

Culture Change in New Zealand

It's not the drinking - it's how we're drinking

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Alcohol Advisory Council of New Zealand



The Alcohol Advisory Council of New Zealand

- The Council is a Crown Entity established by an Act of Parliament in 1976
- The Council is the primary advisor to government on all matters related to alcohol
- It is funded by a levy imposed on all alcohol products sold in NZ
- Its primary roles are the promotion of moderation and the reduction of alcohol-related harm for all New Zealanders



Background

- A range of traditional approaches addressing overall consumption through policy and legislation had been deployed over many years
- Per capita consumption in 1980s and 1990s has declined and has recently begun to climb again, albeit slowly
- For example, we now drink 25% less beer per capita than we did ten years ago
- The indices of harm, with the exception of drinking and driving mortality and morbidity, has not declined
- The per capita consumption model of harm is not the only answer



What was New Zealand's Problem?

- Like many other nations - *youth* drinking
- Emerged as significant issue on public and government agenda in early 2000s
- Next step therefore was; research on youth drinking
- Initial findings – they were doing as adults did, saw no harm
- So, we tested hypothesis that it was a broader problem and researched adults too



The New Zealand Drinker

- 33% young drinkers consumed 5+ “glasses” on last drinking occasion
- 52% of adults binge
- 18% of adult drinkers consumed 7+ “glasses” on last occasion
- 8% adults set out to get drunk
- 14% of young people (12-17 years) drink with the intent of getting drunk (at least once a week)
- Note that a glass is not a standard drink. Spirit and wine drinkers are more likely to drink two standard drinks per “glass”



Culture Represented



A familiar New Zealand scene and one aspired to by many New Zealanders, men and women

New Zealand's Drinking Culture

Most New Zealanders are drinkers - 88% of men and 83% of women

THAT IS NOT THE PROBLEM

We drank 28.69m litres of alcohol last year, or 9.14 litres for every person over fifteen and over

THAT IS NOT THE PROBLEM



The Problem is

That we save it for Saturday night, for after the game, for the end of the working week.

We drink it all at once and most of us think that is OK, and causes no problems, **UNLESS YOU ARE YOUNG.**

We are a nation of binge drinkers. We are not just tolerant of it, we even at times heroise it.

And the motivators for drinking this way are similar for adults and young people.....



The Conclusion

- Adults model and create a drinking culture in New Zealand that supports intoxication as a social norm
- Young people model their drinking patterns on their elders
- “It’s not that we are drinking. It’s how we are drinking”
- It is the *pattern* of drinking which is causing the greatest harm



The High Cost of Per Occasion Consumption

- The norm of high per occasion consumption (bingeing) means that alcohol is ranked just below tobacco in terms of harms and costs, for NZ somewhere between \$1-4 billion a year
- These costs are:
 - \$665 million in public health (70% weekend A&E admissions)
 - \$240 million crime and its consequences (70% of police time)
 - \$200 million in social welfare
 - \$300 million in other government spending
 - \$1.7 billion in lost productivity



The High Cost of Per Occasion Consumption cont'd

- The consequences of binge drinking touches us all. Whether through poor parenting, loss of reputation, family breakdown, family violence, poor work performance, poor sporting performance, lack of commercial productivity, neglect of responsibility....
- It is clear that to focus on health impacts and costs alone completely misses the far greater costs to society as a whole



What is the Answer?

- ALAC has set itself an ambitious goal to shift New Zealand's drinking culture. The goal is:

To enable New Zealanders to drink in a way that shows they believe it is never ok to get drunk



It Focuses on:

- It focuses on the *cause* of harm (drunkenness), not targeting the vast range of harms that result. This is a fundamental shift in thinking
- It does not expect young people to change in isolation of an accepted drinking culture
- It is not a top down approach – treats drinkers as adults
- It relies on commitment to a comprehensive strategy of complementary activity

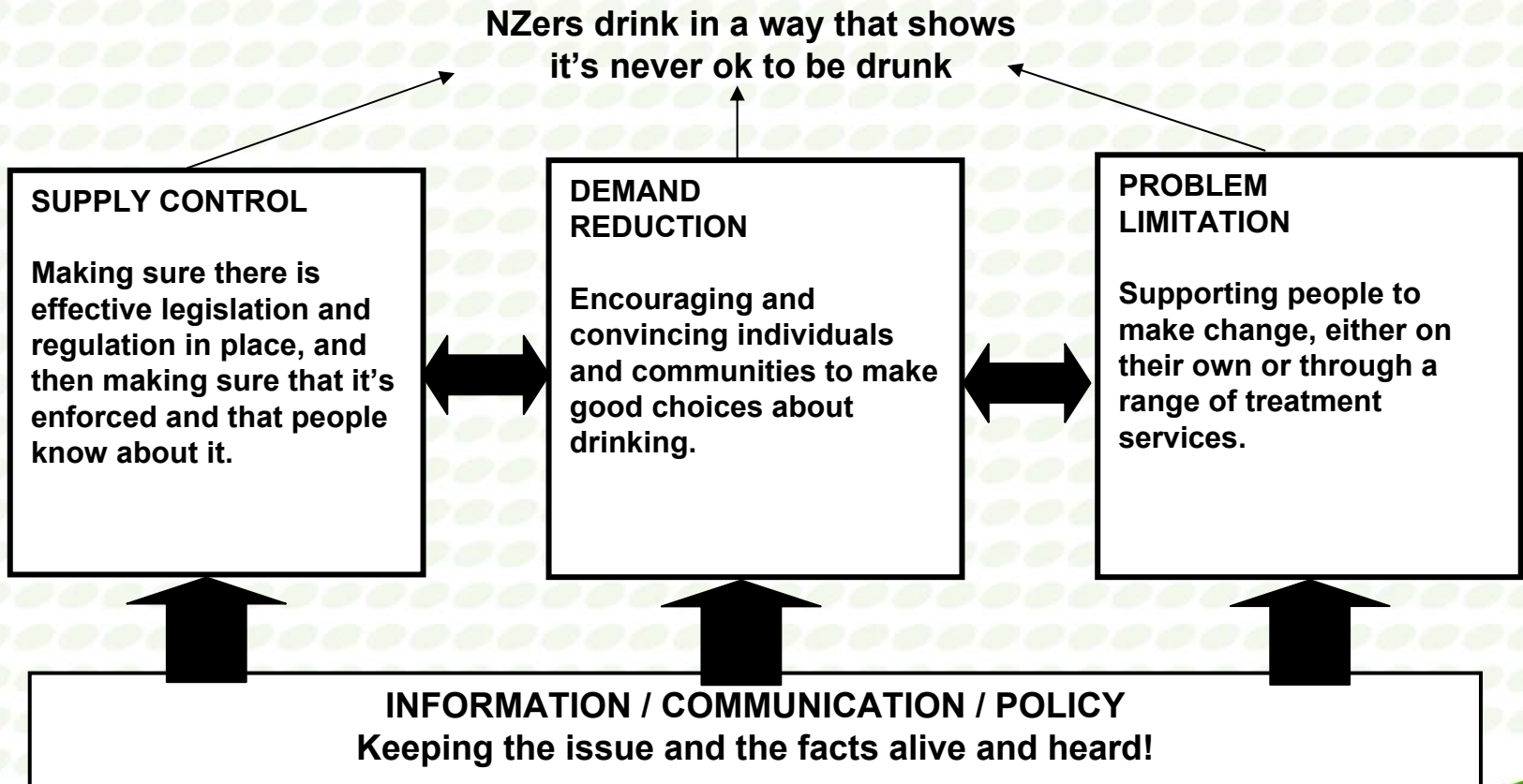


How do you Change a Culture?

- Most people cannot be legislated into behaviour change, but environment and access does impact on ability to drink
- People cannot be scared into changing the way they consume a legal product that has desired social and health benefits, but knowledge is necessary
- Not everyone needs to access treatment and intervention
- People will, for the most part, consume a product to the norm set by their society
- Social norms can be changed with the right mix of strategies
- Different people respond to different strategies, more often, a mix is required



The ALAC Model to Change a Drinking Culture



Problem Limitation

- Early Intervention
- Community Support
- Treatment Services

Providing help and triggers for change to those hazardous drinkers who may not respond to other influencing strands of activity. Changing individual behaviours and beliefs and influencing individual and family expectations and norms



Programmes in Place

- Free call **Helpline** offering brief intervention counseling, and referring callers to appropriate treatment services in their own communities
- **Had Enough?** resource for those with self – identified problem but wish to deal with them selves
- **Smashed and Stoned** - a resource designed for those working with young people, but which allows young people to work alone or with assistance, through this specially designed resource



Demand Reduction

- Marketing programmes
- Incentive programmes

Marketing sells change or alternative behaviour and validates and individual and community choices.

Programmes in place:

- Drinking-culture change marketing programme
- Manaaki Tangata
- SIP (Stay in Play)



Strategic Support Strategies

- Robust media relations programme
- Stakeholder relations programme
 - Government relations and inter-agency work
 - Associates programme
 - Champions programme
- Refocused policy strategy



Change the Culture - a Role for Everyone

Government

- Policy
- Enforcement
- Local Gov Reg
- Services funding & delivery
- Monitoring Self-regulation
- Funding Research
- Evaluation

Non Government

- Advice
- Research
- Lobbying
- Community programmes and services
- Evaluation

All

- Raising Public Awareness
- Public Information
- Community Support

Commercial

- Responsible marketing and promotion
- Responsible distribution
- Responsible sale and supply
- Sale of Liquor Act Compliance
- Self-regulation

ALAC will lead the marketing component of the social marketing programme to change the drinking culture



The New Programme - Marketing

The combination of information, education, policy, supply control and problem limitation programmes and services will exert influence on the culture

BUT

Some people will need to *choose* to change

They will need to be *sold* a desirable proposition for change

Just telling them to change or legislating won't be enough

There was a gap under *Demand Reduction*



The Marketing Programme

The long-term objective of the marketing programme is:

To reduce the quantity of standard drinks consumed per occasion

We are using the stages of change model “SEE, THINK, ACT”

New Zealanders will be taken on a journey of change



The Marketing Model

The journey of change – New Zealanders will:

- “SEE” the connection between risky per occasion consumption and harm
- “THINK” that their behaviour may be a contributor to those harms
- “ACT” in a way that reduces the risk of harm to themselves, their families and communities



What Progress have we Made?

- ALAC undertakes quarterly monitors (communications monitoring) to measure attitude, behaviour and awareness:
 - 93% of respondents have seen, heard or read something about NZ drinking habits
 - 70% of people believe they are more likely to cause harm to themselves or other people if they get drunk (when we started this was below fifty percent)
 - 71% heard the message “it’s not the drinking it’s how we’re drinking”
 - People identify harms as, violence/fighting, domestic violence, accidents, and drink driving in this order. (In the beginning, Drink driving and becoming addicted were the only two harms identified)



Selling Change

- The key to changing this culture and acceptance of drinking beyond the point of intoxication lies in the effective marketing of social change to a society

THE BAIT MUST APPEAL TO THE FISH NOT THE FISHERMAN

- The challenge is to sell a valid and acceptable alternative – this is what ALAC is now in the throes of identifying – ie. the triggers and benefits of change
- This will lead us into the “THINK” and “ACT” stage message articulation and product development

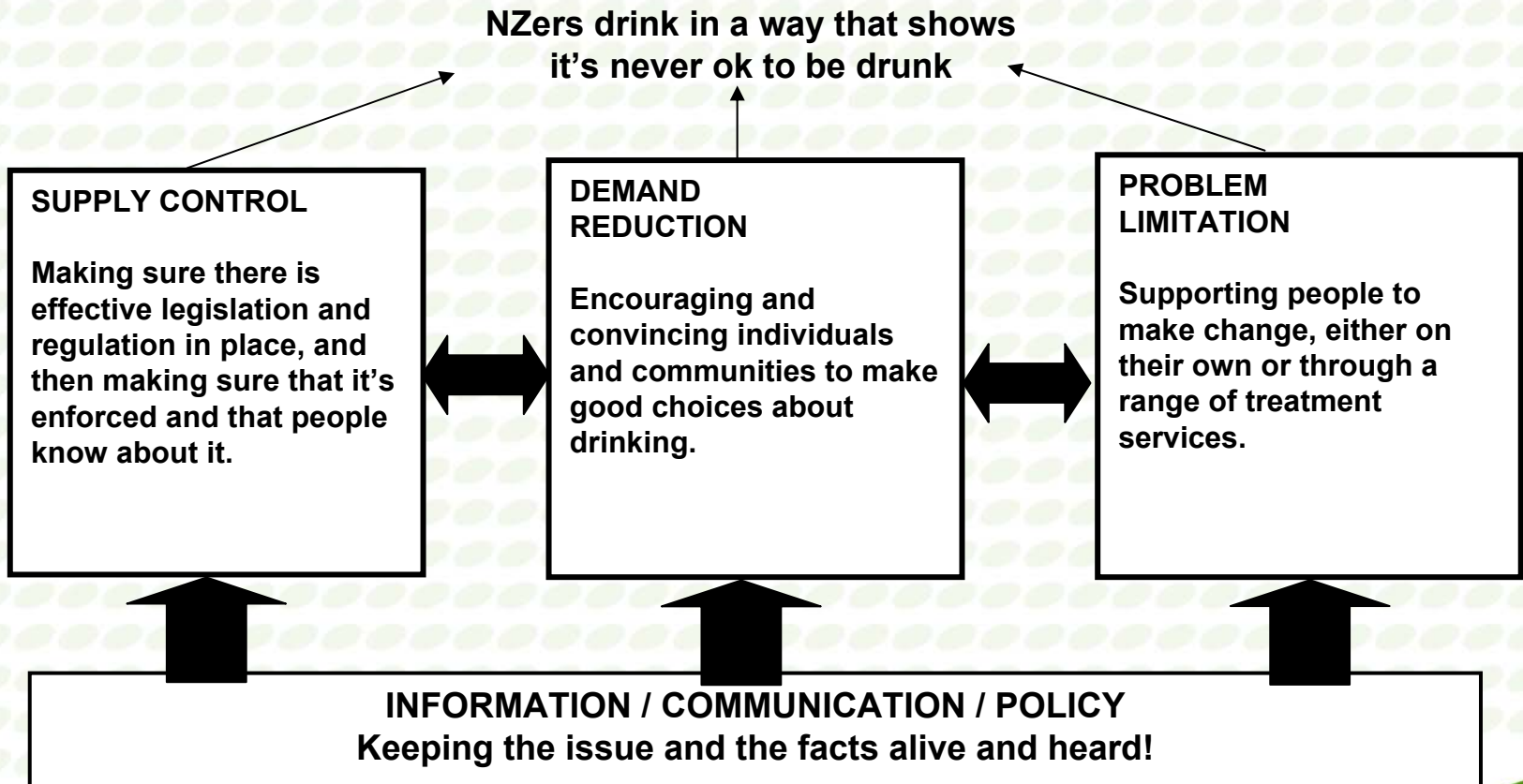


We have Concluded that:

- Changing New Zealand's drinking culture requires a comprehensive programme of complementary strategies
- An appropriate balance is required across Supply Control, Problem Limitation and Demand Reduction
- It's not just about advertising
- It requires a long-term commitment
- ALAC cannot do it alone
- We need consistency and a single-minded direction



The ALAC Model to Change a Drinking Culture



Supply Control

- Legal penalties
- Policing
- Industry training
- Supply programmes

Enforcement backed up by meaningful penalties for liquor sale, supply and intoxication breaches will change some behaviours and affect some environmental norms where the perception of being caught and penalised is real



Programmes in Place

- Controlled Purchase Operations
- Alco-Link
- Intoxication Monitoring and Enforcement Guidelines
- Host Responsibility
- Local Government Toolkit
- YATA – Youth Access to Alcohol
- Think Before You Supply
- Project Walkthrough
- Safe Management of Intoxicated Persons



Alcohol Advisory Council of New Zealand



ALAC >>



Find out about ALAC. Who we are, what we do and our vision for less alcohol-related harm.

Resources >>



ALAC resources & reports to print or order, LLA decisions, research, media releases.

Alcohol >>



Curious about alcohol? Know the law, how much you're drinking and how to be safer.

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Need help or advice? Concerned about yourself or someone else's drinking?

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Looking for...

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- ♦ Alcohol Purchase Age Debate
- ♦ Host Responsibility Resources
- ♦ Pregnancy and FASD
- ♦ Intoxication Monitoring Enforcement - Guidelines
- ♦ Find Resources to Order or Download
- ♦ DrinkCheck - Test your Drinking
- ♦ Sale of Liquor Act and FAQs
- ♦ Standard Drinks
- ♦ ALAC Library collection



The real story of New Zealanders and alcohol ...