



Alcohol Advertising and Aquatic Environments: Building Evidence for Change

DECEMBER 2023 UPDATE

The end of the year is almost here and the Alcohol Project Team (APT) together with our Young People Advisory Group (YPAG) have been busy over the past three months progressing phases one through four of the Healthway Exploratory Grant funded WAVE (**W**ater **A**lcohol **a**d**V**ertising **E**vidence) project. It has been a rewarding time as we start to analyse data, disseminate findings and move forward to phases five and six of the project. We have enjoyed our conversations with a great deal of support from the Research Collaborative, and School of Population Health students and volunteers.

Here is an update on activities completed and in the pipeline.

This issue's editor: Nicola D'Orazio

The Young People Advisory Group (YPAG)

Justine and Renee met the five members of the YPAG (Young People Advisory Group) online in October in a 'Getting to Know You' session and then had our first face-to-face workshop on November 15. The YPAG has five fantastic members with a diverse skill set including a dance teacher, a chef, a local band member, work experience in mental health, child research, the swimming industry and arts and culture, they are aged between 20 and 25 years and have studied at Curtin and UWA.

We had great discussions about venues for the intercept survey, and what sort of incentives to offer young people (Uber gift card was no. 1) which had not come up before, so that was a great tip. We 'road tested' the intercept survey with the YPAG who are exactly the target group and they had some good

suggestions for refinement. We will head out in January to collect the intercept data.

Progress to Date

Community-Engaged Project Governance

Justine and Renee also met with the Research Collaborative (RC) in November (representatives from Alcohol and Drug Foundation, Cancer Council of WA, Department of Health and Western Australian Community Action & Advocacy Network) and we updated our community stakeholders on the progress of the project. We also had the chance to workshop the intercept survey and we are very grateful to Eleanor, Theresa and Chanelle who had some very helpful feedback that we have incorporated into the intercept survey.

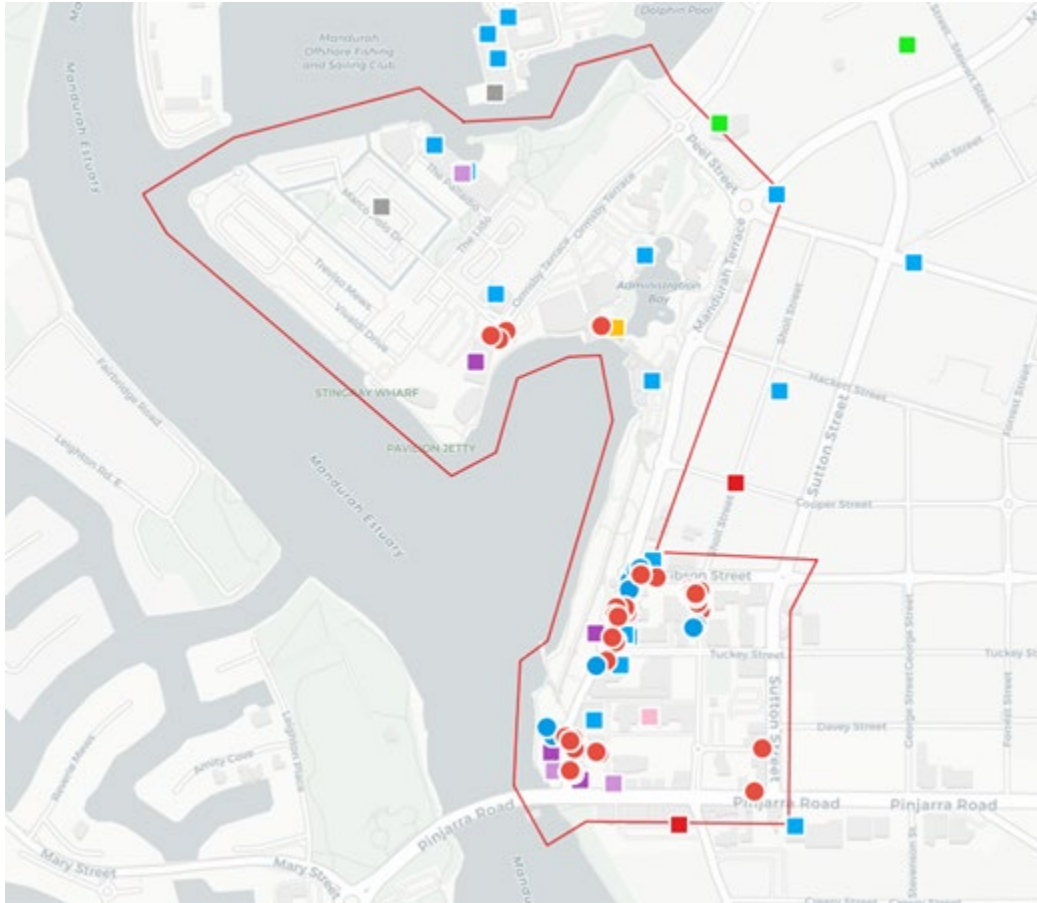
Scoping Review

The article is under review in the journal *Drug and Alcohol Review*. We will keep you updated. Here is the poster summarising the review presented at the World Conference on Drowning Prevention recently held here in Perth, featuring Renee and Gemma.



Mapping, Geospatial Analysis and Environmental Audit

Late last year, five coastal precincts were defined and navigation maps were created using a mapping tool known as ArcGIS. This allowed Paula to overlay a geocoded list of licensed premises for WA, and she has now coded the alcohol outlet data for the five precincts. Paula created the maps and we have used them to demonstrate the relationships between the placement and quantity of alcohol advertising (see red dots on map below) - alcohol outlets (all squares) and our waterways. We presented the findings at the World Conference on Drowning Prevention in a presentation titled: *“Alcohol advertising around waterways: a pilot project to capture adverts on the beach”*. We have commenced writing a paper which will also inform our co-design workshops in 2024. Watch this space.



Content Analysis

We have completed the coding phase of the social media content analysis, thanks to Research Assistant Brooklyn and Curtin volunteer Georgia. Renee, Justine, Gemma and Jonine are now working on preparing a manuscript and will use these results to form part of the content presented at the co-design workshop for the RC and YPAG in 2024.

Intercept Survey

The intercept survey is in the final stages of face validity testing and we will collect data during summer events e.g. beachside sunset markets. We will explore a range of items towards alcohol advertising and participation in activities and how young people make sense of their exposure to alcohol advertising. We are very thankful to the RC and YPAG for their very valuable and considered input. Watch this space as we analyse the findings and include you in the next step - the co-design workshops in 2024.

Project Translation Activities

Dissemination

Justine and Gemma wrote an Editorial for the *Health Promotion Journal of Australia* together with our colleagues Justin Scarr (RLSS) and Dr David Meddings (WHO) and highlighted the commercial determinants of health as an area for future consideration for drowning prevention research, practice and policy. Click [here](#) to read.

Justine and Gemma also curated a **Virtual Issue: Drowning Prevention: Health Promotion evidence and action** for the *Health Promotion Journal of Australia* with 14 articles that highlight evidence and actions published over the last two decades. The papers reflect a complex set of factors and settings, programs and policies that shape the conditions which can prevent drowning and make the aquatic environments in which we live, work and recreate safer. We hope you enjoy these, click [here](#) to read them.

Capacity Building on the CDoH

In November, Gemma was invited to attend a NGO roundtable in Canberra. The event, hosted by Professor Sharon Friel and Dr Belinda Townsend at ANU, provided the opportunity for dialogue between leading public health NGOs working across health promotion and prevention on advocacy tactics to tackle the commercial determinants of health. Below is a photo of Gemma with Prof Friel and Caterina Giorgi (CEO, FARE).



The DEEP team was also pleased to be invited to be part of the Research and Policy Pre-Conference Workshop in Fremantle in December. Over 70 delegates participated in a “Choose your own Health Promotion Adventure” which provided a taster of the depth and breadth of contemporary health promotion action including the commercial determinants of health (CDoH).

Upcoming Events

[Prevention 2024](#)

The Preventive Health Conference 2024, hosted by the Public Health Association of Australia (PHAA), is to be held in Darwin, Australia from 30 April to 2 May, 2024. Click the above link for more info.

[IUHPE European Conference](#)

The 12th IUHPE European Conference on Health Promotion is to be held in Lodz, Poland from June 17-18, 2024. More information to follow.

[Safety 2024](#)

The 15th World Conference on Injury Prevention and Safety Promotion is to be held in Delhi, India from September 2-4, 2024. [Abstracts due](#) 10 January 2024.

Contact Us

Please reach out to me via phone or email to chat or explore any of the topics or content in our e-news.

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