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BREAKING BARRIERS • BUILDING BRIDGES

Mapping Alcohol Availability to Youth in Tanzania, South Africa and India: Implications for structural interventions against HIV

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STRIVE

Tackling the structural drivers of HIV



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Background

- Alcohol use is one of the drivers of HIV risk linked to:
 - Multiple partnerships (Kalichman et al 2007)
 - Unprotected sex and incorrect condom use (Chersich and Reese 2010)
 - Transactional sex (Norris et al 2009)
- Alcohol use also linked to negative treatment outcomes:
 - Associated with poor adherence to ART (Jaquet et al 2010)
 - Some studies link alcohol use with disease progression

Objectives

- Document the *availability*, pricing, packaging, *advertising* and marketing of alcohol
- Explore youth perceptions of the availability, promotion, packaging and pricing of alcohol
- Explore youth drinking patterns, norms & risky behaviors including sexual violence

Research sites

- Mwanza & Kilimanjaro regions (Tanzania)
- Gauteng and Mpumalanga provinces (South Africa)
- Mumbai (India)

Methods

Mapping

- GIS mapping of alcohol outlets near education institutions
- Walk along each street & record point at every school/college and alcohol outlet using GPS device
- Record observable information of outlets & photograph adverts

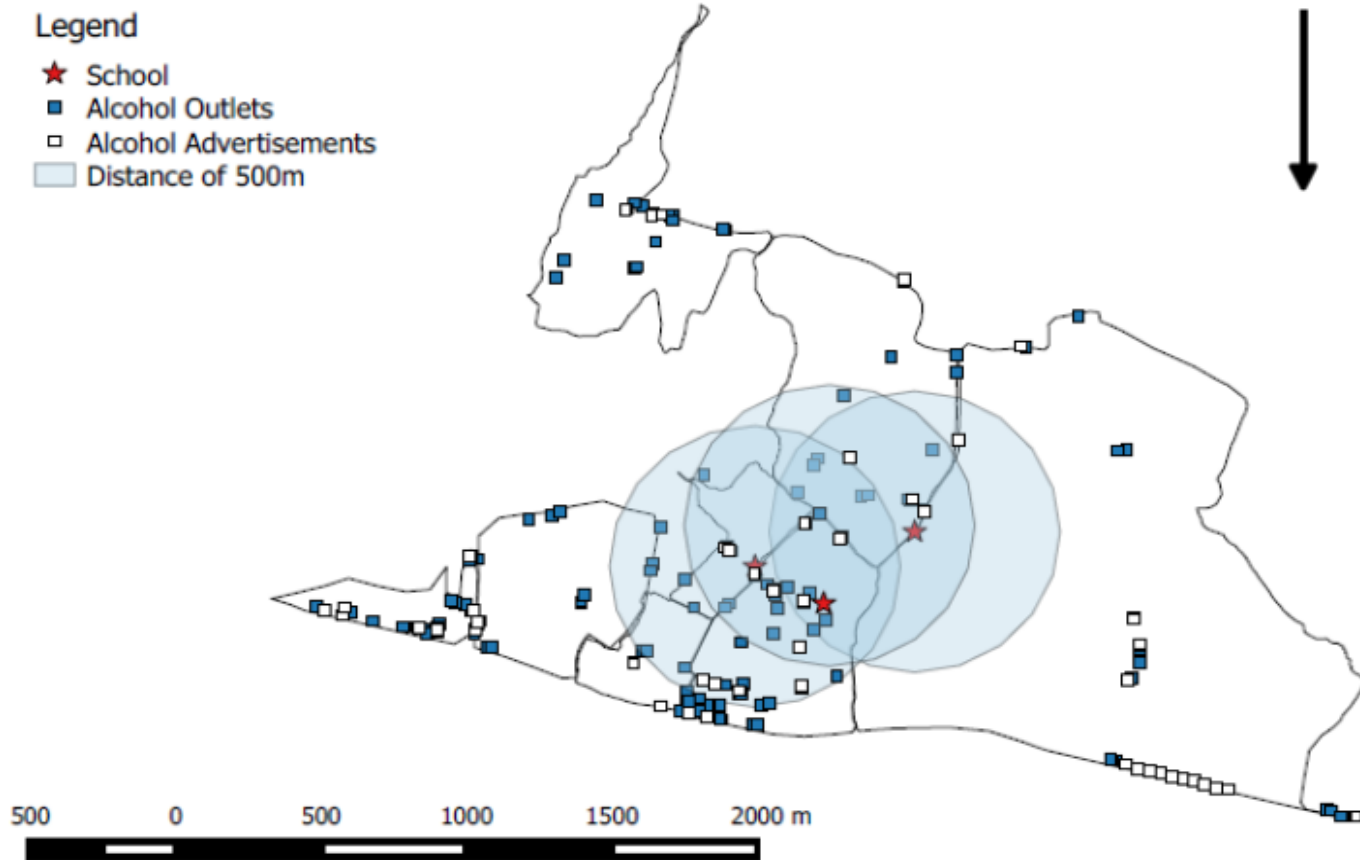


Photovoice

- Purposive sample: 18-24 years
- Given camera & to photograph interactions of youth with alcohol in their localities & caption them
 - Confidentiality & photo acting
- 12 photo voice groups (4 in each country)
 - Each taken through a series of discussions about photos & captions
- Atlas ti & Nvivo software used for analysis

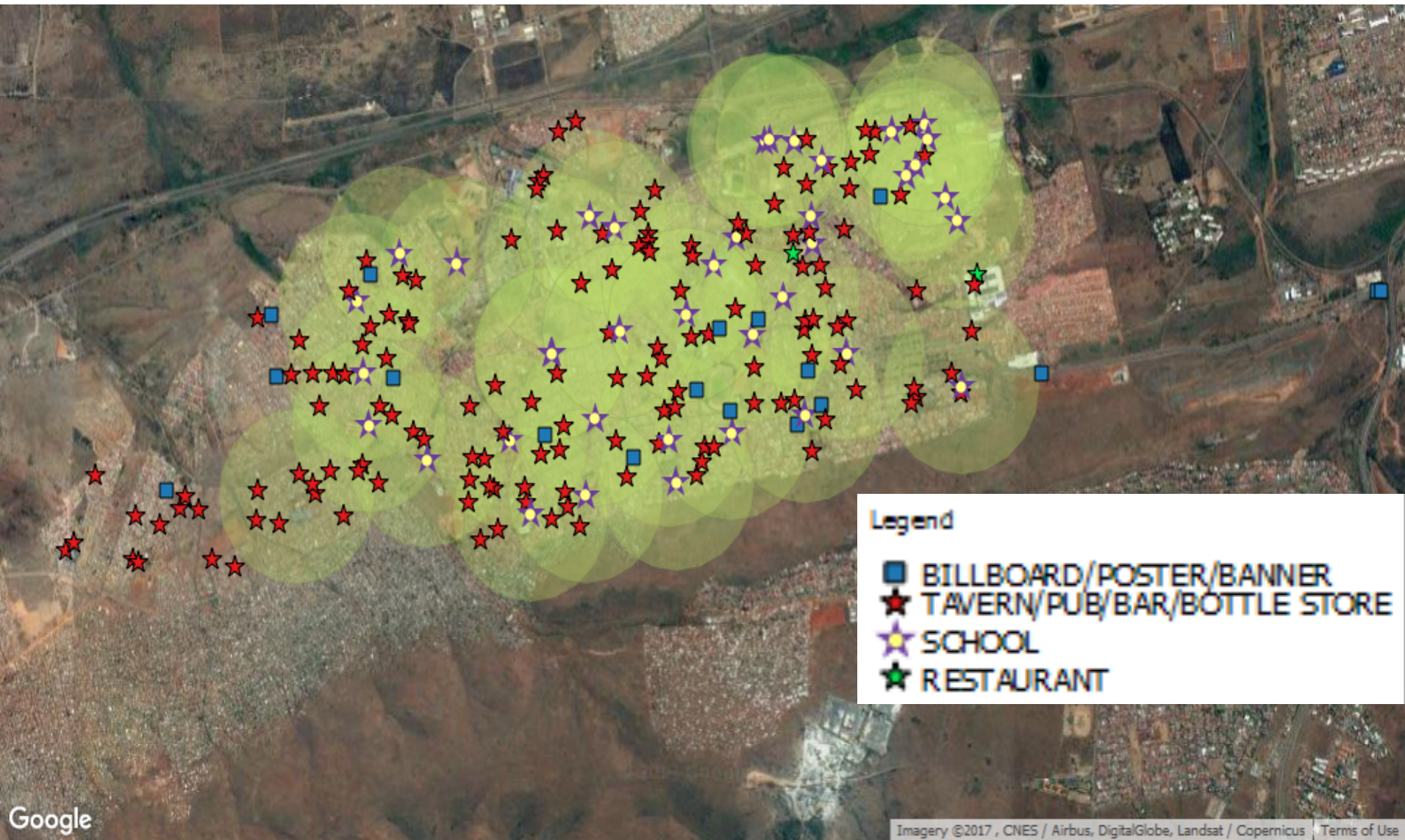
Findings

Alcohol outlets & adverts in Mwanza, Tanzania

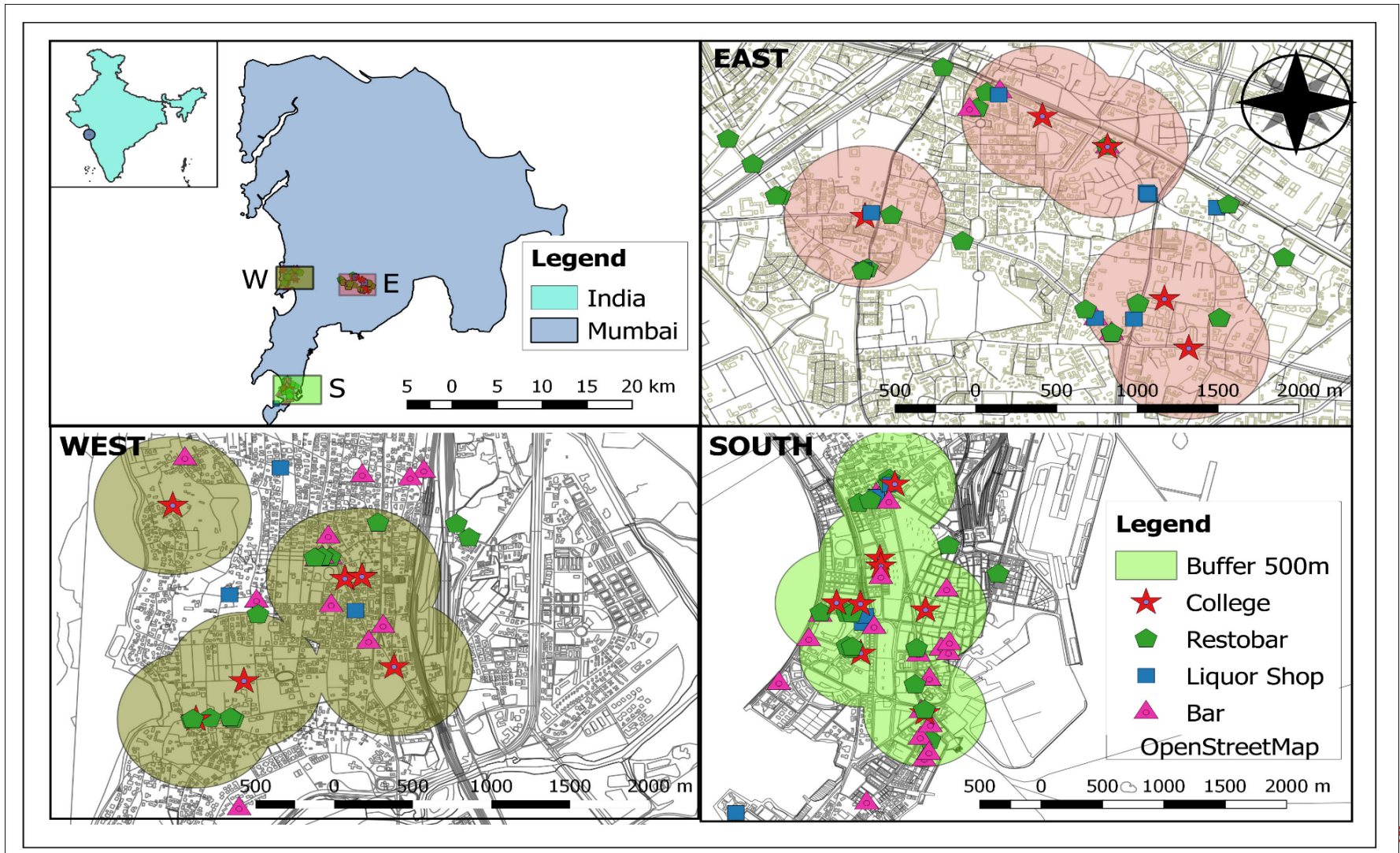


Alcohol outlets & adverts in urban South Africa

147 alcohol outlets vs 36 schools



Alcohol outlets in Mumbai



Messages in advertisements

- Alcohol advertising is attractive to youth
- Promotions encourage ↑ drinking:
 1. Competitions
 2. Celebrity events at taverns
 3. Cheap prices and/ or discounts
 - happy hour', 'ladies' night' and 'buy 1 get 1 free'



Just by looking at the image of this alcohol, you feel like trying it! © Paballo/ 31-10-15/ South African Site)

Male: *They say Ladies' Night because ladies get their alcohol for free... the whole community goes! even if you are 14 years, as long as you're a girl you get in and get your free drink (South African Site)*

Emphasis on affordability & masculinity



'a champion beer for champion men'
Adverts use gender norms to appeal to male drinkers (Tanzanian Site)



Emphasis on different brands and affordable prices of alcohol (Tanzanian Site)

Advertisement in India

- Mostly done online
- Although illegal, some alcohol adverts documented near education institutions in India



Availability leads to youth alcohol 'binging'



There is some madness in how we drink [alcohol]. The thing is we buy 5litre and you want to finish it in one night. You want to drink all of it... they drink to get drunk! ...They would even tell you, "Why am I drinking alcohol if am not going to get drunk?" (South African site)

This photo shows a young man who has drunk a lot of alcohol and is highly intoxicated...you can see he already regrets wasting his money. A lot of young people spend much more than what they earn. (Tanzanian site)

Sexual risk, violence & transactional sex

- Youth relate alcohol with sexual violence
- Exchanging alcohol for sex often with older males acceptable
- Unprotected, unplanned and regretted sex



Like you get used to drinking ... Friday, Saturday and Sunday you are on it [All: Yah] you don't want to be home but just want to go out... because you can't afford to buy alcohol every weekend, these are some of the things that make people to go to Sugar Daddys ... then... they want you to sleep with them...

Policy recommendations

- Need strong alcohol policies in developing countries to protect youth & other vulnerable groups
 - Create safe spaces e.g. schools & playing grounds
- Such policies must regulate alcohol availability and advertisement targeting youth
- Use powerful evidence display tools such as mapping to engage policy makers in implementation of such policies

Implications for HIV programmes

- Interventions need to address alcohol use among youth to reduce risk of HIV & reduce barriers to access to effective HIV prevention and treatment options
- Such interventions need to address:
 - Binge drinking
 - Transactional sex
 - Unsafe sex and casual sex that is later regretted
 - Sexual violence

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