The background of the slide is a blurred photograph of a social gathering. In the foreground, there are several small jars of jam and a plate of cookies. In the background, people are seated at a table, and a hand is visible pointing towards something off-camera. The overall atmosphere is warm and social.

Can we imagine the wellbeing of the elderly without a drop of alcohol?

Rob Bovens
Coordinator Academic Collaborative Center of Addiction
Tranzo
31 January 2019

Definition Elderly people in this context

In addition care context: 55-plus, with emphasis on 60-plus (Bovens, 2018) because of:

- ▶ Physical changes (metabolism, menopause)
- ▶ Sleeping problems
- ▶ Policy on senior employees in companies
- ▶ Most accepted definition in scientific literature

Historical facts: existence

- ▶ In Georgia, a team of archaeologists found 8,000 year old fragments of pots in which wine was stored (Kijk, 15-11-2017).
- ▶ 6,000 years before Christ on clay tablets in Nile Delta recipes of alcoholic beverages
- ▶ Pottery from Iran/Iraq points to the existence of beer 5400 years before Christ (Inaba et al, 2000)
- ▶ More than 4,000 years before Christ wine in southern Sicily (UK, 31-8-2017).

Historical facts: significance and awareness risks

- ▶ In Egyptian burial chambers writings with pronouncements of a priest about drunkenness: “I forbid you to go to the pub, you are degenerated like the beasts”.
- ▶ Hesiodes (700 B.C.) calls wine a gift from Dionysos (wine god), but says that drink ‘changes the shape of the brain and tongue’.
- ▶ Drunkenness was compulsory in religious matters among Aztecs.
- ▶ Meaning of wine in Christian worship
- ▶ Middle Ages: Beer as a folk drink: cleaner than water (but 1%)

Historical facts: regulation (1)

- ▶ King Hammurabi of Babylon proclaimed the first alcohol law in **2225 B.C.**; he restricted the price of alcoholic beverages and determined that not everyone could sell it.
- ▶ Chinese emperor Yu (**2200 B.C.**) raised excise duty on wine to combat excessive use, a later emperor imposed high fines for drunkenness
- ▶ Plato (**427 B.C.-347 B.C.**) was in favour of a ban on alcohol before the 18th year and of a moderate consumption before the 30th year. From the age of 40, in his opinion, regular use during meals was permitted. He was an advocate of singing in drunkenness (fraternised). In his opinion, alcohol should contribute to connection and enthusiasm, not to pleasure! He was in favour of including alcohol prohibition in the law during conception!

Historical facts: regulatio(2)

- ▶ In **81 n.C.** Domitianus destroys half of the vineyards and publicly disgraces drunkards.
- ▶ Ban on alcohol in Koran (**620 n.C.**)
- ▶ In England (and Switzerland) in **1300** pub closing times.
- ▶ In **1881** first Dutch Alcohol Act. Restriction of sales outlets, combating spirits
- ▶ From **1920-1933** draining US
- ▶ On **7 October 1964** Drinks and Catering Act: among other things, no more maximum number of outlets.
- ▶ On **1 November 1967**: no distribution of alcohol and tobacco to 16-minners
- ▶ On **1 January 2014**: criminalization of the sale to and possession of alcohol in public areas by 18-minners.

Development alcohol consumption per day in the Netherlands

► 1850

Development alcohol consumption per day in the Netherlands

► 1850



Development alcohol consumption per day in the Netherlands

► 1850



► 1960

Development alcohol consumption per day in the Netherlands

► 1850



► 1960



Development alcohol consumption per day in the Netherlands

► 1850



► 1960



► 2012

Development alcohol consumption per day in the Netherlands

► 1850



► 1960



► 2010



Causes of decline after 1850

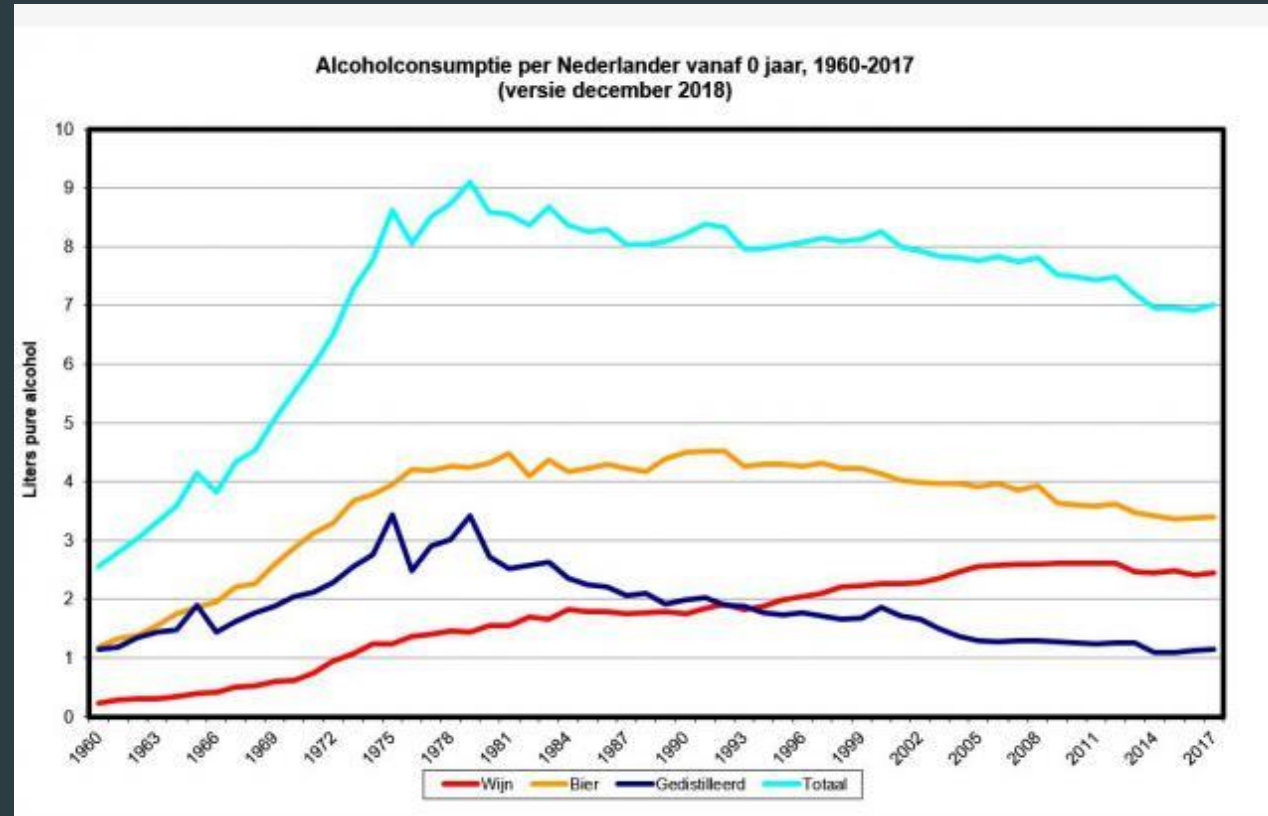
(Alcohol Policy in the Netherlands, Bovens & Van de Mheen, submitted)

- Beverage control (from ca. 1830) with prevention projects, lobbying etc.
- Alcohol Act 1881 (reduction of spirits outlets by licensing system) + public drunkenness punishable
- Alcohol acts 1904 and 1931 (reduction of outlets for low-alcoholic drinks + from 1904 onwards young people < 16 years old without supervision not in pubs or liquor stores)
- Other causes: industrialization, little free time, clean tap water



Charles Ruijs de Beerenbrouck (1873 - 1936)

Per capita consumption (litres of pure alcohol) in the Netherlands per year



Risky habits and care for one's own wellbeing (Gadourek, 1963) n = 1279



Ivan Gadourek (1923 - 2013)



Situation 1960s

- ▶ 80% more or less drank alcohol (no change with actual situation)
- ▶ 2% more or less drank alcohol together with consuming hot meals
- ▶ Dutch people drank almost exclusively during the weekend
- ▶ Saturday was a regular workday
- ▶ No money, no time for holidays, growth starts around 1960. In 1970, only a quarter of Dutch people went abroad on holiday (now 80%)
- ▶ Limited availability: liquor store, wholesale

Explanation (1)

- ▶ Prosperity
- ▶ More free time
- ▶ Growth introduction to wine
- ▶ Alcohol status
- ▶ Entertainment Industry
- ▶ Entertainment = alcohol-related

Explanation (2)

Advertising

Alcopops

Low cost prices

growing number of
delivery points

stimulate home drinking

growing number of
events

Stimulate
alcohol consumption



Alcohol at any moment

- ▶ Every meal a glass of wine (also at lunchtime)
- ▶ Bachelor party
- ▶ P-'diploma' HBO
- ▶ Oktoberfest
- ▶ The 11th of November (precelebrating carnaval)
- ▶ Neighbourhood parties, tent parties
- ▶ Increase of festivals, sporting events
- ▶ And ... everything is alcohol (or drug) related

Concrete example: fairground Noord-Holland (originally 4 days a year)

Fairground calender Noord-Holland 2013

| | |
|---|--------------------|
| 27-4 - 30-4 | Avenhorn |
| 27-4 - 5-5 | Hoorn |
| 2-5 - 5-5 | Graft |
| 17-5 - 20-5 | Zwaag |
| 18-5 - 21-5 | Venhuizen |
| 17-5 - 26-5 | Purmerend |
| 31-5 - 2-6 | Andijk |
| 8-6 - 10-6 | Zwaagdijk Oost |
| 15-6 - 16-6 | Broek op Langedijk |
| 22-6 - 24-6 | Zwaagdijk West |
| 20-6 - 24-6 | Enkhuizen |
| + 150 more fairs in the period from 30 March to 22 october (7 months) | |

Intermezzo: nothing human is strange to us

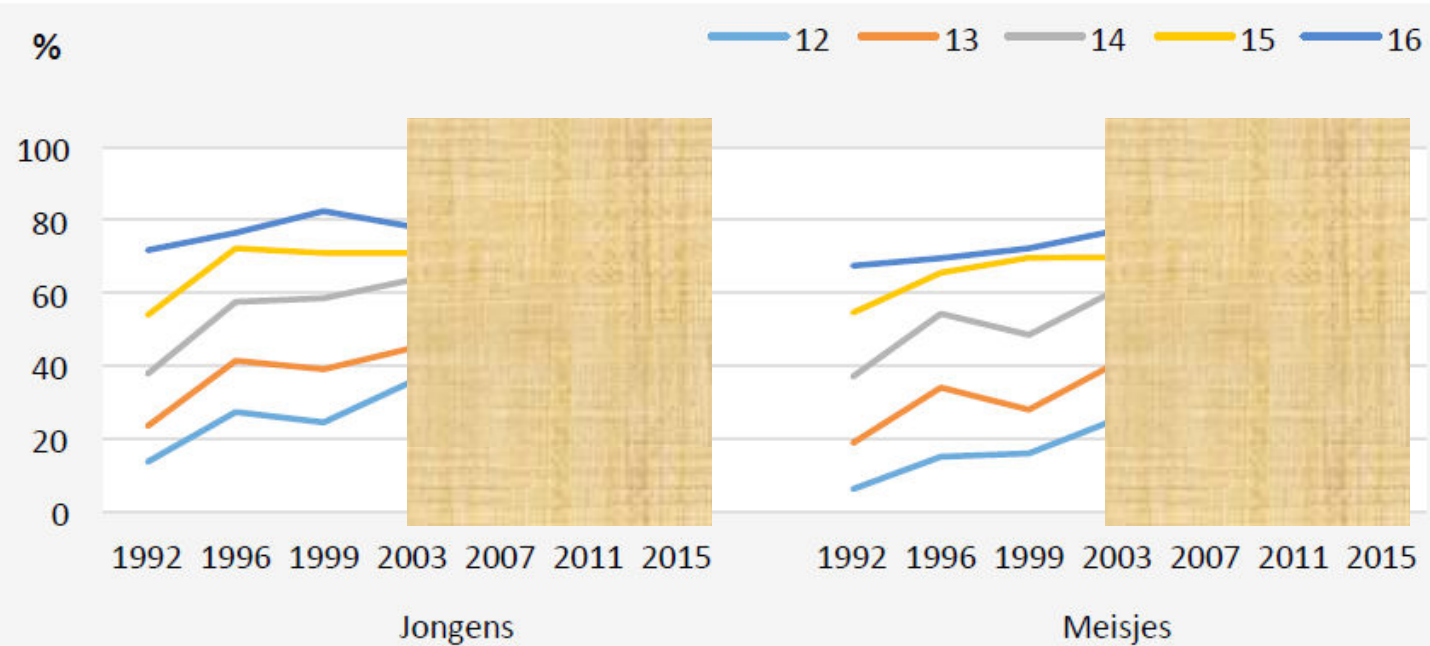
- ▶ Mankind needs intoxication, forgetfulness and enjoyment
- ▶ Every person probably has annoying habitual behavior, with sometimes manifestations that adhere to addiction
- ▶ View on use, abuse and addiction is as variable over time as the weather.
- ▶ Mankind is generally not consistent, congruent or consistent (examples: 'Blurring' discussion, dealing with youth vs. alcohol consumption)

In the background, interests often play a role (self-interest, but also commercial/ economic interest).

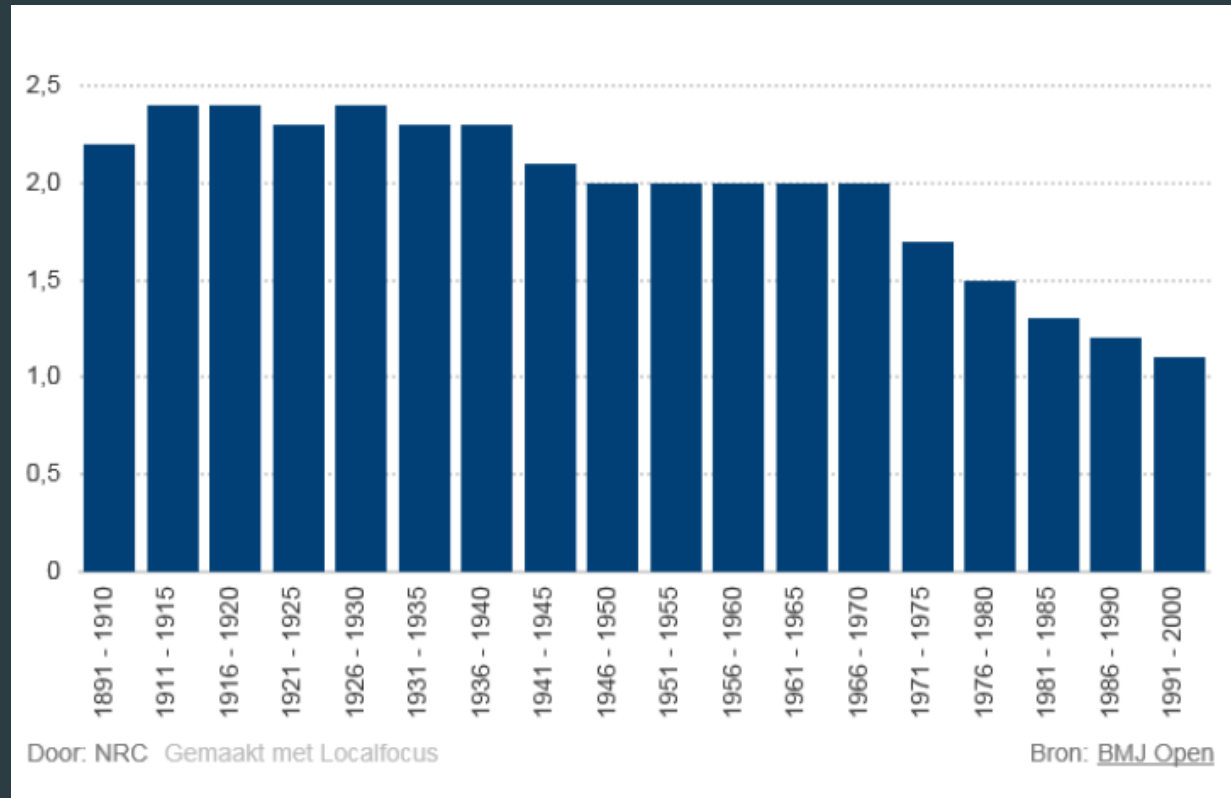
What is the role of the alcohol industry?

Example 1: Influence of mixed drinks (90s)

Figuur 4.17: Trends in de maandprevalentie van alcoholgebruik in het voortgezet onderwijs naar onderzoeksjaar, leeftijd en geslacht (% , betrouwbaarheidsinterval)



Development of alcohol consumption among women compared to men (1900 men drank twice as much women did, at the moment there is no difference)



Example 2: Advertising: the strategy of the beer brewers (in response to the wine hype: beer consumption during every sportevent)

Aanvaardbaar alcoholgebruik volgens richtlijnen - Microsoft PowerPoint

Bestand Start Invoegen Ontwerpen Overgangen Animaties Diavoorbelling Controleren Beeld Ontwerpen Indeling

STAAT ER EEN BIERTJE FRIS?

Beste Rob ,

Voor de volgende **Jupiler League** wedstrijd heb je **zonder twijfel** enkele biertjes fris staan in je koelkast. Maar ze zouden vast nog beter smaken wanneer je ze uit een prachtig exclusieve SMEG koelkast kan halen. **Jupiler** geeft je de kans om er één te winnen.

DE WEDSTRIJD WINT DE WEDSTRIJD WINT DE WEDSTRIJD

Je kan ook nog heel wat andere prijzen winnen, zoals Philips hoofdtelefoons of Spotify abonnementen. Je hoeft bijna niks te doen. **Snel nu mee** en na 1 klik weet je al of je gewonnen hebt.

Hou je hoofd dus koel. En je biertjes ook.

Heel veel succes!

Jupiler.

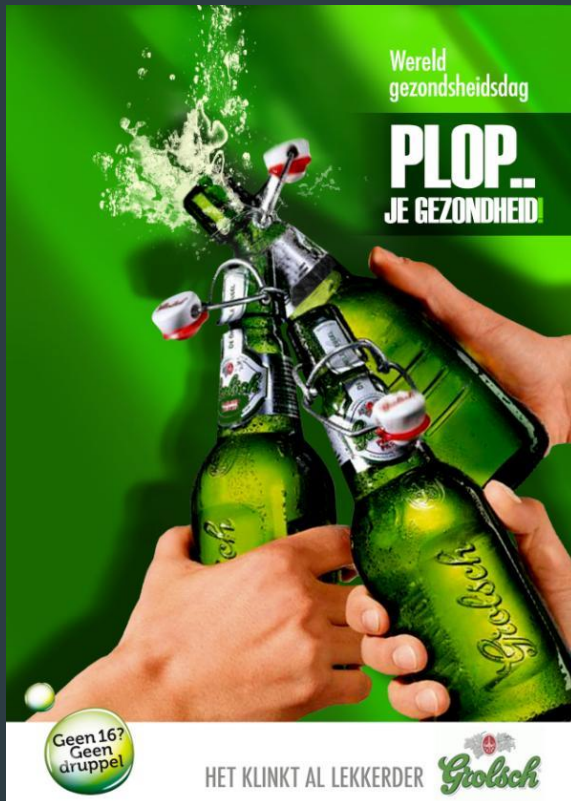


SPEEL NU MEE

Ti
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20
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voor
ijn

No entertainment without alcohol



Which factors determine the level of alcohol consumption in society? (among others Babor, 2010)

- ▶ Money and leisure
- ▶ Strategy alcohol industry
- ▶ Advertising (influence on social standards)
- ▶ Group printing
- ▶ Availability and price

Back to the question

Can we imagine the wellbeing of the elderly without a drop of alcohol?

Definition of 'well-being' according to Ensie (2015)

(First Dutch Systematically Furnished Encyclopedia)

- ▶ Well-being is a feeling of well-being, sometimes described as happiness.
- ▶ Well-being means that a person is doing well physically, mentally and socially. In the economy, well-being is about the extent to which people consider their material and immaterial needs to be satisfied. Economic growth does not ensure that people's welfare also increases in the same way, because when welfare increases, it is not certain that welfare also increases. In addition to prosperity, other factors, such as health, freedom and friendship, also play a role in well-being. For example, people's purchasing power can increase, but if someone sees that his colleague earns more than himself, this can cause a feeling of envy and thus a reduction in well-being.

Important questions

- ▶ Is there a link between alcohol consumption and prosperity?
- ▶ Is there a connection between (a drop of) alcohol consumption and health?
- ▶ Is there a connection between alcohol consumption and happiness?
- ▶ Is there a difference in alcohol consumption by age group?
- ▶ What role can IkPas play in normalising alcohol consumption without reducing wellbeing?

Is there a link between alcohol consumption and prosperity?

WHO: Global Status Report on Alcohol and Health 2018:

- ▶ Worldwide, 57% of people over 15 have not drunk in the past 12 months
- ▶ More than half of all drinkers live in North and South America, Europe and West Pacific.
- ▶ The per capita consumption of people aged 15 and above in the world rose from 5.5 litres of pure alcohol in 2005 to 6.4 litres in 2010, after which this stabilised. The highest levels per capita consumption can be found in Western Europe
- ▶ With 8.36 litres for people aged 15 and above, the Netherlands is in the middle of Europe
- ▶ With the increase in prosperity between 1960 and 1980, alcohol consumption tripled

In addition: in the expensive postcode districts people drink the most (Gadourek also recognized this in 1960, the RIVM also notes that this is currently the case).

Is there a connection between (a drop of) alcohol consumption and (un)health?



Risk thresholds for alcohol consumption: combined analysis of individual-participant data for 599 912 current drinkers in 83 prospective studies

Angela M Wood, Stephen Kaptoge, Adam S Butterworth, Peter Willeit, Samantha Warnakula, Thomas Bolton, Ellie Paige, Dirk S Paul, Michael Sweeting, Stephen Burgess, Steven Bell, William Astle, David Stevens, Albert Koulman, Randi M Selmer, W M Monique Verschuren, Shinichi Sato, Inger Njølstad, Mark Woodward, Veikko Salomaa, Børge G Nordestgaard, Bu B Yeap, Astrid Fletcher, Olle Melander, Lewis H Kuller, Beverley Balkau, Michael Marmot, Wolfgang Koenig, Edoardo Casiglia, Cyrus Cooper, Volker Arndt, Oscar H Franco, Patrik Wennberg, John Gallacher, Agustín Gómez de la Cámara, Henry Völzke, Christina C Dahm, Caroline E Dale, Manuela M Bergmann, Carlos J Crespo, Yvonne T van der Schouw, Rudolf Kaaks, Leon A Simons, Pagona Lagiou, Josje D Schoufour, Jolanda M A Boer, Timothy J Key, Beatriz Rodriguez, Conchi Moreno-Iribas, Karina W Davidson, James O Taylor, Carlotta Sacerdote, Robert B Wallace, J Ramon Quiro, Rosario Tumino, Dan G Blazer II, Allan Linneberg, Makoto Daimon, Salvatore Panico, Barbara Howard, Guri Skeie, Timo Strandberg, Elisabete Weiderpass, Paul J Nietert, Bruce M Psaty, Daan Kromhout, Elena Salamanca-Fernandez, Stefan Kiechl, Harlan M Krumholz, Sara Grioni, Domenico Palli, José M Huerta, Jackie Price, Johan Sundström, Larraitz Arriola, Hisatomi Arima, Ruth C Travis, Demosthenes B Panagiotakos, Anna Karakatsani, Antonia Trichopoulos, Tilman Kühn, Diederick E Grobbee, Elizabeth Barrett-Connor, Natasja van Schoor, Heiner Boeing, Kim Overvad, Jussi Kauhanen, Nick Wareham, Claudia Langenberg, Nita Forouhi, Maria Wennberg, Jean-Pierre Després, Mary Cushman, Jackie A Cooper, Carlos J Rodriguez, Masaru Sakurai, Jonathan E Shaw, Matthew Knudman, Trudy Voortman, Christa Meisinger, Anne Tjønneland, Hermann Brenner, Luigi Palmieri, Jean Dallongeville, Eric J Brunner, Gerd Assmann, Maurizio Trevisan, Richard F Gillum, Ian Ford, Naveed Sattar, Mariana Lazo, Simon G Thompson, Pietro Ferrari, David A Leon, George Davey Smith, Richard Peto, Rod Jackson, Emily Banks, Emanuele Di Angelantonio, John Danesh, for the Emerging Risk Factors Collaboration/EPIC-CVD/UK Biobank Alcohol Study Group*

Summary

Background Low-risk limits recommended for alcohol consumption vary substantially across different national guidelines. To define thresholds associated with lowest risk for all-cause mortality and cardiovascular disease, we studied individual-participant data from 599 912 current drinkers without previous cardiovascular disease.



Lancet 2018; 391: 1513-23

See Comment page 1460

*Other investigators of the

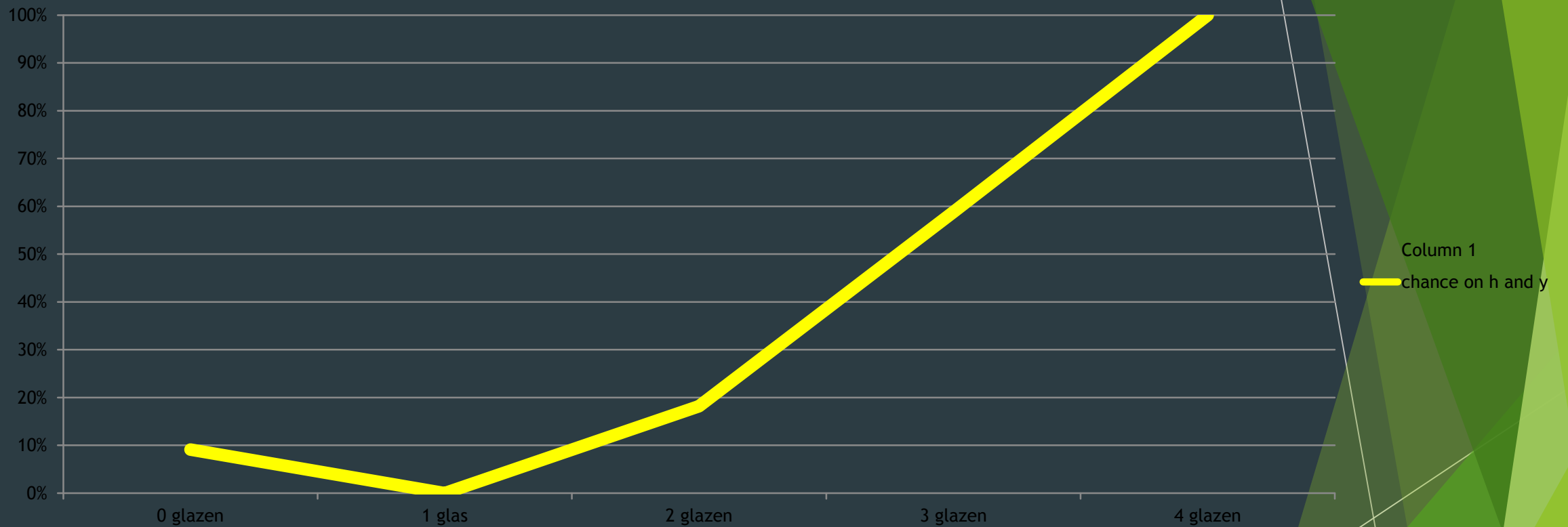
The myth

- ▶ www.apotheek.nl (among others)
- ▶ Moderate alcohol effect (1 or 2 units of alcohol) is healthy for you

The myth

- ▶ www.apotheek.nl (Among others)
- ▶ Moderate alcohol effect (1 or 2 units of alcohol) is healthy for you

The hockey stick



In addiction, alcohol provides...

- ▶ Earlier risk of dementia
- ▶ Every daily unit of alcohol increases the risk of breast cancer by 10%
- ▶ With 5 units per day the risk of breast cancer increases from 12.5% to 19%
- ▶ 4 units of alcohol or more per day increases the risk of colon cancer by 40%
- ▶ 1/3 of all deaths from colon cancer are due to 1.5 units per day
- ▶ Alcohol influences motivational processes in the brain: the brain becomes hypersensitive to alcohol (when badly treated, regulation can lead to addiction)
- ▶ Alcohol affects memory functions and degree of concentration (it can partially recover)
- ▶ In addition, risks of some 55 other diseases

So there is no safe limit for alcohol!

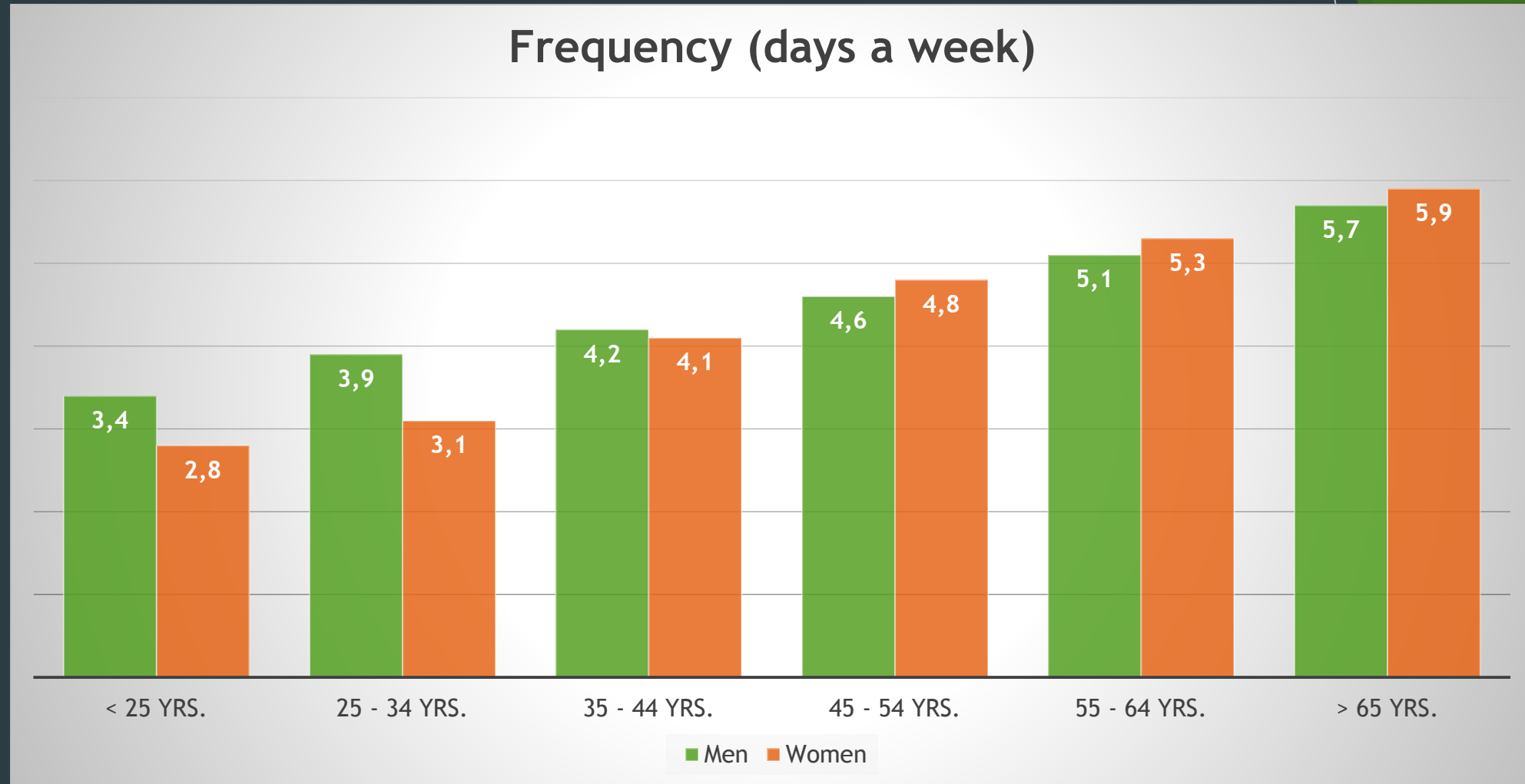
Is there a connection between alcohol consumption and happiness?

- ▶ Both Gadourek in the sixties and the measurement of happiness this century call the Dutch population happy, while we now drink 3 times as much
- ▶ Do we need alcohol to have fun? No, rejects a Belgian experiment from <http://www.youtube.com/watch?v=JsWZlUXM7kE>
- ▶ Yet people still have a distorted image, given the questions of IkPas participants at the helpdesk

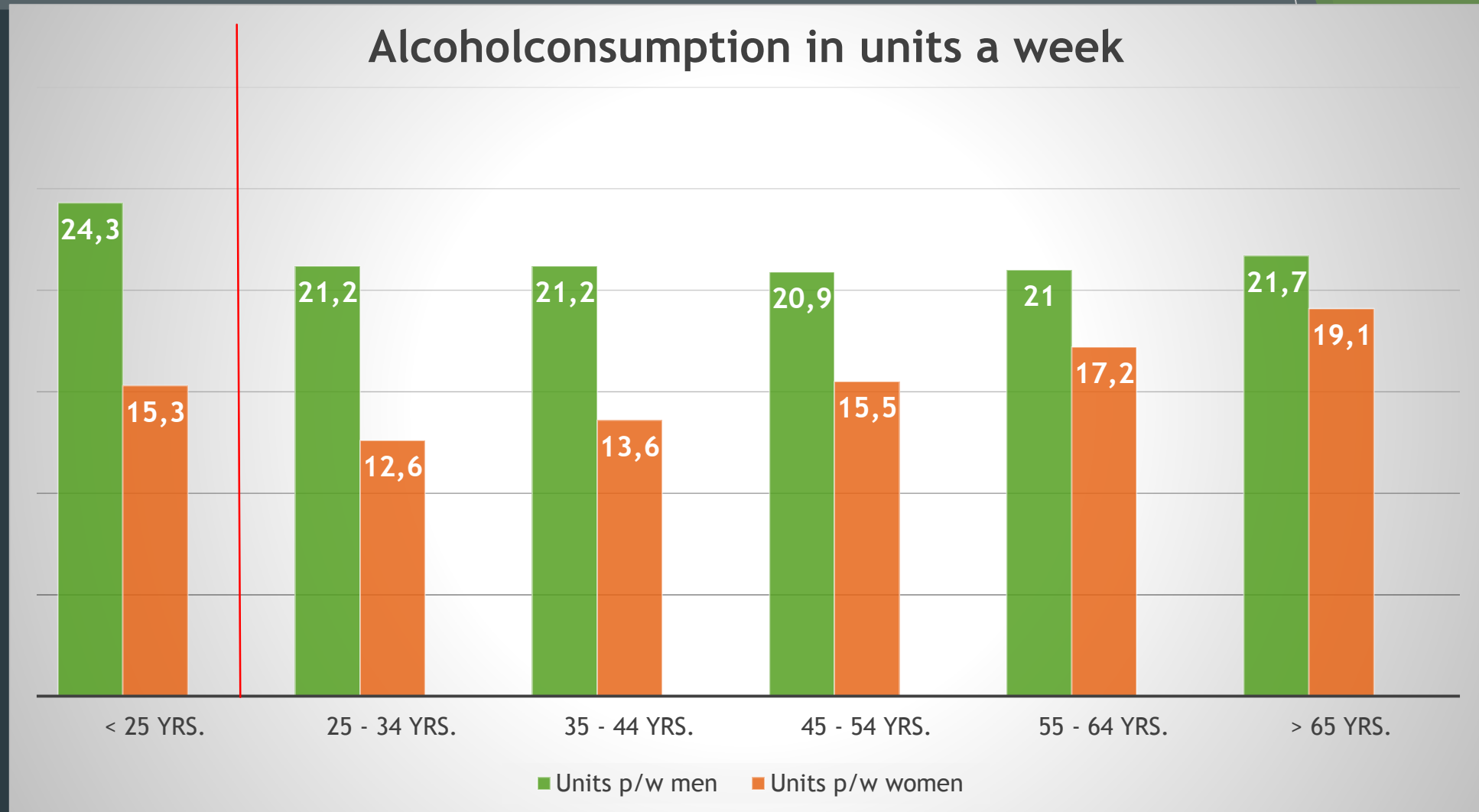
Is there a difference in alcohol consumption by age group?

Research data IkPas participants 2018

Participant profile 2018: frequency of alcohol consumption, age and gender

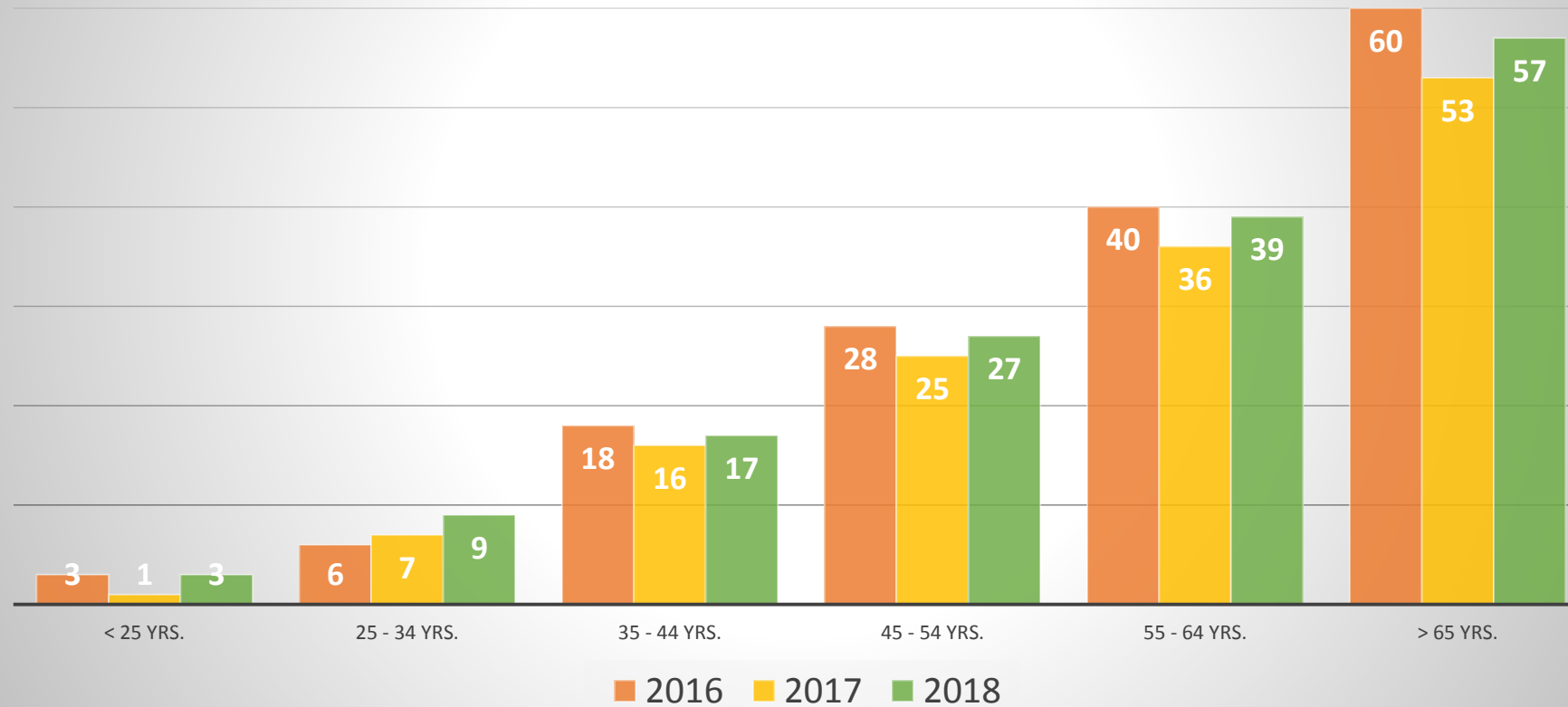


Participant profile 2018: alcohol consumption, age and gender



Participant profile: Drinking frequency (drinking every day) and age

Percentage alcohol users everyday and age



The (potential) role of IkPas (No Thanks)

Deterrent approach (with attention to risks of use)

To

Positive approach (attention to what's in it for me)

Remember

DRANK

maakt meer kapot dan je lief is.

DRANK

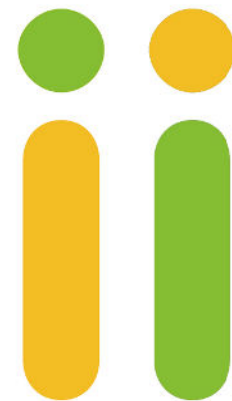
DE KATER KOMT LATERO



IkPas and the concept of Positive Health

The logo for IkPAS, featuring the letters 'IK' in light blue and 'PAS' in dark blue, all in a bold, sans-serif font.

Zet je alcoholgebruik op pauze.



For example 55-plus

- ▶ Lots of late onset, baby boomers, enjoying
- ▶ They earned it
- ▶ Many positive experiences experienced in living with alcohol
- ▶ Much incorrect information about alcohol obtained in the past
- ▶ Easy target for alcohol advertising (association with enjoyment, status, luxury)
- ▶ Sitting a lot in front of the tube (broadcasting Max, many 'enjoy' programs)
- ▶ They won't listen easily, they don't like a moralistic approach
- ▶ Lots of free time and money
- ▶ Care professionals also have a lot of trouble discussing the theme with their patients

Former approach doesn't work

- ▶ Moralistic
- ▶ Focused on unhealthy behavior
- ▶ Focused on youth or risky situations (like in traffic)
- ▶ Not aimed at daily behaviour, e.g. aggression
- ▶ Conclusion: not aimed at this target group

The answer is: make use of a positive approach

A campaign aimed at learning experiences:

- ▶ Non-moralizing
- ▶ Not aimed at the permanent elimination of alcohol, but at habitual behaviour
- ▶ Flanked with a lot of content information
- ▶ Full of tips for alternatives (drinks, spending time)
- ▶ And a social event

The logo for IKPAS, featuring the letters 'IK' in a light blue color and 'PAS' in a dark blue color, all in a bold, sans-serif font.

Zet je alcoholgebruik op pauze.

Since 2015 IkPas

Originated from:

- Regional and local initiatives

Base:

- Nonalcohol November: finding balance
- Regional alcohol projects for youth: good example for parents
- Ocober (Australia): charity campaign
- Partnership Early warning of alcohol: setting the agenda for the increase in problems among the elderly (joining the traditional fasting period)
- Windesheim: improving student study performance

(IkPas = Periodic Alcoholfree Studying)

Mission

- ▶ By gaining **learning experiences**, to make participants more aware of the role of alcohol in their lives. This may lead to make participants have **more conscious choices in the** future and to a more conscious drinking pattern, resulting in a **healthier lifestyle**. And drinking alcohol becomes a choice again and **not a habit**.
- ▶ Offer participants practical tools and arguments to make this choice a reality
- ▶ Final result: He or she decides whether, when and how much he or she drinks! (and not advertising or group pressure)

IkPas and Positive Health (1)

- ▶ *Body functions*: fitness, better sleep, alcohol moderation. Research Radboud (improvement of liver functions, glucose level, cholesterol level)
- ▶ *Mental wellbeing*: own strength, self-direction: the feeling of being back at the wheel when it comes to the choice of whether or not to drink, breaking through (annoying and unhealthy) habits.
- ▶ *Meaning*: working on a healthy, alternative interpretation of the activity that is normally spent on drinking alcohol (e.g. reading out a book, exercising)

IkPas and Positive Health (2)

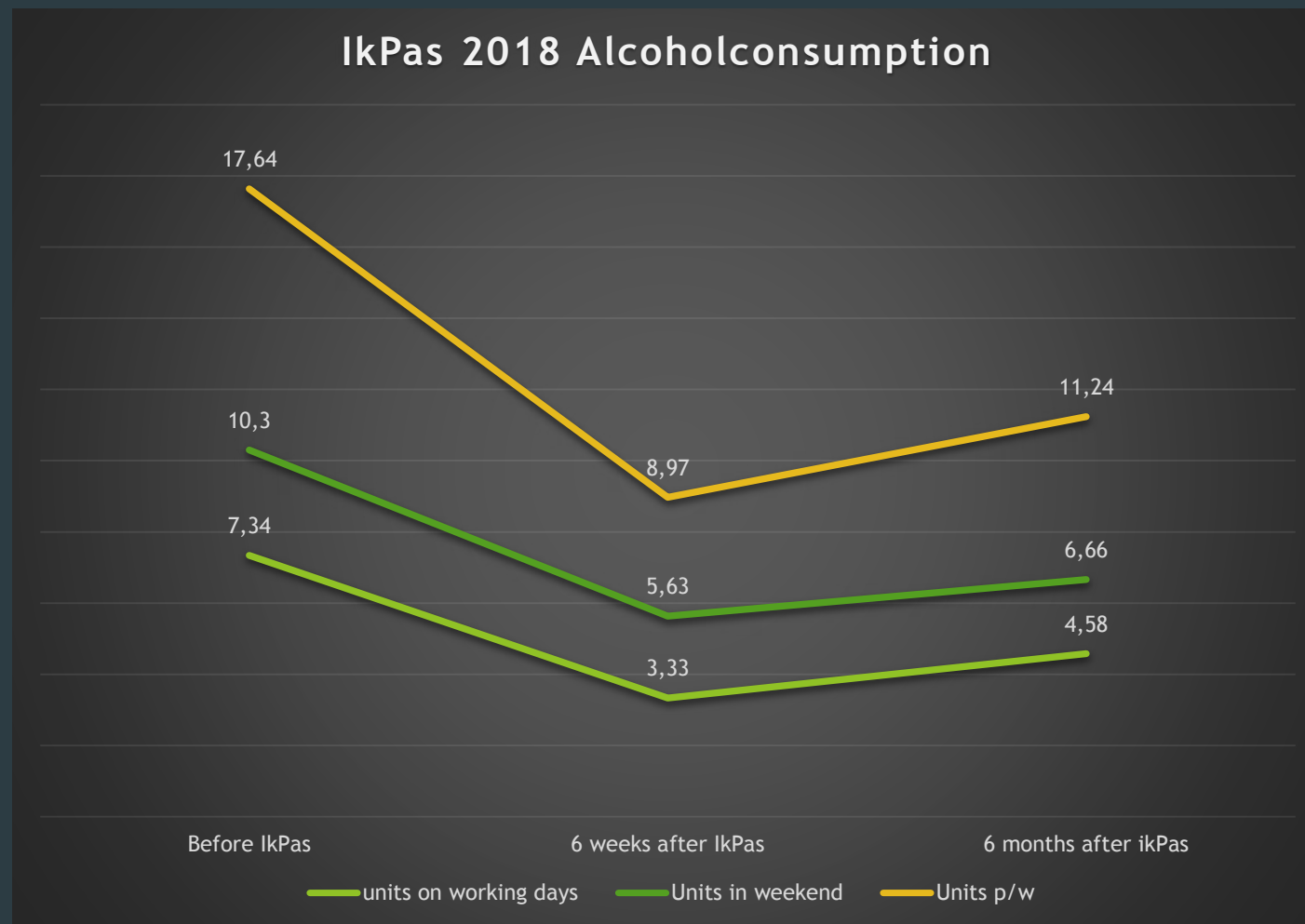
- ▶ *Quality of life*: experienced health, lust for life, balance. For example, participants kept personal records on running competitions or saw their relationship improve. They also saved money.
- ▶ *Social participation*: activities on social media, regionally organized meetings, but also reported improvement of (social) relations. Charitable actions abroad (Belgium: Tournée Minérale: money to cancer fund)
- ▶ *Daily functioning*: participants reported fitness, better sleep and more energy. Currently also research into cognitive skills (alertness, reaction speed, attention)

Research focuses on ‘What’s in it for me’

- Sleep quality (influence on brake sleep by using a diary)
- Cognitive skills
- Leisure activities
- Exercise and sports as an alternative
- Influence on smoking behaviour
- Future: influence on somatic and psychological functions

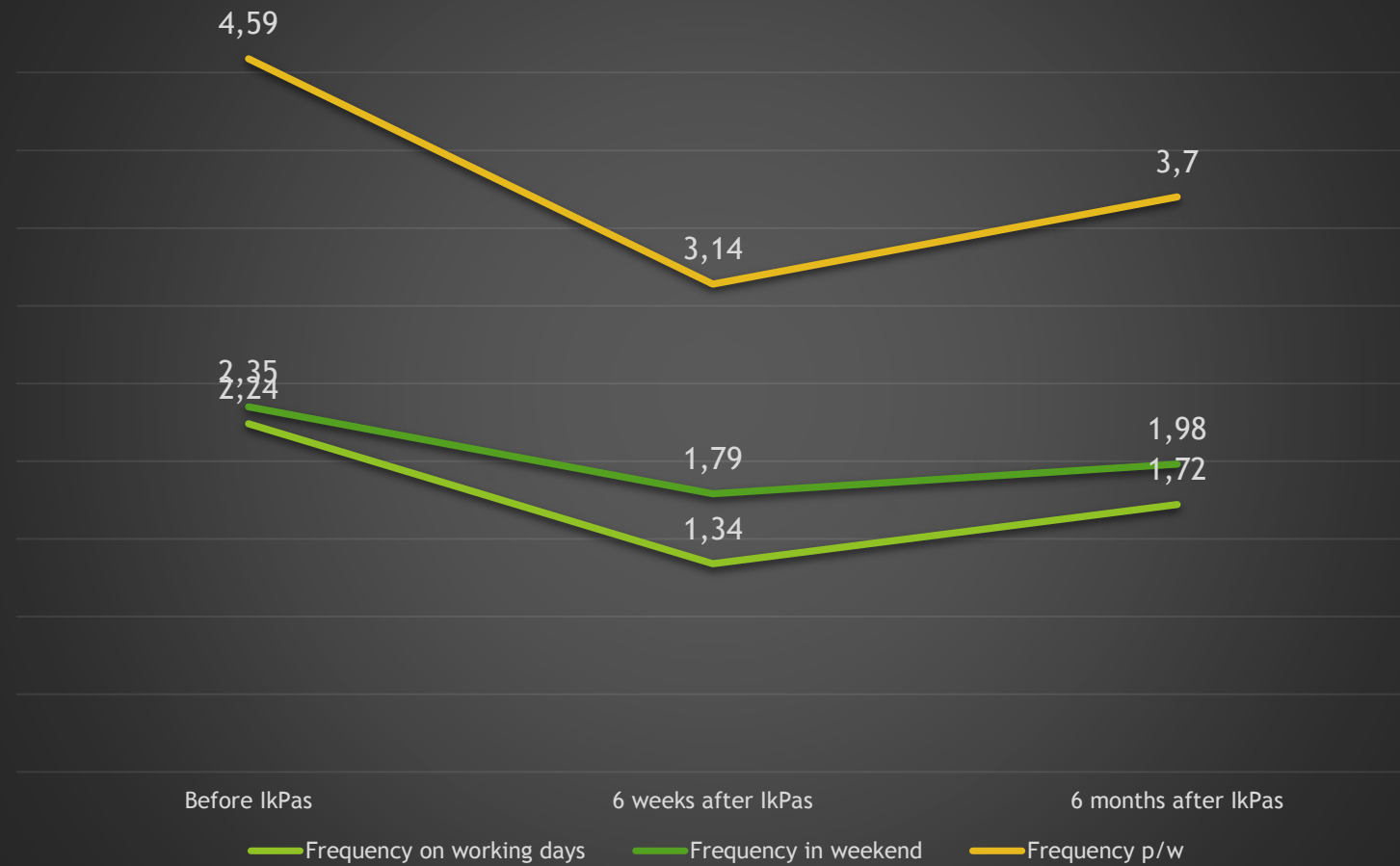
Connection to various settlements: higher education, companies (with attention to low SES), first and second line health care, city districts

IkPas-research 2018 (n=1.952)

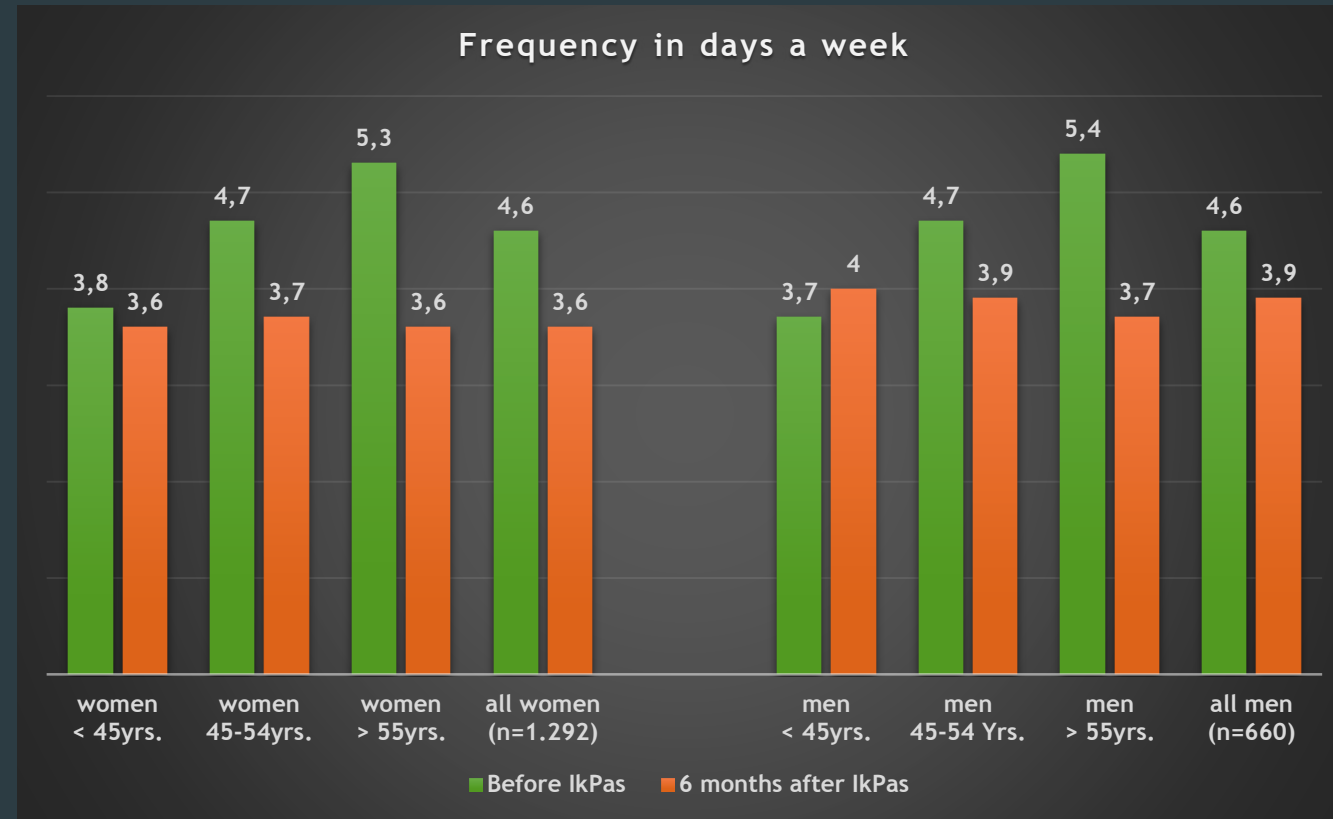


IkPas-research 2018 (n=1.952)

IkPas 2018 Frequency of alcohol use



Results on frequency of alcohol use by age and gender



Dutch Health Council Advice / non-moderate alcohol use

| Conform advice DHC (maximum 7 units a week)/ Non-moderate alcohol use | Before IkPas 2018 | 6 months after IkPas 2018 | Dutch population 2017 (CBS/RIVM) |
|---|-------------------|------------------------------|-------------------------------------|
| Men conform advice DHC | 17.7% | 34.7% | 29.3% |
| Women conform advice DHC | 23.5% | 48.3% | 50.6% |
| Men non-moderate alcohol use | 37.9% | 17.3% | 11.5% |
| Women non-moderate alcohol use | 44.6% | 20.8% | 7.0% |

Contribution IkPas

Besides the contribution of IkPas to individual wellbeing is:

A contribution to change the social norms and
to get the support in society for effective measures in alcoholprevention

Finally

Can we imagine the wellbeing of the elderly without a drop of alcohol?

Yes, but