



RESEARCH SUMMARY
Date Compiled: March 2025

Key takeaways from included research:

- A new study examined the influence of the design of alcohol labels (modern vs traditional) on attention and choice among young adults. The research team found that participants were more likely to look at, revisit, and look more quickly at the modern labels and do so for a longer time. This study shows how impactful alcohol labeling design can be on young consumers' product choices.
- A research team investigated the impact of age of onset of parental permission to use alcohol on later outcomes in life. They found a robust relationship between parental permission to drink alcohol and increased use of alcohol frequency & quantity, alcohol use disorder symptoms, and alcohol-related harms in young adulthood. These results show that adults and parents must be held accountable and correct their perceptions of supervised alcohol use of youth to reduce the harms the youth are experiencing.
- This study utilized data from the National Survey on Drug Use and Health (NSDUH) to examine whether gender intersected with other demographic features in alcohol use disorder (AUD). They found decreasing rates of AUD in males and females between 2009 and 2019. However, some subpopulations of females demonstrated little or no reductions. In adults under 49 and those employed, women showed smaller declines than men. Additionally, Black, single women earning between \$20,000 and \$49,000 had smaller or no declines in AUD compared to men with the same characteristics.
- A new study examined preliminary efficacy of a randomized controlled trial of the Promoting Resilient Youth with Strong Hearts and Mind (PRYSHM) Program which focuses on promoting positive identity development, building LGBTQ+ community, developing emotional skills, and providing alcohol use (AU) and teen dating violence (TDV) prevention skills. Researchers found that participants of the program had reduced AU and TDV perpetration, however further research is needed using larger samples and longer-term follow-up to evaluate the program's durability.

HOW ALCOHOL LABEL DESIGN INFLUENCES ATTENTION AMONG YOUNG ADULTS: EVIDENCE FROM AN EYE-TRACKING STUDY

January 2025

Aims: Exposure to alcohol marketing is associated with higher alcohol consumption. In recent years, a growing number of modern labels have appeared on alcohol bottles. Unlike traditional labels that typically convey factual details about a product, such as product type, quality, origin, and brewery creation date, modern labels are designed to create an imaginary, often quirky universe that is disconnected from the product itself. These new labels are used by alcohol manufacturers to increasingly appeal to the younger generation, acknowledged to exhibit heightened sensitivity to alcohol marketing. We sought to explore the influence of the design of modern alcohol labels on attention and choice among young adults.

Methods: The data were collected from a within-subjects experiment using realistic stimuli, with participants exposed to two label design conditions (modern vs. traditional). The study combined an eye-tracking method with declarative measures.

Results: The participants made more fixations and revisits and looked more quickly at the modern labels and for longer compared to traditional labels. In addition, beer bottles with modern labels were selected more often than those with traditional labels.

Conclusion: As the study demonstrates the strong influence of alcohol labeling design on young consumers' attention and product choices, we believe that there is a need to introduce more stringent regulations on alcohol packaging and labeling, an aspect that has thus far received little attention from public authorities.

Source: Lacoste-Badie, S., & Droulers, O. (2025). How alcohol label design influences attention among young adults: evidence from an eye-tracking study. *Alcohol and Alcoholism*, 60(1), agae090. <https://doi.org/10.1093/alcalc/age090>

AGE OF ONSET OF ADOLESCENT ALCOHOL USE WITH PARENTAL PERMISSION AND ITS IMPACT ON DRINKING AND ALCOHOL-HARMS IN YOUNG ADULTHOOD: A LONGITUDINAL STUDY

February 2025

Abstract

Parental permission to use alcohol is common in adolescence, and many parents believe it to be an effective harm reduction strategy because it provides an opportunity to supervise drinking. Contrary to this belief, prior research has consistently linked parental provision of alcohol and permission to drink to increases in future alcohol-related harms. Whether the age of onset of parental permission to use alcohol influences these outcomes is poorly understood. This study is the first to investigate the impact of age of onset of parental permission to use alcohol on later drinking outcomes, utilizing a longitudinal US community sample of adolescents ($n = 387$). The analysis included nine annual waves of data and accounted for risk and protective factors at the individual, peer, and family levels. Consistent with prior research, a robust relationship was found between parental permission to use alcohol during adolescence and increased alcohol use frequency and quantity, alcohol use disorder symptoms, and alcohol-related harms in young adulthood. Age of onset of parental permission was not associated with later alcohol use outcomes, suggesting a uniform risk effect of parental permission to drink. Public health messaging to parents should seek to correct perceptions of supervised alcohol use as a harm reduction strategy and emphasize the harm of parental permission to use alcohol, regardless of age.

Source: Pereda, B., Caluda-Perdue, N., Levy, S., Zhang, L., & Colder, C. (2025). Age of onset of adolescent alcohol use with parental permission and its impact on drinking and alcohol-harms in young adulthood: A longitudinal study. *Addictive Behaviors*. <https://doi.org/10.1016/j.addbeh.2025.108271>

GENDER DIFFERENCES IN ALCOHOL USE DISORDER TRENDS FROM 2009–2019: AN INTERSECTIONAL ANALYSIS **March 2025**

Background: Trend estimates from national surveys over the last 20 years have suggested converging rates of alcohol use over time between adult men and women. However, limited research has utilized an intersectional lens to examine how sociodemographic characteristics influence gender differences in these trends.

Methods: The current study used data from the National Survey on Drug Use and Health (NSDUH) to examine whether gender intersected with race/ethnicity, age, education level, marital status, employment status, household income, and urbanicity on temporal trends (2009–2019) in alcohol use disorder (AUD). Logistic regression and linear trend analyses were conducted to examine interaction effects of sociodemographic variables and changes in rates of AUD over time in males and females.

Results: We observed decreasing rates of AUD over time in males and females, with larger declines in males ($p = 0.01$; OR = 0.96 in males vs. OR = 0.98 in females). We identified subpopulations of females that demonstrated little or no reductions during this timeframe (2009–2019), which varied by race/ethnicity, age, marital status, employment, and income but not by education or urbanicity. In adults aged 49 years and younger (overall $p = 0.02$; ages 18–25 OR = 0.92 in males vs. 0.96 in females, ages 26–29 OR = 0.97 in males vs. OR = 0.99 in females), and in those employed (overall $p = 0.05$; OR = 0.96 in males vs. OR = 0.99 in females), women demonstrated smaller declines in comparison to men. Additionally, women who reported that they were Black ($p = 0.006$; OR = 0.94 in males vs. OR = 1 in females), single ($p = 0.009$; OR = 0.94 in males vs. 0.96 in females) or earning between \$20,000 and \$49,000 ($p = 0.012$; OR = 0.96 in males vs. 0.98 in females), had smaller or no declines in AUD in compared to men with the same demographic characteristic.

Conclusions: Our findings provide support for converging rates of AUD between genders and newly identify subpopulations of females that may be at heightened risk.

Source: Verplaetse, T. L., Carretta, R. F., Struble, C. A., Pittman, B., Roberts, W., Zakiniaez, Y., ... & McKee, S. A. (2025). Gender Differences in Alcohol Use Disorder Trends from 2009-2019: An Intersectional Analysis. *Alcohol*. <https://doi.org/10.1016/j.alcohol.2024.11.003>

AN ONLINE PROGRAM FOR SEXUAL AND GENDER MINORITY YOUTH REDUCES ALCOHOL USE AND TEEN DATING VIOLENCE: A RANDOMIZED CONTROLLED TRIAL **February 2025**

Objective: The purpose of the current study was to assess preliminary efficacy from a randomized controlled trial of the Promoting Resilient Youth with Strong Hearts and Mind (PRYSHM) Program. PRYSHM is an online, live-facilitated, nine-session group program for sexual and gender minority youth (SGMY) ages 15 to 18. The program focuses on reducing proximal forms of minority stress, promoting positive identity development, building LGBTQ+ community, developing social-emotional skills, and providing alcohol use (AU) and teen dating violence (TDV) prevention skills.

Method: Participants (recruited predominantly via social media) included 304 recently dating SGMY (ages 15 to 18) from across the U.S. who were randomized to treatment or waitlist after completing a baseline survey. Participants completed post-test and 3-month follow-up surveys.

Results: Relative to waitlist, participants in the PRYSHM condition had reduced AU and TDV perpetration. Dosage analyses supported that youth who attended six or more PRYSHM sessions had better outcomes compared to the control group, and more so than youth who attended 0-2 sessions or 3-5 sessions.

Conclusion: These data provide preliminary support for PRYSHM as an efficacious intervention to reduce TDV, AU, and alcohol consequences among SGMY. Dosage analyses provided additional nuance in understanding program effects, with promising findings for those receiving a higher dosage of intervention content. Research is needed using larger samples of SGMY, including SGMY with identities underrepresented in the current trial (e.g., SGMY assigned male at birth), as well as work seeking to evaluate mechanisms of change and identify the optimum program dosage. There is also a need for studies with a longer-term follow-up to evaluate the intervention's durability and if additional booster sessions are needed.

Source: Edwards, K., Littleton, H., Gardella, J., Wheeler, L., ... Neighbors, C. (2025). An Online Program for Sexual and Gender Minority Youth Reduces Alcohol Use and Teen Dating Violence: A Randomized Controlled Trial. *Journal of Studies on Alcohol and Drugs*, jsad-24.
<https://doi.org/10.15288/jsad.24-00007>