|  |
| --- |
| **Title of Research Presentation**  License to Swill: James Bond’s Problem Drinking over Six Decades |
| **Background/Objective**  The peer-reviewed literature on James Bond movies has studied smoking and violent behaviour, but patterns of alcohol consumption has only been studied for the Bond novels. Given this background and the importance of this high earning movie franchise in popular culture, we aimed to describe the patterns of alcohol use in James Bond movies over six decades.  **Methods**  We performed a content analysis of alcohol use and alcohol products in 24 James Bond movies (Eon Productions series, 1962 to 2015). Estimates of blood alcohol content associated with binge drinking events were made.  **Results**  Bond has drunk heavily and consistently across six decades (109 drinking occasions, averaging of 4.5 per movie). His peak blood alcohol was estimated at 360 mg/dL – enough to kill some people from alcohol poisoning. We classified him as having “severe” alcohol use disorder with 6/11 DSM-5 criteria being met. Chronic risks for Bond are frequently drinking prior to: fights, driving vehicles (including chases), high stakes gambling, using complex machinery/devices, contact with dangerous animals, extreme athletic performance and sex with enemies, sometimes with guns/knives in the bed. Notable time trends included a decline in using alcohol as a weapon (p-trend=0.023), a rise in alcohol products in his environment (product placement of alcohol brands, p<0.00001). Drinking levels by the lead female characters and a random (n=30) subset of his sexual partners were fairly stable over time, but also occasionally involved binges.  **Conclusions**  James Bond has a chronic alcohol problem at the “severe” end of the spectrum and frequently undertakes hazardous activities after drinking. As with some successful public health action to reduce smoking in movies, health workers should consider strategies to reduce hazardous drinking by movie heroes.  **Keywords**  Movies  Alcohol  Alcohol use disorder  Product placement  Marketing |