



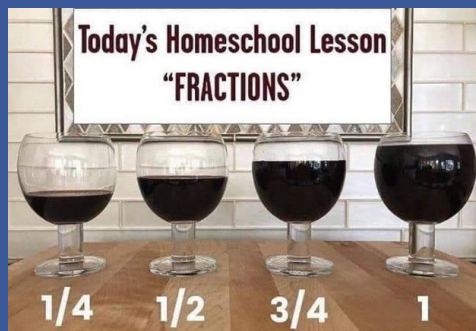
BACKGROUND

Social-distancing policies aims to contain the spread of COVID-19, but with social consequences.

Stay-at-home protocols school disruptions have increased parental responsibilities.

PARENTAL STRESS

Parents post about needing a drink to survive.



Some alcohol advertisers have been quick to capitalise on parental stress associated with the pandemic.



ARE ALCOHOL ADVERTISING USING SOCIAL MEDIA TO ENCOURAGE PARENTS TO DRINK FOR STRESS RELIEVE IN REFERENCE TO COVID-19?

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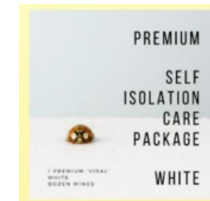
ADS APPEARING THROUGH THE PANDEMIC

Examples of alcohol advertisement appearing on parents' social media feeds that may be targeting women during these challenging times, e.g. wine can help, self-care, platter with flower petals, save the children...

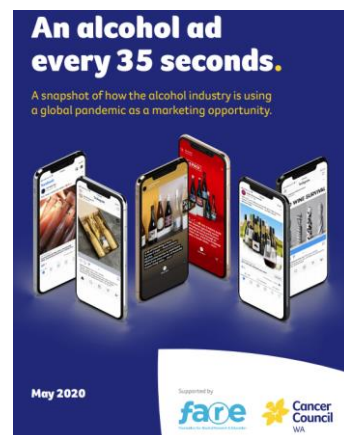
Your parent-teacher skills at their limit?



Wine Can Help!



CONSTANT ENCOURAGEMENTS TO DRINK



An investigation of a social media account found an average of one alcohol advertisement every 35 seconds, with themes of:

- Easy access without leaving home
- Buy more
- Drink during COVID-19
- Drink to cope...



ALCOHOL & STRESS

There is a risk of promoting the false belief that alcohol is good for mental health.

Regular drinking increases psychological distress and the risk of alcohol-related harms.

QUESTIONS

How well does our alcohol advertising regulation system



protects parents from constant encouragements to drink during these challenging times?

ACKNOWLEDGEMENTS

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Ref: Leung et al (2020) Alcohol advertisers may be... MJA doi: 10.5694/mja2.50707