

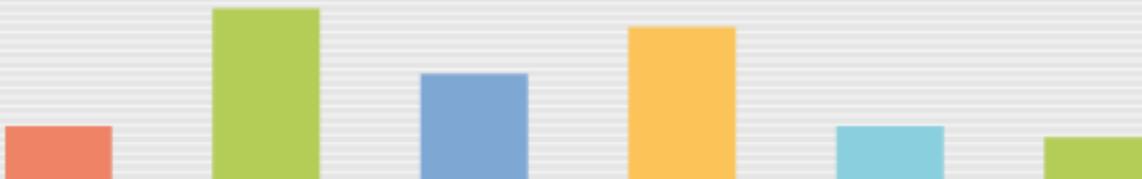


European Monitoring Centre
for Drugs and Drug Addiction

Wie lässt sich Verhalten (mit weniger Lärm) verändern?

Gregor Burkhardt

Luxemburg, 13. Oktober 2021



1

Die Idee dahinter



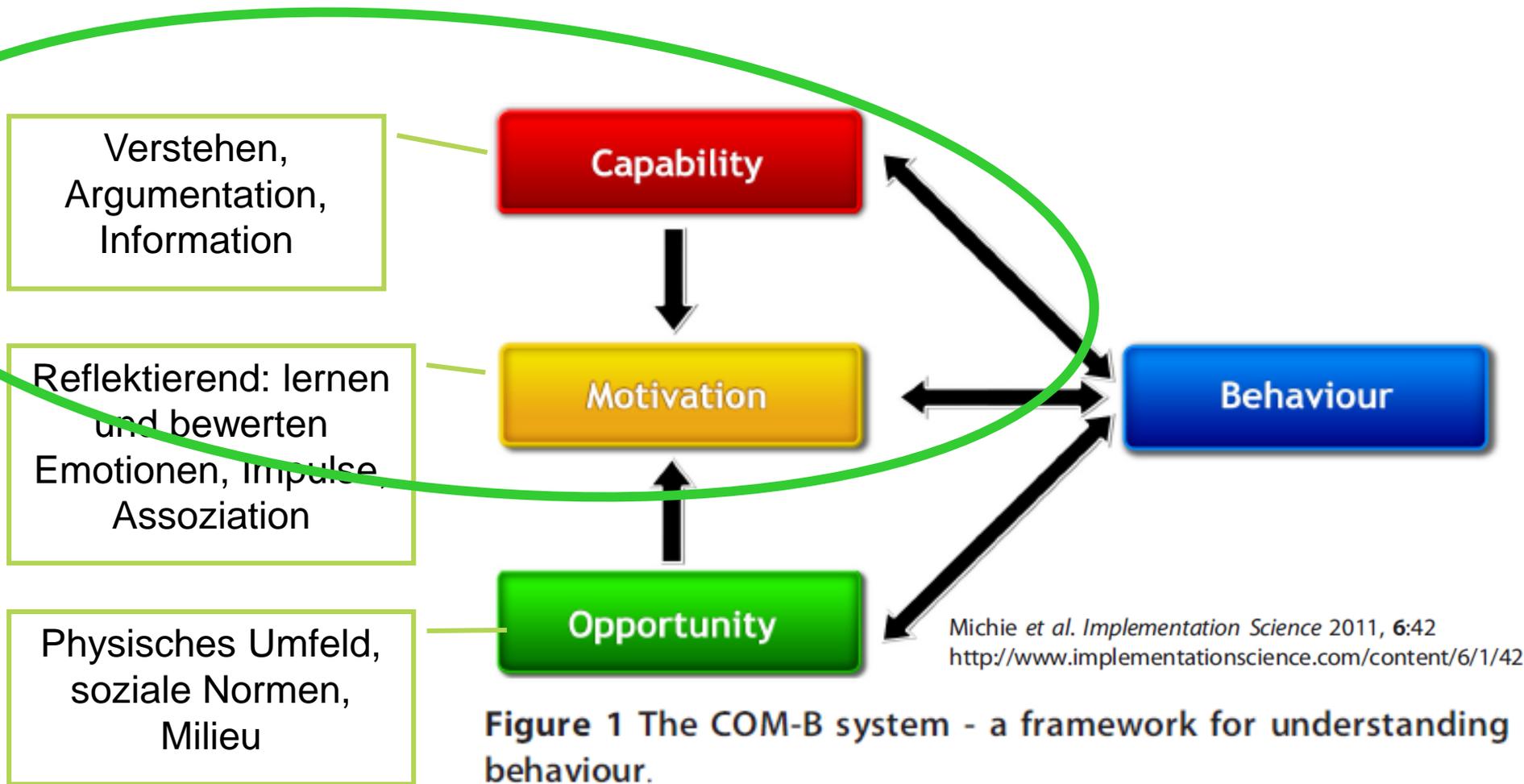
**Sicheres Verhalten durch
besseres Umgebungsdesign**

Das ist

2018!

“Endlich passiert mal was”

Determinanten menschlichen Verhaltens



→ **Mentimeter**



European Monitoring Centre
for Drugs and Drug Addiction

TECHNICAL REPORT

**Environmental substance use
prevention interventions in Europe**

Nur eine Frage verantwortlichen Verhaltens, gell?



MODERATE ALCOHOL CONSUMPTION WITHIN A BALANCED LIFESTYLE

AN EVENT HOSTED BY MEP ALDO PATRICIELLO

EUROPEAN CULTURE
AND TRADITION

SCIENTIFIC EVIDENCE
AND MODERATION

PREVENTION
AND EDUCATION

Info & Registration: aldo.patriciello@europarl.europa.eu

November 29, 2017
European Parliament, Room A3G3

Languages available

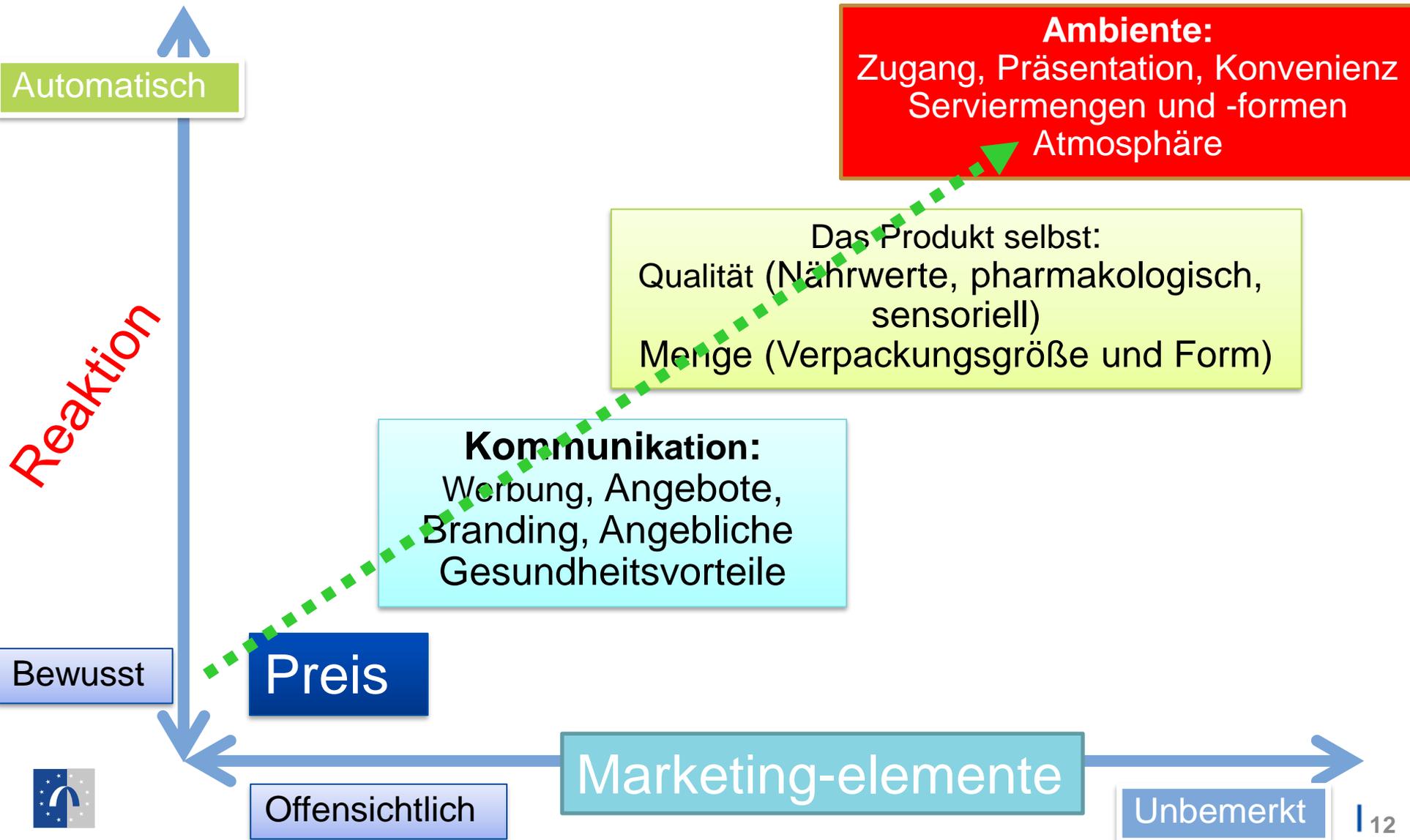
8:30 AM-11:00 AM
Italian & English



... oder der Aufklärung ...



Marketing-Einfluss auf Konsum- und Essverhalten



→ Alcohol firms depend financially on problem drinkers' dependency

Alcohol consumption, Britain, 2013-14, units* per week



25% of Britons drink hazardous or harmful amounts

% of people



They account for 68% of industry revenues

% of revenues



They drink 78% of all alcohol consumed

% of units consumed



Price increase needed to offset revenue loss, if everyone drank within health guidelines

Beer +75%

Pint 4.3% ABV, in a pub



Wine +79%

Bottle, from a shop



Spirits +85%

70cl, from a shop



Und: 10% der
Menschen
konsumieren etwa 66%
des Cannabidis in
Kanada

Wir handeln intuitiv, ... und "rationalisieren" danach

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.

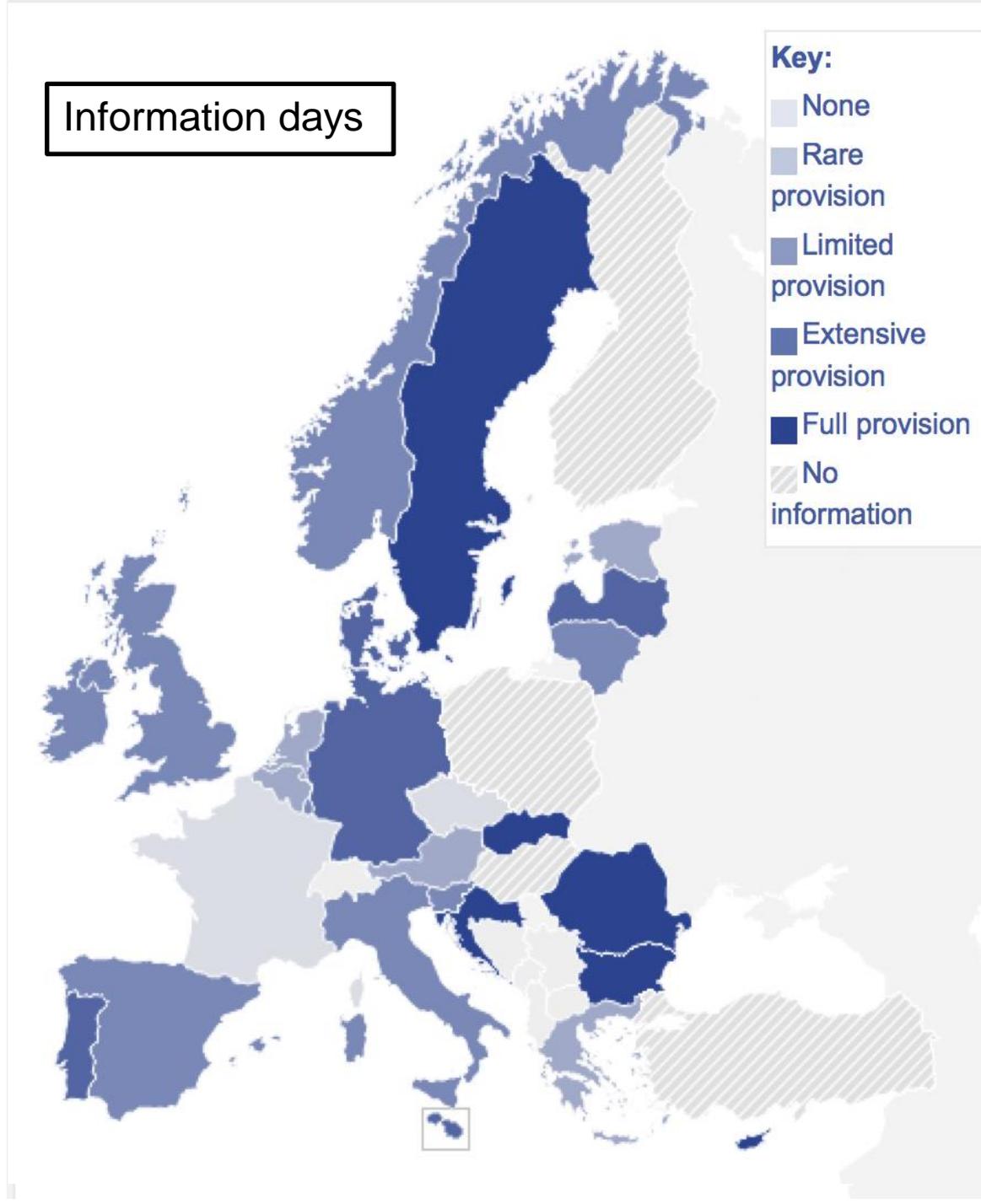
Methods: Using a smartphone application, 176 young people aged 16 to 25 (mean age = 19.1; 49% women) completed questionnaires on drinking intentions, consumption, and drinking environments before, during, and after multiple Friday and Saturday nights ($n = 757$). Multilevel regressions were used to investigate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

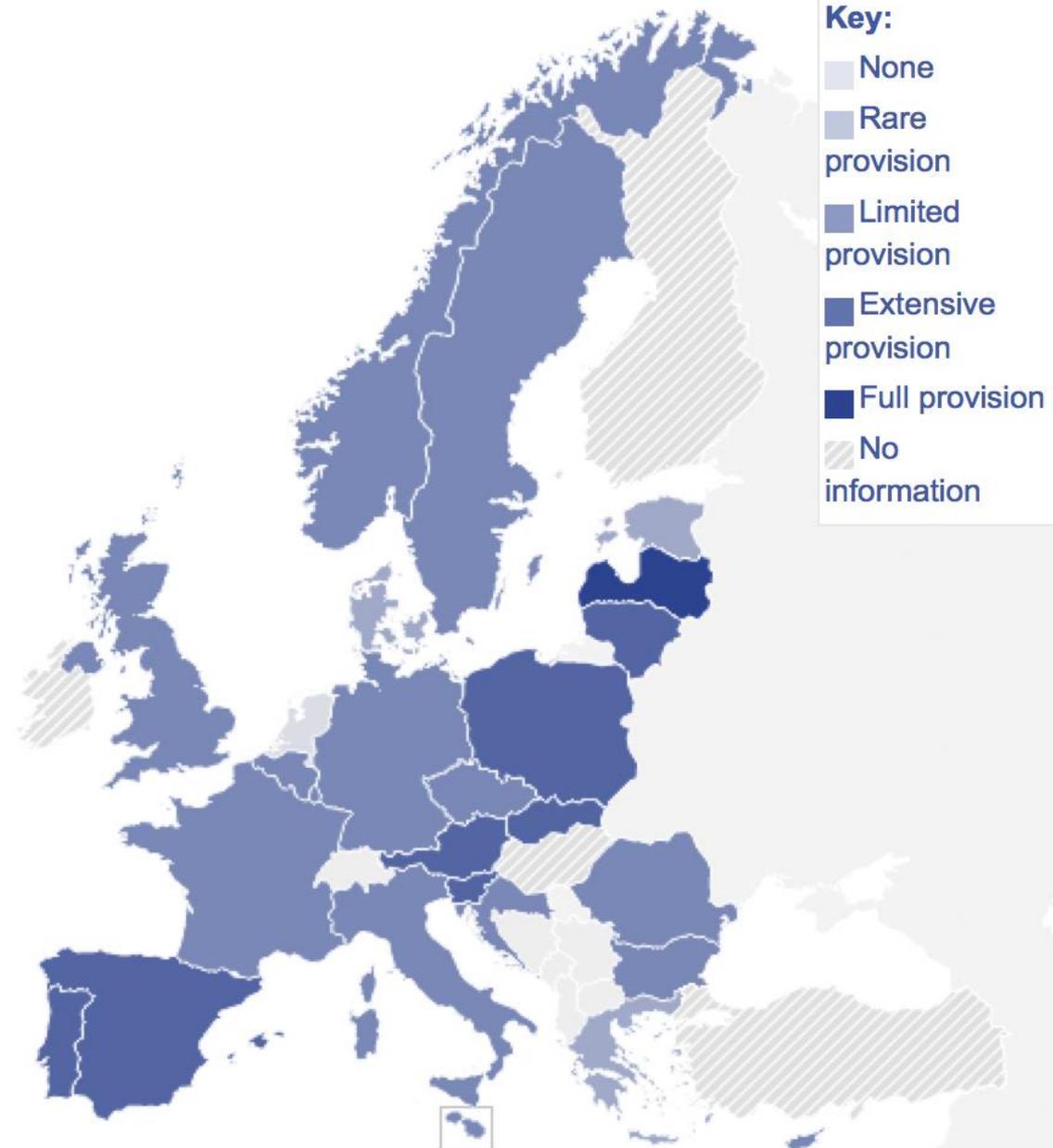
Alleinige Informationsvermittlung an Schulen, 2013

Information days



Visits of law enforcement agents to schools

Konsumenten
deutlich besser
informiert
Schweiz (Dermota
2013)



Die beiden präventiven Irrtümer in einem Satz

**”Prävention heißt: 13-
Jährige akkurat über
Substanzen und ihre
Risiken zu
informieren”**

Information ist kein Schutz

Information ist in keiner Liste von Schutzfaktoren aufgeführt

Informationsmangel ist kein nachgewiesener Risikofaktor

**Nicht jede will ihre Gesundheit schützen.
Dann ist es sinnlos, über
Gesundheitsrisiken zu informieren**



Kontrolliertes versus impulsives Verhalten



CHIME
@CIOCHIME



Until there is a vaccine or a cure, information is the most powerful weapon to fight a pandemic. Read the latest from Penn State research: Knowledge, perceptions and preferred information sources related to COVID-19: covid-19.ssri.psu.edu/node/36
[#COVID19](#) [@penn_state](#) [#CHIME](#) [#PennState](#)



PennState
Social Science
Research Institute





Unbewusste Umweltstimuli

Deskriptive Normen - "alle" machen XY

Injunktive Normen - XY ist OK und akzeptabel

Implizite Kognition - automatische Verarbeitung von Stimuli



Unbewusste Umweltstimuli

Deskriptive Normen - "alle" machen XY

Injunktive Normen - XY ist OK und akzeptabel

Implizite Kognition - automatische Verarbeitung von Stimuli

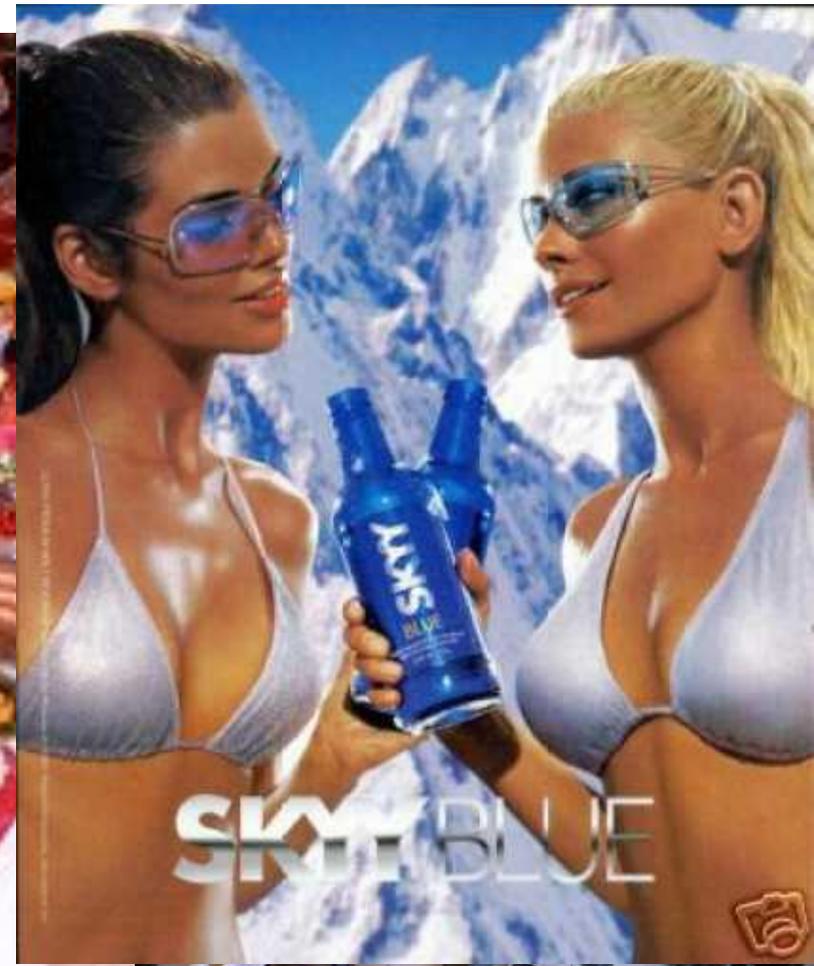


Unbewusste Umweltstimuli

Deskriptive Normen - "alle" machen XY

Injunktive Normen - XY ist OK und akzeptabel

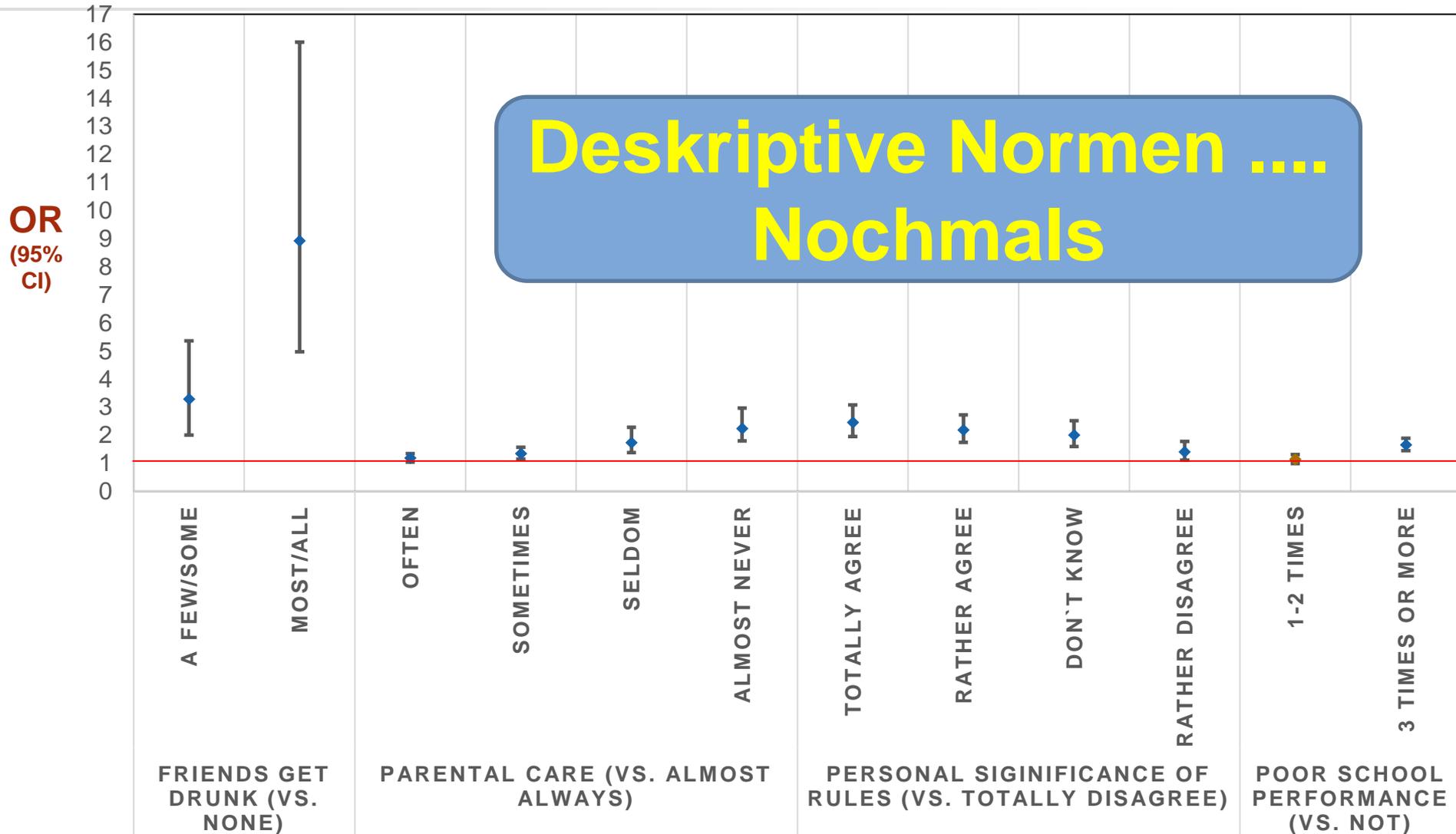
Implizite Kognition - automatische Verarbeitung von Stimuli



**'Junge Männer denken
an vier Dinge: wir
brauen eines und
sponsern zwei davon'.**

Prädiktoren für das Trinken von Alkohol bis zur Trunkenheit

IN DEN LETZTEN 30 TAGEN, bereinigt nach Geschlecht und Land



- **Why do we engage in known harmful behaviours?**
- **Not due to reflection on Pro – Contra**
- **We act intuitively, ... and “rationalise” afterwards**
- **Automatic approach bias to cues**
- **(Deficits in impulse control)**
- **Attentional bias → Craving**
- **Sensorial cues → consumption: “working for food you don’t desire”**



Begrenzte Selbstkontrolle

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

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

Planned and Unplanned Drug Use during a Night out at an Electronic Dance Music Party

Joseph J. Palamar , Patricia Acosta & Charles M. Cleland

Pages 885-893 | Published online: 01 Mar 2019

 Download citation  <https://doi.org/10.1080/10826084.2018.1529186>

 Check for updates

 Full Article

 Figures & data

 References

 Citations

 Metrics

 Reprints & Permissions

Get access

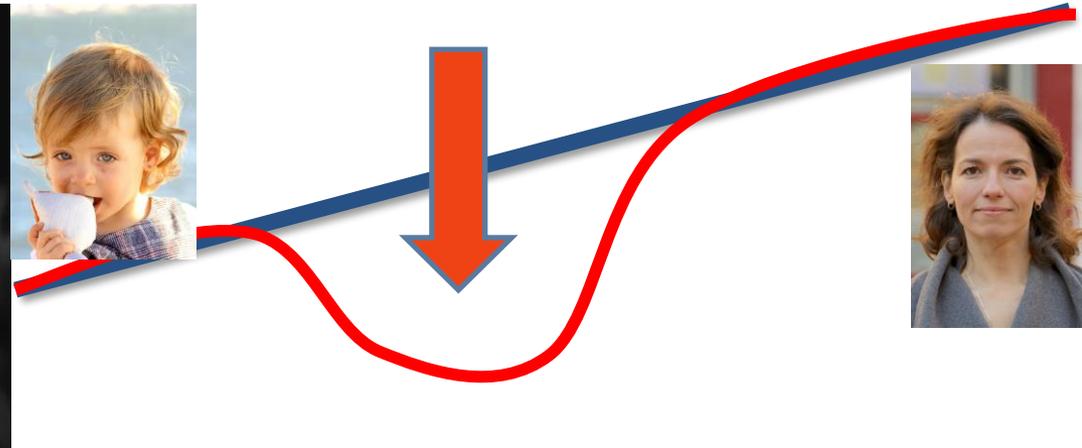
Abstract

Background: Electronic dance music (EDM) parties at nightclubs and festivals are high-risk scenes for drug use. Although intention to use drugs (such as ecstasy) has been shown to be the most proximal determinant of use, little is known regarding the extent to which drug use is unplanned in this high-risk scene.

Methods: We surveyed 954 adults entering EDM parties in New York City in 2017 and asked about planned drug use that night. A quarter ($n = 236$) completed the optional online follow-up survey which asked about drug use during their outing. We examined prevalence and correlates of planned and unplanned use. *Results:*

A fifth (21.0%) of attendees reported planning to use a specific drug the night of the party and over a third (35.4%) reported using a drug later that night. A quarter (26.6%) used in an unplanned manner. Unplanned marijuana use was most common (10.7%), followed by unplanned use of ecstasy (7.3%), cocaine (4.7%), amphetamine (1.4%), LSD (1.3%), and MDA (1.1%). Unplanned initiation of ecstasy and PMA also occurred. Unplanned drug use was more likely to occur

Kaltsteuerung versus Heißsteuerung



*... haben Kompetenzen und Expertise zu Präventionsprinzipien, -theorien und -praxis, und sind **trainierte** und/oder **spezialisierte** Fachkräfte, die die Unterstützung öffentlicher Institutionen haben. → Training, Akkreditierung, weniger Kinder sind kaum ausgebildeten Präventionsagentinnen*

... arbeiten für akkreditierte oder anerkannte Institutionen oder NGOs → Wettbewerb

Je nach Berufs- oder Landeskultur:

Regulierung = “Prohibition”

Verhältnisprävention = Bevormundung”

Evaluation = “unnötig”

Manualisierte Programme = “starr, unflexibel”

Evidenz = “gibt es eh nicht”

Nudging = “Manipulation”

Indizierte Prävention = “Medikalisierung”

Wir brauchen Strategien, die Folgendes mit einberechnen ...

Automatische Entscheidungen

Mangelnde Selbstkontrolle

Mangelnde Selbstachtsamkeit





TECHNICAL REPORT

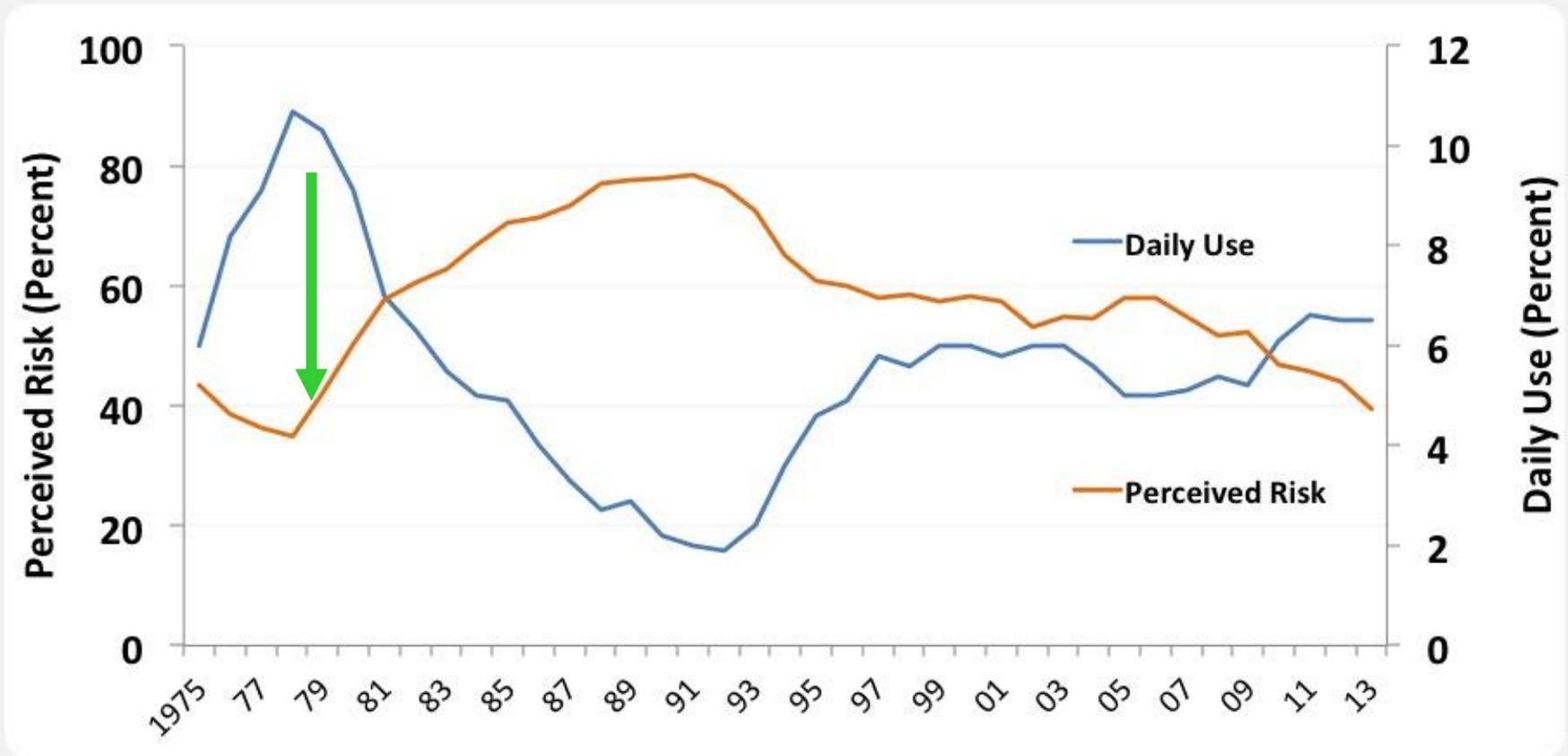
**Environmental substance use
prevention interventions in Europe**



Ein neues Modell für Verhältnisprävention



Daily Marijuana Use vs. Perceived Risk of Regular Marijuana Use among 12th Graders, 1975-2013



“Einstellung folgt dem Verhalten”

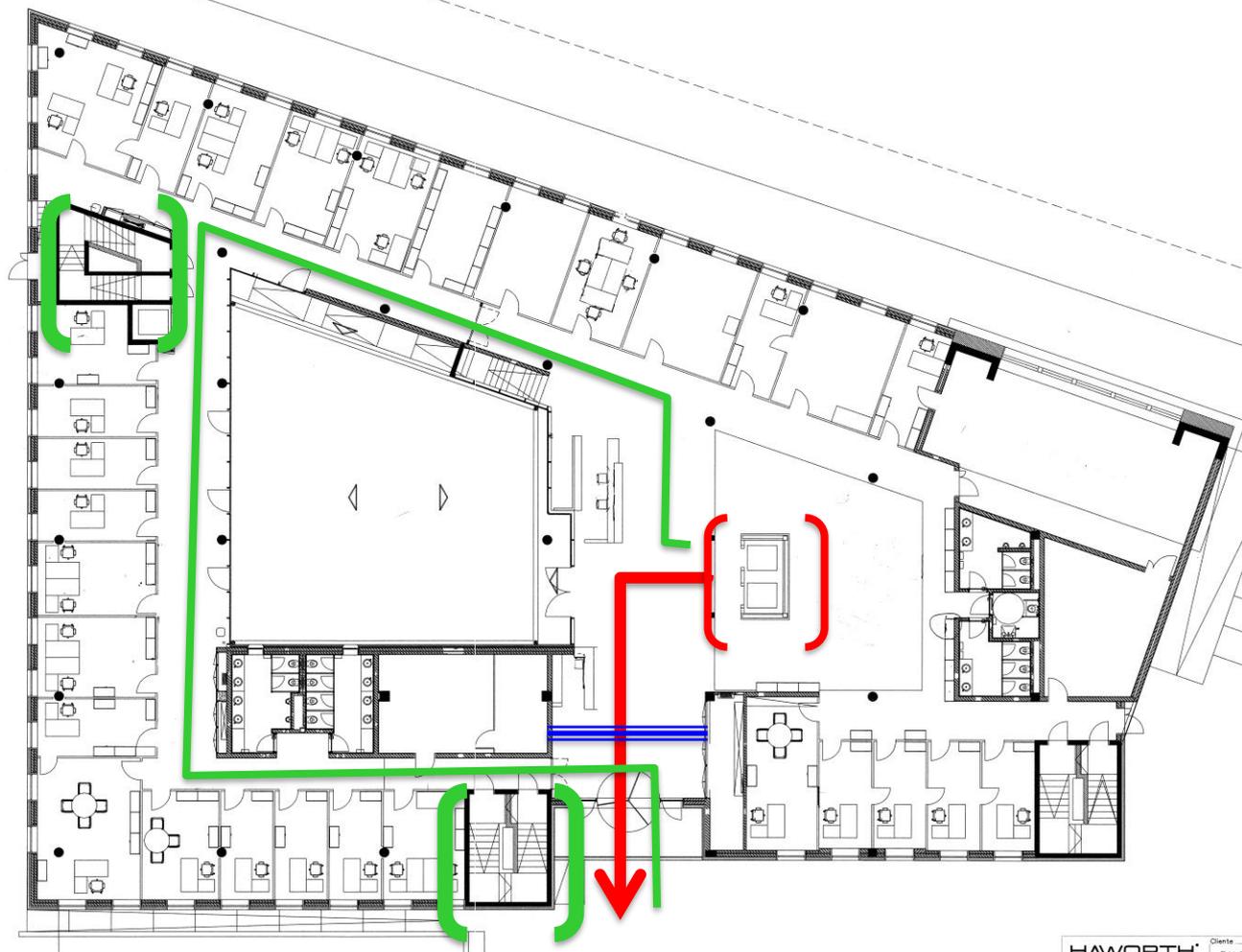
Source: University of Michigan, 2015 Monitoring the Future Study

2

Wie man das anwendet



**auf impulsgesteuertes
Verhalten im Allgemeinen**



HAWORTH
change by design

Colômbia de São Paulo
Edifício Conquistador Paulista, Ap 15
05400-000 Santos
Tel: 21 4348000 Fax: 21 4348010

PERFORMANCE

Cliente E.M.C.D.D.A.	
Projeto 0 01 - TF	
Desenho Júlio Meno	Desenho nº... Escala 2084_0 01 TF_REV 1/1/100
Data 15/05/08	
Alteração 28/05/08	





Unsere Definition von Verhältnisprävention

- ✓ Weniger **Exposition** gegenüber ungesunden und riskanten **Verhaltensmöglichkeiten** und mehr **Verfügbarkeit** gesünderer Möglichkeiten.
- ✓ Relevant für Umgebungen, die **Auslöser** für riskantes Verhalten enthalten.
- ✓ Änderung des **Umfelds**, in dem das Verhalten stattfindet, wie z. B. Alkoholgeschäfte, öffentliche Plätze oder Partysettings
- ✓ Auf vertraute **Gewohnheiten** und Verhaltensweisen abzielen
- ✓ Nicht auf bewusste/gezielte Entscheidungen angewiesen
- ✓ Die gesunde Wahl zur einfachsten Option machen



Individuelle Entscheidungen sind kaum relevant

Weniger Exposition zu Gelegenheiten für unerwünschtes Verhalten

→ Sichtbarkeit, Zugang, Wahrnehmung von Normalität und Akzeptanz vermindern

Zielt auf das **automatische** Verhaltenssystem

Benötigt weniger individuelle 'Agency', d.h. Ressourcen wie Motivation, Impulskontrolle, Entscheidungsprozesse



Universelle Elemente - auf Makroebene

Regulierung der Verfügbarkeit
Steuern und Preise regeln

Werbung und Verkaufsförderung einschränken

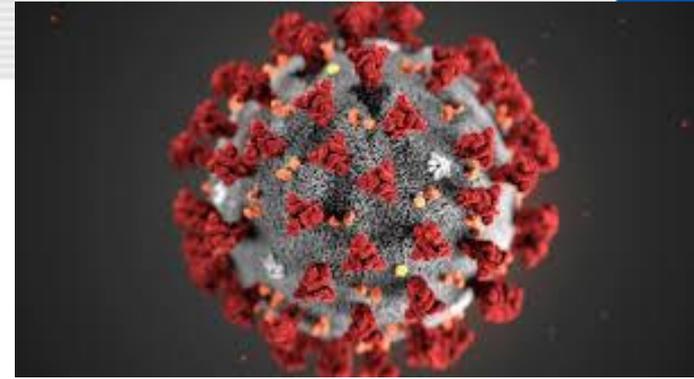
Beschränkung des Zugangs für Minderjährige

Begrenzung der Möglichkeiten für den Konsum;
→ neue soziale Normen:

✓ **Tabak: "nur draußen"**

✓ **Alkohol: "nur drinnen"**

✓ **Cannabis: "nur zu Hause oder in Konsumräumen"**



More Freedom



Unthinkable
Radical
Acceptable
Sensible
Popular Policy
Popular
Sensible
Acceptable
Radical
Unthinkable

Less Freedom

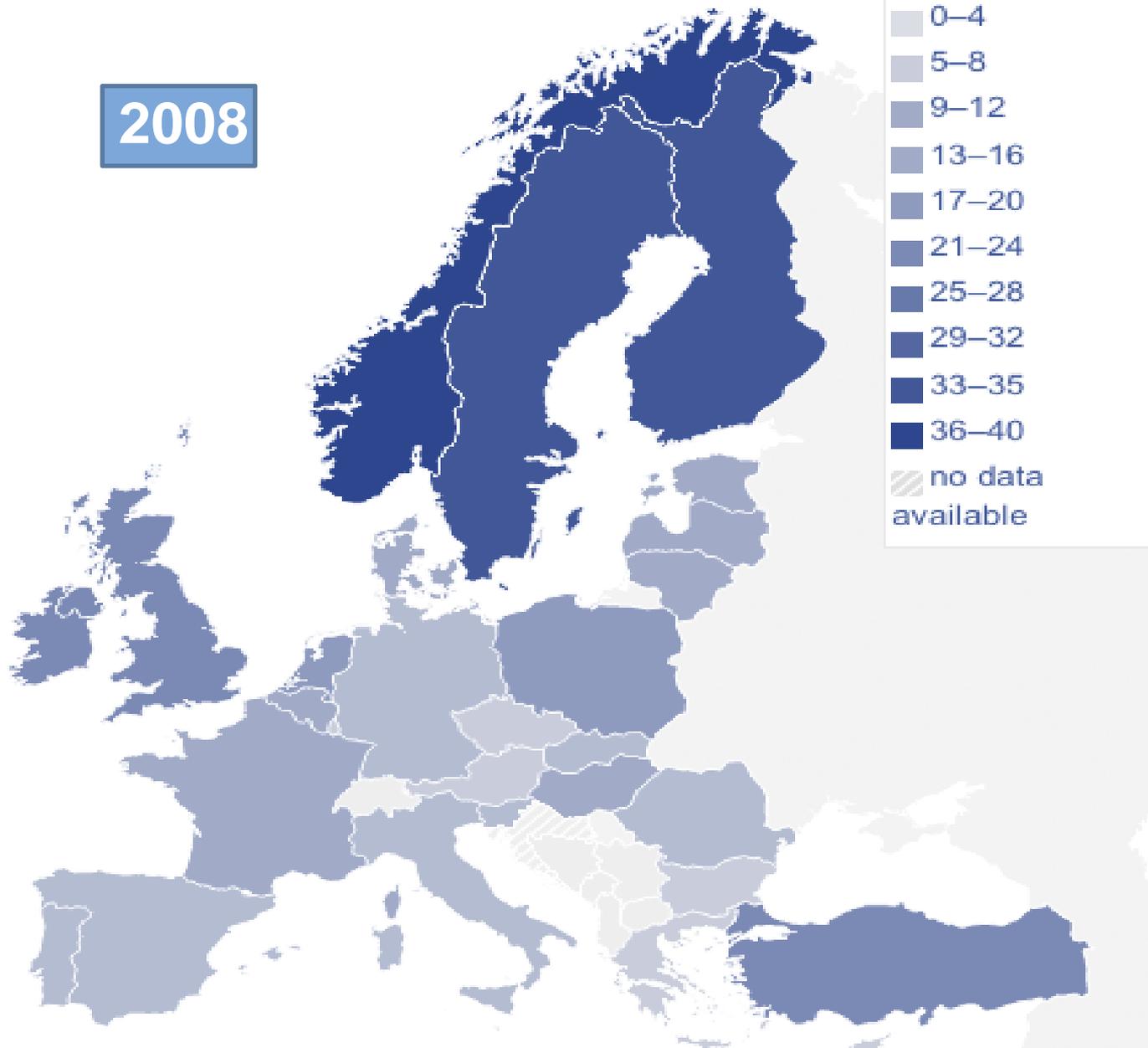
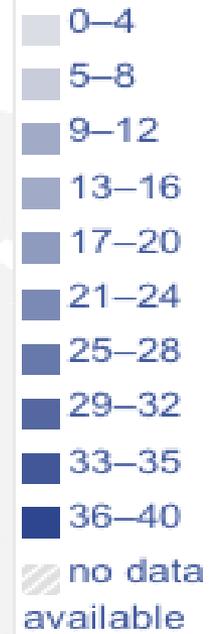


Alcohol control score 2008 – 2014

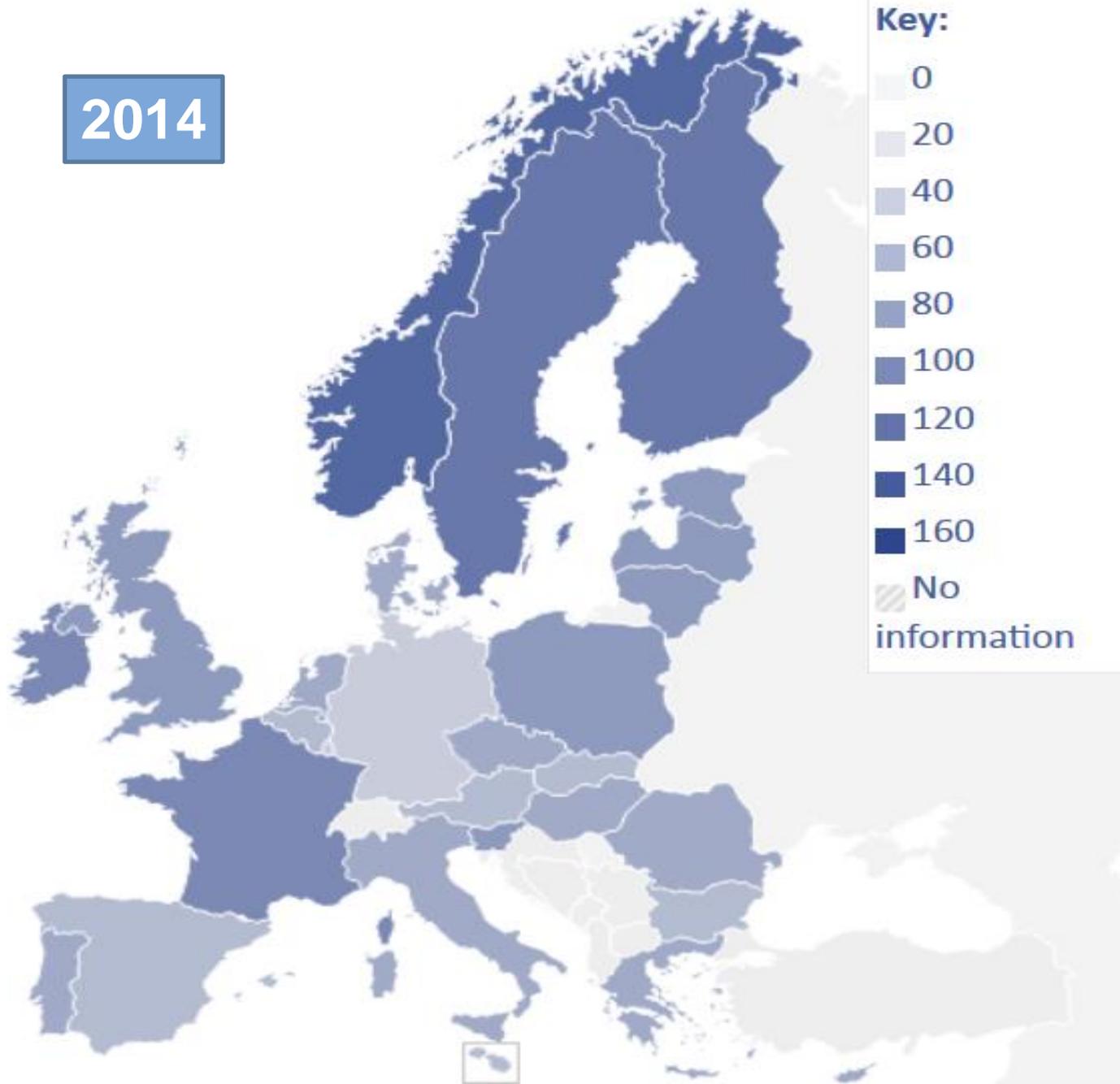
- Kontrolle von Produktion, Verkauf und Vertrieb (max. 40);
- Altersgrenzen und Kontrollen (max. 24);
- Kontrollen von Trunkenheit am Steuer (max. 24);
- Kontrolle von Werbung, Marketing und Sponsoring für Alkohol (max. 24);
- Öffentliche Politik (max. 8)
- Besteuerung und Preisgestaltung (max. 40).

Environmental strategies: Alcohol Control Score (ACS)

2008



2014



Beispiele

Regulatorisch: Altersbeschränkungen, Öffnungszeiten, simple Verpackungen, Verbot von Sponsoring im Sport.

Kostenloses Trinkwasser als Voraussetzung für die Erteilung einer Unterhaltungs- oder Alkoholverkaufslizenz.

Physisch:

Mikro: spezielles Design von Bars und Nachtclubs, Getränkegläser: hoch und dünn mit einem geringeren Gesamtvolumen

Makro: Stadtplanung und Landschaftsgestaltung. Kostenlose Verkehrsmittel (Nightlife)

Wirtschaftlich: Steuern auf Tabakerzeugnisse, Mindestpreis pro Alkoholeinheit, Senkung der Preise für alkoholfreie Getränke, kostenloses Wasser in Bars.



Möglichkeiten auf kommunaler Ebene

Citysafe (Liverpool): Polizei, Kneipen, Personalschulung, kein Trinken auf der Straße, Advocacy Kampagnen

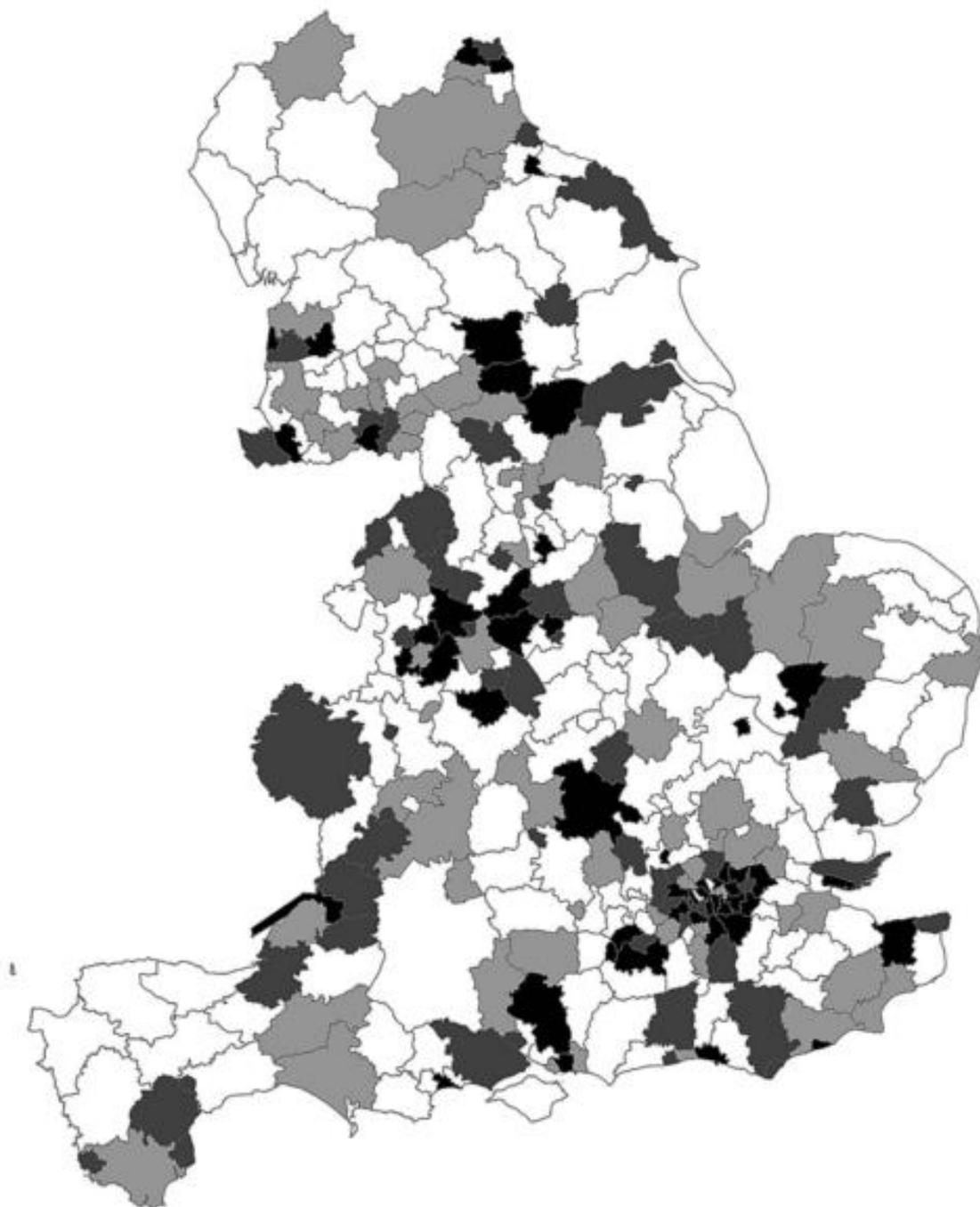
Tackling Alcohol-related Street Crime (**TASC**) in Cardiff: deutlicher Rückgang von Delinquenz

Schottland: AusschankSchulung des Personals obligatorisch für die Lizenz

England: je nach Regulierung, Rückgang von Gewaltverbrechen, Sexualverbrechen, Verstößen gegen die öffentliche Ordnung, Krankenhauseinweisungen (de Vocht 2016, 2016)

Niederlande: dito: "ein Gesundheitsproblem als ein breiteres gesellschaftliches Problem darstellen" de Goeij et al 2017





Beneficial:

- Interventions for which convincing, consistent and sustained effects for relevant outcomes are in favour of the intervention as found in two or more studies of excellent quality in Europe.

Likely to be beneficial:

- Interventions for which convincing and consistent effects for relevant outcomes are in favour of the intervention as found in at least one evaluation study of excellent quality in Europe.

Possibly beneficial:

- Interventions for which some effects for relevant outcomes are in favour of the intervention as found in at least one evaluation study of acceptable quality in Europe. An intervention ranked as 'possibly beneficial' is suitable for application in the context of more rigorous evaluations.

Additional studies required:

- Interventions for which concerns about evaluation quality or consistency of outcomes in Europe make it difficult to assess if they are effective or not, even if outcomes seem to be in favour of the intervention.

Unlikely to be beneficial

- Interventions for which at least one evaluation of excellent quality in Europe show convincing evidence of no or harmful effects on relevant outcomes.

Kommunale Strategien

The recent hype

Islandia sabe cómo acabar con las drogas entre adolescentes, pero el resto del mundo no escucha

Oct. 7th, 2017

 Send to Kindle

Falta poco para las tres de una soleada tarde de viernes, y el parque Laugardalur, cerca del centro de Reikiavik, se encuentra prácticamente desierto. Pasa algún que otro adulto empujando un carrito de bebé, pero si los jardines están rodeados de bloques de pisos y casas unifamiliares, y los críos ya han salido del colegio, ¿dónde están los niños?

En mi paseo me acompañan Gudberg Jónsson, un psicólogo islandés, y Harvey Milkman, catedrático de Psicología estadounidense que da clases en la Universidad de Reikiavik durante una parte del curso. Hace 20 años, cuenta Gudberg, los



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

Iceland Succeeds at Reversing Teenage Substance Abuse The U.S. Should Follow Suit

13-16 minutes



Iceland may be the world's most progressive country at reducing teenage substance abuse. In the more than 4 decades that I have studied, researched and written about substance misuse, I have not seen a more promising approach.

For three decades, I have been a regular consultant to this spectacularly beautiful and sparsely populated Nordic country (population = 332,000). In the late '90s, it was commonplace on Friday and Saturday nights to observe hordes of drunk teenagers sully the streets of Reykjavik in mob-like



How Iceland Got Teens to Say No to Drugs

Curfews, sports, and understanding kids' brain chemistry have all helped dramatically curb substance abuse in the country.

Was ist das Besondere?

Moderatoren – nicht Teil des Modells:

- **Ernsthafte Alkohol Politik**
- **Starkes Schul- und Jugendsystem**
- **Klare und starke soziale Normen**
- **Keine Investition in Aufklärung-Warnung (Kampagnen, etc.)**

Potenziell wirksame Elemente der Verhaltensänderung:

- **Elterliche Aufsicht und Engagement:**
- **gemeinsam Abendessen**
- **Sport, Kulturaktivitäten: „supervised leisure time“**
- **Sperrstunden für Jugendliche**



Beneficial:

- Interventions for which convincing, consistent and sustained effects for relevant outcomes are in favour of the intervention as found in two or more studies of excellent quality in Europe.

Likely to be beneficial:

- Interventions for which convincing and consistent effects for relevant outcomes are in favour of the intervention as found in at least one evaluation study of excellent quality in Europe.

Possibly beneficial:

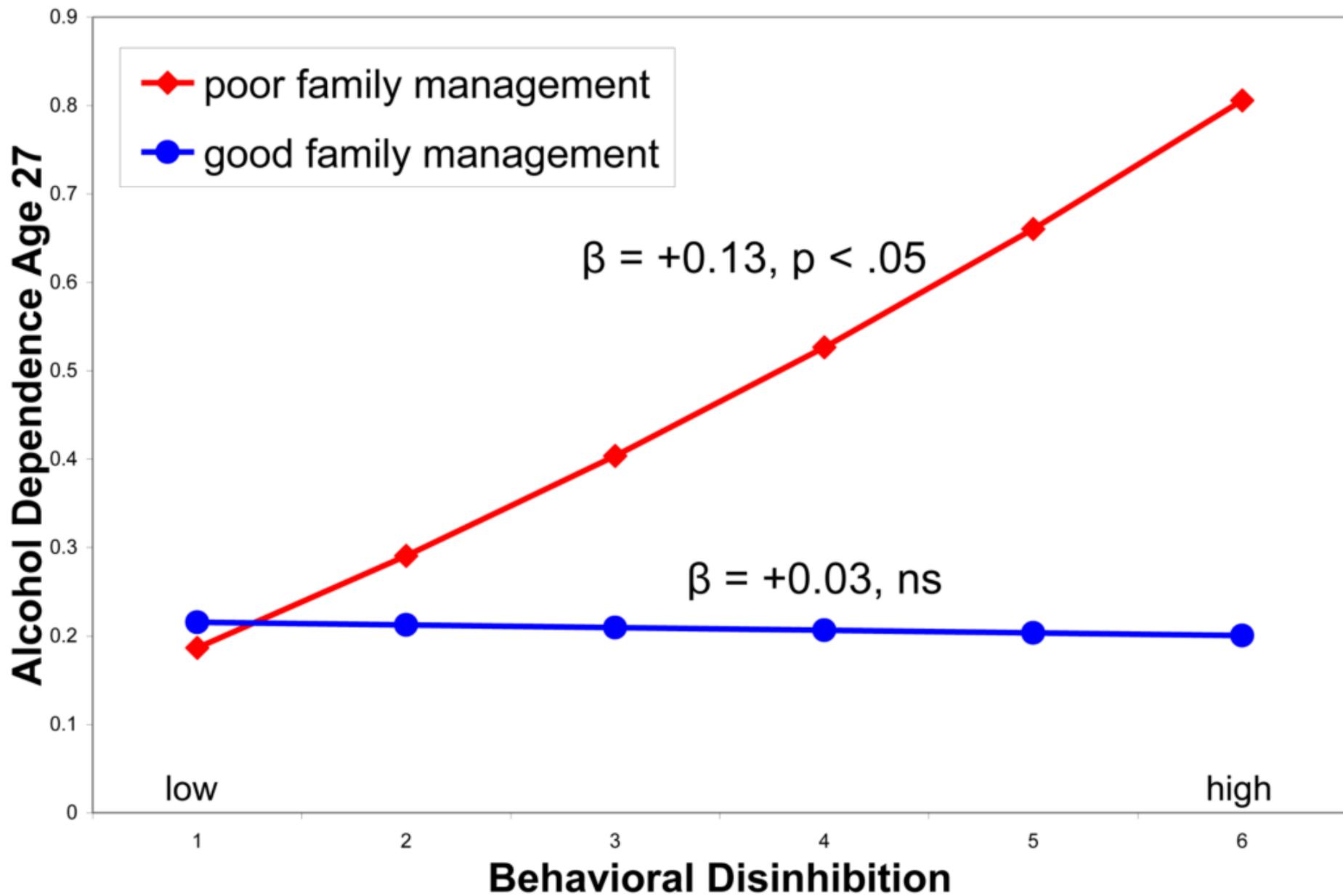
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Additional studies recommended

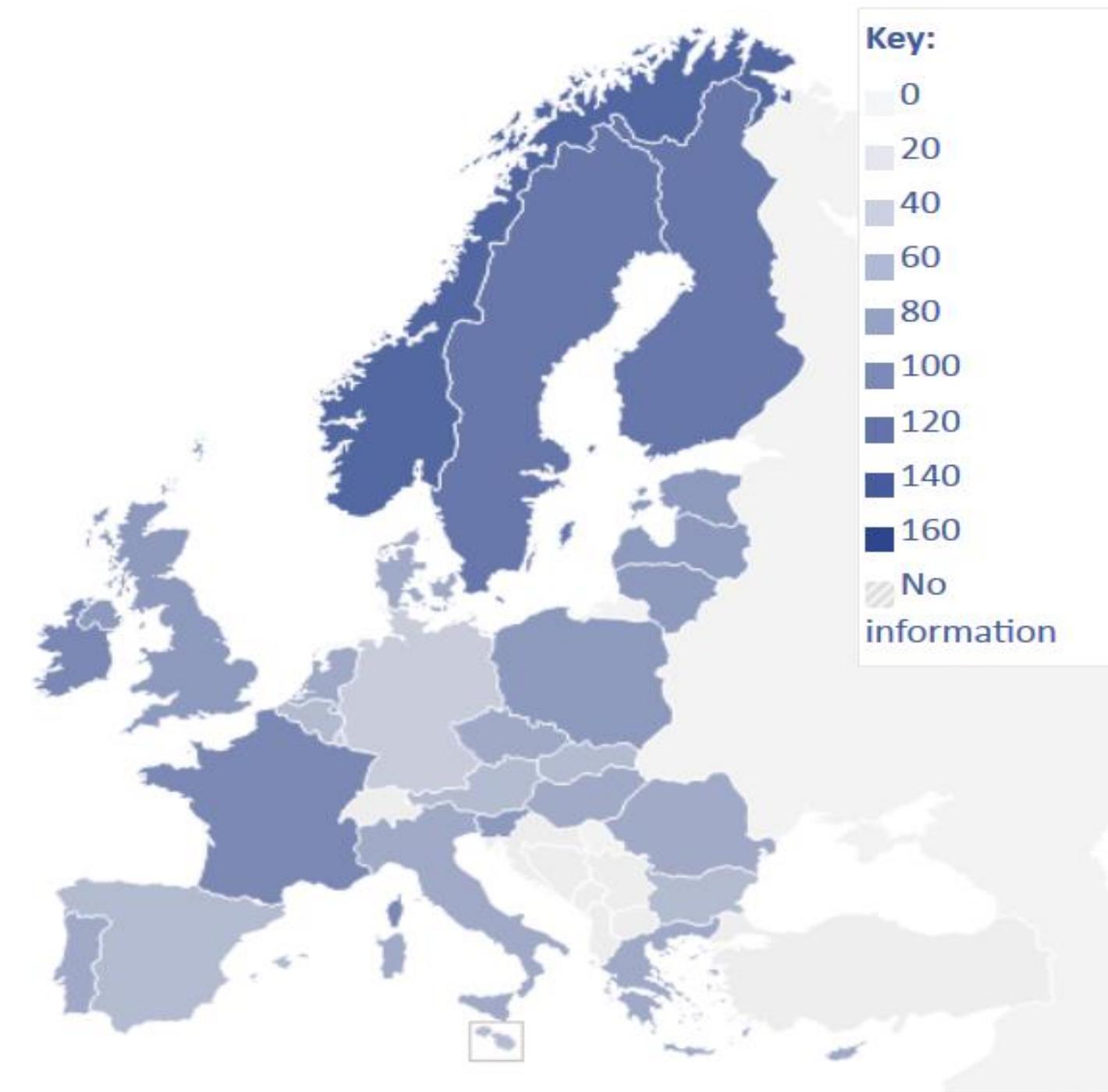
- Interventions for which concerns about evaluation quality or consistency of outcomes in Europe make it difficult to assess if they are effective or not, even if outcomes seem to be in favour of the intervention.

Icelandic Model

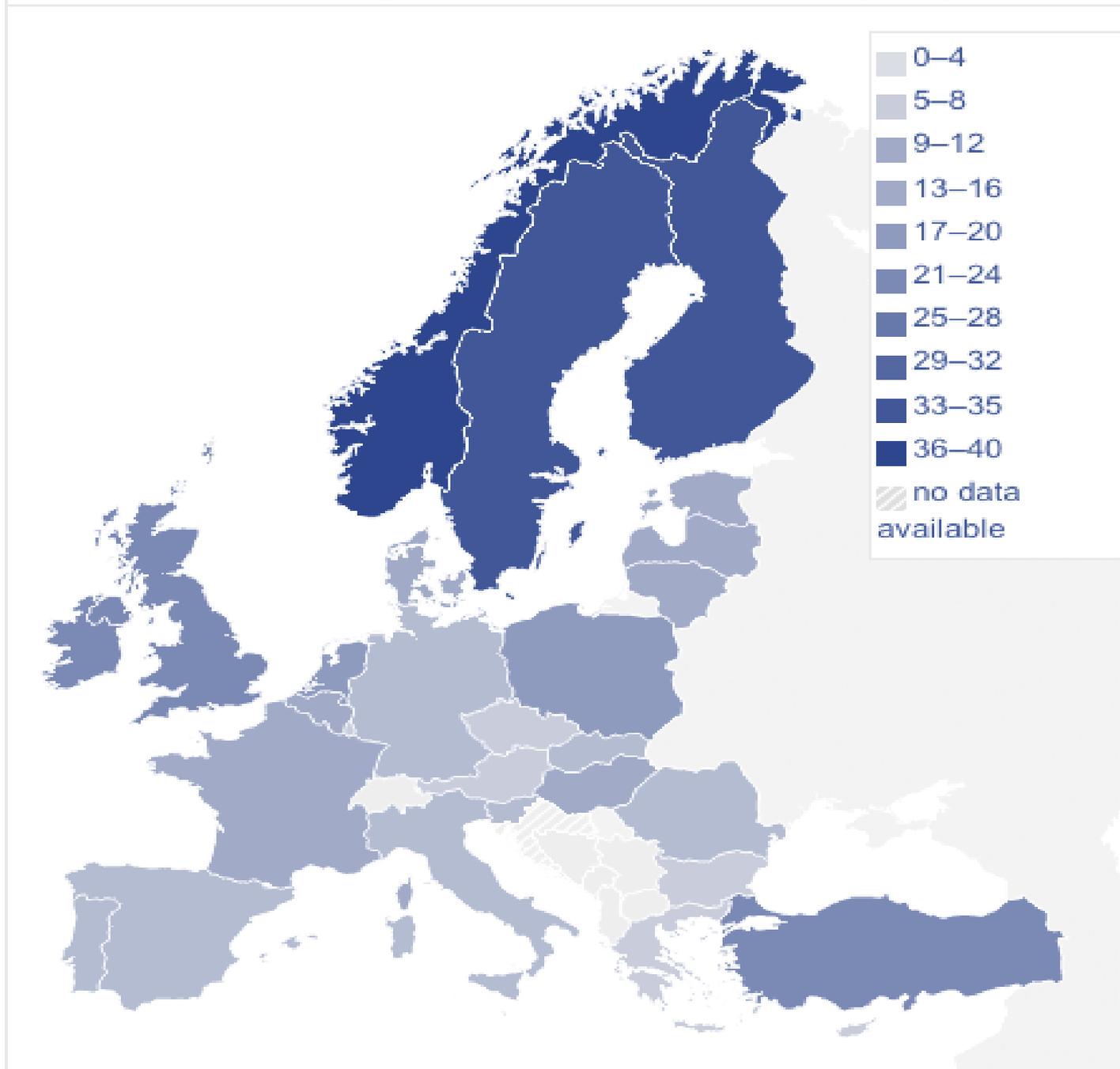
- Interventions for which at least one evaluation of excellent quality in Europe show convincing evidence of no or harmful effects on relevant outcomes.



- Parents to engage in the protection of their kids from industry interests
- Coordination – Information Sharing – Training in Advocacy
- Pressure on Local Decision Makers



Environmental strategies: Alcohol Control Score (ACS)



Nachtleben



What makes you think
I've been using drugs?

In welchen Lokalen ist Konsum höher? (Miller O 2009, Hughes et al 2011)

Dreck – Unkomfortabel - Langweilig

Schlecht ventiliert

Krach - laute Musik

Voll gedrängt

Überwiegend männliches Publikum

Viele unter Drogeneinfluss

Schlecht ausgebildetes Personal

permissives Ambiente

***Happy hours* oder andere konsumfördernde
Maßnahmen**







1042-8738 www.fotosearch.com

Übliche Interventionen

Broschüren und BI

Problemkonsum alleine nur, weil man nicht weiß, wie man richtig konsumiert?

... Sonst hätte man volle Kontrolle über Verhalten, Reize und soziale Mechanismen?

Ist Risikoreduzierung verschieden von Prävention?



Healthy Nightlife Toolbox

Hntinfo.eu

The Healthy Nightlife Toolbox (HNT) is an international initiative that focuses on the use of prevention measures among young people.

Alcohol and drug use are linked to health and safety problems. Commonly this substance use takes place in recreational settings, which makes nightlife to an important setting for prevention measures.

The Healthy Nightlife Toolbox is a website designed for local, regional and national policy makers and prevention workers, to help reduce harm from alcohol and drug use in nightlife settings. The core of the online Toolbox is formed by three databases: evaluated interventions, literature on these interventions, and other literature within the field of nightlife alcohol and drug prevention. The HNT Info sheet summarises the available knowledge on creating a healthy and safe nightlife.

Please note that the content of this website was last updated August 15th, 2016. From January 2017, The EMCDDA will host and maintain a renewed HNT website.



INFO SHEET

Responding to drug and alcohol use and related problems in nightlife settings



INTERVENTIONS

Details of evaluated healthy nightlife interventions



LITERATURE

A searchable database of reviewed academic literature on healthy nightlife interventions



GOOD TO KNOW

Interesting background information on nightlife issues

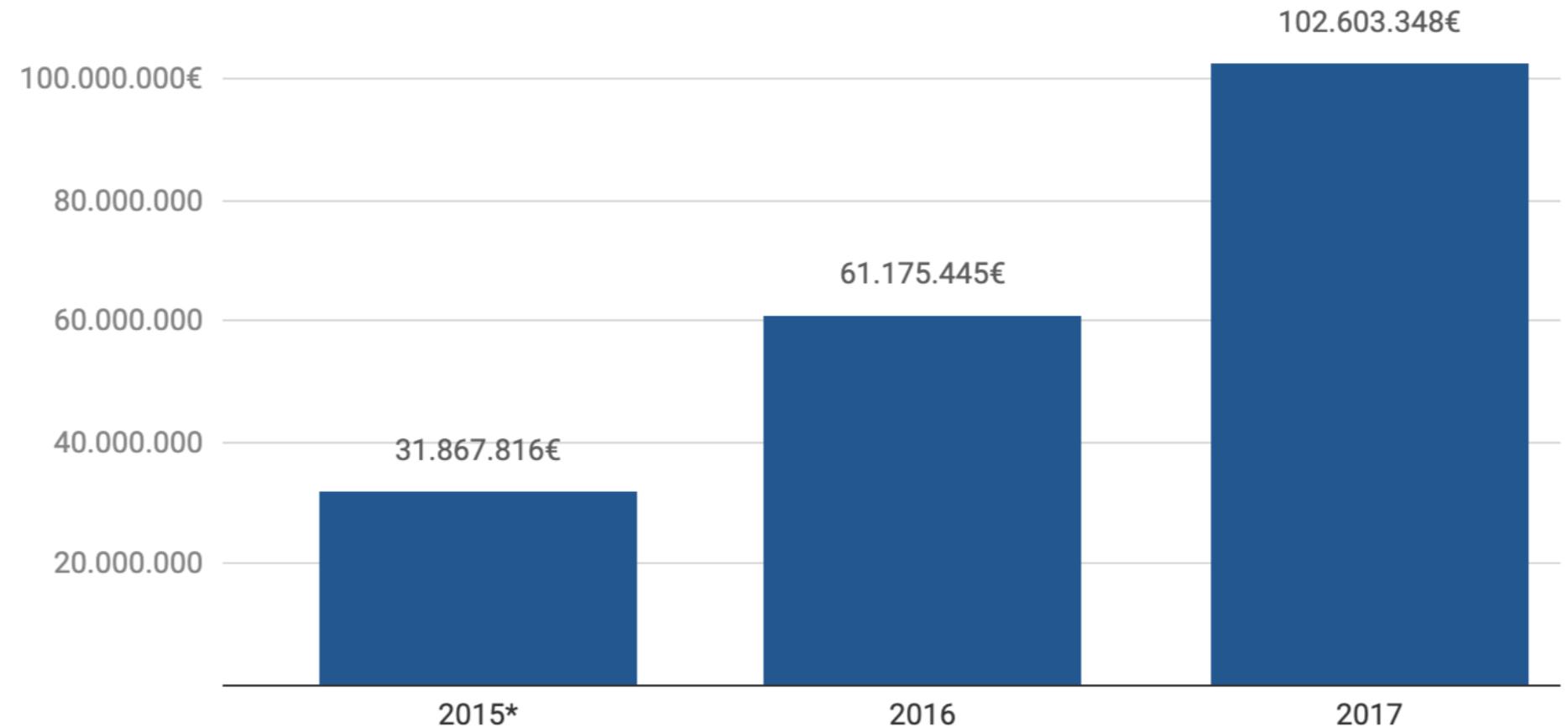


DOPs =
Decision-
Opinion- and
Policy- makers

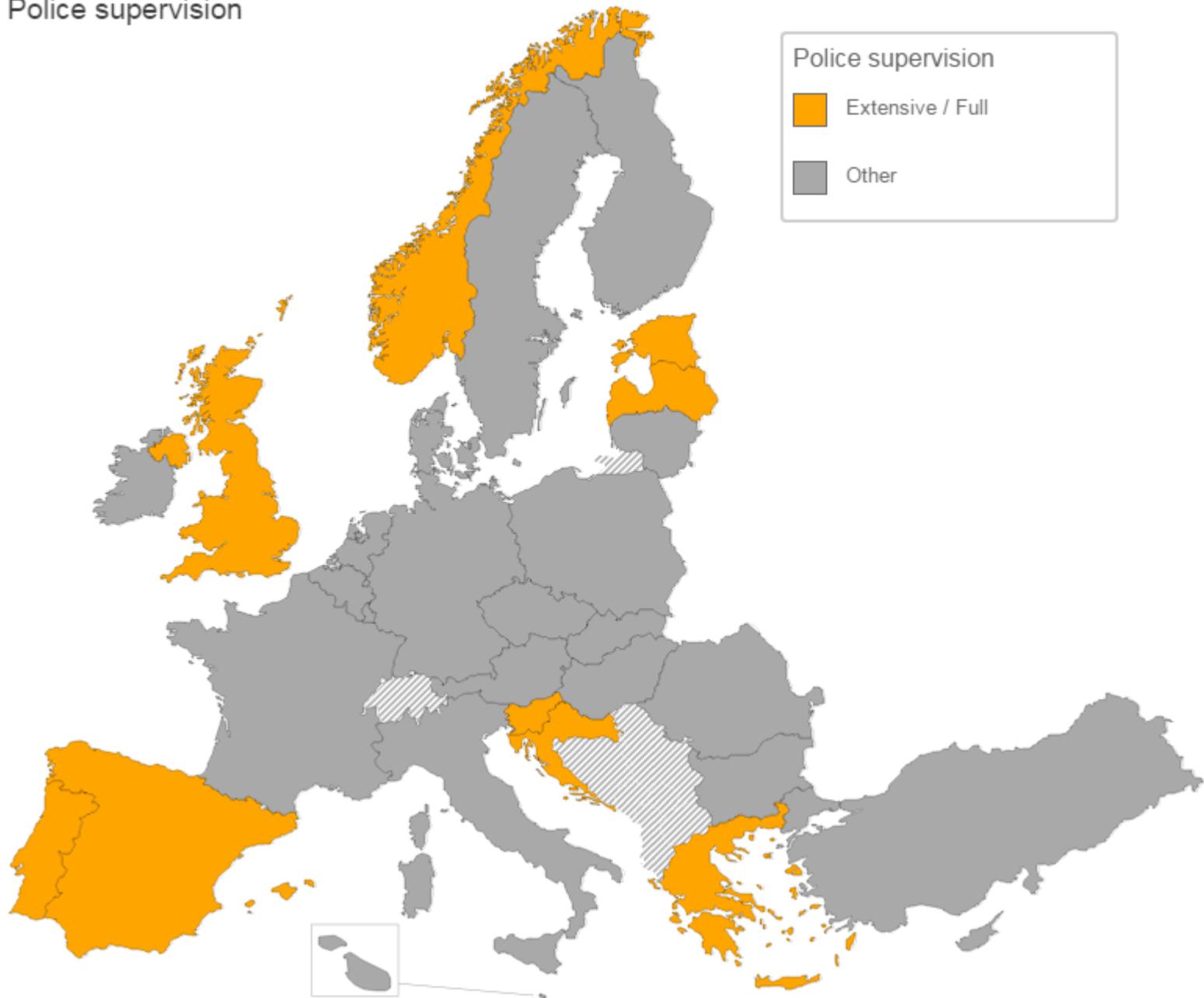
Spanien: Geldstrafen für das Rauchen von C. in der Öffentlichkeit

Aumenta la recaudación por multas por consumo de drogas

Total recaudado por multas por consumo o tenencia de drogas en la calle (artículo 36.16 de la Ley 4/2015 de Seguridad Ciudadana)

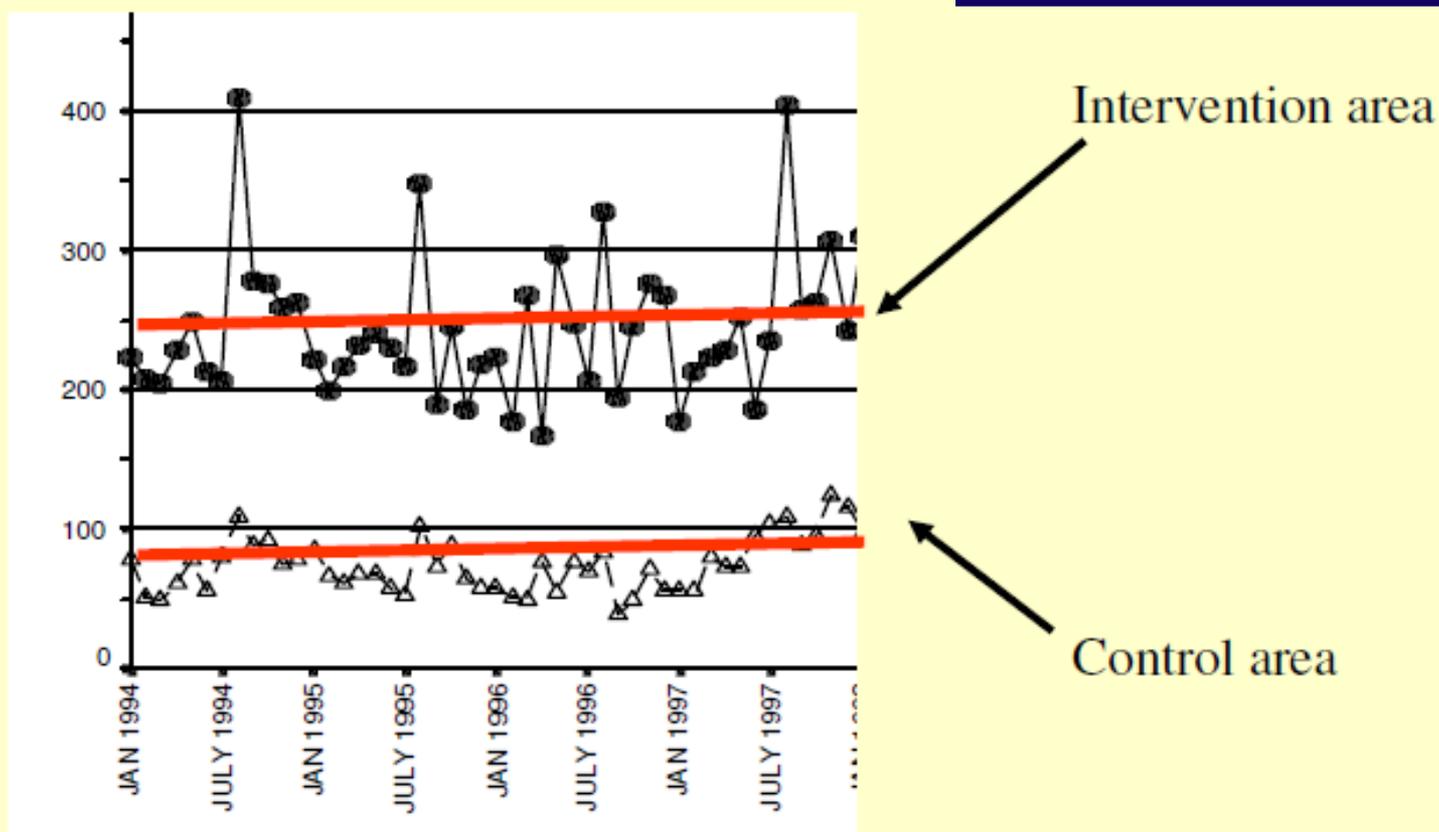


Police supervision



Police reported violent crime in Stockholm city 1994 – 2000; number of offences

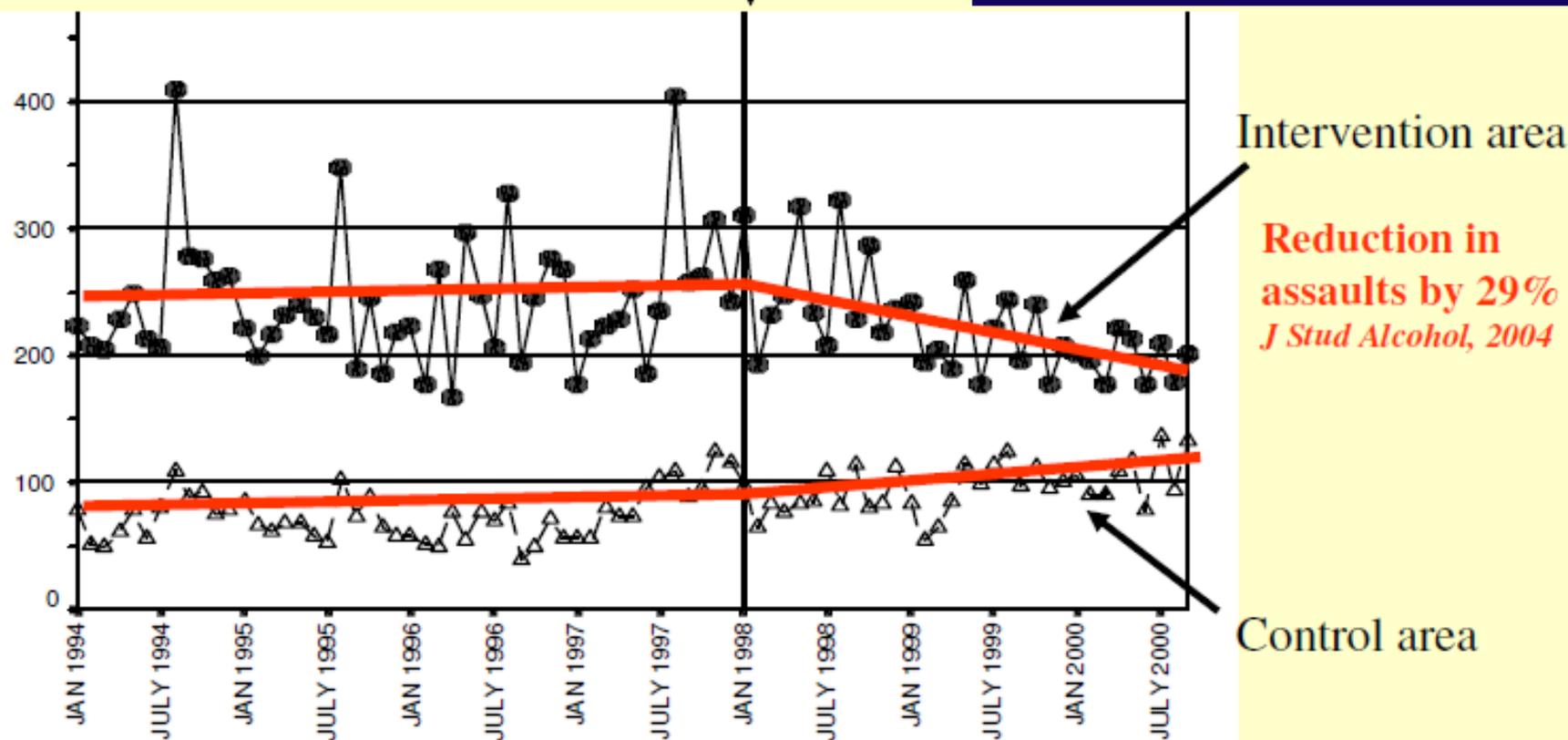
Sven Andréasson, MD
Swedish National Institute of Public Health
& Department of Public Health Sciences,
Karolinska Institutet



Police reported violent crime in Stockholm city 1994 – 2000; number of offences

Sven Andréasson, MD
Swedish National Institute of Public Health
& Department of Public Health Sciences,
Karolinska Institutet

Intervention begins

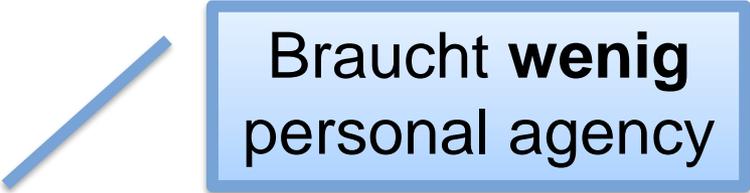


Eine Frage der Impulskontrolle ...

Verhältnisprävention:

Externe Kontrolle (sozial)

Trigger verringern



Braucht **wenig**
personal agency

Traditionelle Prävention and harm reduction ignorieren unbewusste/impulsive Prozesse:

Verlassen sich auf Kognition (Information, Aufklärung)

... und auf die Selbstkompetenz des Einzelnen



Verlangen **viel** personal
agency

Angewandt auf die Cannabisregulierung

Grundprinzip:

- **Aktivierung von automatischen Prozessen reduzieren**
- **die Sichtbarkeit, Riechbarkeit und die Bequemlichkeit des Cannabiskonsums verringern**
- **weniger präsent, normal, akzeptabel oder attraktiv**
- **(= Verringerung deskriptiver und injunktiver Normen)**
- **Kauf und Konsum sollten nicht automatisch, allgegenwärtig und einfach sein (... Alkohol an deutschen Tankstellen...)**
- **“Risikowahrnehmung” als Zielvariable verabschieden**



3

Grenzen und Kritik



Es geht nur um Narrative

Ein Erwachen auf EU Ebene

#Facts4EUFuture #Enlightenment2



**Facts don't speak
for themselves.
Framing, metaphors
and narratives need to
be used responsibly.**

#Enlightenment2 #Facts4EUFuture

Die Industrien sind gut darin ...

Alcohol Giant Diageo, Tobacco Giant Reynolds, and Morgan Stanley Among Companies Newly Lobbying On Cannabis

As energy builds behind national cannabis reform, increasingly mainstream and global companies are lobbying on cannabis for the first time.

APR 21, 2021 6:55AM EDT

LOBBYING



Nushin

[@nushinrashidian](#)

Rashidian

Co-founder of Cannabis Wire.

[See more](#)



Hauptargumente der Alkoholindustrie und ihrer Verbündeten auf Twitter:

- Liberale Alkoholpolitik bringt mehr Einnahmen,**
- Freiheitsrechte sollten generell Vorrang vor Bürokratie und Kontrolle haben, und**
- Aufklärung über Eigenverantwortung ist die beste Lösung für alkoholbedingte Probleme.**

Sama et al. 2021

"Freier Wille, freie Entscheidung"

Die Realität:

(Mangelnde) Impulskontrolle ist ausschlaggebend:

zusammen mit Gewohnheiten und erworbener Aufmerksamkeitsverzerrung

definieren sie die "Verwundbarkeit"

"Ich halte mich zurück, um andere zu schützen"

Oder "Ich akzeptiere Einschränkungen, um andere zu schützen"





KAFFEE & TEE

- ESPRESSO 2,40
- ESPRESSO MACCHIATO 2,50
- DOPPELTER ESPRESSO 2,50
- MILKSHAKE 2,90
- CAPPUCCINO 2,50

die SCHÖPFUNG

FLÜSSIG & KÖRNER
VEGETARISCH

MIT ALKOHOL

OHNE ALKOHOL

- PIRATENLANDER 2,40
 - BO-TREFFEN 2,50
 - ORANGE 2,50
 - ORANGE-PINK 2,50
 - TROCKE PINK 2,50
 - ALPACAS 2,50
 - ESPRESSO 2,50
 - ET WA 2,50
- Alkoholfrei und ohne
Zucker ist SÜßWARE
im guten Saft



nicht puritanisch - sondern epikureisch ...

- Es geht nicht darum, den Bayern "das Bier wegzunehmen", sondern:
- Hedonismus und achtsamer Konsum
- Psychoaktive Substanzen **nur** als Genussmittel zu betrachten
- Lokale, nachhaltige Produktionskultur für qualitativ hochwertige Produkte



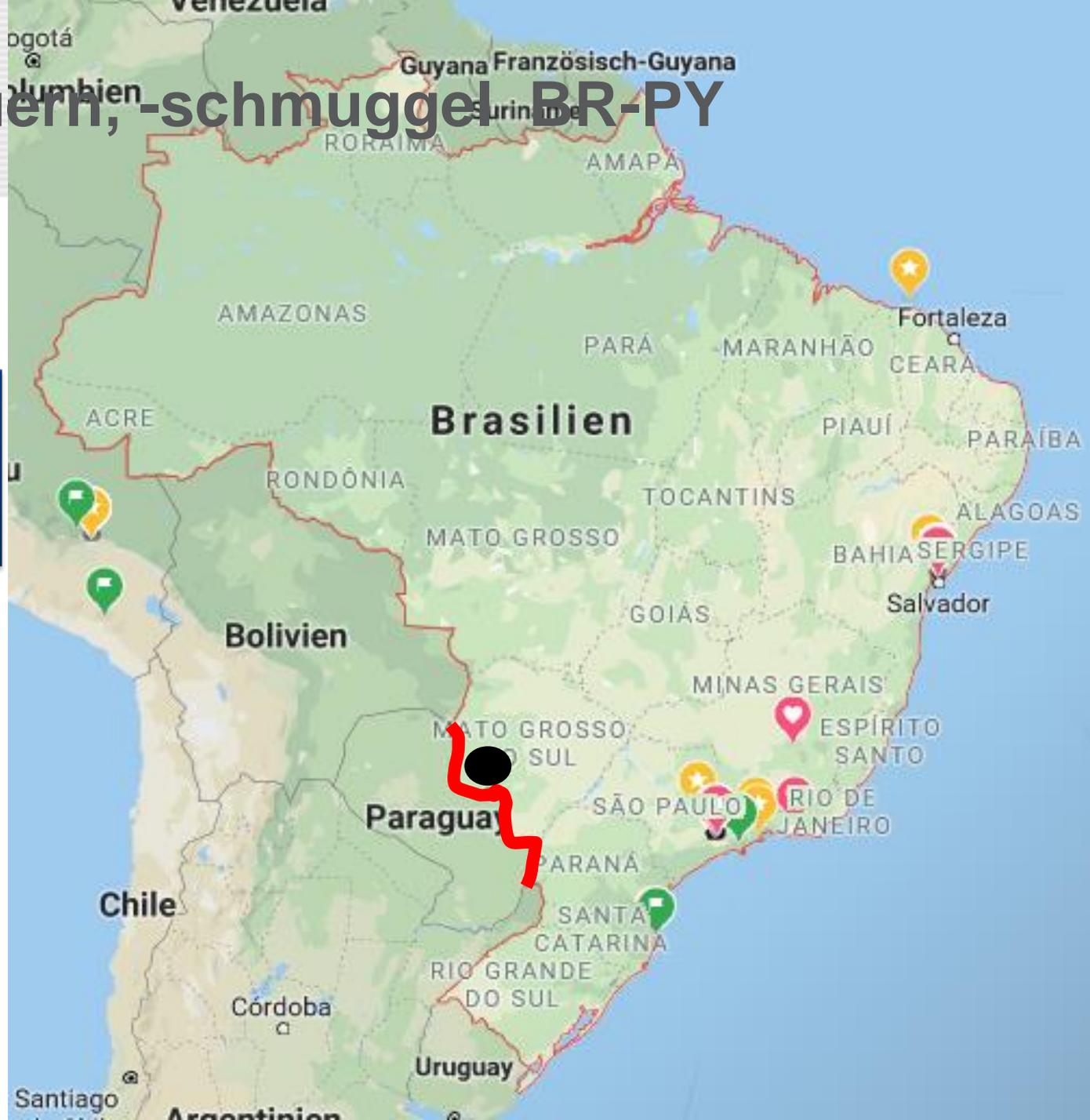
WineFolly
Learn by drinking



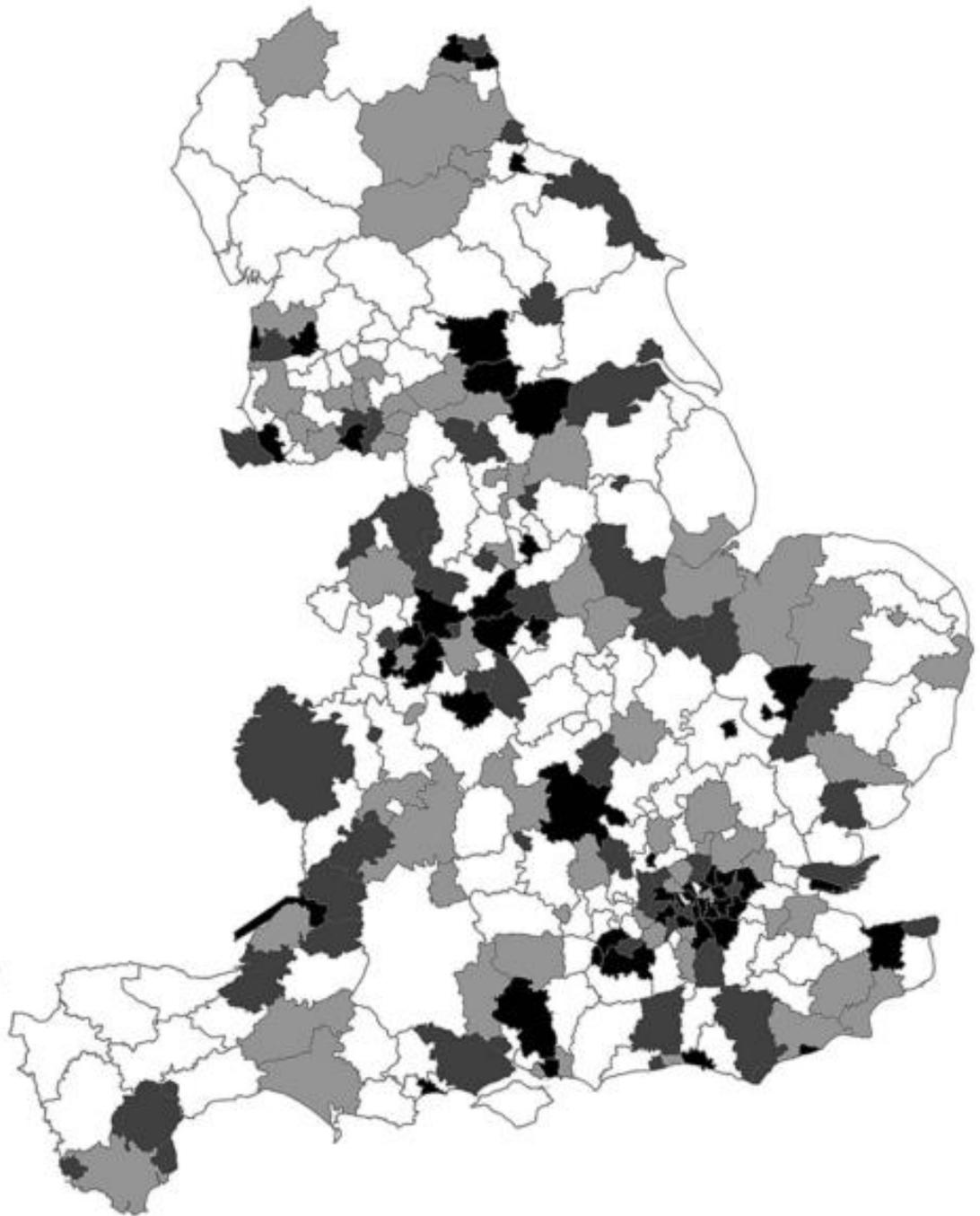
Tabaksteuern, -schmuggel BR-PY

1 290 km: Paraguay

15 719 km: at land
7 367 km: at sea



“Die
Menschen
werden
woanders
hingehen”



→ Alcohol firms depend financially on problem drinkers' dependency

Alcohol consumption, Britain, 2013-14, units* per week



25% of Britons drink hazardous or harmful amounts

% of people



They account for 68% of industry revenues

% of revenues



They drink 78% of all alcohol consumed

% of units consumed



Price increase needed to offset revenue loss, if everyone drank within health guidelines

Beer +75%

Pint 4.3% ABV, in a pub



Wine +79%

Bottle, from a shop



Spirits +85%

70cl, from a shop



And: 10 % of
people use roughly
66 % of the
cannabis in Canada



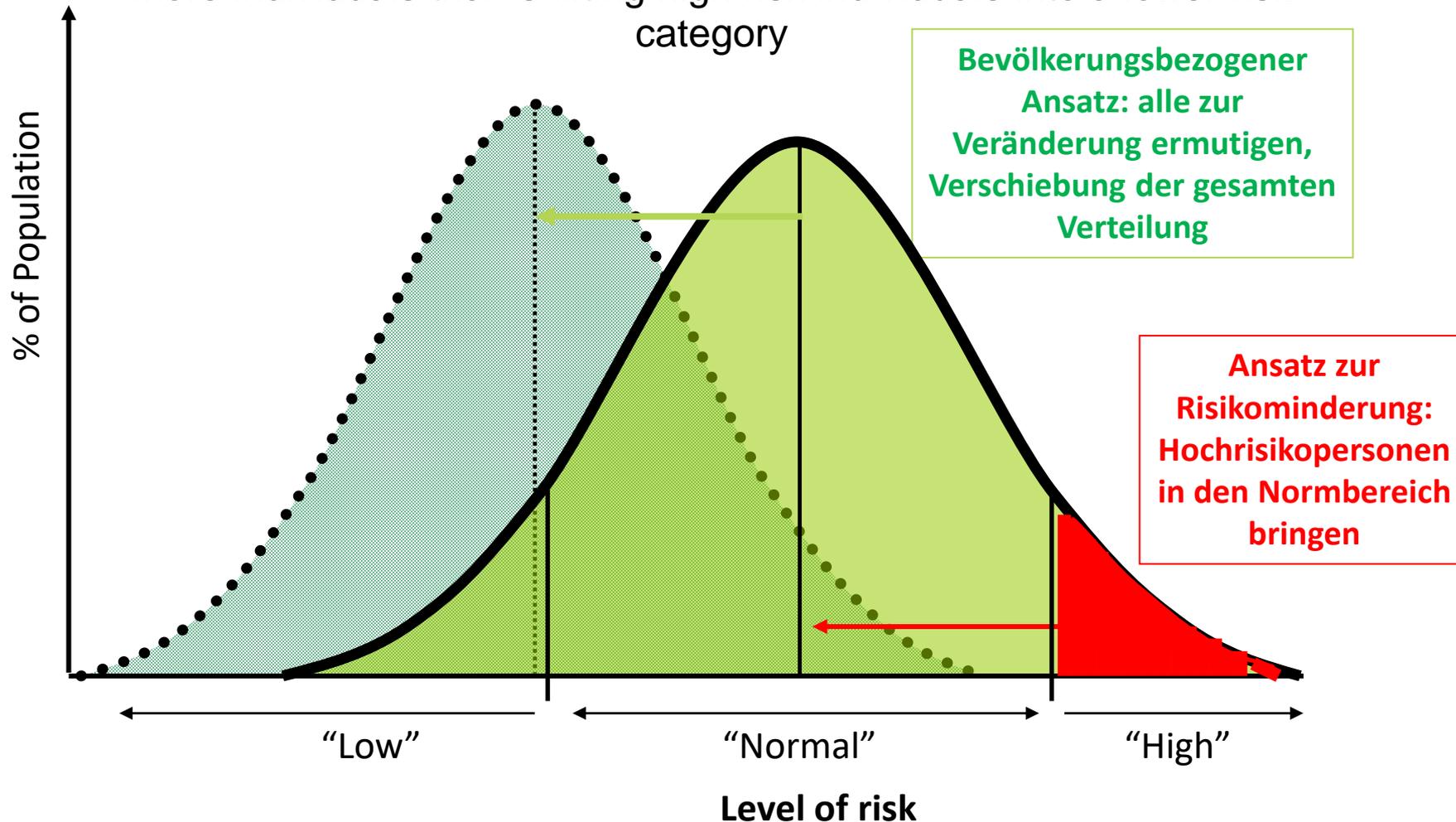
Warum sich nicht nur auf
die Problemtrinker
konzentrieren?

Warum sollen alle dafür
bezahlen, dass einige
wenige nicht wissen, wie
sie konsumieren sollen?

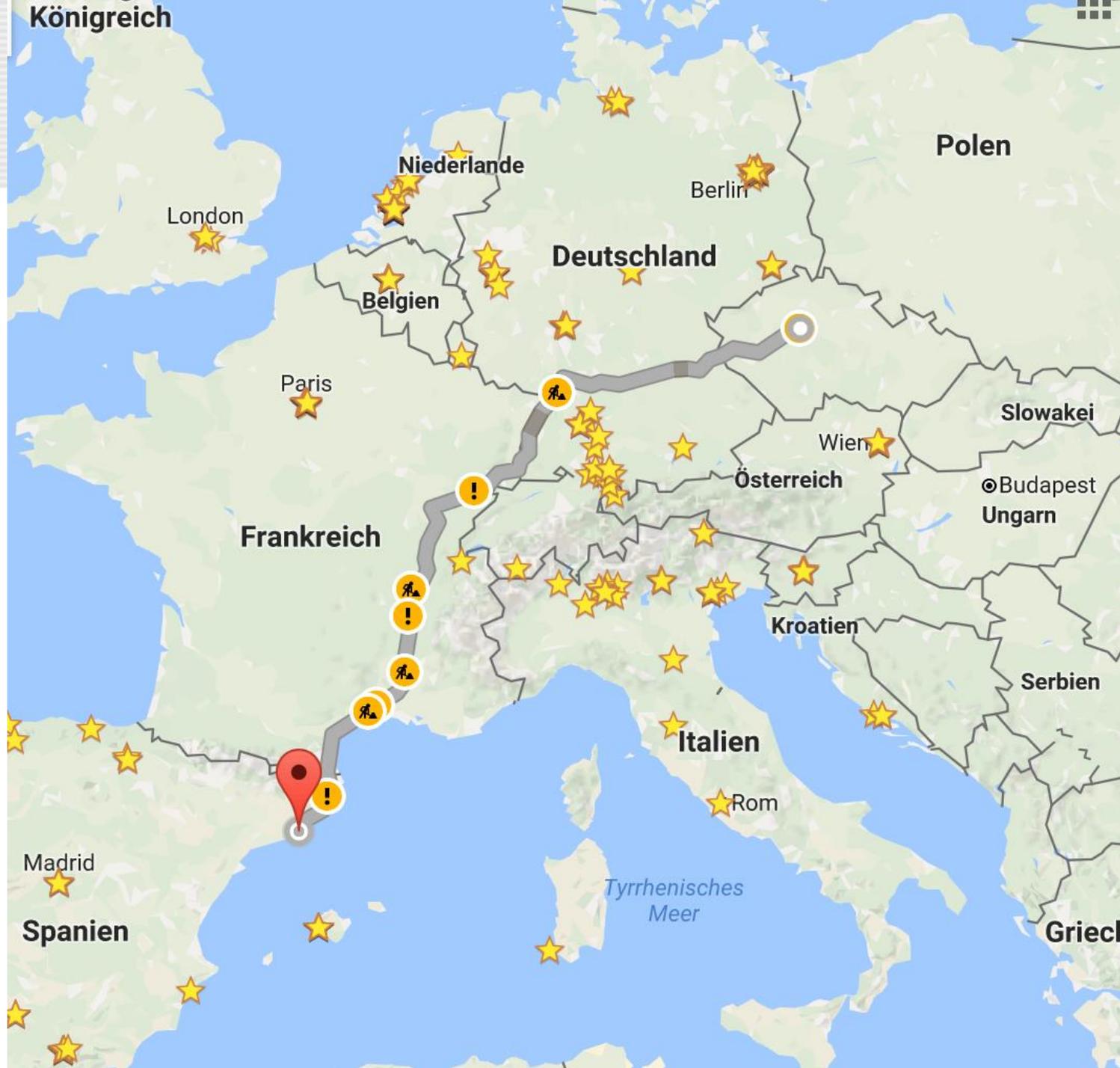


The Bell-Curve Shift in Populations

Shifting the whole population into a lower risk category benefits more individuals than shifting high risk individuals into a lower risk category



Source: Rose G. Sick Individuals and sick populations. *Int J Epidemiol.* 1985; 12:32-38.







Wir verabscheuen Manipulation ... wirklich?



“The first device which makes you pay for your own surveillance”



Bringing the world closer together.



Tweets
10 Tsd.

Folge ich
649

Follower
14 Mio.

Gefällt mir
618

Folg

Facebook ✓

@facebook

Give people the power to build community and bring the world closer

Tweets

Tweets & Antworten

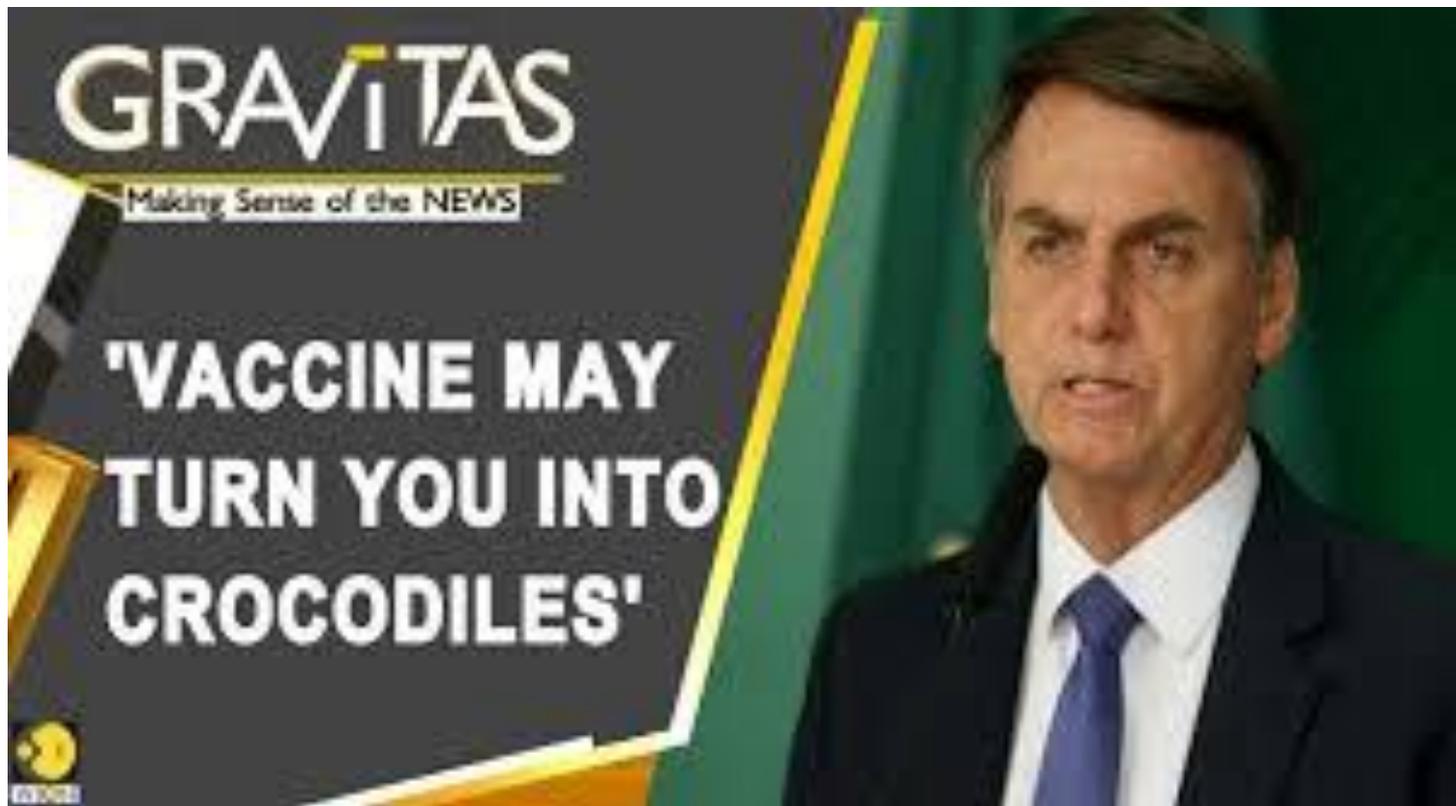
Medien

📌 Angehefteter Tweet



Facebook ✓ @facebook · 9. Juni

We've committed to train 1M US business owners and equip more people with the digital skills they need to compete in today's workplace. Closing the



Research released this week exposed the lucrative, but largely undeclared, relationship between Australia’s top Instagram influencers and the alcohol industry.

The study by health promotion foundation VicHealth looked at how many of Australia’s top 70 influencers had collaborated with an alcohol brand in the past 12 months.

Photo: VicHealth

Researchers found alcohol was frequently featured in Instagram posts “in an editorial context”, with 73 per cent of the influencers featuring alcoholic drinks in their posts over that time period.

Despite the prevalence of alcoholic drinks, only 26 per cent of the influencers featured a “fully disclosed” sponsored alcohol collaboration with a brand.

Examples of sponsored mentions with unclear disclosure



Client: Jacob’s Creek
Influencer: @gypsea_just (2.1M followers)
Disclosure wording: official hashtags & brand tagging only



Client: Strongbow cider/Jaggad sportswear
Influencer: @bec_judd (699,000 followers)
Disclosure wording: brand tagging at event. Bec Judd is married to the owner of Jaggad sportswear, the event host



International Journal of Drug Policy

journal homepage: www.elsevier.com/locate/drugpo

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 encourage 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 encourage alcohol consumption, 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 glasses’ and large pitchers); and architectural features that hamper moderate drinking (e.g. high stools, high tables, and high ceilings). These techniques were used most extensively in low-cost venues with the youngest patrons (e.g. themed chain pubs) and less so in more expensive venues with the oldest patrons (e.g. craft beer bars). The paper argues that youth-oriented drinking venues may be conceived of as spaces of consumption where individuals are seduced and compelled into purchasing alcohol. A

Lower the ‘threshold of repugnance’ against public acts of violence or anti-sociality

Gradual transformation of post-medieval social standards on

violence,

sexual behaviour,

bodily functions,

table manners and forms of speech

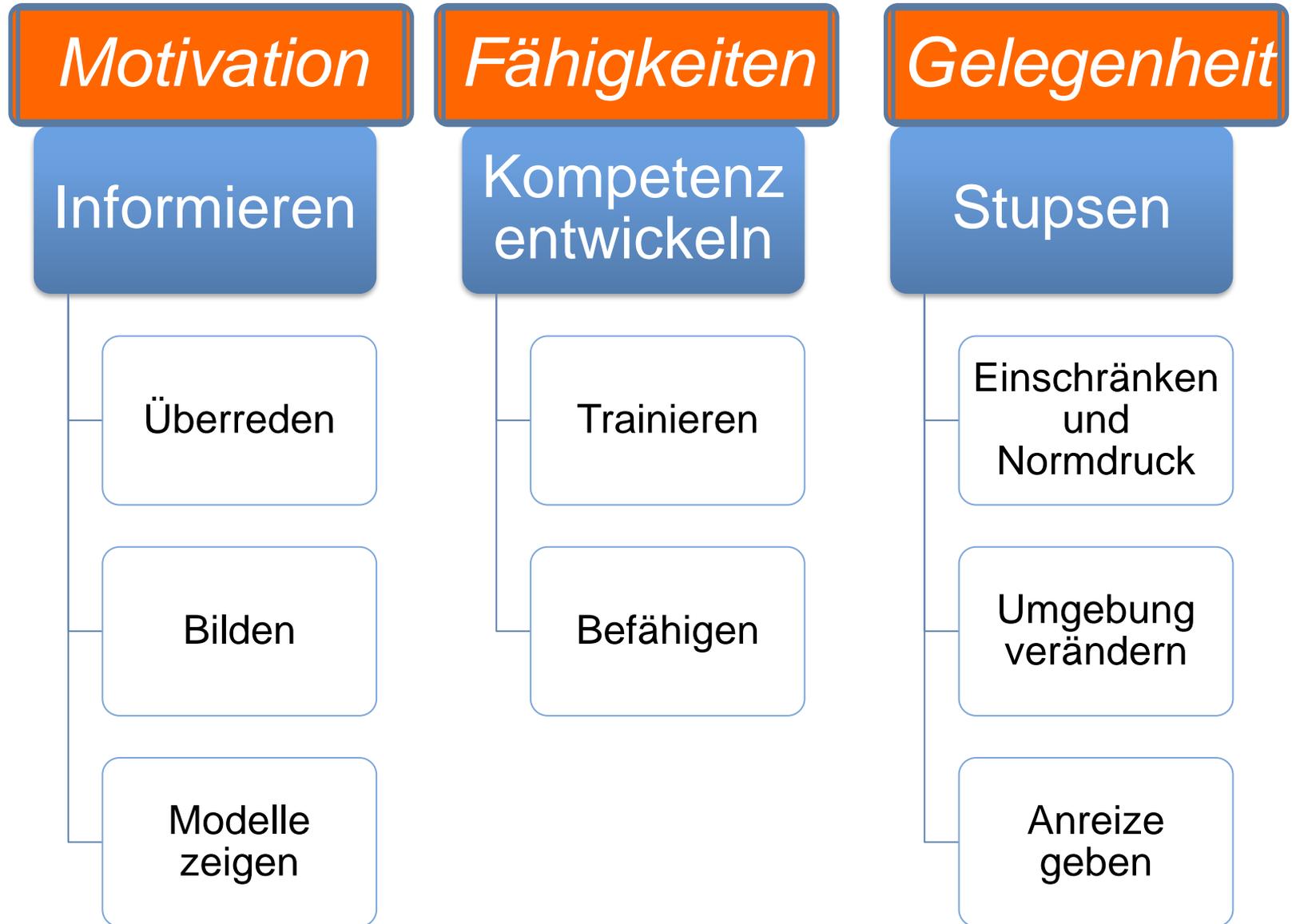
Increases with complexity and density of societies

A social principle everywhere; not “fascist”

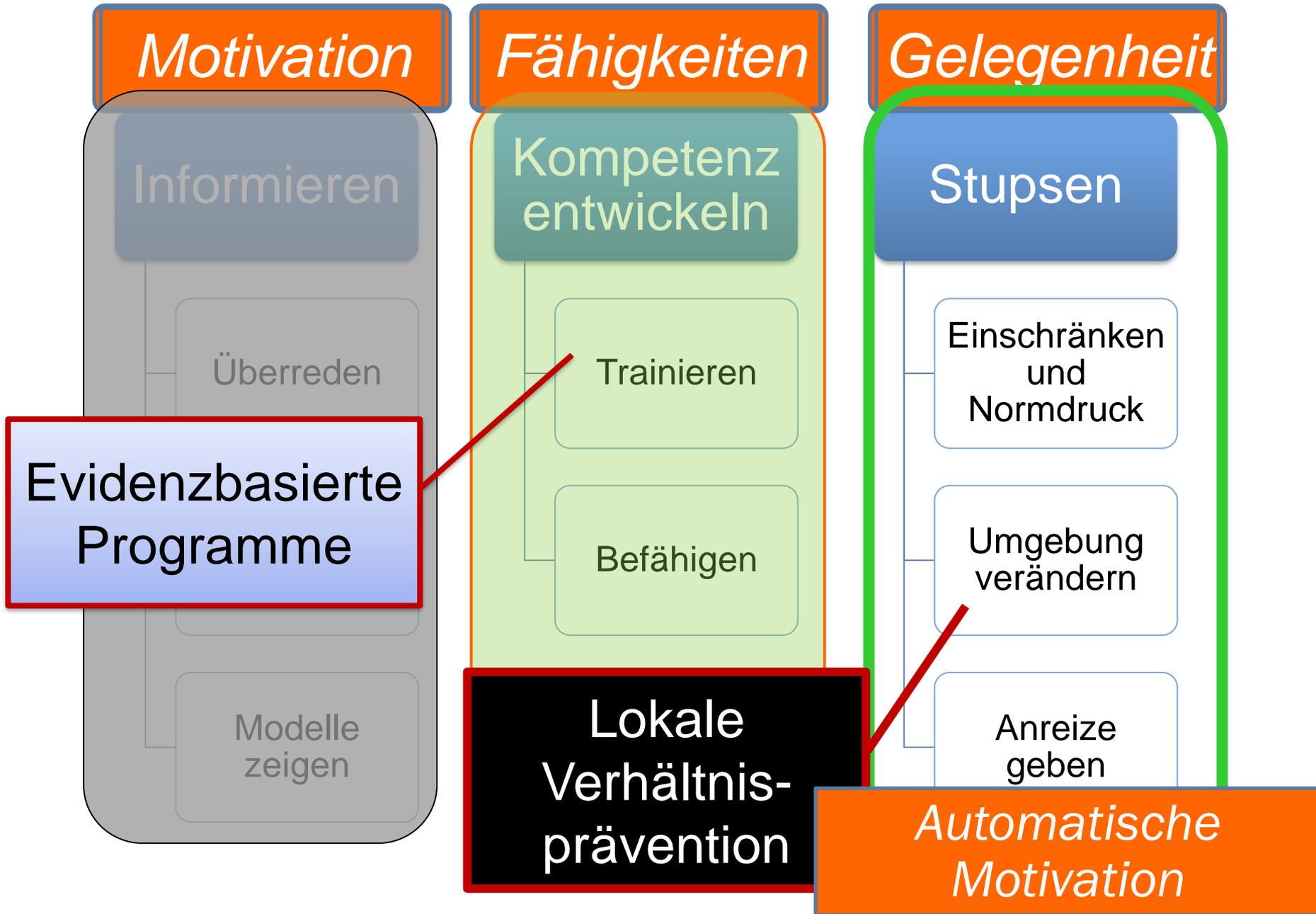
SE PROHIBE
ESCUPIR EN EL SUELO

ORD. MUNICIPAL DE ABRIL 21-1902

Drei Präventionsfunktionen und ihre Ableitungen



Drei Präventionsfunktionen und ihre Ableitungen



Diabetes
Adipositas

Informativ: "Gib die Adresse / genauen Standort"

Developmental: "Geh ein- oder zweimal mit ihnen hin"

Environmental: Bodenschwellen / Mautgebühren auf
"schädlichen" Hauptstraßen, optische Hinweise auf
die "Gesundheitsstraße" und Verbreiterung der
Zufahrten

Gesund-
heit

Konsum-
probleme

Fördernde Umwelten



SE PROHIBE
ESCUPIR EN EL SUELO

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The
Nurture
Effect

How *the* Science of
Human Behavior
Can Improve
Our Lives & Our World



ANTHONY BIGLAN, PHD
FOREWORD BY **STEVEN C. HAYES, PHD**
AFTERWORD BY **DAVID SLOAN WILSON, PHD**





European Monitoring Centre
for Drugs and Drug Addiction

Beschwerden und Wut an...

Gregor Burkhart

Gregor.burkhart@emcdda.europa.eu

emcdda.europa.eu

 twitter.com/emcdda

 facebook.com/emcdda

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