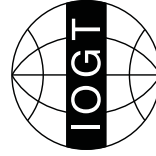


Alcohol culture in gender zoom

IOGT International

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Introduction

Millennium development goals are the goals that United Nations set to improve the living conditions for the population living on this planet. There are overall 7 goals and they cover a broad area from elimination of poverty and hunger, to sustainable development. One of the goals, the goal number 3, involves a vision to provide conditions for gender equality by ensuring that both sexes will get equally educated, that there will be equal job opportunities for males and females, that the number of men and women represented in decision making processes will be equal and the violence against women will be eradicated. The term “Gender equality” is becoming more and more mainstream. One of the hindrances for gender equality is alcohol culture that prevails in various societies of this world. By changing the alcohol culture that surrounds us, we would not only encourage gender equality but we would contribute to advancing the other 6 goals as well (e.g. End poverty and hunger; Universal education; Child Health; Maternal Health; Combat HIV/AIDS).

IOGT International has produced several booklets (e.g. HIV & Alcohol, Violence and alcohol) related to the topics closely connected to development goals. We have prepared this booklet to focus on gender and its relation to alcohol consumption. We sum up scientific facts in short texts, offer concrete examples from various countries and by asking questions in the end of the thematic blocks, we want to help you to resonate on the situation in your culture. So let's zoom!

Kristina Sperkova  6

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photo taken in Uganda: Sara Heine

G.E.N.D.E.R.

The term gender refers to the culturally and socially determined attributes and roles of women and men (in contrast to “sex” which relates to the biological aspect of being a female or male). Gender can manifest in various expressions of social life clothing traditions, division of labour in the family or social rules determining how a person should act to be accepted. These different roles and attributes are learned and deeply rooted in every culture and have wide variations both within and between communities, as well as between individuals.

In all societies we find expectations on what people should be like gender-wise. What is thought to be normal is communicated and created by all people through the participation in cultural practices, traditions, division of tasks and other unwritten and written rules of a society. Everyone has an understanding of how a man and a woman should be like or look like. These understandings and expectations are taken on by women and men in order to fit into the accepted/normal order of a society. These expectations are all learned and have little to do with the different biological features of men and women. It is important to remember that as gender roles are learned, they are also changeable over time.



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The specific gender roles of a society can be identified by analysing how men and women spend/use their time during a day, what different occupations/positions they have in a society and how they are represented in different forums. Also social regulations regarding looks, manners etc should be included in an analysis. What occupations are normally held by women and what are held by men? What pastimes are women engaged in and what are men involved in? Who is making decisions in the community and who will make sure that a sick child is taken care of?

It might not be seen as a problem that men and women, boys and girls have different roles in a society. One can argue that men do what they are good at, and women do what they do best determined by their biological features and development of human kind. Another common point of view is that the differences are results of historical traditions and culture and are part of the society's identity. There are some fears that questioning gender roles means questioning the whole culture. Of course one has to accept that people are different and have different skills, interests etc (often as a result of a long lasting social pattern). Problems arise when these roles are connected to unequal opportunities, resources and benefits, representation and power. If the roles are discriminatory to men/women or if the roles are causing harm to someone, they become problematic and therefore require careful examination.

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There are more roles in a society than those of men and women, for example those related to age, class, sexuality, ethnic group and religious beliefs. These can be and often are discriminatory too.

Questions:

- Q: Are there any jobs/activities in your country that men should not do? Why shouldn't they?
- Q: Are there any jobs/activities in your country that women should not do? Why shouldn't they?
- Q: How do these differences in roles influence women's and men's opportunities?
- Q: What happens if anyone steps outside the given gender role in your community? For example if someone wears a piece of clothing that is normally worn by the opposite sex?
- Q: Are there any gender differences in your community that cause conflicts or problems?
- Q: Is gender discussed in your country? If yes, in what contexts (work, salary, household, education)

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Gender roles in the mirror of the alcohol culture

Different prescriptions and prohibitions for men and women, various expectations from men and women and various attitudes of acceptance based on feminine and masculine gender roles are reflected in alcohol culture all over the world. Men drink in a different way than women, their drinking usually takes place in different contexts and with different purposes (drinking at home, drinking right after work, drinking in a group of friends, drinking to ease stress, drinking to boost self-confidence etc). Problems with alcohol such as addiction or hangovers also vary between genders. Drinking related violence is significantly determined by gender role division. Gender roles and the tolerated inequalities between men and women have a powerful impact on the amount of alcohol consumed by men and women and consequently on the alcohol related problems.



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Universal but yet unique

Gender differences in drinking behaviour occur in most cultures and could be considered one of the few universal gender differences in human social behavior. Men drink more frequently than women, women are more sensitive to lower amounts of alcohol than men, men are more likely to suffer by alcohol problems. These differences are considered universal because they are observed across different cultures throughout the world. So when does uniqueness come into play? Why do we find variations in the differences? Despite the fact that the same gender differences can be found almost everywhere, the differences vary as such too. The amount of alcohol drunk yearly by men is double the amount of alcohol drunk by women in one country and tripled in another country which is closely related to the culture of the specific country.

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Tell me how you drink and I tell you who you are

It is important to realize that not only gender roles have impact on people's drinking habits but also the other way around. Alcohol has long been used as reinforcement of the roles of sexes. Consumption of alcohol and the ways of drinking function as instruments regulating gender roles. Drinking beer is commonly considered a manly behavior usually expected in various social situations. In the majority of the countries, through social regulation of masculinity, alcohol plays a major role, and at the same time men's alcohol consumption can serve as an excuse for avoiding responsibility for household.

On the other hand, drinking by responsible and carrying mothers is often not accepted. Gender differences in drinking alcohol might be used to reduce alcohol related harm but also to encourage drinking which is easily observed when promoting gender equality and emancipation. Women's efforts for social equality often means drinking the same quantity and in the same way as men do. (It's similar to the behavior of youth who imitate adults in alcohol consumption to feel like them.)



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The roots of differences

The universality of gender differences in drinking alcohol are explained by various theories and approaches of physiology, psychology or sociology. The explanations by physiology claim that our bodies set certain rules that neither culture nor our own will can change. Common-sense psychology explain the universality by focusing on behavioral strategies men and women use to cope with problems and live life. These strategies involve drinking of alcohol and are often specific for male and female. And finally, the drinking patterns are zoomed in and out by the cultural lens, meaning, that culture amplifies what biology offers.

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Less is more. NOT!

Biologically, women are more sensitive to alcohol than men. Women can suffer more likely than men from acute effects of alcohol (such as hangover symptoms). This fact is explained by the content of fats and water in human body that differs between sexes. The greater amount of fats and smaller average volume of water in which alcohol is distributed in women's bodies are responsible for different effects of ethanol on women and men. Women may need to consume less alcohol than men achieve the same effects. Other biological explanations are: difference in brain volumes or difference in metabolism of ethanol in men's and women's bodies.

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Solving problems vs. making parties

From the psychological point of view, there are gender differences in the reasons of alcohol use and in the perceived effects of alcohol on one's mental state. In Finland, to take just one example, men report more hedonistic beliefs about alcohol effects – meaning that men believe that alcohol brings them pleasure, while women refer to pragmatic motives for their drinking – meaning that women drink e.g. to solve interpersonal problems, to feel more optimistic in life or to express feelings better.

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Stress opens a bottle, health closes it

Men tend to use alcohol more often than women in response to stressors. Moreover stressors also differ between genders. Males do not consider their health a stress factor while women are a lot more concerned about health. At the same time women are more aware of the negative impact of alcohol on health which might as well lead to lower consumption of alcohol among women.

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External vs. internal control mechanisms of drinking

Drinking is also related to risk taking behaviour. Men on average are more inclined to take risks in life and in turn risk taking is considered masculine. Women may not enjoy risky and low-control behavioural effects of alcohol as much as men. There are several studies that argue that girls are more likely to understand the dangers of alcohol than boys and boys more likely need an inhibition from outside to limit their drinking. This means that if the external control (control from outside) is missing, boys are more likely to indulge in binge drinking. The concrete form of the external control might be a spouse, a legal prohibition, a policeman etc. This differs from country to country. Moreover, with the changing gender roles, the location of control (external or internal) is changing as well.

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Closing gap but from the wrong direction

For many years, across many countries, we could see differences in the amount of consumed alcohol between men and women. In 2001, in EU, women stood for 30% of total alcohol consumption. The current trend indicates that the gap between men and women is becoming smaller and smaller. The diminishing gap is related to changes in alcohol consumption among men and women. Women drink more than they used to which is explained by the change in the lifestyle of women. Women started working outside their homes and adopted male values and behavior patterns. Leaving home and change in the employment led to stress caused by the dual female role as breadwinner and woman in household. To cope with the stress – women found a short-term solution in alcohol. Another reason is society's change of attitude to female drinking – which is now even encouraged. Joint men and women drinking context is promoted not only in western countries but is also supported in developing countries as a new lifestyle leading to success and social approval. Societal status which carries consumption of alcohol as one of its symbols was the third reason for increased drinking among women who copy the behavior of those who rank higher on a social ladder. One could say that an increase of alcohol consumption among women would imply liberation and equality between the sexes. This is a simplistic way of looking on the problem. Instead one needs to look at the interrelated power relationship between female abstinence and male drinking.

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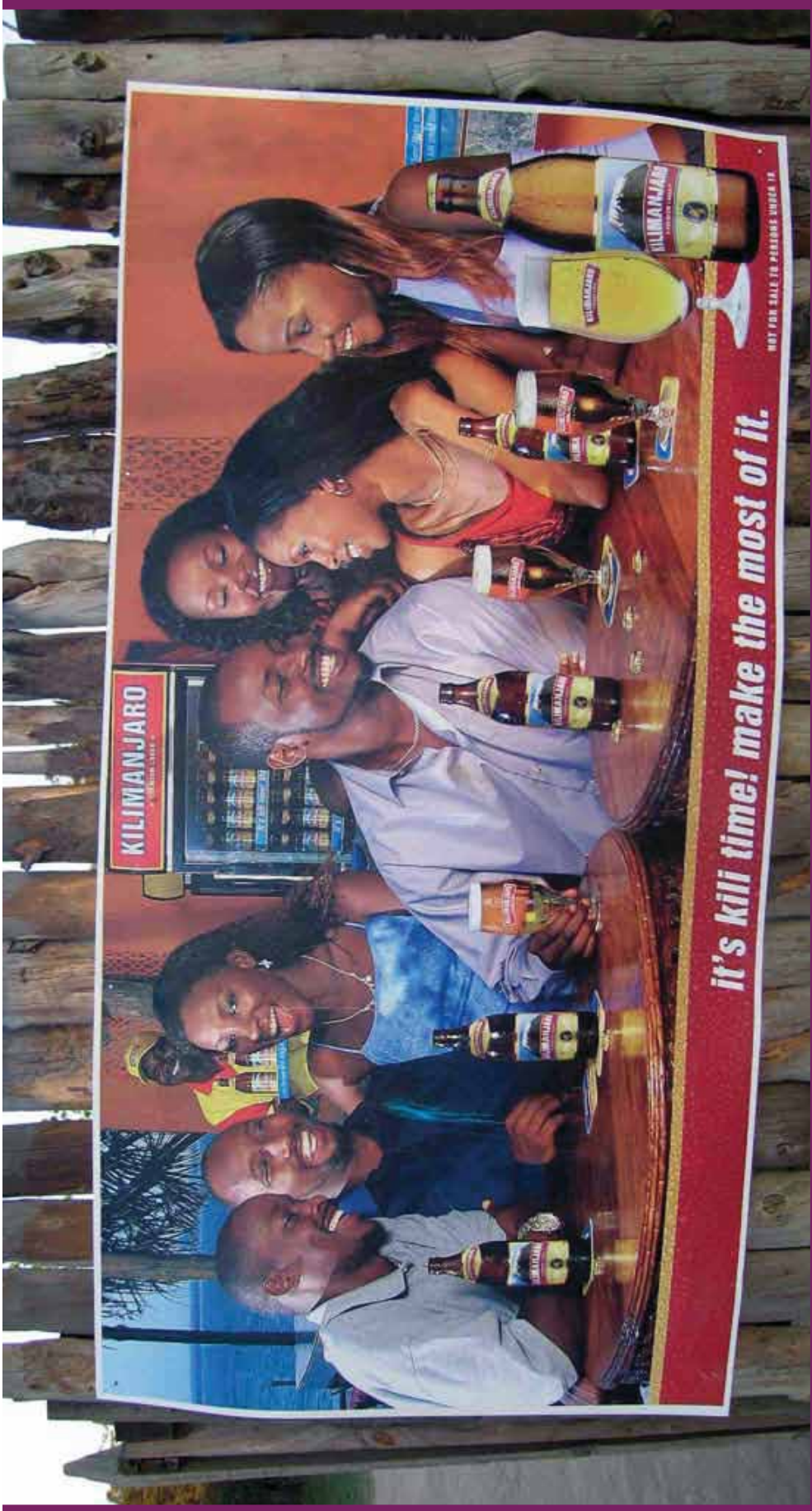


photo taken in Tanzania: Rasmus Kallström

Argentina

Argentina has endured economic difficulties during the last decade, followed by high rates of unemployment and social problems. In this context, alcohol consumption habits have changed and related problems are increasing.

The economic crisis has redefined the roles of men and women in the Argentinean society. Men have until now played a very traditional gender role as main breadwinners of the families and within the culture of “machismo” men were drinking alcohol. Today, young women are increasingly starting to drink alcohol as well. It is still not equally acceptable for women to drink, which is shown in differences of drinking contexts. Men drink more openly in the streets and in bars with their friends and women tend to drink more often with their family members and their spouses in the homes.

Source: *Social consequences of alcohol consumption in Argentina* by Myriam I. Munné in *Alcohol, gender and drinking problems: perspectives from low and middle income countries (2005)* WHO

Equality at last! But no reason to celebrate

There are bigger gender differences in behavior and drinking patterns among occasional drinkers than among chronic drinkers. As we already mentioned, men are more likely to use alcohol to cope with stress factors or emotional problems but this difference disappears among problem drinkers and both genders react to social influences, stress and emotional problems by drinking in an equal way. Problem drinking makes the gender differences disappear but there is no reason for celebration.

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Culture protects. Culture hurts. Culture rules.

As mentioned earlier, we can see universal gender differences in drinking patterns across cultures but each culture has an influence on the differences in a specific way. Small biological differences in how alcohol affects men and women are strengthened by social and cultural rules for how women and men should and should not drink. The variations between countries significantly depend on how a country defines “safe” drinking. This “regulation” can lead to protection of one of the genders from excessive drinking but simultaneously leads to stigmatization. If heavy drinking is associated with displays of masculinity this may encourage male drinkers to deny or trivialize problems resulting from their drinking, or to regard drunken behaviour as normal or permissible.

Both men and women consider alcohol a catalyst of sexual performance. A widespread fear of female sexual liberation contributes to restrictions on women's drinking through different types of cultural and social control.

In cultures where women's drinking is judged more strictly, women's drinking results in greater guilt and shame which might lead to two problems. Women with drinking problems may avoid seeking help or treatment and hide their problem. Another difficulty is that the policy makers will have a distorted picture about the situation of population's alcohol consumption and will underestimate the problem when adopting health measures.

Alcohol prevention through the gender lens

In order to prevent alcohol consumption one needs to address the primary causes of consumption. On the basis of this assumption it is important to see and address the different reasons why people drink by considering sex differentiated questions. The outcome of such research might be that different approaches are needed to come to terms with the alcohol problems in a community.

Research on gendered prevention hardly exists. It is necessary to change this in order to develop good prevention and rehabilitation methods that are adjusted to meet the needs, experiences and life conditions of both women and men.



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Curing the addiction and social expectations

The traditionally higher alcohol consumption of men has naturally contributed to a higher rate of alcohol addiction and alcohol related harm among men. As a consequence of this, strategies for treatment and rehabilitation have been based on the needs and conditions of men. Women's alcohol problems have often been neglected, being either viewed as not needing or deserving help or resulting in punishment rather than treatment.

Today, in many parts of the world, growing numbers of women are experiencing alcohol problems. Women are directed to rehabilitation systems developed for men. This can be a problem if the reasons why men and women drink are different and these differences are not addressed. Men and women respectively are not all the same. Within the group of men there are great differences, as well as in the group of women. This implies that all individuals have different needs, which need to be reflected in rehabilitation.



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Sweden

- In Sweden, research has showed that addicted men and women are given different support and have different experiences of the social service. The support for addicted women focused on housing arrangements, financial benefits and social activities. They experienced that the social workers saw them as failed women, who couldn't take care of their children and families. They were trained to take better care of their physical appearance and spend more time on family relations. Male addicts were encouraged to participate in job related training and were given support to find a proper job.
- In this form, rehabilitation is not based on individuals needs but rather on a stereotypical image of men and women. This makes rehabilitation inefficient and inherently discriminatory.

Source: Tina Mattson (2005) *I viljan att göra det normala (The will to make the normal – a critical study of the gender perspective in drug abuse treatment*

Questions:

- Q: Is it usual to see a drunk woman in the streets? How does your society look at drunk men/women? In what context do men and women usually drink alcohol (after work, sport events, welcoming a new-born child etc)?
- Q: In what occasions are people expected to drink alcohol in your culture? Are both males and females encouraged to drink? What kind of alcohol do men and women drink then (beer, wine, spirit)?
- Q: For which social roles (e.g. pregnant women, drivers etc) is alcohol consumption not tolerated by society?
- Q: Discuss why women and men drink differently. Is it in their nature, is it nurture or do you have any other explanation?
- Q: What are the usual reasons for drinking alcohol in your society? Are there differences between men's and women's reasons?
- Q: Are there any means for discouraging men and women from drinking alcohol? What are those and how do they differ between gender?
- Q: Are men and women of your society, who have alcohol problem treated? If yes, are men and women treated the same way? If not, what is needed to change this?

Blame game. Alcohol as an excuse for violence

Men who hit, threaten and rape women are a common occurrence – they can be found in all countries, in cities, the countryside, and at all levels of society. Often, alcohol plays an important role. Under its influence inhibitions relax, critical judgement of the situation disappears and fists are clenched. Alcohol becomes a kind of tool – a key that opens the door to violence. Alcohol is seldom, if ever, the sole explanation for the use of violence, but it is strikingly often the triggering factor. Alcohol also often becomes an excuse for violent behavior and as such can be used to gain more power over others. The root of men's violence against women is to be found both within the individual and within the structures of the society in which we live.

Violence in Latin American society and families and alcohol patterns, are strongly connected to a masculinity characterised by a will to dominate. Argentina also shows a strong connection between alcohol and violence in close relationships. In the Argentinean culture, alcohol is often used as an excuse when a woman is being abused by her partner. (Alcohol and violence, International Institute of IOGT-NTO).

Studies carried out in Mexico show that women who are given an opportunity to increase their income, for instance through direct grants or through micro loans, can expect less violence than before. In other words, dependent relationships seem to increase the risk of being exposed to violence (Alcohol and violence, International Institute of IOGT-NTO).



Sri Lanka

Traditionally women are ranked low at the tea plantations in Sri Lanka. However there is a change emerging at one plantation in Matale, where they have started a theoretical course alongside practical activities in the struggle for gender equality. There are thousands of female tea pluckers. These women follow a strict schedule with eight working hours per day followed by household work for another eight hours. A survey shows that women at the tea plantations have literally no spare time. Men work six hours per day and do around two hours of domestic work. Many men spend the extra time they have before their wives come home at the local bar, which also can result in domestic violence in the homes. It is difficult to change these habits amongst the workers. Forut Sri Lanka initiated a cultivation programme in 2005. The participating families in the programme receive seeds to plant as well as help along the way. The idea was that the men should have something meaningful to do after work so that they keep away from drinking alcohol. Maya Muthumal, who lives in the Midland East estate, is a member in one of the seven neighbouring groups Forut has organised in her area. "By going to the meeting everybody has become more aware of the fact that women in other



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parts do not face the same situation as we do. It is not right that we must work much more than our men but we understood quickly that we had to have them with us in our team. Therefore the men were invited to attend trainings. In the beginning we couldn't agree with each other and we didn't see any real results. Now we discuss within the family what groceries we need to buy and the vegetable cultivation is a common project. We have even got enough vegetables to be able to sell a couple of kilos and make a small profit. The children also see that their father work on the cultivation and in the home so they will learn that this is the right way to live together. That gives hope for future generations", says Maya.

Source: *Alcohol and violence, (200XXX), International Institute of IOGT-NTO Sweden*



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photo: IOGT-NTO Movement Sweden

Alcohol as an amplifier

According to surveys within the EU programme DAPHNE, 95 per cent of Europeans consider alcohol to be a key factor behind violence directed towards women and children.

In Mexico, every second woman has suffered violence at the hands of her partner. Two thirds of the cases involve alcohol.

In Costa Rica, the risk of being exposed to violence increases ten times for a woman that lives with a man with high and frequent alcohol consumption

The Thai study showed that as many as 70–80 per cent of the men that drank alcohol had been hitting their wives or children.

According to GENACIS's studies in Uganda, 75% of men routinely end up in arguments with their partners after they have been drinking alcohol.

In Rakai district in Uganda, a study shows that women whose partners had been drinking alcohol before having sex were five times more likely to suffer violence than those women who had men that were sober.

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It's not just about hangover

It is a fact that alcohol use has an impact on the health of the user. There are more than 60 diseases directly caused by consumption of alcohol. But how does it affect women and men respectively, are there any differences? Research shows that women are more likely to develop liver disorders. Among women both physical and memory functions decrease within a shorter period of time than among men and this already happens after less alcohol intake. Excessive alcohol consumption can reduce their intellectual skills more rapidly. In addition, research indicates that drinking alcohol increases the likelihood of breast cancer. It is approximated that the intake of alcohol contributes to about 4% of all breast cancer. Alcohol consumption has direct impact on immune system. It weakens the defense mechanisms of the body that consequently can not protect itself from HIV and other viruses. If you want to know more this topic, we recommend you our booklet Alcohol and HIV (2009)



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AIDS could be called women's disease. According to the Human Sciences Research Council of South Africa (HSRC), there are 1,500 new cases of HIV infection every day, especially among young women between 15 and 24 year-old. The UN body UNAIDS points out that many of these women have been infected in consequence of non-consensual sex. Women that suspected that their men had HIV or were at risk of contracting the infection were at a three times higher risk of being exposed to violence. This could, among other things, be due to women refusing to have sex and men reacting to this with violence. In Africa, AIDS is gradually becoming a women's disease; for instance, in Zambia and Zimbabwe 75% of HIV positive people are women. South Africa ranks first in the global rape rate – a rather unflattering first position. Every year at least 500,000 women are raped. At the same time, HIV in South Africa is increasing rapidly.

HIV and AIDS cause terrible suffering and constitute one of the greatest obstacles to development today. Alcohol plays a significant role in the spread of the disease. In 2007, approximately 2.1 million people in the world died of AIDS. That same year, 2.5 million were newly infected with HIV. That's 7000 people a day or 300 people per hour. All in all, about 33 million people are living with this deadly virus. Today we know that alcohol plays a key role in the spread of HIV and other sexually-transmitted diseases. Alcohol consumption leads to more people having sexual contact and more people having sex without condoms. Many researchers claim that, in order to restrain this development, it will be necessary to deal with the issue of sexual violence.

"I don't know about others, but I always want to have sex after I've been drinking alcohol";

A single man in Hanoi

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photo taken in Tanzania: Astrid Wetterström

Drinking babies

The other factor regarding connection between gender differences and alcohol consumption is related to pregnancies. There is growing evidence that also low amounts of alcohol may severely harm the foetus, especially during the early weeks of the pregnancy. Often the mother will not know she is pregnant during this period and not yet have changed her habits to adapt to the new reality. This makes a general increase in young women's alcohol consumption dangerous. The prevalence of FAS (Foetal Alcohol Syndrome) among newborn babies is alarmingly high in some countries and populations groups. South Africa has the highest reported rate of FAS with 46-75 per 1000 births; compared with USA with 0,05-2,0 per 1000 births.

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Fetal Alcohol Syndrome

Fetal/Foetal alcohol syndrome (FAS) is consequence of alcohol consumption by women when pregnant. It is a disorder that can affect the embryo when a pregnant woman drinks any amount of alcohol during pregnancy. It does not always result in FAS, but no amount of alcohol whatsoever is proven safe for consumption during pregnancy. There are several signs and symptoms characteristic for FAS. Height and weight of a child are significantly below average, the groove between nose and upper lip is flattened, the upper lip is thin and the eye lid width is decreased. Besides the visual signs, Central Nervous System damage (structural, neurological and functional) is the primary feature of the disorder diagnosis. The damage has impact on e.g. future learning skills, daily living skills, anger management, social skills, short-term memory, generalization ability, motor skills which consequently results in mental health problems, disrupted school experience, alcohol and drug problems, inappropriate sexual behavior, depending living and problems with employment.



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Questions:

- Q: Alcohol consumption is often used as an excuse for violent behaviour. Are there any other examples of using alcohol as an excuse for normally unacceptable behaviour in your society? If yes, what are those?
- Q: What are the usual areas of mens and womens occupation in your society? Who is the breadwinner? Who has more spare time?
- Q: Is there any campaign for fighting breast cancer in your country/community? If yes, is alcohol consumption mentioned as a contributor to breast cancer? If it is not, are there any possibilities to involve the fact, that alcohol intake contributes to 4% of breast cancer, in the next campaign?
- Q: In the introduction of this booklet, we mentioned, that by reducing alcohol consumption in population, we can contribute to advancing other Millennium goals than Gender equality. Which ones would they be and why?
- Q: What is the "recommended" amount of alcohol for pregnant women in your society? Is there information about risks connected to alcohol consumption while pregnant spread in your community? What can you and your organisation do to prevent unborn child from exposure to alcohol?



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Ads, package, content - promotion is "genderalized"

Global alcohol industry differentiates between men and women consumers in a number of ways. The alcohol industry also uses norms and gender structure when they market their products to men and women, respectively. The fact that men and women might drink for different reasons, for instance women drink to feel free and to feel that they decide over themselves, is something that the industry uses in its marketing strategies. There are more and more women who, in their effort to be equal to men, imitate men's behavior including ways of drinking. In the UK, young girls up to 25 years imitate macho behavior of their male counterparts which increases the consumption of beer by young women. As an example of industry's reaction to that, the content of commercials encourages and spreads this trend by showing a young woman who tries to impress her date by crashing an empty beer can against her head, or a woman opening a beer bottle with her teeth. Another new element brought by targeting women in alcohol commercials are pictures of young attractive men. Molson beer for example makes association not only with a young man but even with two cute puppies etc. That is a new approach that did not appear in the ads aimed at men.



photo from EUcAM report

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photo from EUCAM report

Not only the ads but the products are adjusted for female according to the gender roles and beliefs about women's needs, color preferences and ideal picture of a woman's body. SABMiller launched a new beer called Redd, that is packed in lighter 5 and 10 bottle packages (compared to 6, 12 and 24 packages for men). The packages are in a shape of a woman's handbag. The Western World's myth of beauty has an impact on the content of the alcohol drinks as well. For example Stella Artois developed Stella Artois Light with 33% less alcohol (3,4% alcohol) and 33% less calories.

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There are few alcoholic products that are promoted as diet products with 0 calories. It is important to realize that it is misleading information and such an alcoholic product does not exist. The product might contain less sugar but still 1 gram of alcohol has 7 calories (i.e. a standard liquor cocktail has 14 g of alcohol which makes 97 calories). Moreover alcohol as a toxic substance comes first in the line of substances that are metabolized in human body while nutritious substances have to wait. The fat that is queuing is not broken down (metabolized) and it is stored instead.

♂ 61



photo from EUCAM report

Men and women are also targeted differently in advertising, depending on the country where the product is being promoted. In Malaysia, a liquor Benedictine is promoted for pregnant women as a good drink during labor. Such advertisement would never be possible in Europe. Recently, due to the economic boom and the accompanying changes in society, there has been a big change in how women are targeted in many countries in Asia. They are regarded by the alcohol industry as more interesting, both as possible consumers and are also more widely used in advertising and promotion.



photo taken in Cambodia: Nile Sprague

One of the ways of using women to advertise alcohol is establishment of so called "Beer promotion women" or "Beer girls" that can be found in many countries of the world. Beer girls sell exclusively one brand of beer in bars and restaurants. They are usually well paid but some of the world's largest beer companies exploit women to sell their products, and may deny these women basic labor and human rights, (refusing to recognize them as employees). When AIDS, alcohol and other work place dangers prove fatal, these 'throwaway beer girls' are replaced with young recruits. (www.fairtradebeer.com)

Cambodia

Beer promotion women (called locally, beer girls) exclusively sell one brand of beer in bars and restaurants. It is not unusual that they have to sell one case of beer per night in return for a monthly salary averaging approx \$55 - about half the income needed to support their family. To supplement their income, about half accept sex proposals from tourists and local beer drinkers and exchange sex for money. Condom use following beer drinking is low; HIV/AIDS prevalence averages 20% for the past 7 years. While they may sell \$13,000 worth of beer annually for their company, they are paid \$600-\$800 and cannot afford the yearly \$360 cost for life-prolonging anti-retroviral. Death follows from 3 months to 2 years after diagnosis. Beer girls are replaced with new young women from the countryside, often with less than 1 hour of training. Most beer companies, even though they are aware of government reports, research and press stories, have so far declined to play fair with these women. Usually they describe them as 'promotional or advertising costs' in their annual reports, rather than as salaried or commissioned workers or subcontractors.

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Questions:

- Q: What kinds of alcohol are advertised for men and what kinds are advertised for women in your country?
- Q: What is the content of the ads? Are they different considering the male and female target group? Do they use gender stereotypes? If yes, which ones?
- Q: What is the message of alcohol commercials directed at men? What is the message of alcohol commercials directed at women?
- Q: Is there a difference between promotion of alcohol products for men and for women in your society? Do products for men and women differ in size, colour, placement in the shops etc? If yes, describe how.
- Q: Alcohol is a caloric bomb. Is this information known and taken into consideration in your society?
- Q: How can you and your organisation help to prevent abuse of women in alcohol production? What are the necessary measures for countries to take, to disable similar practices?

♂ 65

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<http://www.fairtradebeer.com> or www.beergirls.org
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<http://www.add-resources.org>





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