

# Alcopop consumption and ad recognition among ethnic/racial minority middle-school students

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**Stanford Prevention Research Center**  
Stanford University School of Medicine



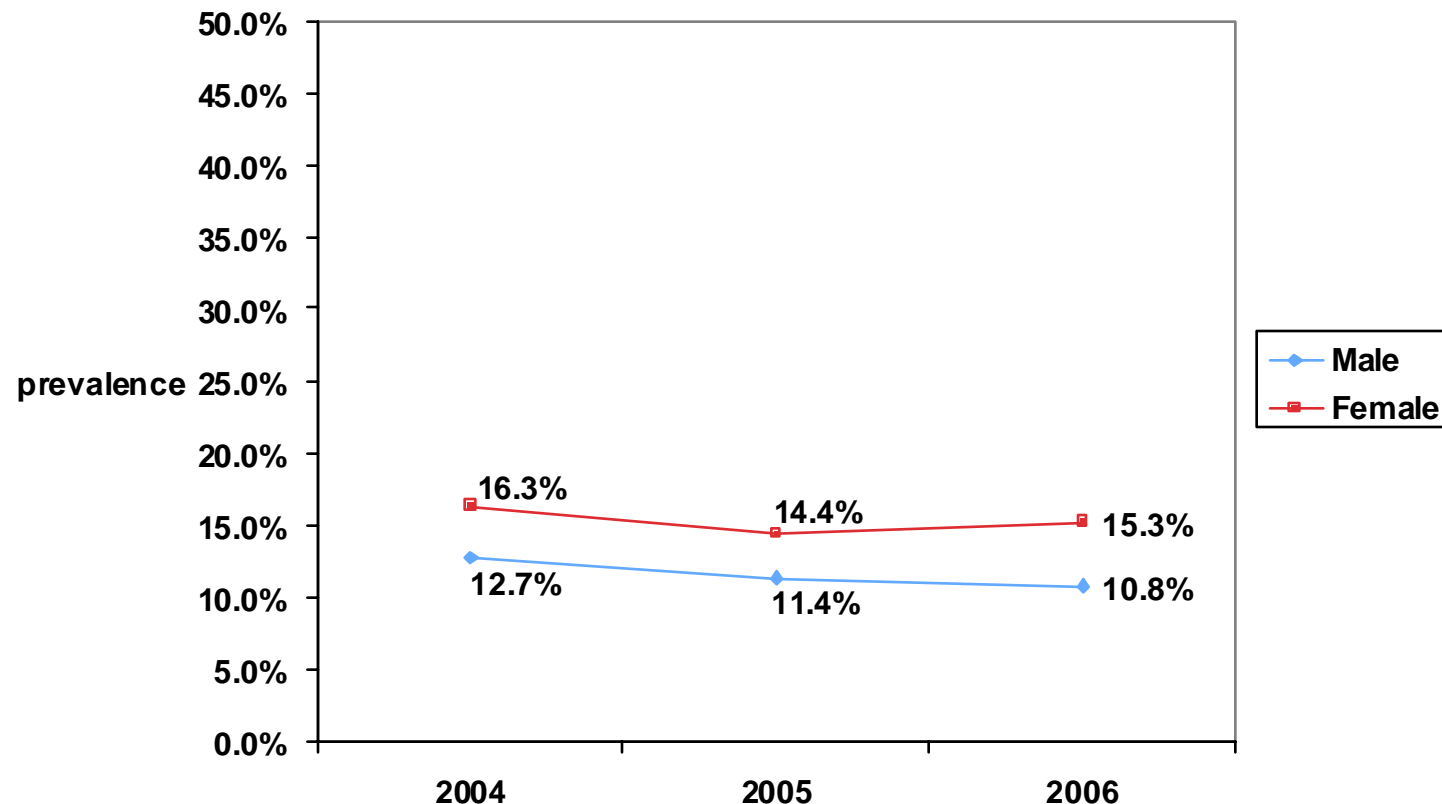
# What are alcopops?



- Alcopops, malternatives, flavored alcoholic beverages (FABs), flavored malt beverages (FMBs), ready-to-drinks (RTDs), low-alcohol refreshers, designer drinks
- Sweet and fruity fermented malt-based beverages that have a similar alcohol content to beer



# Monitoring the Future (MTF) - Past month FAB use among 8<sup>th</sup> graders, by gender



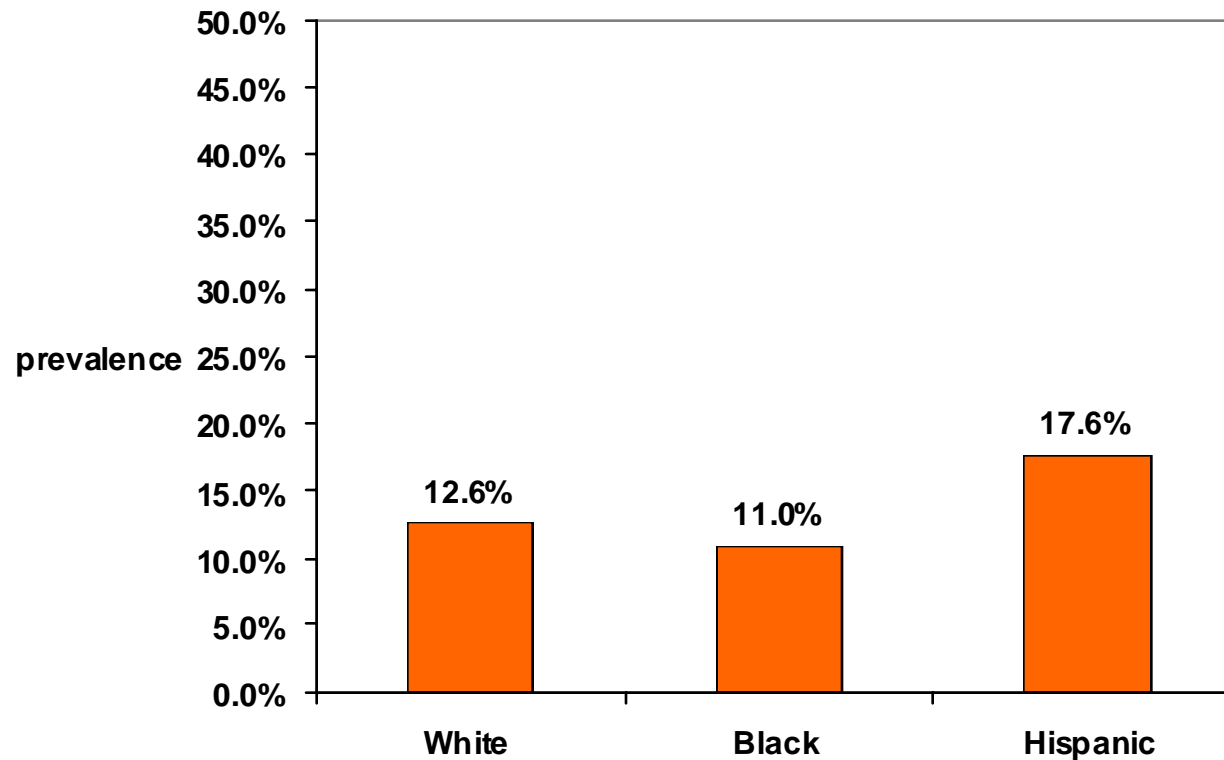
Source: Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2007). *Monitoring the Future national survey results on drug use, 1975-2006. Volume I: Secondary school students* (NIH Publication No. 07-6205). Bethesda, MD: National Institute on Drug Abuse



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# MTF ('05/'06) - Past month FAB use among 8<sup>th</sup> graders, by ethnicity



Source: Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2007). *Monitoring the Future national survey results on drug use, 1975-2006. Volume I: Secondary school students* (NIH Publication No. 07-6205). Bethesda, MD: National Institute on Drug Abuse



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# Consequences and correlates

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- FABs are a gateway drink
  - Taste better
  - Earlier initiation
- Risk-taking increases
  - Binge drinking, drunk driving, sexual activity
- Adolescents are targeted with flashy ads for FABs



# Why study brand recognition?

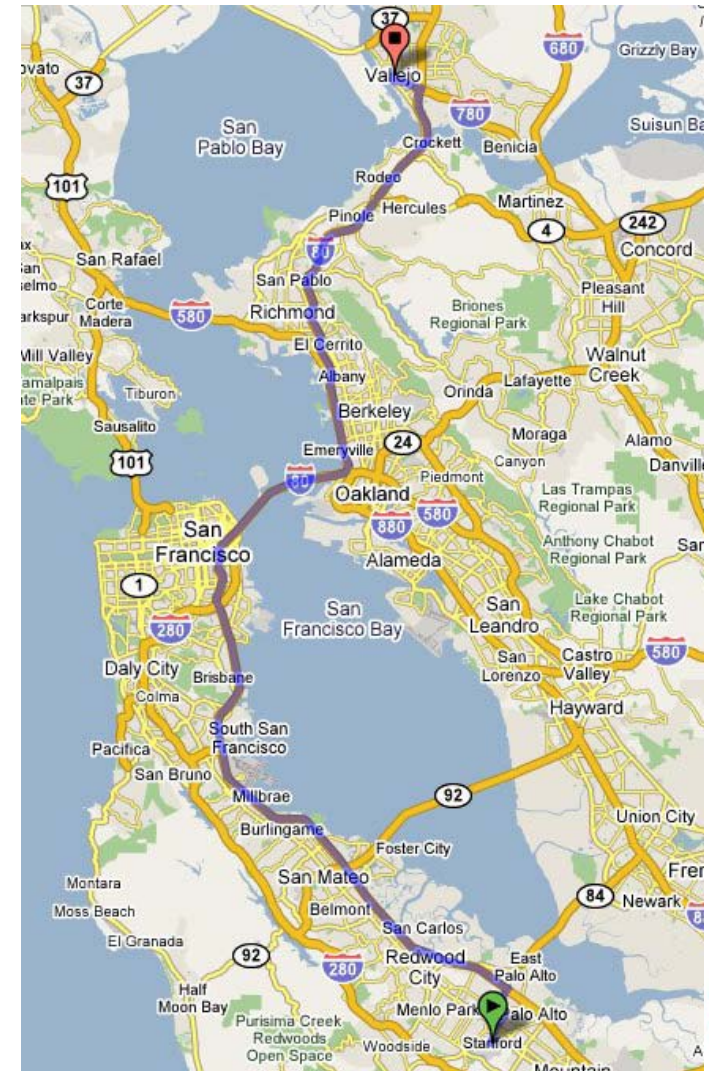
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- Adolescent drinkers recognize more beer brands than nondrinkers (Collins et al., 2003; Unger et al., 1995)
- For each alcohol brand adolescents recalled at baseline, odds of being a current drinker were 20% higher at 12-month follow-up. (Henriksen et al., in press)



# Survey of Teen Opinions about Retail Environments (STORE)

- Part of a larger study assessing advertising and tobacco and alcohol use
- School-based survey of 6th-8th graders with active parental consent
- Conducted in Vallejo, California (pop. 116,844)



# Primary outcome

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- Consumed most or all of a FAB in the past month





# Measuring brand recognition

- Students were shown three pictures of FAB ads with the brand name removed
- Asked: Seen it? What brand does it advertise?



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# Brand recognition $\neq$ correct spelling

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Smirnoff Ice (63)

- “Shmerdof”
- “Smird of Ice”

Bacardi (13)

- “Vacardi”
- “Berkardi”

Mike’s Hard Lemonade (6)

- “Mike’s lemonade”
- “Hard lemonade”



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# Analysis

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Logistic regression estimated odds of drinking FABs for each additional recognized brand name, adjusting for

- demographics (gender, grade level, race/ethnicity)
- # of four best friends who drink alcohol
- self-reported grades, risk taking
- viewing music videos and late-night talk shows (hrs)

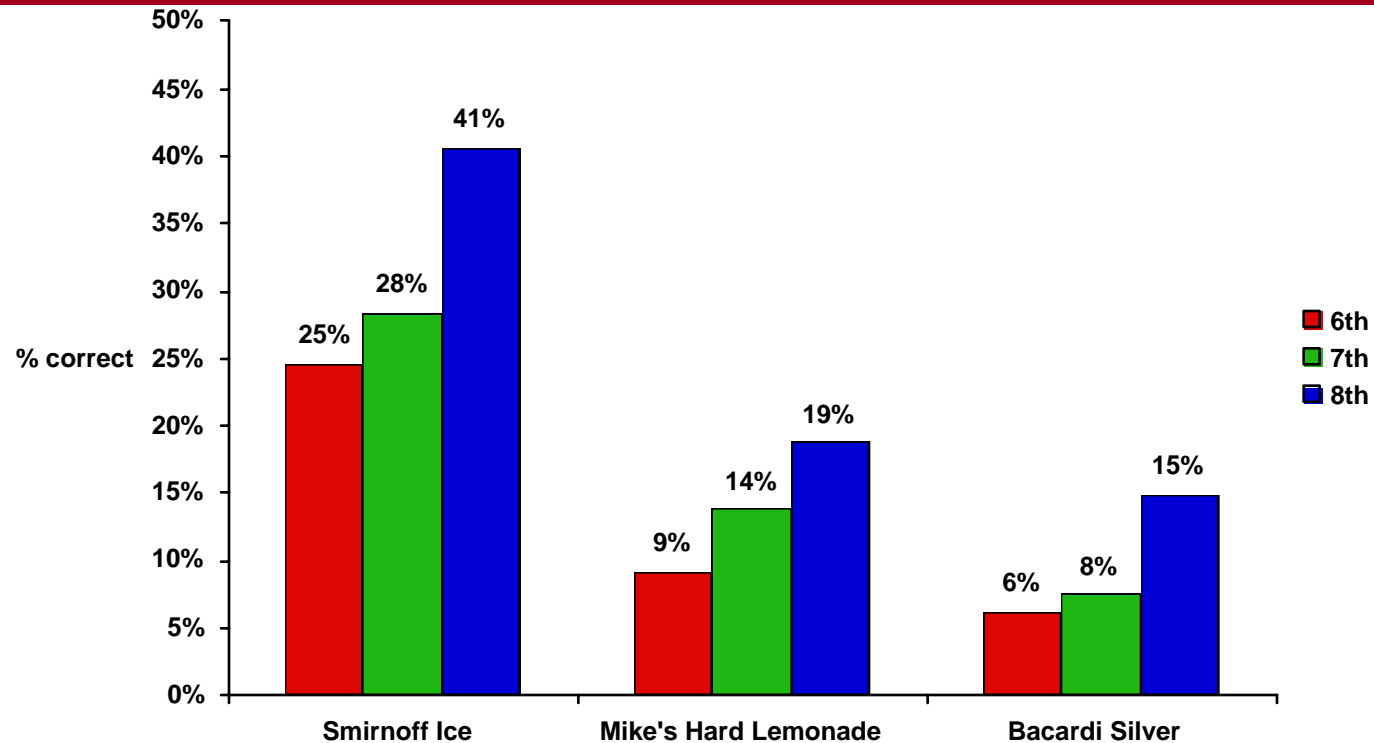


# Sample characteristics (n=1,648)

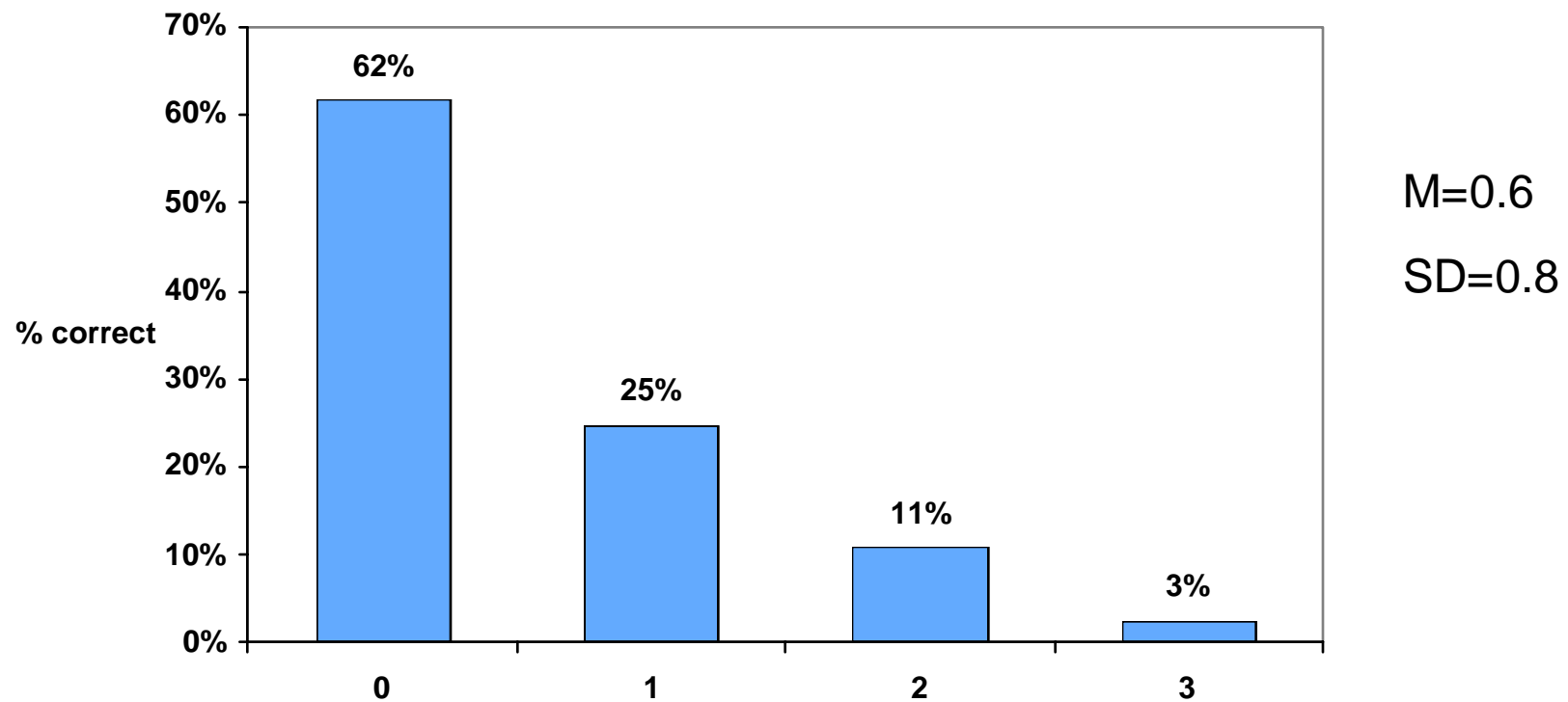
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- Response rate was 49%
- 57% female, 10- to 15-years-old
- 26% Asian/Pacific Islander, 25% Hispanic, 17% African American, 6% non-Hispanic white, 25% multi-ethnic
- 33% reported at least one friend drinks

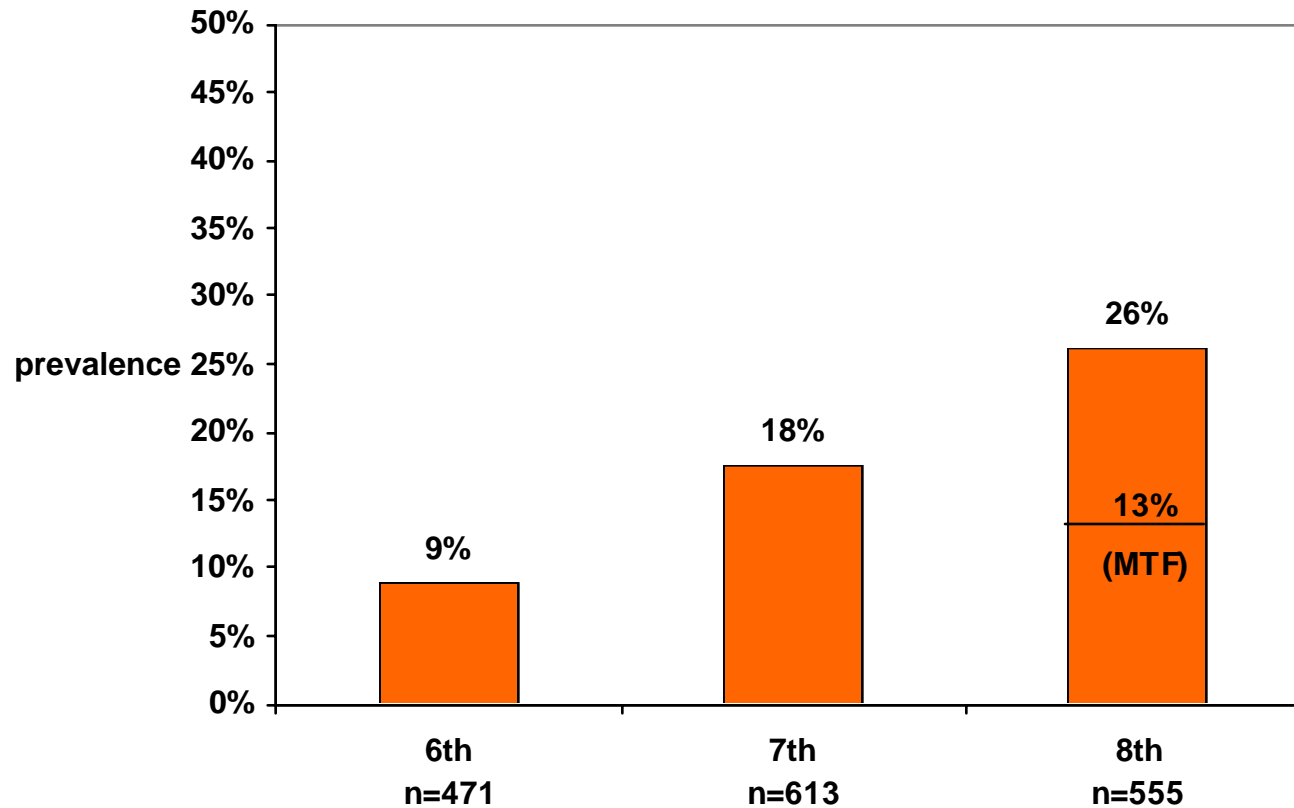
# Brand recognition by grade



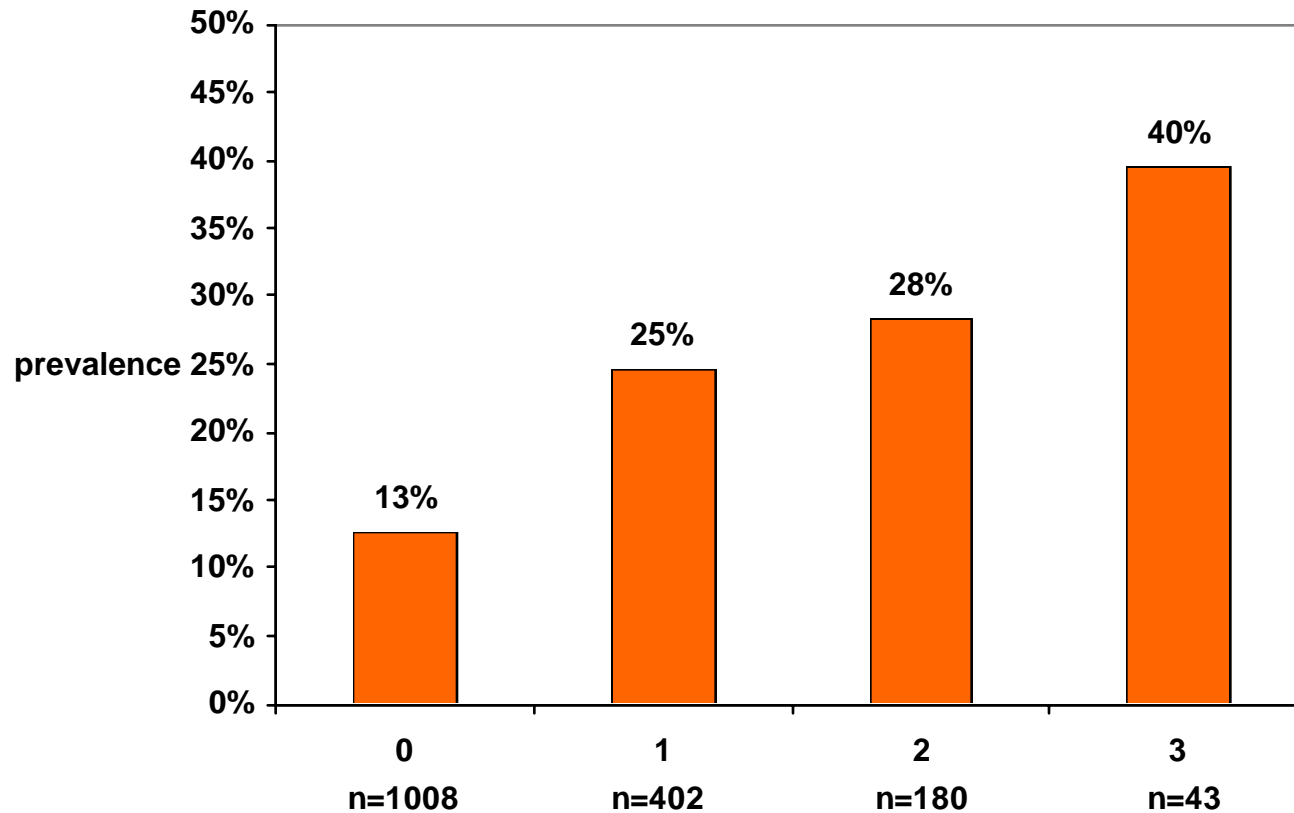
# Number of brands recognized



# Past month FAB use by grade



# Past month FAB use by number of brands recognized

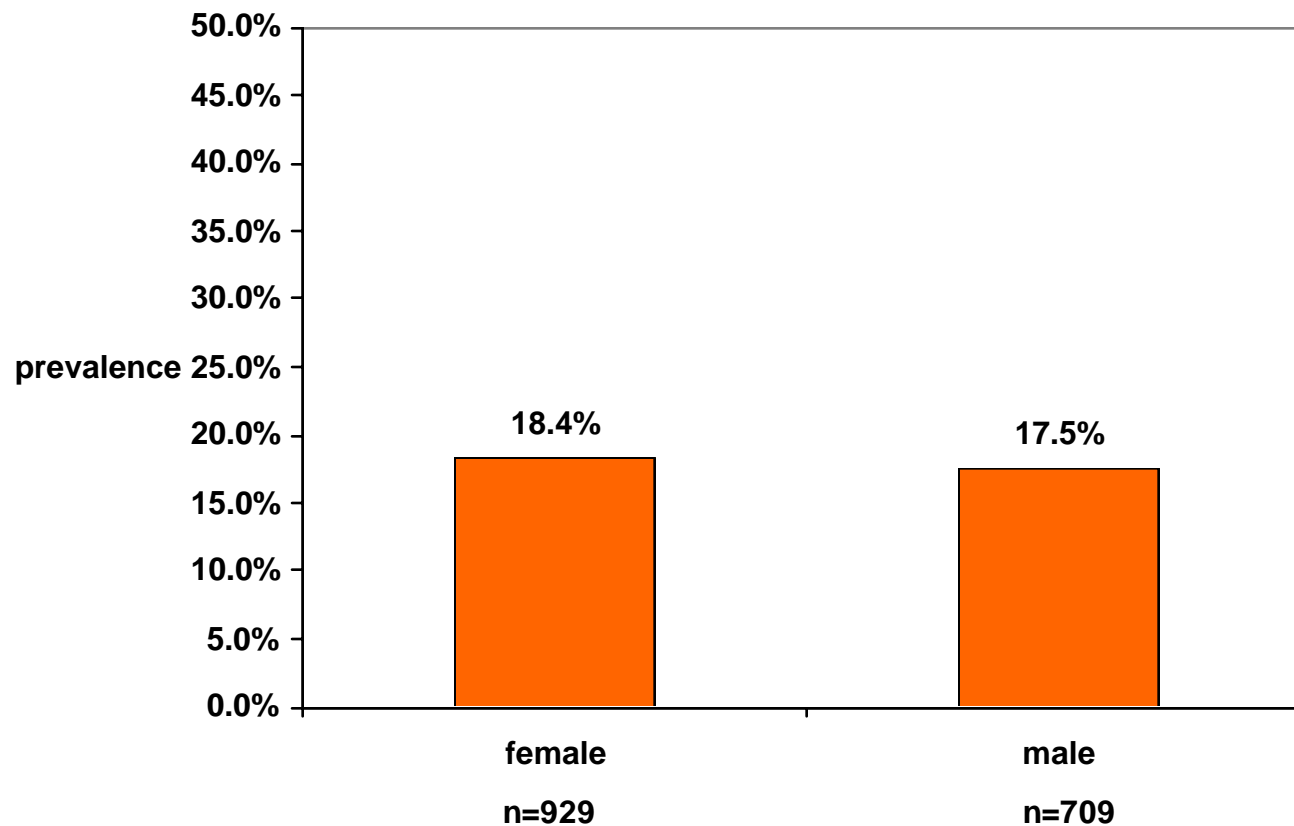


Unadjusted  
OR=1.70, p<.001

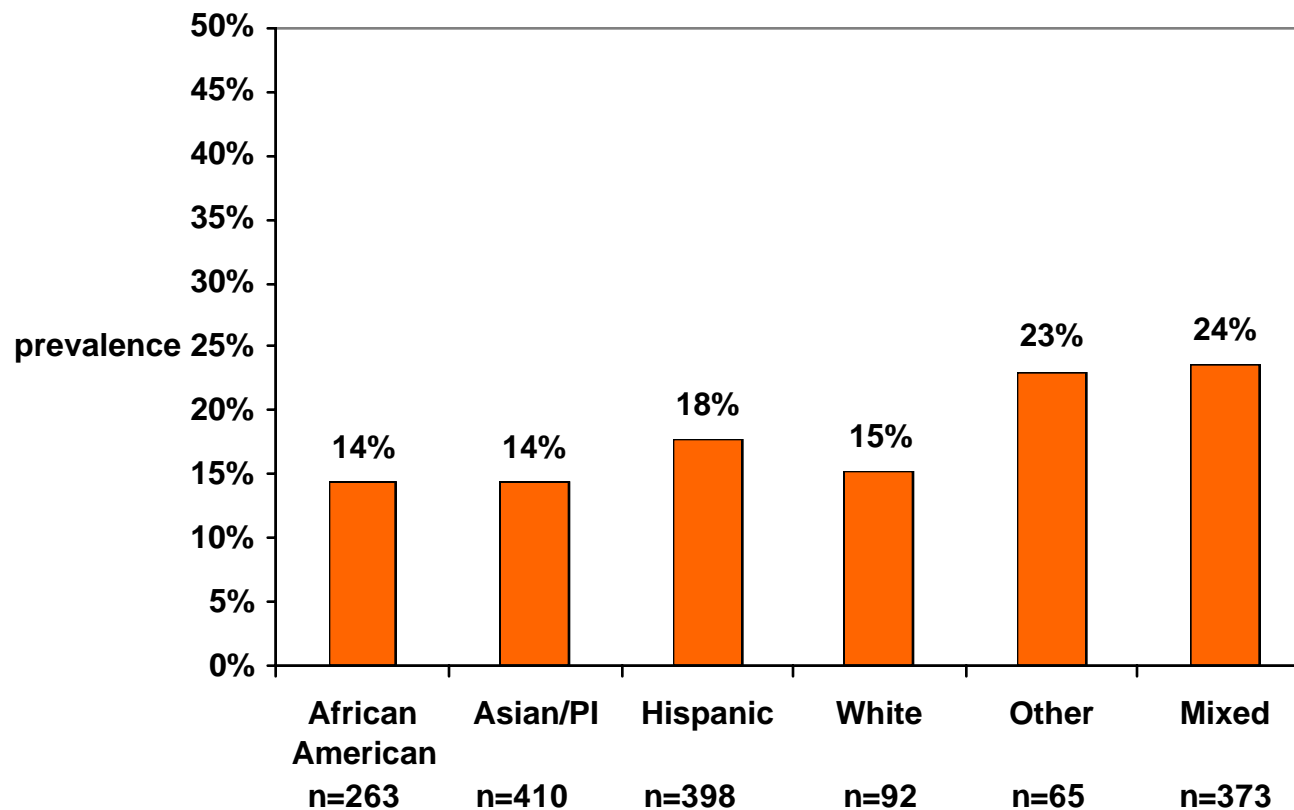
Adjusted for all covariates  
OR=1.28, p=.01



# Past month FAB use by gender



# Past month FAB use by race/ethnicity



# Conclusions and caveats

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- As is true for other forms of alcohol, advertising appears to be an important risk factor for adolescent consumption of FABs; however,
- Cross-sectional design
- Low response rate
- Results limited to a single community



# Intervention implications

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**BEWARE THE SIDE EFFECTS OF  
ALCOPOPS**



# Future research

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- Better, more frequent data about alcohol ad expenditures are needed
- How does FAB advertising target different gender and ethnic groups?
  - Quality, quantity of advertising in neighborhoods, in magazines, and on tv

