference being that ABAC is alcoholic beverages specific where as Deutscher Weberat is wider in its scope of general commercial communication.

#### *Declining Alcohol Consumption*

For several decades Germany has seen a steady downward trend in per capita alcohol consumption. The table below illustrates the continued decline.



Source: World Health Organisation.

#### *Conclusion*

Germany has limited regulation when it comes to alcohol advertisement and instead primarily uses a self-regulation model. The self-regulation model allows for positive outcomes through voluntary measures, without the costs and burden of regulatory red tape on either government or industry. At the same time alcohol consumption has decreased in Germany, again strongly indicating that alcohol advertising does not lead to increased alcohol consumption.

<sup>1</sup> World Health Organization, & World Health Organization. Management of Substance Abuse Unit. (2014). Global status report on alcohol and health, 2014. World Health Organization.

## Attachment D

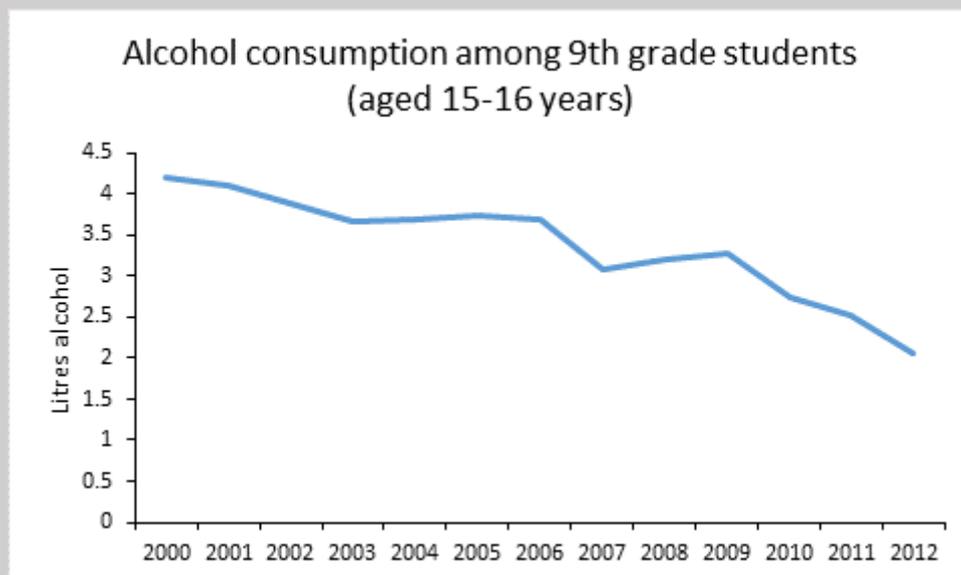
### Case Study: Sweden's Relaxation of Advertising Regulation and the Effect of Young People

#### *Swedish Advertising Bans*

Sweden had an extremely strict ban on the advertisement of liquor up until 2004. Due to the strict ban on advertisement going against EU laws as established in the *Gourmet Case*, Sweden was forced to relax its advertising bans in 2004.

#### *Lifting of the Advertising Bans and Young People's Drinking Patterns*

For some time the key indicators amongst Swedish youth when it came to alcohol consumption were on a positive trajectory. Post 2004, when the alcohol advertising bans were lifted, the trend remained positive amongst young people. The table below presents the data regarding youth alcohol consumption in Sweden.



Source: *The Swedish Council for Information on Alcohol and Other Drugs*<sup>1</sup>.

#### *Conclusion*

Despite the lift of alcohol advertising bans in Sweden, the downward trajectory of youth alcohol consumption continued. This real life example shows that easing alcohol advertising regulation did not impact on key indicators when it comes to alcohol consumption and young people.

<sup>1</sup> Norström, T., & Svensson, J. (2014). The declining trend in Swedish youth drinking: collectivity or polarization?. *Addiction*, 109(9), 1437-1446.