



Community alcohol partnerships (CAPs) in the UK: Examining alcohol industry framing of local CSR initiatives using a place-based approach

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Presentation outline

Background of project: what are CAPs?

Research aims

Methods

Discussion of the 3 themes

Place-based CSR

An extension of corporate social responsibility (CSR) that refers to CSR initiatives that focus on a specific geographic location (e.g. neighbourhood) and is committed to local development.

Community Alcohol Partnerships (CAPs)

- Community Alcohol Partnerships (CAP) is a Community Interest Company which supports local partnerships of councils, police, retailers, schools, health providers and other community groups in reducing alcohol harm among young people, improving their health and wellbeing and enhancing their communities
- CAPs, 2023



Community Alcohol Partnerships (CAPs) - funders



Community Alcohol Partnerships (CAPs) - associated

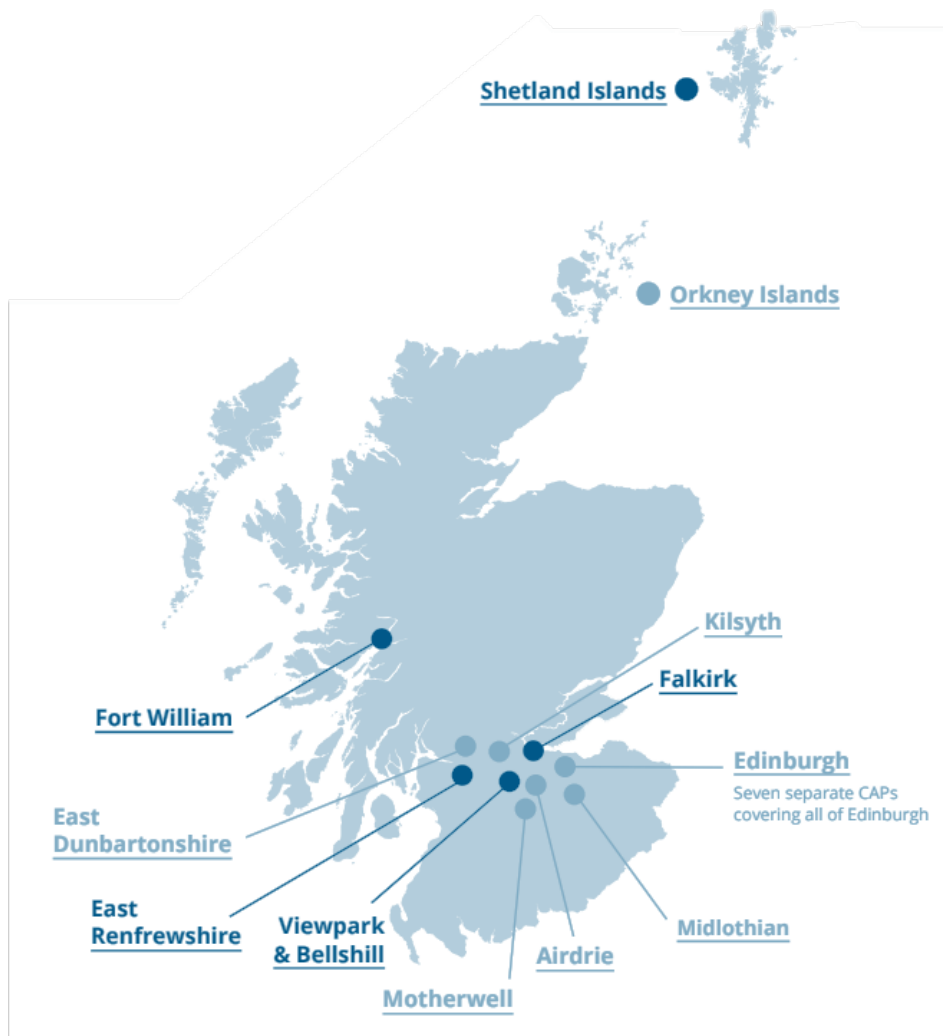
- Found to serve industry interests by normalising alcohol consumption; promoting individual responsibility; misinforming and narrowing the health risks of alcohol; and marketing alcohol products (e.g. van Schalkwyk et al, 2022; Maani et al, 2019; Peticrew et al, 2020).

drinkaware




**Portman
Group**





Rationale

- Globally, there is a growth in local-level alcohol industry public-private partnerships, which is harmful for public health (Hawkes and Buse, 2011; Hawkins et al, 2012; Babor et al, 2015).
 - Role of place and strategic value for the industry?
 - Human geographical lens useful for studying place-based CSR and applying this to the commercial determinants of health literature.
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PhD aim: To investigate how 'place' is strategically used and impacted by the alcohol industry's place-based CSR

Case study for place-based CSR: Community alcohol partnerships (CAPs)

Objective 1: To identify how the alcohol industry strategically uses place-based CSR for political and market functions

Objective 2: To understand how CAPs at the local level influence and interact with the wider alcohol industry strategies

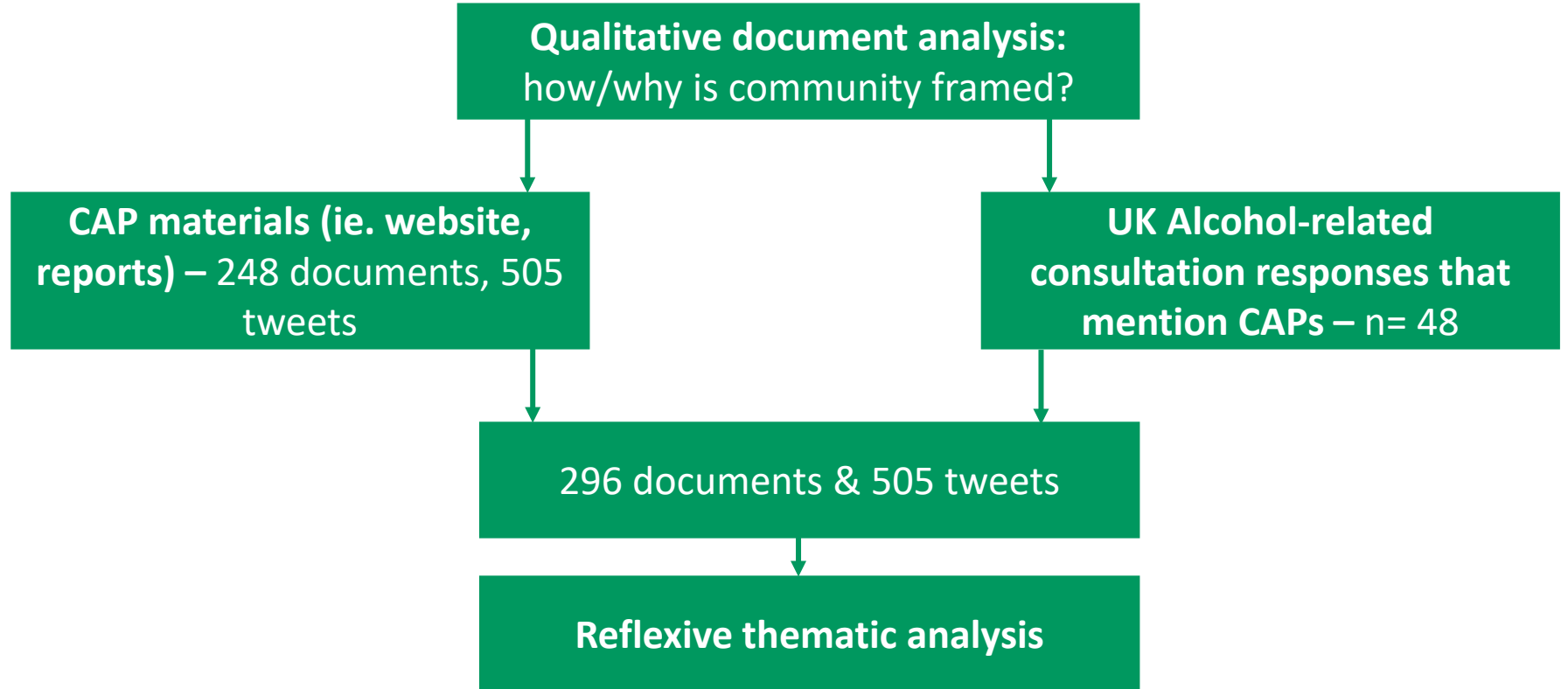
Objective 3: To investigate how key stakeholders in different places understand and interpret CAPs

Qualitative document analysis to break down (1) *how* and *why* 'community' and 'partnership' are internally framed by CAPs (2) how the alcohol industry frame CAPs

Qualitative network analysis (QNA) interviews with CAP Partners to understand their perspective on CAPs and harm reduction, using participatory mapping for in-interview visualisation

Focus groups discussions (FGDs) with CAP service users and local residents to explore community-level attitude and knowledge of their local CAP

Methods



Theme 1: Strategic use of community and community-centric terminology

- What are the benefits to CAPs and funders from taking a 'community' involved approach?



Theme 2: Mechanisms for embedding

Presence at community-orientated events and activities

Engaging with the school curriculum

Perceived legitimacy of associated stakeholders

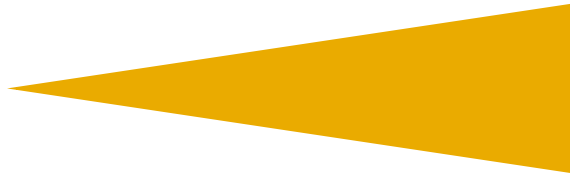
Theme 2: Mechanisms for embedding

'The beer goggles seem to be a hit at the fun day, these are used when we go into schools during term time to talk about the effects of alcohol. #funday #Corby' – CAP Tweet, August 2022



Theme 3: Place-related local harm

Narrow
conceptualisation of
harm to **health**



Wider conceptualisation of
harm to **place**

- **CAP activities serving industry interests over public health priorities (improving young people's health and well-being)?**

Theme 3: Place-related local harm

Industry reputation management strategy

Justify locally-focused (targeted) interventions

Government/social goals and neighbourhood concerns

How is community framed and why is it framed in this way?

Strategic use of community and community-centric terminology

Mechanisms for embedding

Place-related local harm

- Increasing the translation, presence, and reach of CAPs.
- Embed into local areas and create local support.
- Secure legitimacy as a trusted body of information.
- Reputational strategy for the alcohol industry.
- Support industry-favourable frames on alcohol.
- Influence the harm reduction policy agenda in an industry-favourable direction.