



Alcohol Advertising and Aquatic Environments: Building Evidence for Change

SEPTEMBER 2023 UPDATE

Spring is here and the Alcohol Project Team (APT) has been busy over the past 6 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 productive time and we are moving forward with a great team of collaborative researchers, support from the Research Collaborative, 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

Healthway August Newsletter

The WAVE project was featured in the Healthway August Newsletter with our GIS data collection team out and about. Check it out [here](#).

Recruitment for the Young People Advisory Group (YPAG)

We are looking for enthusiastic young people to join our YPAG and share their thoughts about alcohol advertising and its promotion around WA waterways.

Final year Curtin Health Promotion student Georgia Williams has spent 100 hours on placement with the WAVE team as we establish the YPAG (Young People Advisory Group). Georgia says, *"I am looking forward to facilitating the*



YPAG to hear young people’s thoughts on alcohol advertising and promotion around WA beaches, rivers, and pools.”

An Expression of Interest (EOI) is now on the WAVE project website - please take a [look](#). We are aiming to recruit 5 young people to work alongside the Research Collaborative (RC). So far we have had several EOIs from young people which is great to see.

Progress to Date

Community-Engaged Project Governance

Justine, Gemma, Renee and Jonine met with the Research Collaborative (RC) in June (representatives from Injury Matters, Cancer Council of WA, Department of Health and Royal Life Saving Society WA [RLSSWA]) and updated our community stakeholders on the progress of the project. We are also grateful to Injury Matters, LDAG Inc. and RLSSWA who have been promoting the recruitment flyer for our YPAG.

Scoping Review

Building APT Capacity

Renee and Justine attended an online workshop organised by The Australian Prevention Partnership Centre on co-design which will be helpful as we bring together the evidence with our RC and YPAG in 2024. Justine attended the webinar organised by our community partners Injury Matters titled ‘The Latest Research and Advocacy Opportunities’, and Justine attended the Cancer Council WA presentation ‘What do young people think about zero alcohol products?’. Thank you to both community partners for hosting these webinars.

Mapping, Geospatial Analysis and Environmental Audit

Late last year five coastal precincts were defined and navigation maps were created by Paula using a mapping tool known as ArcGIS. This allowed us to identify and GIS code outdoor alcohol advertisements located in each of the five precincts. We completed the downloading of the GIS data including photos of alcohol advertisements in April. An existing coding tool was adapted by Renee, Gemma, Justine and Jonine. We pilot-tested it and conducted inter-rater reliability prior to coding. Brooklyn and Nicola have now coded over 500 advertisements. Paula has purchased the geocoded list of licensed premises for WA and has almost completed the alcohol outlet data coding for the five precincts we are examining in the metro area. Paula will then create the maps we will need to demonstrate the relationships between the placement and quantity of alcohol advertising - alcohol outlets and our waterways.

We will present our 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 will also be working with Paula and the APT to write a paper on these findings which will also inform our co-design workshops in 2024.

Content Analysis

We are in the coding phase of the social media content analysis which will allow us to examine how alcohol brands feature their products and locations like the beach, swimming pools and activities including surfing, swimming and fishing. Renee, Justine, Gemma and Jonine worked together to develop the research protocol which was informed by the environmental data collection and the scoping review, a coding matrix was developed and pilot-tested. On 01 September, to coincide with the first day of spring we extracted Instagram data (including photos, text and emojis) for a 12-month period from five alcohol companies. Brooklyn and Georgia are currently coding the data.

Intercept Survey

We are starting to work on the intercept survey which will collect data during summer events e.g. beachside sunset concerts. We will explore attitudes and beliefs towards alcohol advertising and participation in activities and how young people make sense of their exposure to alcohol advertising. The APT are reviewing the potential events, questions, scales and providing input on 'how' we will collect the intercept data over summer 2024. Once we have drafted the intercept survey, we will engage the RC and YPAG for their input. Watch this space as we develop the protocol and intercept question guide.

Project Translation Activities

Advocacy

APT team members Justine and Lauren were invited to present at a recent Injury Matters Masterclass on Injury Prevention at the Hub, Bentley. The presentation highlighted the importance of knowledge translation strategies for drowning prevention - getting the right message to the right people.

Upcoming Events

[AHPA's National Health Promotion Symposium 2023](#)

The Symposium will be held at the Geelong Events Centre at Rydges Geelong over two days: Wednesday 25th - Thursday 26th October 2023.

The [World Conference on Drowning Prevention](#) will be held in Perth from 4 - 7 December at the Perth Convention and Exhibition Centre. We are excited to see global drowning prevention experts come together for the first time in four years in Perth, to follow up on the great work done at our last WCDP event in Durban in 2019. Members of our team have been busy finalising the scientific program.

[Safety 2024](#)

The 15th World Conference on Injury Prevention and Safety Promotion is to be held in Delhi, India from September 2 - 4, 2024. More information to follow.

Contact Us

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

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