

# Alcohol Abuse Within High-Income Groups in Denmark

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DIS: Public Health

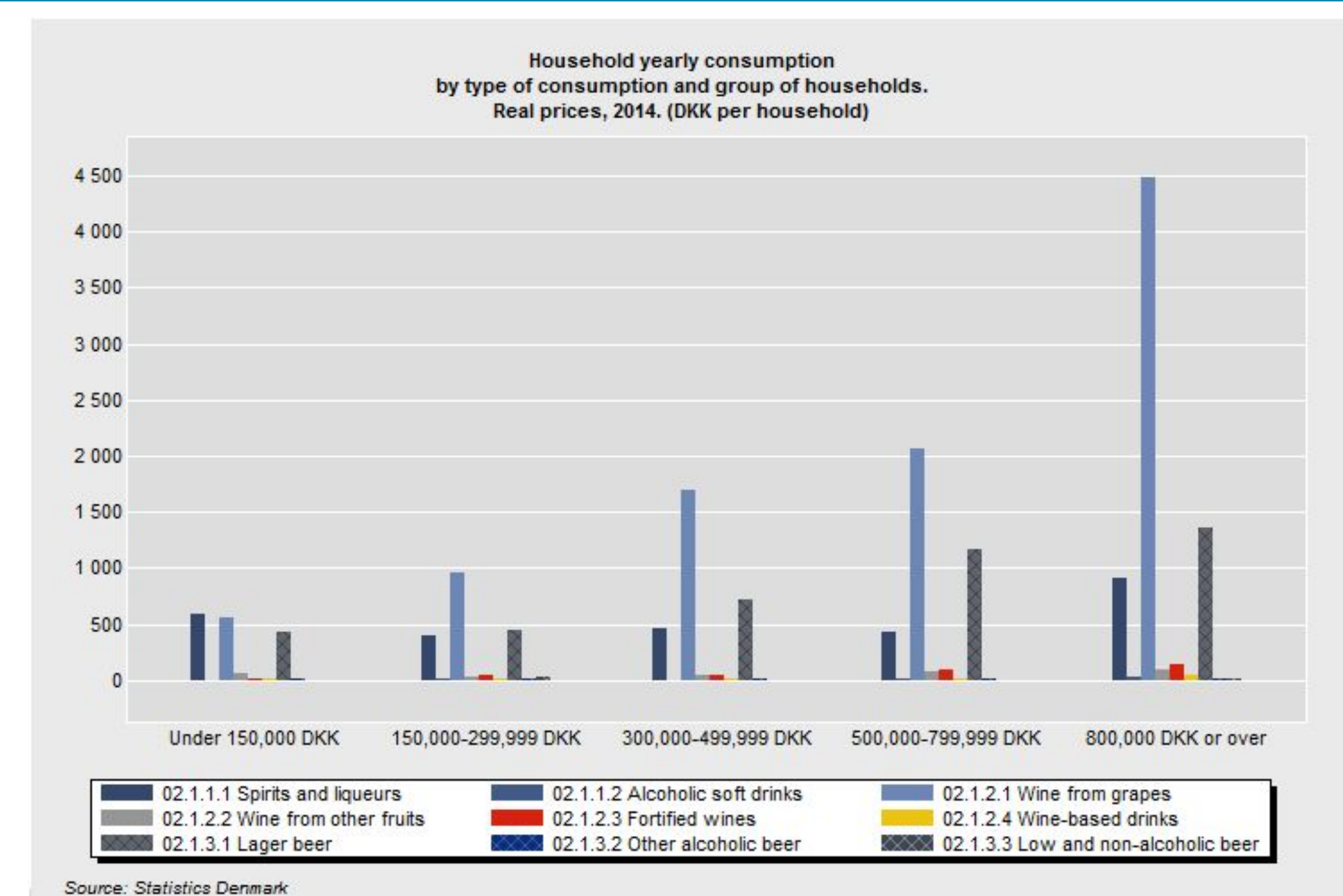


## Introduction

- **Research Question:** “When implementing measures to impact alcohol abuse in Denmark, what barriers exist in reaching high-income groups?”
- Population of study: Rudersdal Kommune (high-income)
- Relationship between two variables
  - Alcohol abuse rates
  - Income level

## Methods

- Interview with Ina Skafte, health coordinator of Rudersdal Kommune
- Researching demographic info via databases and articles
- Focus on alcohol abuse, income level, preventative efforts



## Analysis

- As income level rises, consumption of alcohol rises (a positive correlation)
  - Rudersdal Kommune has an higher average income compared to Denmark in general
  - Alcohol abuse is a major problem in the municipality
  - National excise tax appears to be ineffective
- Rudersdal Kommune Prevention Efforts
  - Employee workshops, abuse center, e-learning, projects, community lectures
- Case Study
  - Employee workshop on alcohol abuse identification and related discussion
    - Ineffective in targeting high-income groups
      - Less likely to use municipal-related services
  - Lecture with a speaker from high-income group and low-income group discussing familial alcohol abuse during childhood
    - Possibly effective in targeting high-income groups
      - Displays nuances of alcohol abuse in different populations

## Background

- Alcohol as a public health issue in Denmark
  - WHO publication on heavy drinkers
    - 38% of men
    - 20% of women
  - Consideration: meaning of “alcohol abuse” is dependent on cultural context
- Negative impacts of alcohol abuse
  - Individual level
    - Increase in incidences of illnesses and chronic diseases
  - Community level
    - Lower societal productivity
    - Increase in societal spending on healthcare and social services
    - Concern for community’s overall public safety

## Discussion

- Programs give municipality employees the right tools to discuss alcohol abuse
- Programs do not reveal the effectiveness of the programs
- Inability to draw conclusions based on misleading or incomplete research
  - Alcohol consumption
  - Excise taxes

### Conclusion

- Positive correlation between income level and alcohol consumption
- Preventative efforts are ineffective in decreasing rates of alcohol abuse
- Need for alternative methods of targeting the high-income group
  - How can high-income groups be encouraged to drink less?
- Barriers to targeting high-income groups
  - Apathy of high-income population towards excessive alcohol consumption
  - Current efforts focus on municipal workers, rather than on community members
  - Efforts do not specifically target high-income groups
- Proposed initiative
  - Advertisement campaign that focuses on the potential harm that alcohol abuse may have on children

## References

- APHA
- CDC
- Centre for Alcohol and Drug Research
- Danish Health Authority
- *European Addiction Research*
- Ina Skafte, interview
- Oregon State
- *Rudersdal Axis*
- *Scand J Public Health*
- Statistics Denmark
- WHO