

Impact of alcohol promoting and alcohol warning advertisements on alcohol consumption in heavy drinking young adults: a laboratory-based experiment

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Registration date 12/10/2015	Overall study status Completed	<input type="checkbox"/> Protocol
Last Edited 17/01/2017	Condition category Mental and Behavioural Disorders	<input type="checkbox"/> Statistical analysis plan
		<input checked="" type="checkbox"/> Results
		<input type="checkbox"/> Individual participant data

Plain English summary of protocol

Background and study aims

Restricting or banning alcohol advertising may be a cost-effective way to reduce excessive drinking, but there is a lack of evidence to support this. Studies have indicated that exposure to alcohol advertising may increase alcohol consumption by small amounts, but previous research has focused mainly on moderate drinkers. There is some evidence suggesting that heavy drinkers may be particularly susceptible to the influence of alcohol advertising. As yet there has not been an adequately sized study to test the effect of viewing alcohol advertising on alcohol consumption among heavy drinkers specifically. Producing advertising that warns about the negative consequences of alcohol use is an additional strategy to reduce harmful alcohol consumption. There is limited evidence regarding whether viewing alcohol warning advertising is effective in reducing alcohol consumption, and there is some indication that heavy drinkers may actually be more likely to consume alcohol after viewing alcohol warnings. The main aim of this study is to estimate the immediate impact of viewing alcohol promoting and alcohol warning advertisements on alcohol consumption in young adult heavy drinkers. A secondary aim is to identify the psychological processes that might explain any observed effects.

Who can participate?

Young adults aged 18-25 who are heavy drinkers (i.e., score above a cut-off on a measure of typical alcohol consumption).

What does the study involve?

Participants attend a one-hour session in which they are randomly assigned to view either alcohol promoting adverts, alcohol warning adverts, or non-alcohol adverts, before being given the opportunity to consume alcoholic and non-alcoholic drinks in a taste test.

What are the possible benefits and risks of participating?

There are no specific benefits to taking part, other than having the opportunity to contribute to research, and the financial reimbursement for taking part (£35). There are no foreseeable risks

of taking part in this study. We have attempted to minimise any discomfort, although participants may find some of the tasks a little uninteresting and some of the questions quite personal in nature.

Where is the study run from?
London South Bank University (UK)

When is study starting and how long is it expected to run for?
March 2014 to January 2016

Who is funding the study?
National Institute for Health Research School for Public Health Research and the Department of Health Policy Research Unit (UK)

Who is the main contact?
1. Prof Theresa Marteau (tm388@medschl.cam.ac.uk)
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Contact information

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Scientific

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Additional identifiers

Protocol serial number

N/A

Study information

Scientific Title

Impact of alcohol promoting and alcohol warning advertisements on alcohol consumption in heavy drinking young adults: a laboratory-based experiment

Study objectives

H1. Viewing alcohol promoting advertisements increases alcohol consumption in heavy drinkers.

H2. Viewing alcohol warning advertisements increases alcohol consumption in heavy drinkers.

H3. Stronger positive affective responses to advertisements partially mediate the effects hypothesised in H1 and H2.

H4. Stronger implicit alcohol approach motivation and attentional bias towards alcohol partially mediate the effects hypothesised in H1 and H2.

H5. Higher levels of exposure to alcohol-related advertising will result in greater alcohol consumption.

Ethics approval required

Old ethics approval format

Ethics approval(s)

1. University of Cambridge Psychology Research Ethics Committee, 19/05/2015, ref: Pre. 2015.032

2. London South Bank University Research Ethics Committee, 18/06/2015, ref: UREC 1534

Study design

Between-participants experimental design

Primary study design

Interventional

Study type(s)

Prevention

Health condition(s) or problem(s) studied

Alcohol consumption

Interventions

Participants will be randomly assigned to one of three conditions:

1. Exposure to alcohol promoting advertisements

2. Exposure to alcohol warning advertisements

3. Exposure to non-alcohol advertisements (control condition)

Intervention Type

Behavioural

Primary outcome(s)

Alcohol consumption, calculated by measuring the volume (ml) of alcoholic and placebo alcoholic beverages remaining after completion of a taste test, and calculating amount consumed as a percentage of amount available. The taste test will be completed following exposure to advertisements.

Key secondary outcome(s)

1. Affective responses to advertisements will be assessed by subjective reports of pleasure (negative to positive) and arousal (relaxed to alert) whilst viewing advertisements
2. Implicit alcohol approach motivation will be assessed using an Implicit Association Test focusing on implicit approach versus avoidance of alcohol. This will be measured following exposure to advertisements and prior to the taste test
3. Attentional bias towards alcohol will be assessed using the Addiction-Stroop Test with alcohol-related words. This will be measured following exposure to advertisements and prior to the taste test

Completion date

29/01/2016

Eligibility

Key inclusion criteria

1. Current heavy alcohol user, defined as scoring 5 or above on the Alcohol Use Disorders Identification Test (AUDIT)-C
2. Aged 18-25

Participant type(s)

Healthy volunteer

Healthy volunteers allowed

No

Age group

Adult

Lower age limit

18 years

Upper age limit

25 years

Sex

All

Key exclusion criteria

1. Currently pregnant
2. Currently taking any medication, including antibiotics
3. Detectable levels of alcohol in breath on the test day (assessed by breathalyser)

Date of first enrolment

14/07/2015

Date of final enrolment

29/01/2016

Locations

Countries of recruitment

United Kingdom

England

Study participating centre

London South Bank University

United Kingdom

SE1 6LN

Sponsor information

Organisation

University of Cambridge (UK)

ROR

<https://ror.org/013meh722>

Funder(s)

Funder type

Government

Funder Name

National Institute for Health Research - School for Public Health Research (UK)

Funder Name

UK Department of Health Policy Research Program (UK)

Results and Publications

Individual participant data (IPD) sharing plan

IPD sharing plan summary

Not provided at time of registration

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	01/02/2017		Yes	No