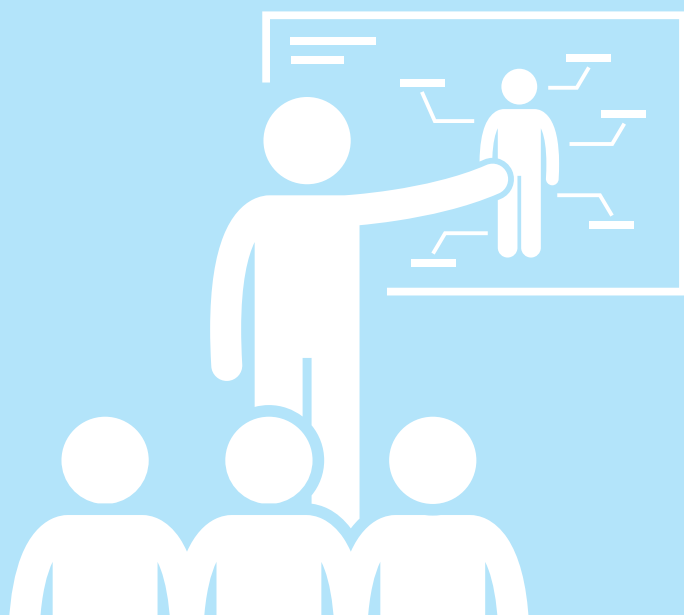




Masculinity in a Bottle

A manual on how to discuss
masculinity and drinking habits



Masculinity in a Bottle

A manual on how to discuss masculinity and drinking habits

Published by FORUT – Campaign for Development and Solidarity
This publication is a part of FORUT's ADD programme; Alcohol, Drugs and Development.

Text: Trine Sveinhaug and Dag Endal, FORUT
Language consultant: George Hacker
The Sri Lankan NGOs Foundation for Innovative Social Development (FISD) and Healthy Lanka Alliance for Development (HLAD) have contributed to the development of this manual by field-testing a preliminary version in their communities.

Photos: Monica Swahn (page 18),
Dreamstime.com (page 4, 6, 7, 10, 13 and 20)
istockphoto.com (cover, page 9 and 12)
FORUT (page 16 and 19), MAMPA (page 18)

Graphic design:
Ply Design og Kommunikasjon AS

Contacts:
Dag Endal, dag.endal@forut.no
Øystein Bakke, oystein.bakke@forut.no

FORUT, forut@forut.no
ADD web site: www.add-resources.org
FORUT web site: www.forut.no

Printshop: Grøset Trykk AS
2015 – 1.000 copies
ISBN 978-82-999754-2-1
Publisher no. 978-82-999754

© FORUT, Gjøvik, Norway, September 2015.

Please appropriately reference and cite document contents if used in other publications and materials.

Can be downloaded from www.add-resources.org

Contents

Introduction	Page 4
1. What makes a man a man?.....	Page 6
Objective: To identify masculine characteristics in the local context and to discuss the need for change.	
2. To drink like a man.....	Page 8
Objective : To recognize men’s drinking habits and how masculine characteristics can be negatively influenced by the use of alcohol.	
3. Harm to others	Page 11
Objective : To recognize the harmful effect that drunken behaviour has on family members and others.	
4. License to behave rudely	Page 14
Objective : To recognize the harmful effect that drunken behaviour has on people other than the drinker, including a spouse, children, parents and friends.	
5. Alcohol – a magic potion?	Page 16
Objective : To reduce the attractiveness of alcohol.	
6. Alcohol in the village and in the world	Page 19
Objective : To recognize that alcohol is a problem worldwide, not only in the local community, and that the alcohol industry is a driving force behind increased consumption and harm.	
Hand-outs for use in discussions	Page 22
List of references	Page 31
Web resources.....	Page 31

Introduction

In recent decades gender programs have steadily become an integral part of many development strategies implemented by NGOs and governmental actors. Gender equality programs typically have been conducted by women, with women, and for women. The results of many of these programs have been encouraging, but a one-sided focus on women in creating a better gender balance has a downside. Gender programs that ignore men, tend to leave them free of responsibility for changing harmful aspects of prevailing masculinities.

A different approach has begun to evolve globally, promoted mainly by male activists in developing countries. That approach increasingly challenges men and involves them in strategies to change harmful practices related to gender-based violence, HIV and heavy alcohol consumption. Men become partners and activists in changing harmful masculine practices. This initiative does not conflict with the women's movement and current gender programs, but instead complements existing efforts.

FORUT - Campaign for Development and Solidarity, Norway, became a member of the MenEngage Global Alliance in 2009. This global network was started in 2004 as a network of NGOs and UN agencies that seek to engage boys and men in achieving gender equality, promoting health, and in reducing violence at the global level. The Alliance specifically questions the structural barriers to achieving gender equality.

Within FORUT we soon realized that men's organizations in Eastern and Southern Africa were far more advanced in their thinking about mobilizing men for change than Norwegian development agencies, including FORUT. Joining the MenEngage alliance offered FORUT access to the expertise and competence of numerous groups throughout Sub-Saharan Africa, Latin and North America, South East Asia and in Europe. We also noted early on that alcohol prevention, with a few exceptions, was not high on the agenda of men's organizations around the world.

From our field experience in alcohol prevention, FORUT had learned that although alcohol consumption is often identified as a risk factor for violence, risky sex, and other harms suffered largely by women, in many cultures it is too often considered a social factor that cannot be changed. We found relatively few program examples where alcohol consumption practices had been routinely challenged as a means of improving gender program results. That omission inspired the development of this manual.



The purpose of this training manual

Several training manuals that address topics related to gender, sex, masculinity, violence and health are already available. They include *Sonke Gender Justice* (Brothers for Life) in South Africa, and *Instituto Promundo*, Brasil. Such manuals discuss the relationship of alcohol and masculinity, violence or HIV/AIDS, but generally only to a limited extent. (For more information about available manuals, relevant organizations, and the Men Engage Global Alliance, see the List of References in this manual.) This manual highlights the link between drunken and anti-social behaviour and gender-based violence and provides suggestions for changing such behaviours. It provides a tool for persons, organizations, and projects to address the connection between masculinity – male roles – and the harm caused by alcohol consumption. The manual serves as a supplement to other manuals, including those mentioned above.

We chose to focus on alcohol in this manual, knowing full well that other substances and drugs should also be addressed in relation to masculinity and violence. However, given the special challenges posed by alcohol, a widely accepted, often ubiquitous, and commonly used legal drug (one which has become a routine element of many cultures and an important ingredient in social events and celebrations), we determined that such a specific focus was worthwhile and necessary.

How to use this manual

This manual has six thematic sessions, each with defined objectives and suggested methods. Each thematic session includes four components:

- Thematic objective
- Key thematic messages
- Learning method
- Facilitator's input

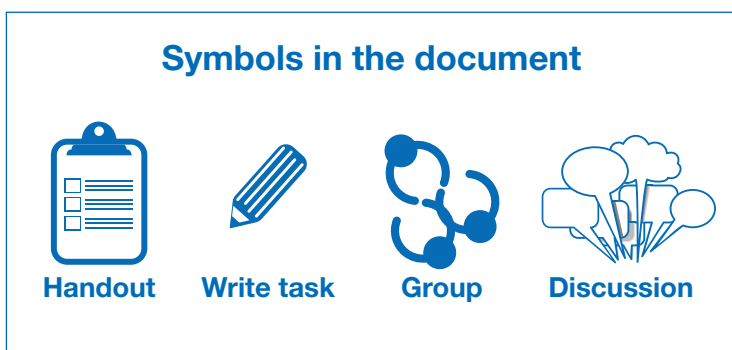
The final component of each session offers theoretical support for the facilitator to better prepare him/her to lead the thematic discussion. The training sessions do not necessarily need to be presented in the order listed in the Table of contents, and may be delivered in any order that suits the needs of the group or locality

Depending on workshop circumstances, the facilitator might choose to present only one or two of the sessions. If such is the case, we recommend starting with session 1, “What makes a man a man?” in order to emphasize the importance of gender roles throughout the overall discussion. The remaining topics build on that understanding.

The key role of the facilitator

The facilitator using this manual should have competence in the issues of masculinity, gender roles and alcohol use and a thorough grounding in leading group processes. We want to stress the importance of these skills in helping to change norms and behaviours. The report, “What works to prevent partner violence,” reveals how “discussion ... groups can either positively boost social influence or undercut the messages of the program, depending on what is said in the group. Positive change can be undercut if discussion concentrates too much on current behaviour or if one or more members speak out against the new norm being introduced.” (Heise, L. 2011).

The facilitator needs to have a good understanding of the complexity of the issues to be discussed and requires the pedagogical tools to conduct the discussions in the desired manner. Discussion sessions must be thoughtfully designed to allow ample time for talk about existing values, norms and behaviours, as well as the need for change, and how change can come about. If not carefully planned, programs may end up reinforcing the values and behaviours that are meant to be changed.



Session 1: What makes a man a man?

Objective:

To identify masculine characteristics in the local context and to discuss the need for change.

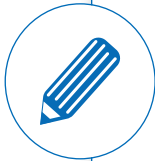
Key messages:

- The expectations of people around us strongly influence our behaviour.
- Those expectations vary across different cultures.
- Social expectations can be changed.

Method:



Copysheet
page 22



Identifying prevailing masculine characteristics

Materials: Paper and pen for each group, flip chart and coloured pens

Time: 45-60 minutes total
Organize participants into groups of 3 or 4
(men and women in separate groups).

Steps:

- Imagine a baby boy newly born into a family. Then imagine the young man as the 20-year-old he might become under the influence of the culture into which he was born.
- Invite each group to discuss the following question, based on participants' memories of growing up or on memories of watching a boy grow up in the family:
 - What are the main expectations the boy will encounter as he becomes a man in his culture today?
 - What influences are exerted in the community, on the street, among families, friends and personal lives?
- Re-group in the plenary again; ask each group to report their responses. On a flipchart, list all the issues boys and men face.

Discuss:

1. Which of these expectations could be potentially harmful to men themselves or to the people around them?
Mark each of them and discuss.
2. How can these expectations be changed?
3. Which expectations and values do we want to encourage to enable men and women to experience better lives?

This method is adapted from "Protection - Enabling men and boys: condom-focused activities for workshops," ch . 7.



Facilitator's input

Sex is the physiological or biological characteristic of a person that indicates whether one is female or male (Wennerholm 2010).

Gender reflects the learned social distinctions between females and males throughout the life cycle. Those differences are deeply rooted in every culture; they change over time and vary widely both within and between cultures. Gender determines the roles, power, and resources for females and males in any culture (Gender Handbook in Humanitarian Action, IASC, 2006).

Masculinity defines the manly character (manliness). Masculinity is a characteristic of gender, not sex. It therefore varies from culture to culture, from one historical period to another, within a man's lifetime, and among men within the same culture at the same time. This fluidity requires that we learn about men and masculinities in relation to a defined and specific time and place, and that we avoid making broad generalizations, such as "all men are aggressive and violent." (Lorentzen, 2011)

The following characteristics have often been used to describe attributes of masculinity (Chafetz, 1974):

1. Physical — *virile, athletic, strong, brave*
2. Functional — *breadwinner, provider for family*
3. Sexual — *sexually aggressive, experienced*
4. Emotional — *unemotional, stoic, (the adage that "men don't cry")*
5. Intellectual — *logical, intellectual, rational, objective, practical*
6. Interpersonal — *leader, dominating, disciplinarian, independent, free, individualistic, demanding*
7. Other personal characteristics include: *success-oriented, ambitious, aggressive, proud, egotistical, moral, trustworthy, decisive, competitive, uninhibited, adventurous.*

These characteristics are not to be understood as immutable universal and biological constants. In some cultures some of these characteristics may be typical, whereas in other cultures they are not. They are offered only as examples of masculine traits and should be used carefully, avoiding potential gender stereotyping while at the same time challenging prevailing negative masculine characteristics.

An important element of the discussion involves reflecting on whether we are programmed to act in certain ways (male or female with certain gender characteristics) when we are born, or whether we learn how to act from our surroundings and the people around us. Motivating the group to understand that norms and social learning provide important determinants for human behaviour will help participants recognize that gender characteristics within a culture can also be changed.

Examining the concepts of manliness and unmanliness, and their relationship, can be useful to better understand masculinities and the way men tend to act under different circumstances. "Manliness will always be measured in relationship to what is unmanly, and in danger of being emasculated; men will struggle to fulfil the cultural understanding of manliness within the culture. Therefore manliness is not something to achieve once and for all. It is not static. Men have to struggle throughout their lives to prove their manliness, which can be difficult because the cultural idea of what is manly and unmanly may shift. We may talk about men's fear of falling into unmanliness. However, unmanliness is never one thing. It may vary between cultures and time. Feminization might be a typical pronunciation of unmanliness in many societies today, but may be understood differently in different cultures." (Lorentzen, 2011).



Session 2: To drink like a man

Objective:

To recognize men's drinking habits and how masculine characteristics can be negatively affected by the use of alcohol.

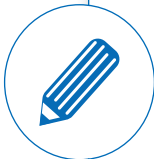
Key messages:

- Masculine characteristics can be either positive or negative, depending on the context and circumstances.
- Alcohol can have a negative influence on characteristics that are commonly perceived as masculine.
- Alcohol can trigger or fortify violent and undesired behaviour.
- Drunken behaviour more often results from expectations and socially learned behaviour than as a physical consequence of drinking the beer or liquor.

Method:



Copysheet
page 23-26



Case studies involving participants

Materials: Hand-outs, paper and pen for each group, flip chart and coloured pens

Time: 80 minutes total

Organize participants into groups of 3 or 4 (men and women in separate groups). Give each group a copy of one of the case studies in hand-out 1 or read one case study for each group. If any of the case studies do not fit the local context, please adjust the text or create similar cases that better reflect the community.

- Ask the groups to discuss the case study and come up with a possible ending of the story within 10 minutes. Each group will then present the case and the ending they have developed.
These presentations can take a narrative form or that of a sketch role play.
- Ask the participants to identify the typical masculine characteristics exhibited by the male persons in each case study.
- Discuss whether and how those characteristics were influenced and changed by the consumption of alcohol.
- Discuss if the changes in each case were positive or negative.

This case study exercise is adopted from Engaging Boys and Men in Gender Transformation, by the Aquire project and Promundo.





Hand-out 1: Case studies

Case Study 1: *Matt is a quiet boy who likes to hang out with friends and play football. On Saturday, some friends invite him to go to a bar. When he gets there he feels very shy and insecure and gives in to his friends' teasing and their urging him to drink. He ends up drinking four bottles of beer in a very short time, and then gets involved in a heated discussion about the last local football match, a loss for the local football team.*

Case Study 2: *Peter loves to drive cars and considers himself an excellent driver. One Friday he invites his girlfriend Linda for a drive; during their trip they stop to have some drinks. On the way home they are overtaken by a car. Peter gets very upset. Linda asks him to take it easy.*

Case Study 3: *Sara and Fred have been dating for several months. On Sara's birthday Fred invites her to a restaurant where both have something to eat, as well as several (alcoholic) drinks. Fred accompanies Sara home, and when he wants to have sex with her, she refuses him.*

Case Study 4: *George is a truck driver and spends most of his time on the road, often for weeks at a time. When he is away, he spends his free evenings at roadside bars frequented by other truck drivers. He usually has a few beers during these evenings, which help him relax and forget the loneliness he feels being away from his family.*



Facilitator's input

Masculine role stress

Understanding the emotional stress and imbalance (see Facilitator's input Session 1) that many men face when they fear that they won't live up to cultural expectations of "manliness" is a necessary element in grasping the evolution of "masculinities" in a globalized world in which many men increasingly experience marginalization. Acting like a man, according to cultural expectations, represents an important attribute for many men across the world, buttressed by women's expectations as well. The "ideal" of manliness is so powerful that men seem to react with male hysteria against a change in that "norm." Regrettably, these representations of being a man do not necessarily lead to a good life for men, or for women and children (Lorentzen 2011).

Most men feel expectations or pressure to act in a masculine manner. That could mean, for example, that they feel that they must prevail in situations that require physical strength and fitness. To appear weak, emotional, or sexually insufficient represents a major threat to their self-esteem. To be content, such men must feel that they are decisive, self-assured, and rational. Acting "manly" among peers will often result in increased social popularity. If a man feels that he has acted "unmanly," he may develop a masculine gender-role stress.

Men appraise and cope with stressful situations in many different ways. They may become stressed by the cultural standards of masculinity themselves and those standards can also limit the men's abilities to relieve stress. Some men appraise situations using a "normative" masculine response rather than applying the objectively best response. As a result, men often develop a limited range of "approved" responses and coping strategies. Some of those coping strategies may lead to risk-associated behaviour, such as violence or alcohol consumption.

In most cultures around the world male gender roles and images of strength and masculinity are closely related to drinking. To be a man equates with drinking, and drinking represents an easy way to demonstrate masculinity. Drinking heavily signifies being a real man.

That image is strengthened by cultural traditions that accept heavy drinking and excuse or forgive anti-social and rude behaviours that result from male drunkenness. This will be discussed more thoroughly in session 4.



Session 3: Harm to others

Objective:

To recognize the harmful effect of drunken behaviour on people other than the drinker, including a spouse, children, parents, or friends.

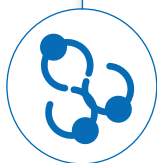
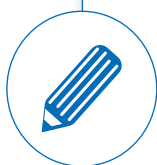
Key messages:

- Alcohol use often inflicts harm on others than the drinker.
- Family, friends, the community, and society at large can be affected in different ways:
 - family violence and street violence
 - accidents and injuries
 - economic problems
 - lack of food, clothing, housing and education
 - lost productivity
 - higher costs in the health sector.

Method:



Copysheet
page 27



Reflections and discussion based on a true story

Materials: copies of the case (or just one sheet if the facilitator is going to read it out loud, depending on the literacy level of the participants)

Time: 60 minutes

Read the story below, individually, aloud in a group, or have it read by the facilitator. Then discuss the story using the questions below as guidelines.

The story in this case (page 12) is a true story of a woman living in Lilongwe, the capital of Malawi. The researchers heard it while working on the report, “Substance Use and Gender Based Violence in a Malawian Context”; Stine Hellum Braathen et al. (SINTEF 2008)

Review the story and identify different types of harm related to the husband’s drinking, differentiating those that affect :

- the drinker himself
- the wife, and
- the children.
- Are there other types of alcohol-related problems not described in the story?
How can drunken behaviour impact a wider sphere than the immediate family?

Imagine being a neighbour of Chimwemwe and answer these questions:

- What can you do on an individual level in a case like this?
- What can you do in your community?
- What can be done on a national level?
- How?

Computed in your local currency, how much would a similar dad/husband/breadwinner spend on alcohol during a week?

Try to estimate a week’s spending based on your knowledge of drinking habits and the cost of alcohol in your community.

The story of Chimwemwe

Chimwemwe, a 24-year-old woman, lives in a township in the capital with her husband Moses and their two children. She moved to the capital at the age of 19, when Moses came to her village and promised her work and a glorious life if she moved to the capital.

The reality turned out to be very different. Chimwemwe ended up being raped by Moses and became pregnant. Not knowing what to do, she turned to the other women in the township for advice, and they encouraged her to accept the situation and to marry him. She and Moses have been married for four years.

Chimwemwe says that her husband is a very jealous man, and he drinks alcohol every day. When he drinks, he almost always beats her. 'A week cannot pass without beating me,' she says.

He spends much of the family's income on alcohol, money Chimwemwe feels could be spent on much more useful things. Every night Moses comes home drunk, and urinates and vomits in bed.

When she tells him to go outside, he beats her. He also beats her if she is not wearing a chitenje (sarong). When her four-year-old daughter sees her without the chitenje she says, 'Mommy, dad will beat you because he wants you to wear chitenje always.'

Chimwemwe does not like to sleep with her husband when he is drunk, because he stinks, he behaves badly, and she is afraid that he has been cheating on her with other women who may be HIV positive. If she refuses to have sex with him, he forces her. She often talks to other women in the township who also have husbands who drink all the time. There are many of these women where she lives, and the women share many of the same experiences.

Chimwemwe says that: 'We women are so vulnerable because whenever the men are drunk, they beat us and they insult, which is not good. We want to be loved.'



Facilitator's input

In addition to health (and other) problems for the user, alcohol may cause a wide range of harm to people around the drinker. Excessive drinking, drunken behaviour and addiction can result in a potentially large number of social consequences. Families often carry the burden of men's alcohol abuse. That burden might include domestic violence, a broken family, neglected children, accidents, the failure of a bread winner to bring income to the family, or the diversion of employment income to booze instead of food, children's schooling, and other essentials.

The World Health Organization has estimated that more than 1.6 million people, globally, died in violent circumstances in the year 2000. Of that total, 815,000 committed suicide, 520,000 were murdered, and 310,000 died in armed conflicts, including terrorist attacks.

In many countries at least half of all violent deaths occur when perpetrators or victims have been drinking. Millions more suffer injuries,

psychological damage, reduced quality of life and damaged economic prospects as a consequence of experiencing, witnessing or fearing alcohol-related violence.

For young people alcohol is a risk factor affecting their future. The 2007 World Development Report points to alcohol use as one among several risky youthful behaviours that can deplete the economy of productive human capital for many years into the future: "Heavy alcohol consumption and drug use reduce productivity and increase absenteeism and other health-related costs to firms and individuals."

Alcohol involvement in traffic crashes is yet another risk factor presenting health and safety challenges in many parts of the world. According to an investigation of studies conducted in low-income countries, alcohol was present in traffic crashes involving driver fatalities between 33 % and 69 % of the time. (Wilsnack, R.W., Wilsnack, S.C., and Obot, I., 2005).



Session 4: License to behave rudely?

Objective:

Reduce unfair privileges attached to alcohol and hold drinkers accountable for their actions.

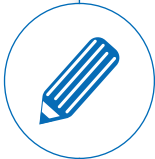
Key messages:

- Inebriation is commonly used as an excuse or justification for bad behaviour.
- Understanding others' reactions to the use of such excuses is an important means of learning how to confront and challenge complacency and acceptance of anti-social drunkenness. Such bad behaviour is too often accepted and pardoned simply because the perpetrator was drunk.
- Judging people for their actual behaviour can eliminate that privilege and hold perpetrators responsible for their actions.

Method:



Copy sheet
page 28



Blame the booze?

Materials: copies of the case (or just one sheet if the facilitator is going to read it aloud, depending on the literacy level of the participants)

Time: 45 minutes

Read the case individually, in a group or allow it to be read by the facilitator. Each participant will choose one of the options listed or create their own and prepare to explain and defend the choice during the group discussion that follows.

Read:

It's Friday and you're in a bar having drinks with some friends. All are watching a football match on TV and have made bets on which team will win. John, a good friend of yours, loses the bet and the rest of you are teasing him. Upset about his loss, and drunk, John leaves the bar and finds his way home. The next day your neighbour tells you that John had come home and beaten up his wife seriously. But, as your neighbour says, the man was drunk and did not know what he was doing. He is really not that kind of a man.

Discuss:

How would you respond to your neighbour's comment that "he was drunk and did not know what he was doing?"

Choose one of these options

1. Do nothing. What happens at home is a private matter.
2. Do nothing. John was so drunk that he cannot be held responsible for his actions.
3. Not drink with my friend again.
4. Talk with my friend about family violence.
5. Talk with his wife and tell her that he was too drunk to be responsible for his actions.
6. Talk with his wife and support her in rejecting violent behaviour from my friend.
7. Next time we are having a drink I will take care of John and stop him from drinking too much.
8. Your own idea...

This exercise is based on Jackson Katz' methods with scenarios and the bystander concept (Katz 2000).

Facilitator's input

Permission to break the rules

Alcohol and other drug-induced misbehaviour is often pardoned or viewed with tolerant permissiveness in many societies. As a result, people use alcohol as an excuse for bad behaviour gaining special privileges from family members and from society. Sometimes they use this social acceptance to intimidate or physically assault others. The victims also tend to excuse rude, drunken behaviour, believing that the drinker's actions were unintentional. People place all the blame on the alcohol but little or none on the drinker who misbehaves. "I had a little too much...", "I can't remember a thing ...", "I was under the influence ...", are some of the excuses offered to justify misbehaviour or failure (Nanayakkara and Kandiah, 2011).

Studies of wife abuse and rape have found that the batterer or rapist was blamed less when depicted as drunken than when he was described as sober. Alcohol and other drugs are clearly associated with behaviours that people would ordinarily not engage in when sober. In many cases, alcohol may be the direct cause of out-of-character behaviour. The belief that alcohol reduces inhibitions – and enables uncharacteristic behaviour – is widely accepted by members of the medical and legal professions. This, of course, does not exclude the fact that many incidents of misbehaviour and abuse happen when the perpetrator is not drunk.

Although it's easy and logical to believe that alcohol causes people to behave "out of character," recent research suggests that the connection is not so straight forward. In fact, the drinker's socially learned expectations of the effects of alcohol can be as important a factor in his behaviour as the alcohol he's drinking. See more about this in session 5.

Alcohol-induced insolent behaviour is often directed at those who are weak and defenceless or who routinely tolerate such behaviour. A bully who beats his wife after using alcohol usually knows that he will not be held accountable the next day. Individuals who get the courage to be aggressive when drinking alcohol do not usually choose a tough opponent as their victim.



Session 5: Alcohol – a magic potion?

Objective:

To reduce the attractiveness of alcohol.

Key messages:

Many of the common effects of alcohol are in fact more related to behaviours that are learned than a result of alcohol consumption.

In addition to the physical and learned effects of alcohol on the body of the drinker, many believe that it has a magical effect on social life; that it's a means to happiness, well-being, and relaxation.

Common associations include:

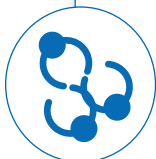
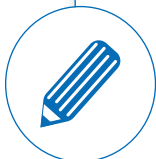
- the connection between alcohol and celebration
- the image of success and joyfulness
- alcohol's utility as an ice-breaker in social situations, and
- alcohol's tendency to deliver freedom from stiff social norms.



Method:



Copysheet
page 29



Alcohol – the magic potion

Materials: Paper and pen for each group, flip chart and coloured pens

Time: 60 minutes total

Read the case individually, in a group or allow it to be read by the facilitator. Each participant will choose one of the options listed or create their own and prepare to explain and defend the choice during the group discussion that follows.

Part 1:

Divide the participants into groups of three or four and ask them to answer the following questions:

- Can you name at least three common occasions in your society during which alcohol is commonly consumed?
- How do people behave after drinking alcohol?
- Can you give examples of alcohol causing opposite effects (example, making drinkers happy or sad)?
- What do people want to communicate about themselves by drinking alcohol?
- Do drinkers convey different messages when they drink international brands, compared to drinking local brews?
- How do people react to someone who chooses not to consume alcohol?

Part 2:

Summarize the answers from the groups on a flip-chart, organizing the answers according to the following headings: occasions, effects and image.

Complete the discussion by addressing the following questions:

- Why do people drink alcohol on the identified different occasions?
- Which of the effects listed are actual physical consequences of consuming beverage alcohol and which are learned effects?

Facilitator's input

The physical effects of alcohol

Alcohol has a physical effect on the body and can cause dizziness, decreased coordination and balance, slower reactions, impaired sight and hearing, slower thinking, and poor judgment. These effects can be acute (depending on the amount of alcohol consumed); they're experienced by heavier drinkers and are a result of the biological effects of alcohol. These effects add to the more chronic health consequences that may occur after heavy alcohol consumption over time.

Learned drunken behaviour

Other effects of drinking derive more from the personal expectations of the users than from the contents of the alcoholic beverage consumed. This conclusion has been repeatedly tested and proved in psychological experiments. Many people have also experienced this phenomenon at parties where people act as if drunk even when they unknowingly have consumed only non-alcoholic beverages. Conversely, expectations play a role when drunken people suddenly appear sober when the situation demands a different behaviour.

Many reasons for drinking

One theory suggests that people drink alcohol because they have inadequate knowledge of the potential harms or the risks related to alcohol consumption. Another theory says that people drink because they have personal problems or that they live under harsh circumstances and therefore go to the bottle to drown their sorrows. All this may be true for some people. In other cases people like the taste with food, others like the relaxation, the calming effect, others like the "buzz."

Another approach may provide a better explanation for much of the so-called recreational drinking; that is viewing alcohol use from a social perspective, where drinking plays a part in the "social theatre" within a group. From this perspective people use alcohol to meet the expectations within their social environment. Those expectations anticipate drinking and that "following the rules or cues" will provide social benefits for the individual.

The "drinking culture" provides many ready-made solutions for social settings:

- drinking provides a script for communication (handy topics for conversation)
- it provides the props we use in parties (bottles, glasses)
- it describes roles we can play in a party
- alcohol can be used for image-building and identity creation; just holding a particular drink helps drinkers establish an image of their choice.

Many people, whether consciously or not, weigh the risks of drinking against the social benefits and the possible negative consequences of being labelled a non-drinker. Such comparisons occur, deliberately or unconsciously, in an internal dialogue that every person conducts with himself or herself. Such a comparison, for many people, will result in an assessment that the advantages of drinking at the present time are much greater than any possible negative consequences that may develop over time.

In many cultures alcoholic beverages play an important role as a social lubricant, a tool for making social events run more smoothly and for reducing the timidity, stress, and uncertainty for individual participants in a social setting. This phenomenon is also known as "social dependence." After a while the group's functional success can become dependent on the social effects of alcohol.

Factors that lead or encourage people to choose to drink

- Symbolic meaning in relation to parties, celebrations, holidays
- Rituals: being an adult, as a reward for work or an achievement
- Permission to break rules: justify unpleasant behaviour
- Social beliefs, expectancies related to the effects of alcohol
- Membership of a group: social belonging vs. exclusion
- Expectations: getting happy, relaxed, funny
- Images from advertising that promise a glamorous life.

(Samarasinghe, 2005)

Images from advertising

The commercial promotion of alcoholic beverages uses a great range of strategies, including advertising, sports and music sponsorship, gifts, and product placements in movies and TV soap operas. The extent of these activities has led to the near ubiquity of alcohol promotions in everyday life in many cultures. In fact, the many promotional strategies have become so intertwined with everyday life that they seem unremarkable and often go unnoticed – at least by the conscious brain.

Alcohol promotion glamorizes alcohol use, commonly linking a brand or product with desirable

images and outcomes. Thus, advertisers constantly remind us that alcohol is associated with social or sexual success, with strength, with rich and sophisticated life styles. The images used often include examples of attractive people doing exciting and pleasurable things. The advertisements depict alcohol use as uniformly and universally beneficial; they offer no indication of the potential harmful effects related to consumption. Their widespread penetration ensures the “normalization” of alcohol as a product. In this way alcohol poses as an ordinary commodity, when it is, most assuredly, not.



Session 6: Alcohol in the village and in the world

Objective:

To recognize that alcohol creates problems all over the world, not only in one's community, and that the alcohol industry is a driving force behind increased consumption and harm.

Key messages:

- Alcohol ranked the 5th highest among risk factors for early death and poor health globally in the Global Burden of Disease study. In the Southern parts of the Sub-Saharan region and parts of Latin America alcohol ranked as health- risk factor number one.
- Alcohol causes 1 in 25 deaths globally, more than HIV/AIDS or tuberculosis.
- Huge, powerful multinational corporations control a large share of global alcohol production.
- The alcohol industry constantly seeks new markets to increase sales. Currently, alcohol producers have set their sights on the promising emerging markets in Asia and Africa.

Method:

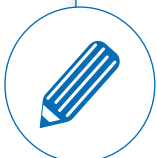


Copy sheet
page 30

Begin the session by presenting the global data on alcohol as a risk factor for early death and poor health. Use the graph from the Global Burden of Disease study (Lim et al, 2013) at page 21, and then move on to group work.



The power of advertising

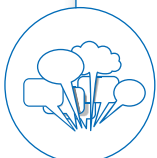


Materials: Newspapers, magazines, or photo of billboards, local bars, etc. that display alcohol advertisements

Time: 45 minutes



Collect several examples of alcohol advertisements (from magazines, newspapers, billboards, TV, see annex ...). Share them among group participants and ask them to identify and discuss:



- What message does each advertisement convey, both directly and subconsciously?
- Who produces the drinks?
- Who profits from the sale of the drinks (which companies own and market them)?
- Recalling the last few decades, have you observed any changes in the way people drink (what they drink, when, where, with whom, how much, etc.)?
- In your opinion, why have these changes occurred?



Facilitator's input

Global killer number 5

Alcohol has been identified as one of the greatest risk factors for early death and poor health globally. WHO's 2012 Global Burden of Disease study used DALYs (Disability Adjusted Life Years lost) to calculate the overall global disease burden. In terms of DALYs due to ill-health, disability or early deaths in 2010 alcohol ranked 5th among all risk factors. In some regions, such as Southern Africa and parts of Latin America and Eastern Europe, it ranked number one.

The global death toll also reaches staggering heights. According to the World Health Organization's (WHO) 2014 "Global Status Report on Alcohol and Health," alcohol-related causes accounted for approximately 3.3 million deaths in 2012. That statistic exceeds the number of persons who died from HIV/AIDS or tuberculosis.

The harmful use of alcohol is especially deadly for younger age groups, and alcohol is the world's leading risk factor for death among males aged 15-59. Alcohol harm comes in varying forms. Long-term use relates to the toxic properties of alcohol and dependence that some users develop; other harm results from acute intoxication that increases the risk for unintentional injuries and violence. In addition, risky sexual behaviour occurs more often under the influence of alcohol and contributes to the spread of HIV/AIDS, which has dramatic and sad consequences in certain regions. Due to the paucity of research on alcohol and HIV/AIDS, those data are only partly included in the calculations of alcohol's contribution to Global Burden of Disease.

The increasing alcohol consumption by young women in many countries has too often led to heavy drinking by women during pregnancy. A body of substantial research has linked heavy alcohol consumption during pregnancy with numerous risks for the unborn, including spontaneous abortion, reduced birth weight, and a range of disabilities known as foetal alcohol spectrum disorders (FASD). Children born with these conditions display characteristic physical and mental defects for which there is no cure. Instead, those victims must receive ongoing treatment focused on mental health and medical services to manage the resulting life-long disabilities that include learning difficulties, behavioural problems, language inadequacies, delayed social or motor skills, impaired memory, and attention deficits.

The alcohol industry in a global world

Alcohol is not a new substance. It has been in use in most societies throughout history.

Normally, the use of alcohol has been regulated by traditions, social norms, and natural limitations. In many locations, traditional production of alcohol continues alongside the increasing use of new types of alcoholic drinks, often industrially produced by global beer and liquor brands. Those brands – and the shift to commercial products – have helped foster new drinking patterns that augment those that already exist.

Although many traditional patterns of alcohol consumption persist, global brands of beer and spirits continue their expansion to every corner of the world. Two factors (among others) account for this globalization of brands: markets for alcohol in Western countries are relatively saturated; and the alcoholic-beverage industry has become increasingly concentrated in recent years, leaving only a few, powerful mega-companies that control much of the

world's alcohol production and sales. Those new markets include Africa, Asia and Latin America. Numerous industry reports to shareholders and market analyses make it clear that alcohol producers depend on success in those markets for the future profitability of their businesses.

Global alcohol brands are marketing-driven. The product becomes an object to which the marketers attach a broad range of symbols. What they market is not so much a product as a lifestyle – a brand with which the customer may identify. Local markets normally offer a range of alcohol products of each type, considered local, national or global premium brands. Those products are often all owned and/or distributed by one or a few large companies. Some of those global producers are so large that their budgets are even bigger than the entire economies of the countries in which they operate. That market power often spills over into the political sector, where the companies use their economic position to influence government decisions and steer legislation to further their commercial interests.

Modern alcohol companies command enormous resources that allow them to launch and sustain sophisticated marketing campaigns, many of which are globally coordinated, although locally targeted

using national or local themes. Alcohol marketing has greatly increased in complexity in the past decade, innovating and diversifying over a range of emerging media and technologies, such as the Internet, social media, e-mail, SMS-communication, sports, and music sponsorships.

Alcohol promotions tend to focus on the fun aspects of drinking. They portray how drinking will make you socially successful, popular and sexually attractive, and sometimes highlight the strength or kick of the product (high alcohol content). Although the global advertisers often mention that alcohol should be consumed responsibly, and their various voluntary marketing codes typically caution against promoting excessive drinking, their marketing nonetheless targets a rapidly expanding global youth culture of excessive drinking. It's no secret that industry members routinely violate their own ethical codes. Part of a 2009 investigation into the conduct of the UK alcohol industry, which resulted in the report "They'll Drink Bucket Loads of the Stuff," illustrates how the industry breaks its own codes. That report concerned marketers' actions in their home markets, which have relatively well-developed (if not particularly effective) regulatory systems. Imagine what industry gets away with in the fierce competition for consumers in the generally unregulated emerging markets! (Bakke 2008)

Burden of disease attributable to 20 leading risk factors in 2010, expressed as a percentage of global disability-adjusted life-years.

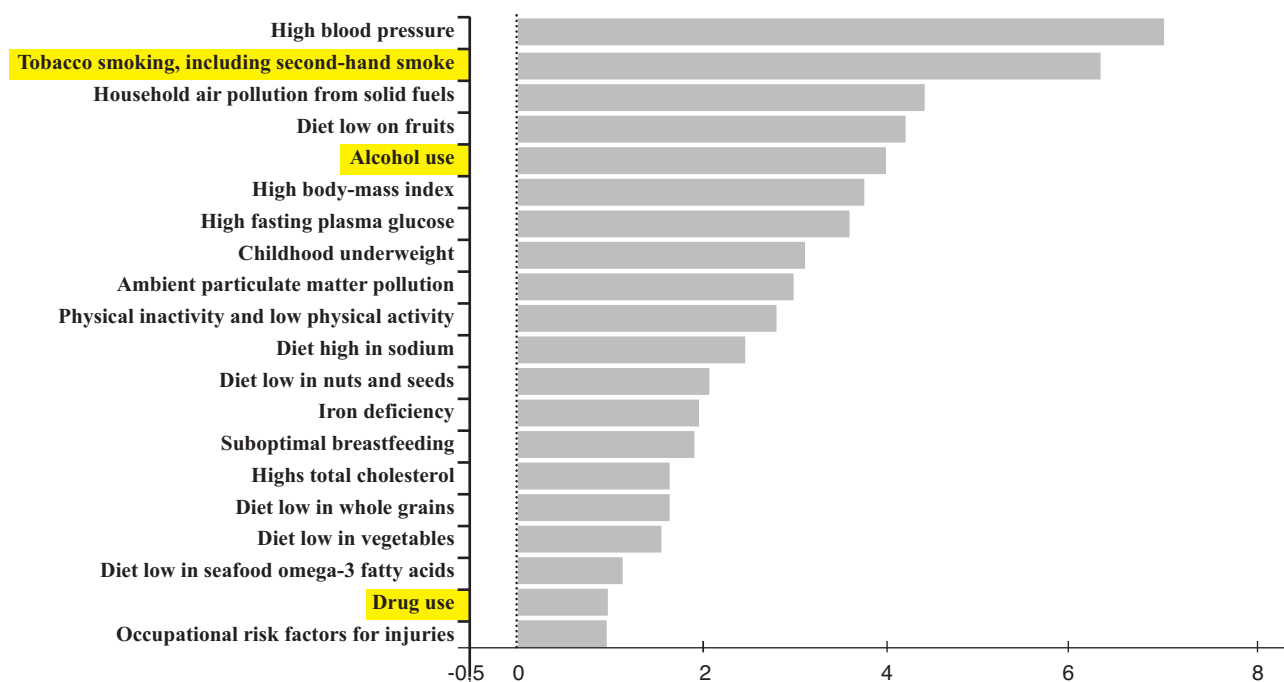


Table from the article by Stephen S Lim et al in *The Lancet: A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990–2010: a systematic analysis for the Global Burden of Disease Study 2010*



Hand-out 3: Read the case and answer the questions.

The story of Chimwemwe

Chimwemwe, a 24-year-old woman, lives in a township in the capital with her husband Moses and their two children. She moved to the capital at the age of 19, when Moses came to her village and promised her work and a glorious life if she moved to the capital.

The reality turned out to be very different. Chimwemwe ended up being raped by Moses and became pregnant. Not knowing what to do, she turned to the other women in the township for advice, and they encouraged her to accept the situation and to marry him. She and Moses have been married for four years.

Chimwemwe says that her husband is a very jealous man, and he drinks alcohol every day. When he drinks, he almost always beats her. 'A week cannot pass without beating me,' she says.

He spends much of the family's income on alcohol, money Chimwemwe feels could be spent on much more useful things. Every night Moses comes home drunk, and urinates and vomits in bed.

When she tells him to go outside, he beats her. He also beats her if she is not wearing a chitenje (sarong). When her four-year-old daughter sees her without the chitenje she says, 'Mommy, dad will beat you because he wants you to wear chitenje always.'

Chimwemwe does not like to sleep with her husband when he is drunk, because he stinks, he behaves badly, and she is afraid that he has been cheating on her with other women who may be HIV positive. If she refuses to have sex with him, he forces her. She often talks to other women in the township who also have husbands who drink all the time. There are many of these women where she lives, and the women share many of the same experiences.

Chimwemwe says that: 'We women are so vulnerable because whenever the men are drunk, they beat us and they insult, which is not good. We want to be loved.'

- Identify different types of harm related to the husband's drinking:

-
- Imagine being a neighbour of Chimwemwe. What would you do?

-
- Try to estimate a week's spending for alcohol in a household with a heavy-drinking father, based on your knowledge of drinking habits and the cost of alcohol in your community.
-



Hand-out 4: Read the case and answer the questions.

It's Friday and you're in a bar having drinks with some friends. All are watching a football match on TV and have made bets on which team will win. John, a good friend of yours, loses the bet and the rest of you are teasing him. Upset about his loss, and drunk, John leaves the bar and finds his way home. The next day your neighbour tells you that John had come home and beaten up his wife seriously. But, as your neighbour says, the man was drunk and did not know what he was doing. He is really not that kind of a man.

How would you respond to your neighbour's comment that "he was drunk and did not know what he was doing?"

Choose one of these options

1. Do nothing. What happens at home is a private matter.
2. Do nothing. John was so drunk that he cannot be held responsible for his actions.
3. Not drink with my friend again.
4. Talk with my friend about family violence.
5. Talk with his wife and tell her that he was too drunk to be responsible for his actions.
6. Talk with his wife and support her in rejecting violent behaviour from my friend.
7. Next time we are having a drink I will take care of John and stop him from drinking too much.
8. Your own idea...

Make notes here:



Hand-out 5: Answer the questions.

- Can you name at least three common occasions in your society during which alcohol is commonly consumed?

- How do people behave after drinking alcohol?

- Can you give examples of alcohol causing opposite effects (example, making drinkers happy or sad)?

- What do people want to communicate about themselves by drinking alcohol?

- Do drinkers convey different messages when they drink international brands, compared to drinking local brews?

- How do people react to someone who chooses not to consume alcohol?



Hand-out 6: Answer the questions.

- What message does each advertisement convey, both directly and subconsciously?

- Who produces the drinks in your community and in your country?

- Who profits from the sale of the drinks?

- Recalling the last few decades, have you observed any changes in the way people drink (what they drink, when, where, with whom, how much, etc.)?

- In your opinion, why have these changes occurred?

List of references

- Bakke**, Øystein. 2008. Alcohol: health risk and development issue. In: Cholewka P., Motlagh M. M., editors. *Health Capital and Sustainable Socioeconomic Development*. New York: CRC Press; p. 49–78. (Available from FORUT)
- Braathen**, Stine H. 2008. Substance use and gender based violence in a Malawian context—pilot project 2. Report SINTEF A6189. Oslo; SINTEF Health Research; 2008.
- Chafetz**, Janet Saltzman. 1974. *Masculine/feminine or human*.
- Endal**, Dag. 2008. NCA/FORUT workshop: Methodologies in the Masculinity Project.
- Heise**, Lori. 2011. What works to prevent partner violence? An evidence overview. STRIVE, London, UK.
- IASC**, 2006. Women, girls, boys and men, different needs-equal opportunities. *Gender Handbook in Humanitarian Action*.
- Katz**, Jackson. 2000. MVP (Mentors in Violence Prevention Program) Trainer’s guide for working with male high school students.
- Lim**, Stephen et al, *The Lancet* 2013. A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990–2010: a systematic analysis for the Global Burden of Disease Study 2010.
- Lorentzen**, Jørgen. 2011. Masculinities power and change. *Norma, Nordic Journal for Masculinity Studies*. Vol. 06, Issue 2, 2011, 110-123. Universitetsforlaget AS, Oslo.
- Nanayakkara**, Shakya and Kandiah, Ravi. 2011. *Challenging Alcohol Expectations*.
- Samarasinghe**, Diyanath, 2005. *Strategies to Address Alcohol Problems*. FORUT.
- Wennerholm**, Carolina. September 2010. Presentation for SIDA Partnership Forum.
- WHO**, 2002. *World Report on Violence and Health*. Geneva.
- WHO**, 2011. *Global Status Report on Alcohol and Health*. Geneva.
- Wilsnack**, R.W., Wilsnack, S.C., and Obot, I.S., Why study gender, alcohol and culture? in Obot, I.S. and Room, R., *Alcohol, Gender and Drinking Problems; Perspectives from Low and Middle Income Countries*, WHO, Geneva, Switzerland, 2005.

Web resources on masculinity

- Brothers for Life
http://www.brothersforlife.org/sites/default/files/docs/Brothers_For_Life_Toolkit.pdf
- Sonke Gender Justice
<http://www.genderjustice.org.za/publications/curriculum-training-tools/>
- Yaari Dosti: young men redefine masculinity, a training manual
<http://www.eldis.org/go/home&id=34775&type=Document#.VWhNa6iBXzY>
- Sonke Gender Justice, 2010. Protection: men and condoms in the time of HIV. Film and manual.
<http://www.protectionthefilm.com>
- Engaging Boys and Men in Gender Transformation, by the Acquire project and Promundo. 2008.
www.acquireproject.org
- Engaging Men as Partners in Reproductive Health
<https://www.engenderhealth.org/our-work/gender/index.php>
- MenEngage: Working with Men to Prevent Violence Against Women: Program Modalities and Formats
<http://menengage.org/resources/working-men-prevent-violence-women-program-modalities-formats-part-two/>
- “Understanding Masculinities: Culture, Politics and Social Change” : A Fellowship Programme in South Asia
http://menengage.org/wp-content/uploads/2014/06/Study_Guide_Fellowship_Programme_SANAM_2011.pdf



Masculinity in a Bottle

Alcohol consumption and alcohol-related harm reflect strong gender dimensions in most cultures, in all parts of the world. Generally, men drink more often and in larger quantities than women, and women are more often the victims of excessive drinking.

During the past decades gender programs have become an integral part of many development strategies implemented by NGOs and governments. However, those programs have largely ignored the gender dimensions of alcohol consumption. To help fill this void, we offer this manual as a tool for NGOs, government agencies, and others interested in promoting gender equality, public health and welfare by addressing men's drinking habits.

Typically, gender equality programs have been conducted by women, with women, and for women. Although many of these programs show encouraging results, a singular focus on women in creating a better gender balance has apparent limitations. That gender myopia has ignored the participation of men, and, too often, left men free from responsibility.

A different approach has begun to evolve globally, promoted mainly by male activists in developing countries. That new approach increasingly challenges and involves men in changing harmful practices related to gender-based violence, HIV and harmful alcohol consumption. Men become partners and activists in altering harmful masculine practices. Such initiatives don't conflict with the women's movement and current gender programs, but instead complement existing efforts.

ISBN 978-82-999754-2-1