ADULT INFLUENCES
For Heavy & Binge Drinking in Alaska

This document presents a sampling of the influences that affect adult heavy and binge drinking rates in Alaska. This list was compiled with the consensus and collaboration of the members of the Strategic Prevention Framework State Incentive Grant (SPF-SIG) Adult Influences Subcommittee. This is not a comprehensive literature review; efforts were made to ensure the influences included are found in research or added by consensus of the group if no research could be found. The list of influences is categorized into four domains: alcohol regulation/enforcement, community norms, individual factors, and family influence. Although there are other ways of categorizing this information, these domains were chosen as areas to target prevention efforts and what made most sense to the committee. The purpose of this list is for community members to review and begin the process of evaluating influences of problem behaviors in their own community.

Alcohol Regulation & Enforcement
- Alcohol serving and sales practices
- Alcohol price
- Alcohol taxes
- Alcohol promotion
- Social availability
- Retail availability
- Retail enforcement
- Enforcement

Perceived Community Norms
- Alcohol attitudes
- Alcohol expectancies
- Drinking context
- Work or school environment that condones drinking behaviors
- Substance-using peers/peer influence
- Social network
- Access to treatment

Family
- Family connectedness
- Parent's history of substance abuse
- Partner drinking behaviors
- Identification with adult role

Individual
- Age
- Age of onset
- Gender
- Life stressors
- History of abuse as a child
- Exposure to traumatic events
- Coping
- Spirituality
- Religion
- Socioeconomic status/access to financial resources
- Cultural identity
- Historical trauma

How to use these influences:

These influences can be used to enhance your prevention efforts. First, find out what influences are impacting alcohol use in your community in your assessment. Then identify the most effective evidence based strategy for your chosen influence areas.

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Definitions

Binge drinking: Consumption of five or more drinks on the same occasion (i.e., at the same time or within a couple of hours of each other) on at least 1 day in the past 30 days.

Heavy drinking: Consumption of five or more drinks on the same occasion on each of 5 or more days in the past 30 days. All heavy alcohol users are also binge alcohol users.

Alcohol serving and sales practices: Alcohol serving and sales practices is the ways in which alcohol is served to customers in license on-premise establishments and sales practices in off-premise establishments. Things that fall under this area are policies requiring server training at alcohol retailers to avoid over-service (regulating content of training, effectiveness of training, how frequently servers must renew certificertificates).

Alcohol price: Price is the cost of alcohol sold by retail outlets. The demand for alcohol, as for many other products, responds both to price and to available income. As alcohol becomes more expensive, consumption decreases. Young people (who tend to have less disposable income) are more responsive to price than older people are. In general, increasing the price of alcohol decreases consumption and problems.

Alcohol promotion: Promotion refers to intentional efforts by alcohol producers, distributors, and retailers to stimulate increased demand for their products. Promotion influences the community and social context of drinking, potentially altering the perceived legitimacy of social drinking, including normalizing drinking and the integration of alcohol use into everyday life.

Social availability: Social availability is the access to substances through "social sources," including receiving, stealing, or buying substances from friends, relatives, and strangers. Social sources for alcohol are particularly important for youth, given that access through retail sources has become more regulated.

Retail enforcement: Policy affecting availability such as limiting certain types of alcohol sold (spirits), prohibiting sales of liquor by the drink, hours/days which alcohol can be sold, communities choice of local option (wet, damp, dry), controlling number of alcohol outlets by location/density/near schools/rate of outlets per capita, etc., local ordinances to limit drinking in parks. Enforcement can include compliance checks, shoulder-tap operations, checks on whether servers are serving obviously intoxicated patrons.

Retail availability: The level of access or convenience for individuals to obtain alcohol. In general, when convenient and easily accessible in a given community, people drink more and the rates of alcohol problems are higher. Retail availability of alcohol can be affected by license restrictions, hours of sale, minimum age of purchaser, and alcohol outlet density (distance to a retail outlet).

Enforcement: Other enforcement of alcohol-related violations, driving while intoxicated, driving checkpoints, etc.

Alcohol attitudes: Personal beliefs about alcohol.

Alcohol expectancies: Perception of risk or perceived benefits of drinking.

Perceived community norms: Refers to the level of acceptability or unacceptability of drinking within the community.
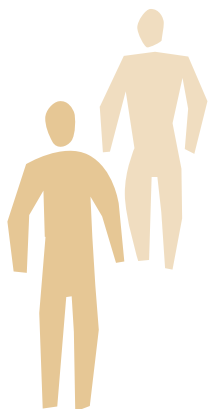
Drinking context: Context refers to the environment in which alcohol is consumed, which in turn will lead to the consumption of high or low risk drinking behaviors and can be conceptualized as where one drinks, with whom one drinks, and when one drinks.

Work or school environment that influences drinking behaviors: Workplace culture or policies that influence norms around acceptable drinking practices, such as serving alcohol at social functions, acceptability of drinking together during or after work, or right-of-passage environments that promote heavy and binge drinking.

Access to treatment: Availability of treatment programs, screening and referral for early intervention, increasing number of treatment centers, reducing barriers to treatment, etc.

Identification with adult role: Identification with adult role, such as marriage or parenthood.

Historical trauma: The cumulative exposure of traumatic events that affects an individual and continues to affect subsequent generations.

Recommended Reading & Resources

The following is a short list of readings/resources. This list is not meant to be comprehensive of the literature on influences for adult drinking behavior. Please visit the DHSS Prevention & Early Intervention website to see many prevention resources, as well as some of the resources cited in this document. The website is: http://hss.state.ak.us/dbh/prevention/programs/spfsig/publications.htm

1. **Adverse Childhood Experiences (ACEs)**, Kaiser Permanente Medical Group, publications related to the ACES study available at: http://www.cdc.gov/ace/index.htm.

2. **Alati, R., Najman J.M., Kinner, S.A., Mamun, A.A., Williams, G.M., O'Callaghan, M. & Bor, W. (2005)**. Early predictors of adult drinking: A birth cohort study. American Journal of Epidemiology, 162, 1098-1107.

3. **Alcantara & Gone (2007)**. Reviewing suicide in native American communities: situating risk and protective factors within a transactional-ecological framework. Death Studies, 31, 457-477.

4. **Ames, G. & Cunradi, C. (2004)**. Alcohol use and preventing alcohol-related problems among young adults in the military: Special prevention section. Alcohol Research & Health, 28(4), 252-257.

5. **Birckmayer, J.D., Holder, H.D., Yacoubian, G.S., Friend, K.B. (2004)**. A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. Journal of Drug Education, 34(2), 121-153. Pacific Institute for Research Evaluation (PIRE).

6. **Caspi, A., Begg, D., Dickson, N., Harrington, H., Langley, J., Moffitt, T. E., & Silva, P. A. (1997)**. Personality differences predict health-risk behaviors in young adulthood: Evidence from a longitudinal study. Journal Of Personality And Social Psychology, 73(5), 1052-1063. doi:10.1037/0022-3514.73.5.1052.

7. **CDC, (2010)**. Vital Signs: Binge Drinking Prevalence, Frequence, and Intensity among Adults – United States, Morbidity & Mortality Weekly Release, January 13, 2012, 61(01);14-19. Available at: http://www.cdc.gov/mmwr.

8. **Corbin, W. R., Gearhardt, A., & Fromme, K. (2008)**. Stimulant alcohol effects prime within session drinking behavior. Psychopharmacology, 197(2), 327-337. doi:10.1007/s00213-007-1039-x.

9. **Danielson, et al. (2009)** Trauma-related risk factors for substance abuse among male versus female young adults. Addictive Behaviors, 34, 395–399.

10. **Giesbrecht, N. & Greenfield, TK. (2003)**. Preventing alcohol-related problems in the US through policy: Media campaigns, regulatory approaches, and environmental interventions. Journal of Primary Prevention, 24(1), 63-104.

11. **Haugland, B. (2003)**. Paternal Alcohol Abuse: Relationship Between Child Adjustment, Parental Characteristics, and Family Functioning. Child Psychiatry & Human Development, 34(2), 127-146.

12. **Hingson, R.W. (2010)**. Magnitude and prevention of college drinking and related problems. Focus On: College Drinking and Related Problems, 33(1,2), 45-54.

13. **Holmila, M. & Warpenius, K. (2007)**. A study on effectivess of local alcohol policy: Challenges and solutions in the PAKKA project. Drugs: education, prevention, and policy, 14(6), 529-541.

14. **Kassel, Wardle, & Roberts (2007)**. Adult attachment security and college student substance abuse. Addictive Behaviors, 32, 1164-1176.

15. **Makhija & Sher (2007)**. Childhood abuse, adult alcohol use disorders and suicidal behavior. QJ Med, 100, 305-309.

16. **Mann, et al. (2005).** Suicide Prevention Strategies: a systematic Review. Journal of the American Medical Association, 294, 2064-2071.

Recommended Reading & Resources

17. **Meier, P.S., Purshouse, R. & Brennan, A. (2009**). Policy options for alcohol price regulation: the importance of modeling population heterogeneity. Addiction, 105, 383-393.

18. **National Survey on Drug Use & Health, (2003)**. Alcohol Use and Risks among Young Adults by College Enrollment Status, SAMHSA, 10/31/2003.

19. **National Survey on Drug Use & Health, (2004)**. Risk and Protective Factors for Substance Use among American Indian or Alaska Native Youths, SAMHSA, 09/24/2004.

20. **National Survey on Drug Use & Health, (2010)**. Substance Use among American Indian or Alaska Native Adults, SAMHSA, 06/24/2010.

21. **Office of Juvenile Justice & Delinquency Prevention, (2002)**. Drinking in America, Myths, Realities, and Prevention Policy. (Prepared by Pacific Institute for Research and Evaluation).

22. **Pacific Institute for Research and Evaluation (PIRE), (2008)**. Prevention of Alcohol-Related Motor Vehicle Crashes: Logic Model Documentation.

23. **Pacific Institute for Research and Evaluation (PIRE), (2008**). Prevention of Underage Drinking: Logic Model Documentation.

24. **Reimer, C.S, & Reimer, J. (2009)**. Barrow study on suicide in relation to spirituality, and alcoholism. Prepared for the Native Village of Barrow, October, 2009. Unpublished.

25. **Rosenquist, J.N., Murabito, J., Fowler, J.H., Christakis, N.A. (2010)**. The spread of alcohol consumption behavior in a large social network. Annals of Internal Medicine, 152, p. 426-433.

26. **SAMHSA, (2009)**. Risk and Protective Factors for Mental, Emotional, and Behavioral Disorders Across the Life Cycle. Institute of Medicine, Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities.

27. **Slopen, N., Williams, D.R., Fitzmaurice, G.M., Gilman, S.E. (2011**). Sex, stressful life events, and adult onset depression and alcohol dependence: Are men and women equally vulnerable? Social Science & Medicine, 73, p. 615-622.

28. **U.S. Department of Health & Human Services, National Institute on Alcohol Abuse & Alcoholism, & National Institutes of Health (2006**). Alcohol Alert, #68, April 2006.

29. **Voas, R.B., & Fell, J.C. (2010)**. Preventing alcohol-related problems through health policy research. Alcohol Research & Health, (33), 18-28.

30. **Wagenaar, A. (2010).** Alcohol Price Policies: Connecting Science to Practice. Addiction, 105, 394-401.

31. **White & Jackson, (2005)**. Social and psychological influences on emerging adult drinking behavior. Alcohol Research & Health, 28, 182-190.

32. **Widom, C., & Hiller-Sturmhofel, S. (2001)**. Alcohol Abuse as a Risk Factor for and Consequence of Child Abuse. Alcohol Research & Health, 25(1), 52.

33. **Yang, S., Lynch, J.W., Raghunathan, T.E., Kauhanen, J., Salonen, J.T., Kaplan, G.A. (2006)** Socioeconomic and psychosocial exposures across the life course and binge drinking in adulthood: Population-based study. American Journal of Epidemiology, 165, 184-193.

34. **Young, Robert S. and Joe, Jennie R. (2009)** 'Some Thoughts About the Epidemiology of Alcohol and Drug Use Among American Indian/Alaska Native Populations', Journal of Ethnicity in Substance Abuse, 8: 3, 223 — 241.

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