

The influence of alcohol marketing and other factors on youth drinking.

No registrations found.

Ethical review	Positive opinion
Status	Pending
Health condition type	-
Study type	Observational non invasive

Summary

ID

NL-OMON26476

Source

NTR

Health condition

Alcohol use, alcoholgebruik

Sponsors and support

Primary sponsor: IVO Addiction Research Institute

Source(s) of monetary or material Support: International Center for Alcohol Policies

Intervention

Outcome measures

Primary outcome

The main study parameter is alcohol use in youth.

Alcohol use will be defined in terms of:

- Frequency of alcohol use in the previous four weeks: 6-point scale ranging from (1=have not been drinking to 6=every day)
- Intensity of drinking in number of glasses of alcohol the respondents have drunk in the

previous week during weekdays and during the weekends in contexts at home and outside the home. If this variable turns out to be too skewed than categories will be made.

Secondary outcome

Other parameters are alcohol marketing exposure and variables moderating or mediating the influence of alcohol marketing exposure on alcohol use in youth such as personal relevance of advertisements and alcohol-related attitudes.

Additional parameters are the differences in contributing effect sizes of some of the main known and assumed predictors of alcohol use, including factors amendable by policy, education and child rearing: parenting styles, alcohol availability/ accessibility, peer influence, pubertal development, school based preventive interventions, and personality.

Study description

Background summary

Objective: The primary objectives of this study are to assess the influence of alcohol marketing exposure on alcohol use in youth as well factors that moderate or mediate the relationship between alcohol marketing & alcohol use in youth. Also, this study aims to assess the relative influence of alcohol marketing on alcohol use as compared to other main known and assumed factors which are amendable by policy, education and child rearing.

Study design: A longitudinal cohort study with three waves of data collection will be conducted among adolescents attending secondary school, using a school-based survey.

Total duration of the study is 36 months. T1 is in the second school year (typical ages 13-14), T2 is 12 months later (ages 14-15) and T3 another 12 months later (ages 15-16).

Study population: 1600 adolescents (T1) attending the second year of secondary school (typically aged 13-14) at three different school types (VMBO-T, HAVO and VWO) will be included in the study, via a stratified sample of secondary schools according to educational level.

Main study parameters/endpoints: The main study parameter is (frequency and intensity of) alcohol use in youth. Other parameters are the influence of alcohol marketing exposure on alcohol use in youth and factors that moderate or mediate the relationship between marketing & drinking, such as personal relevance of advertisements and alcohol-related attitudes.

Additional parameters are the differences in contributing effect sizes of some of the main known and assumed predictors of alcohol use, including factors amendable by policy, education and child rearing, such as parenting styles and alcohol availability/accessibility.

Study objective

1. Alcohol marketing influences youth drinking
2. The following factors moderate or mediate the relationship between marketing & drinking:
 - a. Personal relevance of advertisements, b. Sociability, parental guidance in understanding TV and advertisement, c. Alcohol-related attitudes
3. Youth drinking is influenced by several factors of which alcohol marketing is one. Others are: a. parenting styles, b. alcohol availability/accessibility, c. school based preventive interventions, d. peer influence, e. pubertal development, f. personality. We expect differences in the relative influence of these factors on youth drinking.

Study design

A longitudinal cohort study with two or three waves of data collection (depending on funding; this will be decided upon in between waves 1 and 2) will be conducted among adolescents attending secondary school, using a school-based survey.

Total duration of the study is 36 months. T1 is in the second school year (typical ages 13-14), T2 is 12 months later (ages 14-15) and T3 another 12 months later (ages 15-16).

Intervention

Not applicable

Contacts

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Eligibility criteria

Inclusion criteria

The inclusion criterion will be: attending the second year of secondary school at one of the three school types (VMBO-T, HAVO, VWO) that will be recruited for this study.

Exclusion criteria

No exclusion criteria regarding either demographic or socioeconomic characteristics will be applied.

Study design

Design

Study type: Observational non invasive

Intervention model: Other

Control: N/A , unknown

Recruitment

NL

Recruitment status: Pending

Start date (anticipated): 31-10-2014

Enrollment: 1600

Type: Anticipated

Ethics review

Positive opinion

Date: 15-10-2014

Application type: First submission

Study registrations

Followed up by the following (possibly more current) registration

No registrations found.

Other (possibly less up-to-date) registrations in this register

No registrations found.

In other registers

Register	ID
NTR-new	NL4597
NTR-old	NTR4851
Other	METC : 467

Study results

Summary results

Scientific reports of the project results will be submitted to international peer reviewed journals.