

ARE SELF-REPORTED PRESSURES TO CHANGE DRINKING BEHAVIOURS RELATED TO CHANGES IN CONSUMPTION BY YOUNG PEOPLE?

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Introduction and Aims:

We examine whether informal social controls on drinking are related to changes in consumption by young risky drinkers.

Design and Methods:

802 young risky drinkers were surveyed about their usual drinking patterns and their most recent heavy drinking occasion in late 2012, and again one year later. Questions in 2013 included those on pressures to drink less from a range of social contacts (eg friends, family or partners), with equivalent questions on pressures to drink more. Change scores were generated for recent peak consumption by subtracting 2013 values from those obtained in 2012, with the same approach taken for measures of weekly volume. Linear regression was used to examine the relationship between pressures and change scores.

Results:

There was little evidence of a relationship between informal pressures to drink more or less and overall change in consumption. However, among those who reported an increase in consumption measures, informal pressure to drink less was associated with a decrease in reported peak consumption of 2.53 (95% CI = 0.99-4.08) ASD compared to the overall increase in the sample but no change in weekly volume and informal pressure to drink more was associated with a 3.27 (95% CI = 0.21-6.35) ASD increase in reported weekly volume compared to the overall increase in the sample.

Discussions and Conclusions:

Informal pressures on consumption were related to some changes in consumption, only in those who showed an increase in consumption, with pressures to drink less associated with attenuation of consumption increases and pressures to drink more associated with escalated consumption increases.

Disclosure of Interest Statement:

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