

Univerza v Ljubljani  
Fakulteta za družbene vede



# How can public and private sector work together locally to change young people's drinking behaviour

Doc. dr. Tanja Kamin

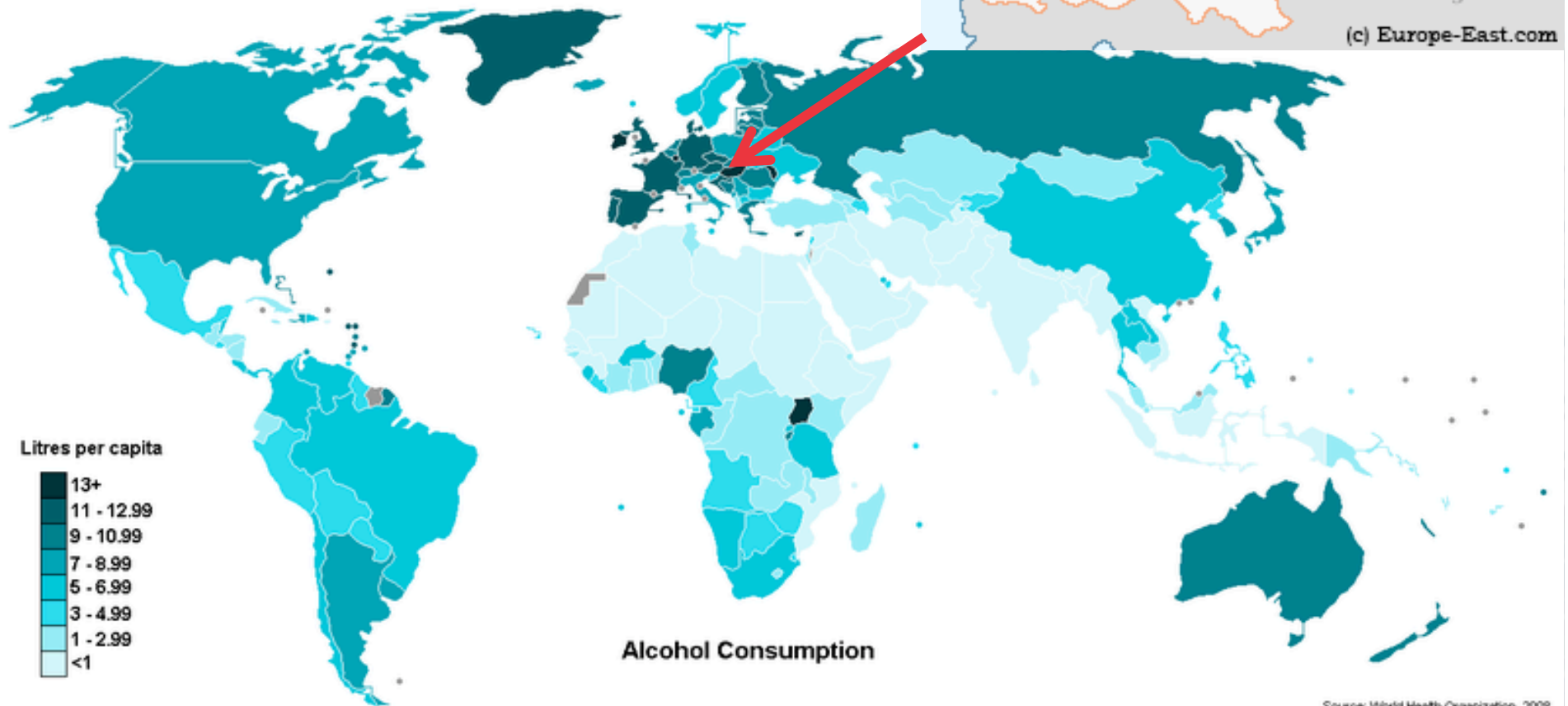
Behaviour Change and Corporate Responsibility Conference,  
London, 28<sup>th</sup> March 2012

Fakulteta za družbene vede 50 let znanosti o družbi.



Alcohol consumption among adults (age 15+) in  
liters per capita (WHO, 2005)

SLO: 12,19 - 15,19





Alcohol  
related harm

- 3 - 4 % of all deaths
- 1.3 % of all hospitalisations
- 70 % moderate drinkers
- 5 % total abstinence from alcohol
- 13 – 20 % daily risky drinkers
- 11 % addiction syndrome

Sources: IVZ RS; Kovše, Tomšič, Mihevc Ponikvar, Nadrag, 2012; Hovnik Keršman, Čebašek-Travnik in Trdič, 2000; Toš in dr., 1999; Zaletel Kragelj, Čebašek-Travnik in Hovnik Keršman, 2004;

# ALCOHOL POLICIES ...

Alcohol consumption is regulated in Slovenia.

- 7 laws include alcohol consumption related measures aimed at minimizing the health and social harms from alcohol consumption.
  - Advertising of alcohol beverages was totally banned by 2002; now allowed for beverages that consist of less than 15 % of alcohol, and even for those under strict limitations + advertising self regulation
    - (other types of marketing communications!)



# ... AND INTERVENTIONS

- Taxes and prices
- Marketing communications
- Availability
- Drinking and driving
- Raising awareness

275 representatives from various organizations (politicians, experts, NGO)

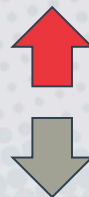
25 prevention/promotion programs (19 aimed at young people)

**BUT**

Source: [www.infomosa.si](http://www.infomosa.si)

## Young people

- 39 % never drink alcohol
- 12 % regular drinkers (at least once a week)
  - 26 % - 15 - year old
  - 7 % - 13 - year old
  - 2 % - 11 - year old
- 17,5 % binge drinking (at least twice a week)
  - 40,7 % - 15 years old
- Trends:
  - regular weekly drinking (2002 -2010) (particular on increase among girls)
  - regular weekly drinking (2002 -2010) among 13 - year old




Sources: Jeriček Klanšček et al (2011). HBSC Slovenija 2010—Neenakosti v zdravju in z zdravjem povezanih vedenjih slovenskih mladostnikov.; Stergar, Pucelj in Scagnetti (2003). ESPAD, 3Boben Bardutzky et al, 2009, 2010., Hibell et al, 2009



# Young people and alcohol consumption in Ljubljana

P: 280,140

YP: 28,000

- % of 15 - year old drunk in the last 12 months: higher in Ljubljana than in Slovenia, Slovenia higher than EU average
-  frequent drinking, binge drinking, drinking among girls
- Social economic inequalities
- Change in drinking environment (less in bars, more outside, in parks etc.)

Source: Jerman 2007.

# Highly regulated environment + increase in awareness raising programs



Regulation  
(alcohol is –

Focus on physical (lack of control ...), chemical addiction)

Enforcement?

**Alcohol consumption among young people**

Alcohol industry,  
Entertainment industry,  
Creative industry  
Focus on social behaviour  
(desirable lifestyle images;  
alcohol is +)





# Motives for drinking are mostly social

- High esteem
- Relaxation
- To be cool
- Forget about everyday troubles
- Feeling of social importance
- To fit in
- Experimenting with physical sensations

Various programs address these issues

- Available

Law = extensive coverage);  
awareness programs = 0

# Availability

## Restrictions - on-premise

- Health inspectorate of the Republic of Slovenia



Inspections



Violations

2006: 3568/ 91

2011: 6341/ 28

## Restrictions - off-premise

- Market inspectorate  
Ministry of economic development and technology
- 28<sup>th</sup> August – 30<sup>th</sup> August 2008:  
143 retailers / 4 violations

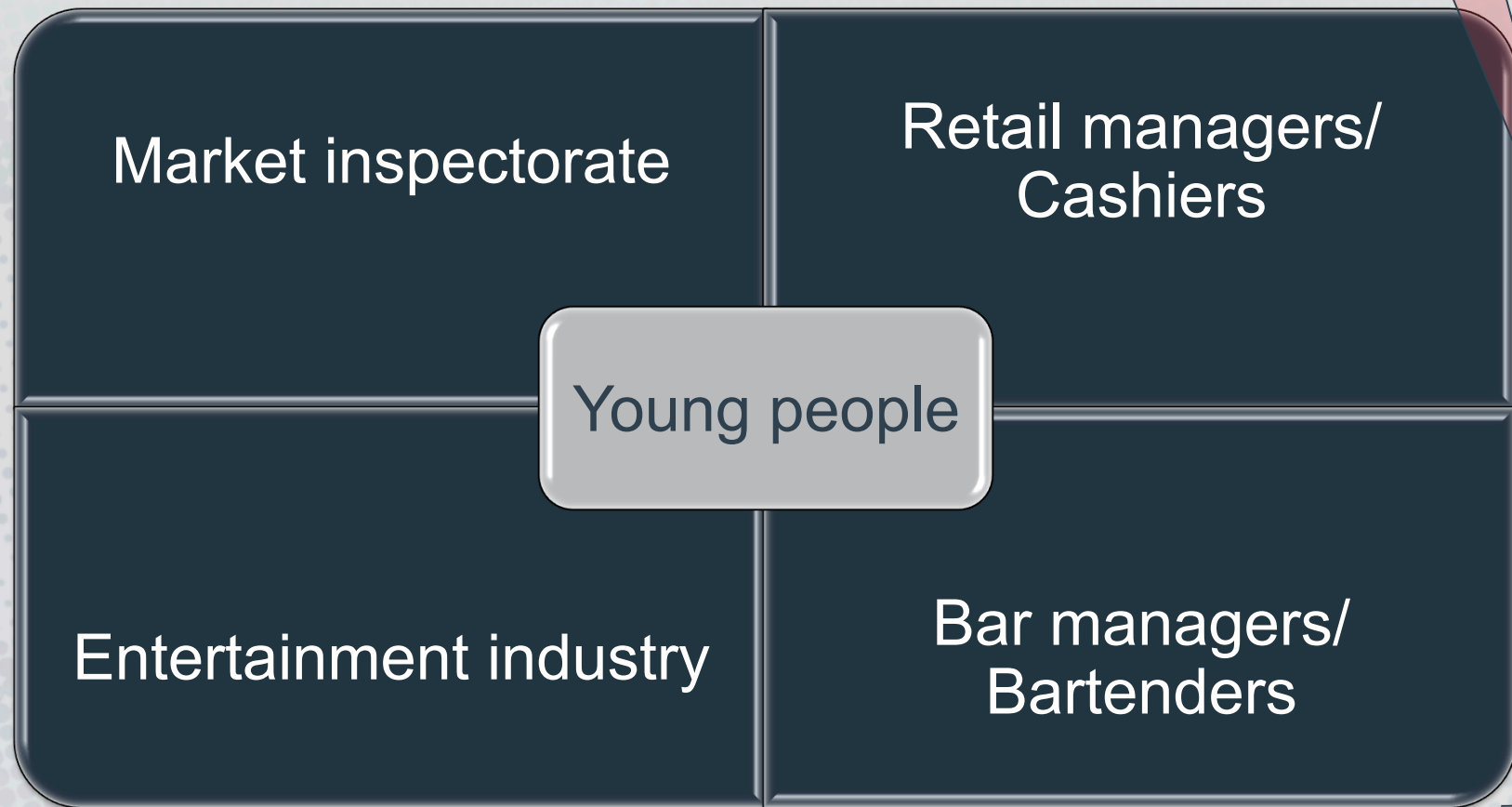


Source: [http://www.ti.gov.si/si/storitve/s\\_cim\\_se\\_ukvarjamo/arhiv\\_porocil/2008\\_09\\_11\\_alkohol\\_in\\_tobak\\_prodaja/](http://www.ti.gov.si/si/storitve/s_cim_se_ukvarjamo/arhiv_porocil/2008_09_11_alkohol_in_tobak_prodaja/)



# AVAILABILITY: Whose behaviour needs to change?

1<sup>st</sup> stage



# Issues related to availability: research

## Step no. 1

### Mystery shopping

- Cooperation with Noexcuse youth organization
- Sample: 18 selected shops in Ljubljana (vicinity of schools)
- 36 trials / 33 violations

## Step no. 2 Interviews with bartenders and cashiers

### Barriers to respecting the law:

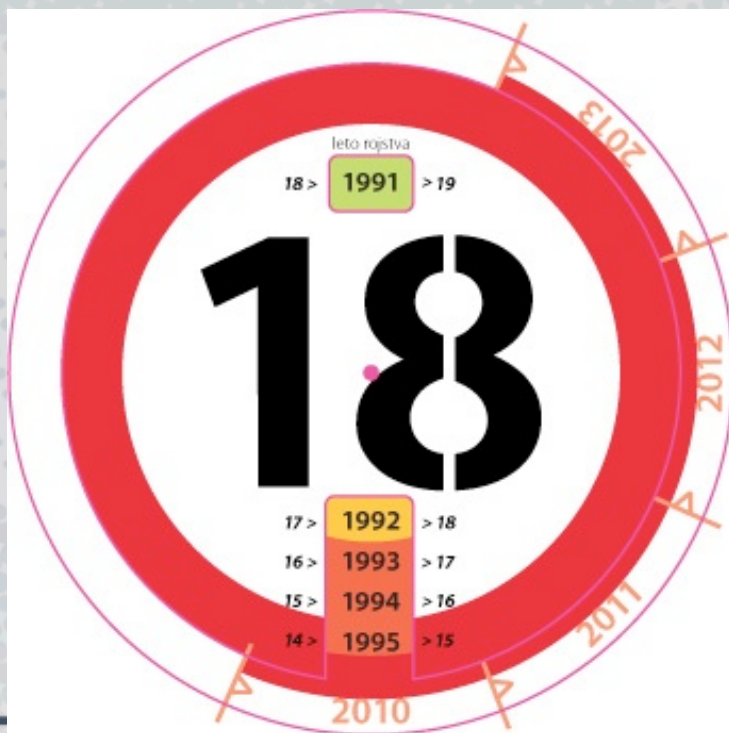
- Difficulties with calculating age from the ID
- Social pressure (acceptance of alcohol consumption)
- Fear of violent reactions
- Discomfort of being perceived as a nagger
- Denial / Everybody is breaking the law



# 18 je zakon

(pilot project; supported by the City of Ljubljana)

**Motivate cashiers and bartenders to respect the law**



**Normalization of restricted availability of alcohol**

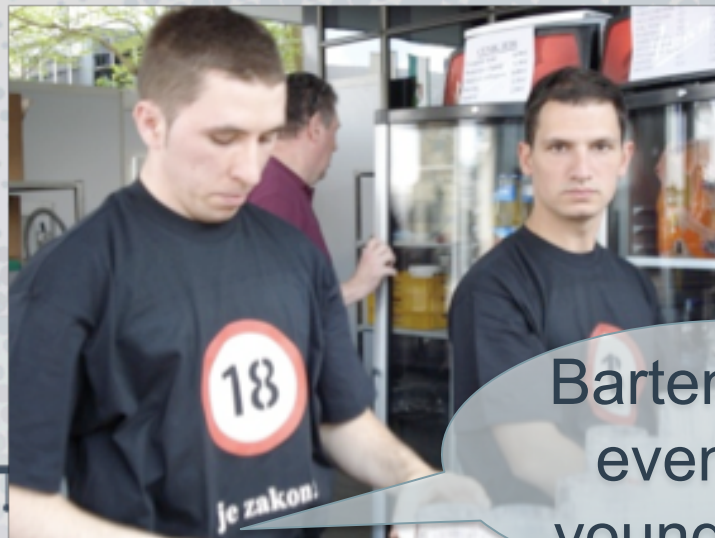


# Building partnerships

+ 24 shops  
+ 9 bars



Displays in  
shop window/  
showcase/  
stands



Bartenders at  
events for  
young people





# “The law” is giving away candies: wrapping – announcement of Article 8 (ZOPA)

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!

Po 8. členu Zakona o omejevanju porabe alkohola sme prodajalec od vsake osebe, za katero domneva, da ni polnoletna, zahtevati, da izkaže svojo starost z osebnim dokumentom.

18 je zakon!



Stanze PMS 3945 C black



## A year of interventions, then ...

- 1<sup>st</sup> repetition of Mystery shopping in shops (36 : 33 yes / 3 no)
- Observation on stands
- Sharing results with shop managers
- Talking to cashiers and bartenders about their experience with the project (research/education)
- Providing information and material support (signs, age calculators, candies – kind gesture for young customers who are denied the purchase of alcohol)





The background image is a faded, semi-transparent photograph of a crowded outdoor event. In the foreground, a person is seen from behind, wearing a red and white costume that resembles a character from a popular culture franchise, possibly a Star Wars character. They are wearing a red helmet with a white visor and a red and white suit. The crowd consists of many people of various ages, some looking towards the camera and others looking away. The setting appears to be a public square or a street with a building in the background.

## ... and now

- 2<sup>nd</sup> repetition of Mystery shopping
- Sharing results with the Ministry of Health
- Sharing results with the Market inspectorate
- Phase 2 is taking off: deconstructing the role of alcohol in society in cooperation with youth organizations (aimed at young people and adults who are in different ways promoting the culture of alcohol consumption)

Photo: [www.delo.si](http://www.delo.si)

Whose behaviour needs to change first? Partnership (contrasting interests)?

**We are committed to making profit from a family of highly addictive and unhealthy products.**

<http://www.memefest.org/2005/works/1174-0c7da8016/flyer2.jpg>



**TANJA.KAMIN@FDV.UNI-LJ.SI**

50 let znanosti o družbi.