

On emerging need for data on alcohol consumption at the regional level

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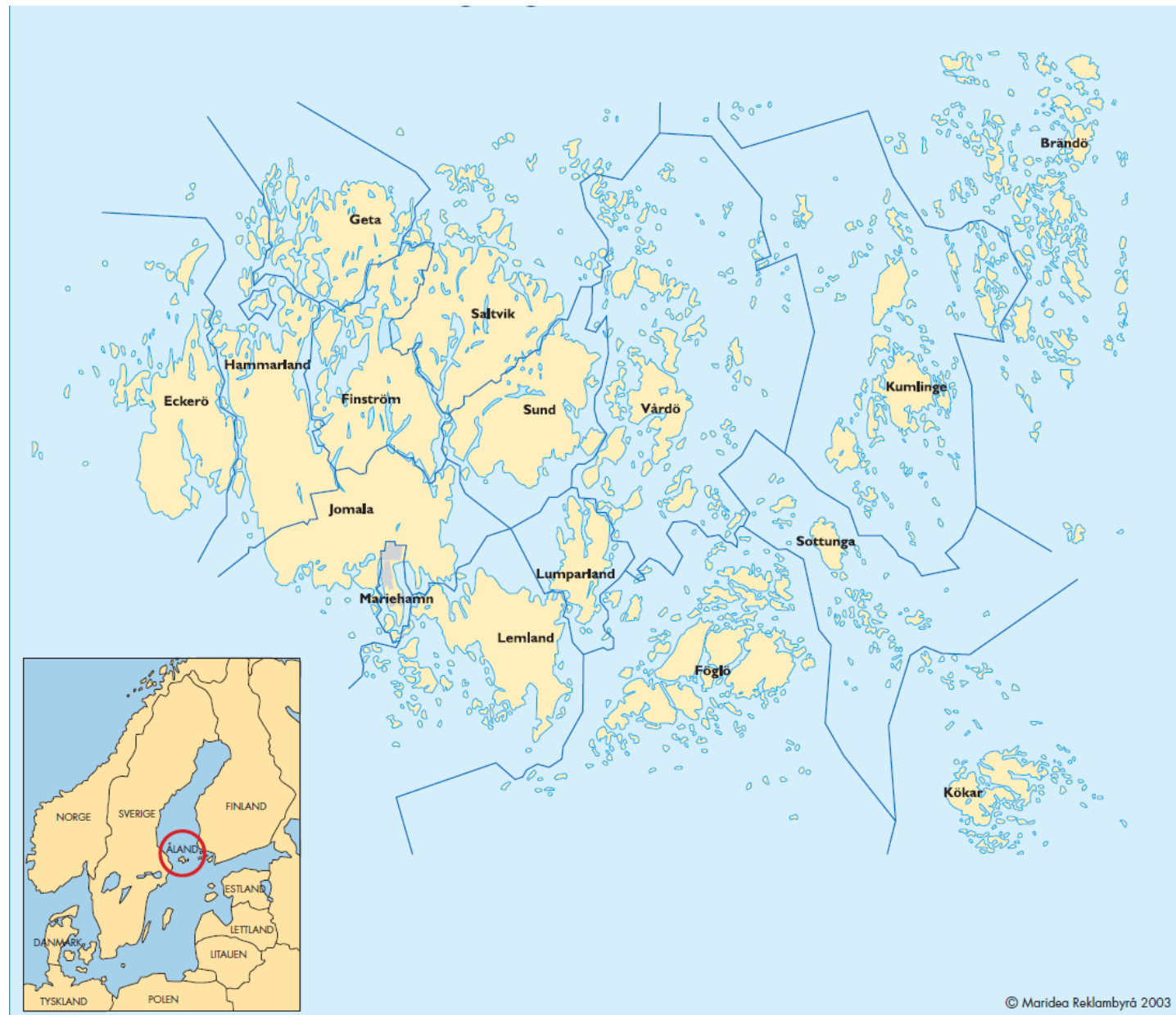
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Åland

30,344 residents
31.12.2021



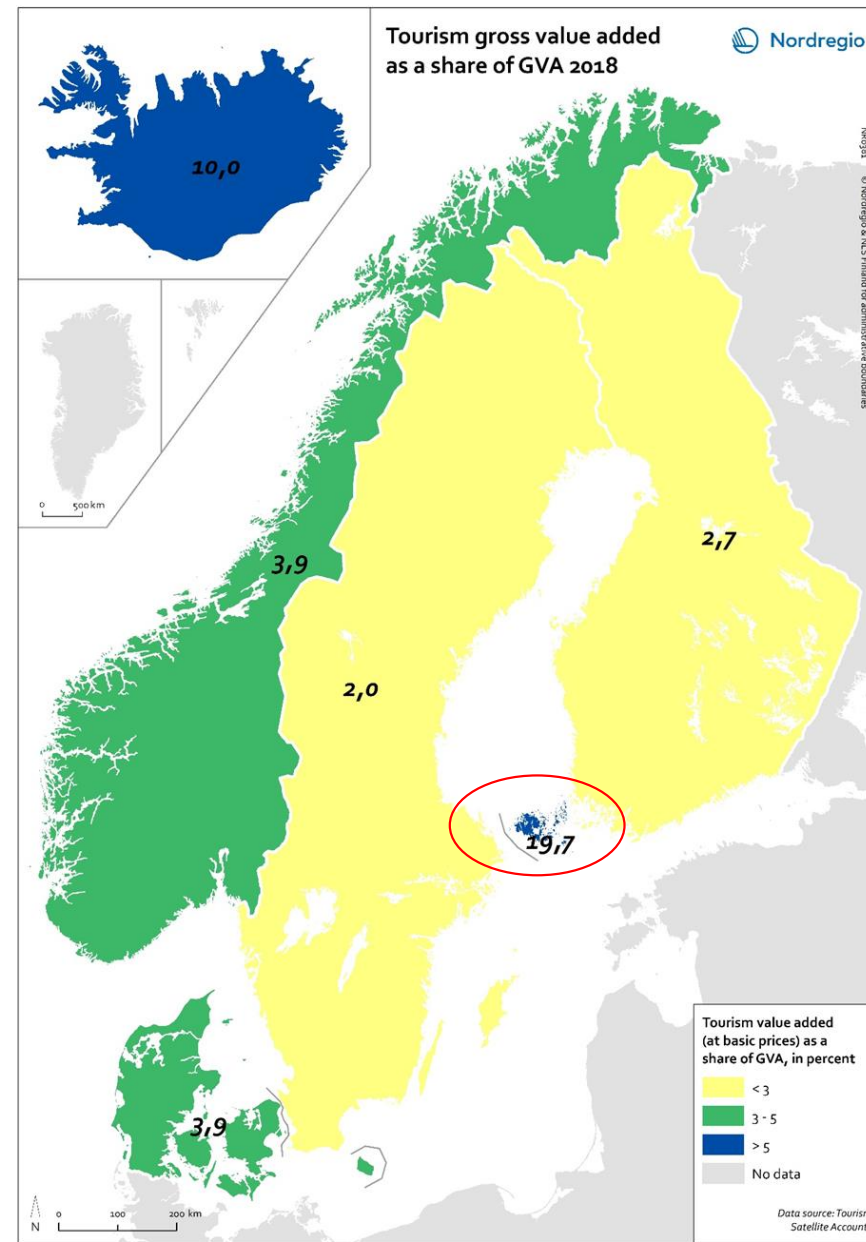
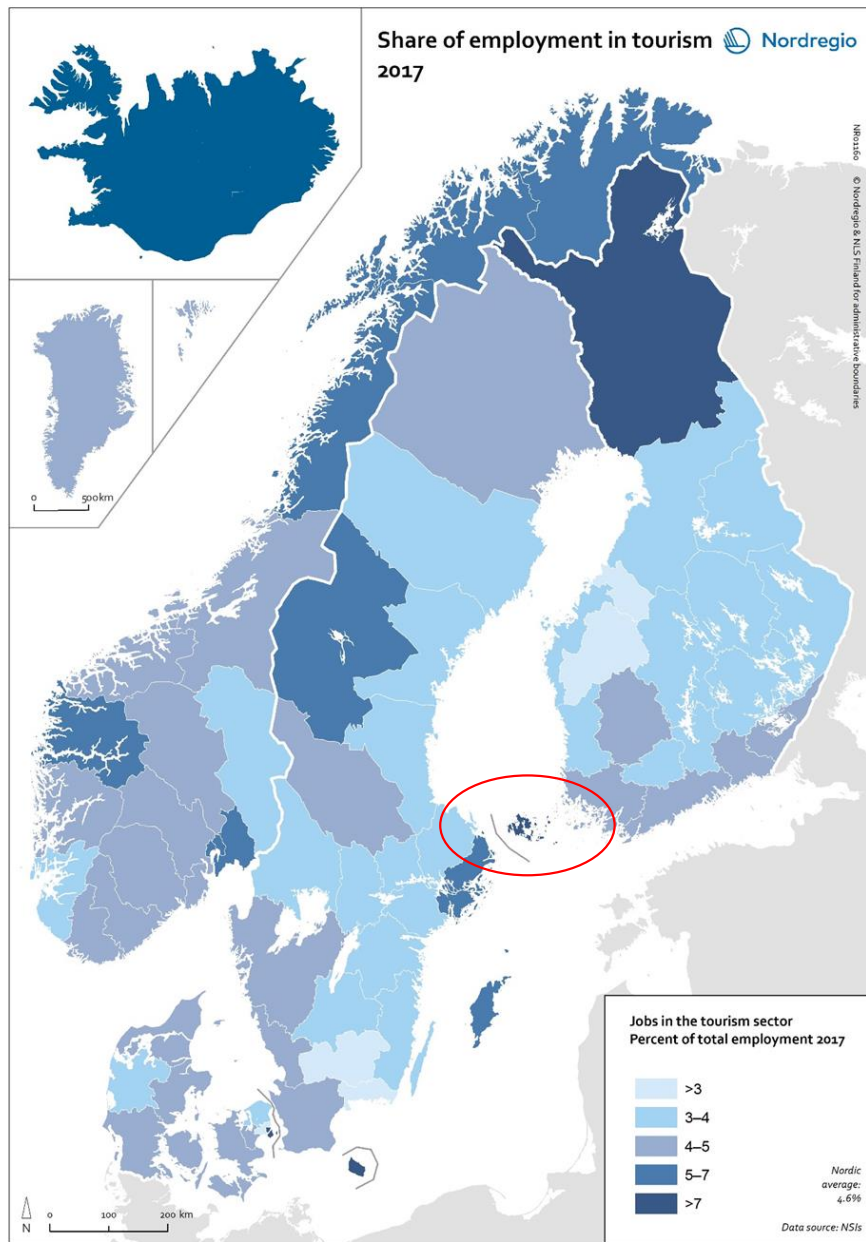
Åland



Tourism

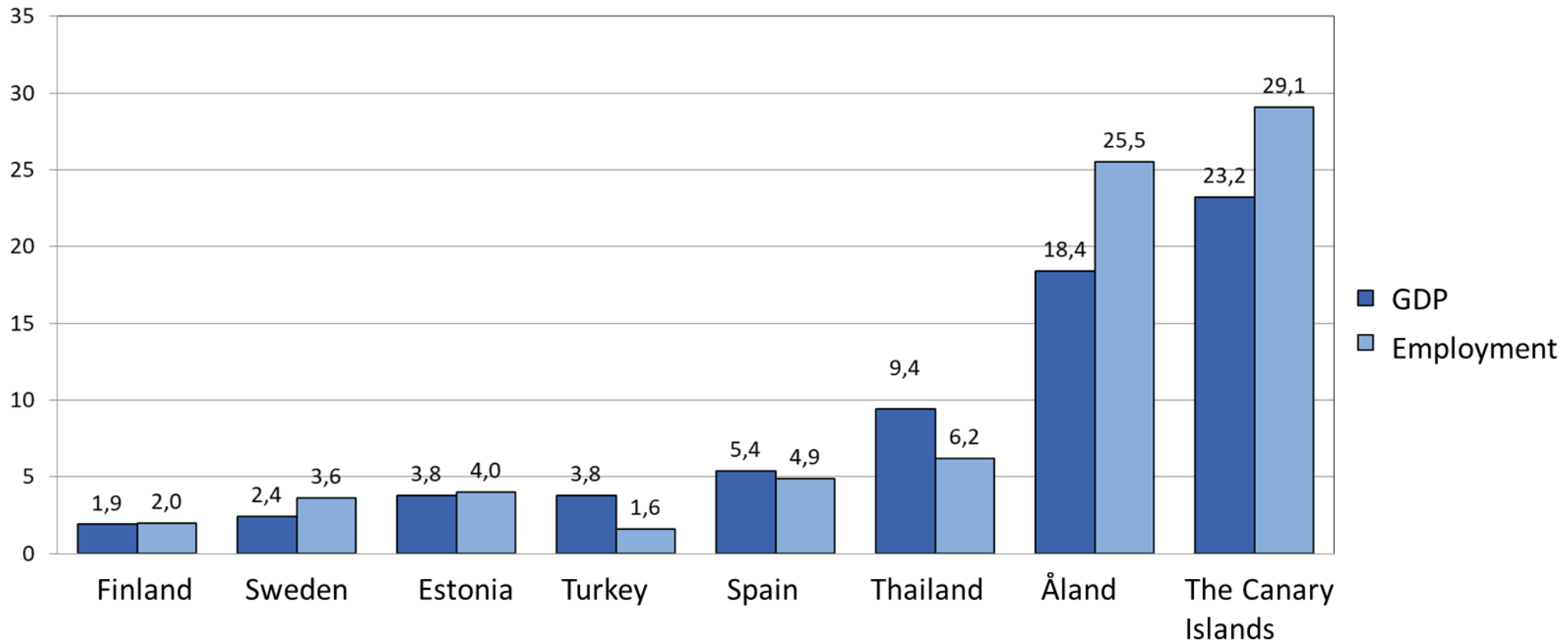
Share of employment > 7 % (2017)

Value added as a share of GVA > 5 % (2018)



The share of tourism in GDP and employment (2018)

Percent



The total consumption model, TCM

- A descending trend in alcohol consumption noted in the Nordic countries (Hellman & Kettunen 2017)
- TCM, a central model in the alcohol epidemiology literature since the 1970s (Bruun 1975; Rossow 2019)
- The total consumption is expected to be related to the number of alcohol-related problems in population, the consumption level should be a key target of preventive alcohol policy (see, e.g. Sulkunen & Warsell, 2012)
- A statistically significant relationship between per capita consumption of alcohol and mortality has been established (Norström & Ramstedt 2005)

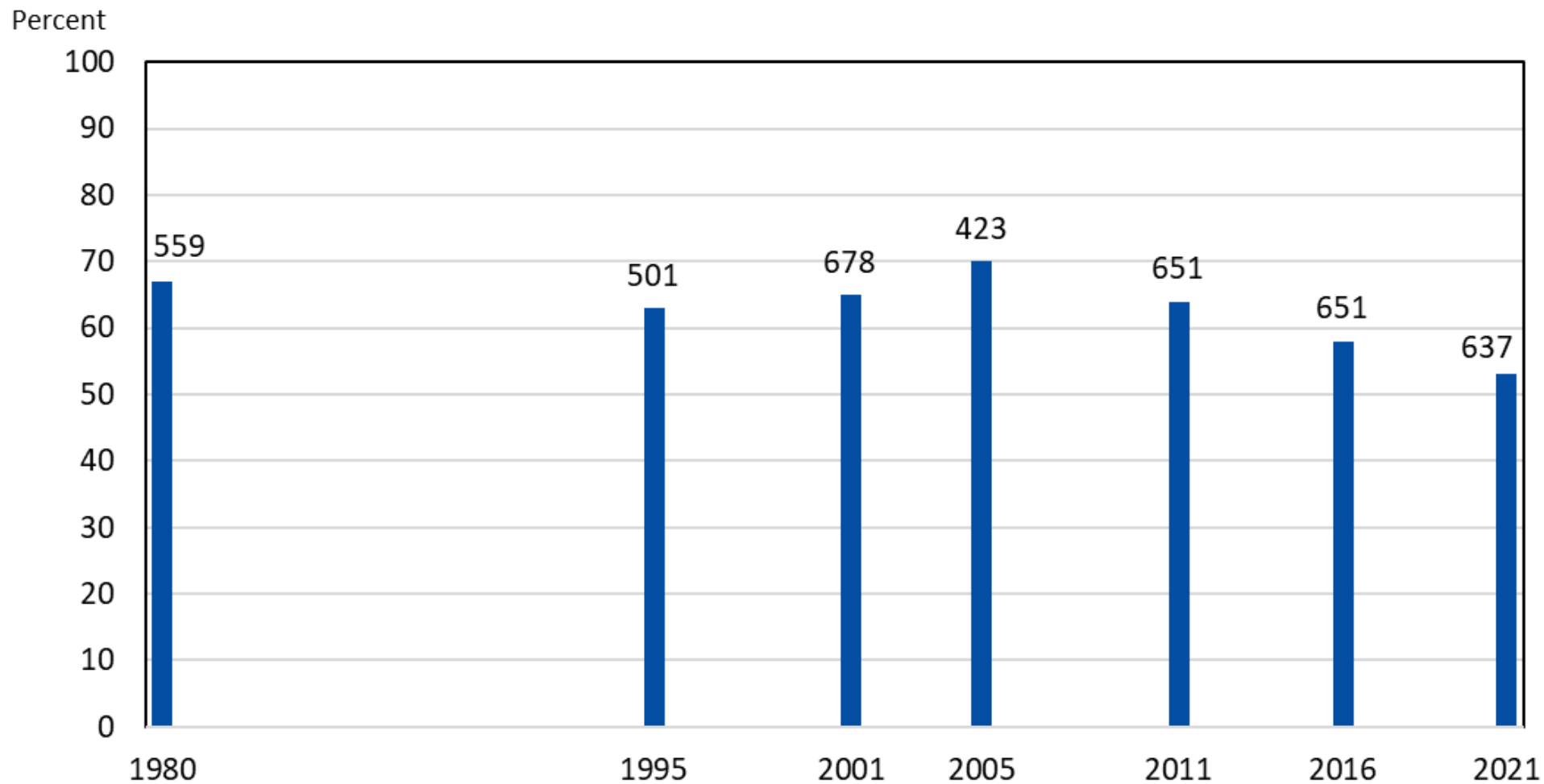
Total alcohol consumption in Åland

- Surveys: 1980, 1995, 2002, 2005, 2011, 2016 and 2021
- Random samples
- QF for each respondent from average quantities and frequencies
- Alcohol contents (volume percentages): medium strong beer 4.48, strong beer 5.50, wine 14.50, and spirits 40.00
- Registered alcohol consumption (registered sale of alcohol)
- Unregistered alcohol consumption (imported, smuggled, home brewed alcohol etc.)

Common challenges in survey methods

- Declining response rates
- Different age groups targeted over time
- Questionable accuracy in self-reports

Response rates of the surveys in Åland 1980-2021 (percent and frequency)



Design and build – solutions implemented

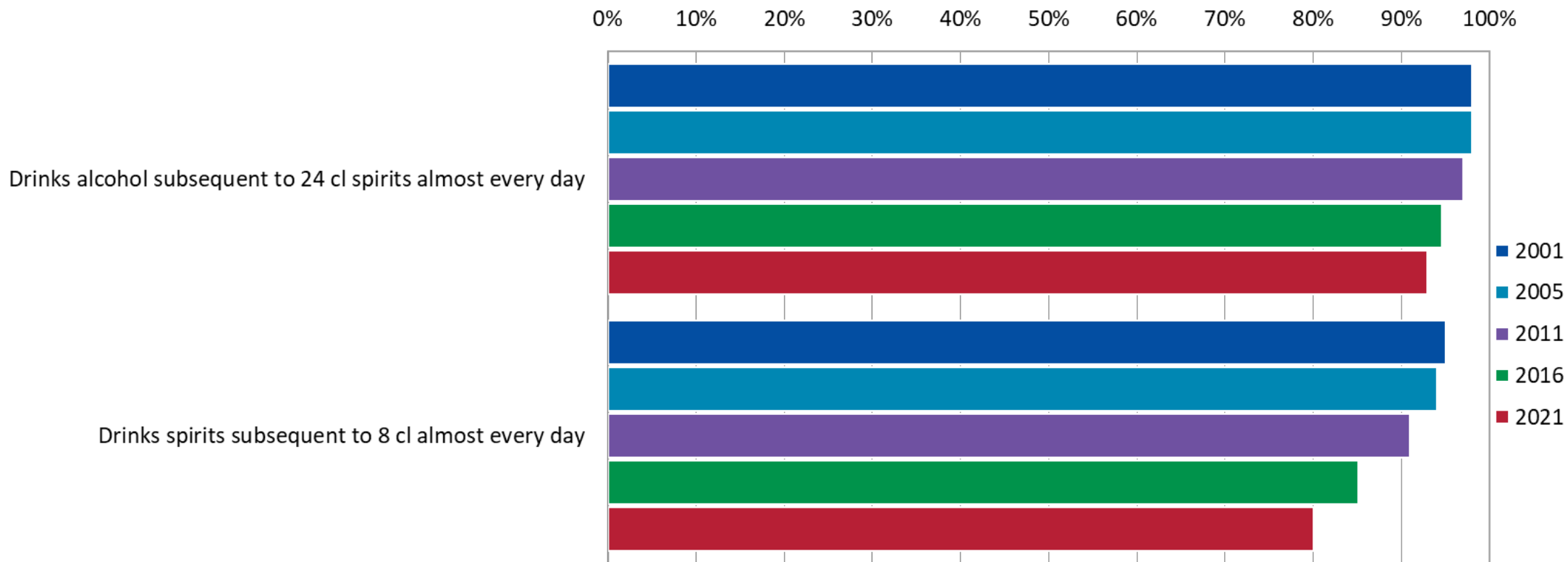
	Survey question	1995	2005	2011	2016	2021
Background	Gender	x	x	x	x	x
	Year of birth	x	x	x	x	x
	Region living in (in Åland)	x	x	x	x	x
	Marital status		x	x	x	x
	Main occupation			x	x	x
	Education		x	x	x	x
	Number of people/children in the household			x	x	x
	Self-estimated health				x	x
Alcohol	Times/amounts drinking beer, cider e	x	x	x	x	x
	Times/amounts drinking wine	x	x	x	x	x
	Times/amounts drinking strong wine			x	x	x
	Times/amounts drinking spirits	x	x	x	x	x
	Binge-drinking	x	x	x	x	x
	Age when first drank alcohol				x	x
Alcohol purchases	Times of purchase in ferries/flights to Åland			x	x	x
	Times/amounts of beer, cider etc.	x	x	x	x	x
	Times/amounts of wine		x	x	x	x
	Times/amounts of spirits	x	x	x	x	x
Risk belief	Daily drinking of spirits (8 cl)		x	x	x	x
	Daily drinking of spirits (24 cl)		x	x	x	x

Design and build – solutions implemented

	Survey question	1995	2005	2011	2016	2021
Attitudes	It's okay for minors to taste alcohol			x	x	x
	It's okay for adults to serve alcohol to minors			x	x	x
	Minors who are served alcohol at home learn to handle alcohol better than minors drinking on the sly			x	x	x
	It's okay that adults drink alcohol in the presence of minors				x	x
	It's okay that adults are drunk in the presence of minors			x	x	x
	It's okay that adults drink alcohol in the presence of minors if a sober adult looks after the children			x	x	x
	The attitudes of the parents concerning youth's alcohol drinking has significance for the drinking of the teenagers			x	x	x

Attitudes to alcohol (example)

Percentage (%) of respondents (2001-2021) who believe that it entails a great risk if a person...



The relevance of regional data on alcohol consumption

- The 1980 alcohol consumption survey (Pettersson 1982) was financed by the local association for sobriety (Ålands Nyketerhetsförbund)
- Since the 1995 survey (Karlsson 1995), the studies have been conducted as an initiative of the local government (Ålands landskapsregering)
- The regional programme for alcohol and drug policy was evaluated in the survey of 2002 (Jordas & Lilja 2002). In the 2005 survey (Lilja & Jordas 2006), an insight into citizens' opinions concerning the regional alcohol policy was presented. Since 2011 (Statistics and Research Åland 2011, 2016 and 2021), the surveys have provided a knowledge base for the upcoming programs on alcohol and drug policy.

Design and build – the way ahead

- Estimations for policy formation should...
 - Incorporate extended measurements of different alcohol consumption styles in different contexts
 - Effectively applicate various methods (f.ex. relevant statistics, triangulation of data etc.)
 - Focus on youth: attitudes concerning alcohol consumption
 - Be built on a theoretical framework
- Collaboration between researchers, authorities, experts, civil society
- ÅSUB



Åland – a sunny piece
of paradise?



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Thank you for your attention!

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