



Follow-up on Law Compliance of Off-Premise Alcohol Retailers on Minimum Purchase Age Restriction

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Overview

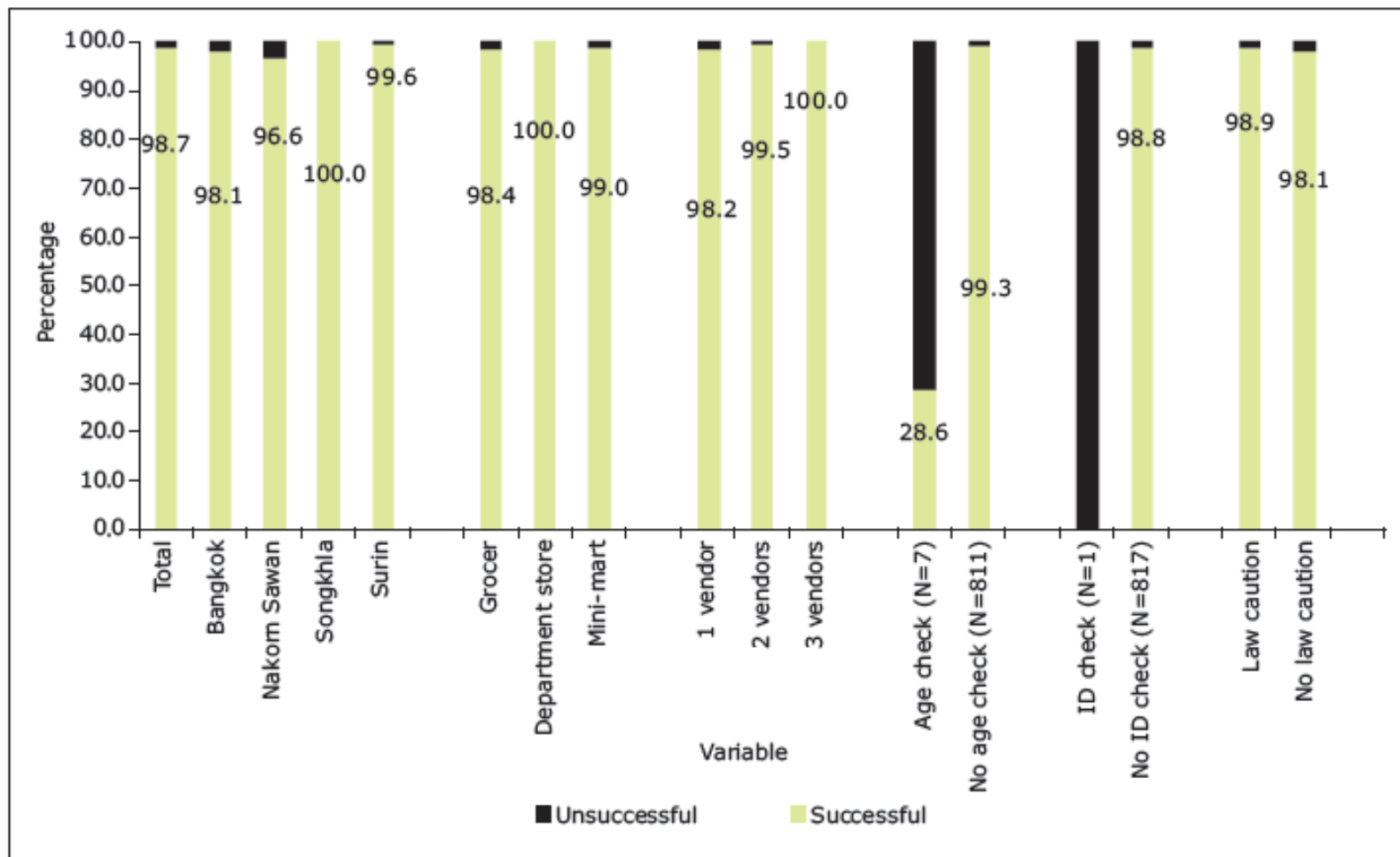
- Background and objective
- Methods
- Results
- Limitations
- Conclusion

Background

- Several studies showed that alcohol consumption increase among underage groups.
 - from 73 responding countries became higher by 71% over the five-year period. (Global status report on alcohol and health, 2011)
- In 2011, the National Statistical Office of Thailand Survey found that (National Alcohol Report 2013: Thailand's Alcohol Situation and Related Harms , Center for Alcohol Studies.)
 - 31.5% of Thai adults are drinking with high gender discrepancy
 - aged 15-24 years old, increased from 21.6 in 2001 to 23.7 in 2011 which was about 1% increase annually
 - This survey showed that drinking prevalence among teenagers exceeds those of adults.
- Thai law:
 - The 2008 Alcoholic Beverages Control Act set the minimum purchase age (MPA) at 20 years old

Background (Cont.)

Figure 1: Proportion of purchase successes by variable in 2010 [wave1st]



Objectives

- This study primarily aims to examine compliance of off-premise alcohol retailers on MPA regulation.
- This is the second surveys to follow up change compliance retailers on MPA after the first wave 2011 and followed by the launch of public campaigns to strengthen enforcement in three provinces.

Methods

- Population and data collection techniques

Part 1: Sample of 251 alcohol retailers



168
grocery

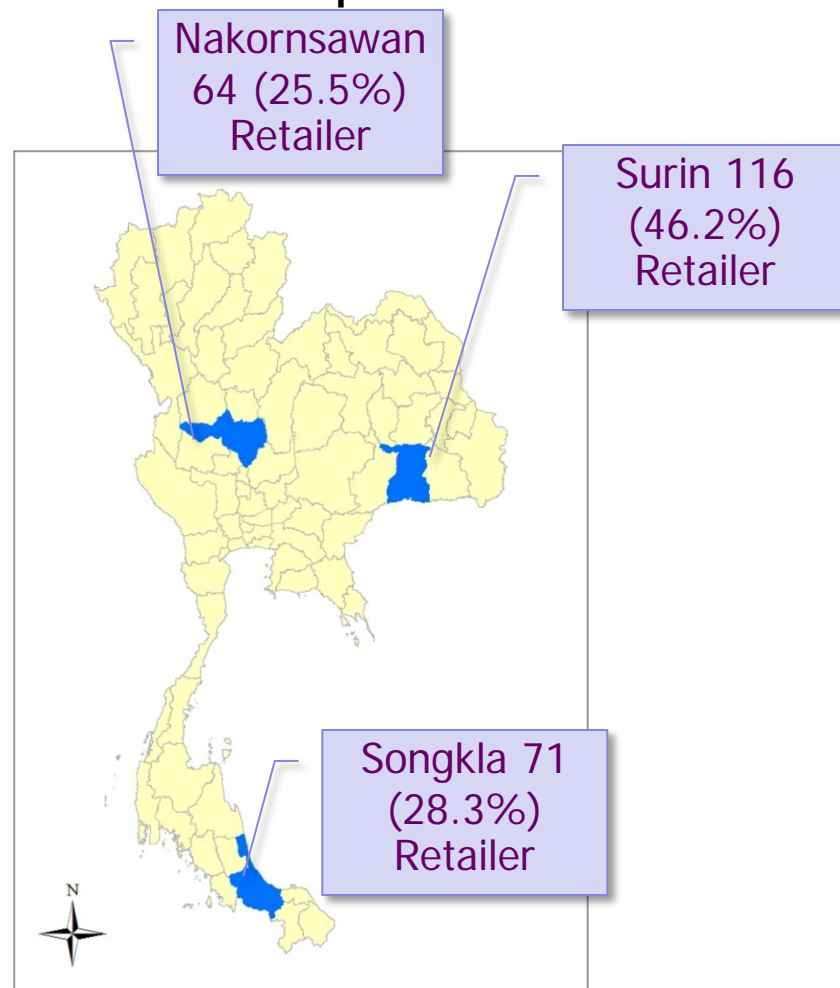


68
convenient
store



15
Department
store

Part 2: Questionnaire



Methods (cont.)

- Purchase protocol
 - Identify of youth volunteers
 - Male and female 16-19 years old: 7-10 person/province
 - Live at local residents in survey sites
 - Process
 - Youth paired with adult volunteer or assistance researcher
 - Purchase procedure
 - Particular brand and type of alcoholic beverage,
 - Timing of purchase
 - Conversation dialogue were strategically and purposely planned.
 - This study was approved by the Ethical Committee of the Institute for the Development of Human Research Protections, Ministry of Public Health, Thailand.
- Data Analysis
 - Descriptive: frequency and percentage
 - Chi-square test

Result

Table 1: Characteristics of alcohol retailers

Characteristics	No.	%
1. Alcohol retailers by province		
Surin	116	46.2
Nakorn Sawan	64	25.5
Songkhla	71	28.3
Total	251	100.0
2. Alcohol retailers by category		
Grocer	168	66.9
Department store	15	6.0
Mini-mart	68	27.1
Total	251	100.0
3. Number of vendors in the outlet		
1	312	62.2
2	145	28.9
3	45	9.0
Total	502	100.0
4. Gender of vendor		
Male	144	28.7
Female	358	71.3
Total	502	100.0
5. Estimated age of vendor		
< 30 years old	165	33.2
30–45 years old	147	29.6
46–60 years old	124	24.9
> 60 years old	61	12.3
Total	497	100.0

Characteristics	No.	%
6. Placement of alcohol in the outlet		
Front	164	34.9
Side (left or right)	126	26.8
Back	88	18.7
Other	92	19.6
Total	470	100.0
7. Law caution in the outlet		
Yes	153	30.5
No	349	69.5
Total	502	100.0
8. Content of the law caution		
time of sales & minimum purchase age	130	85.0
Other	23	15.0
Total	153	100.0
9. Alcohol advertisements in the outlet		
Yes	87	17.3
No	415	82.7
Total	502	100.0

Result (cont.)

Table 2: Association between variables and purchase success

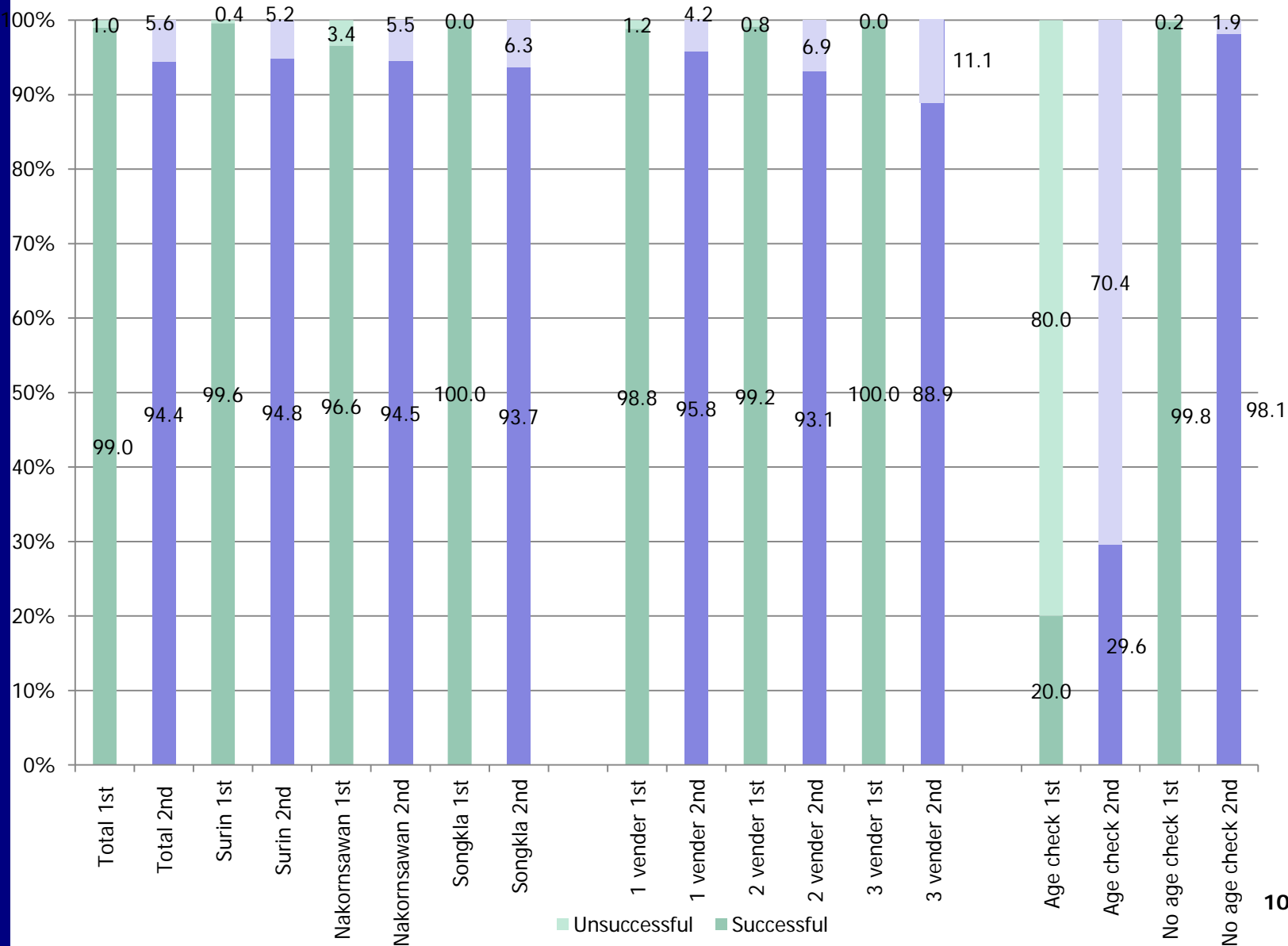
Variable	Total	Result		P-value
		Successful	Unsuccessful	
Purchase attempt (%)	502	474 (94.4)	28 (5.6)	0.891
Province				
Surin	232	220 (94.8)	12 (5.2)	
Nakorn Sawan	128	121 (94.5)	7 (5.5)	
Songkhla	142	133 (93.7)	9 (6.3)	
Age of buyer				0.234
Male	251	240 (95.6)	11 (4.4)	0.068
Female	251	234 (93.2)	17 (6.8)	
Age of buyer				
16 years old	73	69 (94.5)	4 (5.5)	0.192
17 years old	63	56 (88.9)	7 (11.1)	
18 years old	119	110 (92.4)	9 (7.6)	
19 years old	247	239 (96.8)	8 (3.2)	
Gender of vendor				0.071
Male	144	139 (96.5)	5 (3.5)	0.071
Female	358	335 (93.6)	23 (6.4)	
Estimated age of vendor				
< 30 years old	165	151 (91.5)	14 (8.5)	0.661
30–45 years old	147	138 (93.9)	9 (6.1)	
46–60 years old	124	121 (97.6)	3 (2.4)	
> 60 years old	61	60 (98.4)	1 (1.6)	

Variable	Total	Result		P-value
		Successful	Unsuccessful	
Number of vendors present				0.118
1	312	299 (95.8)	13 (4.2)	0.673
2	145	135 (93.1)	10 (6.9)	
3	45	40 (88.9)	5 (11.1)	
Age check				0.000**
Not asked	475	466 (98.1)	9 (1.9)	0.673
Asked	27	8 (29.6)	19 (70.4)	
ID card verification				0.673
Not asked	499	471 (94.4)	28 (5.6)	0.042**
Asked	3	3 (100.0)	0 (0.0)	
Type of outlet				0.042**
Grocer	339	325 (95.9)	14 (4.1)	0.661
Department store	31	30 (96.8)	1 (3.2)	
Mini-mart	131	118 (90.1)	13 (9.9)	
Law caution				0.000**
None	349	338 (96.8)	11 (3.2)	0.661
Yes	153	136 (88.9)	17 (11.1)	
Advertisement sign				0.661
None	415	391 (94.2)	24 (5.8)	0.661
Yes	87	83 (95.4)	4 (4.6)	

Result (cont.)



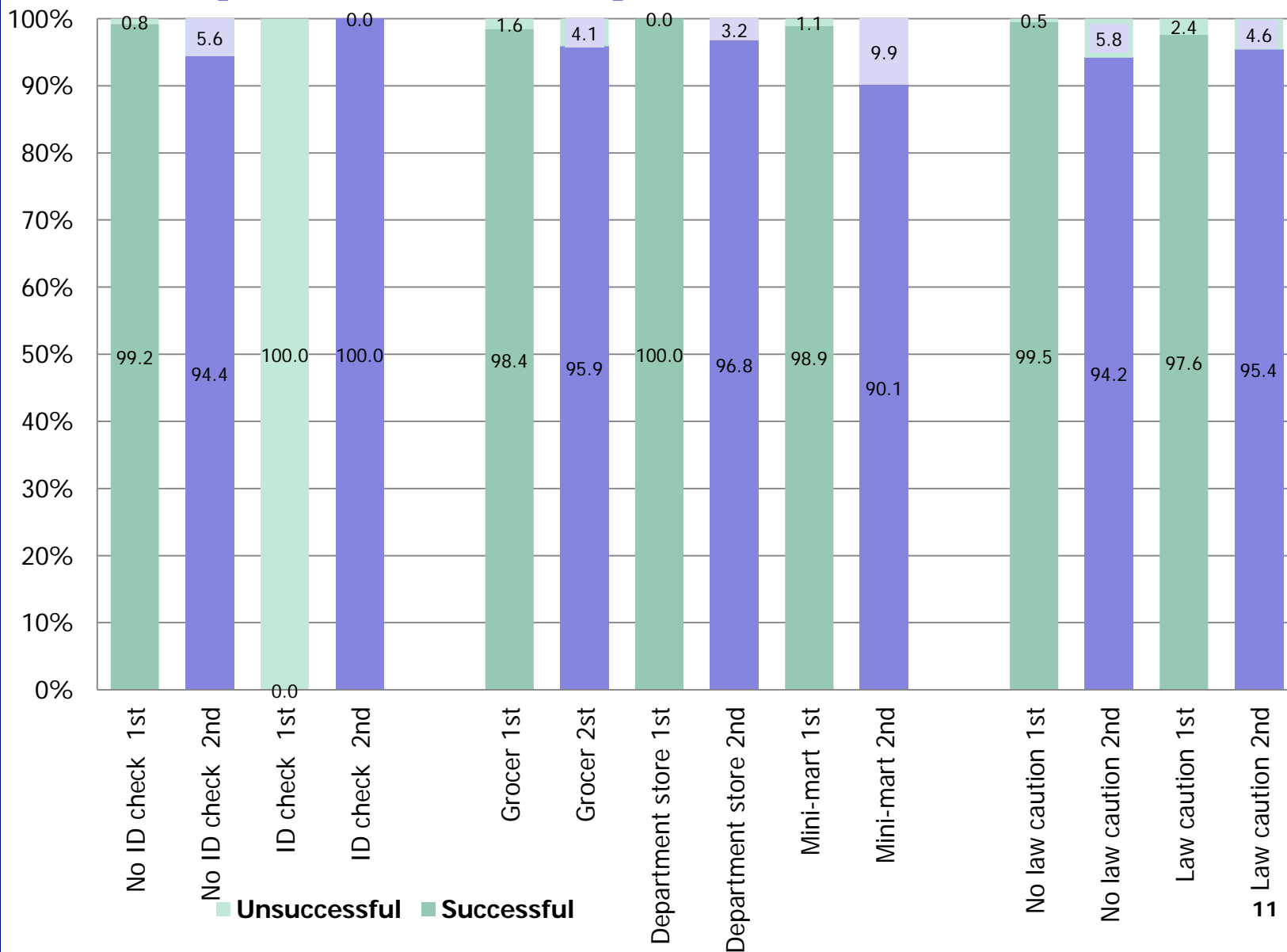
Figure 2: Compare proportion of purchase successes by variable between 2010 and 2011 [1st = 2010, 2nd = 2011]



Result (cont.)



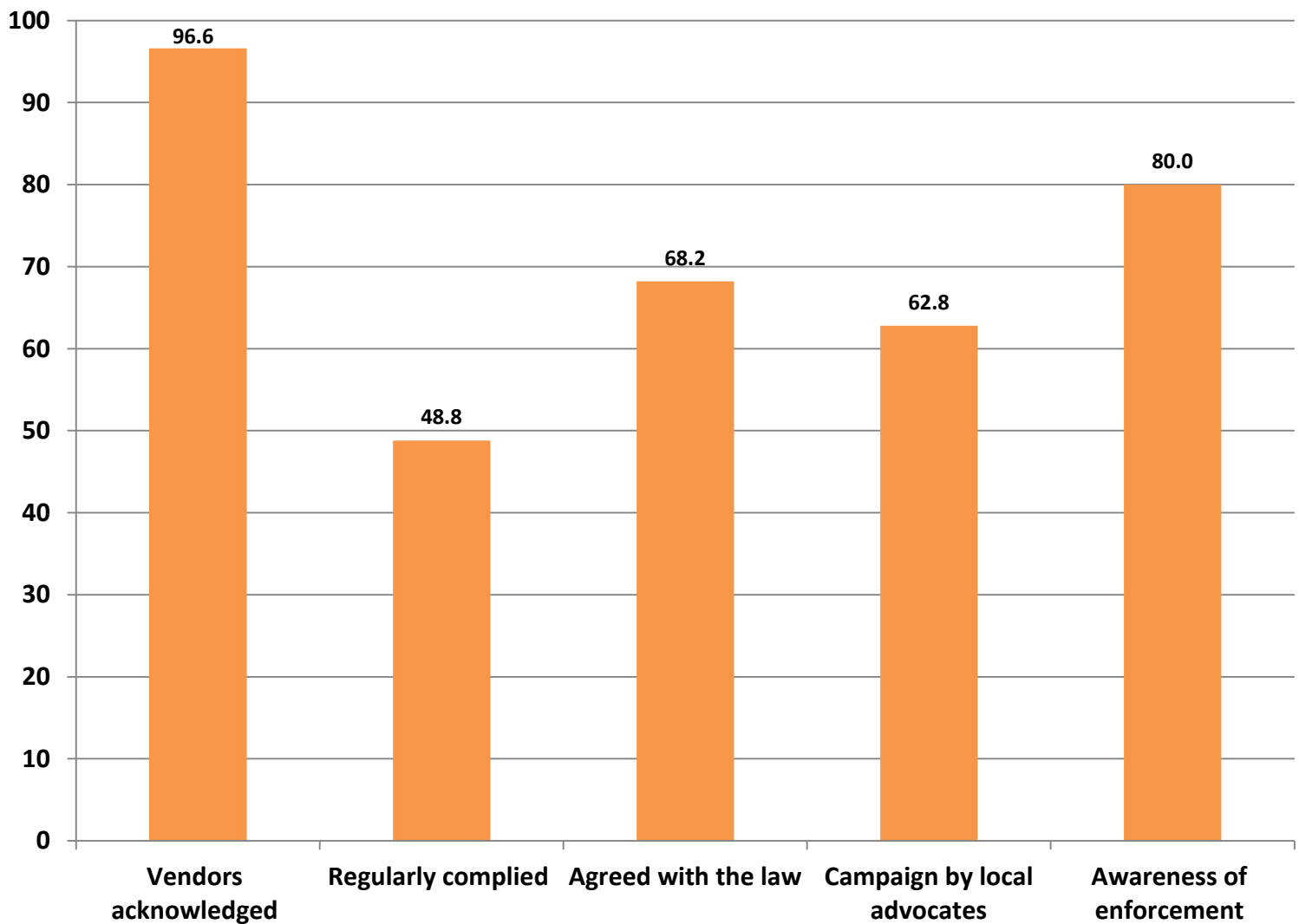
Figure 3: Proportion of purchase successes by variable between 2010 and 2011 [1st = 2010, 2nd = 2011]





Result (cont.)

Figure 3: Awareness of regulation, campaign and attitude of the MPA law



Conclusions

- The introduction of local campaign promoting MPA law contributed to the compliance on the law of vendors.
- Serious efforts and active involvement of the local officials and advocates can increase awareness of the MPA law of the alcohol retailers and strengthen law enforcement.

Limitations

- Identify alcohol outlets studied actually held a sales license.
- Not use the physical addresses of the alcohol outlets officially registered.
- Different campaign implemented by local advocates each provinces
- Data of questionnaire part may be over or under estimations.
- Not a provincial and national representative.

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Thank you for your attention

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