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Ontario

Ontario's new zero blood-alcohol level policy for young drivers took effect from August 1st. Novice drivers aged 21 and under will be subject to strict penalties if found with any alcohol in their systems including an immediate 24-hour suspension of their licence, an extended 30-day suspension and up to \$500 in fines.

New Zealand

The New Zealand government has decided to keep the blood alcohol concentration (BAC) limit for driving at 80 mg per 100 ml blood.

Russia

Russia's lower house of parliament, the State Duma, has approved a complete ban on drink-driving. President Medvedev called for the ban last December saying that allowing a small amount of alcohol in the blood encouraged drivers to consume more. The measure is expected to be approved in the upper house and become law.

A total ban was in force in Russia until July 2008, when the law was amended to allow an alcohol content of 30 mg per 100ml blood.

Denmark

The Danish National Board of Health has introduced a new recommended limit for safe alcohol consumption. According to the Board guidelines, women should not drink more than seven units (12g) of alcohol and men 14 units a week to be sure that their alcohol consumption is not harmful to their health. The Board's previous limits for women were 14 unit and for men 21 units.

Denmark has also recently seen a change in its alcohol purchasing legislation: Prior to the amendment, 16 year olds were allowed to buy all types of alcohol in stores, but now young people cannot buy alcohol with more than 16.5% volume in stores until they have turned 18.

Italy

The Italian Parliament has approved new legislation introducing stricter measures for road safety. A zero alcohol limit for young, novice and commercial vehicles drivers has been established.

The drivers' license exams will be more difficult to pass, tests on alcohol and drug abuse will be a condition for obtaining the license, and a practical riding test will be necessary also for mopeds. The penalties for drunk drivers causing road accidents become more severe, and lower speed limits are set for novice drivers. Finally, municipalities will have to earmark at least 50% of the income from fines to initiatives aiming at improving road safety.

Moderate drinking, especially of wine, is associated with better cognitive function and less dementia

A large prospective study of 5033 men and women in the Tromsø Study in northern Norway has reported that moderate wine consumption was independently associated with better performance on cognitive tests. The subjects (average age 58 and free of stroke) were followed over 7 years when they were tested with a battery of cognitive function tests. Among women, there was a lower risk of a poor testing score for those who consumed wine at least 4 or more times over two weeks in comparison with those who drink < 1 time during this period. The expected associations between other risk factors for poor cognitive functioning were seen: lower testing scores among people who were older, less educated, smokers, and those with depression, diabetes, or hypertension.

It has long been known that “moderate people do moderate things.” The authors state the same thing: **“A positive effect of wine . . . could also be due to confounders such as socio-economic status and more favorable dietary and other lifestyle habits”.**

The authors also reported that not drinking was associated with significantly lower cognitive performance in women. As noted by the authors, in any observational study there is the possibility of other lifestyle habits affecting cognitive function, and the present study was not able to adjust for certain ones (such as diet, income, or profession) but did adjust for age, education, weight, depression, and cardiovascular disease as its major risk factors.

The results of this study support findings from previous research on the topic: In the last three decades, the association between moderate alcohol intake and cognitive function has been investigated in 68 studies comprising 145,308 men and women from various populations with various drinking patterns. Most studies show an association between light to moderate alcohol consumption and better cognitive function and reduced risk of dementia, including both vascular dementia and Alzheimer’s Disease.

Such effects could relate to the presence in wine of a number of polyphenols (antioxidants) and other micro elements that may help reduce the risk of cognitive decline with ageing. Mechanisms that have been suggested for alcohol being protective against

cognitive function include effects on atherosclerosis (hardening of the arteries), coagulation (thickening of the blood and clotting), and reducing inflammation (of artery walls, improving blood flow).

Source: Arntzen KA, Schirmer H, Wilsgaard T, Mathiesen EB. Moderate wine consumption is associated with better cognitive test results: a 7 year follow up of 5033 subjects in the Tromsø Study. *Acta Neurol Scand* 2010; Suppl 190:23-29.

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For the detailed critique of this paper by the International Scientific Forum on Alcohol Research, go to www.alcoholforum4profs.org

Moderate drinking in the elderly is associated with lower total mortality

A study published in the journal *Addiction* states that the effects of alcohol consumption in the elderly may be modified by a decreased ability to metabolise alcohol, an altered volume of distribution due to reduced lean body mass and total body water, and an increased prevalence of co-morbid conditions. Because of these factors, the authors argue that their current study of the net effects of drinking among a large number of community-dwelling elderly men and women is especially important.

In large prospective studies from Australia of men aged 60-79 and women aged 70-75 years of age, men consuming up to 4 drinks/day and women up to 2 drinks/day had considerably lower risk of dying (total mortality) than did non-drinkers. For subjects reporting 1-2 drinks/day, their total mortality risk was about 20-30% lower than that of abstainers.

While the authors concluded that not consuming alcohol on 1 or 2 days per week was associated with better outcomes, this conclusion is not in

accordance with their own data. The benefit of one or two "alcohol-free" days per week has never been substantiated with solid evidence from any large epidemiological study.

The International Scientific Forum on Alcohol Research review concludes that, in terms of total mortality risk, recommendations for very low levels of drinking among the elderly may be overly restrictive, as this study showed lower total mortality for up to 4 drinks/day for elderly men and 2 drinks/day for elderly women. Further, this study does not provide support for the conclusion that mortality is lower for people who have 1 or 2 "alcohol-free" days per week.

Reference: McCaul KA, Almeida OP, Hankey GJ, Jamrozik K, Byles JE, Flicker L. Alcohol use and mortality in older men and women. *Addiction* 2010. On-line prior to publication: doi:10.1111/j.1360-0443.2010.02972.x

For the detailed critique of this paper by the International Scientific Forum on Alcohol Research, visit www.alcoholforum4profs.org

Alcohol intake and endometrial cancer risk: a meta-analysis of prospective studies

Previous studies on alcohol intake in relation to endometrial cancer risk have produced inconsistent results. A recent study undertook a meta-analysis of seven cohort studies, including 1 511 661 participants and 6086 endometrial cancer cases, were included in the dose-response random-effect meta-regression model. Compared with non-drinkers, women drinking less than 1 drink of alcohol (13g of ethanol) per day had a lower risk for endometrial cancer; this risk was lower by 4% (95% confidence interval (95% CI): 0.93-1.00) for consumption up to 0.5 drink per day and by 7% (95% CI: 0.85 1.02) for consumption up to 1 drink. However, the researchers found evidence of

an increased risk for endometrial cancer for intakes higher than two alcoholic drinks per day: compared with non-drinkers, the risk was higher by 14% (95% CI: 0.95-1.36) for 2-2.5 drinks per day and by 25% (95% CI: 0.98-1.58) for >2.5 drinks per day.

The authors conclude that the meta-analysis indicates a possible J-shaped relationship between alcohol intake and endometrial cancer risk.

Source: Alcohol intake and endometrial cancer risk: a meta-analysis of prospective studies. Author: Friberg E; Orsini N; Mantzoros CS; Wolk A *Journal of Cancer*. Vol 103, No 1, 2010, pp127-131

Alcohol and acute ischemic stroke onset

Previous research suggests that regular heavy alcohol consumption increases the risk for ischemic stroke, whereas frequent light to moderate alcohol intake may decrease the risk. However, the risk of ischemic stroke associated with transient exposure to alcohol remains unclear.

A study published online by the journal *Stroke* in July, used a case-crossover approach to test the hypothesis that alcohol consumption affects the acute risk of ischemic stroke, to determine the length of time between alcohol intake and the onset of symptoms (induction time), and to examine whether the risk varies by the type of alcohol.

The multicenter study included 390 patients (209 men, 181 women) between January 2001 and November 2006 (median 3 days after stroke). Alcohol consumption in the hour before stroke symptoms was compared with its expected frequency based on the usual frequency of alcohol consumption over the prior year.

Of the 390 patients, 248 (64%) reported alcohol consumption in the prior year, 104 within 24 hours and 14 within 1 hour of stroke onset. The relative risk of stroke in the hour after consuming alcohol was 2.3 (95% CI, 1.4 to 4.0; $P=0.002$). The relative risks were similar for different types of alcoholic beverages and when the sample was restricted to those who were not simultaneously exposed to other potential triggers.

The authors conclude that the risk of stroke onset is transiently elevated in the hour after alcohol ingestion.

Alcohol and acute ischemic stroke onset: the Stroke Onset Study Mostofsky E; Burger MR; Schlaug G; Mukamal KJ; Rosamond WD; Mittleman MA *Journal: Stroke* Citation: Published early online 15 July 2010

Alcohol consumption and the risk of morbidity and mortality for different stroke types - a systematic review and meta-analysis

Observational studies have suggested a complex relationship between alcohol consumption and stroke, dependent on sex, type of stroke and outcome (morbidity vs. mortality). Researchers undertook a systematic review and a meta-analysis of studies assessing the association between levels of average alcohol consumption and relative risks of ischemic and hemorrhagic strokes separately by sex and outcome. This meta-analysis is the first to explicitly separate morbidity and mortality of alcohol-attributable stroke and thus has implications for public health and prevention.

Data was drawn from twenty-six observational studies (cohort or case-control) with ischemic or hemorrhagic strokes where the relative risk or odds ratios or hazard ratios of stroke associated with alcohol consumption were reported; alcohol consumption was quantified; and life time abstinence was used as the reference group.

The dose-response relationship for hemorrhagic stroke had monotonically increasing risk for increasing consumption, whereas ischemic stroke showed a curvilinear relationship, with a protective effect of alcohol for low to moderate consumption, and increased risk for higher exposure. For more than 3 drinks on average/day, in general women had higher risks than men, and the risks for mortality were higher compared to the risks for morbidity.

The authors conclude that heavy alcohol consumption (above 30g per day) increases the relative risk of any stroke while light or moderate alcohol consumption may be protective against ischemic stroke.

Source: Alcohol consumption and the risk of morbidity and mortality for different stroke types – a systematic review and meta-analysis. Patra J; Taylor B; Irving H; Roerecke M; Baliunas D; Mohapatra S; Rehm J. *BMC Public Health* vol 10, art No 258, 2010, 12pp

Alcohol consumption and reduced risk of rheumatoid arthritis

A team at Sheffield University in the UK, led by Dr James Maxwell has found that regular alcohol consumption may reduce the severity of rheumatoid arthritis a painful and progressive disease of the joints which affects people of all ages .

The study found that participants who had drunk more than 10 days in the last month had less damage to their joints, less inflammation, less pain, swelling and disability than those who never drank alcohol.

Dr James Maxwell, a consultant rheumatologist at the Rotherham Foundation NHS Trust and Sheffield University, said: "There is some evidence to show that alcohol suppresses the activity of the immune system, and that this may influence the pathways by which RA develops.

"We do know that the changes in the immune system that lead to RA happen months and maybe even years before the arthritis actually develops.

"Once someone has developed RA, it's possible that the anti-inflammatory and analgesic effects of alcohol may play a role in reducing the severity of symptoms."

Source: Alcohol consumption is inversely associated with risk and severity of rheumatoid arthritis. James R. Maxwell, Isobel R. Gowers, David J. Moore and Anthony G. Wilson. *Rheumatology Advance Access* published online on July 28, 2010

Alcohol consumption lowers risk of developing severe arthritic conditions

Impact of alcohol consumption on systematic inflammation unclear. Results of a study presented at EULAR 2010, the Annual Congress of the European League Against Rheumatism in Rome, Italy, suggest that alcohol consumption is associated with a significantly reduced risk of developing several arthritic conditions including Rheumatoid Arthritis (RA), Osteoarthritis (OA), reactive arthritis, psoriatic arthritis and spondylarthropathy.

Interestingly, researchers also found that the degree of systemic inflammation in patients was shown to increase as the amount of alcohol consumed decreased ($p=0.001$) and that there was no dose response relationship (low 0.12 (0.08-0.18), moderate 0.46 (0.36-0.59), high 0.17 (0.12-0.25)) between the amount of alcohol consumed and the risk of arthritis development. Researchers hypothesise that there

could be two explanations for this inflammatory effect; either that patients with more severe disease activity consume less alcohol due to associated changes in their lifestyle, or that the presence of alcohol in the system could protect against the development of systemic inflammation.

"We know from previous research that alcohol consumption may confer a protective effect against developing RA, our data have shown that this effect may apply to other arthritic conditions too," said Dr Annekoos Leonoor Huidekoper, Leiden University Medical Centre, Netherlands and lead author of the study. "What intrigues us now is that the findings related to systemic inflammation, further research into the inflammatory pathways involved is needed to determine the exact nature of the association."

For more information, visit <http://www.eular.org/>

Greater than moderate alcohol intake increases the risk of liver cirrhosis

A new meta-analysis shows that alcohol consumption is a strong factor in the development of cirrhosis of the liver. The study also supports the theory that there is a threshold of drinking above which the risk is increased, as some of their analyses suggest that the risk increases only with intake of more than 24 grams/day of alcohol for women (about 2 typical drinks by US standards) and 36 grams/day of alcohol for men (about 3 typical US drinks).

Despite some concerns about the approach used, members of The International Forum on Alcohol Research agree that the present meta-analysis supports previous studies indicating a strong role of heavy alcohol drinking in the development of cirrhosis. The differences found by the investigators between the effects of moderate alcohol intake on cirrhosis morbidity and on cirrhosis mortality are difficult to explain, but may relate to misclassification of alcohol intake (heavy drinkers reporting less alcohol), always a problem in observational studies of the effects of alcohol.

The results related to morbidity suggest that small amounts of alcohol are not associated with an increased risk of cirrhosis, and may be associated with lower risk of disease. Thus, the data provide evidence for a "threshold effect" of alcohol intake for the development of cirrhosis. Limited previous data are available suggesting that wine consumption may be associated with lower risk of cirrhosis than the intake of other beverages, but essentially all studies show heavy drinking of any type of beverage increases the risk.

Reference: Rehm J, Taylor B, Patra SM, Irving H, Baliunas D, Patra J, Roerecke M. Alcohol as a risk factor for liver cirrhosis: A systematic review and meta-analysis. *Drug and Alcohol Review* 2010;29:437–445. DOI: 10.1111/j.1465-3362.2009.00153.x

For the detailed critique of this paper by the International Scientific Forum on Alcohol Research, visit www.alcoholforum4profs.org

Alcohol consumption and risk of second heart attack and death in patients with existing heart disease or diabetes

Researchers investigated the relation between alcohol consumption and specific vascular events and mortality in a high risk population of patients with clinical manifestations of vascular disease and diabetes.

Patients with clinically manifest vascular disease or diabetes (n=5447) from the SMART study were followed for cardiovascular events and mortality. Alcohol consumption was assessed with a baseline questionnaire and analysed in relation with coronary heart disease (CHD), amputations, stroke, and all-cause and vascular death

After a follow up of 4.7 years, there were 262 documented cases of CHD, 187 cases of stroke, 79 amputations and 641 cases of all cause death, of which 382 were vascular. In multivariate-adjusted models, alcohol consumption was inversely associated with CHD and stroke with respective hazard ratios of 0.39 and 0.67 for consuming 10-20 drinks/ week compared

with abstainers. Authors observed a significant U-shaped association between alcohol consumption and amputations, all-cause death, and vascular death.

The authors conclude that moderate alcohol consumption (1-2 drinks/day) is not only associated with a reduced risk of vascular and all-cause death in a high risk patients with clinical manifestations of vascular disease, but also with reduced risks of non-fatal events like CHD, stroke and possibly amputations.

Source: Alcohol consumption and risk of recurrent cardiovascular events and mortality in patients with clinically manifest vascular disease and diabetes mellitus: the Second Manifestations of ARterial (SMART) disease study. Beulens JW; Algra A; Soedamah Muthu SS; Visseren FL; Grobbee DE; van der Graaf Y. *Atherosclerosis*.

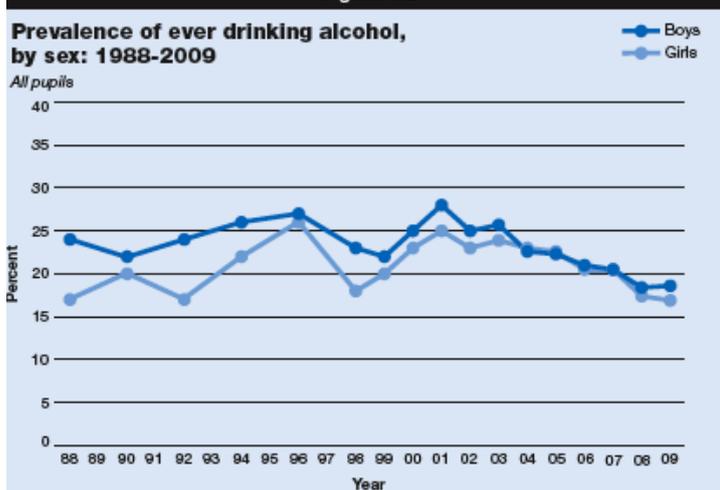
Decline in alcohol consumption amongst teenagers in the UK

On 22 July, the UK National Health Service (NHS) published the report 'Smoking, drinking and drug use among young people in England in 2009'.

Table 4.3b

When pupils last drank alcohol, by sex: 2001-2009*									
All pupils									
When last drank alcohol	Year								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
	%	%	%	%	%	%	%	%	%
Boys									
During the last week	28	25	26	23	22	21	20	18	19
One to four weeks ago	14	14	14	14	13	13	12	14	13
One to six months ago	11	12	12	12	11	11	10	10	11
More than six months ago	9	11	10	10	10	10	11	9	11
Never had a drink ^b	38	38	38	41	43	46	46	49	47
Girls									
During the last week	25	23	24	23	23	20	20	17	17
One to four weeks ago	17	15	16	16	15	15	14	14	13
One to six months ago	11	12	12	11	12	10	11	11	11
More than six months ago	8	9	9	10	11	9	9	8	9
Never had a drink ^b	40	40	39	41	40	46	47	50	50
Total									
During the last week	26	24	25	23	22	21	20	18	18
One to four weeks ago	15	14	15	15	14	14	13	14	13
One to six months ago	11	12	12	11	11	10	10	10	11
More than six months ago	8	10	10	10	10	9	10	8	10
Never had a drink ^b	39	39	39	41	42	46	47	49	49
Bases									
Boys	4611	4961	5204	4947	4809	3857	4015	3798	3812
Girls	4621	4669	5086	4625	4459	4036	3717	3680	3783
Total	9232	9630	10290	9572	9068	7893	7732	7478	7595

Figure 4.2



The report contains results from an annual survey of secondary school pupils in years 7 to 11 (mostly aged 11 to 15). 7,674 pupils in 247 schools in England completed questionnaires in the autumn term of 2009.

The survey sample represents an estimated population of 3.1 million young people aged between 11 and 15. Findings indicate that in England in 2009 around 180,000 11 to 15 years olds were regular smokers,

around 540,000 drank alcohol in the last week, around 250,000 had taken drugs (including glue, gas and other volatile substances) in the last month and around 450,000 had taken drugs in the last year.

The report identified declines in tobacco, alcohol and drug use amongst UK schoolchildren between the ages of 11 and 15.

51% of pupils have tried alcohol at least once and 18% drank alcohol in the last week, a decrease from the peak of 26% in 2001. The percentage of pupils between 11 and 15 who have never drunk alcohol has risen in recent years from 39% in 2003 to 49% in 2009.

Factors associated with having drunk alcohol in the last week

Using logistic regression to analyse pupils' drinking, the characteristics of pupils and their environments associated with drinking in the last week were explored by constructing a logistic regression model. The advantage of this approach is that it allows each factor to be considered separately by controlling for the effects of other, sometimes related, factors. For example, there are associations between drinking behaviour and both increased age and recent drug use. At the same time, older pupils are more likely to take drugs. The model allows an evaluation of the strength of the relationship between each of these variables and pupils' drinking behaviour.

The model shows associations, not causes; in other words, factors which identify pupils with an increased or decreased risk of having drunk alcohol in the last week.

Age and sex

The likelihood of having drunk alcohol in the last week increased with age (odds ratio=1.79 for each additional year). There was no association between a pupil's sex and the likelihood of having drunk in the last week.

Ethnicity

Compared with White pupils, pupils from Mixed and Asian ethnic backgrounds were less likely to have drunk alcohol in the last week. The odds ratios for pupils of Mixed ethnicity were 0.61, for Asian pupils 0.15.

Smoking and drug use

Smoking and drug taking were both found to be independently associated with having drunk alcohol

in the last week. Compared with non-smokers, pupils who smoked were more likely to have drunk alcohol in the last week, whether occasional smokers (odds ratio=3.65) or regular smokers (odds ratio=2.85).

Compared with pupils who had never taken drugs, those who had taken drugs in the last year had almost three times the odds of having drunk alcohol in the last week (odds ratio=2.75), and those who had taken drugs but not in the last year also had increased odds (odds ratio=1.85).

Truancy and exclusion from school

Pupils who had played truant at any time in the past were more likely to have drunk alcohol in the last week (odds ratio=2.24 compared with those who had never truanted). Those who had previously been excluded from school also had increased odds of having drunk alcohol in the last week (odds ratio=1.41 compared with those who had never been excluded).

UK Licensing act reform consultation launched

The Home Office have opened a consultation on government plans to overhaul the current licensing regime. The government proposals are set out in the document 'Rebalancing the Licensing Act - a consultation on empowering individuals, families and local communities to shape and determine local licensing'.

The proposals include:

- overhauling the Licensing Act to give local authorities and the police much stronger powers to remove licences from, or refuse to grant licences to premises that are causing problems
- allowing councils and the police to permanently shut down any shop or bar that is repeatedly selling alcohol to children
- doubling the maximum fine for those caught selling alcohol to minors to £20,000
- allowing local councils to charge more for late-night licences, which will help pay for additional policing
- banning the sale of alcohol below cost price

The closing date for consultation is 8th September 2010. For more information, visit www.homeoffice.gov.uk/publications/consultations/cons-2010-licensing-act/

Socio-economic factors

Pupils who received free school meals (an indicator of low income) were less likely to have drunk in the last week compared with pupils who did not (odds ratio=0.66).

School characteristics

Those who attended a school where a higher proportion of pupils had English as an additional language were less likely to have drunk alcohol in the last week (odds ratio=0.98 per additional percentage point). This decrease in likelihood was small but significant, and was independent of the pupil's own ethnicity. Compared with pupils at mixed schools, girls at single-sex schools had reduced odds of having drunk alcohol in the last week (odds ratio=0.67). No other school-level characteristics were found to be significant.

The report is available from www.ic.nhs.uk

Foreign Office report on Britons abroad

A new Foreign and Commonwealth Office report on the behaviour of Britons on holiday has revealed that thousands of tourists were arrested or forced to seek hospital treatment last year, often because they had consumed large quantities of alcohol.

The report, which looked at incidents involving British tourists between April 2009 and March 2010, found that around 6,000 travellers died whilst abroad. Drink, drugs and road traffic accidents were among the primary reasons for the deaths.

Most arrests in Spain are drink or drug related, say the FCO, and Spain, the US and France were the countries where British visitors needed most consular assistance.

The report found that 'most arrests involving British people in Spain are for drunk or drink-related offences'. The highest proportion of arrests for drug offences was in Thailand, Cyprus and the United Arab Emirates.

For more information, visit www.fco.gov.uk

Application 576: Labelling of alcoholic beverages with a pregnancy health advisory label

by Creina Stockley MSc MBA, Health and regulation, The Australian Wine Research Institute

In February 2006, the Alcohol Advisory Council of NZ (ALAC) submitted an application to Food Standards Australia New Zealand (FSANZ) requesting a mandatory statement relating to the risk of drinking alcohol when planning to become pregnant and during pregnancy on alcoholic beverage containers. The initial assessment report was released by FSANZ for public consultation in December 2007. The public consultation was to consider the risk, risk management options, benefit-cost analysis and international trade issues.

The risk assessment of the impact of alcohol during pregnancy suggested that while moderate to high amounts of alcohol could harm the developing foetus there was inconclusive and insufficient data to suggest that any amount of alcohol caused harm, although a threshold had not been established. In Australia and New Zealand, approximately 70 to 80% of women drink alcohol prior to being pregnant, approximately half continue to drink at some stage during their pregnancy but only 5% of these drank heavy amounts. The majority of women who choose to drink during their pregnancy only drink up to two standard drinks per week.

The available data relating to the level of awareness amongst women of childbearing age of the risk of consuming alcohol when planning to become pregnant and during pregnancy in Australia suggests that the level of awareness is high. The level of awareness amongst breast feeding women is, however, low.

The public consultation comments were mixed. There was general support that alcohol can cause harm to the developing foetus but the amount that actually causes harm was unknown. Indeed, there appear to

be confounding factors such as diet and (poly)drug use. It was considered that while consumers had a right to be informed, labelling may not be an effective approach to change behaviour especially in bars, clubs and pubs where labels are not generally not on view. Consequently, FSANZ commissioned a peer review of the effectiveness of labelling about the effectiveness of informing as well as changing behaviour. It concluded that labelling alone will not change behaviour.

Independently of FSANZ, a comprehensive review of all food labelling (law and policy) is being undertaken by the Australia and New Zealand Food Regulation Ministerial Council. An independent review panel has been appointed and comprises the former Australian Health Minister, Dr Neal Blewett AC, public health law academic Dr Chris Reynolds, economic and consumer behaviour expert Dr Simone Pettigrew, food and nutrition policy academic Associate Professor Heather Yeatman, and food industry communications, marketing and corporate affairs professional Nick Goddard. Health warning labels for alcoholic beverages are also being considered in this review. There have been both private and public consultations, and individual submission have also been sought.

No reports or recommendations are anticipated until late 2010/early 2011.

In the interim, the Distilled Spirits Industry Council of Australia is encouraging its members to include the statement "Is drinking harming yourself or others?" on the label of their products, and other beer and spirit producers have suggested similar statements. Pernod Ricard is, however, considering adopting the French pregnancy warning logo on the labels of their Australian wine products.

Improvement in the teaching of personal, social, health and economic education in the UK

Most schools are equipping children and young people with the knowledge, understanding, attitudes and skills to live healthily, safely, productively and responsibly, according to a report published by Ofsted in July.

The report 'Personal, social, health and economic education in schools' shows provision for personal, social, health and economic education (PSHE) was good or outstanding in more than three quarters of the 165 maintained schools visited across England.

Although the report found that the majority of schools in the survey taught PSHE well, most secondary schools have not yet effectively implemented the new programme of study, introduced in 2008, to include economic well-being and financial capability.

However, as regards alcohol education, in over half of the secondary schools visited, students' knowledge about the social risks and physical effects of excessive alcohol consumption was undeveloped. In around a third of primary schools visited, knowledge and understanding of drugs, including alcohol and tobacco, were one of the weakest aspects of PSHE.

The report 'Personal, social, health and economic education in schools' can be found on the Ofsted website at www.ofsted.gov.uk/publications/090222.

Alcohol Awareness Week

Alcohol Awareness Week 2010 will run from Monday 18 to Sunday 24 October 2010 in England and Wales.

The focus of the week for this year will be alcohol and childhood, which encompasses both the impact of alcohol use by young people and the impact on young people of alcohol misuse in the home environment.

More information, action packs and a schedule of activities for the week will appear on the Alcohol Concern website www.alcoholconcern.org.uk/

Alcohol Awareness Week in Scotland will take place during the week beginning 4 October.

Drinkaware opens alcohol-free café for under-18s

Drinkaware highlighted the risks of excessive alcohol consumption to 16 and 17-year-olds with the opening of an alcohol-free café in Newquay, Cornwall this Summer.

The youth campaign has transformed the Fistral Blu Café, overlooking popular Fistral Beach, into the Got Your Back Café where young people will be able to order discounted food while having access to alcohol facts and information.

The Café has a photo booth, table football, DJ decks, TV and Wii games, as well as facilities encouraging young people to keep in touch with their friends and stay safe, including internet access and phone charging stations.

Newquay attracts around 6,000 16 to 17-year-olds each summer as groups of friends arrive to celebrate the end of exams. However, last year's celebrations were blighted by a series of accidents including the death of two students who fell from the cliffs, and one who suffered a broken neck.

Launched in conjunction with the Newquay Safe Partnership and spearheaded by the local council and police, Drinkaware's Got Your Back campaign aims to encourage friends to look out for each other, think about the risks of excessive drinking and provide advice to keep teens safe.

Chief executive Chris Sorek said: "There are identifiable links between alcohol use and unprotected sex, injury and accidents, but all too often this is the last thing on young people's minds when they're drinking. Working closely with the Newquay Safe Partnership and positioning ourselves directly in the town enables Drinkaware to tackle the issue of excessive alcohol consumption with young people directly."



New Oxegen iPhone app with drinking advice tops charts

Oxegen was the official iPhone App of the 2010 Oxegen Music Festival in Punchestown, Ireland. Ireland's largest music festival, spanning 3 days with some of the world's top music acts. The OXEGEN iPhone App was developed in partnership with drinkaware.ie and included safer drinking tips to keep festival goers festival fit all weekend. The App was released on Friday 2nd July and hit No.1 in the iTunes App chart.

Speaking at the launch of the iPhone App, drinkaware.ie Chief Executive Fionnuala Sheehan welcomed the partnership between drinkaware.ie and MCD in creating this new Oxegen iPhone App. "Drinkaware.ie first established itself in the festival space three years ago with the launch of the pocket sized 'Festival Survival Guide'. Having noticed the popularity of the guide at Oxegen last year we approached MCD about developing an interactive Festival Survival Guide

that would give people up-to-date information throughout the weekend. The App, which is the first festival App of its kind in Ireland has a number of exciting features that will enhance the festival experience for all those attending Oxegen".



Alcoholic drinks awarded temporary exemption from nutrition labelling

At a vote on food labelling that took place during the Parliamentary plenary session in Strasbourg on June 16th. MEPs voted to grant a temporary exemption from new labelling rules for alcoholic drinks, including wine. An overwhelming majority of MEPs (562) voted in favour of Renate Sommer's report that temporarily exempts alcoholic drinks from featuring nutritional statements and ingredients on their labels.

The European Parliament upheld the belief that it is essential for the European Commission to conduct a consumer impact study to determine what kind of information should feature on alcoholic drinks labelling to ensure that consumers are correctly informed.

Pernod Ricard uses Facebook in anti drink-driving campaigns

Pernod Ricard UK is using social networking sites to target 18 to 24-year-old drivers in the latest phase of its 'Accept Responsibility' campaign. It aims to help reduce drink driving amongst young adult consumers by using banner ads on sites such as Facebook and MSN Messenger at specific times when they are making social plans for the weekend or evening. The total online ad campaign will deliver around 11.4 million impressions and feature a click through option to the campaign's website. Previous phases of the campaign have addressed binge drinking and under-age drinking.

For more information, visit www.pernod-ricard.com/medias/CorporateResponsibility/Rapport

Pernod Ricard Singapore have also used Facebook to publicise their latest drink drive campaign aimed at young people. 'Stomp On Drink Driving!' The campaign was launched in June when students from NTU MJ Hip Hop club took to the streets and engaged in a flash mob dance highlighting the message of stopping drink driving at UOB Plaza, Mandarin Gallery and Clarke Quay.

The campaign literature includes details of the dance moves and the message 'Drink and Drive is so yesterday. Drink and Dance is in'.

The Facebook page can be found at www.facebook.com/pages/Stomp-On-Drink-Driving/130238783674785?ref=ts



4th European Alcohol Policy Conference : 'From capacity to action'



The Fourth European Alcohol Policy Conference was held on 21 and 22 June 2010 by Eurocare, the European Alcohol Policy Alliance. The aim of the Conference was to gather people from a broad range of sectors to exchange and communicate on alcohol-related issues and policies aiming at effectively preventing and reducing alcohol-related harm.

Ms Paola Testori-Coggi, Director General of DG SANCO, opened the conference by reminding key figures of alcohol-related harm within Europe arguing that the achievements done so far were not sufficient.

The following issues were covered

- Alcohol as a global health concern,
- Marketing of alcohol,
- Alcohol and health inequalities,
- Alcohol at the workplace,
- Societal cost of alcohol,
- Effective regulation of alcohol marketing in Europe.

Speakers present during the two day Conference included representatives from several Directorate General within the European Commission and representatives of national Ministers of Health.

For more information about the fourth European Alcohol Policy Conference, visit http://www.eurocare.org/press/previous_events/4th_european_alcohol_policy_conference_21_22_june_2010_brussels

Peer led alcohol education in Germany

In Germany, the Federal Centre of Health Education is running a campaign called 'Na toll!' (in sarcastic English: 'O great!') to inform young people aged 12 to 18 about the health risks of heavy alcohol consumption, and to inform them how to drink alcohol responsibly.

Young and specially trained 'Peers' talk to other young people about alcohol and challenge them to think about their own alcohol use and consumption patterns.

Because alcohol plays an especially important role for young people in the holidays and in leisure time activities, the Peers attend holiday regions, for example at the North Sea or Baltic Sea, between middle of May to middle of October, and music festivals etc. The scheme is reinforced by the website 'Bist du stärker als Alkohol?' (Are you stronger than alcohol?). Throughout the summer, the peers expect to reach nearly 50,000 young people. Evaluation results show about 94% of young people view their discussions with peers as positive. 66% say they have learned something new about the health risks of alcohol.

"The peer-action is an important and effective prevention offer, which we young people directly on site with our awareness campaigns reach," says Prof. Dr. Elisabeth Pott, director of the Federal Centre for Health Education. "The direct address by our peers is very good for young people and their willingness to share with them is great."

For more information, visit <http://www.bist-du-staerker-als-alkohol.de>



Éduc'alcool and the Lifesaving Society join in a summer campaign: half a million cards to make people smile – and think about alcohol abuse

Éduc'alcool is using humour to discourage alcohol misuse amongst Quebecers over the summer.

A series of three free postcards, produced in cooperation with the Lifesaving Society, illustrates how drinking too much can lead to situations that are embarrassing.

Te souviens-tu à qui t'as demandé de te mettre de la crème solaire ? (Remember whom you asked to put sunscreen on your back?) Te souviens-tu à qui t'as promis d'aller en pédalo ? (Remember whom you promised to go pedal-boating with?) Te souviens-tu qui t'as traitée de baleine ? (Remember whom you called a whale?) Each card shows a caricature of the kind of person you wish you'd never met.

The cards are distributed from restaurants, cafés, bars, social and cultural organisations, shops, bookstores, video stores and at all SAQ outlets across Quebec.

The point of the campaign is to remind all Quebecers that even in summer, moderation is always in good taste.

For more information, visit www.educalcool.qc.ca



July 4th holiday - Century Council reminds Americans not to drive drunk

The Century Council distributed an interactive online campaign on its own website and through social networking sites in an effort to discourage Americans from driving drunk during the Fourth of July holiday.

There were 491 people killed in traffic crashes over the Fourth of July holiday weekend in 2008, including 212 drunk driving fatalities. 64% of alcohol involved fatalities involve a driver with a BAC of .15 or higher.

At the campaign launch Susan Molinari, Chairman of The Century Council encouraged Americans *“to join The Century Council’s efforts to fight drunk driving, to watch our holiday ‘e-card’ and send it along to your friends, encouraging them to do the same.”*

The online campaign informed visitors of the number of alcohol-involved traffic fatalities that typically occur over the July 4th holiday weekend. A microsite highlighted traditions of the 4th of July weekend ranging from drunk driving crashes to fireworks to

blueberry pies to baseball games. While highlighting the ways Americans celebrate their freedoms, the e-card informed the user about how the tradition relates to drunk driving.

The intention of the online campaign is to not only remind individuals not to drive drunk but to motivate individuals to raise awareness by forwarding the e-card to friends through social networking sites.

To learn more, visit www.centurycouncil.org



New measures to be introduced for convicted drink-drivers in New York

Drivers in New York who are convicted of being over the limit could have their car fitted with a breathalyser. New legislation will require approximately 4,000 offenders to have small boxes wired to their car with nozzles to blow into. Some will also have a camera installed. While they are driving, the drivers will have to pass further checks. Blowing more than 0.025 per

cent blood-alcohol content, less than a third of the legal limit, causes a noise to blast out that increases in volume until it's intolerable ensuring that the driver has to pull over and stop the car. Even spouses will have to submit to the tests to ensure that offenders do not circumvent the law which comes into effect in August.

NZ law may make it illegal for adults to supply alcohol to under 18s without parent's permission

In New Zealand, Justice Minister Simon Power is considering making it unlawful for adults to give alcohol to young people without their parents' consent. At present, under-18s can be given liquor without consent if they are in private homes or at private functions.

Parental consent is one of many recommendations in the Law Commission's comprehensive review of liquor laws, but it said consent should be written or oral. It recommended a maximum fine of \$5000 for infringements, but said a parent should not be liable when the minor acted against their instructions. The commission's recommendations would effectively also forbid the sale or supply of liquor to anyone aged under 20 at an event such as an after-ball. It wants ticketed and fee-paying functions reclassified as public events rather than private, and the purchasing age for alcohol returned to 20.

Some Australian states already have such restrictions: In Queensland law states parental consent is required before alcohol can be supplied to someone under 18 years of age and in NSW, it is illegal for adults to give liquor to children under 18 who are not their own. Those who do face big fines.

New rulings on water and alcohol in Victoria

Pubs, bars and clubs in Victoria will soon be required to provide free drinking water to customers under new laws. The laws will also make it compulsory for licensed venue staff to be trained in responsible service of alcohol.

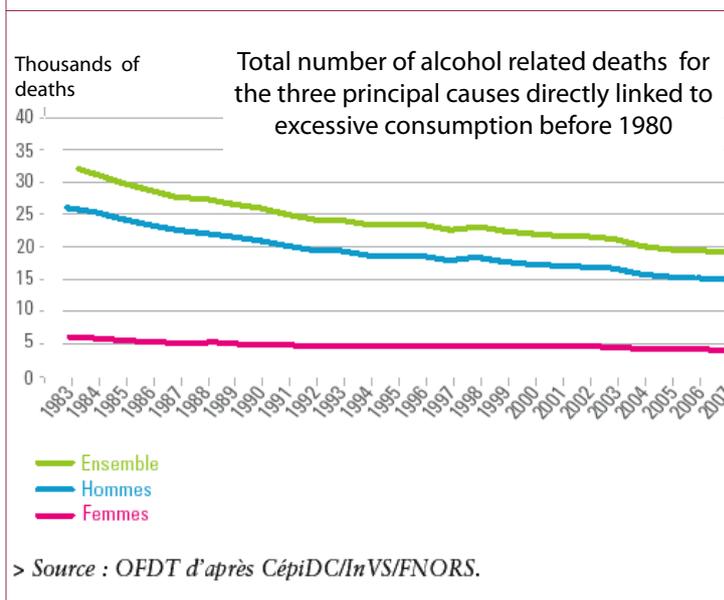
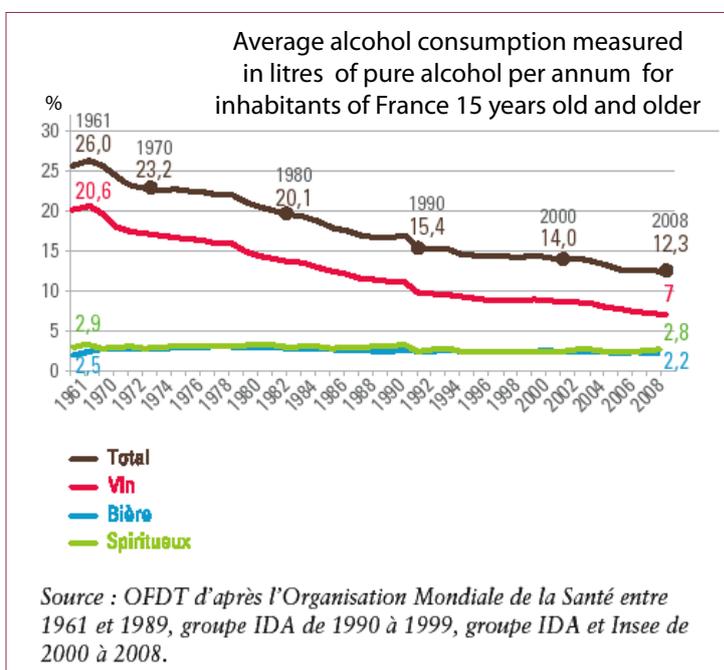
Adam Jaffrey, spokesman for the youth anti-violence group Step Back Think, welcomed the free water rule in pubs but questioned the timing of the move. "It makes for a more enjoyable, safer and more friendly night for everybody," Mr Jaffrey said, "but we brought it to the government's attention in November last year."

The legislation which exempts from licensing rules small businesses who supply alcohol as an 'incidental part of their operations' will be extended to other small businesses. "So hairdressers will be able to offer complimentary glasses of champagne to clients and butchers can sell bottles of wine to take away with food purchases".

IREB Handbook published

The IREB handbook aims to bring together the main recent data available on alcohol, mostly in France. This the second edition of the Handbook, includes whenever possible data that has been updated since 2008. The report includes information relating to levels and patterns of alcohol consumption, comparing France with other European countries, and specific sections on Young People, Alcohol related road accidents and on Alcohol related deaths and social behaviours surrounding alcohol.

The report is available from www.ireb.com/sites/default/files/memento/Memento%202010_0.pdf



Alcohol as evil - temperance and policy

An article by Stanton Peele, 'Alcohol as evil – Temperance and policy' is published in the current edition of *Addiction Research and Theory*. In the abstract, Peele states 'Beverage alcohol has developed indelibly different footprints in different cultures. Research shows, indeed, that how a culture views and appreciates alcohol impacts people's very likelihood of being addicted to it. In this context, the US and other Protestant English-speaking nations, and particularly Nordic ones, are characterised by intense binge drinking – amidst overall low consumption – leading to both social and health problems (including higher levels of alcohol-related mortality). At the same time, these are the very nations that propose alcohol control policies worldwide, which they support with

advanced epidemiologic research. Ironically, this same research has shown how peculiar Temperance cultures' drinking patterns are, particularly in contrast with those in Southern Europe. Yet superior-drinking cultures are ignored – even belittled – in formulating governmental alcohol policies. This paradox is explored and laid at the feet of ingrained anti-alcohol feelings that pervade Temperance cultures. One resulting subplot is the effort by leading Temperance journals and researchers to discourage alcohol producers and sellers from having any role in policy, and to punish and to ban researchers and social scientists in any way associated with producers and sellers.'

Source: Alcohol as evil - temperance and policy. Peele S. *Addiction Research and Theory*, Vol 18, No 4, Pages 374-382

Teen girls more likely to use alcohol to cope

Teenage girls may be more likely to use alcohol and drugs to help them emotionally cope, suggests a survey by the Partnership for a Drug-free America. The 2009 survey of 3,300 high school students found 53% of teenage girls find that alcohol and drugs "help you forget your troubles," up 5% from 2008. Stress has been identified as a key factor in leading girls to alcohol, drug and tobacco use.

Alcohol use among girls increased 11% from 2008, but there was no significant rise in alcohol use among boys in the same study. However, while 59% of girls drink alcohol compared to 52% of boys in the survey, boys remain more likely to consume illegal drugs than girls.

"Parents of teen girls have to be especially attentive to their daughters' moods and mental health needs, which can have a direct effect on their child's decision to risk her health by getting high and drinking," said Partnership President and CEO Steve Pasierb.

"Parents can help prevent alcohol and drug abuse by recognising and addressing their daughters' worries and stresses, by supporting her positive decisions and by taking immediate action if they suspect or know she has been experimenting with drugs and alcohol."

	Girls	Boys
% Agree strongly/somewhat		
Kids use drugs to deal with the pressures and stress of school	81*	75
Kids use drugs to help them feel better about themselves	74*	68
Drugs help kids deal with problems at home	68*	60
Drugs help you lose weight	51*	46
Drug users feel adventurous	52	58*
Drugs help you relax socially	45	52*
Parties are more fun with drugs	32	41*

Puberty and sleep regulation can influence alcohol use during early adolescence

A new study of associations among pubertal development, sleep preferences and problems, and alcohol use in early adolescence has found that puberty is related to sleep problems and later bedtimes, which were in turn associated with alcohol use.

Sara Pieters, a doctoral student in neuropsychology at the University Nijmegen and her colleagues used data collected from a larger study of 725 children in grades one through six in five participating Dutch schools. Questionnaire data from 431 adolescents (236 girls, 195 boys) aged 11 to 14 years of age were analysed.

“Our results indicated that puberty was related to sleep problems and more evening-type tendencies such as favoring later bedtimes, which in turn were positively related to early adolescent alcohol use,” said Pieters. “Underlying psychopathology, gender, and educational level did not change these relationships, meaning that these factors are not the explanatory mechanism behind this relation. From this study, it can be concluded that both puberty and sleep regulation are important factors in explaining alcohol use in early adolescence.”

Colleague Carmen Van Der Zwaluw stated “[The finding that] puberty was related to alcohol use, via sleep problems and delayed circadian preference,” “means that: [one,] early-maturing adolescents, in terms of puberty, tend to have more ‘owl-like’ tendencies such as favoring later bedtimes, and experience more sleep problems; [and two,] adolescents who have more owl-like tendencies and who experience more sleep problems also report higher levels of alcohol consumption.”

Pieters concludes “This study has shown that puberty-dependent sleep regulation is an important aspect of explaining alcohol use in early adolescence... Our advice to clinicians would be to better screen for sleep problems when adolescents seem to have other psychosocial or behavioural problems. To parents it is recommended that they monitor their offspring’s sleep, keeping in mind that sleep has an effect on so many other health domains, including risky behaviours such as alcohol consumption.”

Results will be published in the September 2010 issue of *Alcoholism: Clinical & Experimental Research* and are currently available at [Early View](#).

TIRF releases alcohol interlock study

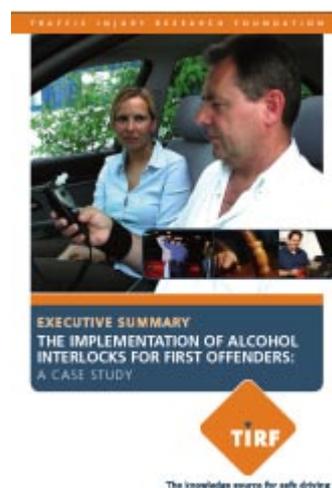
Traffic Injury Research Association have published ‘The Implementation of Alcohol Interlocks for First Offenders: A Case Study’. This case study focuses on jurisdictions that have used alcohol interlocks to combat drunk driving. The case study aimed to gain insight into how legislation is translated into operational practices, and to provide guidance to other jurisdictions using the knowledge that has been gained to inform decision-making.

The executive summary states that ‘Many jurisdictions are currently considering alcohol interlock programmes for first offenders. There is a wealth of information that is relevant to this decision-making process and much can be learned from jurisdictions that have already implemented a programme.’

This case study is designed to assist jurisdictions in understanding the issues that are relevant to the decision-making process. It also illustrates

the importance of translating legislation and policy into meaningful practices and procedures at an operational level to ensure full programme participation. It contains a descriptive summary of the scope and breadth of activity in Illinois associated with implementing a first offender interlock programme. It also compares the experience in Illinois with the experiences in four other jurisdictions representing a diversity of alcohol interlock programmes. These states include Colorado, Nebraska, New York and Washington.’

Visit www.tirf.ca for the full report.



US drinking trends

The latest Gallup poll on US alcohol consumption found that 67% of US adults drink some alcohol. Beer remains the favourite beverage among drinkers, followed by wine and then spirits.

Despite some yearly fluctuations, the percentage of Americans who say they drink alcohol has been remarkably stable over Gallup's 71 years of tracking it.

A majority of Americans in most demographic subgroups of the population drink, though in some groups drinking is more prevalent than in others. One of the most significant predictors of alcohol consumption is church attendance. Those who seldom or never attend church are substantially more likely than more frequent church attenders to say they drink; and those who have no religious identity, Catholics, and non-Christians are more likely to drink than Protestants.

The poll found that 59% of older Americans drink alcohol, substantially lower than the percentages among those who are younger. Additionally, those with the lowest education levels and lowest incomes are less likely to drink than others.

Beer remains the preferred beverage of choice among Americans who drink alcohol. Beer's popularity has slipped slightly over the years. In 1992 and 1994, 47% of drinkers named it as their preferred drink, compared with 41% this year.

Beverage preferences vary widely across demographic groups, with beer most preferred among men, younger drinkers, and those in the Midwest. Wine ranks as the preferred beverage among women and older Americans. Men under 50 are among those who most strongly prefer beer. Older women are

the biggest fans of wine, while roughly equal numbers of women under 50 choose wine and beer.

Drinkers aged 18 to 34, are very likely to choose beer as their preferred beverage, and among whom wine is slightly behind even liquor. Drinkers 55 and older clearly choose wine as their preferred beverage.

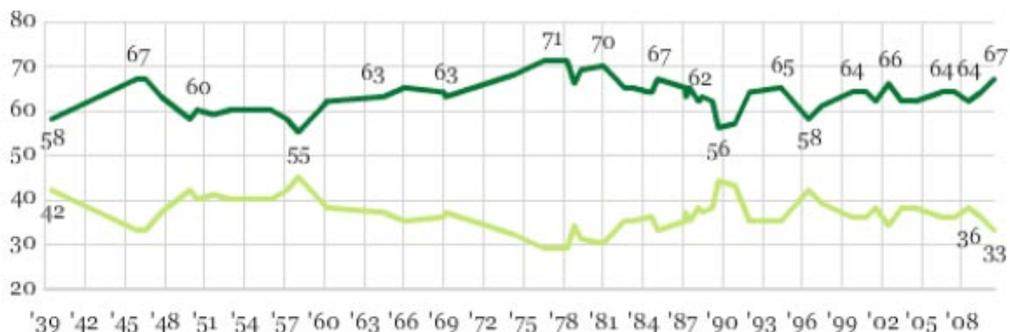
Although beer is the top choice in all four major regions of the country, residents on the two coasts are somewhat more likely to prefer wine than are those living elsewhere. Beer remains most popular in the Midwest.

For more information, visit www.gallup.com/poll/141656/drinking-rate-edges-slightly-year-high.aspx

Do you have occasion to use alcoholic beverages such as liquor, wine, or beer, or are you a total abstainer?

	% Yes, drink	% No, total abstainer
18 to 34	72	27
35 to 54	72	28
55 and older	59	41
Postgraduate education	74	26
College graduate	79	21
Some college	70	29
High school or less	58	42
Attend church weekly	54	46
Attend church almost every week or monthly	64	35
Attend church seldom or never	75	25
\$75,000+	81	19
\$50,000 to \$74,999	78	22
\$30,000 to \$49,999	66	33
\$20,000 to \$29,999	51	48
Less than \$20,000	46	54
Protestant/Other non-Catholic Christian	61	39
Catholic	78	22
Non-Christian religion	80	20
No religious identity/Atheist/Agnostic	80	20

July 8-11, 2010



Do you have occasion to use alcoholic beverages such as liquor, wine, or beer, or are you a total abstainer?

■ % Yes, drink ■ % No, total abstainer

How parenting style may influence teen alcohol consumption

A study published in the *Journal of Studies on Alcohol and Drugs* suggests that parents' attitudes and actions can play a significant role in how much or how often teens drink.

Researchers from Brigham Young University surveyed nearly 5,000 teens about their drinking habits and relationship with their parents. They found:

- The teens least prone to heavy drinking had parents who scored high on both accountability and warmth.
- So-called "indulgent" parents, those low on accountability and high on warmth, nearly tripled the risk of their teen participating in heavy drinking.
- "Strict" parents—high on accountability and low on warmth—more than doubled their teen's risk of heavy drinking.

Researchers defined "strict" parents as those who closely monitored their teen's whereabouts and

social contacts. They measured "warmth" by asking teens how close they felt to their parents, whether they enjoyed spending time with them and if they shared their thoughts and feelings. John Hoffmann, PhD, commented "We suspect ... teens who feel close to their parents and realise that their parents know what they are doing when away from home are less likely to risk a good relationship with parents by drinking heavily. We also found that teens with these types of parents are less likely to have friends who use alcohol, so parenting style can also lessen the likelihood of heavy alcohol use by influencing the choice of friends. We think that teens with these parents are also less likely to choose friends who their parents would disapprove of".

Source: Parenting Style, Religiosity, Peers, and Adolescent Heavy Drinking. Bahr, S.J., et al. *Journal of Studies on Alcohol and Drugs*. July 2010.

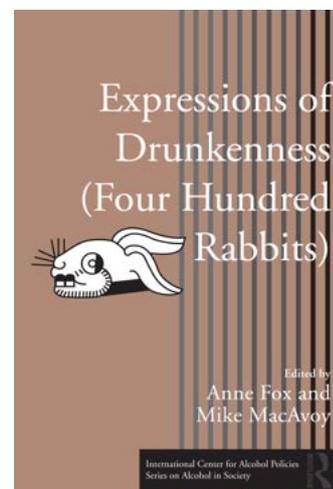
'Expressions of Drunkenness' published by ICAP

The International Center for Alcohol Policies and DrinkWise Australia collaborated to produce *Expressions of Drunkenness (Four Hundred Rabbits)*. The objective of the book is to advance current understanding of the individual and collective meanings, purposes, and functions of drunkenness. As the authors explain, interpretations by different disciplines of the terms "intoxication" and "drunkenness" are often inconsistent. The book addresses intoxication and drunkenness from three perspectives: biological, cultural, and social. By placing intoxication and drunkenness into these contexts, the book is able to offer language and conceptual tools to help further the ongoing discussion on how best to reduce alcohol-related harm and encourage responsible enjoyment of beverage alcohol.

The goal of *Expressions of Drunkenness (Four Hundred Rabbits)* is to contribute to ongoing scholarly discussion on the very serious topic of drunkenness. The phrase "four hundred rabbits" is one of many illustrations of the deep cultural, religious, and social influences on how individuals and communities view alcohol intoxication: The Aztecs believed alcohol to

have a divine origin, with a god and a goddess giving birth to 400 (meaning "innumerable" in ancient Aztec) divine children or "rabbit gods," each representing a varying degree and expression of alcohol intoxication and drunkenness. Hence the book's subtitle, which at first glance might seem light-hearted but in fact represents an in-depth look at a weighty topic.

The book is available to order from www.ICAP.org



AIM – Alcohol in Moderation was founded in 1991 as an independent not for profit organisation whose role is to communicate “The Responsible Drinking Message” and to summarise and log relevant research, legislation, policy and campaigns regarding alcohol, health, social and policy issues.

AIM Mission Statement

- To work internationally to disseminate accurate social, scientific and medical research concerning responsible and moderate drinking
- To strive to ensure that alcohol is consumed responsibly and in moderation
- To encourage informed and balanced debate on alcohol, health and social issues
- To communicate and publicise relevant medical and scientific research in a clear and concise format, contributed to by AIM's Council of 20 Professors and Specialists
- To publish information via www.alcoholinmoderation.com on moderate drinking and health, social and policy issues – comprehensively indexed and fully searchable without charge
- To educate consumers on responsible drinking and related health issues via www.drinkingandyou.com and publications, based on national government guidelines enabling consumers to make informed choices regarding drinking
- To inform and educate those working in the beverage alcohol industry regarding the responsible production, marketing, sale and promotion of alcohol
- To distribute AIM Digest Online without charge to policy makers, legislators and researchers involved in alcohol issues
- To direct enquiries towards full, peer reviewed or referenced sources of information and statistics where possible
- To work with organisations, charities, companies and associations to create programmes, materials and policies built around the responsible consumption of alcohol

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