



VicHealth's Alcohol Culture Change Initiative Evaluation

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AES Conference, September 2018



“Drinking Culture”?






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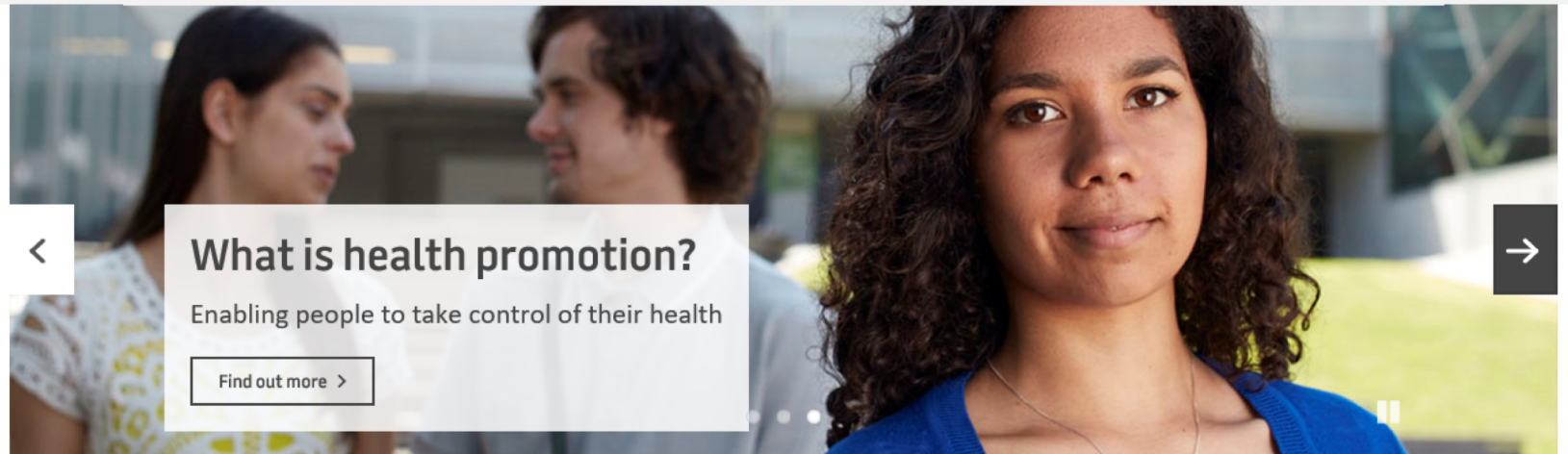




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How we are reaching our goals

VicHealth's updated Action Agenda has defined strategic imperatives and targets for improving the health of the Victorian population – now and in the future.

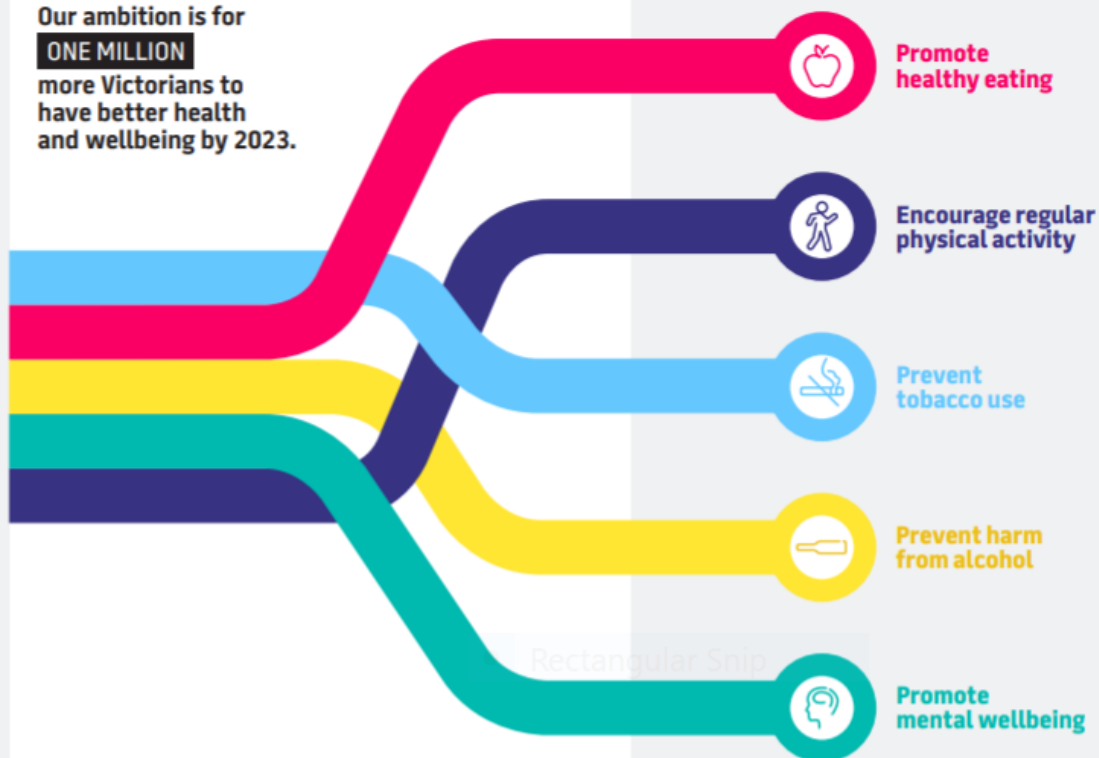
To achieve this, we will continue to explore and deliver bold new ways to address our five strategic imperatives:

- promoting healthy eating
- encouraging regular physical activity
- preventing tobacco use
- preventing harm from alcohol
- improving mental wellbeing.

Each of the five strategic imperatives has a three-year priority, aligned to a 10-year goal. To achieve these, we will:

- take action where there is the greatest potential for health gains
- complement and add value to the work of others, rather than replicate it
- build on progress over time, with a long-term plan
- reach clear and achievable, yet ambitious, targets by 2023.

Our ambition is for **ONE MILLION** more Victorians to have better health and wellbeing by 2023.



10
YEAR

GOALS*

BY 2023:

- 200,000 more Victorians adopt a healthier diet
- 300,000 more Victorians engage in physical activity
- 400,000 more Victorians tobacco-free
- 200,000 more Victorians drink less alcohol
- 200,000 more Victorians resilient and connected.

* As some individuals may achieve goals across more than one imperative, the total number in each 10-year target exceeds one million to account for this.

3
YEAR

PRIORITIES

BY 2019 WE WANT:

- 80,000 more people choosing water and healthy food options
- 180,000 more people physically active, playing sport and walking, with a focus on women and girls
- 280,000 more people smoke-free and quitting
- 80,000 more people and environments that support effective reduction in harmful alcohol use
- 80,000 more opportunities to build community resilience and positive social connections, with a focus on young people and women.

Alcohol Cultures Framework

A FRAMEWORK TO GUIDE PUBLIC HEALTH ACTION ON DRINKING CULTURES

SOCIETAL

Examples of factors that influence the way people drink and the risk of harm

Affordability
Access
Availability
Marketing and commodification
Societal systems and structures
Social position
Cultural expectations on gender and masculinity
National culture and identity

The role of whole-of-population controls is significant and efforts to improve national and state alcohol regulation should continue to be a priority. This framework acknowledges the influence of societal drivers and reinforces the strong existing evidence base for alcohol regulation reform, but its emphasis lies in exploring the setting and subculture frames for intervention. Importantly cultural change and regulation are allies and should not be viewed as alternatives.

SETTING

Examples of factors that influence the way people drink and the risk of harm

Availability and the role of alcohol
Layout and design of the drinking environment
Social context of the setting
Link between alcohol and the setting
Formal rules and enforcement
Settings-based advertising and promotions
Subcultures that own/operate within the setting
Role models, positive or negative influences
Expectations about behaviour while drinking
Acceptability of intoxication
Peer influence and social pressure

SUBCULTURE

Examples of factors that influence the way people drink and the risk of harm

Shared social customs
Use-values
Role models, positive or negative influences
Modes of social control
Cultural meanings of drunkenness
Peer influence and social pressure
Misperceptions around drinking
Acceptability of intoxication
Social norms
Gendered norms (e.g. masculinity)
Technology

FAMILY AND INDIVIDUAL

Examples of factors that influence the way people drink and the risk of harm

Biological factors (e.g. age, sex)
Personal values
Intergenerational factors
Role models positive or negative influences
Priorities and responsibilities
Religion and spiritual beliefs
Own health wellbeing and resilience
Physical and psychotropic responses to alcohol
Isolation or lack of personal interactions/social connectedness

PROGRAM PLANNING CHECKLIST

The following elements could be considered when planning to influence alcohol cultures:

- ✓ Target subpopulations that engage in risky drinking practices, e.g. a specific occupational group that drinks heavily together, or tertiary students who drink heavily together to celebrate.
- ✓ Consider social position and the impact that proposed interventions may have on different population groups.
- ✓ Address structural and social factors that drive culture and behaviours, rather than behaviours only.
- ✓ Understand the frames for intervention by investigating the factors that socially shape the way people drink and asking critical questions about alcohol culture.
- ✓ Seek allies for change or champions to drive and model culture shifts within the target group.
- ✓ Co-design strategies with the targeted subpopulation and continually seek their input, and communicate findings with the group.
- ✓ Implement a flexible approach that allows adjustments as learnings emerge from the program.
- ✓ Work closely with other agencies on coordinated programs where regulation and programmatic efforts are mutually reinforcing.
- ✓ Plan for innovation and sustainability when designing and delivering strategies, acknowledging that alcohol culture change is a slow process.
- ✓ Evaluate strategies using the example questions outlined in this Framework as a starting point and share learnings.



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**Where
you live**

**The way you
drink alcohol
(each time)**

**Who you
are**

**The place
you're in**

**The people
you're with**

What's your story? (Local government led)

Targeting: Young adults (18-24) who visit late night entertainment precincts in Port Phillip, Melbourne and Stonnington municipalities

Reach Out, Reach Up (Victorian AIDS Council)

Targeting: Middle and older aged LBQ women in Bendigo, Ballarat, Geelong and Morwell.

9 Funded Projects

Speaking Through, Not Too (HelloSundayMorning)

Targeting: Peers, family and friends of middle-aged heavy drinkers (M 36-70; F 36-51) in Western Victoria

Can "Alcohol Culture" be changed?

Who's it gonna to hurt? (Local government led)

Targeting: Male blue collar workers aged 35-55 years in Wodonga – reached through workplace

Alcohol Culture Change in University setting

Targeting: Students who identify as “belonging” to different groups; intervention focused on those with riskier drinking

Youth C.A.N - (Challenging Alcohol Norms) (Local government led)

Targeting: Rural teenagers and their parents/community members in Horsham

Positive Student Alcohol Cultures

Targeting: First year University students at four University colleges/halls of residence settings in Victoria

9 Funded Projects

Count me in (BetterLifeGroup)

Targeting: Middle-older age construction industry workers

YAARD – Youth Action Against Risky Drinking (Local government led)

Targeting: Young people (14-17) who are, or at risk of being disengaged from school, training and employment in Whittlesea.

Change the group

– normative behaviours, beliefs, attitudes, social pressure

How can

“Alcohol Culture”

be changed?



Not trying to change the individual, or get the individual to leave the group



Change the setting

– alternative events for the group,
policy changes, sharing stories of
positive change in situ



How can

“Alcohol Culture”

be changed?



Changing
something
about the place
– not “closing
down” settings

Our Task

Objectives

- To assess the extent to which the Alcohol Culture Change Initiative has created alcohol culture change within risky drinking subpopulations.
- To determine whether alcohol culture change is a viable strategy to reduce consumption and alcohol related harm within risky drinking subpopulations.
- To determine whether the funded projects are sustainable and scalable.

ReThink the Drink



couldn't have done that with a hangover

Drinking less can improve your mental health

Share your story at vac.org.au/rethinkthedrink

supported by VicHealth VAC



MELBOURNE HAS SUCH HIGH-QUALITY BARS AND RESTAURANTS THAT I'D RATHER ENJOY THEM THAN GET REALLY DRUNK IN THEM.



WHAT'S YOUR STORY?



WHO'S IT GONNA HURT?



CITY OF WODONGA VIC



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ALCOHOL CAN HURT YOUR FAMILY



While it is acceptable to responsibly drink in front of children, parents and grandparents should be careful about the attitudes and behaviours they display in front of their children/ grandchildren as they play a large role in shaping their children's attitudes and beliefs about drinking.

Rethink your next drink and think, who's it gonna hurt.

If your drinking is impacting your family, contact the Alcohol Helpline on 1800 888 236 or for a full list of local services, visit the [Albury Wodonga Community Guide](#).

[Get Help Now](#)

Do your kids pay attention to your drinking?



Questions to confirm whether the project is reaching people who identify as a member of the sub-group.

In the past 6 months, how often did you socialise with [*PROJECT SUB-GROUP DESCRIPTION*] (in situations with or without alcohol)?

RESPONSE OPTIONS: Every day/ a few times a week/ once a week/ a few times a month/ once a month/ less than monthly/ less often or never

Identity/

Group belonging

[*SOCIALISING WITH THE SUB-GROUP*] is an important part of my life; I'd miss it if I didn't do it.

RESPONSE OPTIONS: agree-disagree scale

Drinking Behaviour (norms) – own and others when with the group

Attitudes towards drinking – of the group

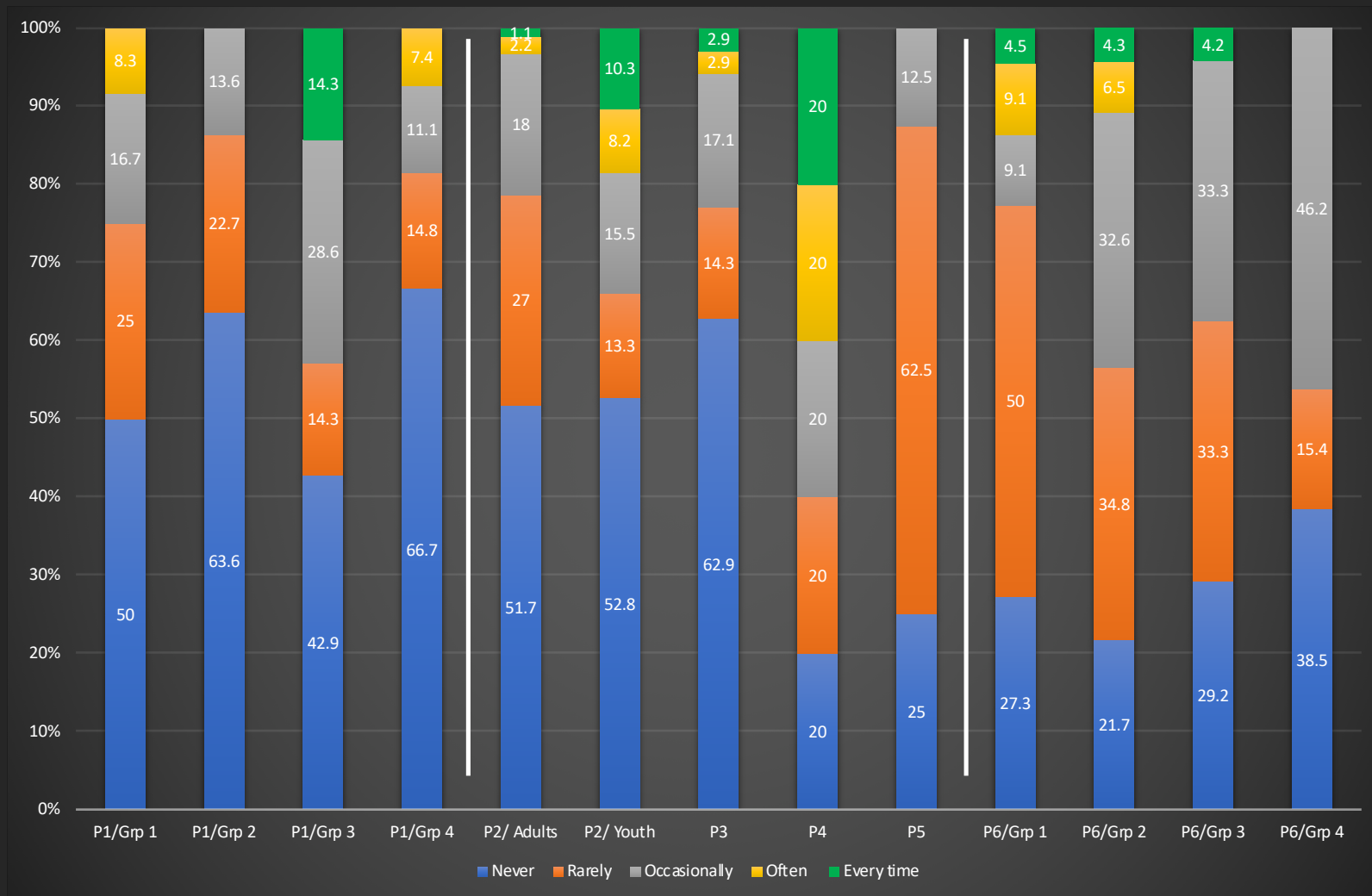
Influence of/by others – within the group

Common

Questions

**Campaign/message
evaluation questions** –
explore whether target
audience sees the message
as “authentic”, and
therefore more influential

Q: Frequency of observing drunken behaviour when with group

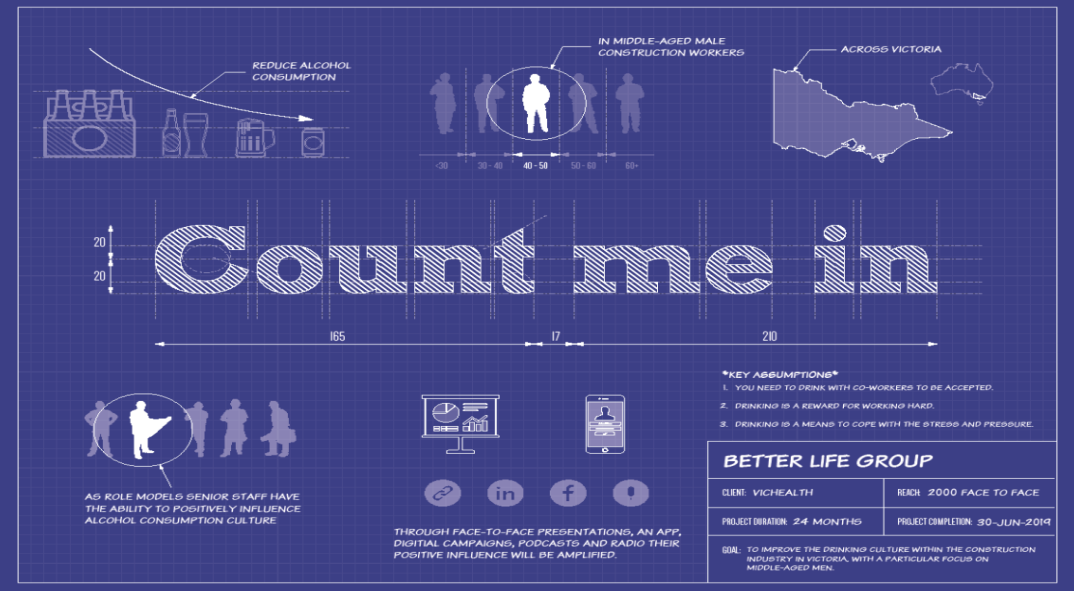




Challenges/supports
projects to keep in mind
that they are aiming to
address culture

How useful

is this approach?



For more information:

<https://www.vichealth.vic.gov.au/culture-change-blog>

Acknowledgements

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