



A systematic review of the impacts of alcohol container labels with health messages, drinking guidelines, and standard drink information on consumer knowledge and alcohol drinking behaviours

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September 2022



Low public awareness of alcohol-related health risks

AWARENESS OF ALCOHOL-RELATED HEALTH RISKS

Study participants who were aware that alcohol can cause:



Source: Online survey in May 2014 with 2,000 adults in Ontario who consumed ≥ 1 alcoholic beverage in past 12 months. Public Health Ontario.

https://www.publichealthontario.ca/en/eRepository/Alcohol_Infographics_Health-Risks-and-Labels.pdf



Why are labels an option to consider?

- Labels are unique in that consumers are exposed to key messages at critical points of contact:
 - point-of-purchase
 - point-of-consumption/pour
- Labels are appealing because of their low cost to regulators, broad and sustained reach among consumers, and higher exposure among high volume consumers



Canada is a world leader in well-designed product labels for tobacco and cannabis



Systematic review

Objectives:

Review and synthesize primary studies examining the impacts of alcohol container labels with health messages, standard drink information, and drink limit guidelines

Key outcomes:

- Attention to or noticing labels
- Knowledge, perceived effectiveness, and acceptance/support of labels
- Intentions to purchase or consume alcohol

Source: Hobin et al. (2022). Enhanced alcohol container labels: A systematic review. Ottawa, Ont.: Canadian Centre on Substance Use and Addiction.

<https://www.ccsa.ca/sites/default/files/2022-02/CCSA-Enhanced-Alcohol-Container-Labels-Systematic-Review-R>



Methods

Search strategy

Electronic searches conducted using 10 databases

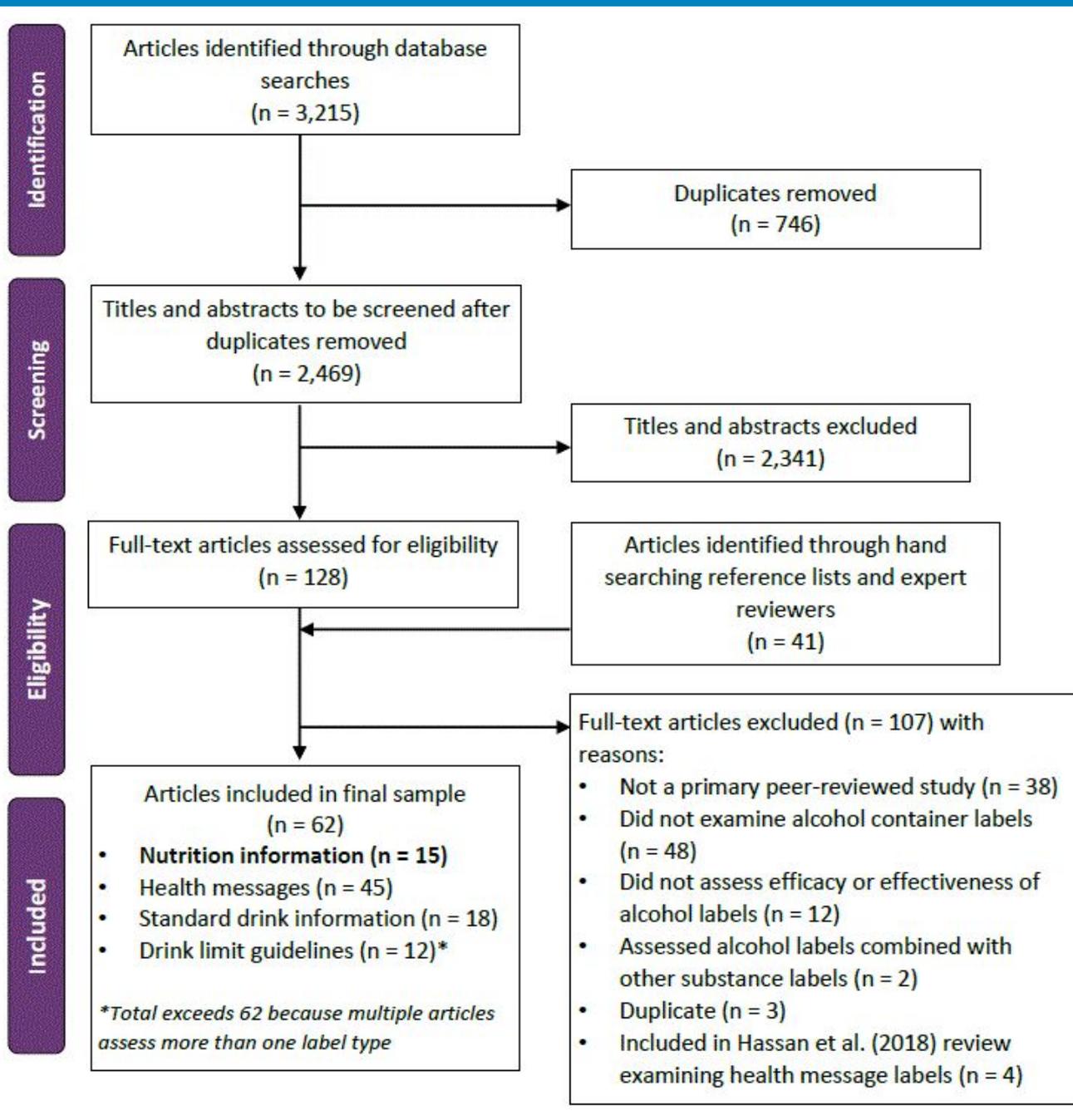
Date limit: 2015 – December 17, 2020

Eligibility and selection

- alcohol container labels (excluded off-label, e.g., QR code, websites, in-store advertisements, restaurant menus)
- all ages (adolescents, college students, adults)
- all research designs
- Included both research-driven and mandatory/voluntary real-world labels
- English

The protocol for the full systematic review was pre-registered on PROSPERO (registration number CRD42020168240)





Impacts of labels with health messages

Consistent evidence revealing labels which are large in size, use bright colours, and in some instances have rotating messages and are applied to plain packaged rather than branded alcohol containers:

Noticed

- Were more noticeable, more visually attended to, and better recalled by participants

Knowledge

- Increased knowledge or are associated with participants' knowledge and beliefs about alcohol-related health risks, including serious yet relatively unknown health risks, such as cancer

Perceptions and Preferences for Labels

- Mixed results for different formats (e.g., text or text plus image, negatively or positively framed messages, general or specific messages)

Label Support

- Majority support standardized alcohol labels with health message

Intentions and Actual Consumption

- Mixed results, some evidence indicated a null effect and other evidence found decreases in intentions to purchase/consume and actual alcohol



Impacts of labels with standard drink information (compared to alcohol by volume labels)

Knowledge

- Improved accuracy in estimates of/in:
 - amount of alcohol in a standard drink
 - number of standard drinks in an alcohol container
 - number of standard drinks to reach drink limit guidelines
 - pouring 1 standard drink of alcohol



Label Support

- Majority support standardized alcohol labels with standard drink information and perceived as information and beneficial for monitoring alcohol consumption



Intentions and Actual Consumption

- Mixed results, some evidence indicated a null effect and other evidence found decreases in intentions to purchase/consume and actual consumption



Impacts of labels with drink limit guidelines

Knowledge

- Increased awareness of national drinking guidelines in Canada and the UK
- Increased knowledge of drink limits in national drinking guidelines

Label Support

- Majority support standardized alcohol labels with standard drink information and perceived as information and beneficial for monitoring alcohol consumption

Intentions and Actual Consumption

- Mixed results, some evidence indicated a null effect and other evidence found decreases in intentions to purchase/consume and actual consumption



1 medium glass (175ml) = 2.3 units



The low risk drinking guideline is 14 units per week = 6 glasses

ABV 13% 750ml



Next steps in the review process

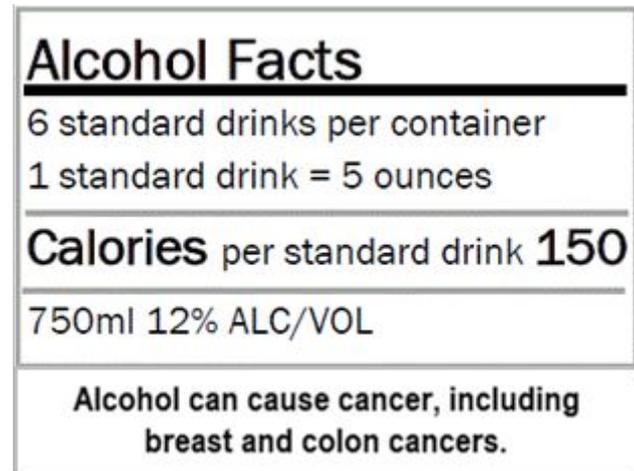
Working with colleagues at the Public Health Agency of Canada to:

- Update the search using identical search terms and procedures
 - Conduct data extraction and appraisal on any newly identified records
 - Synthesize results by label type and separately for labels with multiple messages and rotating messages
 - Complete meta-analysis for label types and outcomes
- Anticipated completion date: March 2023**



Labels are not one size fits all

Different types of alcohol container labels examined in this systematic review should not be perceived as single solutions or substitutes for each other, but as potentially complementary tools which provide distinct information





THANK YOU!

Contact Information

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