



Exposure To Alcohol Advertising Leads To Earlier Onset Of Alcohol Use Among Youth

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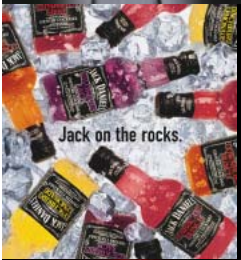




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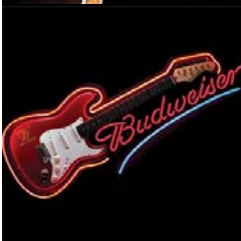
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Jack on the rocks.



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Youth Drinking is a Problem

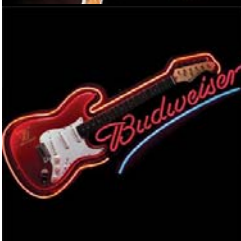
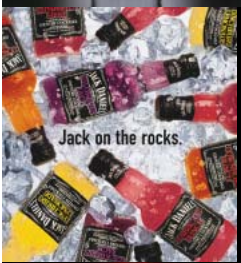
- Drinking at a younger age is associated with a host of problems later, including greater likelihood of adult addictions & impaired brain development.
- Surgeon General issued a call to action to stop underage drinking and prevent non-drinkers from starting (March 6, 2007).

Role of Alcohol Advertising in Youth Drinking

- Debated by the National Association of Attorneys General & FDA & alcohol manufacturers.
- STOP ACT (enacted December, 2006) calls for monitoring of alcohol advertising to youth
- Strong data link self-reported advertising exposure and the amount of advertising within markets to drinking amounts among 15-26 year olds (Snyder, et al., 2006).

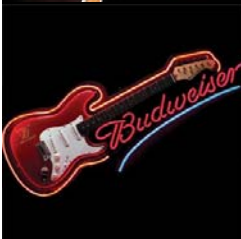


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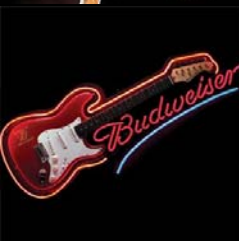
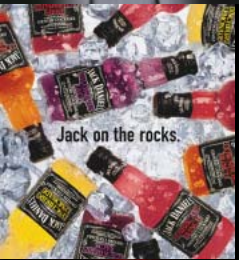
Alcohol Advertising & Drinking Onset

- Only one study to date (Ellickson et al., 2005).
- Found that self-reported exposure to beer advertisements in some media was related to subsequent drinking onset, but that it was not related for other media.
- Limits:
 - Sample from South Dakota may not be generalizable to other parts of the U.S.,
 - Only examined drinking onset between seventh and ninth grade.



Research Question

- Does exposure to alcohol advertising increase the risk of becoming a drinker?

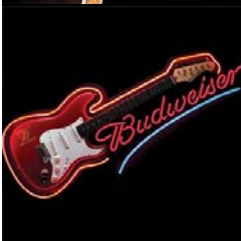
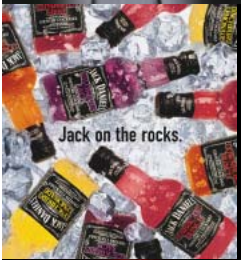


Method

- National random sample of youth age 14 to 19 at baseline
- Computer-aided telephone survey collected over two years (4 waves) 2002-2004.
- $N = 2069$.
- Controlled for age & gender
- Analysis: event history models, which characterize risk in terms of odds and/or hazards ratios.



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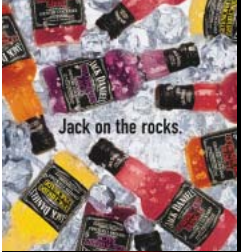


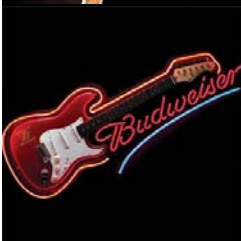
Prospective Analysis

- H1: Among non-drinking 14-19 year olds at baseline, greater exposure to alcohol ads will be associated with greater risk of drinking onset.
- Sample: Non-drinkers at baseline (n=726).
- Alcohol use measure:
 - Self-reported drinking frequency in the last month.
- Alcohol advertising measure:
 - Self-reported frequency of exposure to ads for alcoholic beverages (beer, wine, liquor, and premixed drinks/malternatives, and malt liquor). ads on TV, radio, billboards, & magazines in the past month, combined.
- Analysis: discrete time event history analysis



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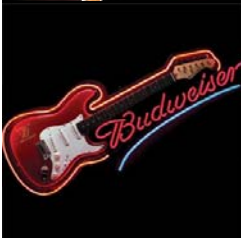
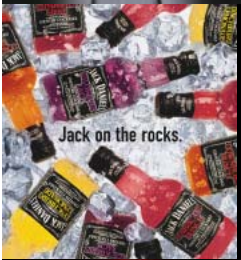


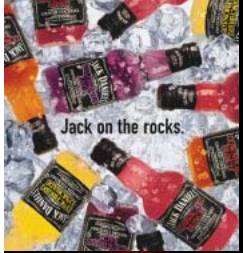
Results Among Non-Drinkers at Baseline

- Greater ad exposure was associated with an increased hazard of drinking, controlling for age & gender effects.
 - Seeing 30 more ads per month (1/2 S.D.) increased the hazard of drinking by 9%.

Retrospective Analysis

- H2: Among 14-19 year olds, those who report greater ownership of alcohol promotional materials will be more likely to have started drinking at a younger age.
- Sample: N=2045 (baseline sample)
- Alcohol use measure:
 - “How old were you when you first began drinking, other than just having tastes?”
- Alcohol advertising measure:
 - Self-reported ownership of promotional materials (e.g. caps, pens, t-shirts) with alcohol logos
- Analysis: Continuous time event history analysis (Cox’ regression).

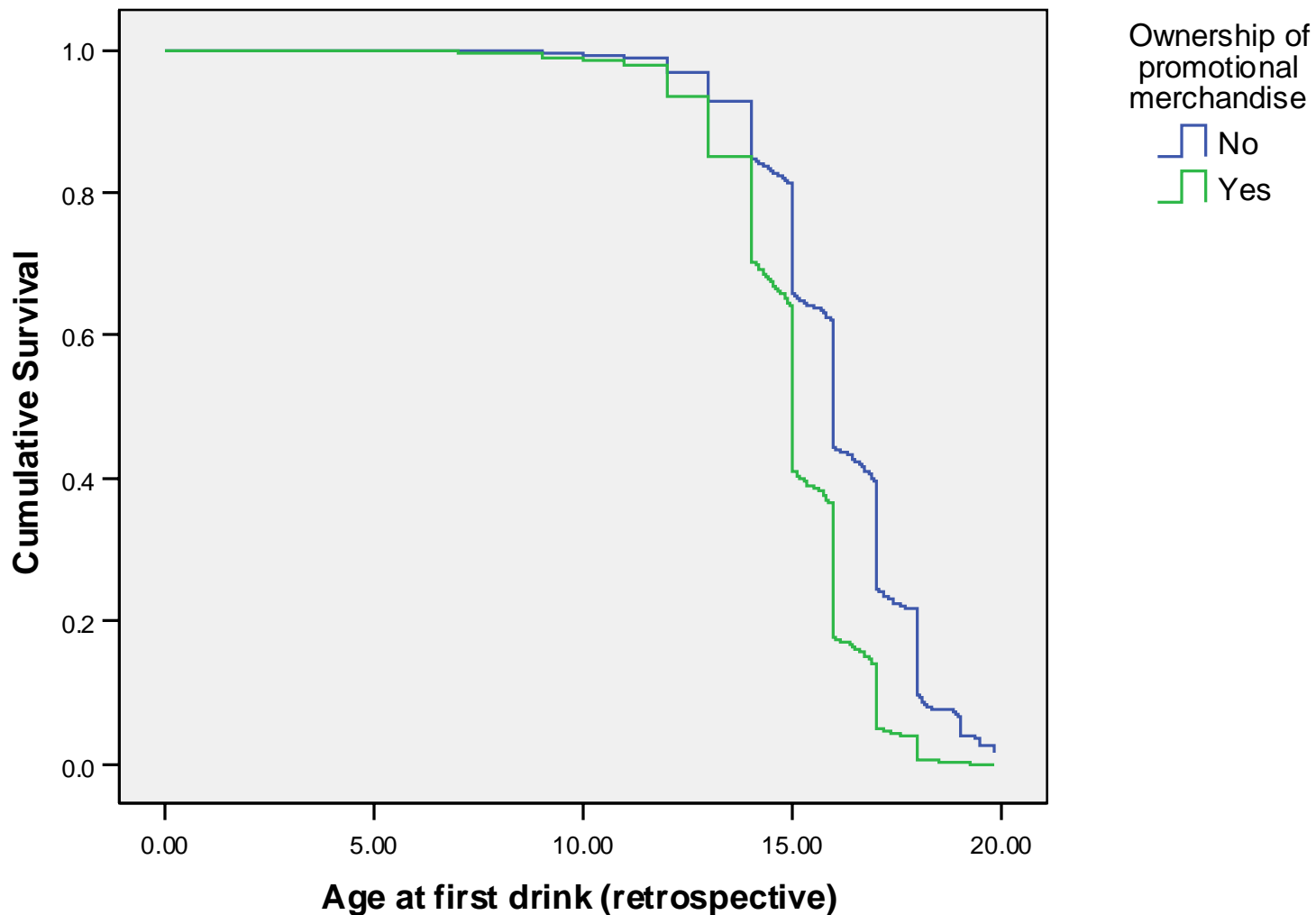




Retrospective Results

- People who owned promotional items had more than twice the risk of initiating drinking relative to persons who did not own promotional material (hazard ratio = 2.125).

Survival as non-drinker, by ownership of promotional materials

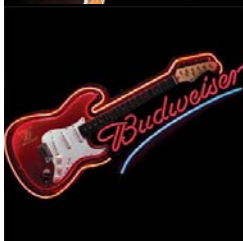
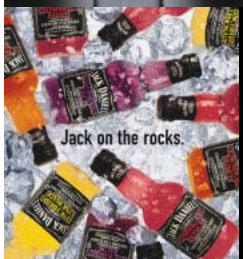


Conclusion

- The data provide a strong evidence of the link between exposure to alcohol advertising and onset of alcohol use.
 - Used 2 approaches to triangulate the results
 - National representative sample of youth
 - Applies to all types of alcohol advertising (beer, wine, spirits, etc.)



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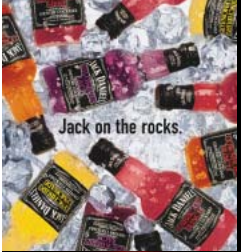


Conclusion

- Alcohol advertising exposure contributed to the onset of drinking over time in the prospective study.
 - Stronger measure of exposure to alcohol advertising than in the retrospective analysis.
 - Limited sample, missing youth who initiated younger than 14.
- Ownership of alcohol merchandise at the beginning of the study was found to be related to retrospective accounts of the onset of drinking.
 - Better sample than in the prospective analysis
 - Not possible to assess alcohol ad exposure retrospectively
 - Cannot determine causality – maybe purchased stuff after onset.



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Implication

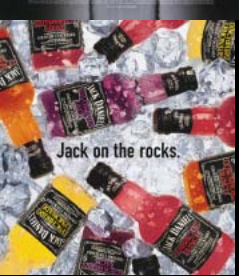
- Reducing alcohol advertising exposure should decrease the risk of youth initiating alcohol use.



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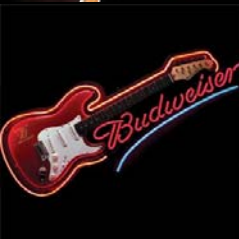
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Jack on the rocks.



First really
stronger from
Absolut Vodka.
vodka for vodka
and
Cake
Doctor



Thank you!

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