Implementation of the Alcohol Cultures Framework to guide project design in metro-Melbourne

1. Why focus on young adults, alcohol & NTE precincts?
Local Government Areas (LGAs)

2,000+ licenced venues
Proportion (%) of population with increased risk of alcohol-related harm

Alcohol-related ambulance attendance rates

1. Melbourne
2. Pt Phillip
8. Stonnington

VicAOD stats (2016)
Methods

1. ANALYSIS OF EXISTING DATA
   REVIEW OF QUAL LIT
   QUALITATIVE STORY COLLECTION WITH YOUNG ADULTS AGED 18-24 (n=27)

2. STORY SELECTION PANEL

3. MULTIDISCIPLINARY STAKEHOLDER WORKSHOP

What influences young adults’ drinking in NTE precincts?
A few common cultural influences in the qual lit

- Norm to drink to intoxication (Hepworth et al., 2016; Advocat & Lindsay, 2015)
- Desire for somewhere between tipsy and drunk (controlled drunkenness) (Zajdow & Maclean, 2014; Harrison et al., 2011)
- Not drinking unacceptable and only limited subject positions available to people who don’t drink (e.g. carer, religious etc.) (Supski & Lindsay, 2016; Hepworth et al., 2016; Advocat & Lindsay, 2015)
- Alcohol as a way of facilitating pleasure, relationally and "time-out" (Murphy et al., 2016a; Murphy et al., 2016b; Maclean, 2016; Supski et al., 2016; Zajdow & Maclean, 2014; Harrison et al., 2011)
- Alcohol central to performances of masculinity (Murphy et al., 2016a; Murphy et al., 2016b; Hepworth et al., 2016; Advocat & Lindsay, 2015; Lindsay, 2012)
- Large venues may be frequented by working class or outer-suburban young adults but also more harms than smaller bars (Maclean & Moore, 2014; Lindsay, 2006)

3. What contributes to changes in young adults’ drinking in NTE precincts?
Wanting to avoid harmful performances of masculinity

“...

My brother tends to attract fights so normally when I go out with him there is always a fight happening at some point. Some guys you can see try and start fights. They are just complete idiots when they are under the influence so I don’t really want to be around it. I don’t want to be in the situation my brother has been in. His story just reminds me when I think of drinking. (Tom, Melbourne)

“..."

More awareness around care & drinking less or not at all

“...

I think people are still going to drink excessively, but I think there’s more awareness about looking after your friends, and around drink driving, especially. I think signage, ads on TV and in public toilets about having one glass of water per alcoholic drink, or have a buddy for the night who’s looking after you have been important. People are feeling more comfortable in saying they don’t want to drink, but also if they’re not comfortable with saying they don’t want to drink, they can find a reason that feels comfortable with them.

(Amy, Stonnington)

“..."
More care in & from venues

“A lot more water stations have popped up in the venues… and the way staff handle the patrons varies from venue to venue. It depends how willing the people are behind the bar to help the people that they’re serving alcohol to. When I’m out on the floor (working) and if I see someone that needs a drink I’ll get them a water. It was my job to make sure people were looked after and they had a safe place to get wasted. I love places where you’re surrounded by people all the time and you get to talk to them where you are a person instead of just a worker.

(Mark, Stonnington)"

More diverse & creative options for a night out

“I like to go to a few gay clubs. I feel as though more young people are trying to look for more options and all that but also more younger people are creating new things, new places. And I guess Melbourne’s so great that the clubs and entertainment venues are giving them that chance. We have different themes when we go out and dress up and I think it’s a place to express yourself - and I’m not going to get [drunk]! Alcohol is part of the culture so you just do it. But you don’t need alcohol to have a really good time when you are out with friends, especially in a gay club.

(Paul, Stonnington)"
Engaging in alternative activities that don’t revolve around alcohol

When you get to a point and you just start feeling really drunk you just are like ‘what’s the point?’ We will just get food and see how we feel after that and see what we want to do. Sometimes we go to someone’s house and just chill and watch movies. We don’t normally drink then. (Tom, Melbourne)
What are the opportunities for alcohol culture change amongst young adults in NTE precincts?

www.livesofsubstance.org
"For me I had this experience of personally finding meth incredibly powerful and incredibly intimate. Then realising that in a setting where someone else is using it in a very problematic way, that there was no intimacy at all. I came away from that again being wary of meth."

Emerson

What’s Your Story?

STORY COLLECTION
Stories related to diverse ways of engaging with night time entertainment precincts that don’t revolve around alcohol

1.

STORY SHARING
Online  Place-based activities & art events
References

Advocat, J., & Lindsay, J. (2015). To drink or not to drink? Young Australians negotiating the social imperative to drink to intoxication. Journal of Sociology, 51(2), 139-153.


Supski, S., & Lindsay, J. (2016). 'There’s Something Wrong with You': How Young People Choose Abstinence in a Heavy Drinking Culture. Young, 1103308316654068.


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@MikeySavic
michaels@turningpoint.org.au