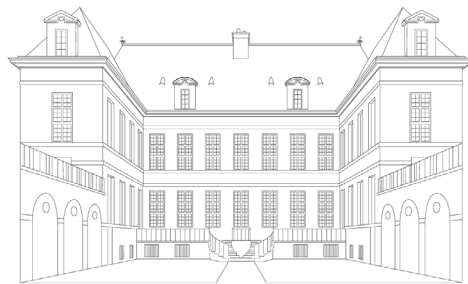




WINE CONSUMPTION AMONG ADOLESCENTS

AN OVERVIEW OF THE RECENT LITERATURE





OIV  **100**

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Illustrated examples of the information provided can be seen throughout this document with a series of images, which are indicated by the icon. The current document has been drafted and developed on the initiative of the OIV and constitutes a collective expert report.

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SCOPE

Motivated by the importance of alcohol consumption during adolescence and its impact on adulthood, the CONUSA group started this action to understand the motivations, attitudes, and implications of wine consumption among adolescents. The group did a bibliographical review of papers and documents that approached the subject. The criteria used to select documents were based on the contribution to understanding wine consumption among adolescents and what could influence its consumption or overconsumption. Although a limited number of studies were uncovered, they collectively provided an insightful overview of the subject and significantly contributed to enhancing our understanding of the phenomena.

INTRODUCTION

Reducing harmful alcohol consumption and its social effects are the main objectives of the WHO Global Action Plan 2022-2023. Concerning adolescents, this plan aims to minimise adolescents' exposure to promotional activities related to alcoholic beverages, including cross-border marketing reaching out to adolescents and young people. It also wants to raise awareness about the risks and harms associated with alcohol consumption, preventing the initiation of drinking among adolescents in order to protect them, given that alcohol consumption has a harmful effect on adolescent health and impacts adulthood.

Alcohol consumption, like other legal or illegal psychoactive substances, often begins in adolescence. Alcohol has an impact on the health and development of adolescents and also in the adult age. Numerous studies around the world have analysed this consumption. International comparisons can be made thanks to surveys conducted in many countries using the HBSC questionnaire.

Two large-scale international youth surveys, the Health Behaviour of School-Aged Children (HBSC) survey and the European School Survey Project on Alcohol and Drugs (ESPAD) allow for more analyses of adolescent drinking patterns. The HBSC, included children ages 11, 13, and 15 from 26 European countries, Canada, and the United States. The ESPAD surveyed 15-year-old subjects from 30 European countries. Worldwide, more than a quarter (26.5%) of all 15-19-year-olds are current drinkers, amounting to 155 million adolescents. Prevalence rates of current drinking are highest among 15-19-year-olds in the WHO European Region (43.8%), followed by the Region of the Americas (38.2%) and the Western Pacific Region (37.9%) (WHO, 2018).

In medico-psychological terms, many studies focus on the specific impacts of alcohol consumption on adolescent health: risky behaviour (combination of alcohol intake and other psychotropic drugs, driving, unprotected or even non-consensual sex, etc.), and impact on learning capacity. Further research on the implications and actions to avoid harmful consumption was also carried out. However, for many researchers, a "reasonable space of transgression" is essential to "succeed" in transitioning from childhood to adulthood and prevent the adolescent from putting himself in danger.

This study aims to identify adolescents' perceptions, attitudes and behaviour concerning wine consumption.

¹Jean-Pierre Chartier, information report n° 242 (2002-2003), made on behalf of the social affairs commission, Senate French Information Report, 2003 : However, if policies in favor of adolescents must aim to prevent these behaviors from becoming dangerous for society or for the young person itself a certain margin of freedom, a "space of reasonable transgression", is essential for the adolescent to succeed in this transition period. The challenge is to control these risks.





WINE DRINKING PATTERN IN ADOLESCENTS

Trends in adolescent drinking across 39 high-income countries: exploring the timing and magnitude of decline - (Vashishtha et al., 2020)

The proportion of adolescents reporting alcohol use has been declining for the past 20 years in most developed countries.

The paper looks at the differences in the timing and magnitude of this decline by comparing the data available from 39 countries for which there were at least 5 surveys between 1995 and 2015 (ESPAD, HBSC, YRBSS, etc.). Explaining these differences could help to understand the drivers of lower consumption.

Countries are differentiated according to whether the decrease in the prevalence of alcohol use by adolescents was early or late, steep or shallow. Then, correlations are attempted to seek possible explanations:

- Culture Model of Alcohol Consumption (dry or wet)
- The intensity of alcohol sales and consumption control policies
- Implementation of specific prevention programmes
- Use of electronic media
- Alcohol Market and Marketing

Cross-national time trends in adolescent alcohol use from 2002 to 2014 –(Lopez et al., 2021)

The study compares the 4 descriptive variables of the relationship of 15-year-old adolescents to alcohol for 39 countries or regions in Europe and North America: having consumed during the week, having already been drunk, the age of the 1st experiment and the age of the first drunkenness. On these 4 criteria, the situation is improving in most countries. Uncertainties remain within countries when specific studies exist or between countries, which, at this stage, we are not able to explain.

Drugs at 17: Analysis of the ESCAPAD survey 2017
(Spilka S. et al, 2018)

The French Observatory of Drugs and Drug Addiction (OFDT) has published a report on findings from the 2017 ESCAPAD survey among urban youth aged 17 in France, with findings of changes between 2014 and 2017. Key results include:

- **Reductions in ever-drinking across all regions** - mean prevalence for France 85.7%
- **Reduction in regular drinking** (10+ times per month) across several regions and no increases in any region; mean prevalence for France 8.4%
- **Reductions in binge drinking at least 3 times per month in most regions** and no increases in any region; mean prevalence for France 16.4%

• In 2018, the levels of alcohol, tobacco and cannabis consumption among adolescents in France were above European averages.

• Compared to other countries, the 11-year-old French are first in the HBSC ranking for their level of experimentation with alcoholic beverages (39.3% of boys and 25.2% of girls). However, levels of intoxication among 15-year-old French youth are among the lowest observed in the HBSC countries (15.3% of boys and 10.7% of girls).

Escapad, 20 years of observation of uses in adolescence - (OFDT, 2022)

The observation of alcohol use through the ESCAPAD system over the past twenty years highlights a double trend among adolescents in France today. The first is the increase in the share of adolescents who have never drunk alcohol in their lifetime (14.4% in 2017). The reasons advanced – philosophical, religious, health preservation – bear witness to the emergence of new normative frameworks modifying the modalities of socialisation: for young people, alcohol is not strictly associated with the festive context (Obradovic, 2018, apud OFDT, 2022). It is also likely that these changes correspond to modified behaviour in adults (parents) whose uses have also changed profoundly in recent decades, with daily consumption halved since 2000 (Palle, 2020, apud OFDT, 2022). The second trend concerns the persistence of one-off drinking behaviour important, including among occasional drinkers. Occasional alcoholism is very often perceived by drinking adolescents as harmless to health, far from alcohol addiction always associated with daily consumption.





WHAT IS THE PREFERRED BEVERAGE?

Do different drinks make you feel different emotions? Examination of young adolescents' beverage-specific alcohol expectancies using the Alcohol Expectancy (Cook et al, 2020)

To try to find out how the association between emotional states and drinks is formed, the researchers asked a group of 283 young Swiss people aged 9 to 12 to associate alcoholic beverages (or not) with images of visibly happy adults, angry, relaxed or sad. The Alcohol Expectancies Task (AET) method was developed by Kuntsche and colleagues (2016, apud COOK et al, 2020) to conduct surveys on different audiences regardless of language barriers and to avoid too-long questionnaires.

Beer is the most reported drink, specifically in situations where the person shown is happy or angry. Women, especially happy or relaxed women, are associated with champagne, and sad people are associated with white wine. When a prior testing of an alcoholic beverage is done, the people interviewed change their responses. Some limitations are pointed out. In particular, the images represent people who are alone and not in a friendly situation. Family practices of alcohol consumption are not known.

ESPAD survey

The study also describes results by type of alcoholic beverage by specifying spirits, beer, wine, cider and premix. The preferred beverage is rated on the basis of each beverage's contribution (in centilitres of ethanol) to the total amount of alcohol consumed in the last day. Spirits come out on top with 38%, ahead of beer at 31%. Wine is preferred to beer and spirits in Ukraine, spirits but not beer in Georgia and beer but not spirits in Slovakia. Young girls are more likely to prefer spirits (40% vs 36%) and wine (20% vs 12%). In its findings, the report mentions studies that show that beer and spirits are associated with more abundant consumption² and that beer is associated with risky alcohol intake and illicit drug use³. However, the risk of negative alcohol-related consequences or use of other substances increased among people with risky drinking behaviours, regardless of beverage preference⁴. This survey also shows that the drinks preferentially consumed by young people are not the same as those traditionally consumed in their countries.

According to the ESPAD survey, the analyses indicate that beer was clearly the dominant beverage of choice among the 15-year-olds in these countries. With the exception of one country—Hungary—the percentages of beer drinkers outnumbered the percentages of wine drinkers. Similarly, beer drinkers outnumbered drinkers of distilled spirits in all but three countries (i.e., Hungary, Norway, and Portugal). Moreover, initial findings indicated that when beer drinking was common, so was the consumption of distilled spirits. In fact, distilled spirits, rather than wine, were the second most common beverage of choice. Thus, only in Estonia, Italy, Latvia, Lithuania, and Romania did more students drink wine (at least three times or more during the past 30 days) than distilled spirits. Overall, wine consumption was not correlated with the consumption of beer or distilled spirits in young people, and high wine consumption did not generally indicate a distinct “drinking culture.”

Wine drinkers generally had more formal education, better dietary and exercise habits, and more favourable health status indicators (e.g., average body mass) than other drinkers and non-drinkers. A larger proportion of wine drinkers were light-moderate drinkers compared to beer or liquor drinkers, and wine drinkers were less likely to report smoking or problematic drinking than beer or liquor drinkers. These findings indicate that wine preference in young adulthood is related to educational, health and lifestyle characteristics that may help to explain the association between light-moderate wine consumption and morbidity and mortality risk in later adulthood.

² Callinan & MacLean, 2016

³ Dey et al., 2014

⁴ Dey et al., 2014



HOW DO WE COMMUNICATE ABOUT THE RESPONSIBLE CONSUMPTION OF WINE AND AVOIDING OVERCONSUMPTION?

Family and peer communication and wine consumption among young adults: examining the role of responsible drinking practices - (Jaud et al., 2022).

The authors prepared an experimental study using an econometric model. 1,466 French students participated in the study from the different campuses of a business school. The study measured responsible drinking practices, wine consumption, wine communication during adolescence and knowledge. Results show that wine technical-based messages from parents help young adults gain knowledge about wine, which in turn increases consumption. Also, moderation-based messages make young adults more knowledgeable about wine and, as expected, more responsible in drinking practices, subsequently limiting their consumption. Finally, prohibition-based messages marginally decrease wine knowledge and have no impact on responsible drinking practices.

In this way:

- Moderation-based messages can be beneficial in the long term by preventing wine overconsumption and stimulating responsible drinking;
 - Public health promotion programs should primarily target the most exposed student profiles, that is, wine connoisseurs who have not been taught or exposed to any prevention messages;
 - Public policymakers and social marketers may first focus on designing campaigns that encourage the application of responsible drinking practices to prevent alcohol intoxication;
- Parents should adopt responsible drinking practices because they serve as models for their teenagers.

Alcohol use and abuse and motivations for drinking and non-drinking among Spanish adolescents: Do we know enough when we know parenting style? (Garcia et al., 2020).

The research examines parenting styles (characterised by warmth and strictness and separated into neglectful, indulgent, authoritarian and authoritative) as a protective or risk factor for adolescent drinking. Authors measured motivations for alcohol use and abuse, drinking and non-drinking, as results of alcohol socialisation and preventive rules. A total of 996 high school students from 15 to 17 years old participated in this study from a Spanish metropolitan area. Alcohol

consumption was measured considering six items about the amount of drinking on weekends outside the house. They considered alcoholic beverages separately: wine, beer (different containers), mixed drinks and liquors. Data were treated independently and assembled in a score. Alcohol abuse was also measured in a specific question, as well as motivations for drinking and non-drinking. Results show that warmth and reasoning, shared by authoritative and indulgent parenting styles, seem to be the recommended way to protect offspring from drinking. Effective alcohol prevention should include strategies tailored specifically to this new cultural context where parenting takes place:

- An indulgent parenting style (warmth but not strictness) is the most protective factor against alcohol consumption.
- Even though underage adolescents consume substances with the lowest alcohol content (beer and mixed drinks, but not wine and liqueur), young adolescents reach the level of alcohol abuse.
- Adolescents tend to consume higher quantities of alcohol per occasion, and this occurs commonly on weekends.
- Alcohol drinking (beer, mixed drinks, and liqueurs, but not wine) and alcohol abuse start and increase even in underage adolescents.
- Adolescent men's alcohol consumption tends to be higher than women's, except for wine and the consumption changes with age (social acceptance decreases, but self-enhancement increases).
- Parenting style influence decreases with age but remains significant. Then, it increases peers' influence and mass media.
- Interventions should consider family to prevent substance use and misuse in adolescents (e.g. mass media campaigns, parenting school or family therapy).
- Parents should communicate with children, have cordial relationships, have a genuine interest in their problems and have reasoned explanations of their actions' consequences to become mature and responsible adults.





CONCLUSION AND RECOMMANDATIONS

Harmful effects of alcohol consumption on adolescents as on the total population are due to ethanol and therefore unrelated to the type of drink consumed.

The alcohol consumption of young people is decreasing tendentially. The researchers, on the one hand, attribute this decrease to the impact of policies (restriction of access, increase in prices and limitation of marketing) and, on the other hand, to a change in the image of alcohol among young people that would no longer be part of the rites of passage to adulthood. However, risky behaviours remain for a significant proportion of adolescents. In the different studies, the type of alcoholic beverage consumed and the consumption pattern are rarely discussed. However, they are among the cultural specificities that could be useful to understanding adolescent behaviour regarding wine consumption.

The first results of these studies indicate that in most countries, wine is not the favourite alcoholic beverage of adolescents. Wine has a low relation with alcohol abuse. Can responsible actions of the wine sector maintain this particularity?

In this way, considering the results of this report, the WHO Global Action Plan (2022-2030) to reduce the harmful use of alcohol and the Health risks associated with alcohol use and abuse during adolescence and the low association of wine consumption with alcohol overconsumption among adolescents, the group recognise:

- The importance of the adolescence phase on the constitution of adulthood alcohol use and abuse, as well as its health impact.
- The importance of parenting communication on preventing wine overconsumption and promoting responsible drinking
- Wine does not represent the main problem and has a low association with alcohol abuse during adolescence.
- The importance of considering the differences between alcoholic beverages and the different contexts of consumption, influences and partners.
- The influence of peers, electronic media, social media, and parents' alcohol socialisation on adolescent alcohol use and abuse.
- The reduction of ever-drinking and regular drinking.
- Beer and spirits are associated with more abundant consumption, and beer with more risky alcohol consumption among adolescents.
- Prohibition-based messages do not provoke responsible drinking practices. But moderation-based messages associated with wine education make young adults more knowledgeable about wine and more responsible in drinking practices;
- Intervention must consider family communication important to prevent adolescent substance use and misuse (Mass media campaigns, parenting school or family therapy).





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