

Let it hAPYN



Report of National training courses on how to conduct field studies on alcohol

Deliverable 5a – WP7



Title: Report of National training courses on how to conduct field studies on alcohol

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June 2016



Co-funded by
the Health Programme
of the European Union

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Introduction

As part of Working Package 7 of Let it hAPYN, 6 national trainings for research on law enforcement have been carried out, as well as researches in those countries. For the trainings and research, Handbook on research in law enforcement, produced by STAP, was used.

Below there are descriptions of the initiatives in each of the participating countries. This report is based on the report form, provided by each of the participating partners.

Country	Name	Organisation
Malta	Charlene Debrincat	Gozo Youth Council
Lithuania	Lukas Galkus	LiMSA
Romania	Diana Sabo	DEIS
Slovenia	Daša Kokole	No Excuse Slovenia
Italy	Silvia Angelicchio	Cesavo
Croatia	Nina Lukić	Croatian Dental students organisation

Mystery shopping in Malta

Country:	Malta
Organisation:	Gozo Youth Council
Led by:	Charlene Debrincat
Time and place:	Gozo, November 2015



Description of training and the research

There has been a number of accidents concerning alcohol consumption by young people on the island of Malta but little is heard of the island of Gozo. Not because the alcohol is not consumed in the smaller island but because the attention given to youths on the island is quite limited or non-existent. The research was meant to put to light how common or uncommon alcohol consumption is by underage young people, almost at the legal age of drinking and if it exists, how easy or not easy it is to acquire such drinks from supermarkets or common grocery stores. The research leader has been through several trainings within the APYN framework related to such research, one worth mentioning is the Let it HAPYN project in Amsterdam, The Netherlands where as part of a workshop, she came in contact with experienced STAP researchers in the field and even practiced mystery shopping under their supervision. A national training was organised on 19th November 2015, where she passed the information on to the local youth and trained them how to carry out mystery shopping and what to be aware of. Recruiting was carried out in four high schools: Bishop's Conservatory School Victoria, Sacred Heart Minor Seminary, Gozo College Girls' Secondary School, Gozo College Boys' Secondary School.

Mystery shopping was then conducted in the main supermarkets, spread out in various villages in the weekend to give a better view of what the teenagers would do and if it's easy to acquire this alcohol. In line with the mystery shopping, a survey was also conducted, asking such teenagers related questions and comments connected to the subject.

Alcohol was obtained in all the stores that were visited. The results of both mystery shopping and questionnaire complemented each other in putting to the limelight how many students do drink freely and how easy it is to get to alcohol, no matter if you are of legal age or not. Through some comments in the questionnaire, it was also clear that a great amount of underage students already recognise alcohol consumption as a problem but it seems like peer pressure is the reason why the problem persists.

Impact

This research was very welcomed by the headmasters of the schools saying that they already noticed the situation and in collaboration with the students’ parents, they were gladly looking forward towards a solution to ease the problem. The results only confirmed what the general conception of the situation was and created a discussion about a way forward.

Advertising monitoring in Lithuania

Country:	Lithuania
Organisation:	Lithuanian Medical Students’ Association (LiMSA)
Led by:	Lukas Galkus
Time and place:	November, 2015 – January, 2016 Lithuania (mainly Kaunas and Vilnius)

Description of training and the research

LiMSA has carried out alcohol advertisement monitoring. The main aim of the research was to increase awareness of general public on exposure of young people to alcohol advertising and to encourage public support for stricter laws on alcohol advertising.

A national training was conducted on 19th November 2015; first with the researchers to discuss goals of the research and their role in it. During the meeting researchers were trained how to use EUCAM monitoring app. In addition, all researchers received a toolkit with relevant information about research. Using the EUCAM app researchers captured alcohol advertisement and answered relevant questions related with the ad. Research was being carried out for two months. There were 25 people involved in the research; 4 people were coordinators while others carried out the actual research.



After it, results were analysed and a factsheet on research was designed. These factsheets were distributed among relevant stakeholders. Also, results were published via LiMSA's communicational channels.

Results show that 66% of captured advertisement was online. Mainly (80%) it was still or moving banners. Only 6% of researchers were asked to confirm their age to see alcohol advertisement. The second most frequent (21%) mean of advertisement is printed ads (magazine and newspapers). Majority of ads were found in yellow press and promotional groceries' newsletters. There were no ads found in newspapers presumably because of unpopularity in those. The third most frequent (7%) mean of advertisements is outdoors (posters, billboards, etc.). Researchers were asked to evaluate attractiveness of every ad they captured. On average a score of 53,3 out of 100 was given. Moreover, it's important to mention that even though there is a ban of outdoor advertisement for strong alcoholic beverages because of such an aggressive alcohol advertisement online, our research indicates both strong and light alcoholic beverages advertised equally frequently overall.

Impact

Participating researchers realised how much they are exposed to alcohol advertisements without noticing it on a daily basis. Community was informed with the results of the research. It contributed to increasing awareness on exposure of young people to alcohol advertisement.

Mystery shopping in Italy

Country:	Italy
Organisation:	CESAVO
Led by:	Silvia Angelicchio
Time and place:	Savona, March 2016 – May 2016

Description of training and research

The research aim is to create a collaboration between the voluntary (nongovernmental) sector, the public health sector and the school: thanks to this collaboration, the aim was to involve young people in alcohol prevention and awareness about this topic.

At first, an anonymous survey on internet was carried out, to collect data about alcohol consumption and what people think about alcohol policies. Then the consulting psychologist analysed the data, which was then discussed in a press conference, in front of journalists, students and other stakeholders.

The next step was the training on 16th March 2016, after a lesson about alcohol with the potential future high school collaborators and a discussion on the topic, some of them took part in additional training on how to do mystery shopping. On the training the alcohol issue was explained from every point of view (medical, social, psychological), there was brainstorming about alcohol prevention and how to carry it out with young people, and finally training on how to do mystery shopping.

Training was carried out with help of Handbook for research on law enforcement, produced by STAP.

For the mystery shopping, six different selling points were visited (supermarket and bars) on two days (Friday evening and Tuesday afternoon) and the underage buyers bought beer, wine and spirits.

The results of the survey weren't so dramatic as it was expected: the first part was the AUDIT and the scores were in a low range of risk and almost everyone agreed to alcohol policies currently adopted in Italy, but they don't want to become more inflexible (such as more taxes on alcohol or the prohibition of selling alcohol in festivals or sport events). The results were not as encouraging with mystery shopping: 100% of selling point sold alcohol to minors: it showed that there is no control on the implementation of laws and that alcohol consumption among young people is not seen as a problem. There was no difference in the kind of alcohol: no one asked for the age or for the ID, neither for beer nor for spirits.

Impact

The impact of the research was good to raise the awareness of alcohol and its harmful effects on health, and also the awareness of policies and laws and how they are applied in our country. In fact, the mystery shopping showed the difference between alcohol and cigarettes: while the selling of tobacco is more controlled, the alcohol selling to minor is out of control.

Even the mystery shoppers themselves were shocked by the accessibility of alcohol and how easy is to get it without problem, even by minors in crowded places.

Concerning the community, the press conference was useful for making people aware about alcohol consumption and when another press conference about mystery shopping will be done, it will be even more effective.

Mystery shopping in Romania

Country:	Romania
Organisation:	Asociatia DEIS
Led by:	Ioana Josan
Time and place of the project:	Baia Mare, November 2015

Description of training and research

The aim was to carry out mystery shopping that would show what is the availability of alcohol in the supermarkets to underage people.

The training took place on 28 November 2015. 11 young people was participated in the training that covered the topics of alcohol, alcohol prevention and alcohol policy, as well

as detailed discussion on how to do mystery shopping, based on the handbook produced by the project.

The plan for the mystery shopping was created by the organisation with help of the mentor and mystery shopping in supermarkets was then carried out by the young people.

Youngsters went around in pairs or threes (1 above 18, 1 or 2 below 18) based on prepared maps; altogether they visited 19 stores. The mystery shopping scenario was the following: the underage person entered the store, where they took 0,5 litre beer and a snack. Then they went to the cashier, where they attempted to buy the two items. If the cashier asked them for the ID, they were instructed to show it. After the purchase (successful or unsuccessful) they joined with the 18+ person and filled out a questionnaire about the visit.

Alcohol was obtained in all 19 stores, which means that the law was not obeyed in 100%.

Impact

Both organisers and participants were very suprised by the findings and by the fact the shopkeepers did not have any issue with selling alcohol . A press release was issued to the local media.

Advertising monitoring in Slovenia

Country:	Slovenia
Organisation:	No Excuse Slovenia
Led by:	Daša Kokole
Time and place of the project:	October – December 2015



Description of training and research

Firstly, the training took place on 8th October in Ljubljana Slovenia. It lasted for the whole day (9.00-17.00) and it covered the general topics of alcohol, alcohol prevention and especial focus on alcohol advertising and the importance of advertising monitoring.

After the training a call was sent in order to get young people willing to participate in the advertising monitoring activity. 9 young people responded.

The young people were then additionally trained how to use the app and how to collect examples of advertising. EUCAM advertising monitoring app was used, which allowed young people to take a picture every time they noticed an advertisement in their environment.

The monitoring period lasted one month; the participants were asked to go about their everyday business and take a photo of every alcohol advertisement they came across.

The results showed that young people did not stumble upon that many alcohol ads – 15 in total. The interpretation of this was that due to Slovenian legislation not so many advertisements are presents and that in specific timings alcohol ads campaigns can be very prominent, but the timing didn't overleap.

Additionally, a follow up session was performed with the group of young people where they rated, how attractive the alcohol ads which appeared throughout the years on Slovenian TV were. The main conclusions are:

- The ads itself are not meant for young people specifically (at least not the recent ones), but that doesn't mean that young people don't find it appealing
- Due to Slovenian law the alcohol industry is not allowed to advertise at all times; but they circumvent by not advertising the alcohol beverage itself, but the alcohol brand

Impact

The participating young people commented how their involvement on the training and the research opened their eyes to the ways the alcohol industry is trying to circumvent the law and send its message also to young people and promote their brand.

Surveying young people's opinion in Croatia

Country:	Croatia
Organisation:	Croatian Pharmaceutical Students Association
Led by:	Nina Lukić
Time and place of the project:	November 2014 – January 2015

The aim of the research was to find out about young people's knowledge and opinions regarding the law and law enforcement in Croatia. The project group focused on translating and disseminating the survey and 139 young people from all over the country responded.

There were 77% respondents that thought that alcohol consumption in their country is quite or very problematic, and 86% thought alcohol consumption among young people in their country is quite or very problematic.

Next the respondents were asked about whether they know if certain policies exist in their countries. Some of the most interesting results were:

- 92% of respondents knew that the legal age of purchase of alcoholic drinks is 18 years
- 66% of respondents knew that there is no zero tolerance for drink driving (although 27% still thought there is zero tolerance; reflecting the fact that there

was zero tolerance implemented for a period of time, but then changed back to 0,5 ‰)

- 65% of respondents knew correctly that there is forbidden consumption of alcohol in working place; 27% respondents responded that they don't know if such ban is in place
- Knowledge of alcohol policies is presented in the graph below.
- Majority of respondents (90% and 88% respectively) knew that there is no limited hours to selling alcohol in supermarkets and on premises
- 91% of respondents responded that there is forbidden/criminalised purchase of alcoholic drinks by young people

On the other hand, the respondents were asked how much they agree or disagree with implementing certain policies (regardless if they're present in the country or not)

The policies with highest number of agreements (respondents saying they agree or completely agree with the policy being implemented) were forbidden purchase of alcoholic drinks by underage people (90%), having obligatory label with the ingredients used in drink on bottles and cans (85%), forbidden consumption of alcohol on the working place (85%) and forbidden selling alcohol to visibly intoxicated people (85%). On the other hand, respondents mostly disagreed with limited hours of selling alcohol on premises (70% disagreed) and limited hours of selling alcohol in supermarkets (66% disagreed).

Although no statistical analyses were made, the results pointed in the direction of respondents generally agreeing with the policies which are already implemented, but did not agree with implementation of new policies that were not present already.

This points to the fact that in order to pass on some more effective legislation, support of public should be gained first. On the other hand, there is strong support to limit underage drinking, so advantage should be taken of that, as many young people still have easy access to alcohol.

Impact



The research showed that there is considerable interest on alcohol policy and law enforcement among certain segment of the youth and further action can be done in order to capitalise on that. The project group also got to know the field of alcohol and alcohol policy and field studies to a greater extent.