



Changing Environmental Cues to Reduce Alcohol Consumption

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Ilse Lee

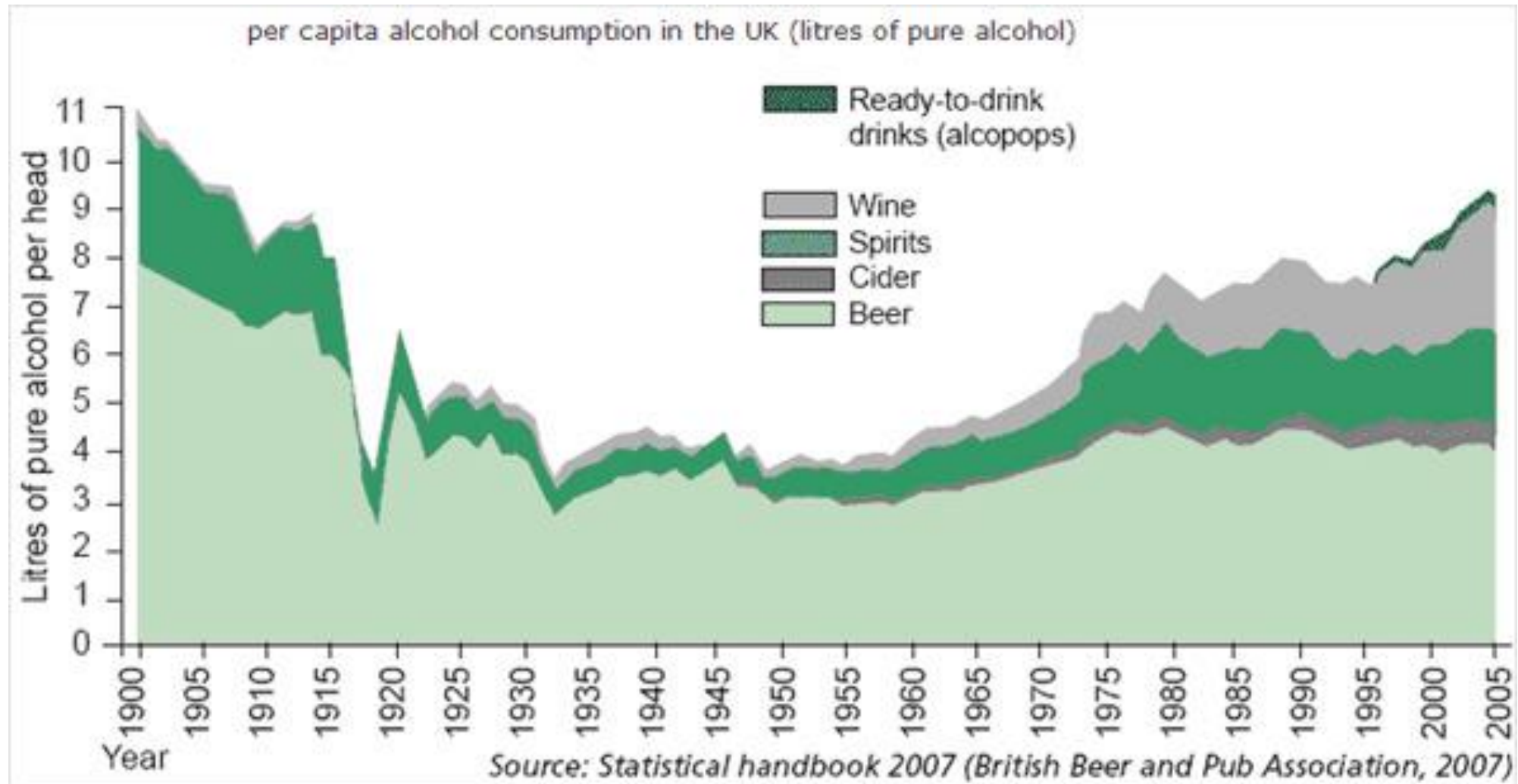
University of Cambridge



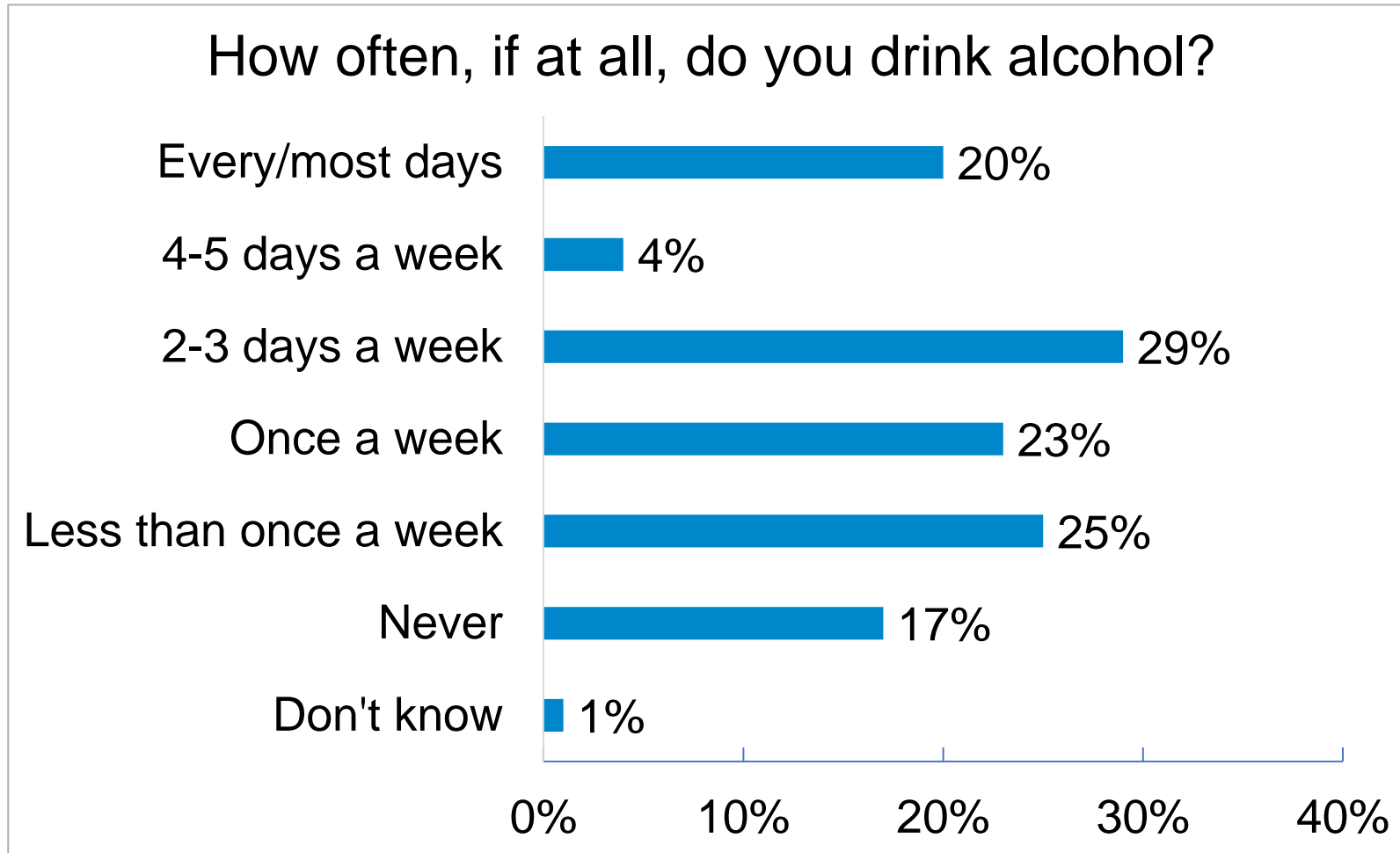
Changing Environmental Cues to Reduce Alcohol Consumption

- I Excessive consumption of alcohol
- II Changing Behaviour
- III Promising cues to target
 - Size and shape of glassware and serving sizes
 - Availability of alcohol and non-alcoholic drinks
 - Labelling of alcoholic drinks
- IV Group task & Feedback
- V Getting involved

I Excessive Consumption of Alcohol: UK



I Excessive Consumption of Alcohol: Students



80% agreed

“Drinking too much too quickly can cut short a great night out with my friends”

45% agreed “It can be difficult not to drink too much on a night out”

Source: NUS student alcohol survey 2016

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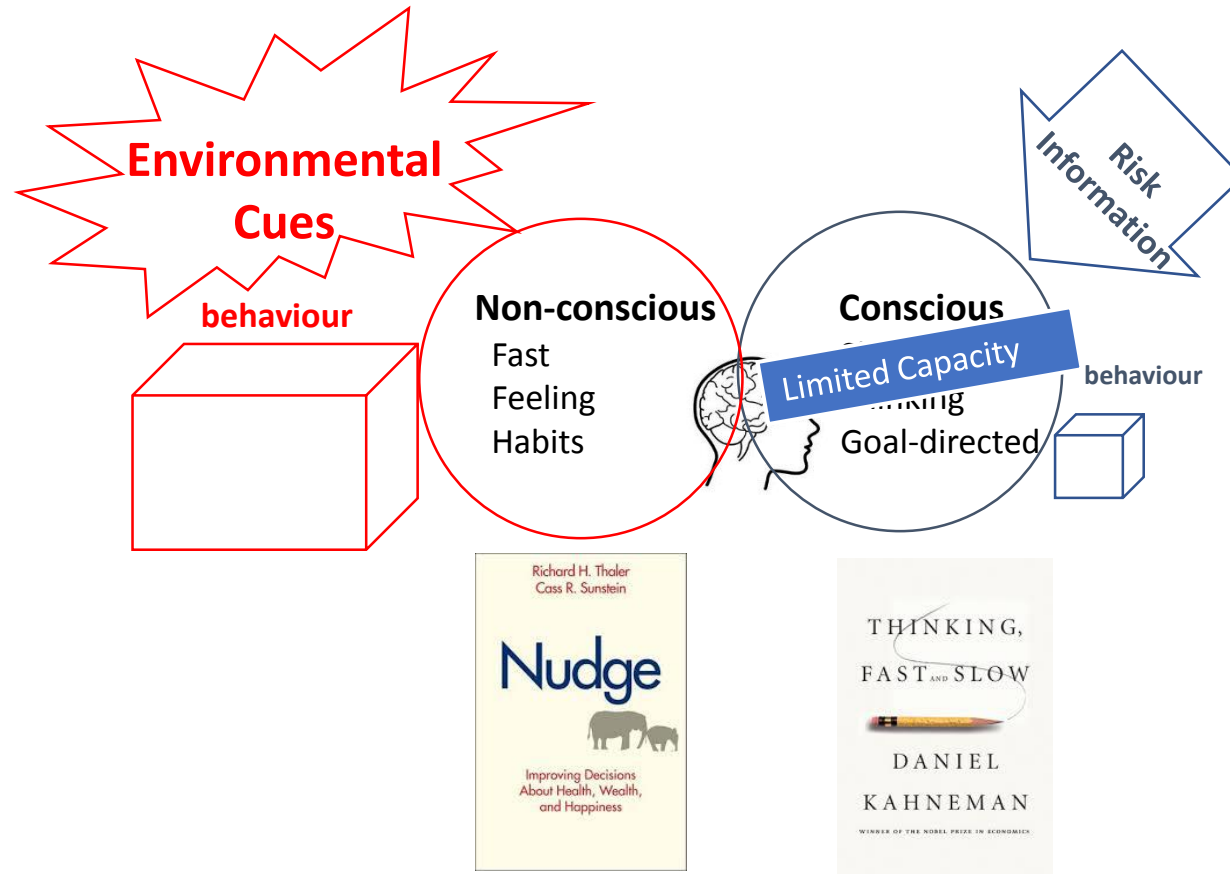
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II Changing Behaviour



Marteau *Changing Minds about Changing Behaviour* **Lancet** 2018

Dual Process Models of Behaviour



Marteau, Hollands, Fletcher **Science** 2012

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nature
human behaviour

RESOURCE

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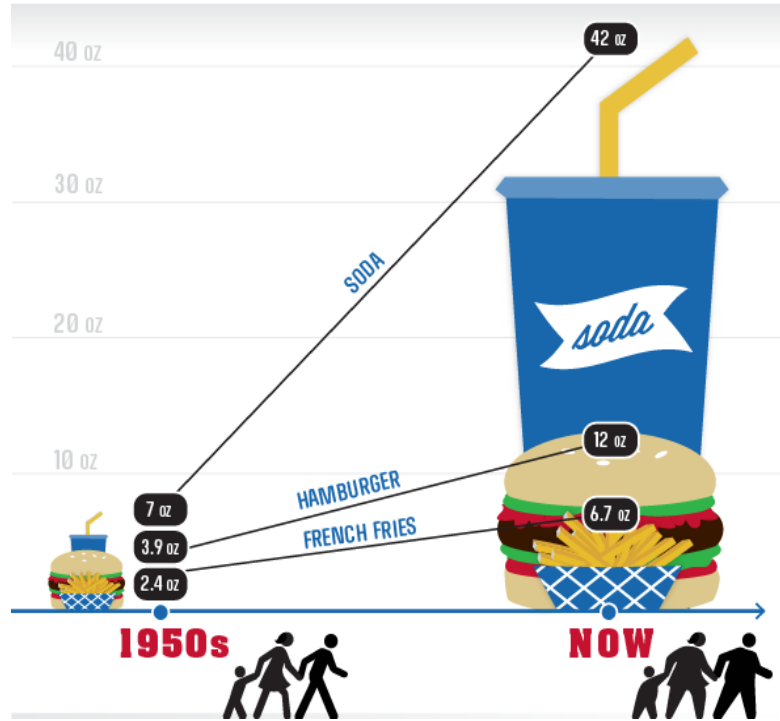
IV Group task & Feedback

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The TIPPME intervention typology for changing environments to change behaviour

Gareth J. Hollands^{1*}, Giacomo Bignardi¹, Marie Johnston², Michael P. Kelly³, David Ogilvie⁴, Mark Petticrew⁵, Andrew Prestwich⁶, Ian Shemilt⁷, Stephen Sutton³ and Theresa M. Marteau¹

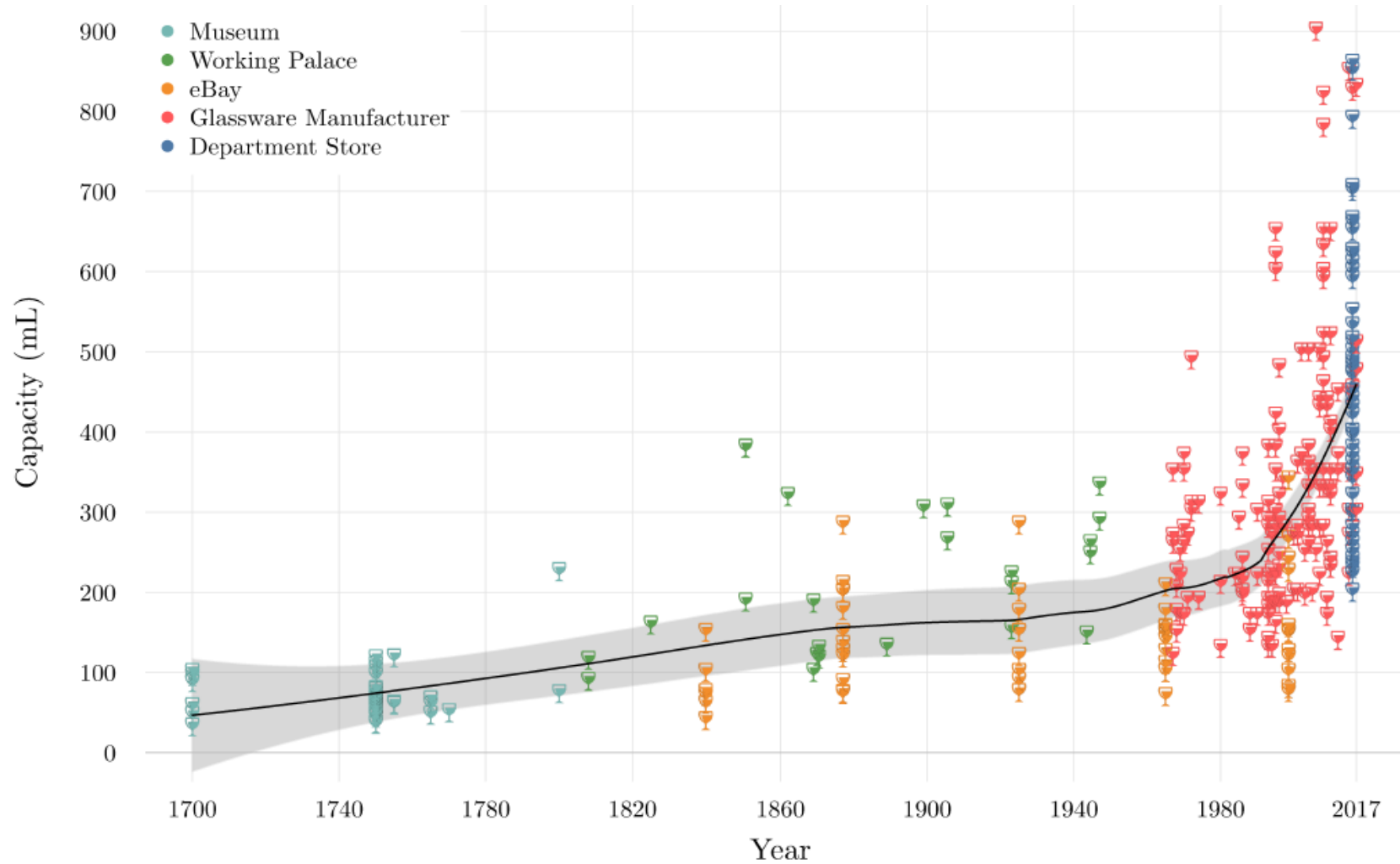
III Size



The larger the portion, package or tableware, the more people eat....Reducing these could cut UK adult calories by 12% to 16% a day

Hollands et al Portion, Package and Tableware Size Cochrane Library 2015

Wine Glass Size: 1700 - 2017



Zupan, Evans, Couturier, Marteau 2017 BMJ

Wine Glass Size: Impact on Consumption

Bar & Restaurant in Cambridge “Pint Shop”

Common Serving sizes

175 ml

750 ml (bottle)

Series of 2 week periods alternating glass sizes

A Standard glasses

B Larger glasses

C Smaller glasses



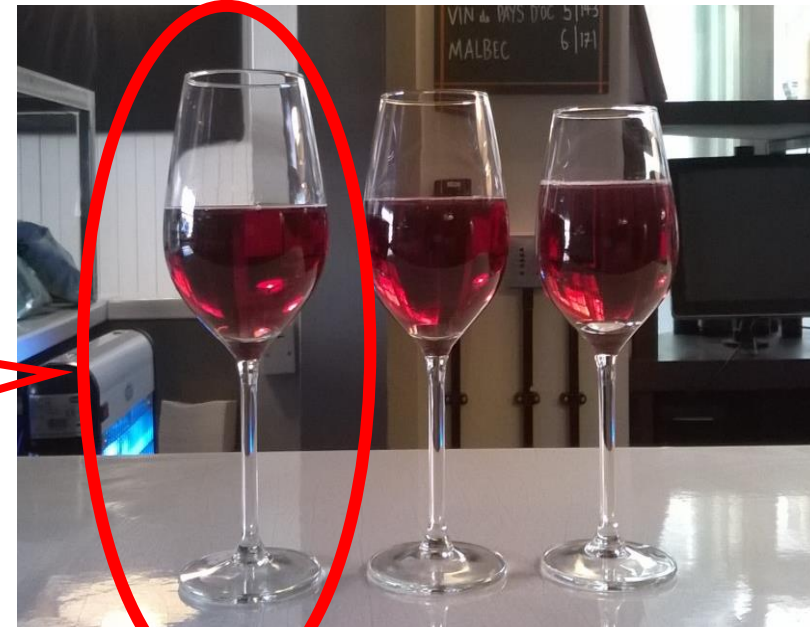
Larger Standard Smaller

Wine Glass Size: Impact on Consumption

Bar & Restaurant in Cambridge “Pint Shop”



Wine sales 14%
higher when 175ml
served in **Larger**
glasses



Larger **Standard** **Smaller**

Pechey, Couturier, Hollands, Mantzari, Munafo, Marteau *BMC Public Health* 2016

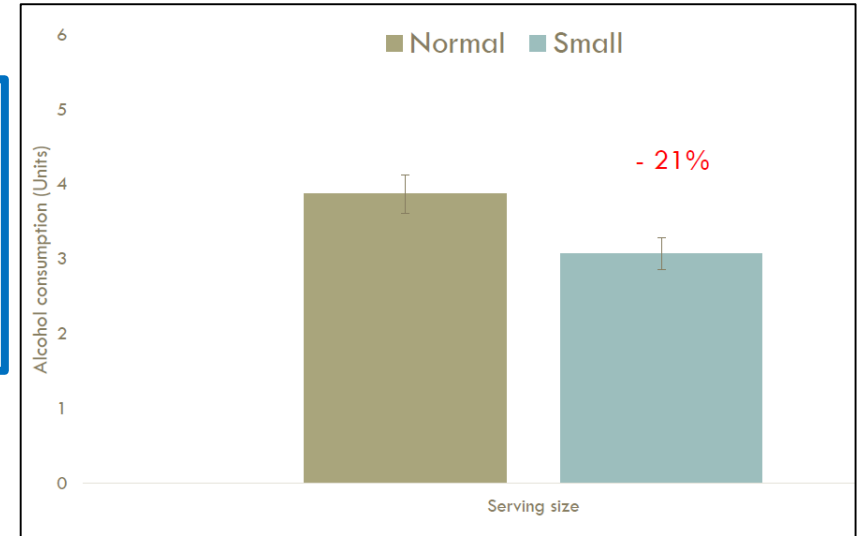
Beer & Wine Serving Size: Impact on Consumption



460ml

345ml

Lab study: participants consumed **21% less** alcohol



Field study decreased serving sizes = decreased alcohol consumption by **30%**

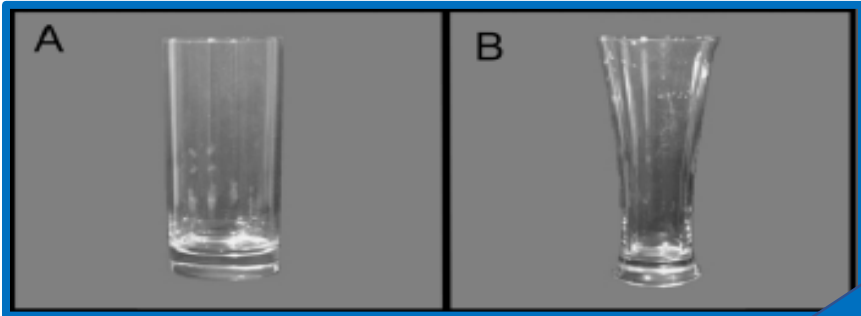
Kersbergen and Robinson (under review)



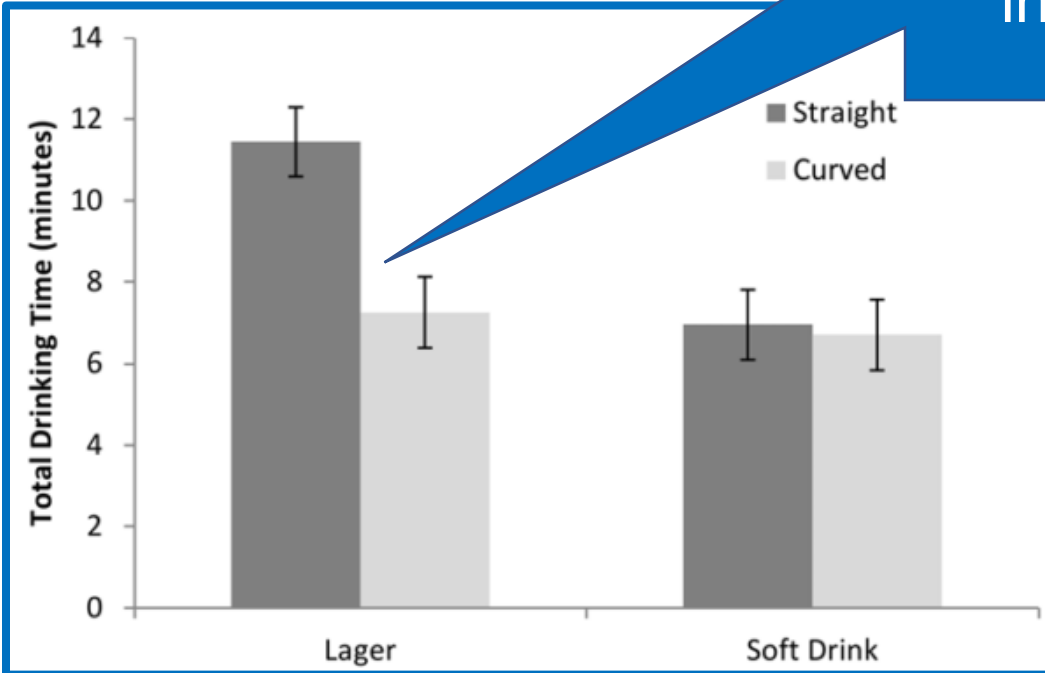
Limitations

- Single drinking session
Lab: 1 hour; Field: 3 hours
- Field study not naturalistic
Enclosed pub quiz space away from the main bar

Beer Glass Shape: Impact on Consumption



In the lab, participants drank alcoholic beverages 60% slower in straight glasses



RESEARCH

Open Access



The effect of glass shape on alcohol consumption in a naturalistic setting: a feasibility study

David M. Troy^{1,2*}, Olivia M. Maynard^{1,2}, Matthew Hickman³, Angela S. Attwood^{1,2} and Marcus R. Munafò^{1,2}

Troy et al Pilot and Feasibility Studies 2015

Attwood et al PLoS One 2012

Alcohol (vs non-Alcohol) Availability

Alcohol vs Non-Alcohol



Hollands et al
Cochrane Review
2017 *in progress*

Alcohol Warning Labels: Calorie & Unit Labels

Below is some information to assist you in making your taste ratings

Beer 1:

284 ml

Chilled to 4°C

128 calories

1.4 units (4.8% ABV)

Most popular beer in the UK

Beer 2:

284 ml

Chilled to 4°C

128 calories

1.4 units (4.8% ABV)

5th most popular beer in the UK

Alcohol and Alcoholism, 2018, 53(1) 12–19

doi: 10.1093/alcalc/agx066

Advance Access Publication Date: 18 September 2017

Article

OXFORD

Article

No Impact of Calorie or Unit Information on *Ad Libitum* Alcohol Consumption

Olivia M. Maynard^{1,2}, Tess Langfield³, Angela S. Attwood^{1,2}, Emily Allen¹, Imogen Drew¹, Alex Votier¹, and Marcus R. Munafò^{1,2}

Alcohol Warning Labels: Disease labels



Slower consumption with either of the two warning labels

BUT small (n=45) female, student sample

J Public Health (2017) 25:147–154
DOI 10.1007/s10389-016-0770-3



ORIGINAL ARTICLE

Alcohol health warnings can influence the speed of consumption

Lorenzo D. Stafford¹ • Joe Salmon¹

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IV Group Task

Divide into groups (A, B, C) and design a study to assess the impact on alcohol purchasing or consumption of one intervention:

- A Size and shape of glassware and serving sizes
- B Availability of alcohol vs non-alcoholic drinks
- C Labelling of alcoholic drinks

Nominate one person to outline the study to the workshop, describing:

1. Intervention
2. Study Design
3. Outcome Measure

V Getting Involved



Can we nudge people towards healthier drinking in bars?

What is the impact of offering beer and wine in different serving sizes?

What is the impact of serving beer and wine in glasses of different shapes and sizes?

We are looking for bars to collaborate with us to answer these questions.



Contact us

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