THE DRINKING BEHAVIOR OF RESIDENTS OF A VILLAGE IN AN INDUSTRIAL PARK AREA: THE CURRENT SITUATION AND REASONS BEHIND THIS BEHAVIOR

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OBJECTIVES: To identify the current situation regarding the alcohol consumption of factory workers and other residents living in a village located in an industrial park on the outskirts of Bangkok and explore the relationship between exposure to anti-alcohol campaigns introduced by the Thai Health Promotion Foundation and drinking behavior. METHODS: Participatory and non-participatory observations were employed to understand the lifestyles of the study population, determine risk behaviors and factors, and identify exposure to anti-alcohol campaigns. After the first set of qualitative observational data collected during the first 10 weeks was analyzed, a survey questionnaire was developed. Seven hundred ninety-nine residents were subsequently included in this quantitative survey. Finally, focus groups were organized to verify findings obtained from the observations and survey. RESULTS: Alcohol consumption was determined to be major risk behavior. More than 50% of interviewees drank alcohol, 5% were under 20 years of age, and 28% were hazardous drinkers. Factory workers are more likely to drink than those not working in factories. One-third of interviewees said they have had alcohol-related accidents. Although the Alcohol Control Bill limits the time of selling alcohol (11am-14pm and 6pm-12pm), 36% of those buying alcohol bought it outside the permitted times. Several anti-alcohol campaigns were implemented and most respondents recognized them well; however, no significant correlation between drinking behavior and exposure to the anti-alcohol campaigns was found. This may be explained by a number of factors, e.g., easy access to alcohol and alcohol delivery services to homes, both of which enable easy alcohol consumption.

CONCLUSIONS: Factory workers had a higher rate of alcohol consumption than non-factory workers. Although anti-alcohol campaign targeted changing social attitudes toward alcohol were implemented, drinking behavior remained a major problem. It is recommended that additional public measures, e.g., effective law enforcement, be implemented to become used in the improvement of public campaigns.

THE EFFECTIVENESS OF SOCIAL MARKETING INTERVENTIONS IN REDUCING ALCOHOL CONSUMPTION AMONG CONSTRUCTION WORKERS AND OTHER RESIDENTS IN A COMMUNITY IN BANGKOK, THAILAND

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OBJECTIVES: To assess the effectiveness of social marketing interventions in reducing alcohol consumption among construction workers (CWs) and other residents in a community in Bangkok, and to identify the opportunity to expose to, ability to understand, and motivation to follow the suggestions provided through the interventions among the study populations. METHODS: A cross-sectional survey was conducted and 417 samples (52% were CWs) were interviewed in February 2010. Two interventions for reducing alcohol consumption, namely the television-and radio-based “stop drinking during Buddhist Lent period” campaign and the introduction of a local restriction on alcohol-selling time, i.e., during 11:00-14:00 and 17:00-24:00, were addressed. RESULTS: Respondents were not different for their ability to access to public media. Although both groups had the same level of exposure to the information distributed through the stop drinking campaign, the smaller fraction of the CWs’ stopping drinking during the last Buddhist Lent period lowered their behavioral effect when compared with their non-factory workers. Those who stopped drinking argued that they were motivated to do so as the campaign fit well with their religious beliefs. In contrast to the stop-drinking campaign, the information on the legal-based restriction of alcohol selling time was not obtained by most of the CWs as they rarely visited large convenience stores, where such information was publicized. Instead, they usually bought alcohol at groceries in the community where law enforcement was inadequate and beverages were sold all the time. Therefore, the effectiveness of the legal-based intervention was higher when introducing among other residents than the CWs owing to several elements. CONCLUSIONS: This study illustrates the limitations of social marketing campaigns and highlights the importance of social, cultural, and economic factors as determinants of the intervention’s effectiveness. Accessibility and understanding of information disseminated through social marketing campaigns are crucial. Social marketing interventions need to be introduced with other measures, i.e., effective law enforcement.