LET’S TALK:
Back to the Future:
The World in which People with FASD Live

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1921- 2006
Outline

- Perceptions of women through alcohol adverts
- Perceptions of women through men’s magazines
- Changes in epidemiological research
- Changes in alcohol-related issues
- Some final thoughts
Perceptions of Women through Alcohol Adverts
Bring out the goodness...with Wine

Enjoy ham baked Sophie Kerr's marvelous way.

- Bake half a ham cut-side down in a slow oven. (325°F), allowing the meat to brown before placing it on a rack.
- For a sauce, mix wine and sugar, with some vinegar, and simmer until it thickens.
- Serve with a glass of red wine.

1950s
'I was the mainstay of the Public Library until I discovered Smirnoff.'

The effect is shattering

1980s
1980s

Caroline Cossey
Woman + Alcohol = Sex
Funny! - The more I drink the better you look...
Perfume
Alcohol
Red is not the colour of innocence.

Alcohol
So what changes? The technology --
What doesn’t change--women’s bodies sell products

2000s
2000s
#TasteTheBush
Perceptions of Women through Men’s Magazines
Male attitudes: Advice in FHM magazine aimed at 18-25 year olds

Question

“what do I do when my girlfriend drinks too much and behaves provocatively?”

Answer?

“----yank up her skirt, throw her over your knee and spank the shit out of her”

FHM Nov 2001-Jan 2002

(Lyons et al. 2006)
Men’s Magazines

“If the girl you’ve taken for a drink won’t spread for your head, think about this mathematical statistic:

85 per cent of rape cases go unreported.”

Horvath et al 2012
Bud Light “The perfect beer for removing ‘no’ from your vocabulary for the night.”

Removed in 2013
“---the ways in which convicted rapists and men’s mags discuss female sexuality are similar enough to each be frequently confused and distinctions between them are blurred”

Horvath et al 2012: 467
Rape Supportive Attitudes

“‘If a woman gets drunk at a party it is really her fault if someone takes advantage of her sexually’”

“‘---the use of post-assault justifications at baseline was a significant predictor of committing an act of sexual aggression the following year’”

Wegner et al 2015. 1031
In the UK any incident of domestic violence is reported every 5 seconds

In the time it will take me to complete this presentation there may have been 300 incidents of domestic violence reported
Look good in all you do

#102 9916 81 Ave (back entrance) | 780 989 0204 | www.fluid-hair.ca
Voted as one of the best salons in the city by Edmontonians in SEE Magazine
Alcohol Cause of Intimate Partner Violence

Glasgow Scotland Alcohol Court: For the next month this court will be granted the power to deal with domestic abuse cases where alcohol played a role.

Independent Feb 2019
Changes in Epidemiological Research
GENACIS

Gender, Alcohol, and Culture: An International Study
Gender Sensitive Questions/Analyses

- Questions “ever missed a day’s work?”
- Positive as well as negative consequences
- Data analysed by gender
- Analyses by Life Stage rather than age allows for more robust comparisons between countries
International agreement on what constitutes a “drink”?

- UK: 7.9 gms.
- Netherlands: 9.9 gms.
- Australia, France:
- Poland, Spain (and others): 10 gms.
- Finland: 11 gms.
- Denmark, Italy, South Africa: 12 gms.
- Canada: 13.6 gms.
- USA, Portugal: 14 gms.
- China: 22 gms.
Pregnancy a Women’s Issue?

It takes 2!!!
The “Femidom”

Expensive
Unwieldy
Noisy!
Good News or Bad News

Unintended Pregnancy

18% of women who use contraceptives inconsistently or incorrectly account for 41% of all unintended pregnancies.

https://www.guttmacher.org 2016
When Factors Come Together
Changes in Age at First Pregnancy
19 years-old or under - the lowest since records began in 1938.
MORE THAN HALF OF MOTHERS ARE OVER 30

SOURCE: ONS

Mothers (%)

Fathers (%)

20 to 25
25 to 29
30 to 34
35 to 39
40 to 44
45 and over

Office of National Statistics
England and Wales 2019
Liver Disease: US: Age

Between 1998 – 2012 in US
- Liver disease among people aged 15 – 39 year old increased
- 90% in men and 240% in women

(Doycheva et al, 2017).

- People aged 25-34 have experienced the greatest relative increase in mortality, driven by deaths due to alcoholic cirrhosis

Tapper and Parikh 2018
Liver Disease: Implications

- Many assessments of drinking have a question on Tolerance
- “T” T-ACE, TWEEN, etc
- Liver damage reduces tolerance.

With liver damage a question on **Tolerance** will not identify a woman and her foetus who may be at higher risk.
Random Thoughts and Questions
The most consistent thing about the public health approach? DENIAL of COMPLEXITY
Complexity

- Having many parts related to each other in ways that may be difficult to understand.
Why is it that a baby or toddler with FASD raises sadness and concern or even “Isn’t she cute” but when someone with FASD becomes adult they are viewed differently?

Myles and his wife Amy attended ante-natal clinic appointment. When asked if Myles had any health issues - FASD

“OK I’ll just write down that you have FASD but that you are not aggressive. So if any other doctor comes in to see you they know it’s OK to come into the room”
Issues of Funding

How do we get people to work together?

- It’s not that people are unwilling (except for those with large egos).
- It is often about professional misunderstanding.
- Competition for funding – may make it difficult for people to work together.
- Organisations competing may make it difficult for individuals to work together.
Issues of Funding

- Training of grant giving bodies to understand robust research can be expensive so don’t only measure a research proposal by the budget costs.

- Training of ethics committee members to realise their job is not to protect the ethics committees!
Questions

- Why have we not moved further forwards?
- Why have some countries moved forward while others seem to have got stuck or even moved backwards?
- Where/How does the massive increase in awareness and funding of ADHD affect FASD?
- Impact of Social Media
  - websites for moms
  - websites on “how to” suicide
Biggest Shift in the World People with FASD Live in?

- Women actively entering this world
- In every area at every level
Jigsaw puzzle without the picture

Young people with FASD have one picture
Parents have one picture
Clinicians have another
Researcher have one picture
General Public have one picture
Politicians have another
Public Health Managers have another

Knight B Personal Communication 2019