Global Smart Drinking Goal (GSDG) Program: Data Collection in Pilot Cities

CONFIDENTIAL: NOT FOR PUBLIC USE; PROVIDED FOR PLANNING PURPOSES ONLY

LIMIT CIRCULATION TO AB INBEV FOUNDATION, AB INBEV FOUNDATION RESEARCH AND IMPLEMENTATION PARTNERS, AB INBEV ZONES, PILOT CITY STEERING COMMITTEES, TECHNICAL ADVISORY GROUP MEMBERS

GALLUP®

Copyright Standards

This document contains proprietary research, copyrighted materials and literary property of Gallup, Inc. It is for the guidance of your organization only and is not to be copied, quoted, published or divulged to others outside your organization. All of Gallup, Inc.'s content is protected by copyright. Neither the client nor the participants shall copy, modify, resell, reuse or distribute the program materials beyond the scope of what is agreed upon in writing by Gallup, Inc. Any violation of this Agreement shall be considered a breach of contract and misuse of Gallup, Inc.'s intellectual property.

This document is of great value to Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document.

No changes may be made to this document without the express written permission of Gallup, Inc.

Gallup® is a trademark of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.

Copyright © 2017 Gallup, Inc. All rights reserved.

Disclaimer

This document contains confidential proprietary information and is being furnished to assist in planning for potential pilot city interventions. As such, it is not for public dissemination, but may be used by the parties identified on the cover to advance work related to the Global Smart Drinking Goals pilot cities projects.

Background

Gallup gathered survey data on harmful drinking in 6 cities from November 2016 to January 2017. This is a part of the baseline.

The data, in combination with existing data from the city, is intended to provide information to the City Steering Committees to be able to advance discussions on initial program activities.

HBSA, a supporting organization of Pacific Institute for Research and Evaluation (PIRE) was contracted to measure and evaluate the results of the ongoing Global Smart Drinking Goals Initiative. We refer to them as **the M&E team**.

HBSA has evaluated the survey instrument, and has begun designing the next survey, which is likely to be fielded annually. HBSA will work with cities to craft the design and additional program evaluation components.

In addition, this data serves as an input for **Ohio State University** who was contracted to provide customized toolkits and technical assistance to the cities to help select evidence-based interventions.

Goals

Primary:
This presentation is intended to help you understand what was found in Phase 1 data collection.

Secondary:
The findings from Phase 1 data collection will enable:

1) HBSA to work with you to craft Phase 2 work and
2) Ohio State to guide your program selection and implementation.

Data Collection in Pilot Cities

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Methodology

Copyright © 2017 Gallup, Inc. All rights reserved.

Methodology Summary

- Target population: Age 18+
- Results based on probability sample of 3,007 adults in Brasília
- Cognitive interviews conducted in Oct. 2016 to pilot test the module
- Fieldwork conducted Nov. 24, 2016 – Dec. 30, 2016

Location	Number of Interviews	Mode of Interviewing	Fieldwork Dates	Languages
Brasília: Ceilândia, Taguatinga, Guará, Samambaia & São Sebastião	3,007	CAPI	Nov. 24 –Dec. 30, 2016	Portuguese

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Limitations of the Data

- All the survey data are **estimates** of the target population.

- The data are **self-reported**. There is evidence from other studies that individuals do a reliable job of stating whether they drank alcohol in the past month. However, they consistently understate how often & how much.

- **Consumption data** reported here is based exclusively on those who self-reported that they drank daily or weekly.

Alcohol Consumption Patterns

Copyright © 2017 Gallup, Inc. All rights reserved.

Frequency of Alcohol Consumption

Have you, personally, EVER had a drink with alcohol in it, such as beer with alcohol, wine, liquor or spirits?

During the LAST 12 MONTHS, how often did you, personally, have a drink with alcohol in it, such as beer with alcohol, wine, liquor or spirits?

Base: All Adults

Copyright © 2017 Gallup, Inc. All rights reserved.

GALLUP®

Days of Consumption Among Weekly Drinkers

What day of the week was it the LAST time you drank alcohol?

Average number of days consuming alcohol in last week

2.1

Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Frequency of Consumption Among Weekly Drinkers

Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Drinks Consumed by Weekly Drinkers

Now, please think about the LAST time you drank alcohol. Did you, personally, drink ANY of the following beverages that last time you drank alcohol?

Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Measuring Alcohol Consumption

1 Identify types of drinks consumed

- Wine or champagne
- Beer with alcohol
- Liquor or spirits
- Pre-mixed drinks
- Homemade alcohol

2 For each type of drink (except homemade alcohol), identify locally relevant measures of volume preferred by respondents. For example, for beer…

- Cans
- Bottles
- Glasses
- Pints
- Pitchers

3 For each respondent-chosen measure of volume, ask about the number of units consumed.

"About how many cans of beer did you, personally, have the last time you drank alcohol?"

4 At the analysis stage, transform each measure using locally adapted equivalents of volume for each measure and alcohol content for each type of drink.

"One can of beer" = 330 ml * 5% ABV * 0.79 = 13 grams of pure alcohol.

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Definitions

1 Binge-Drinking on the last occasion (WHO definition)

- 60 grams or more of pure alcohol on the last occasion

http://www.who.int/substance_abuse/activities/gisah_indicatorbook.pdf?ua=.

2 Heavy Drinking in the last week (NIAAA definition)

- Males: 210 grams or more per week
- Females: 112 grams or more per week

https://www.cdc.gov/alcohol/faqs.htm

Copyright © 2017 Gallup, Inc. All rights reserved.

Grams of Alcohol Consumed Among Weekly Drinkers

Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Binge-Drinking Among Weekly Drinkers by Gender

N for males = 1,144
N for females = 1,768

N for males = 297
N for females = 194

Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Patterns of Consumption — Population Typologies

A two-step cluster analysis of alcohol consumption in last week shows four clear typologies of drinkers that encapsulate the main patterns of consumption across all six pilot cities.

Typology	Total Alcohol Consumed (Last Occasion)	# of Drinking Occasions (Last 7 days)	Drink Consumed on Last Occasion				
			Wine	Beer	Liquor	Premixed	Homemade
	0 to 29 g 30 to 59 g 60 to 119 g 120+ g	1 time 2 to 3 times 4 to 5 times 6+ times					
Wine drinkers			✓				
Liquor drinkers					✓		✓
Heavy multi-beverage drinkers			✓	✓	✓	✓	✓
Beer drinkers				✓		✓	

Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Patterns of Consumption — Distribution by City

Outlier Cluster: Individuals differing from the four clear typologies.
Base: Had an alcohol drink at least once a week during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Summary – Alcohol Consumption Patterns

- **[NEED TO ADD SUMMARY NOTES]**
- Men are more likely than women to binge-drink.

Copyright © 2017 Gallup, Inc. All rights reserved.

Ramifications of Drinking Behaviors

Copyright © 2017 Gallup, Inc. All rights reserved.

Self-Reported Ramifications

During the LAST 30 DAYS, how many times did you feel sick, such as with nausea or vomiting, during or after drinking alcohol?

11% of the total drinking-age population did this at least once in the last 30 days.

Base: Had an alcohol drink at least once a month during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Self-Reported Ramifications Cont'd.

4% of the total drinking-age population did this at least once in the last 30 days.

Base: Had an alcohol drink at least once a month during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Self-Reported Ramifications Cont'd.

Base: All Adults

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Self-Reported Ramifications Cont'd.

Sometimes people will drive a motor vehicle after drinking alcohol. During the LAST 30 DAYS, how many times did you drive a motor vehicle after drinking alcohol?

6% of the total drinking-age population in Brasilia

Base: Had an alcohol drink at least once a month during the last 12 months

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Alcohol-Associated Concerns (AAC)

The AAC metric identifies the percent of individuals who report at least one of these:

1. Binge-Drinking on the last occasion (WHO definition)
   - 60 grams or more of pure alcohol on the last occasion

   http://www.who.int/substance_abuse/activities/gisah_indicatorbook.pdf?ua=.

2. Heavy Drinking (HD) in the last week (NIAAA definition)
   - Males: 210 grams or more per week
   - Females: 112 grams or more per week

   https://www.cdc.gov/alcohol/faqs.htm

3. Self-reported markers of harmful drinking in the last 30 days
   - Sickness after drinking
   - Memory loss after drinking

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Alcohol-Associated Concerns — Prevalence

Base: All adults

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Alcohol-Related Social Norms

Copyright © 2017 Gallup, Inc. All rights reserved.

Alcohol-Related Social Norms

Among your close friends, how many alcohol drinks would be considered acceptable to regularly drink in a DAY?

Men report higher acceptable number of drinks in a day

Base: All adults

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Alcohol-Related Social Norms

Base: All adults, except those who responded “None” to “how many alcohol drinks would be considered acceptable to regularly drink over the course of a DAY.”
.

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Prevalence of Alcohol-Associated Concerns Higher Among Those With More Friend Interactions

Question Text for Friend Interactions: In a typical week (7 days), how many friends do you interact with? This can be in person, on the phone, through a computer, or any other way.

Base: All adults

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Interaction with Health Care Providers

Copyright © 2017 Gallup, Inc. All rights reserved.

Interaction with Health Care Providers

Base: All adults

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Alcohol-Associated Concerns and Provider Advice

During the LAST 12 MONTHS, did any doctor or other health care worker advise you to reduce or stop drinking alcohol? *(Among those with at least one alcohol-associated concern)*

Base: Among those with at least one alcohol-associated concern

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Alcohol-Associated Concerns and Provider Advice

During the LAST 12 MONTHS, did any doctor or other health care worker advise you to reduce or stop drinking alcohol? *(Among those with at least one alcohol-associated concern AND had a doctor ask how much they drank)*

Base: Among those with at least one alcohol-associated concern AND had a doctor ask how much they drank

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Interaction with Health Care Providers

Base: All adults

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

No Alcohol/Low Alcohol Beer Consumption

Copyright © 2017 Gallup, Inc. All rights reserved.

NABLAB Consumption

In the LAST 12 MONTHS, have you, personally, had a beer with NO alcohol in it, such as Brahma 0,0%, Liber 0,0%, Itaipava 0,0%, Bavaria sem Álcool, Nova Schin Zero Álcool, or Kronenbier?

Base: All adults

How often did you, personally, drink NON-alcohol beer in the LAST 12 MONTHS?

Base: Annual NABLAB consumers
*Results omitted – n<50

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP

Reasons for NABLAB Consumption

Which of the following BEST describes why you drink NON-alcohol beer…

Base: Annual NABLAB consumers
*Results omitted – n<50

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®

Interim Conclusions

Copyright © 2017 Gallup, Inc. All rights reserved.

GALLUP®

Conclusions

Priority Areas: [THIS SLIDE NEEDS UPDATED STILL.]

Binge-drinking, heavy drinking, and driving after drinking are the main areas of concern identified in both cities.

ABI global interventions may be important tools to reduce harmful use of alcohol:

- Social norms [and number of friend interactions] appear to be positively associated with harmful drinking behaviors, suggesting that interventions that target aspects of social norms may impact harmful drinking behaviors and should be explored further.
- Alcohol monitoring and provision of health guidance are generally low in all pilot cities and have room for improvement (ranging from a low of 9% in Jiangshan to a high of 36% in Columbus who are asked about how much alcohol they drink).
- NABLAB consumption is still relatively infrequent in the pilot cities, and may require significant growth to reach the 2025 GSDG target, particularly in the Americas and China. Among those who drink NABLAB products, there is more research that could be done to determine what currently motivates people to drink them.

Copyright © 2017 Gallup, Inc. All rights reserved.

Next Steps:

HBSA and the Ohio State University (OSU) team will visit each of the cities to meet local teams and better understand ongoing and planned activities. They will be working closely together to ensure that the evaluation tracks with the initiatives.

- HBSA wants to understand local data collection needs to shape Phase 2 data collection and overarching evaluation design.
- OSU wants to better understand the drinking context, previous and ongoing activities, and local partners. This will enable them to provide ongoing guidance to the Steering Committee on most appropriate, evidence-based intervention selections and implementation.

Appendix

Copyright © 2017 Gallup, Inc. All rights reserved.

Grams of Pure Alcohol Consumed — Methodology

1. Recode non-standard units into local **volumetric** equivalents in mls:
   - e.g., one bottle of wine = 750 ml
2. Assign **ABVs** to each type of drink based on local equivalents:
   - e.g., wine = 13%
3. Compute grams consumed in last occasion for each type of drink as:
   - e.g., total_gr_beer = beer_ml*num_beer*ABV_beer*0.78924
4. Impute missing values for each type of drink using hot deck imputation
5. Sum grams consumed in last occasion for each type of drink:
   - total_gr_alcohol = total_gr_wine_imp+total_gr_beer_imp+ total_gr_liquor_imp+total_gr_premix_imp
6. Compute grams consumed in last week based on frequency of consumption in the last seven days:
   - total_gr_alcohol_week1: total_gr_alcohol*occasions
   - total_gr_alcohol_week2: total_gr_alcohol*days

Copyright © 2017 Gallup, Inc. All rights reserved.
GALLUP®