



Promoting messages to young people: strategic approaches to reducing harm

A/Prof. John Fitzgerald

Acting CEO, VicHealth

Outline

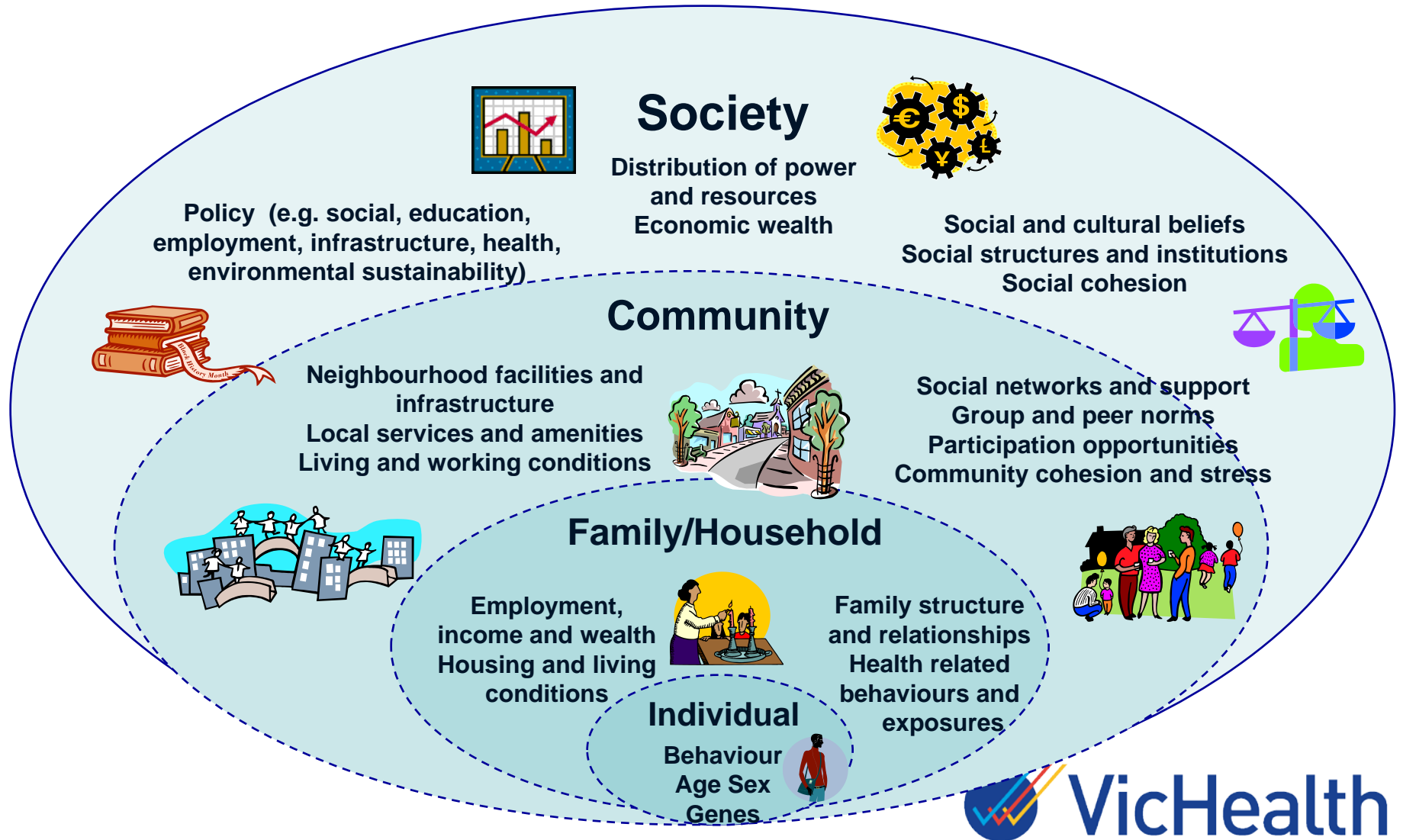
- * **The challenges for health promotion and alcohol**
- * **Integrated campaigns**
- * **Media consumers**
- * **Trends in other places**
- * **A social licence to produce harm**
- * **Changing the environment**

Alcohol industry cultural change

- * “Like the skin cancer awareness and anti-drink driving campaigns of the last decade, DWA [Drinkwise Australia] will work closely with governments and community groups on developing evidence-based campaigns that empower individuals to make better choices when drinking and change what Australians consider to be appropriate behaviour.”

<http://www.lion-nathan.com.au/Our-Responsibilities/Community/Cultural-Change.aspx>

What influences health?



Influencing cultural change

Society-wide Influences	Immediate Influences
<ul style="list-style-type: none">I. Economic, social, technological, environmentalII. Cultural, political and legal heritageIII. Ideas, innovation and thought leadership; media and marketing	<ul style="list-style-type: none">I. ParentsII. Peers, role models and mentorsIII. Local environment and communityIV. SchoolingV. Workplace

Culture and alcohol

- * Borlagdan (2008) review
- * Culture as structure, function, cognition (old)
- * Culture as:
 - ➔ Consumer culture (Featherstone, Lury)
 - ➔ life trajectory (Giddens, Beck)
 - ➔ identity resource (Hall, Hunt, Thornton)
 - ➔ Group membership and belonging (Maffesoli, McDonald)
 - ➔ Symbolic meaning within social relations (Bourdieu)

Culture and alcohol

- * Culture and the Brain neuroplasticity
- * Property of the brain that allows it to change its structure and its function in response to actions, in response to sensing and perceiving the world, and to thinking and imagining. (Doidge, 2010)
- * “To a larger degree than we suspected, culture determines what we can and cannot perceive” (p.298)
- *

Culture and alcohol

- * Culture and the Brain neuroplasticity

- * Merzenich (2010)

- * “Our individual skills and abilities are very much shaped by our environments, and that environment extends into our contemporary culture... everyone of us has a different set of acquired skills and abilities that all derive out of the plasticity, the adaptability of this remarkable adaptive machine [the brain].

- * <http://www.youtube.com/watch?v=Z41BTeAU7DI&feature=related>
(source: time= 3:10 in video podcast)



The challenges

- * Exposure to Industry communications (Anderson et al., 2009)
 - Sponsorship
 - Advertising
 - Supply
- * Culture, history, practice (Roche et al 2009)
- * National Preventive Health Taskforce
- * Social licence

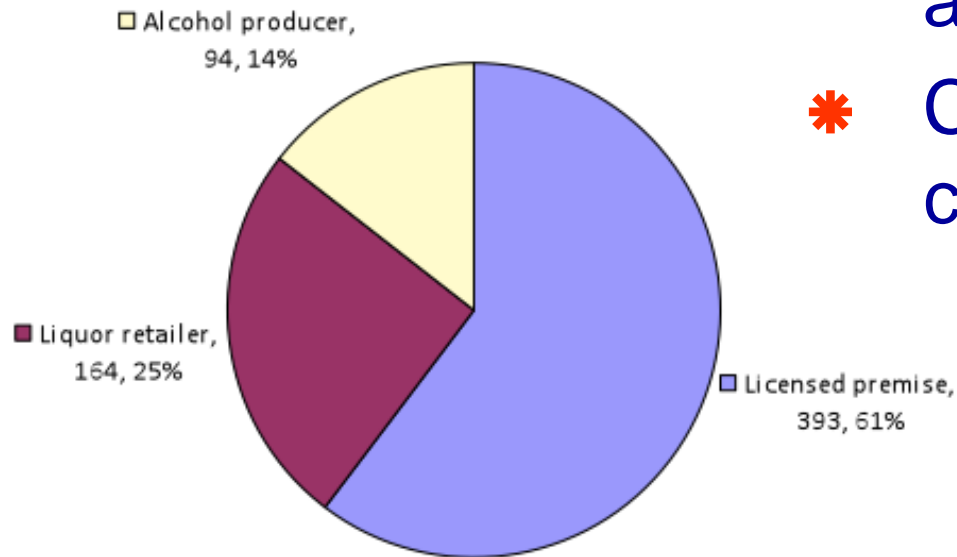
Exposure

- * “Longitudinal studies consistently suggest that exposure to media and commercial communications on alcohol is associated with the likelihood that adolescents will start to drink alcohol, and with increased drinking amongst baseline drinkers. Based on the strength of this association, the consistency of findings across numerous observational studies, temporality of exposure and drinking behaviours observed, dose-response relationships, as well as the theoretical plausibility regarding the impact of media exposure and commercial communications, we conclude that alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol.

(Anderson, et al., 2009, *Alcohol & Alcoholism*, 44(3): 229–243)

Industry communications

- * Sport Sponsorship
- * Sponsorship and risky drinking (O'Brien et al., 20002, 2010)

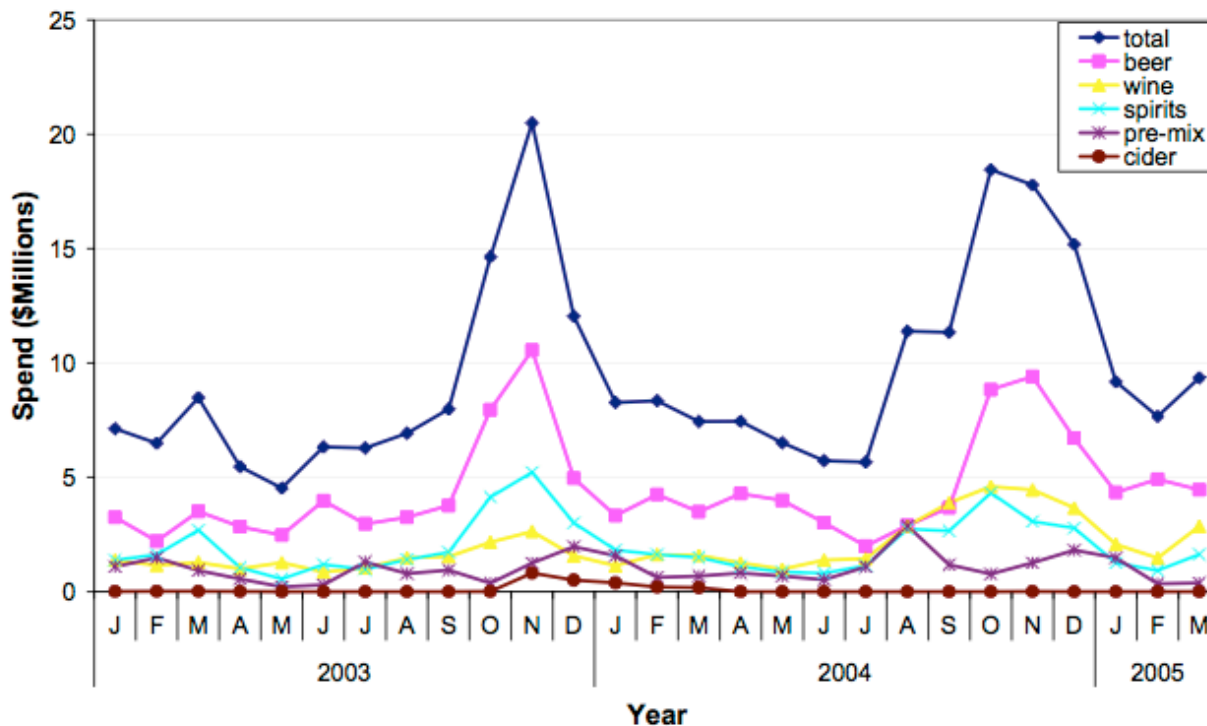


- * 68% clubs have alcohol
- * Clubs as supply chain

(Source: Wilson et al., 2011)

Advertising

Seasonal exposure (King et al., 2005)



Source: Nielsen Media Research

Challenges

- * The alcohol industry is a determinant of consumption
- * Periodical peaks in advertising and saturation sponsorship in some sectors

Challenges

* Merzenich (2010)

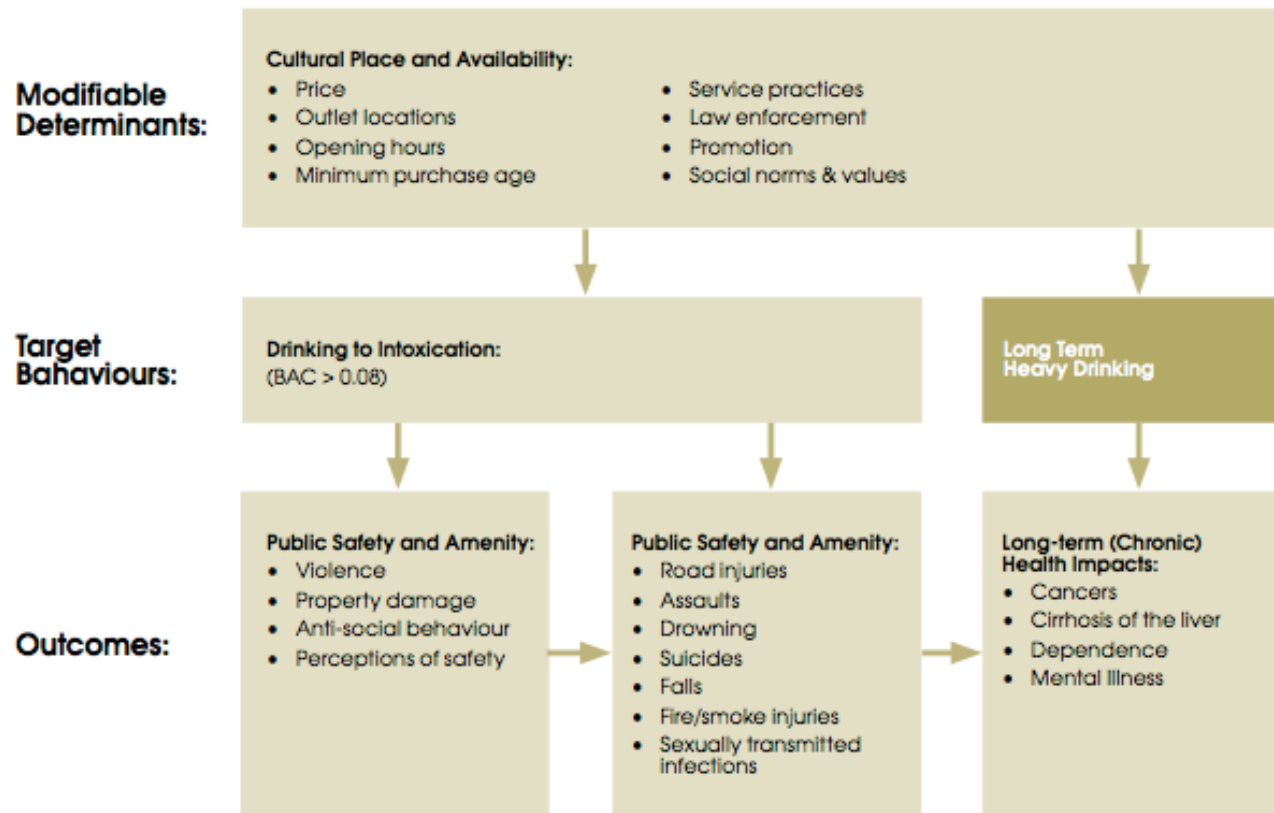
“The brain is recording all information and driving all change in temporal context. Overwhelmingly the most powerful context that has occurred in your brain is you. Billions of events have occurred in your history that are related in time to your self as the receiver, your self as the actor, your self as the thinker, your self as the mover.

Billions of times, little pieces of sensation have come on from the surface of your body that are always associated with you as the receiver, that result in the embodiment of you, You are constructed, your self is constructed from these billions of events. It's constructed, it's created in your brain, and its created in your brain by physical change, this is the marvelously constructed thing that results in an individual form.

(source: time 13:30 in video podcast <http://www.youtube.com/watch?v=Z41BTeAU7DI&feature=related>)

National Preventative Health Taskforce

* Modifiable determinants



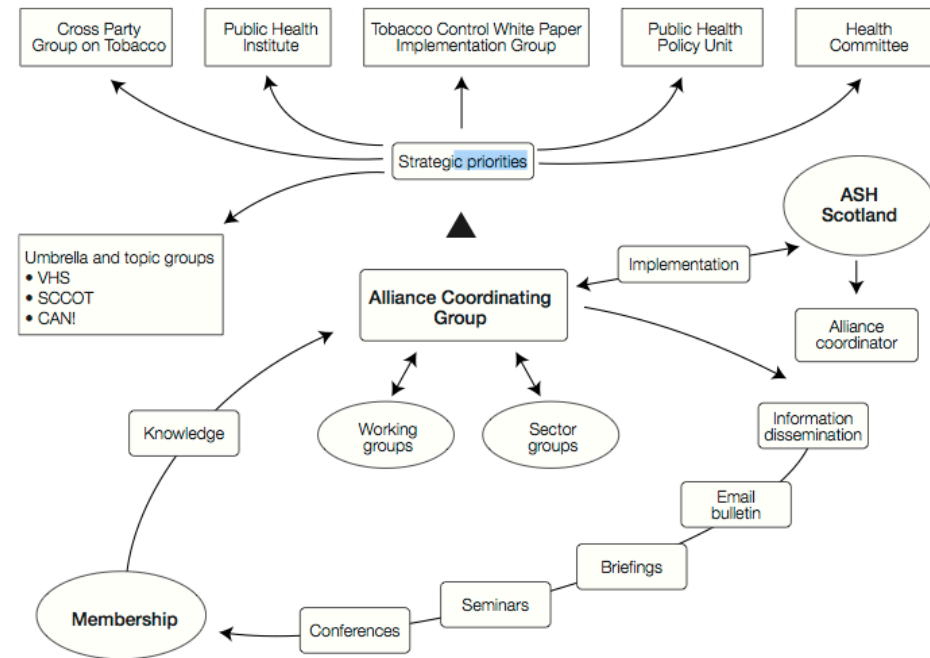
National Preventative Health Taskforce

strategy	Effectiveness	Evidence
Regulating physical availability	* * *	* * *
Taxation and pricing	* * *	* * *
Drink-driving countermeasures	* * *	* *
Treatment and early intervention	* *	* *
Altering the drinking context	*	* *
Regulating promotion	?	?
Education and persuasion	?	?

Integrated campaigns

Stakeholder engagement

- * Dialogue and exchange
- * Scottish Tobacco control Alliance
- * National Alliance for Action on Alcohol



Source: STCA, ASH Scotland (2006)

Multivocality

- * RTA, Pinkie, “no one thinks big of you”



<http://www.youtube.com/watch?v=5hWxUjICoHM>

Like Add to Share Embed

40,308

Uploaded by lokeypoko on Jun 29, 2007

37 likes 10 dislikes

Media consumers

- * 9 million Australians now interact via social networks
- * Content sharing is the most popular activity
- * 4 in 5 Australian Internet users have shared a photo
- * Twitter usage grew rapidly in 2009
- * Nearly 3/4 of Australians read a wiki
- * 2 in 5 Australians interact with companies via social networks

Media consumers

Australia's Fastest Growing Social Media Activities			
Activity	2009	2008	YOY Change
Read messages on Twitter	23%	7%	16%
Interacted with a brand via social network	38%	23%	15%
Read a wiki	72%	61%	11%
Posted on Twitter	13%	4%	9%
Browsed/followed brands on Twitter	14%	5%	9%
Interacted with people on a social network	63%	55%	8%
Watched online video for product/service	63%	57%	6%
Updated a social networking profile	57%	51%	6%
Looked at a social networking profile	73%	67%	6%
Posted pictures online	68%	63%	5%

Source: The Nielsen Company

[1] <http://blog.nielsen.com/nielsenwire/global/australia-getting-more-social-online-as-facebook-leads-and-twitter-grows>

[2] <http://blog.nielsen.com/nielsenwire/global/global-audience-spends-two-hours-more-a-month-on-social-networks-than-last-year>

Trends in other places

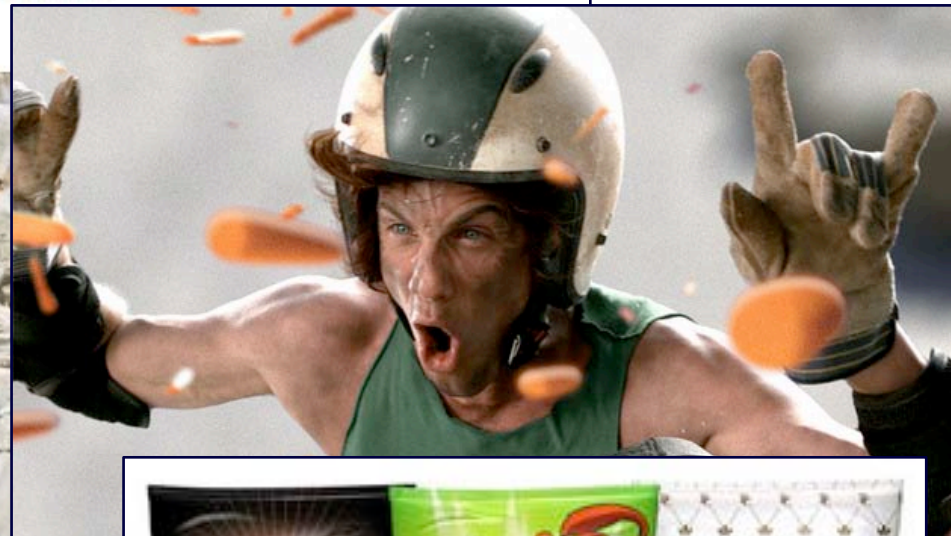
- * Innovations in marketing of alcohol
- * Innovations in marketing junk food
- * Innovations in marketing healthy alternatives
 - ➔ Extreme carrots
 - ➔ http://www.youtube.com/watch?v=8bhq_NL6jL0
- * Innovations in health promotion
 - ➔ Sugar sweetened beverages
 - ➔ http://www.youtube.com/watch?v=62JMfv0tf3Q&feature=watch_response

Baby Carrots

You Tube Search | Br

Baby Carrots | Eat 'Em Like Junk Food | Extreme

BunchOfCarrotFarmers 16 videos



Kids and Alcohol Don't Mix



Social licence

- * Social expectation that a business:
 - Operates in a manner that is attuned to community expectations
 - Acknowledges that businesses have a shared responsibility with government and society to help facilitate the development of strong and sustainable communities

Social licence

Level of social licence	indicators
Withheld- withdrawn	Shutdowns, blockages, violence / sabotage, legal challenges
Acceptance - tolerance	Lingering / recurring issues and threats, presence of outside NGOs, watchful monitoring
Approval -support	Company seen as good neighbour, pride in collaborative achievements
Co-ownership	Political support, co management of projects, united front against critics

* What is the level of acceptance of alcohol-related harm in the community ?

* What is the strength of the social licence assumed by alcohol producers ?



VicHealth

Survey & Respondents

* Survey asked:

- what constitutes a healthy sporting environment
- attitudes towards the place of alcohol and junk food in community sport
- support for health promotion interventions in grassroots settings

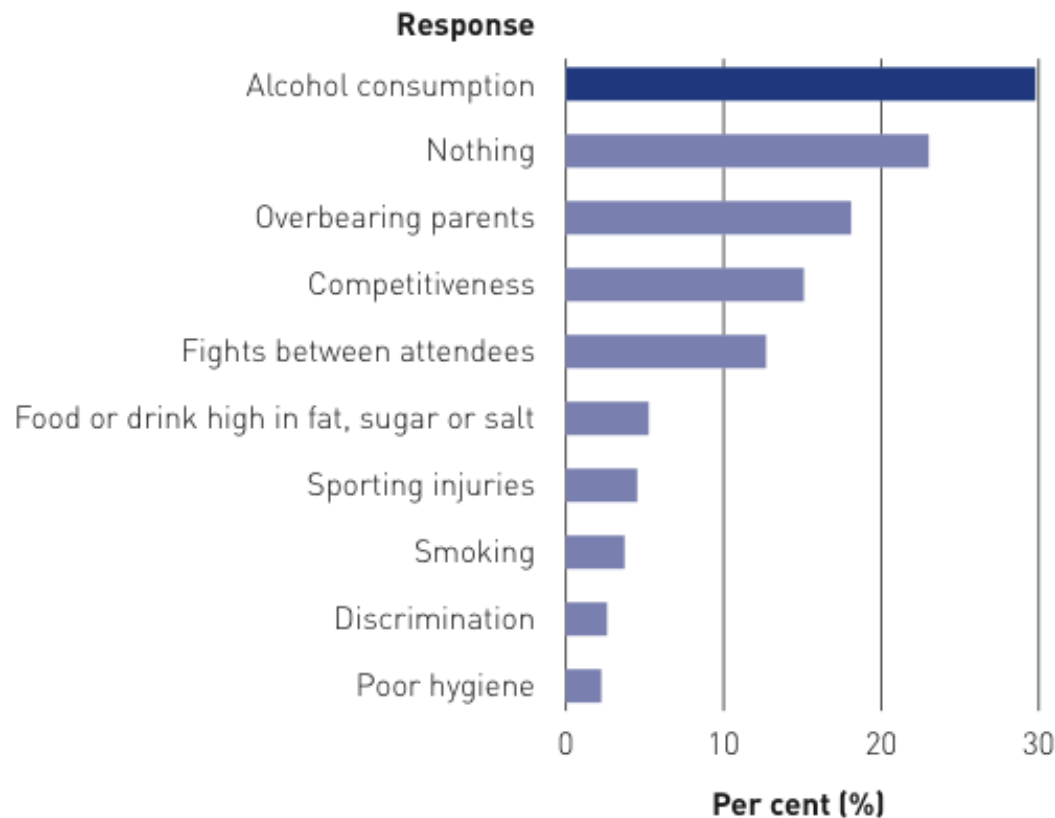


* Respondents

- 1,500 Victorians
- post-weighted by age, sex
- ~40% involved with a local sports club or identified as occasional drinker

Results

- * Most commonly identified unhealthy aspect



Results (cont'd)

- * Over 90% agree it is the club's responsibility to promote responsible drinking behaviour
- * 7/10 agree clubs more family friendly if less alcohol sold and consumed
- * 40% opposed alcohol sales
- * 55% opposed alcohol sponsorship
- * 8/10 no difference in their participation if alcohol sales reduced

Results (cont'd)

- * 83% would support the removal of alcohol sponsorship from clubs if help was given to replace lost revenue.
- * 76% would support a levy on alcohol advertising if funds generated were allocated to community sports.
- * More than one-third indicated there is too much alcohol in sports clubs.

Outcomes

* Report

* Media Attention

* Fact Sheet



Community takes healthy interest in unhealthy ads


TODD HARPER
May 4, 2010

Comments 26

Cigarettes, booze and junk food. We all know the harms they cause, yet advertisers continue to flog us sugar-coated images of their products. While alcohol and junk food manufacturers reap the profits, the rest of us pick up the tab.

And what a supersized tab it is. Obesity and alcohol cost our society a whopping \$70 billion a year.

It's time to call the junk food and booze industries to account.



Children watching television with fast-food advertising (digitally altered image) Photo: Christina Carter

In the 1980s, when governments got serious about eradicating tobacco advertising, we saw a significant drop in smoking rates and tobacco deaths.

According to a survey of 1500 people published by VicHealth today, the overwhelming majority of Victorians think it's time to crack down on alcohol and junk food sponsorship and advertising.

Three-quarters of the population support the introduction of a levy on alcohol and junk food advertising, if the funds raised are used to replace alcohol sponsorship in community sports clubs.

It seems that Australians are cynical about the real motives behind industry attempts to promote healthy food options. A national survey conducted last month by Crosby/Textor showed that less than a quarter of people believe that fast food chains are making a genuine attempt to promote healthy eating habits with their healthier menu options.

Fact Sheet

Community Attitudes Survey: Healthy Community Sporting Environments

2009 Survey

This survey, conducted in November 2009, provides evidence of strong community support for governments to work with sports clubs to improve the responsible consumption of alcohol and healthier food choices.

Around one quarter of adults, and more than one in six children, take part in organised sport in any given year. These findings reveal a major opportunity to advance health promotion in Australia, with support from a majority of people.

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Key findings

Alcohol and grassroots sporting clubs

- More than one third indicated there is too much alcohol in sports clubs.
- 63% would support the removal of alcohol sponsorship from clubs if help was given to replace lost revenue.

Survey

The survey focused on:

- what constitutes a healthy sporting environment
- attitudes towards the place of alcohol and junk food in community sport
- support for health promotion interventions in grassroots settings.

Respondents

The survey sampled 1500 Victorians—1000 from Melbourne and 500 from Regional Victoria. The survey was conducted by telephone and the dataset was post-weighted by age and sex to align with the latest Victorian residential population estimates.


Respondents were aged between 18 and 94. Around 54% were female. Over a third had a dependent child living with them.

Of those who responded, 47% were involved in some capacity with a local sports club. A similar proportion defined themselves as occasional drinkers.

Junk food and grassroots sporting clubs

- More than half indicated there is not enough healthy food sold at sports clubs.
- 61% would support the removal of junk food sponsorship from clubs if help was given to replace lost revenue.
- 79% would support a levy on junk food advertising if funds generated were allocated to community sport.
- Eight out of ten agree that it is the responsibility of community sports clubs to promote healthy eating.

www.vichealth.vic.gov.au




Next steps ...

Healthy Sports Environments – Demonstration Project

- 100 sports clubs
- \$2 million over 2.5 years
- incorporate minimum standards to reduce risk factors, involving *alcohol, junk food and cigarette sales and/or availability*
- build evidence base for health promotion interventions

Fact Sheet
Healthy Sporting Environments Demonstration Project
2010–2012

Target
100 sports clubs representing a range of codes across a single, large geographic area in Victoria.

Aims

- To improve the health of individuals and reduce the future burden of preventable disease by getting in place minimum standards that reduce risk factors within the grassroots sporting club setting.
- To build the evidence base for health promotion interventions in a sports club setting.

Rationale
Sports clubs actively promote one of the key drivers of good health—physical activity. However, there remains a strong cultural link between alcohol and junk food, and community sport. Other risk factors for preventable ill-health, such as tobacco, UV exposure and discriminatory or threatening behaviour are also observable in this setting. The 2009 VicHealth Community Attitudes Survey: Healthy Community Sporting Environments established strong support for health promotion interventions in grassroots sports clubs. Respondents clearly indicated that clubs have a responsibility to promote the responsible consumption of alcohol (92%) and promote healthy eating (82%).

Design
Project will be managed and implemented by a regional sports assembly, selected through a competitive tender process. Connections between the demonstration project and existing initiatives within sporting codes (such as Good Sports) or health promotion (such as SunSmart) will create significant opportunities for promoting health.

Minimum standards
The clubs taking part will be encouraged to achieve minimum standards including:

- half-day training for board or committee of management
- complying with the relevant Government or sport Code of Conduct
- not selling or providing alcohol on match days before midday
- either selling spirits at 20% higher than 2009 prices, or serving only drinks with an alcohol content of less than 3%
- meeting legal food handling obligations
- replacing at least three 'red' foods with at least three 'green' options (low in fat, sugar and salt)¹
- adopting a smoke-free policy including not selling cigarettes, promoting smoking cessation, providing smoke-free areas (including in all covered areas and in juniors' sight lines) and banning coaches and club officials from smoking in club uniform or while operating in official club capacity
- completing a shade audit, and UV exposure and heat illness checklist, and actioning at least one item from each
- appointing two 'club drivers' to progress the creation of supportive and safe environments for participation by women and people from diverse cultural backgrounds
- complying with evaluation requirements.

Timeframe
Successful sports assembly to be announced by mid-2010 for immediate start. Program will conclude and be evaluated by the end of 2012.


Budget
\$2 million over 2.5 years.

¹ Traffic lights are a classification system in which foods are categorised as green, amber and red according to their nutritional value. Green foods are 'everyday' foods, such as fruit, vegetables, lean meats and grains. Amber foods provide some nutrients, but can be high in energy (such as burgers). The red category includes foods and drinks that are high in fat, sugar and sodium (such as soft drinks).

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Objectives

1. To determine what factors are required to instigate and sustain healthy behaviour change within sporting environments, and replicate them in other sporting environments
2. To determine what barriers impact on sporting environments' capacity to instigate and sustain behavioural change, and strategies to overcome them
3. To make recommendations to inform future investments

Areas of action

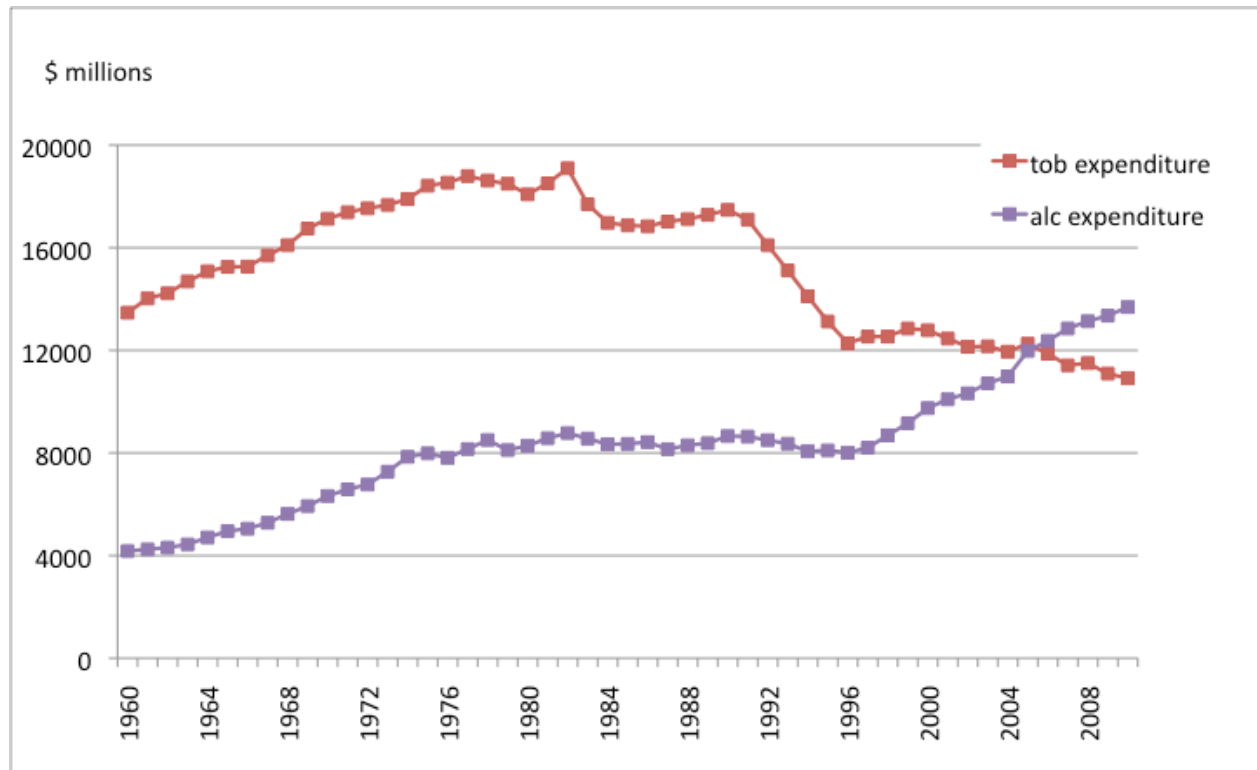
- * Responsible alcohol use
- * Healthy eating
- * Reduced tobacco use
- * UV protection
- * Injury prevention and management
- * Safety, support and inclusion for women and girls, Indigenous people and those from other culturally diverse backgrounds

Alcohol minimum standards

- * Good Sports level 2 accreditation
- * Not selling or providing alcohol before midday on match days
- * Displaying health promotion messaging of equal weighting to branding and messaging provided by alcohol industry sponsors
- * A choice of:
 - ➔ selling spirits at an additional 20% premium on 2010 prices, and full-strength beer at an additional 10% premium on 2010 prices, or
 - ➔ **only serving beer and spirits with an alcohol content of not more than 3.5%**, and serving wine in 100ml glasses.

Changing the environment

* ABS household expenditure (national accounts)



Source: <http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/5204.02009-10?OpenDocument>

Strategic approaches

- * Integrated initiatives
- * Changing culture is more than individual attitude change
- * Material changes produce material effects
- * Influence the market as it is a powerful determinant
- * Find points of leverage in cultural institutions
(sport, communications, access points, product types)

Influencing markets

- * **Responsive regulation**

- * A staged but potentially escalating approach to change. This allows for “soft” mechanisms - such as voluntary change, self-regulation, co-design, public reporting or positive incentives - to be trialled, and the results measured and assessed, rather than opting immediately for “harder” mechanisms of regulation, enforcement or fiscal sanctions.

Influencing markets

- * **Responsive regulation**
- * When there is evidence of the negative externalities arising from particular practices, many players in the marketplace want to do the right thing.
- * Voluntary adjustments and the development of creative solutions through government, industry and consumer partnerships, but these actions are clearly seen to occur within a framework of potential sanctions should the desired outcomes not be achieved.

