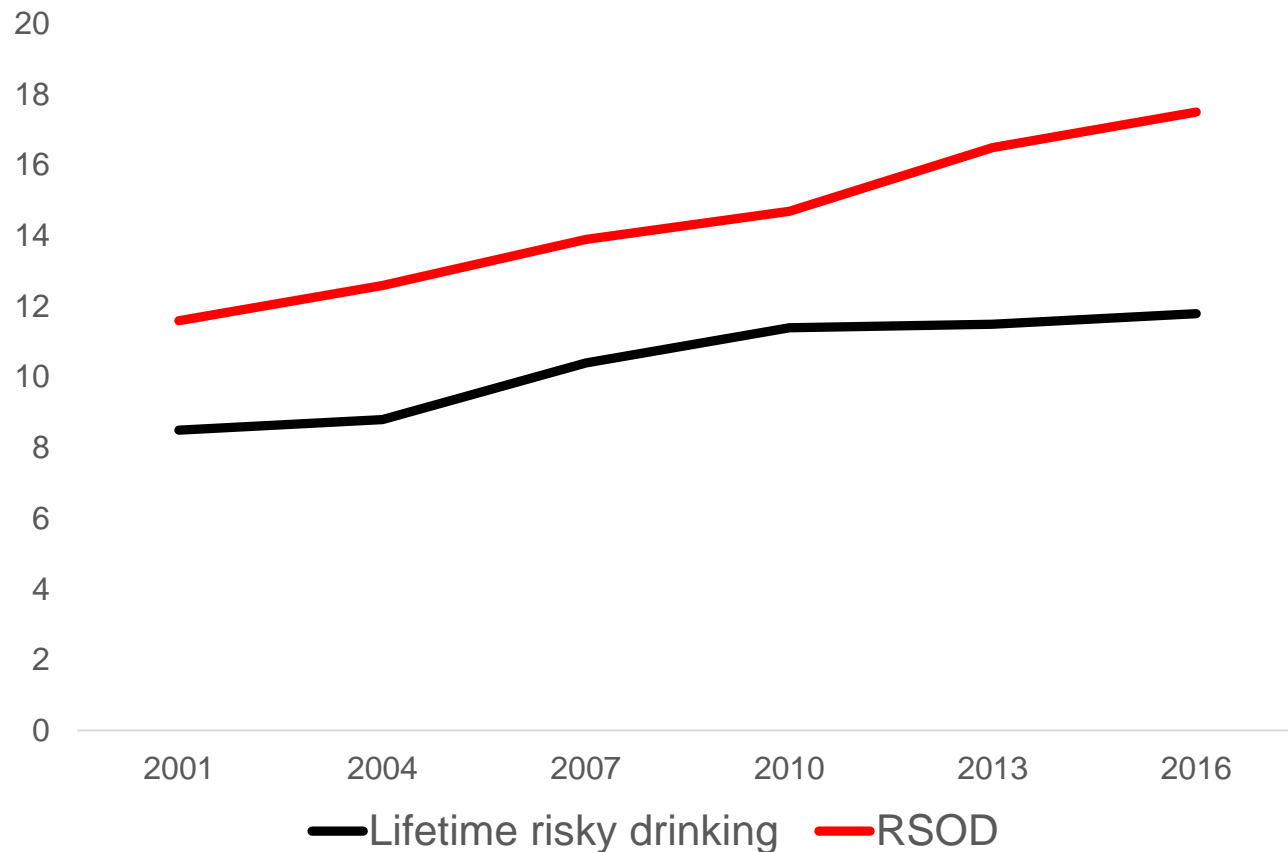


# What do middle-aged women see as feasible solutions for reducing their alcohol consumption?

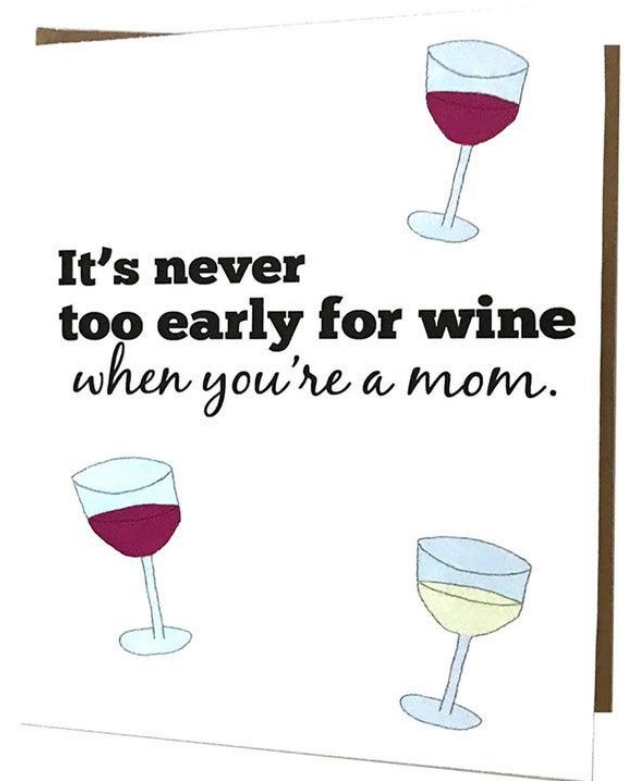
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# Drinking among Australian women aged 45-65 years (source: NDSHS)



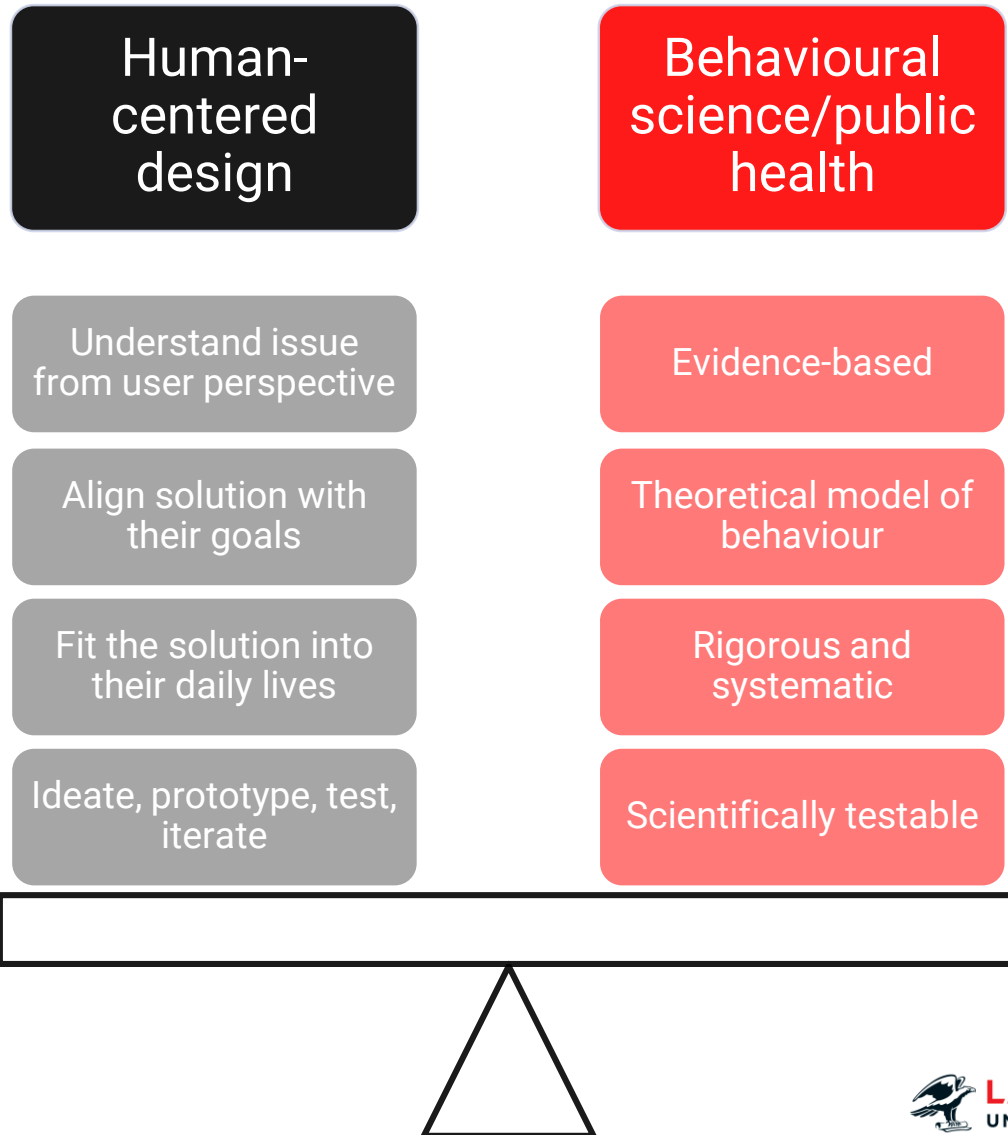
# The cheeky 'wine mom' trope isn't just dumb. It's dangerous.



## **The task:**

**Design a digital  
intervention for  
women aged  
40-65 years to  
reduce alcohol  
consumption**

# Approach



# Need to understand

- How does alcohol fit into their lives and routines
- How women see their own drinking
- What motivates them to drink
- What do they know/want to know about alcohol and reducing drinking
- What they conceptualise as feasible solutions for reducing drinking
- What kinds of technologies are part of their daily routines
- Where they seek information on health/lifestyle issues

# Method



**10 participatory workshops**

**39 women**

**41-65 years of age**

**Regular drinkers**

# Example activity: Days of Our Lives





# Example activity: Persona & Change Maker

**PERSONA | DESCRIBE AS MUCH AS YOU CAN**

NAME *Sandy.*

AGE *60*

LOCATION *Melbourne, Hawthorn.*

RELATIONSHIP *Married.*

JOB *Lawyer*

HOBBIES *Beach, travel, wine + food, reading, book club.*

HAPPY WHEN... *With friends + family on holiday*

WORRIED WHEN... *Too much wine in evenings, High wine load intruding on life, Too tired in day, doesn't taste food tonight.*

FAVOURITE... *Endeavour*

TV SHOW *Endeavour*

FOOD *Gourmet food.*

DRINK *Champagne.*

**DRINKER PROFILE**

WHAT DOES SHE DRINK?  
*Wine, beer, cocktails, spirits, champagne, cider*

WHAT TIME OF THE DAY DOES SHE TYPICALLY DRINK?  
*During week - evenings, Weekend - socialising.*

WHERE DOES SHE TYPICALLY DRINK?  
*Bar/house, friend's house, pub, restaurant, cinema, gallery, local bar, restaurant at home.*

WHO DOES SHE DRINK WITH?  
*on her own, a friend, family, partner, pets, husband, friends, colleagues, family.*

WHAT DOES SHE THINK ABOUT ALCOHOL?  
*Loves it. Thinks she drinks too much.*

HOW DOES SHE FEEL WHEN DRINKING ALCOHOL?  
*Relaxed + cheerful, can feel guilty later especially if she's had too much.*

HOW MANY DRINKS WOULD SHE HAVE ON...  
WEDNESDAY? *1* FRIDAY? *3*

HOW DOES THIS COMPARE WITH OTHER WOMEN IN HER AGE GROUP?  
WEDNESDAY? *some people don't drink.* FRIDAY? *3*

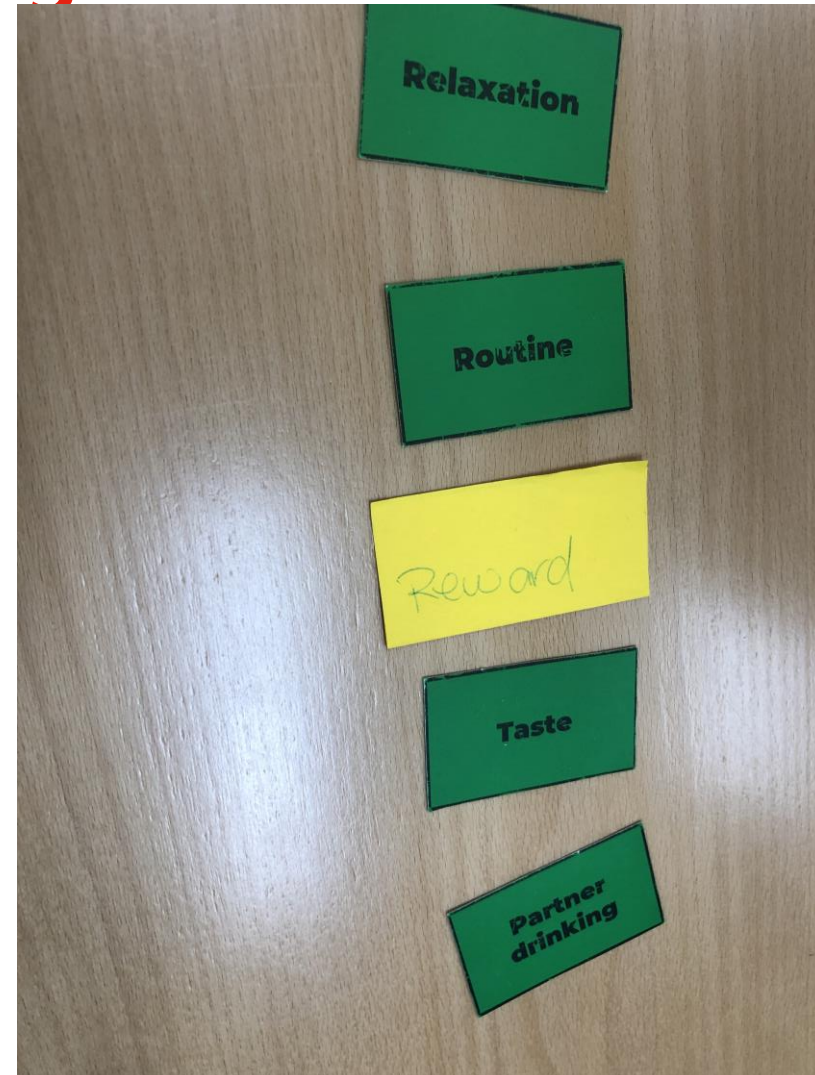
WHERE DOES SHE GET HER ALCOHOL FROM?  
SERVICE: *alcohol delivery* restaurant pub/bar bottle shop one by one small packs (max 3) box *one drink*

# Findings

# Findings

## Why are they drinking?

- Relaxation
- Habit/routine
- Socialising
- Partner drinking
  
- For a small proportion, coping and stress



# Findings

## How does drinking fit into their lives?

P1: *So I have a drink at the end of the day*

P2: *Yes*

P3: *I'm looking forward to putting down the drink.*

P2: *It's getting into drink o'clock*

Facilitator: *So what time is the drink?*

P4: *5 o'clock*

P1: *Yep.*

P4: *Actually, usually I wouldn't get home from work until about 7 and that's the first thing I would do when I got in the door was have a drink*

P2: *But now that we're retired...*

P4: *We can have one a 5 o'clock!*

# Findings

## How does drinking fit into their lives?

Wine with dinner. Or sometimes with cooking. Stand in the fridge, oh there's a glass of wine there. I'll just pour myself a glass.

Or "oh, really I've gotta put some wine in that [recipe]? Sure, I'll have a little bit."

There's a glass of wine with the cooking. With dinner.

Glass of wine, end of the working day.

I get home and I usually pour some wine and play with the dogs. And umm, yeah, that's kind of how I relax.

Same as me, I never used to drink when I was young either. And then I think you sort of get to a particular age and stage...

I'll have a small glass of wine and \*Rob comes home late once I've finished my dinner and says, 'aren't you going to sit down at the table with me, have a glass of wine.'

# Findings

## How does drinking fit into their lives?



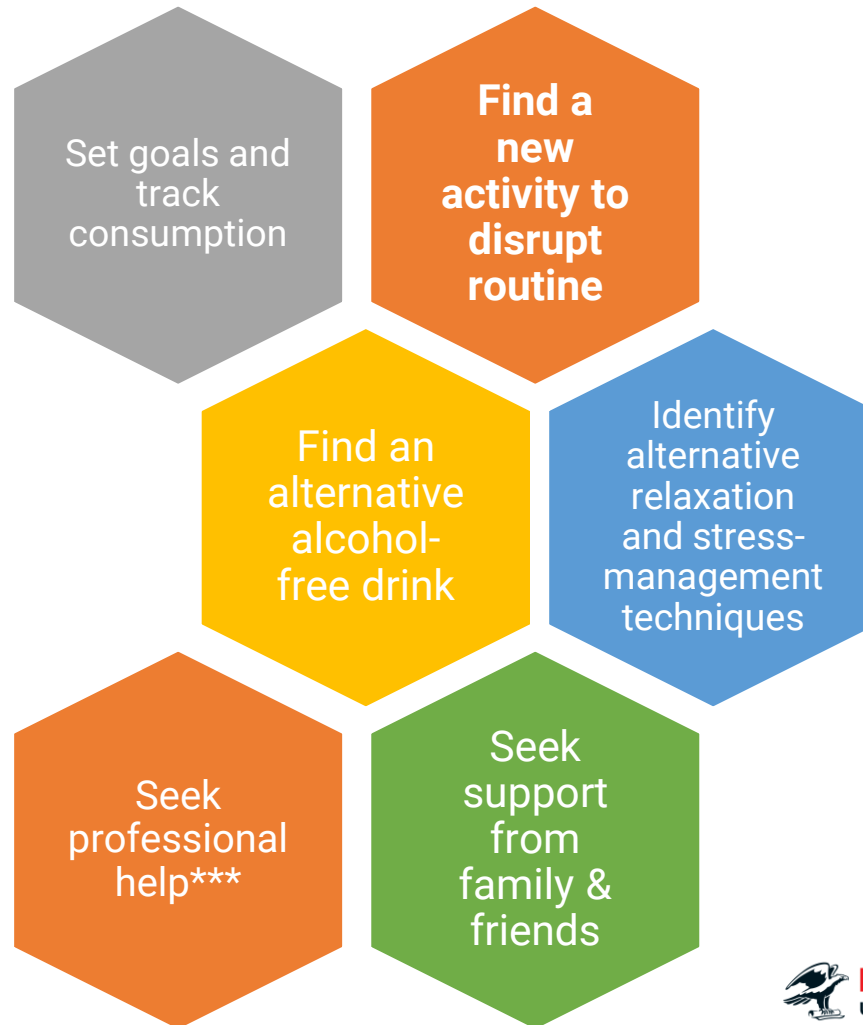
# Findings

## How do they see their drinking?

- Mostly:
    - Non-problematic
    - Earned
    - Enjoyable
    - Engrained
- i.e. No real reason that they should reduce their drinking
- Exceptions:
    - When it interferes at work or with family
    - When it's excessive or results in drunkenness
    - When it's alone
    - When it's due to high stress

# Findings

## What do they see as solutions?





# Findings

## What do they know about harms?

100%  
correctly  
identified

Weight gain

Injury

Liver disease

Accidents

Addiction/dependence

Anti-social behaviour

Financial impacts

90% correctly  
identified

Cancer

Cardiovascular disease

Reduced productivity

Poor sleep

80% correctly  
identified

Mental health  
problems

# Design considerations

# Takeaways

- Heterogenous population
- Women in this age group do not see themselves or their peers as 'the problem'
- In fact, they really enjoy drinking
- Our participants were very well-educated on general health consequences of drinking alcohol, but lacked some nuance in their knowledge
- Women saw themselves as being within an alcohol-soaked environment – some strong barriers to overcome, didn't know how to navigate

# Limitations and challenges

- Only captured metropolitan women, predominantly Caucasian
- Group-think
- Difficult to engage working mothers of young children
- Tension between design process, public health goals and 'pure' research

# Next steps

- Design, refine and test content & platform
- Three-arm RCT with 3000 participants in 2020 to test effectiveness of intervention for reducing drinking
- Systematic qualitative analysis of audio transcripts

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**Thank you**

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