

“You will rock the world when you are drunk, you will feel you own the world”



Understanding Role of Alcohol in Communities

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This presentation

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- Methodology
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Background

- Soul City- SA based Health and Development multimedia project, established in 1992. Aims at increasing knowledge, shift attitudes and change behaviour to promote health. Uses popular edutainment approach-(TV, Radio and Print)
- SA violence mortality rate is 4-6 times global rate, 30% higher than Sub-Saharan. More than half of patients presenting for injuries due to violence tested positive alcohol usage.
- Soul City 5year Violence and Alcohol campaign through mass media, social mobilisation and advocacy.
- Decreasing levels of alcohol intake is one of the aims of the campaign.
- Process: Literature Review, stakeholder consultation and conducted Target Audience research.



Objectives

- To gain insight into target audience's understanding, attitudes and practices of alcohol abuse and violence prevention
- To explore awareness, problems and effects of alcohol abuse within communities
- Finding out communities' response to interventions that reduces alcohol abuse

Methodology

- National study: 8 provinces. GP, WC, NC, EC, KZN, NW, FS, Lim
- Qualitative methods: July-Sep 2007
28 Focus groups. Africans and Coloureds.
Separate groups: men, women, 16yrs-50yrs.
6 Individual in-depth interviews. Tavern owners, educators, parent of violent child
- Analysed in ATLAS TI

Findings

- No differences among all interviews.
- Use and abuse of alcohol described as being widespread in communities.
- Beer and cider popular and inexpensive.
- Reasons: entertainment, stress relief, boosting confidence
- Disadvantages: violence, crime and loss of self respect.
- Violence associated with alcohol abuse, mostly weekends.
- KZN and WC, drinking amongst youth a result of loss of traditional culture.
- Drinking impacts on children.
- Community level concerns: lack of alternative recreational facilities, under age drinking, lack of law enforcement such unlicensed sale of liquor.

1. Reasons for drinking

➤ **Recreation**

“It’s easy or cheaper to buy booze than to go and watch a movie, alcohol is the cheapest entertainer but dangerous” (GP urban M21-28))

“There is nothing to do in Kimberly its dry, it’s not like in “Joburg, Pretoria or Cape Town, the big cities” “So unemployment(NC urban-M16-21)

➤ **Relax and de-stress**

“We want to have fun and to relieve stress. We work so hard and we get worried about our assignments if we did well or not so that is how we distress by drinking” (GP urban-F21-28)”

➤ **Decrease inhibitions**

“You will rock the world when you are drunk, you will feel you own the world” (GP Informal M16-21)

“Some of us are shy, when I am drunk my benefit is I am no longer shy to approach a girl” (Lim rural M28-40)

2. Effects of alcohol

➤ Violence, rape, road accidents

“Alcohol has killed many people; people are being stabbed at taverns because people fight over a beer or a woman” (NC Informal 16-21M)

“Other people when they are drunk especially men they beat their wives and children and then the following day they regret what they have done. Some people they even kill each other from drinking alcohol, families are killing each other, the families are breaking because of this alcohol” (WC African Informal 21-28M)

“If I am a woman and I am drinking too much, I can get raped; I mean too many things can happen to me as a woman” (EC urban-F21-30)

“Alcohol causes car accidents innocent people die because of drunken drivers” (GP Informal 16-21M)

Effects of Alcohol

➤ Parents and educators as poor role models

“As parents especially we men when you come home under the influence of liquor most of us we harass our wives in front of our children. It has a negative impact on the child because your child might become violent to other children or to his family when he grows up” (Limp rural 28-40M)

“Some parents drink in front of their children. If the children come home, they see the parents maybe sitting with beers or whatever. That also has an effect on them because tomorrow they do the same thing” (WC Informal 21-28F)

“It’s difficult because the teachers themselves are getting drunk at school so they are not a good example” (EC urban-F21-30)

Effects of alcohol

➤ Risky sexual behaviour

*“When young people get bored there is only two things that they have access to its alcohol and sex, that is how they entertain themselves”
(GP urban-M21-28)*



Effects of Alcohol

“A condom is difficult to put on when you are drunk, you do not remember where you put it, it wastes time, sometimes you do not have it, and you don’t want to keep the person waiting” (Male 21-28: Free State)

“..if a man can go out to a tavern, he is unable to hold himself because there are those who wear miniskirts. He desire that. And it is rare for him to discipline himself” (Limp rural F18-25)

➤ **Lack of self respect**

“Alcohol can make one lose self respect” (GP informal 28-40M)

➤ **Spending money**

“Financially alcohol will cost you so much money because you just can’t drink one bottle. I’m telling you we spend about R300 each this weekend on alcohol we could have spend it on something better” (GP urban-F21-28)

3. Alcohol and traditional culture

➤ Lack of respect for culture

“The thing is at that time when we are going to have traditional African ceremonies we used to know who is going to drink and who has the right to drink. For example if at home we are going to have ceremony we have to drink African beer even if you are young. If you are a family member you have to drink. But these days’ when young people have money, they go to the shebeen and buy alcohol” (WC African Informal M21-28)

“You will be drinking traditional beer and then they can also get rid of liquor and we remain with traditional beer” (KZN rural M16-21)

“The African beer was also there and people used to drink African beer and show some respect but when you drink the wines you become violent” (WC African Informal M21-28)

4. Alcohol and Media

➤ Media influence

“It is difficult to teach children not to drink because of television. They see their role models on TV drinking Black Label. So they will be motivated to go and buy Black Label and drink it. I think the best way is to sit down with them and tell them that drinking alcohol will destroy his future” (EC 28-45M)



5. Alternatives to drinking

➤ **Sports, Drama, Workshops**

“I will encourage my kids to take part in sport so they can be off the streets and they won’t have access to alcohol and traditional dancing will keep them occupied” (GP Informal 16-21M)

“They can have “workshops” about “alcohol and drug abuse” because if they go to school and have to attend “workshops after school they won’t have time to roam the streets” (NC Informal 21-28F)

➤ **Taverns and youth**

“We need money in taverns but they should take responsibility not sell liquor to young people who are under age or students for that matter” (GP urban-F21-28)

“I don’t allow children to come here. I don’t sell to children. Young people are troublesome. When you serve him with a glass then he steals your glass” (Tavern owner, Informal 50F)

6. Government responses

➤ **Enforcement of liquor licensing**

“Government should make strict laws to shebeen owners to comply with the laws of selling alcohol. Police should have a list of taverns’ and monitor them regularly check if they comply with the laws whether they have licence to sell alcohol” (GP urban-M21-28)

➤ **Implementation of underage drinking laws**

“I am saying that there should be tough law enforcement if they come across a child in possession of liquor or being drunk in the street they should arrest them.....(all laughing). I mean it is not right to see children under 15 or 18 killing themselves with alcohol”.....all laughing. (KZN rural 16-21M)

Government responses

- **Police collusion a problem, barrier to law enforcement**

“Some cops plan. They raid that shebeen and they take that wine for themselves. Or if they don’t take it for themselves, they confiscate it from me and tomorrow they sell it to another shebeen” (WC urban-Coloured M18-25)



7. Conclusion

- Communities perceive alcohol misuse as a major problem.
- In some instances, parents and educators are poor role models.
- Some police exacerbate this problem.
- Community members have a lot of ideas about action, but don't appear to be proactive.
- Most participants support greater law enforcement.



Way Forward

Campaign Strategy: 2007-2014



Violence and Alcohol prevention.

- Increase community action relating to alcohol reduction.



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