

ASSOCIATION BETWEEN DRINK DRIVING AND BELIEF ABOUT THE EFFECTIVENESS OF ALCOHOL WARNING LABELS.

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Objectives: This study aims to investigate the association between belief about effect size of warning labels on drinking behaviours, especially drink driving which is a leading cause of traffic injury in Thailand.

Methodology: This study used data from Thai Tobacco and Alcohol Use Household National Survey in 2011 and 2014 with participants aged from 15 years old and above. Descriptive statistic was applied to examine demographic, drinking and driving variables. Univariate and logistic regression analyses were used to examine the association of variables as appropriate.

Results: Most of participants were female (53%), aged between 40-59 years old (32.4%), identified as non-drinkers (73.4%) and drivers (70.6%) with no history of drink driving (88.1%). Overall, belief about effect size of warning labels on drinking with large, moderate, small and no effect was 25.7%, 28.5%, 19.9% and 25.9% respectively. In 2014, the percentage of participants who had moderate or large degree of belief was lower than in 2011. After controlling the covariates, drinkers who also drove with moderate or large degree of belief about the effect of warning labels had higher chance to not drink and drive compared to those with no or small degree of belief (OR=1.28, $p<0.001$, 95% CI=1.20-1.36).

Conclusion: There was significant association between moderate or large degree of belief about effect size of alcohol warning labels and lower drink-driving behaviour. The wear-out effect of text warning labels was observed. More intensive strategy on alcohol label to warn people about harms of alcohol is warranted.