Social marketing as a tool for alcohol prevention for Dutch adolescents 12 – 18 years

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Background

In The Netherlands, adolescents aged 12–18 all receive the same education about alcohol, independently of their alcohol attitudes. We assume however that social marketing might help to develop targeted prevention interventions that will connect more closely to the alcohol attitudes of these adolescents. The goal of this presentation is to show the development of five segments of adolescents, based on a quantitative segmentation questionnaire and on qualitative focus groups. Furthermore, targeted alcohol interventions for two segments will be presented.

Methods

Quantitative segmenting questionnaire: A total of 3,230 12-18-year-olds completed the questionnaire (response rate 46%). Factor analysis was used to determine which factors made a difference. Latent class analysis was used for dividing the adolescents into five segments.

Focus groups: In order to explore the values and norms towards alcohol, six focus groups with two segments (ordinaries and ordinary sobers) have been conducted, and analyzed with Atlas Ti.

Results

Based on the quantitative questionnaire five segments could be defined: ordinaries (42%), high spirits (22%), consciously sobers (17%), ordinary sobers (11%), and socials (8%).

In an expert meeting with public health professionals, the ordinaries and ordinary sobers were chosen, based on theoretical and practical health gain.

Focus groups reveal that the ordinaries are curious about the taste of alcohol, associate alcohol with coziness and relaxation, and think it is difficult to resist drinking peers. The ordinary sobers do not drink alcohol (yet). Peer pressure is still low. They imagine drinking alcohol is cozy.

In spring 2013, we are developing targeted alcohol interventions for the ordinaries and ordinary sobers, based on the questionnaire and focus groups. The developed interventions will be presented at the EUPHA 2013.

Conclusions

1. It is possible to segment adolescents 12 – 18 years into five more homogeneous segments, based on alcohol attitudes.
2. Focus groups give deep insight into the alcohol values and norms of the ordinaries and ordinary sobers.

Key messages

- Quantitative and qualitative research enables us to segment 12–18-year-olds on alcohol attitudes and to get insight into the values in alcohol (prevention) of the ordinaries and ordinary sobers.
- With this knowledge, targeted alcohol prevention interventions can be developed for the ordinaries and ordinary sobers.