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May 9, 2022

COME 327

The Campaign Against Alcohol

Introduction

According to an alcohol and drug measure in 2019 by County Health Rankings and Roadmaps, one in four adults in Brown county reported bingeing or taking part in heavy drinking. This statistic is also the same representing the entire state of Wisconsin, which is ranked first among all the other states according to the same study. Personally nearly every member of my family has problems with alcohol abuse. With this in mind, my mother made it a matter of importance that I do not also fall into the same problems as my whole family regarding alcohol. Recently, my uncle also experienced withdrawal when going for a few days without alcohol. He resulted in a broken shoulder and brain bleeds and he now has to undergo multiple surgeries, and as of now, it is unclear if he will survive. That is why this campaign has hit close to home with me as it is a campaign centered around alcohol abuse and the campaign to better living by reducing alcohol consumption. The campaign was created by the Pan American Health Organization seeking to flag the harmful consumption of alcohol as well as noting the many consequences that follow such as the health implications and other severe consequences leading to death.

Health Topic Description and Audience Analysis

This campaign focused on the many consequences of harmful alcohol consumption as well as the severity of alcohol abuse. The campaign notably stated that “fewer people are

drinking now, but those who do are drinking more”, which goes to show the severity of this issue in our country. Many of the consequences the campaign centered around included death from alcohol-related causes. Other consequences involved the health implications that followed heavy drinking. This campaign also took notice of the youth population in the United States, and how 18.3% of adolescents aged 15-19 are heavy drinkers. Based on those who are affected by heavy drinking, much, if not, all of the United States has to gain from these recommended behaviors due to the reduction of alcohol-related accidents/deaths, alcohol-related medical issues, a population of youth who can be less susceptible to the same consequences adult alcoholics experience. According to the campaign, 29% of our adult population abstain from drinking and it is implied that it is this group is the most probable in participating in recommended behaviors of the campaign if they weren't already. Yet it is difficult to say which demographic will be among the following waves who will take strides against heavy drinking; Yet the campaign made a point that women, on average, drink less than men so it can be inferred that women would be next in the coming battles against alcohol abuse in America. It can be implied that the male population would be the last or even the party of people who will be least likely to be involved in heavy drinking since the campaign made it clear that men are twice as likely to be heavy drinkers than women. The reason for not being able to participate in the campaign would be that alcohol abuse is a difficult addiction to overcome. Relating to my personal life and how my uncle tried to cease his excessive drinking all at once impacted him severely and may cost him his life is a clear example of how difficult it can be to master alcohol abuse, especially for men who are twice as likely to drink heavily than women. the population of Americans who choose to abstain from alcohol would be at benefit from campaigning against alcohol abuse as they share the same roads as these drivers who may be under the influence of alcohol. In the campaign, it is said that 5% of

all death in America is due to alcohol. That number would amass to nearly 379,000 deaths every year in America. One factor that is most important in this campaign is that this societal issue affects nearly all Americans. The campaign makes it clear more than half of our population are “current drinkers” relating to everyone who isn't a life abstainer or a former drinker. Based upon the findings of the campaign, the following description should represent a population that is most involved in alcohol abuse: Picture a 30-year-old man who goes by the name of Erik. Erik is a mechanic that works in the Walmart auto center from 9 am to 5 pm on weekdays. When Erik gets home nothing pleases him more than to come home and relax on the couch while drinking a bud light as the news flashes across the television. On the weekends Erik does his yard chores for the Missus until night comes and he can hit the bars with his buddies from work. The most important thing to this person is the chance to escape from the constant unchanging life that occurs to him throughout his work and when he gets home, so he escapes by drinking on the weekends or after a long day of work. His escape comes only after contributing to his daily routine which signifies these activities are not able to sustain his entertaining needs. To fulfill these needs, Erik resorts to drinking. Elements that may present Erik with a more sustainable lifestyle would include efforts to address the health impairments that follow alcohol abuse. However, our society could target Erik in other ways, such as raising awareness of more countermeasures that aim to target drunk drivers. This would result in a population that is more responsible when drinking and may even prevent countless unnecessary deaths from drunk driving. Erik most likely would meet the change in his alcoholic tendencies with a stubborn refusal as his environment prohibits him from the entertainment he craves. Using Social Cognitive Theory Erik is most likely going to refuse change when there is little going on in his environment to entertain himself, however, this can be solved through various investigations into other hobbies that make Erik feel rewarded and

entertained. One of the more common ways to promote this change in environmental factors in the scope of cognitive theory is the advancement of physical health. Currently, Erik has no physical activity throughout his days and may even be set as a replacement and substitute for his drinking.

Channels of Communication

The campaign reaches its audience through short clips on youtube or infographics about alcoholism. In what appears to be the campaign's most prominent PSA. The clip lasts for a little over a minute and briefly analyzes a night that went wrong starting with an individual and a singular drink leading to multiple empty drinks attached around the individual signifying overconsumption of alcohol. The night implies a good time at a bar yet shows the aftermath of the overconsumption of alcohol. The aftermath also showed the various individuals experiencing the aftermath of a “good time” with their out-of-place experiences with their families or jobs, and even going the extra mile of showing a drunk driving accident. This video ends with the starting individual finally denying a drink at the same bar implying that change begins. This PSA is effective through the connection of the individuals and how alcoholism ruins their experiences around them like family time or losing their jobs. The PSA uses the individual's family members and how they look at everyone else in the scenes. This showcases the out-of-place tendencies of alcoholics displayed in real life. The only way this PSA does not motivate the viewer to see additional information is it does not show the positive results of quitting. This PSA only shows the destructiveness of drinking in hopes to emphasize the consequences of alcohol consumption. This campaign designs its platform to provide short accessible content with brief explanations of the various consequences of alcohol consumption. The platform provides easy-to-see links and resources that go into further examination of said campaign topic. The information is concise

which is attractive to any audience, Yet there is also more content that dives deeper into the options to take against alcohol overconsumption. The information given feels just enough to get the audience interested but not enough to ensure a full understanding of all factors of alcoholism. The campaign briefly summarizes the main ideas and statistics of the campaign but does not thoroughly explain each factor. However, this campaign does do a good job of suggesting multiple countermeasure policies to act against alcohol consumption. The motivating factors this campaign seeks to utilize are the consequences that are mitigated through the consumption of alcohol. Examples of this include the many deaths resulting from under the influence, separation from family, and loss of livelihood. The extent this campaign goes is the extent to which many of the users' families are impacted by this abuse and it which is very powerful in persuading users to change their behavior so that it doesn't poorly affect their social experiences. The narrative for this campaign is to bring awareness to the consequences of alcohol consumption. The materials used included various statistics or various experiences as a result of alcohol consumption. The campaign's direct approach to experiences makes for a confrontational approach to users' experiences when alcohol gets in the way of family and friends. This campaign directly confronts the users who exhibit alcohol use, but another alternative would be through the perspective of loved ones. Catering the audience to those who know someone of alcohol abuse may increase the odds of that individual seeking proper assistance and being treated appropriately. For this campaign, the Health Belief Model is key to demonstrating how might an individual becomes susceptible to alcohol abuse. This model suggests multiple factors affect people's actions. One of these factors involves perceived risk which is the center of attention for many alcohol-related instances. Users who indulge themselves with alcohol understand the risks, yet continue to indulge anyways. This campaign centers itself to emphasize the risks associated

with alcoholism to make people think more about the perceived risk that comes as a consequence. Another topic that relates to this campaign is through use of the main-effect model. This model suggests that an effort to promote a social support circle will provide greater overall health, yet here in this campaign there are many instances where these social support circles are tainted due to alcohol consumption. The campaign provides the message that “alcohol gets in the way” thus indirectly the campaign is promoting a message that drinking less will provide individuals with the reconnection with loved ones who were there the whole time.

Conclusion

This campaign created by the Pan American Health Organization attempts to combat alcoholism through the various techniques that target the individuals’ personal life and their consequences. The campaign emphasizes how alcoholism affects everyone through examples of loved ones experiencing the concern firsthand, as well as providing statistics that show nearly every American is affected by alcoholism in some way whether it be directly or indirectly. The effectiveness of the campaign is based on how individuals and their social networks are affected, which is persuasive as it applies to the main-effect model where a social support system provides greater health and alcohol proves to be in the way of this healthy standard. Alcohol leads to many unnecessary deaths in America and through the critical analysis of these campaigns, our understanding of health communication will persevere as will our nation.

References

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