

#UAPC24

Alcohol marketing as a commercial determinant of health: Daily diary insights from women in Kampala

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Declaration of Competing Interests:

I hereby declare no conflicts of interest to disclose. All contributors have been personally and actively involved in substantive work leading to this presentation and will hold themselves jointly and individually responsible for its content.

I also confirm that we have not received any funding, sponsorship, or support from the alcohol industry or related organizations.

Ethical Principles:

All relevant ethical safeguards have been met in relation to patient or subject protection. The research has complied with the World Medical Association Declaration of Helsinki.

Introduction:

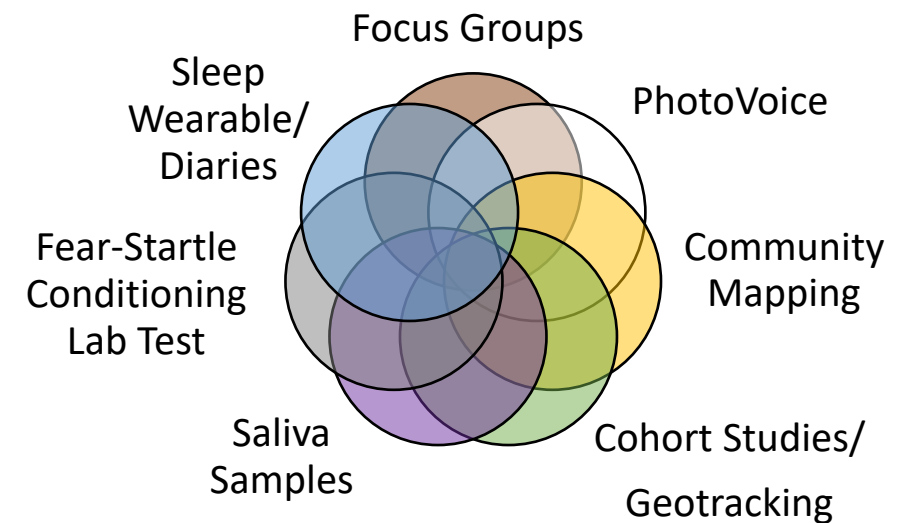
- Alcohol marketing, a critical commercial determinant of health impacts the drinking behaviors of vulnerable youth and women.
- Alcohol marketing research is scarce, especially in sub-Saharan Africa where marketing strategies are aggressive, and the alcohol industry often self-regulates, violating alcohol marketing codes.
- There is a need to develop techniques to monitor alcohol marketing exposure at all levels.
- Though daily diaries have been scarce in studying alcohol marketing exposure, this study integrated the underutilized tools to allow near real-time daily capture of alcohol marketing exposure.



Source: Generated by Open Art AI

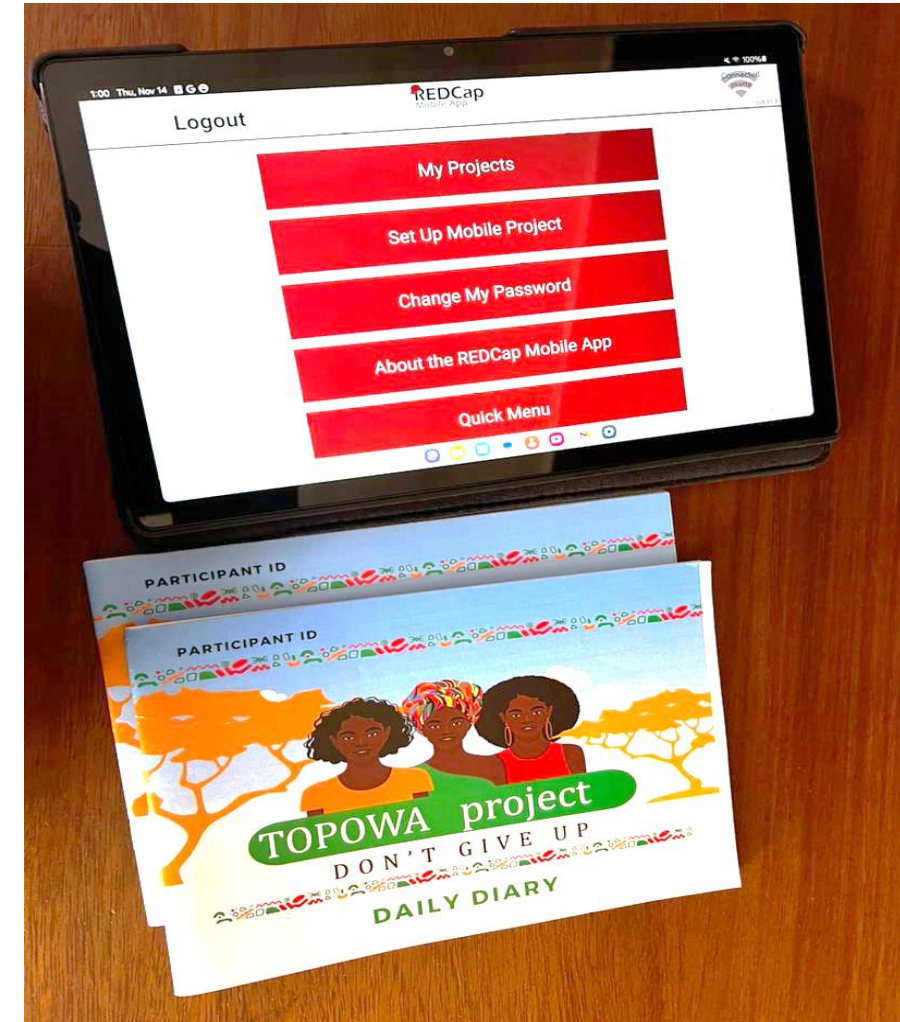
About TOPOWA:

- An observational mixed-methods multi-component cohort study (N=300) among young women, aged 18-24 years, living in 3 urban slums of Kampala. The prospective study collects data at 10 study time points (3 months apart).
- Overall study aim: To examine the mechanisms by which vocational training moderates the pathway between proximal, social and environmental stressors and mental illness among young women in Kampala.



Methods:

- A cross-sectional baseline assessment from the TOPOWA cohort study of young women (N=300), aged 18-24 years, living in urban Kampala slums.
- Daily diary – collected self-reported daily neighborhood exposure data including bars, and alcohol ads on billboards, among others.
- Survey – collected past month and past year alcohol use.
- Research question: Is exposure to alcohol marketing/alcohol environment, associated with alcohol use among an understudied population of young women living in slums of Kampala?



Source: TOPOWA Project

Results:

Women's characteristics:

Of the 300 women, most had attained at least some secondary education (66.0%), had given birth (62.0%), and had both parents alive (65.0%) but were not living with their parents (61.5%).

Prevalence of alcohol use:

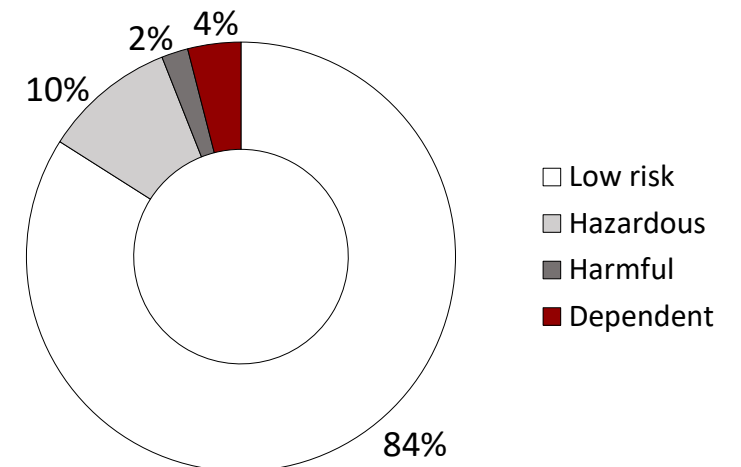


1 in 4 used alcohol in the past year



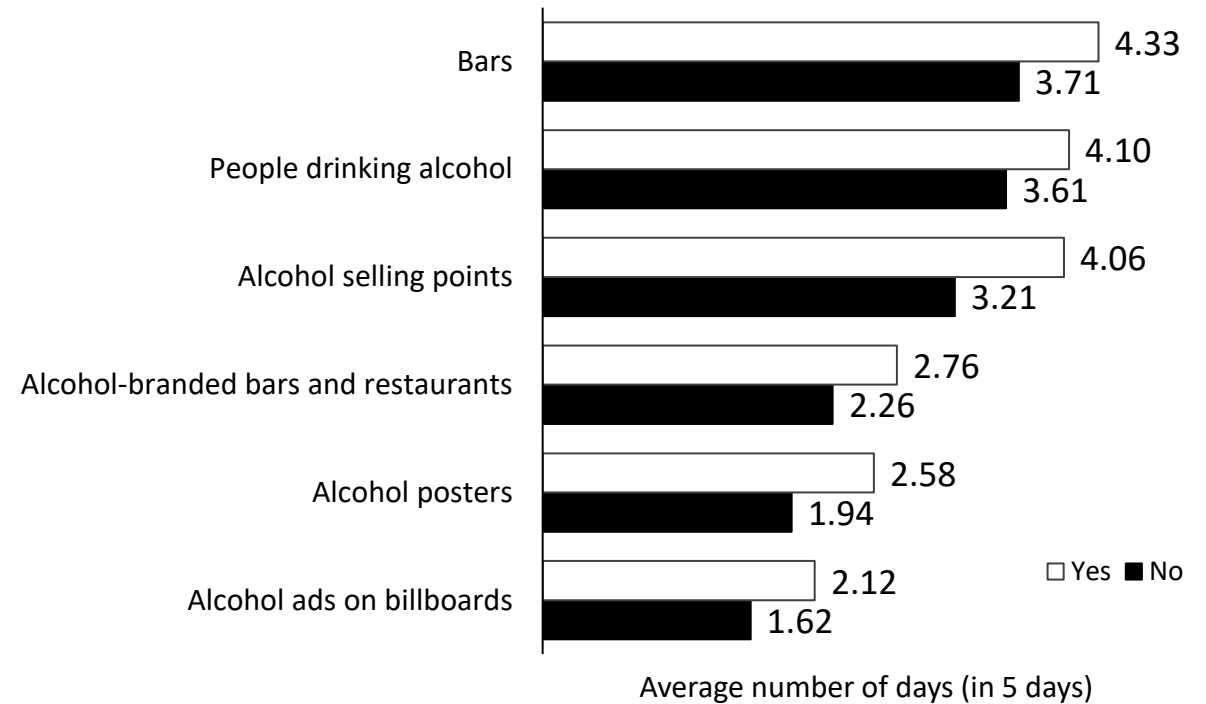
1 in 5 used alcohol in the past month

Severity of past year alcohol use:



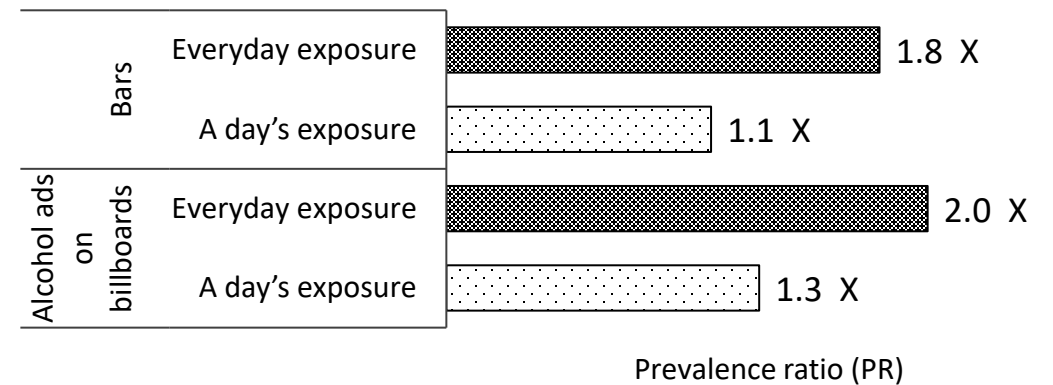
ANOVA test results:

Overall, women who reported alcohol use reported more exposure days than their counterparts.



Multivariable model results:

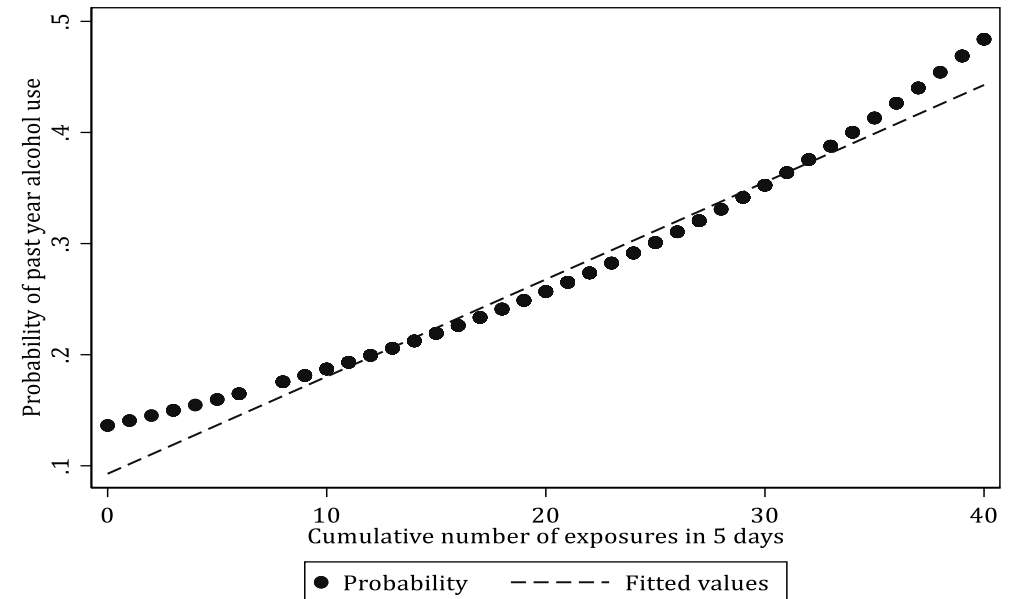
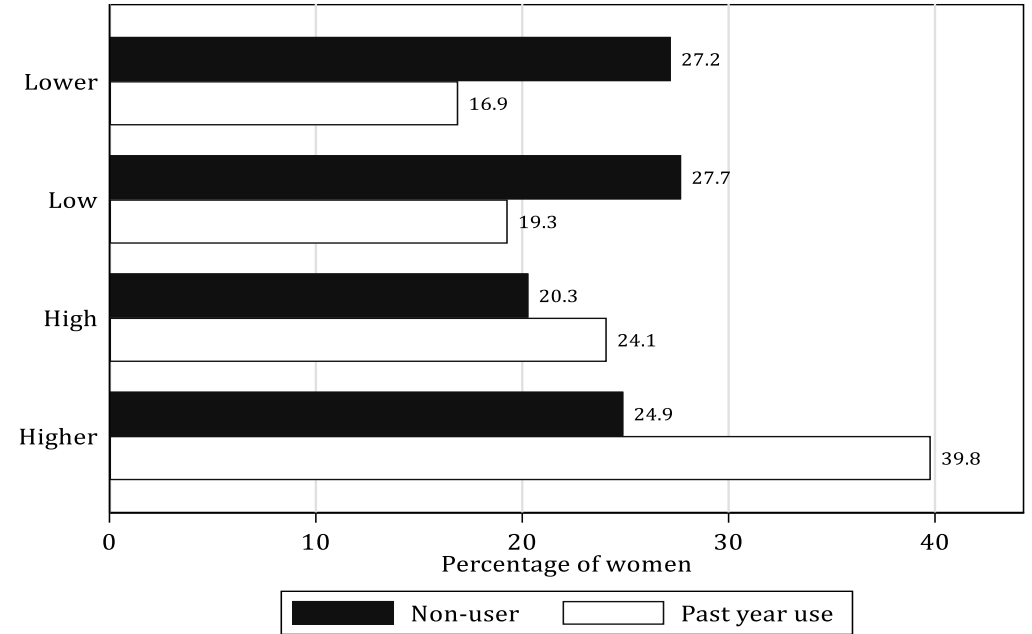
Bars and alcohol ads on billboards were significantly associated with alcohol use.



Alcohol use by cumulative number of exposures:

The proportion of drinkers was significantly higher in higher quartiles of the cumulative number of exposures.

Higher cumulative exposure to different alcohol-related features was associated with a greater likelihood of alcohol use.



Summary:

- Daily diaries proved to be a feasible strategy (low cost, straightforward, and easy to use) for capturing real-time exposure data.
- Women who reported alcohol use exhibited higher exposure to bars, billboard ads, alcohol posters, branded bars/restaurants, alcohol selling points, and people drinking, compared to non-drinkers.
- Though alcohol billboards were not among the most common, they still presented a significant concern.

Next steps:

- Future research: recommend other alcohol marketing researchers to explore daily diaries – a simple, straightforward solution to recall bias.
- TOPOWA prospective study: further examine trajectories of exposure to alcohol through daily diaries, surveys, and other study components.
- Need to develop simple techniques to monitor alcohol marketing, and alcohol counter-marketing strategies and policies.



Source: Generated by Open Art AI

Thank You!

For more information:

www.drswahn.com & www.INTEGHRALhub.com

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