**I MODULE INTRODUCTION**

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| 1 | LETTER OF WELCOME | *School of Public Health (SOPH)* |
|  | *University of the Western Cape* |
| *Private Bag X17* |
| *Bellville* |
| *7535* |
| *South Africa* |

*Dear colleague,*

*Welcome to the ‘Alcohol Problems: A Health Promotion Approach’ module. Since alcohol abuse can have negative consequences for individuals, families and the wider society, it constitutes an important public health issue. Unfortunately it is not as straightforward to deal with on a policy and educational level as other tobacco, because alcohol can be used with no harmful effect if used responsibly. In developing countries it is still a neglected problem in terms of prevention and rehabilitation, with few resources allocated to law enforcement, awareness raising, and training of service providers and policy makers.*

*We have purposely introduced the history of the use of alcohol in Southern Africa at the beginning of the module, as the history has important socio- political, economic and behavioural influences on current patterns of alcohol use.*

*The module will help you to develop an understanding of the various consequences of alcohol abuse and of the research processes used to measure this. The rest of the module will provide you with approaches to preventing alcohol problems, ranging from policy and environmental changes to educational and rehabilitation programmes. Some of the readings were chosen to illustrate the main concepts of the module using the following themes: youth, women, and foetal alcohol syndrome.*

*We hope that you will be equipped to assess alcohol problems in the communities in which you work and live, and have some realistic ideas on initiatives involving people in taking control of alcohol sales and consumption. You will demonstrate this through the two assignments you are required to do to gain credits for the module.*

*We hope that you find the module interesting and that you will be an advocate for putting alcohol problems higher on the public health agenda locally and nationally.*

*We would greatly value your feedback on how you found the experience of completing the Module. You can let off steam and reflect on what you have gained from this experience, while letting us know how we could have made the study experience easier and more useful for you. For your convenience, please use the Module Evaluation Form at the end of the Module. We suggest you complete the Evaluation Form soon after you complete the module; when you send in your final assignment, you could also send in your evaluation.*

*Sincerely*

*Kirstie Rendall-Mkosi Module Convenor*

Kirstie Rendall-Mkosi is based in Pretoria and can be contacted at: Cell: 083 238 4999

Tel: 012 662 0811

E-mail: kirstie.rendall-mkosi@up.ac.za

At SOPH, you can contact Ms Suraya Mohamed at sumohamed@uwc.ac.za

Tel 021 959 2628

# INFORMATION ABOUT THIS MODULE

## Module Aims and Rationale

This module is designed to address the following issues:

* The history of the use of alcohol, focusing on developing countries;
* How the burden of disease/injury and social problems relates to alcohol;
* The concepts of responsible drinking, risky drinking, and dependent drinking;
* The different approaches that can inform health promotion strategies to reduce alcohol related problems;
* Planning interventions on a policy, environmental and individual basis;
* Community based programme planning and development using the Ottawa Charter as a framework.

## Module Outline

The module consists of four units, each of which is divided into three study sessions.

Study sessions vary in length, and may take between five and six hours to complete. The four units are as follows:

**Unit 1** - Alcohol Origins and Use.

**Unit 2** - Consequences and Approaches to Alcohol Problems.

**Unit 3** - Policy and Environmental Interventions.

**Unit 4** - Alcohol and the Individual.

## Learning Outcomes

This module is intended to assist you in further developing the following skills and knowledge.

## By the end of this unit, you are expected to be able to:

* + - Develop tools for planning, monitoring and evaluating alcohol interventions.
		- Discuss the shifts in patterns of alcohol use in South Africa, in relation to socio- political and cultural factors.
		- Contrast the benefits and harmful effects of alcohol, particularly in developing contexts.
		- Identify and interrogate measures used in collecting alcohol related data and the factors which affect them.
			* Use these measures critically to identify patterns of use.
			* Explain and apply different explanations and theories of alcohol use, addiction and dependence, and how these theories influence prevention and treatment approaches.
			* Describe and contrast the Harm Reduction and the traditional Preventive approaches to alcohol problems and their range of relevant strategies.
			* Describe the range, requirements and uses of multifaceted integrated programmes in the control of alcohol problems.
			* Show a critical understanding of the role of different agencies (such as government, media and community involvement) in alcohol intervention.
			* Describe ways in which policy can be used to control the use, marketing, cost, availability and contents of alcohol.
			* Describe and assess the concept and technique of the Brief Interventions strategy to alcohol intervention and assess the requirements for making the intervention succeed.

## Texts and References

Parry, C.D.H., & Bennetts, A.L. (1998). *Alcohol Policy and Public Health in South Africa.* Cape Town: Oxford University Press

You will also be expected to pursue relevant current literature and additional resource material as required for your assignment tasks. The UWC librarians can help you locate relevant materials. Contact the SOPH Student Administrator to arrange a letter of permission to access other University libraries. Also see your *SOPH Programme Handbook* for further guidance.

## Relevant websites

The following websites may be helpful to you in the course of this module:

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| **Web Address** | **Organisation / document** |
| [www.mrc.ac.za/adarg/adarg.ht](http://www.mrc.ac.za/adarg/adarg.htm)[m](http://www.mrc.ac.za/adarg/adarg.htm) | Alcohol and Drug Abuse Research Group –Medical Research Council. Can download recent publications. |
| <http://wn.apc.org/sanca/> | South African National Council on Alcohol and Drug Abuse. Resource centre in Milpark, Johannesburg. |
| [www.CDA.gov.za](http://www.cda.gov.za/) | Central Drug Authority. Responsible for implementation of National Drug Master Plan. |
| [www.niaaa.nih.gov/](http://www.niaaa.nih.gov/) | National Institute on Alcohol Abuse and Alcoholism – part of the National Institutes ofHealth in the USA. Range of resources. |
| [www.adca.org.au/](http://www.adca.org.au/) | Alcohol and other Drugs Council of Australia –NGO representing alcohol and other drugs field. |
| [www.alcohol.org.nz/](http://www.alcohol.org.nz/) | Alcohol Advisory Council of New Zealand |
| [www.ccsa.ca](http://www.ccsa.ca/) | Canadian Centre on Substance Abuse |
| [www.ias.org.uk](http://www.ias.org.uk/) | Institute of Alcohol Studies |

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| [www.cad.org.za](http://www.cad.org.za/) | Christian Action for Dependents in South Africa |
| [www.alcoholicsanonymous.or](http://www.alcoholicsanonymous.org.za/)[g.za](http://www.alcoholicsanonymous.org.za/) | Alcoholics Anonymous in South Africa |
| [www.fasworld.com](http://www.fasworld.com/) | National Organisation on FAS in Canada |

## Module Evaluation

When you come to end of the module, we will ask you to evaluate it and provide us with feedback on how you found the experience – what was good about it, as well as things you would like to see changed. This feedback will assist us in revising the module, planning future modules and providing students with appropriate support.

# ASSESSMENT

There is further information about assessment in the *SOPH Programme Handbook*. Please refer to it before submitting your assignment.

## Information about Assessment

There are TWO compulsory assignments in the module. You must submit both, on deadline. You will receive assignment deadlines from the SOPH Student Administrator; consider it your responsibility to ensure that you know the deadlines when the semester starts.

The modules are weighted as follows: Assignment 1: 40%

Assignment 2: 60%

## To pass the module:

* You are required to pass both assignments with a minimum of 50%.
* You must have a minimum aggregate of 50% or more for the module.
* If you get below 50% in Assignment 1, you may repeat it once only.
* If you do not pass it second time around, you cannot proceed to Assignment 2 and must repeat the module.
* If you do not achieve 50% in Assignment 2, you repeat the entire module the following year.

## Submitting Assignments

These guidelines must be followed exactly every time you submit an assignment. Getting this wrong wastes our time, and we WILL return the assignment to you to correct.

## Read the SOPH Programme Handbook before submitting, to make sure you have followed the SOPH’s instructions for submission of assignments.

**There is crucial information regarding referencing and plagiarism in Section 8.3.**

**NOTE: ALL**

**STUDENTS**

* You may send assignments by email, fax or post. (Email and fax save time). Keep a copy of everything you have sent. If you post, use fast mail or courier.
* Send assignments to the Student Administrators, **not** the lecturer.
* When you submit your assignment, you will receive acknowledgement that it has been received. If you don’t, check that it has been received.
* Type your assignment on A4 paper, in 1,5 line spacing, in 12 pt Times New Roman, and leave normal margins for the lecturer’s comments.
* Handwritten assignments will not be accepted.
* Keep to the recommended length. Excessively long assignments may be penalised.
* Number ALL pages.
* Include the Assignment Cover Sheet (completed *fully*) as the first page of the assignment,

i.e. the cover sheet and the assignment must be one document.

* Always put your name on every file you send, and label the file correctly, using these instructions as a guideline if submitting by e-mail:
	+ Your Name (Surname, Initial) e.g. **Mambwe R**
	+ Module abbreviation (see Programme Handbook for Core module abbreviations). Use CAPITALS, e.g. **PHC II**
	+ Assignment number, e.g. 1 or 2, and Draft or Final
	+ The year, i.e. 2010

*e.g.* **Mambwe R, PHC II Asn 1 Final 2010; Mambwe R, PHC II Asn 1 Draft 2010***.*

## SOPH Address to which assignments MUST be sent:

**E-mail:** **soph-asn@uwc.ac.za**

**Fax:** + 27 21 959 2872 (Att Student Admin, SOPH)

**Post:** The Student Administrator, SOPH, University of the Western Cape, Private Bag X17, Bellville 7535, South Africa.

## Assignment Deadlines

* Assignments must be submitted by the due date, *preferably by e-mail*, but fax or post are accepted if dated on or before the due date.
* You will receive assignment deadlines from the Student Administrator once you have selected your modules.

**PLEASE NOTE:** Late submission of assignments will impact on the time you have available for the next assignment, disrupt your lecturers’ schedules and result in late submission of marks into the UWC marks administration system; should that happen, you will have to repeat the entire module. It’s therefore in your interests to manage your time as effectively as possible. Section 4 in this Module Introduction offers some general guidance and a blank work plan for you to work out your schedule for the semester. Should you require more guidance, try the SOPH *Academic Handbook.*

## Assignment Extensions

Under special circumstances, extensions may be granted. Even so, the extension will not normally be longer than two weeks. To request an extension, contact the Student Administrator (not the lecturer or Module Convenor) as soon as a problem arises. No extensions will be given for Draft Assignments, and no late assignments will be accepted in Semester 2.

## Draft Assignments: Please read this section carefully

Lecturers will give you valuable feedback on your assignment if you send a draft. However, Drafts will ONLY be reviewed if they are received TWO OR MORE weeks before the final submission date; no extensions will be given for drafts; assignments received less than two weeks before the final assignment submission date will be taken to be the final.

If you want to submit a draft, do not submit a complete assignment. Select sections with which you are having difficulty, or submit an outline of the whole, but not the whole assignment. Lecturers will make every effort to respond to submitted drafts timeously.

## IMPORTANT:

The following section contains the assignments for the module. Please read questions and instructions carefully. There is also important information about assessment in the *SOPH Programme Handbook*.

* 1. **Assignments for *Alcohol Problems: A Health Promotion Approach***

## ASSIGNMENT 1: A Comparison of Two Approaches to Alcohol Problems

(100 marks; length: 2 500 words) (40% of module result)

Compare “reduction in consumption” and “harm reduction” - the two main approaches to reducing alcohol related problems at a population level.

Discuss the theoretical origins and main principles of the two approaches. Describe a concrete example of each approach in action, from the literature.

Then, briefly describe a local setting where drinking takes place and argue for the use of either one of the two approaches in implementing one specific strategy, giving reasons for the choice.

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| **Marking Criteria: Assignment 1** | **Marks** |
| Assignment has a logical structure & is written in an academic style. | 10 |
| The approaches and their theoretical origins are clearly distinguished. | 30 |
| Appropriate examples are presented. | 10 |
| Reasons for choice of approach and strategy are convincingly argued. | 30 |
| Insight and creativity is evident. | 10 |
| Referencing and Reference List/Bibliography are presented in a recognisedacademic format. | 10 |
| **Total** | **100** |

## ASSIGNMENT 2: Plan an Intervention for Alcohol Problems

(100 marks; length: 2 500 words) (60% of module result)

Plan a range of appropriate interventions to reduce alcohol related harm for a specific target group or risky setting in the area where you live or work.

Address the following issues in the discussion of your plan:

1. The community group or setting.
2. Evidence of alcohol related problem/s in terms of patterns of alcohol use, the social dynamics involved, and the consequences of alcohol abuse.
3. Describe and justify key interventions at a policy, environmental and personal level that could realistically reduce the risks in this setting.

## Assignment 2: Marking Criteria

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| **Marking Criteria: Assignment 2** | **Marks** |
| Assignment has a logical structure & is written in an academic style. | 10 |
| Sound description and analysis of drinking patterns and consequences. | 20 |
| Scope, appropriateness to setting and creativity of interventions is evident. | 30 |
| Rationale for choices of interventions convincingly argued. | 20 |
| Appropriate structures and role players are included in the intervention strategies. | 10 |
| Referencing and Reference List/Bibliography are presented in a recognised academic format. | 10 |
| **Total** | **100** |

**3.6 ASSIGNMENT COVER SHEET**

**School of Public Health – University of the Western Cape**

An Assignment Cover Sheet should be attached to every assignment. Please fill in all details clearly and staple this form to the front of your assignment. Alternatively, please fax it as the first page of your assignment, or develop a cover sheet like this one to e-mail with your assignment.

Full name: Address:

Postal code:

Student number:

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Module name: ***Alcohol Problems: A Health Promotion Approach***

Module code: 880111

Convenor: Kirstie Rendall-Mkosi

**Assignment: Due Date:**

If faxed, state the total number of pages sent including this page:

Student’s comments to lecturer

The tutor’s comments are on the reverse of this form

**Declaration by student**

I understand what plagiarism is. This assignment is my own work, and all sources of information have been acknowledged. I have taken care to cite/reference all sources as set out in the *SOPH Academic Handbook*.

**Signed by the student:**

**Office Use**

|  |  |  |  |
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| Date received | Assessment/Grade | Tutor | Recorded & dispatched |

# DEVELOPING A WORK PLAN

We estimate that a 20-credit module like this one requires approximately 200 hours of student work. You will need to work consistently to complete it. We suggest that you use the table on the next page and set your own goals regarding when you will complete each study session. You are encouraged to develop your own work plan in terms of your commitments. Guidelines are provided in the *SOPH Academic Handbook*.

This module is made up of four units, each of which consists of three study sessions. Each session is based upon a number of readings listed at the beginning of the study session. A session may take several study periods to complete e.g. up to 6 hours. You are expected to work consistently and regularly through the sessions, but it is a good strategy to prepare for the assignment as you work through them. Leave the week before hand-in for finalising the assignment.

The table presents a week-by-week work plan for the semester. Identify the period you have in which to complete this module. You probably also have a second module running concurrently. One way to manage two modules at the same time is to study one module from Monday to Wednesday, and the other from Thursday to Saturday.

There are two columns for you to work in: one is for this module*.* The other is for your second module if this applies to you. Your work plan should take both modules and their assignment deadlines into account.

Once you have worked out a plan, put a copy of it in an obvious place, e.g. above your work table, and refer to it daily, adjusting it if you slip behind or race ahead!

**WORK PLAN FOR *ALCOHOL PROBLEMS: A HEALTH PROMOTION APPROACH* AND A SECOND MODULE**

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| WEEK | DATE | YOUR OWN WORK PLAN*Alcohol Problems* | YOUR OWN WORK PLAN FOR……………………. |
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**II STUDY SESSIONS**

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| --- | --- | --- |
| **UNIT** | **CONTENT** | **PAGE** |
|  | **I MODULE INTRODUCTION** | **1** |
|  |  |  |
|  | **II STUDY SESSIONS** | **13** |
| **UNIT 1** | **INTRODUCTION: ALCOHOL ORIGINS AND USE** | **13** |
| Study Session 1 | Alcohol: Origins of Use, and Value as aCommodity | **15** |
| Study Session 2 | Patterns of Consumption | **23** |
| Study Session 3 | Theories of Alcohol Use and Addiction | **39** |
|  |  |  |
| **UNIT 2** | **CONSEQUENCES AND APPROACHES TO****ALCOHOL PROBLEMS** | **47** |
| Study Session 1 | The Consequences of Alcohol Use | **49** |
| Study Session 2 | Approaches to Alcohol Problems | **57** |
| Study Session 3 | Types and Levels of Interventions | **63** |
|  |  |  |
| **UNIT 3** | **POLICY AND ENVIRONMENTAL****INTERVENTIONS** | **69** |
| Study Session 1 | Control through Policy | **71** |
| Study Session 2 | Environmental Changes | **83** |
| Study Session 3 | Multifaceted Integrated Programmes | **91** |
|  |  |  |
| **UNIT 4** | **ALCOHOL AND THE INDIVIDUAL** | **103** |
| Study Session 1 | Alcohol Education | **105** |
| Study Session 2 | Early Intervention | **111** |
| Study Session 3 | Rehabilitation | **117** |
|  |  |  |