



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

# APRIL 2024 UPDATE

In 2024, the Alcohol Project Team (APT) has been busy progressing the final stages of the Healthway Exploratory Grant funded WAVE (**W**ater **A**lcohol **a**d**V**ertising **E**vidence) project. It has been a productive and exciting time collecting data through intercept surveys with a great team of student and community volunteers and a paper being published in the *Drug and Alcohol Review*. Here is an update on activities completed and in the pipeline.

This issue's editor: Brooklyn Royce

## Healthway Strategic Plan Launch

We were super pleased to see the WAVE Project featured at the launch of *Healthway's Strategic Plan 2024-2029: Creating a healthier WA together*, which outlines their framework for action over the next five years to help achieve their vision for a healthier WA. Check out the video and see if you can spot Brooklyn and Nicola out collecting the GIS data [here](#).

The WAVE team was also featured in Healthway's March newsletter. Click [here](#) to view.

## Progress to Date

## Scoping Review

In March, our paper titled 'Young people's alcohol use in and around water: a scoping review' was published in the journal *Drug and Alcohol Review*. The paper provides an evidence update of the literature published in the last 15 years and we hope it will inform future policy and advocacy efforts towards minimising the risk from alcohol consumption in drowning prevention. Check out the full scoping review [here](#).

Thanks to Renee who took the lead on this paper and presented the findings at the World Conference on Drowning Prevention in Perth late last year. Congratulations to all APT co-authors who worked very hard to get this paper written and published. I have included their titles as we celebrate the promotion of Gemma and Paula to Associate Professor and Gina to Professor –well done – Associate Professor Gemma Crawford, Professor Jonine Jancey, Dr Tina Lam, Ms Lauren Nimmo, Professor Gina Trapp, Associate Professor Christina Pollard, Associate Professor Paula Hooper) for their input.



## Phase Five: Youth Intercept Survey

Over the very hot summer evenings of February, a volunteer team led by Nicola, which included Tneale, Aili, Brooklyn, and Young People's Advisory Group (YPAG) member Amy, together with Justine and Renee, headed to the Scarborough Sunset Markets. The intercept survey was part of Nicola's 2023-24 Curtin Health Sciences Summer Scholarship.

Before the volunteers headed out, Justine, Renee and Nicola held an information and training session for the research volunteers at Curtin. Armed

with Zooper Doopers and Uber gift cards, the team intercepted young people and explored the attitudes and beliefs towards alcohol advertising and participation in aquatic activities, and how young people make sense of their exposure to alcohol advertising.

A huge thanks to the YPAG who suggested the Scarborough Sunset Markets as the best place to intercept young people where alcohol is served and is also very close to the beach. The team collected over 100 surveys, exceeding our pre-planned quota. It was hot work, but a lot of fun and could not have been achieved without the amazing group of volunteers. Data analysis is underway and we are looking forward to sharing the findings in the next six months.

Watch this space as we analyse the findings and include you in the final step, the co-design workshops in mid-2024 to produce recommendations for future policy and practice.



## **Phase Six: RC & YPAG Workshops**

We are excited to meet with you face-to-face as we head into the final stage of the WAVE Project. We will be meeting with the YPAG and Research Collective (RC) to share and discuss our findings from the research project. This is a great opportunity to reflect on the research findings, discuss the way forward and thank the YPAG and RC for their valuable contribution to the project.

The first workshop will be hosted by Renee and Justine, sharing the youth intercept survey and social media analysis results with the YPAG and obtaining their input on what these findings mean. We will ask the members to share and explore what these findings represent in the context of young people today.

Gemma and Justine will host the RC workshop which will be an opportunity to work collaboratively with the RC to inform policy and advocacy recommendations. Dates to follow soon.

We're looking forward to collaborating with the YPAG and RC and shaping practical next steps for the project. The workshops are in the early planning stages, and we will send you a Save the Date soon.

## Project Translation Activities

### **Safety 2024 – the 15th World Conference on Injury Prevention and Safety Promotion**

Justine and Gemma will head to Delhi in September and present “Are you on Instagram? A content analysis of alcohol advertising, young people, aquatic locations and activities” at the Safety 2024 Conference in Delhi, India from September 2-4, 2024.

## 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 12<sup>th</sup> 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.

## 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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