



## Alcohol Advertising and Aquatic Environments: Building Evidence for Change

# OCTOBER 2024 UPDATE

The Alcohol Project Team (APT) has been busy progressing the final stages of the Healthway funded WAVE (Water Alcohol adVertising Evidence) project. It has been a productive and exciting time summarising and presenting our results as the project draws to a close. Here is an update on activities completed and in the pipeline.

This issue's editor: Nicola D'Orazio

## WAVE Project final report submitted!

The final report was submitted to Healthway on 30 September, 2024. Thank you to the Chief Investigators, Research Collective, Young People's Advisory Group and all the volunteers who contributed to the project. We have a few bits and pieces to tidy up including finalising the community report, manuscripts to get published and posting research summaries on each of the project components. Please see our key recommendations here and look out for our papers and summaries to come!



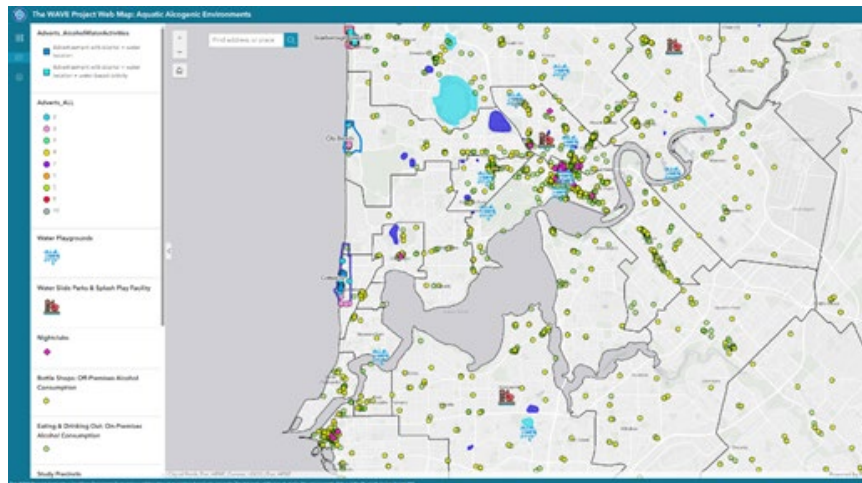
### RECOMMENDATIONS

- 1 Recognise advocacy as a science.**  
Future endeavours to increase the evidence base need a well-coordinated, funded and sustained 'Advocacy through Research' strategy.
- 2 Mobilise public health partners.**  
Establish a coalition to address action on the commercial determinants of health, recognising the consistent tactics used by commercial actors.
- 3 Tell the story through data.**  
Invest in building comprehensive state (and national) GIS maps and increased capacity for data integration to inform decision-makers and policymakers.
- 4 Make young people visible.**  
Support young people to amplify their voices by building their advocacy and leadership skills to address commercial determinants of health.
- 5 Start local.**  
Link Public Health Plans and alcohol policy as the first step to an integrated, consistent statewide approach to tackle alcohol advertising on public assets.
- 6 Address disproportionate impacts.**  
Explore and engage more diverse populations and voices recognising that commercial actors (such as the alcohol industry) target priority populations.

## The WAVE Project Web Map: Aquatic alcogenic environments

Check out our interactive map, which highlights the locations of alcohol advertising in the five coastal precincts (Hillarys, Scarborough Beach, City Beach, Cottesloe and Mandurah) and the surrounding bottle shops, eating and drinking venues, together with water playgrounds, water slides and lakes. All spatial data collected for the project were collated using the Online Web Map Experience app. We hope this will be a useful tool for local governments, planners and policy makers.

Visit the aquatic allogenetic environments map [here](#):



## Talking data at the Alcohol Project Team (APT) & Research Collaborative (RC) sensemaking workshop

The RC met for a final time in late July 2024 to 'make sense' of the project results, identifying ideas for future policy, practice and research. Discussions with the RC provided key insights toward project findings and implications for policy, practice and research.

Thanks to the passionate and highly engaged RC participants, insightful and robust discussions were had, with clear direction for the design of the final recommendations presented as part of the Healthway Final Report.



## Unpacking advocacy in our YPAG workshop

On July 4 2024, the final workshop with the WAVE project's Young People Advisory Group (YPAG) was held at Curtin University.



Members of the YPAG, Alcohol Project Team (APT) and the DEEP team met and project results were discussed with the YPAG members. Interested in their insights to further inform the project recommendations, we asked the members to complete a 'rich picture'. This activity got the YPAG to use hand drawn pictures, to show ways young people can be advocates for change regarding alcohol advertising.



These rich pictures sparked great discussions, with various ideas, perspectives and challenges presented regarding individual advocacy as a young person. This workshop again displayed the importance of consulting young people to ensure their voices are heard.

## WAVE goes global at Safety 2024

Safety 2024, the 15th World Conference on Injury Prevention and Safety Promotion was held in New Delhi this year, and Gemma and Justine presented the findings from the content analysis of Instagram posts featuring alcohol around waterways and water-based activities. The conference focused on global injury prevention strategies, including drowning prevention. A plenary and panel session on the commercial determinants of health (CDoH), which linked well with our presentation, stood out for us, and it is great to see a greater focus on the CDoH on the global injury prevention agenda.



We attended presentations focused on innovative approaches for drowning prevention, media and drowning prevention and improved rescue and emergency response systems. Collaborative efforts across sectors and regions were encouraged to strengthen prevention measures, including urban planning, early warning systems, and climate-adaptive strategies, reflecting the broader theme of the conference: "Building a Safer Future for All". It was also great to meet up with our colleagues from across the world including the UK, South Africa and many colleagues from Australia.

You can check out our abstract [here](#).

## Sharing our findings through research summaries

Our first research summary "What do we know about young people's alcohol use in and around water?" has now been published on the [WAVE webpage](#).

Make sure you keep an eye on the Research Summaries section of the WAVE webpage as the remainder of the summaries are published over the coming weeks!

**Research Summary:** What do we know about young people's alcohol use in and around water?  
September 2024

**The Issue**  
Alcohol consumption is heavily influenced by the broader social and commercial context, including alcohol advertising and promotion. There is evidence for the concept of an aquatic ecotone, an interface where alcohol use around water is normalised through advertising, social challenges, and peer behaviours. Accordingly, alcohol use is a strong risk factor for injury, including both fatal and non-fatal drowning, especially among young people. The Alcohol Advertising Evidence (AAVE) Project conducted a scoping review of relevant literature to gain greater insight into the issue.

**What did we do?**  
A scoping review was conducted to explore and summarise the peer-reviewed literature related to alcohol consumption among young people aged 15-24 in the context of aquatic environments. The review was guided by the PRISMA Reporting Items for Systematic Reviews and Meta-Analyses Scoping Review (PRISMA-S) guidance and the AAVE and CDoH methodological framework, and was reported on the Open Access [Evidence](#). The electronic databases were searched to identify relevant articles.

**What did we find?**  
A total of 24 peer-reviewed articles were included. The included studies addressed various aspects of young people's alcohol use in recreational aquatic environments. This review has developed the prevalence and risk factors (e.g., gender, age, location) of alcohol use by young people in aquatic environments, has addressed the opportunity of alcohol-related environmental drowning, and three studies reviewed and/or evaluated interventions to reduce alcohol-related harm in aquatic environments.

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## Our team is the face of Healthway's Health Promotion Research Grants!

was funded by a Healthway Exploratory Grant and we were very pleased to have our volunteer data collection team feature on the front cover of the Guidelines for the 2024 funding applications. Check out the full guidelines for applying for Healthway grants as a wonderful opportunity to build the evidence and the capacity of health promotion practitioners and researchers.

Full details for the next round of research are [here](#) – Stage 2 applications close Friday 22 November 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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