

Alcohol misuse by 16-24 year olds is a health issue in New Zealand because [...]

Three major determinants of health that contribute to alcohol misuse in youth in New Zealand are economic, political and cultural.

The economic determinant is linked to the price at which alcohol is made available for young people to purchase, as well as advertising, sponsorship and promotion of alcohol, which is the way in which alcohol companies sell their product, to make money. Wine and beer are often sold in supermarkets for cheap prices (evidence: Countdown weekly specials flyer, 2015). Another cheap product that is popular with young drinkers is low quality vodka (and other spirits). Because of competition between liquor outlets including supermarkets, alcohol can be priced cheaply and this encourages the purchase of alcohol by young people. Alcohol advertising is everywhere, and this also encourages young people to drink to excess.

1

The political determinant [...]

The cultural determinant [...]

Alcohol misuse by 16-24 year olds has many implications for well-being at personal, interpersonal and societal levels.

Personally, alcohol is associated with a large number of short-term and long-term effects for well-being. In the short-term, alcohol is associated with a number of negative and positive effects, such as relaxation, dizziness, loss of co-ordination, loss of inhibitions and vomiting (ALAC brochure, 2012). When drinking, people may also be more talkative and find it easier to socialize, which many teenagers report as a positive effect. In the long-term, however, alcohol is linked to a number of serious diseases, such as cancers, liver disease and heart disease (ALAC brochure). Alcohol is also linked to mental health issues and accidents. These long-term effects are often not considered by young people, who are 'living in the moment'.

2

Interpersonally [...]

Societal well-being is also affected by the health issue [...]

I recommend two strategies to address alcohol misuse by 16-24 year olds in New Zealand.

The first strategy is to place firmer restrictions on the price at which alcohol can be sold in Supermarkets, as well as on the way alcohol is promoted to young people and adults in New Zealand. At the moment, liquor outlets are not allowed to promote discounts on alcohol of 25% or more (eg in their mail-outs – ALAC fact sheet), but this could be revisited to make sure it is strict enough. Further restrictions could be placed on alcohol advertisements or sponsorship of events and sporting teams. By considering tighter restrictions, young people may be less likely to be enticed into buying/drinking alcohol in large quantities and this will

3

reduce the issue of alcohol misuse by young people.

The second strategy is to [...]

Note that full references were provided by the student at the end of the piece of work.