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Are parents concerned about alcohol branded merchandise?

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Are parents concerned about alcohol branded merchandise?

Abstract

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screening questions. Seventy-three percent of participants reported drinking alcohol in the last 12 months, and 30% screened positive for unhealthy alcohol use: 26% being classified as hazardous or harmful drinkers and 3.8% as possibly alcohol dependent.

Discussion and Conclusions: These results confirm the hospital outpatient setting is one in which a large number of patients could benefit from alcohol screening and brief intervention.

Paper 220

A DOUBLE BLIND, RANDOMISED, PLACEBO CONTROLLED TRIAL OF LITHIUM CARBONATE FOR THE MANAGEMENT OF CANNABIS WITHDRAWAL

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Introduction and Aims: Globally, cannabis is the most widely produced and consumed illicit substance. A significant proportion of dependent cannabis users experience withdrawal symptoms upon cessation of use, which may impact efforts to achieve and maintain abstinence. The primary objective was to examine the safety and efficacy of lithium in the inpatient management of cannabis withdrawal. Primary outcomes were: (i) withdrawal severity (Cannabis Withdrawal Scale); (ii) detoxification completion; and (iii) adverse events. Three-month post-withdrawal outcomes (i.e., alcohol and other drugs use, psychosocial outcomes) and the potential role of oxytocin in mediating effects of cannabis withdrawal were also examined.

Design and Methods: Cannabis dependent adults ($n = 38$) admitted to an inpatient withdrawal unit for seven days were randomised to receive either lithium (500 mg BD) or placebo, and followed up at 14, 30 and 90-days post discharge.

Results: Lithium did not significantly reduce total CWS scores ($F_{1,47.85} = 0.11$, $P = 0.74$) compared to placebo, although it significantly reduced 'loss of appetite' ($F_{7,195.8} = 4.05$, $P = 0.001$), 'stomach aches' ($F_{7,199.48} = 2.09$, $P = 0.05$), and 'nightmares/strange dreams' ($F_{1,64.81} = 8.73$, $P = 0.005$). No significant difference was found in the retention of the two groups (Mantel-Cox $\chi^2_1 = 0.11$, $P = 0.75$). There was no significant difference in the number ($t_{36} = -1.15$, $P = 0.26$) or severity of adverse effects between the groups ($t_{36} = -1.15$, $P = 0.26$). No Serious Adverse Events were reported.

Discussion and Conclusions: The efficacy of lithium for the management cannabis withdrawal is not supported by the findings. The implications for the treatment of cannabis withdrawal, and for the direction and conduct of future research will be discussed.

Paper 160

ARE PARENTS CONCERNED ABOUT ALCOHOL BRANDED MERCHANDISE?

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Introduction and Aims: One of the key aims of alcohol marketing is to establish a strong brand identity and allegiance among (current and prospective) consumers. Despite growing evidence that young people own alcohol branded merchandise (ABM) and that ownership influences their drinking intentions and behaviours, there are no published studies on parents' knowledge or attitudes in relation to ownership of ABM.

Design and Methods: We conducted three semi-structured focus groups with a total of 15 parents (12 mothers and three fathers) in August 2012.

Results: Participants recalled seeing ABM in a range of store types; reported owning many of these 'functional' and clothing items; and recognised various alcohol-branded toys and ornaments and made reference to children being attracted to these items. Participants expressed particular concerns about five types of ABM: merchandise linked to sexual activity, driving, sports, food and children's toys. There was clear agreement that ABM is a form of advertising. A number of the participants noted that this exposure to ABM resulted in children developing a familiarity with brand names; and felt that this has the potential to impact on their future drinking decisions.

Discussion and Conclusions: The participants in our study moved from disengaged to disconcerted in the space of a 60-minute discussion. This suggests a need for awareness-raising among parents; if parents consciously process the fact that ABM is a form of advertising, they are likely to be more circumspect in providing ABM to their children. There is also a need for regulation of this form of alcohol advertising.

Paper 92

RESPONSIBILITY MESSAGES IN ALCOHOL ADVERTISING – JUST ONE MORE SELLING TOOL?

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Introduction and Aims: While there is increasing evidence that alcohol advertising is associated with early drinking initiation and more harmful drinking patterns, the industry maintains that advertising is designed solely to drive brand choice. The voluntary introduction of 'responsibility' messages is one strategy has been positioned by industry as part of its contribution to the reduction of alcohol-related harm.

Design and Methods: We examined alcohol advertisements in three leading Australian women's fashion/lifestyle magazines for the period 2007–2012.

Results: After removing duplicates, there were 216 unique advertisements; 66% (143) included a responsible drinking message. These were most common in ads for ready to drink beverages (100%) and spirits (72%) and least common for wine (46%). Of these 143, only five included detailed responsible drinking messages; 26% simply stated '[please] drink responsibly,' 'drink [brand name] responsibly' or 'please drink [brand name] in moderation'. However, the remaining 74% utilised the moderation message as part of the promotion,