

Young People's Exposure to Alcohol Outlets and Advertisement in Tanzania: Implications for HIV Interventions

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Introduction (1)



- Alcohol use is one of the drivers of HIV risk. It is 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 has other effects on HIV
 - Associated with poor adherence to ART (Jaquet et al 2010)
 - Some studies link alcohol use with disease progression

Introduction (2)



- Alcohol consumption is high and rising among young people in sub Saharan Africa (Francis et al 2014)
- Link between density of alcohol outlets and consumption, drinking patterns and alcohol-related harm (Popova et al 2009)
- Link between alcohol advertisement, marketing and consumption among young people (de Bruijn et al 2016)
 - de Bruijn et al 2016 are the first to demonstrate a causal link between alcohol advertising and consumption
- Alcohol industry increasingly targeting young people through promotion, pricing and availability

- Qualitative study conducted in Mwanza and Kilimanjaro regions in Tanzania
- Objectives and Methods
 - To explore young people's exposure to alcohol outlets and advertisements
 - PhotoVoice and Participatory Group Discussions (PGDs)
 - To document alcohol availability, promotion and advertisement
 - GIS Mapping and observation

GIS Mapping



- Purposive sample of two districts
 - Pasua (Kilimanjaro)
 - Nyakato (Mwanza)
- Data collection
 - Used a GPS device to record all alcohol-selling venues and alcohol advertisements
 - Mapped schools located in the area
 - Observation
- Analysis
 - QGIS software

- Sampling
 - Purposive sample of men and women aged 18 – 24
 - Informal sector employees
 - Women → Food vendors, tailors
 - Men → Mechanics, carpenters, welders

- Data collection
 - Training workshops – basic photography, consent, anonymity
 - Cameras for a week to take photos of advertisements they saw daily
 - Dramatization of themes in photos to portray reality

- Participants
 - Mwanza: 12 men, 8 women
 - Kilimanjaro: 8 men, 5 women

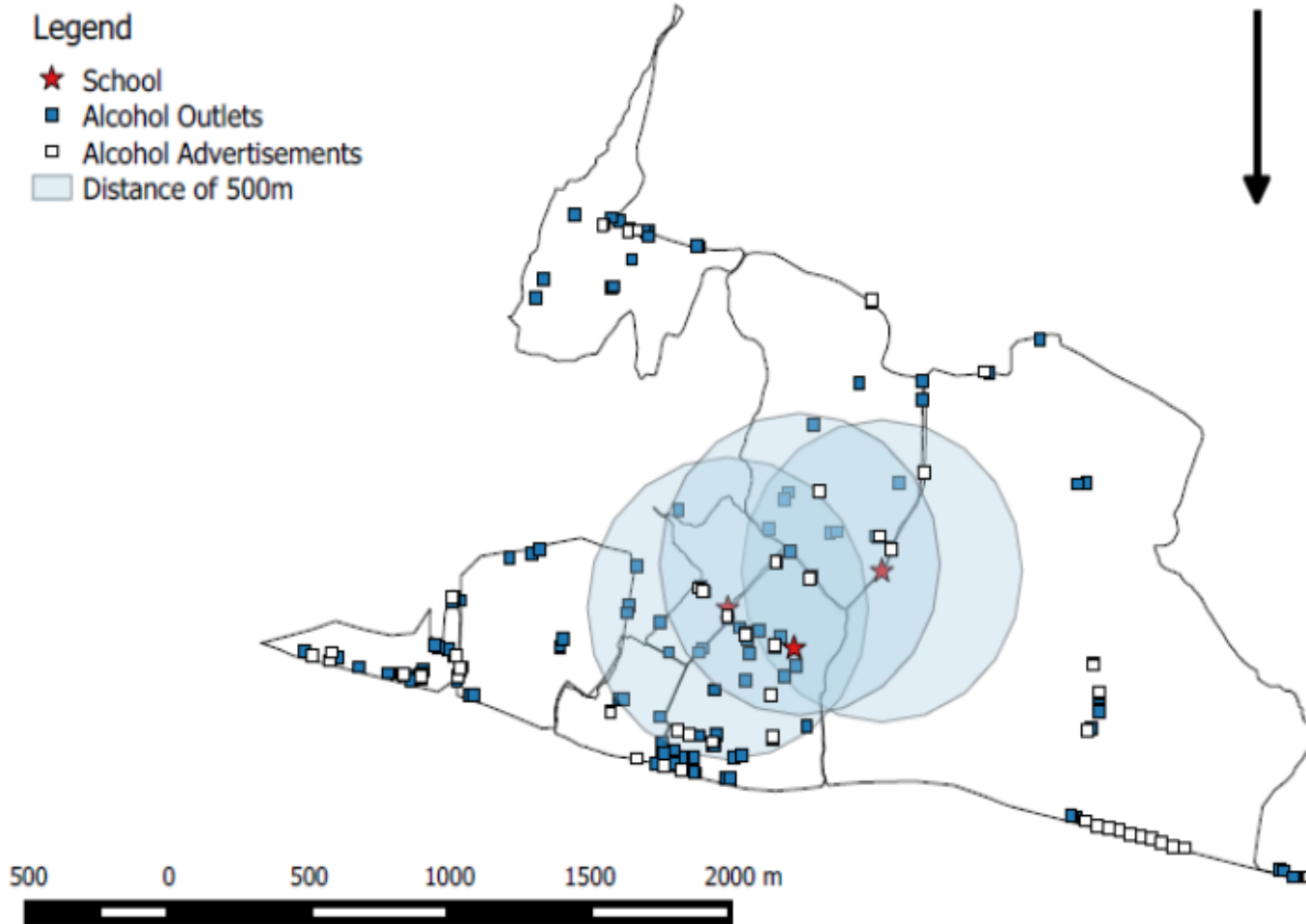
- Analysis
 - Thematic analysis of photos and PGDs

- High density of alcohol outlets
 - Mapped 106 outlets in Mwanza, 48 in Kilimanjaro
 - Higher density of outlets in Mwanza (1:161) than Kilimanjaro (1:280)
 - Main types: kiosks, bars and 'groceries'
- Outlets located near schools
 - Within a 500m radius
- Advertisements
 - Mapped 70 advertisements in both sites
 - Posters and outdoor banners
 - More adverts in Mwanza than Kilimanjaro
- Alcohol advertisements and promotions
 - Contain messaging considered appealing to young people

Alcohol outlets and advertisements within 500m of schools in Mwanza

Legend

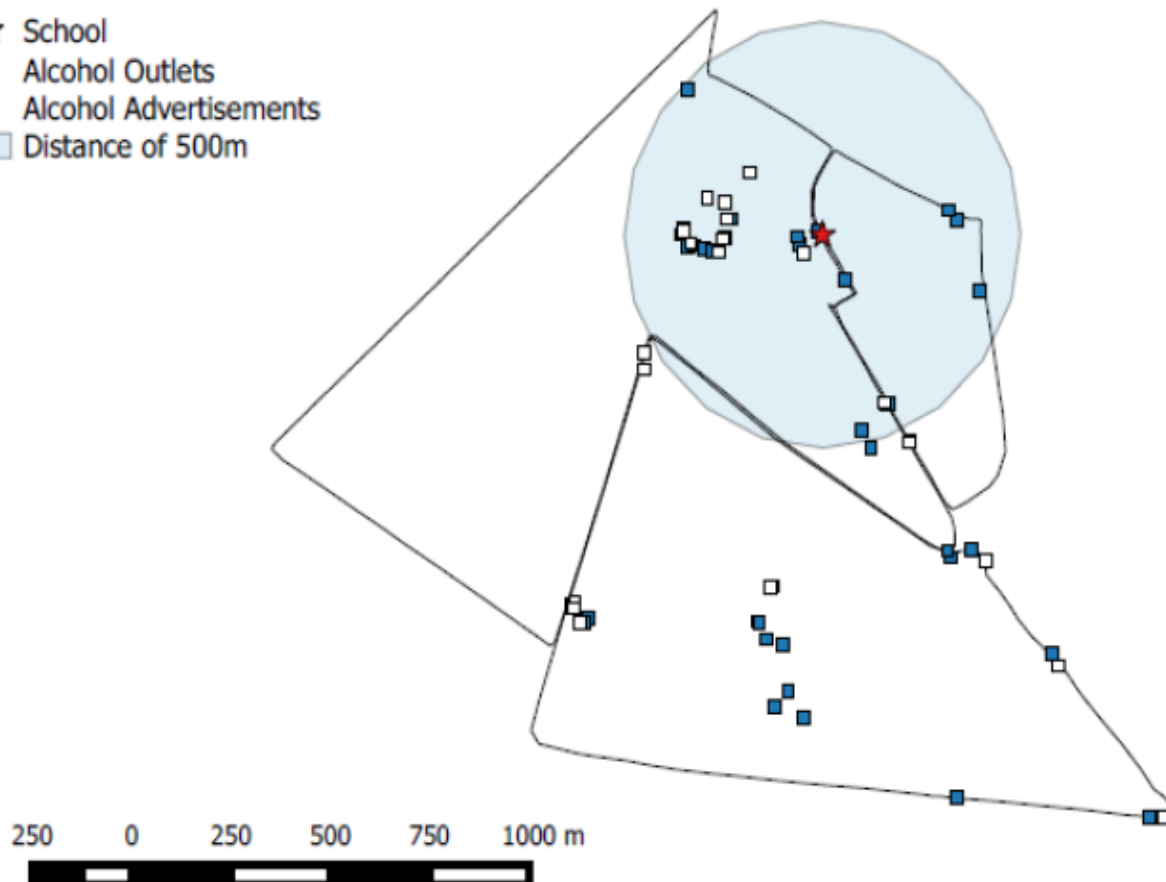
- ★ School
- Alcohol Outlets
- Alcohol Advertisements
- Distance of 500m



Alcohol outlets and advertisements within 500m of schools in Kilimanjaro

Legend

- ★ School
- Alcohol Outlets
- Alcohol Advertisements
- Distance of 500m



Mostly positive messaging from alcohol advertisements

- Emphasis on the affordable price and variety of alcohol



- Beverages portrayed as having appealing masculine characteristics



“...when they say a beer for champions, it means a beer made special for men and young men and its true that many men use this beer. So, if a young man sees this, it gives him some sort of courage to want to drink this particular beer...maybe it will give him some sort of strength...” (Female group, Kilimanjaro)

“a champion beer for champion men”



- Modernity and class

- National pride

"..my region, my beer...this advert is attractive to both men and women from the lake zone region. It inspires young people from this region to drink this beer because it is made here at home in Tanzania.." (Male group, Mwanza)

Negative messaging in alcohol advertisements



- High alcohol content

“..this drink has a very high alcohol content, on average, it is very strong. Although it may look attractive but, it has a lot of health effects..”

(Female group, Mwanza)

- Absence of legal age restrictions

- Social and economic harms



- Sexual violence

This young lady is very drunk. A man on the street pretends to help her but instead ends up raping her. (Female group, Mwanza)



- Economic harms

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

Conclusions



- Alcohol easily accessible, affordable and appealing to youth in Tanzania
 - High density of alcohol outlets
 - At kiosks near schools, young people can easily purchase alcohol alongside other household items e.g. sugar, matches
 - Advertisements have appealing messages, attribute desirable qualities to alcoholic beverages
- Need for alcohol policies that protect young people
 - Safe spaces around schools
 - Prohibit selling alcohol alongside other items
 - Prohibit micro-packaging of alcohol – achieved in Tanzania
- Structural interventions have multiple benefits to young people (Wamoyi et al 2014)
 - Health e.g. protect against disease risk
 - Social e.g. violence related to alcohol-related harm
 - Economic benefits e.g. improve livelihood

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