

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

<b>Submission date</b> 06/10/2015	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered
<b>Registration date</b> 12/10/2015	<b>Overall study status</b> Completed	<input type="checkbox"/> Protocol
<b>Last Edited</b> 17/01/2017	<b>Condition category</b> 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)  
2. Dr Kaidy Stautz (ks704@medschl.cam.ac.uk)

## Contact information

**Type(s)**  
Scientific

**Contact name**  
Dr Kaidy Stautz

**Contact details**  
Behaviour and Health Research Unit  
Institute of Public Health  
University of Cambridge  
Cambridge  
United Kingdom  
CB2 0SR

**Type(s)**  
Public

**Contact name**  
Prof Theresa Marteau

**Contact details**  
Behaviour and Health Research Unit  
Institute of Public Health  
University of Cambridge  
Cambridge  
United Kingdom  
CB2 0SR

## Additional identifiers

# 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?
<a href="#">Results article</a>	results	01/02/2017		Yes	No