



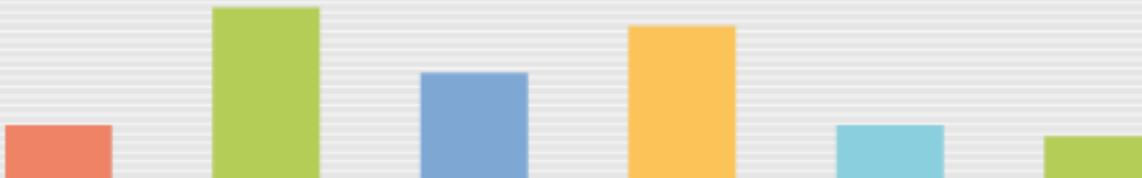
European Monitoring Centre  
for Drugs and Drug Addiction

# The potentials of environmental prevention

Gregor Burkhart

Lisbon, 23 October, 2019

LxAddictions





European Monitoring Centre  
for Drugs and Drug Addiction

TECHNICAL REPORT

**Environmental substance use  
prevention interventions in Europe**

1) It's all about personal responsibility, right?



... or about education ...

**Figure 1: How Food Marketing Influences Overeating**



## 2 - Human Self-illusion



# *Homo rationalis*: the main fallacy of prevention

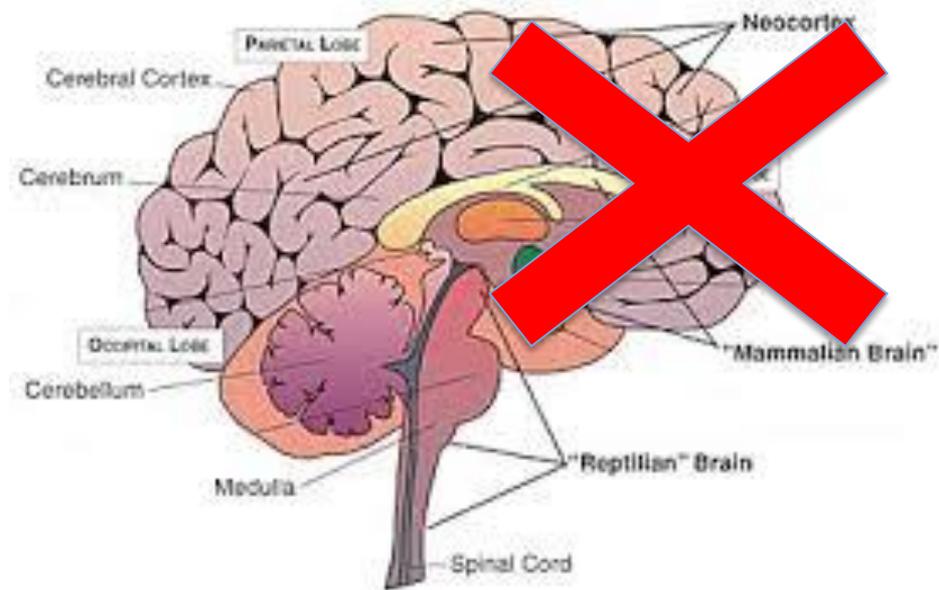
Warn → protective behaviours

Educate → handling of risk

Appeal → moderation

→ Focus on the individual:

→ ... who is free of impulses,  
desires and emotions,  
in control, objective and  
independent



# We act intuitively, ... and “rationalise” afterwards

## The Spirit Is Willing, But the Flesh is Weak: Why Young People Drink More Than Intended on Weekend Nights—An Event-Level Study

Florian Labhart , Kristen G. Anderson, and Emmanuel Kuntsche 

---

**Background:** Heavy alcohol use is common among young adults on weekend nights and is assumed to be intentional. However, little is known about the extent to which heavy consumption is planned prior to the onset of drinking and what factors contribute to drinking more than intended. This study investigates drinking intentions at the beginning of an evening and individual and situational factors associated with a subsequent consumption over the course of multiple nights.

**Methods:** Using a smartphone application, 176 young people aged 16 to 25 (mean age = 19.1; 49% women) completed questionnaires on drinking intentions, consumption, and drinking environments before, during, and after multiple Friday and Saturday nights ( $n = 757$ ). Multilevel regressions were used to investigate individual-level and night-level factors associated with previous drinking intentions and subsequent deviations from intentions.

**Results:** Participants intended to consume 2.5 drinks ( $SD = 2.8$ ) per night yet consumed 3.8 drinks ( $SD = 3.9$ ) on average. Drinking intentions were higher among those who frequently went out at night and engaged in more frequent predrinking. Participants drank more than intended on 361 nights (47.7%). For both genders, the number of drinks consumed before 8 PM, attending multiple locations, and being with larger groups of friends contributed to higher consumption than intended at the individual and the night levels. Heavier consumption than intended also occurred when drinking away from home for men and when going to nightclubs for women.

**Conclusions:** Making young adults aware of the tendency to drink more than intended, particularly when drinking begins early in the evening, moves from location to location, and includes large groups of friends, may be a fruitful prevention target. Structural measures, including responsible beverage service, may also help in preventing excessive drinking at multiple locations.

# Unconscious environmental cues

**Descriptive Norms** – “*everybody*” does *XY*

**Injunctive Norms** – *XY is OK and acceptable*

**Implicit Cognition** – automatic processing of cues

A buffet table with various food items like salads, dips, and bread. In the background, a person's head is visible against a blue sky with clouds.

**‘young men think about four things, we brew one and sponsor two of them’**

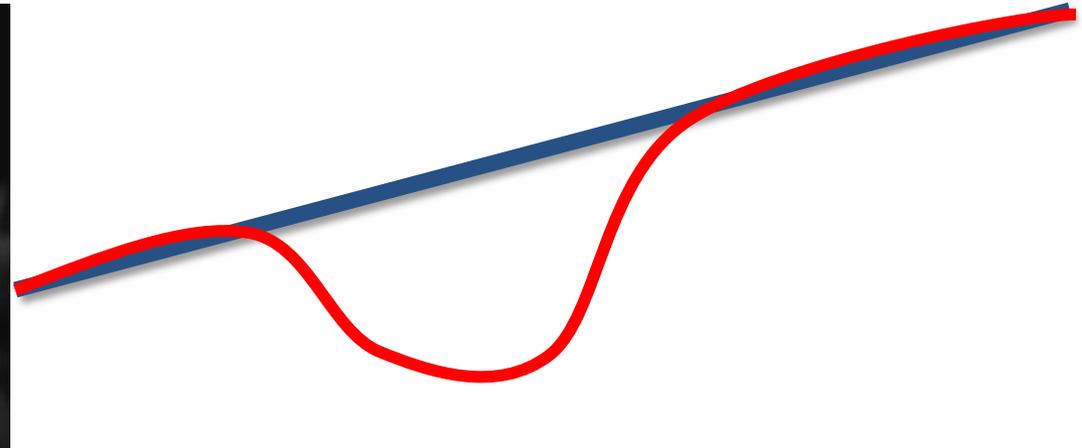
### 3) Limited Self-Control



We know what will make us happy, why do we watch TV instead?

[Christian Jarrett \(@Psych\\_Writer\)](#)  
[BPS Research Digest](#)

# Hot control versus cold control



# The concept

## Environmental Prevention

Environmental Regulatory Measures  
Environmental Economic Measures  
Environmental Physical Measures



## Risk Behaviours and Wellbeing

Alcohol, Tobacco, other Drugs  
Poor Diet  
Low Physical Activity  
Violence / Crime  
Mental Health



# Daily Marijuana Use vs. Perceived Risk of Regular Marijuana Use among 12<sup>th</sup> Graders, 1975-2013



“Attitude follows behaviour”

# The stories we used to hear ....

## “Drinking as “Rite of passage”: a developmental task”

- *drinking has lost its unquestioned symbolic power*
- *less pressure to drink and more room for competing activities*
- *From homogeneous drinking culture to the acceptance of differences.*
- *early maturation: more individualised, responsible, reflective, and adult-like actors than in earlier generations?*

[Törrönnen et al 2018]



# How to apply all this

# European definition of environmental prevention

- ✓ interventions to **limit exposure** to unhealthy and risky behavioural **opportunities** and promote the availability of healthier opportunities.
- ✓ particularly important in those environments that contain **triggers** for risky behaviour.
- ✓ modifying the **context** where the behaviour takes place, such as alcohol retailers, public spaces or entertainment venues
- ✓ target familiar **habits** and behaviour
- ✓ do **not have to rely** on **deliberate and conscious** (healthier) choices.
- ✓ make the healthy choice the **easiest** option



# Go beyond individuals' decision making

→ Reduce visibility, accessibility and perception of normality & acceptance

target the automatic system of behaviour (one that does not require deliberate cognition).

require lower individual 'agency': less need to deploy resources such as conscious decision-making, motivation and impulse control



# Universal elements – at macro level

**Regulate availability**

**Regulate taxes and prices**

**Limit publicity and promotion**

**Limit access for the under-aged**

**Limit opportunities for consumption; new habits:**

✓ **Tobacco: "outside only"**

✓ **Alcohol: "inside only"**

✓ **Cannabis: "only at home or in consumption rooms"**

**Measures against driving under the influence**



# Examples

**Regulatory:** Age restrictions, licensing hours, standardised plain packaging of tobacco products and the banning of alcohol sponsorship in sports.

establishments to provide free drinking water as a condition for entertainment or alcohol retail licence.

## **Physical**

micro-environment: special design of bars and nightclubs, beverage glasses: tall and thin with a lower total volume

macro-environment, such as city planning and landscape design, e.g. provision of free transport at night-time

**Economic:** taxes on tobacco products, minimum alcohol unit price, lowering the price of non-alcoholic drinks, free water in recreational venues





Op weg naar huis van de 'leisure club'. Maandag en woensdag kunnen de leerlingen 's avonds vrijwillig tussen half acht en tien uur naar school ontmoeten. © Marlena Waldthausen

# Hoe IJslandse tieners drank en sigaretten inruilden voor sport

Wat kan Nederland hiervan leren?

**ARTIKEL** Hoe IJslandse tieners de drank, wiet en sigaretten lieten staan en gingen sporten, en wat andere landen kunnen leren van dit succesverhaal.

Door: Ianthe Sahadat 2 juli 2017, 02:00

populated Nordic country (population = 332,000). In the late 1980s, it was commonplace on Friday and Saturday nights to observe hordes of drunk teenagers sullyng the streets of Reykjavik in mob-like

# What is special?

**Committed alcohol policy**

**Parental monitoring (+ family dinners)**

**Committed education and youth policy (keep them in school and in sports clubs): supervised leisure**

**Strong social norms**

**No investment in persuasion, awareness, warning campaigns, etc.**



# GBG – Good Behaviour Game

Divide the 1<sup>st</sup> grade class into heterogeneous teams.

Exhibit a large poster with classroom rules.

Reward entire teams for each child's pro-social behavior, and don't reward when a child is disruptive. It is "group contingent."

Play for ten minutes, 3 times a week, extend that time over the year.

Make rewards more abstract





## Research Paper

# Designing drunkenness: How pubs, bars and nightclubs increase alcohol sales

Sébastien Tutenges\*, Frederik Bøhling

Lund University, Department of Sociology, Paradisgatan 5, Box 114, 221 00, Lund, Sweden

## ARTICLE INFO

### Keywords:

Alcohol  
Youth  
Night-time economy  
Atmosphere  
Marketing  
Capitalism

## ABSTRACT

Using ethnographic data, this paper investigates the techniques used inside pubs, bars and nightclubs to increase and sustain alcohol consumption among patrons. Focus is on venues with the majority of patrons in the age group of approximately 15–35 years. The paper identifies a number of techniques used to increase alcohol sales, including: alcohol advertising; special offers (e.g. ‘Happy Hours’ and ‘all you can drink’ specials); use of strategic intimacy, flirtation, and encouragements to buy more; speed drinking devices (e.g. ‘shot bongs’ and large pitchers); and architectural features that hamper moderate drinking (e.g. high stools, low tables, and high ceilings). These techniques were used most extensively in low-cost, youth-oriented venues (e.g. themed chain pubs) and less so in more expensive venues with a focus on craft beer bars). The paper argues that youth-oriented drinking venues may be conceived of as *alcohol consumption environments*, where individuals are seduced and compelled into purchasing alcohol. A

\*Corresponding author. E-mail address: [stutenges@sociology.lu.se](mailto:stutenges@sociology.lu.se) (S. Tutenges).

# Applied to cannabis regulation

## Rationale:

- **reduce the activation of automatic processes**
- **reduce visibility, odour and convenience of consuming cannabis**

**→ less present, normal, acceptable or attractive  
(= reduce descriptive & injunctive norms)**

**Purchase and use should be not be automatic,  
ubiquitous and easy**

**Stop this obsession with risk perception**



# Regulatory dimension

**Operating hours restricted (day time)**

**Fines for consumption in public**

**No access nor consumption for minors**

**Product packaging and the design of outlets to be neutral, without appealing symbols**

**Only objective information on the essential parameters of the product. No “lifestyle advertisement”**



# Economic dimension

**Fines for marketing with unproven health claims**

**Fines for misleading claims: CBD → “cannabis”**

**Fines for parents (curfew hours, possession)?**

**Minimum Unit Price per THC content?**

**Maximum THC content?**

**Registered-client cards**

- **avoid multiple purchases**
- **provide individualised feedback**



# Physical dimension (space, vision)

## Minimal distance of sales outlets to

- shopping areas,
- schools

→ planning & agency required: buy on purpose, not *en passage*

No smoking in public

Ban the use/sale of products with image - word combinations that have implicit association with cannabis: “high”, “relax”, “C. Sativa leaves”



# For nightly ruminations

**"Culture" is a construct, not a given reality.**

**It is created by habits and interests (e.g. "cannabis culture")**

**Promoting individual decisions (and responsibility) is a fallacy (... and indecent).**

**If environments do not support our motivation, opportunities and incentives, our behaviour hardly changes**

