

Drinking in Context: Patterns, Interventions, and Partnerships

*Gerry Stimson
Marcus Grant
Marie Choquet
Preston Garrison*

*Publisher:
Brunner Routledge*

 **Routledge**
Taylor & Francis Group

Executive Summary

What is the main message of this book?

The impetus to write this book came from a shared conviction that the time had come to air some fresh approaches to alcohol policy. The three underlying themes of this book are that *patterns of drinking* are the best way to understand alcohol's place in society, that *targeted interventions* are the most sensitive to cultural differences, and that *partnerships* offer the best opportunity to develop policies that reflect the values of society as a whole. Hence the main title of the volume: *Drinking*, because it is the way people behave that matters most in determining outcomes, and *in Context*, because drinking is best viewed in relation to culture. In selecting alcohol policies, societies are faced with choices about how to encourage some behaviors and discourage others. In many countries, alcohol is here to stay. Putting drinking into context is how we learn to live with it best.

For whom is the book intended?

Many different people have an interest in seeing alcohol policies that actually work. This book is directed toward a broad readership, including policy-makers, public health and social policy specialists, health advocates, scientists and scholars, beverage alcohol industry members, educators and prevention program staff, as well as the general public.

How did the book come to be written?

*The International Center for Alcohol Policies*¹, a think-tank, supported by major drinks companies, has taken the lead in the preparation of the book. Three other organizations have also contributed their expertise to this process: the *International Harm Reduction Association* has extensive experience in the field of illicit drugs; the *World Federation for Mental Health* has a broad mandate to promote better mental health; and the *Institut de Recherches Scientifiques sur les Boissons* provides a welcome antidote to the Anglo-Saxon domination of the alcohol field. In order to develop this book, an Editorial Advisory Group was formed, under the chairmanship of Professor Norman Sartorius. That group met twice: once in Divonne-les-Bains, France, in April 2005 to produce the overall plan for the book and then again in Mallorca, Spain, in March 2006 to review a draft manuscript. The writing of contributions was mainly undertaken by individual authors and groups of authors in the period between these two meetings. Some of these individuals were members of the Editorial Advisory Group, and others were not. Under the overall guidance of the main editor, Professor Gerry Stimson, these many contributions, some greater, some smaller, were woven together into the book as it is now.

How can the contents of this book be summarized?

The book can be divided into three broad parts, focusing on the three main themes: patterns of drinking, targeted interventions, and partnership development.

Patterns of drinking

Following an introductory chapter that argues for a fresh approach to alcohol policy, the book discusses how drinking patterns can provide a more nuanced way of describing drinking behavior than has been the case when the

¹ International Center for Alcohol Policies (ICAP) is a not-for-profit organization whose mission is to promote the understanding of the role of alcohol in society through dialogue and partnerships involving the beverage alcohol industry, the public health community, and others interested in alcohol policy, and to help reduce the abuse of alcohol worldwide. ICAP is supported by major international producers of beverage alcohol. The opinions expressed in this book are those of the individual authors and do not necessarily reflect the views of the International Center for Alcohol Policies or its sponsoring companies, the International Harm Reduction Association, the World Federation for Mental Health, or the Institut de Recherches Scientifiques sur les Boissons.

emphasis has been mainly on levels of consumption (Chapter 2). The importance of context in defining drinking patterns is repeatedly emphasized. Chapter 3 demonstrates how relatively simple assessment procedures can yield valuable insights and form the basis for interventions.

Targeted interventions

Thus, in seeking solutions to the problems associated with inappropriate drinking behavior, the focus of this book is less on population-wide measures than on more targeted interventions that address particular issues in particular places. Chapter 4 provides an overview of these targeted interventions. The book then focuses on interventions in three particular areas—alcohol-impaired driving (Chapter 5), public disorder (Chapter 6), and drinking among young people (Chapter 7)—because these are the issues that seem to be of most concern around the world and also because they have been successfully addressed with feasible interventions. An attempt has been made in Chapter 8 to draw together the discussion of these three issues by providing an overall analytical framework that presents a pragmatic approach to assessment and to policy development.

Partnership development

The book then turns to a discussion of the relative contributions of key stakeholders and highlights the value of multi-stakeholder partnerships (Chapter 9). In Chapter 10, the issue of potential conflicts of interest is explored in order to demonstrate how to find the common ground that enables shared efforts to lead to shared solutions. The conclusion brings together some of the main themes of the book and suggests opportunities for further collaboration.

The book also includes a short annex discussing some methodological issues relating to the calculations used as the basis for the Global Burden of Disease estimates and pointing to ways in which these could be made more useful by acknowledging the social benefits of drinking, as well as its health and social costs.

Who are the contributing authors?²

*Gerry Stimson, International Harm Reduction Association, London, U.K.

*Marcus Grant, International Center for Alcohol Policies, Washington, DC, USA

*Marie Choquet, Institut de Recherches Scientifiques sur les Boissons, Paris, France

*Preston Garrison, World Federation for Mental Health, Springfield, VA, USA

*Barton Alexander, Molson Coors Brewing Company, Denver, CO, USA

*Mario Argandoña, Consultant, Cochabamba, Bolivia (former Minister of Health of Bolivia)

*Florence Baingana, World Bank, Washington, DC, USA

*Linda Bennett, University of Memphis, Memphis, TN, USA

Brett Bivans, International Center for Alcohol Policies, Washington, DC, USA

Russell Carvolth OAM, Consultant, Brisbane, Australia (former Manager, Policy and Projects, Alcohol, Tobacco and Other Drugs, Queensland Department of Health)

*Walter Gulbinat, Global Network for Research in Mental and Neurological Health, Lichtenstein, Germany (former Director, Statistics, Information and Knowledge, United Nations International Drug Control Programme)

Hurst Hannum, University of Hong Kong, Hong Kong, China

Mohan Isaac, University of Western Australia, Fremantle, Australia

*Mark Leverton, Diageo, London, U.K.

*Marjana Martinic, International Center for Alcohol Policies, Washington, DC, USA

Sachio Matsushita, National Hospital Organization, Kanagawa, Japan

² The asterisk (*) marks the members of the Editorial Advisory Group. The Group was chaired by Professor Norman Sartorius, University of Geneva, Geneva, Switzerland.

Martin McKee, University of London, London, U.K.

*John Orley, Consultant, Guernsey, Channel Islands (former Programme Manager, Division of Mental Health, World Health Organization)

Crystal Park, University of Connecticut, Storrs, CT, USA

Vikram Patel, University of London, London, U.K.

*Gaye Pedlow, Diageo, London, U.K.

Brian Quigley, University at Buffalo, State University of New York, Buffalo, NY, USA

Godfrey Robson, Frontline Consultants, Edinburgh, U.K. (former Director of Health Policy for Scotland)

*John Saunders, University of Queensland, Brisbane, Australia

*Naotaka Shinfuku, Seinan Gakuin University, Fukuoka, Japan (former Mental Health Advisor, World Health Organization Western Pacific Regional Office)

Daniya Tamendarova, International Center for Alcohol Policies, Washington, DC, USA

Ordering information

From the USA and Canada:

Taylor & Francis

Customer Service

7625 Empire Drive

Florence, KY 41042, USA

Tel.: +1 800 634 7064

Fax: +1 800 248 4724

cserve@routledge-ny.com

From the U.K., Europe, and Asia:

Taylor & Francis Customer Services

Cheriton House, North Way

Andover, Hampshire, SP10 5BE, U.K.

Tel.: +44 (0) 1264 343070

Fax: +44 (0) 1264 343005

book.orders@tandf.co.uk