2013

Are parents concerned about alcohol branded merchandise?

Sandra C. Jones  
*University of Wollongong, sandraj@uow.edu.au*

Kelly Andrews  
*University of Wollongong, kellym@uow.edu.au*

Publication Details  
Are parents concerned about alcohol branded merchandise?

Abstract
Abstract presented at the Australasian Professional Society on Alcohol and other Drugs Conference 2013, 24-27 November 2013, Brisbane, Australia

Keywords
about, concerned, alcohol, parents, branded, merchandise

Disciplines
Education | Social and Behavioral Sciences

Publication Details
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(7,198.8) = 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 (t8 = −1.15, $P = 0.26$) or severity of adverse effects between the groups (t8 = −1.15, $P = 0.26$). No Serious Adverse Events were reported.

Discussion and Conclusions: The efficacy of lithium for the management of 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.

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.