

Responsibility is in the eye of the beholder



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Australia has no 'standards' for the wording of warning or caution statements on alcohol products.

- Industry-developed responsibility messages
  - reduce alcohol related harm; OR
  - avoid government mandated messages.



- Mall intercept survey
- 180 participants aged 16+
    - Melbourne, Victoria (n=90)
    - Newcastle, NSW (n=90)

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Kids and alcohol don't mix



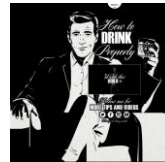
What age groups do you think the word 'kids' refers to?

- Children aged 0-6 years (60%)
- Children aged 7-12 years (75%)
- Children aged 13-15 years (81%)
- Children aged 16-17 years (54%)

"Kids and alcohol don't mix" has potential to be interpreted to include, or exclude, different age groups (rather than a clear message relating to consumption under the age of 18 years).

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Drink 'properly'



Means:

- knowing your limits (52%)
- knowing how to handle your alcohol (39%)
- looking cool when you drink (24%)
- drinking the right kind of alcohol (21%)
- staying sober (16%)
- knowing how to mix a drink (14%)

"Drink properly" suggests the goal is subjective interpretation of your own 'limits' or being able to 'handle' your alcohol rather than drinking within health guidelines.

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So.....

- The study provides initial evidence that industry-developed responsibility statements are intentionally vague.
- More research is needed to assess the positive and negative impacts of such messages on drinking, and thus inform development of appropriate messages.
- Governments should consider the potential risks of industry involvement in strategies to reduce alcohol-related harm.

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