Gesundheit Österreich GmbH

Symptom einer De-Normalisierung oder Zufallsprodukt: Alkoholabstinenz, Motive für Abstinenz und alkoholpolitische Einstellungen im Zeitverlauf in Österreich

Julian Strizek

23.9.2026

Offenlegung möglicher Interessenskonflikte

Es bestehen keine Interessenkonflikte im Zusammenhang mit dem Thema dieses Vortrags.

Hintergrund: Entwicklung des Alkoholkonsum unter Jugendlichen in Europa: ESPAD 1995 - 2024

Figure 17. Lifetime alcohol use by gender: 32-country trend 1995–2024 (percentage)

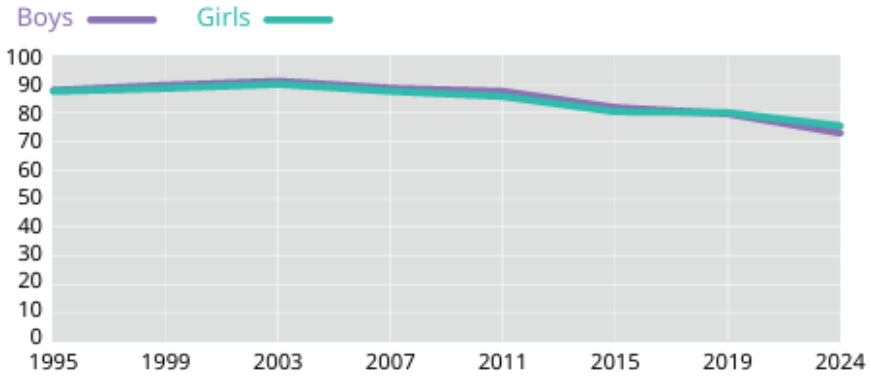
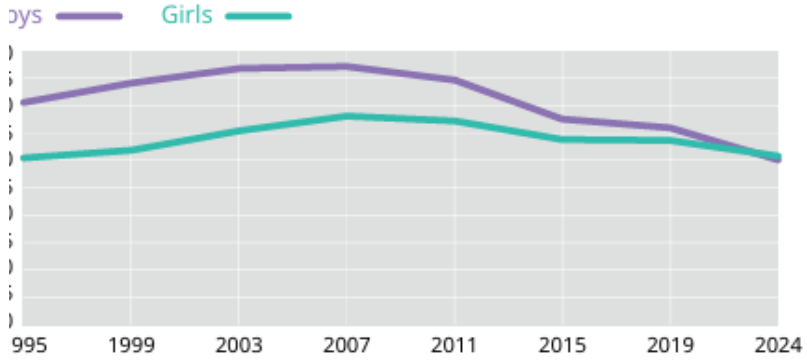


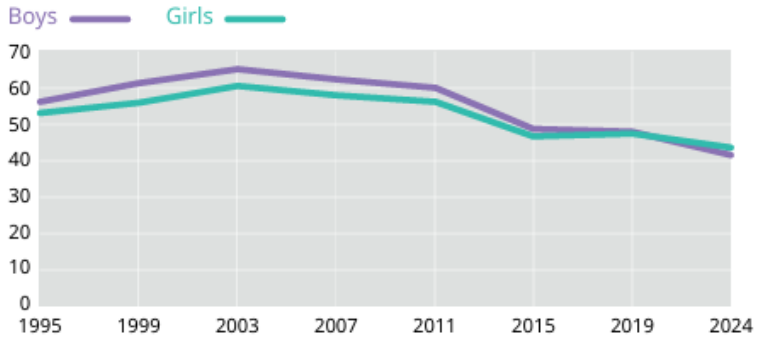
Figure 19. Heavy episodic drinking (five or more drinks on one occasion) ([a]) during the last 30 days by gender: 32-country trend 1995–2024 (percentage) ([b])



National examples are given so that a 'drink' is understood to contain roughly the same amount of pure alcohol as a glass of wine.

([b]) In 1995-2003 the question referred to 'five or more drinks in a row' and neither cider nor premixed drinks were included among the examples. A 2006 questionnaire test in eight countries found no significant differences between the two approaches.

Figure 18. Alcohol use in the last 30 days by gender: 32-country trend 1995–2024 (percentage)



Quelle: ESPAD Report 2024

Gründe für den Rückgang?

- Digitalisierung
- Migration
- Verändertes Erziehungsverhalten
- Verändertes Risikoverhalten
- Männlichkeitsbild

→ Keine monokausale Erklärung, kulturelle Veränderung



Opinion Piece

Long waves of consumption or a unique social generation? Exploring recent

Ludwig Kraus, Robin Room, Micha

Pages 183-193 | Received 15 Jan 2019, Accepted

Cite this article https://doi.org/10.108

Full Article Figures & data

Abstract

Background: There is growing evid
While these changes have been sub
understood.

Method: We consider broader theo
drinking. In particular, we reflect on
'Total Consumption Model', and the
main hypotheses that are presently

Results: We suggest there may hav
negative effects of alcohol, but also
relationships and gender identity, a
result of the interplay of these facto
the decrease in youth drinking.

Conclusions: For interrupting the r
advantage of the present change in
model of change presented here hi
present young generation takes on
in the whole population.

Keywords:

Alcohol use adolescents trends alc

Review Paper

Why is adolescent drinking declining? A systematic review and narrative synthesis

Rakhi Vashishtha, Michael Livingston, Amy Pennay, Paul Dietze, Sarah MacLean, John Holmes, ...show all

Pages 275-288 | Received 07 Jan 2019, Accepted 28 Aug 2019, Published online: 23 Sep 2019

Cite this article https://doi.org/10.1080/16066359.2019.1663831 Check for updates

Full Article Figures & data References Citations Metrics Reprints & Permissions Read this article

Abstract

Background: Adolescent drinking has declined across many developed countries from the turn of the century. The aim of this review is to explore existing evidence examining possible reasons for this decline.

Methods: We conducted systematic searches across five databases: Medline, PsycINFO, CINAHL, Informit Health and Scopus. Studies were included if association between declining alcohol consumption and potential explanatory factors were measured over time. Narrative synthesis was undertaken due to substantial methodological heterogeneity in these studies.

Results: 17 studies met the inclusion criteria. Five studies found moderate evidence for changes in parental practices as a potential cause for the decline. Five studies that examined whether alcohol policy changes influenced the decline found weak evidence of association. Three studies explored whether alcohol use has been substituted by illicit substances but no evidence was found. Two studies examined the effect of a weaker economy; both identified increase in adolescent alcohol use during times of economic crisis. One study indicated that changes in exposure to alcohol advertising were positively associated with the decline and another examined the role of immigration of non-drinking populations but found no evidence of association. One study tested participation in organised sports and party lifestyle as a potential cause but did not use robust analytical methods and therefore did not provide strong evidence of association for the decline.

Conclusions: The most robust and consistent evidence was identified for shifts in parental practices. Further research is required using robust analytical methods such as ARIMA modelling techniques and utilising cross-national data.

Keywords:

Drinking review decline downward trend adolescents

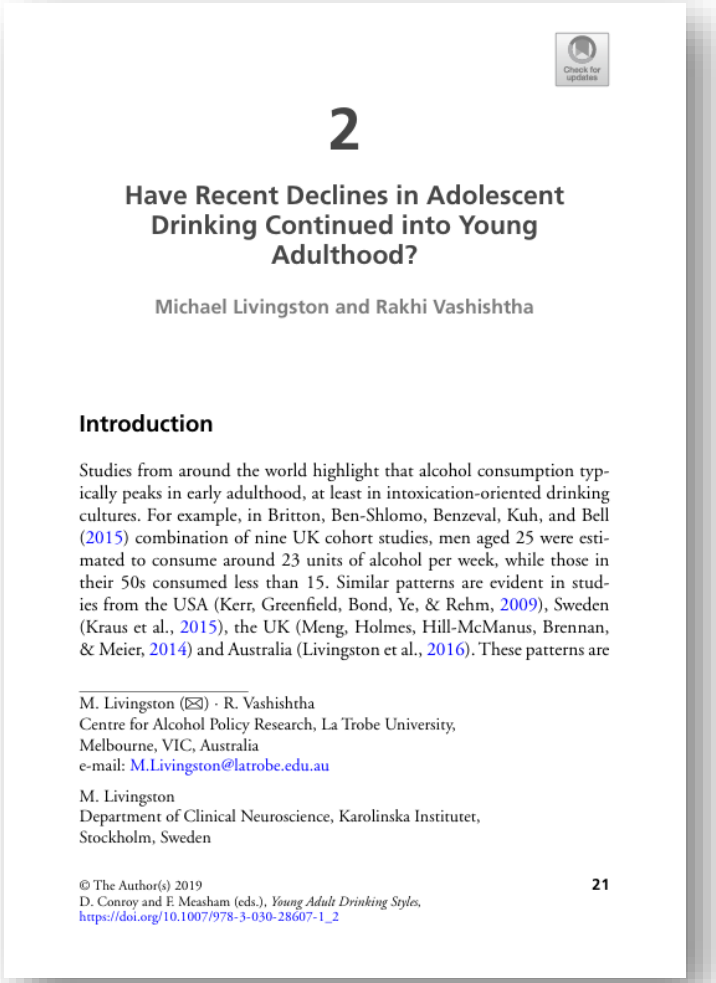
1. In welchem Ausmaß setzt sich der Konsumrückgang bei Jugendlichen auch im weiteren Leben fort?

2. Was sind die wichtigsten Motive für Abstinenz und haben sich diese in den letzten Jahren gewandelt?

3. In welchem Ausmaß kann der Konsumrückgang als eine De-Normalisierung von Alkoholkonsum interpretiert werden?

1) In welchem Ausmaß setzt sich der Konsumrückgang bei Jugendlichen auch im weiteren Leben fort?

- In vielen Ländern sind die Raten riskanten Alkoholkonsums unter jungen Erwachsenen in den letzten 10 bis 15 Jahren deutlich gesunken.
- Aber auch Länder, in denen sich der Rückgang nicht fortsetzt (Frankreich, Spanien)
- Limitation: größere Heterogenität an Erhebungsmethoden und –Instrumente im Vergleich zu ESPAD/HBSC



2

Have Recent Declines in Adolescent Drinking Continued into Young Adulthood?

Michael Livingston and Rakhi Vashishtha

Introduction

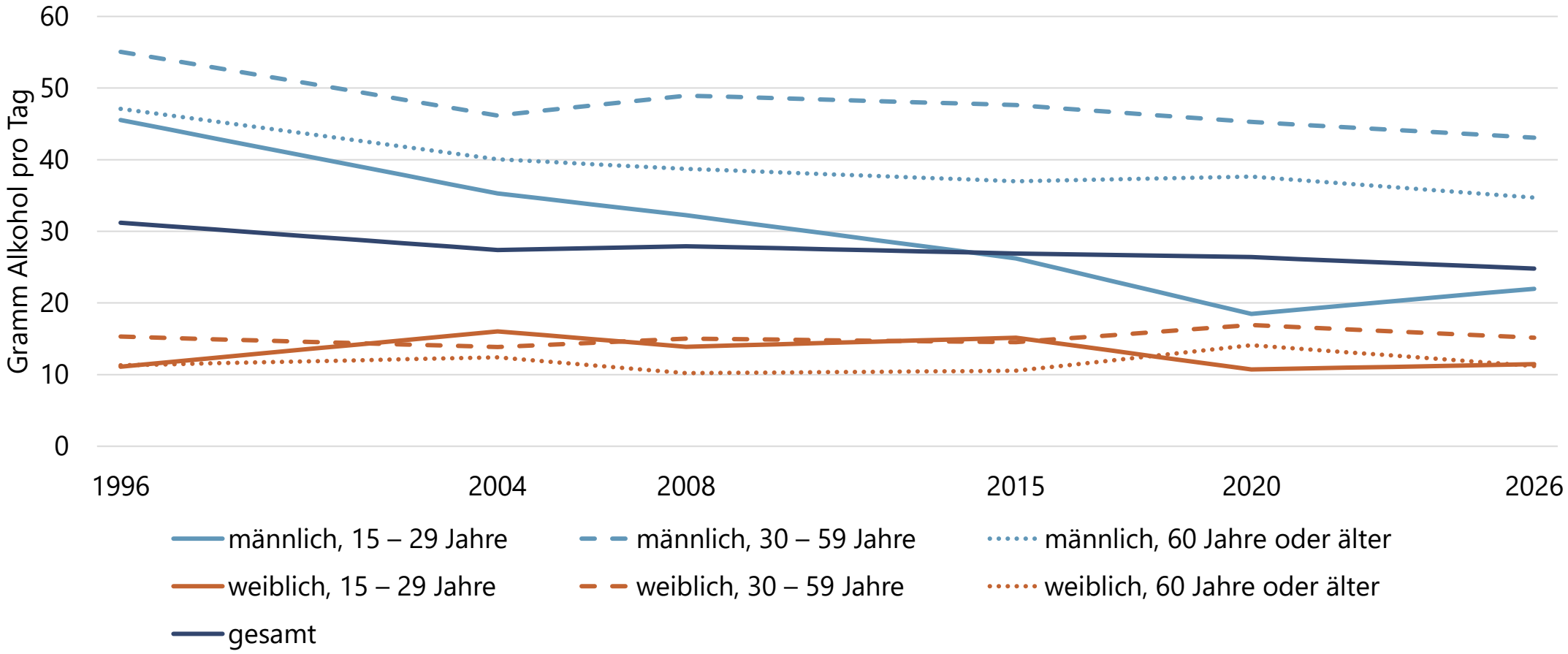
Studies from around the world highlight that alcohol consumption typically peaks in early adulthood, at least in intoxication-oriented drinking cultures. For example, in Britton, Ben-Shlomo, Benzeval, Kuh, and Bell (2015) combination of nine UK cohort studies, men aged 25 were estimated to consume around 23 units of alcohol per week, while those in their 50s consumed less than 15. Similar patterns are evident in studies from the USA (Kerr, Greenfield, Bond, Ye, & Rehm, 2009), Sweden (Kraus et al., 2015), the UK (Meng, Holmes, Hill-McManus, Brennan, & Meier, 2014) and Australia (Livingston et al., 2016). These patterns are

M. Livingston (✉) · R. Vashishtha
Centre for Alcohol Policy Research, La Trobe University, Melbourne, VIC, Australia
e-mail: M.Livingston@latrobe.edu.au

M. Livingston
Department of Clinical Neuroscience, Karolinska Institutet, Stockholm, Sweden

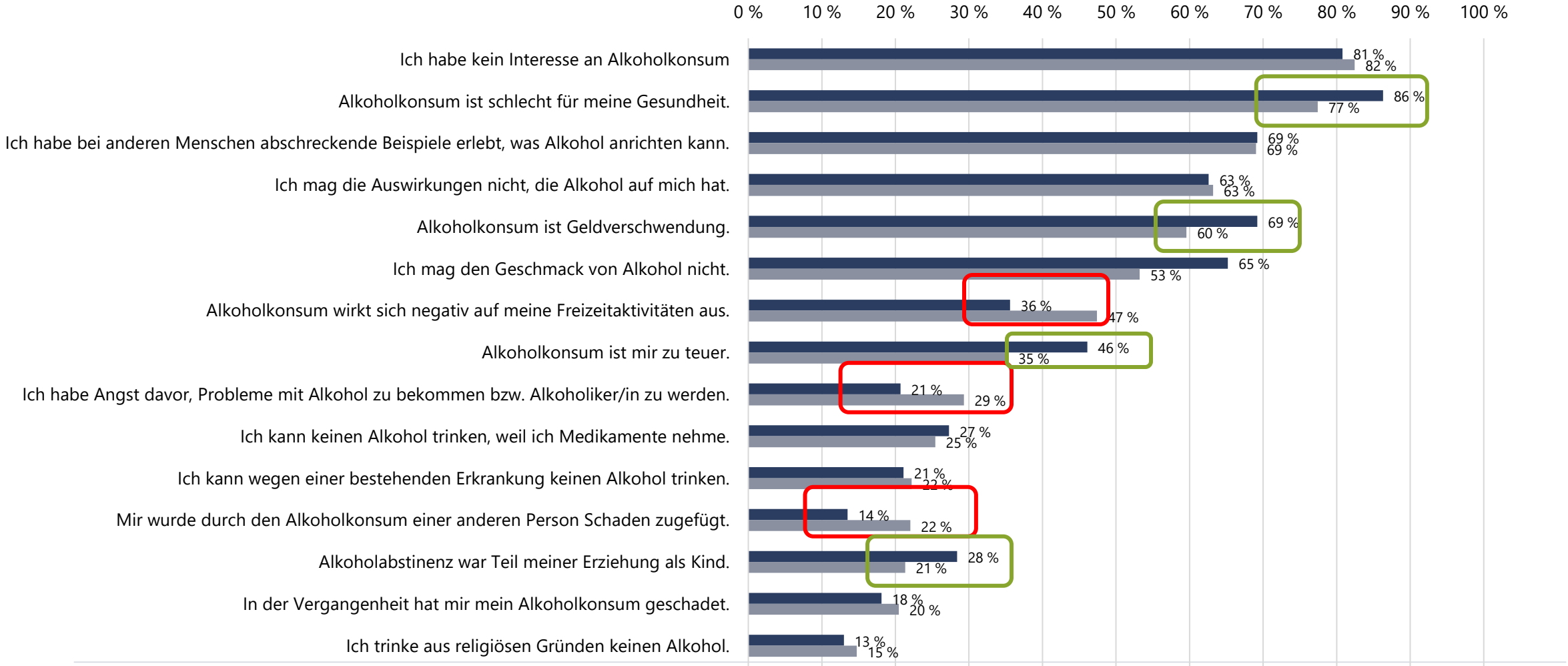
© The Author(s) 2019
D. Conroy and F. Measham (eds.), *Young Adult Drinking Styles*,
https://doi.org/10.1007/978-3-030-28607-1_2

1) In welchem Ausmaß setzt sich der Konsumrückgang bei Jugendlichen auch im weiteren Leben fort?



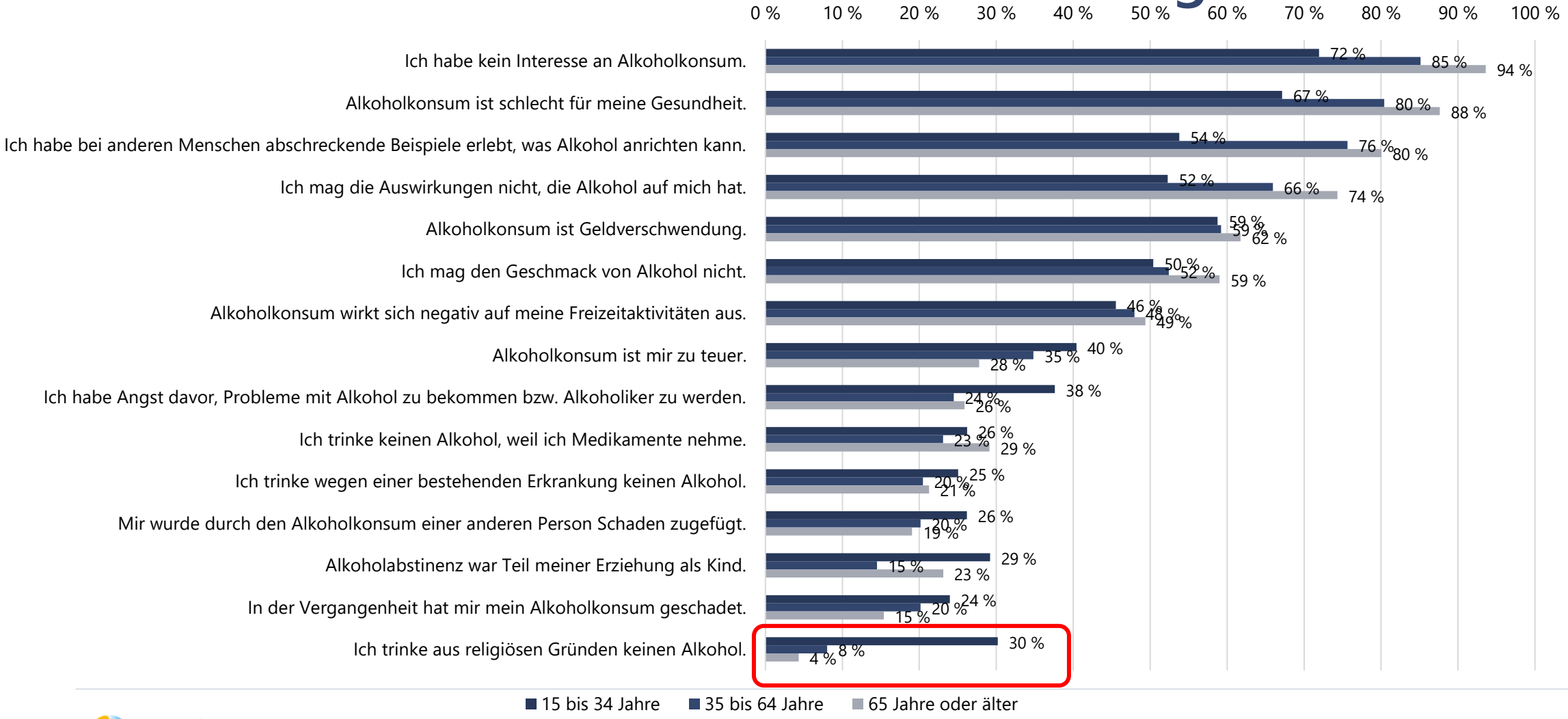
Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

2. Was sind die wichtigsten Motive für Abstinenz und haben sich diese in den letzten Jahren gewandelt?



Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

2. Was sind die wichtigsten Motive für Abstinenz und haben sich diese in den letzten Jahren gewandelt?



Gesundheit Österreich GmbH

Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

3) Sehen wir eine De-Normalisierung des Alkoholkonsums?

Dimensionen einer „Denormalisierung“

a. sinkender Experimentier- bzw. Probierkonsum

b. sinkende Prävalenz des aktuellen bzw. regelmäßigen Konsums

c. reduzierte Verfügbarkeit bzw. restriktivere Alkoholpolitik / Vollzugspraxis

d. abnehmende soziale und kulturellen Akzeptanz (d. h. restriktivere Einstellungen unter jungen Menschen, kritische oder negative Darstellungen in den Massenmedien, schwindende Akzeptanz in der Allgemeinbevölkerung)

ADDICTION
SSA SOCIETY FOR THE STUDY OF ADDICTION
ADDICTION OPINION AND DEBATE
doi:10.1111/add.15611

Declining drinking among adolescents: Are we seeing a denormalisation of drinking and a normalisation of non-drinking?

Gabriel Caluzzi[1], Michael Livingston[1,2], John Holmes[3], Sarah MacLean[1,4], Dan Lubman[5,6], Paul Dietze[2,7], Rakhi Vashishtha[1], Rachel Herring[8] & Amy Pennay[1]

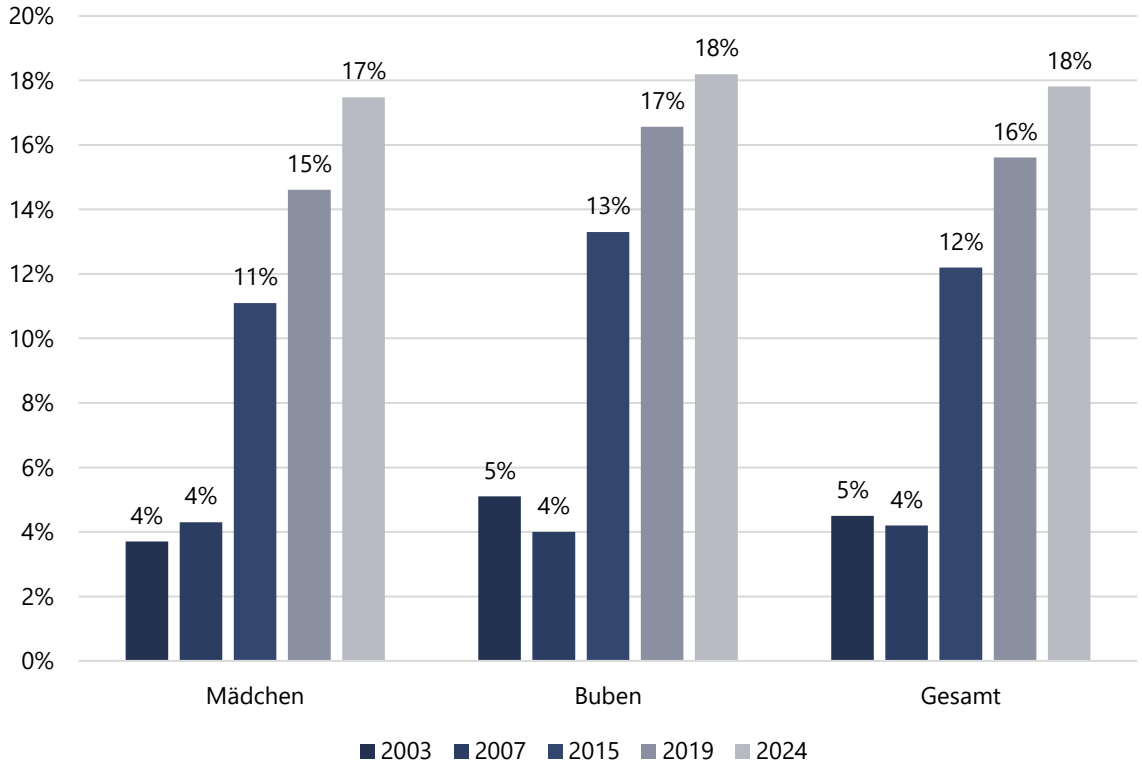
Centre for Alcohol Policy Research, La Trobe University, Bundoora, Victoria, Australia,[1] National Drug Research Institute, Curtin University, Perth, Western Australia, Australia,[2] School of Health and Related Research, University of Sheffield, Sheffield, UK,[3] School of Allied Health, Human Services and Sport, La Trobe University, Bundoora, Victoria, Australia,[4] Turning Point, Eastern Health, Melbourne, Victoria, Australia,[5] Monash Addiction Research Centre, Eastern Health Clinical School, Monash University, Melbourne, Australia,[6] Behaviours and Health Risks Program, Burnet Institute, Melbourne, Victoria, Australia[7] and Drug and Alcohol Research Centre, Middlesex University, London, UK[8]

ABSTRACT

Background In the early 2000s, alcohol use among young people began to decline in many western countries, especially among adolescents (ages between 12–17 years old). These declines have continued steadily over the past two decades, against the backdrop of much smaller declines among the general population. **Argument** Hypotheses examining individual factors fail adequately to provide the necessary ‘big picture’ thinking needed to understand declines in adolescent drinking. We use the normalisation thesis to argue that there is strong international evidence for both processes of denormalisation of drinking and normalisation of non-drinking occurring for adolescents in many western countries. **Conclusions** Research on declining adolescent drinking provides evidence of both denormalisation of alcohol consumption and normalisation of non-drinking. This has implications for enabling policy environments more amenable to regulation and increasing the acceptability of non-drinking in social contexts. Normalisation theory (and its various interpretations) provides a useful multi-dimensional tool for understanding declines in adolescent drinking.

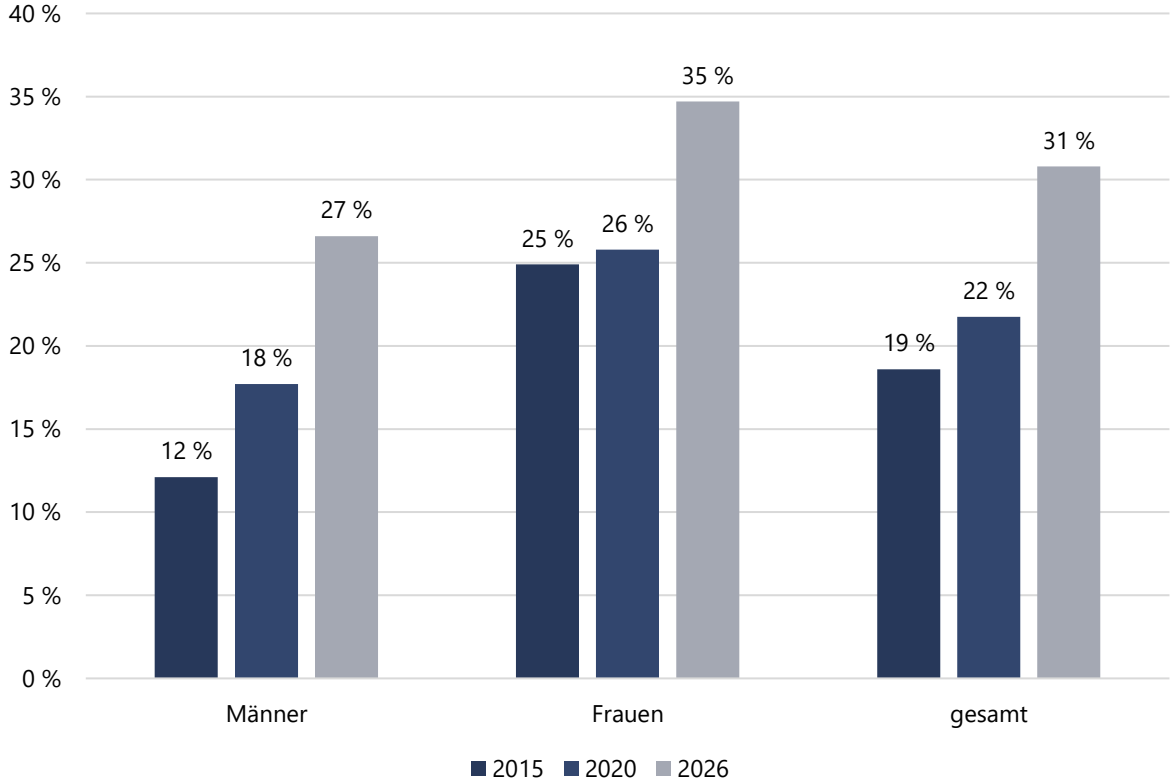
3a) sinkender Experimentier- bzw. Probierkonsum

Anteil an Jugendlichen, die noch nie Alkohol probiert haben (ESPAD, Österreich)



Quelle: ESPAD Österreich

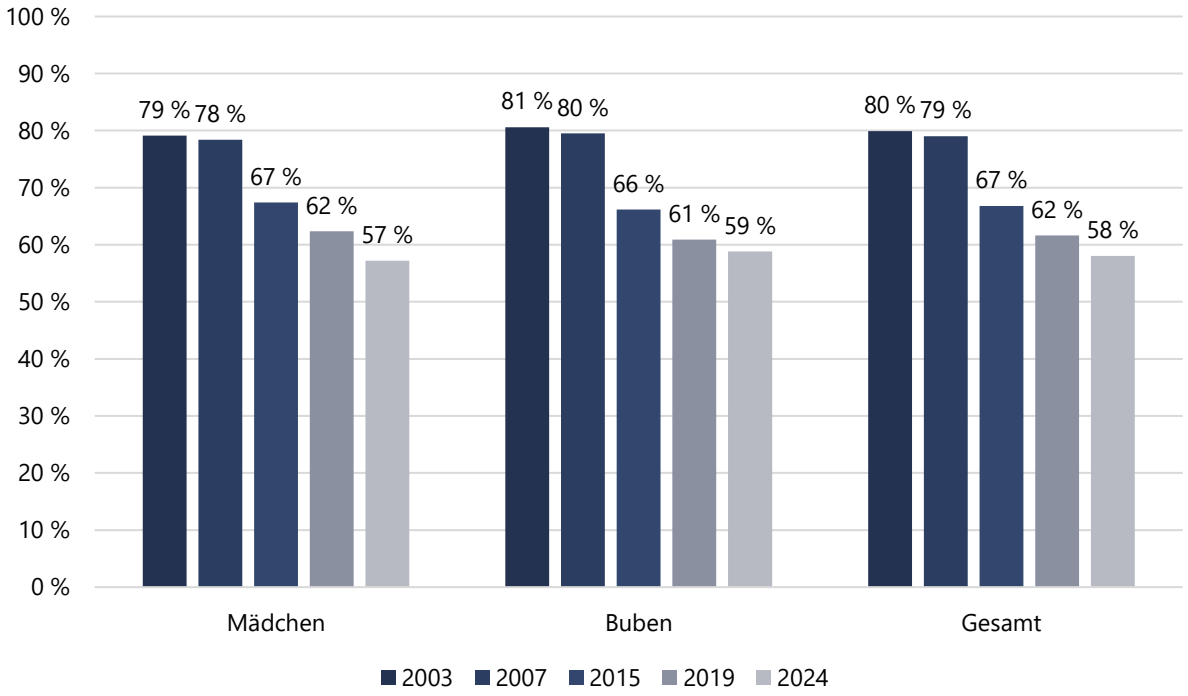
Anteil an Personen, die noch nie oder in den letzten 12 Monaten keinen Alkohol bzw. fast keinen Alkohol konsumiert haben



Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

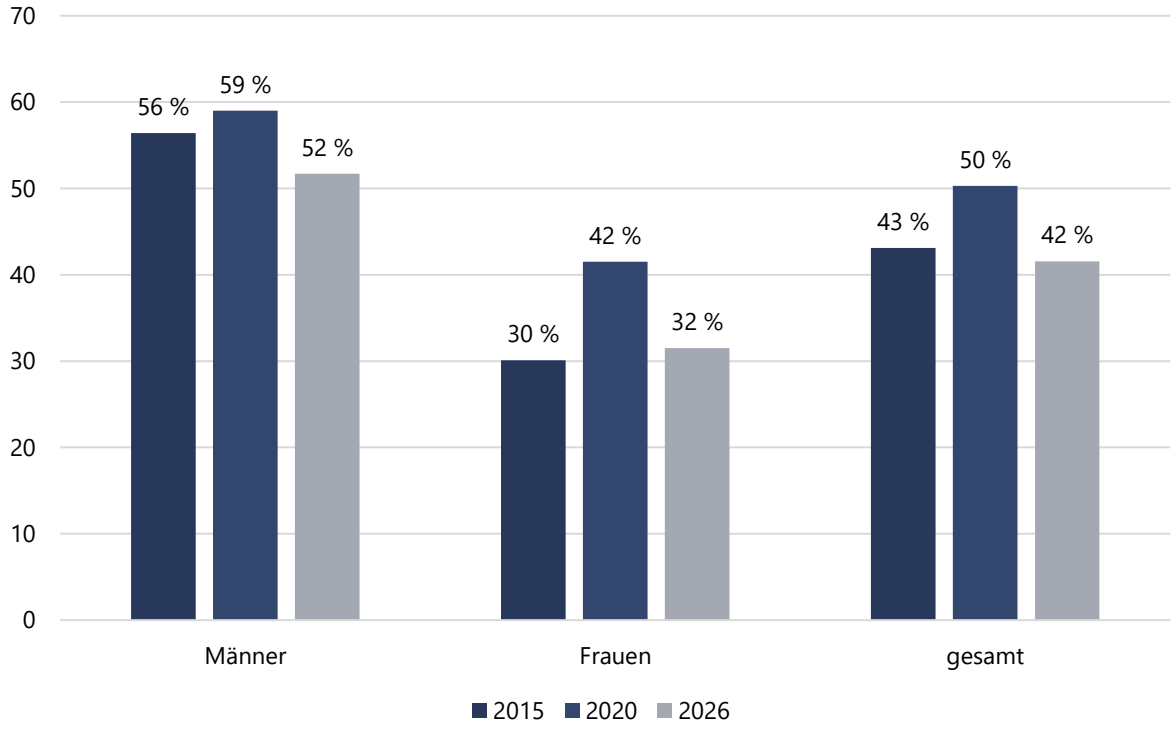
3b) sinkende Prävalenz des aktuellen bzw. regelmäßigen Konsums

Anteil an Jugenlichen, die in den letzen 30 Tagen Alkohol konsumiert haben



Quelle: ESPAD Österreich

Anteil an Personen, die in den letzten 12 Monaten zumindest wöchentlich Alkohol konsumieren

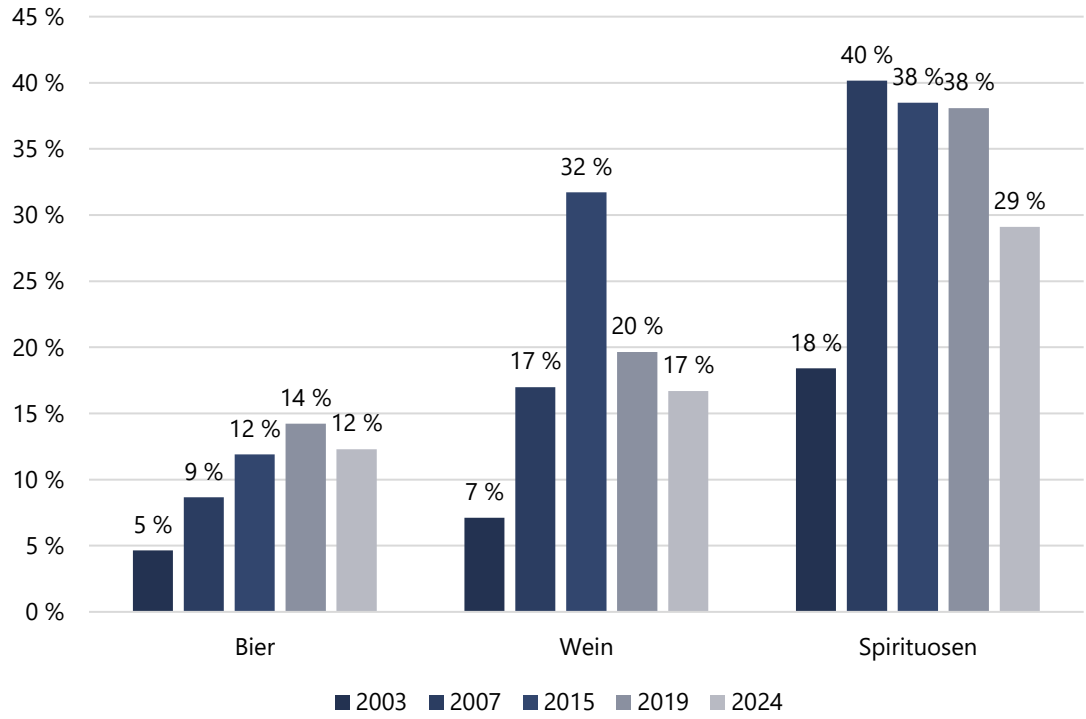


Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

3c) reduzierte Verfügbarkeit bzw. restriktivere Alkoholpolitik / Vollzugspraxis

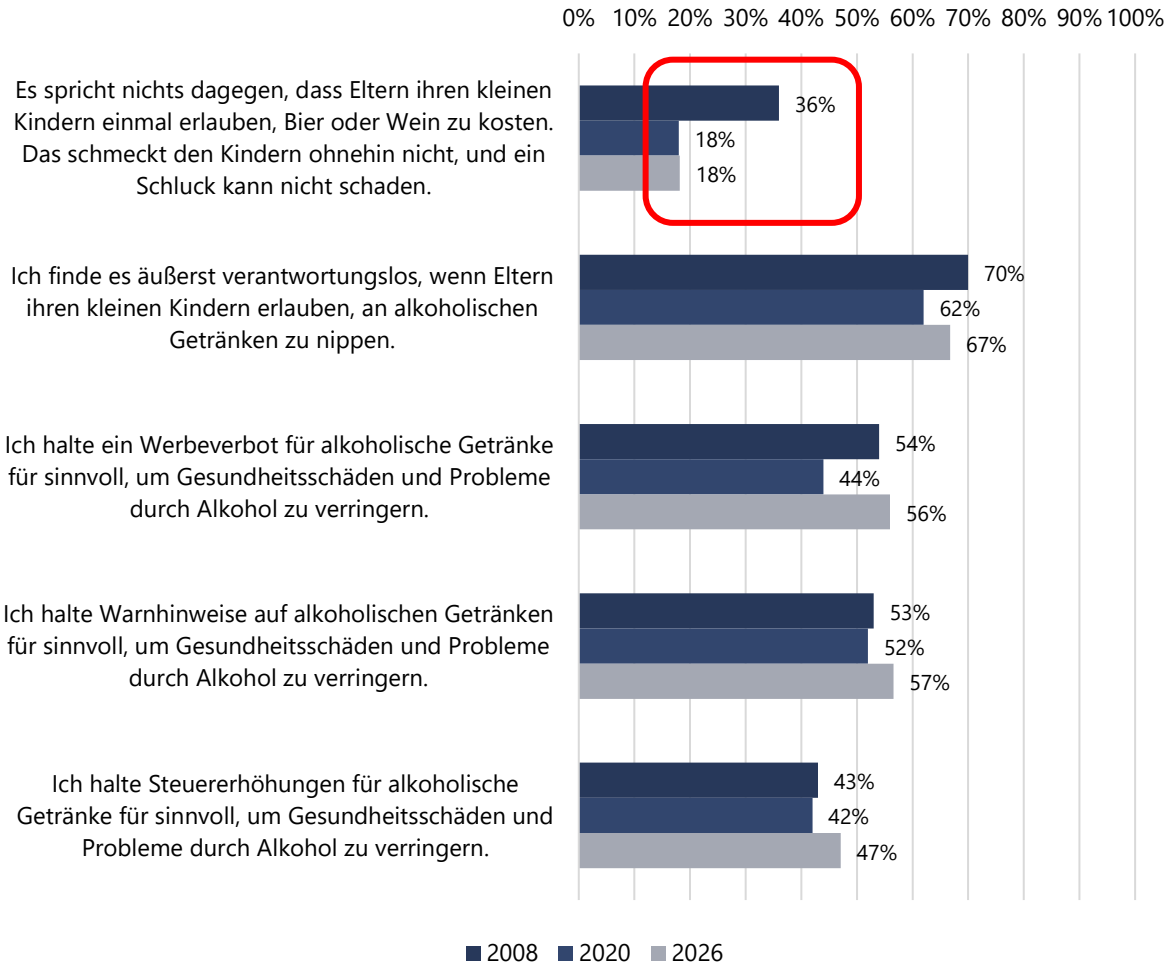
- Vereinheitlichung des Schutzalter für Spirituosen auf 18 Jahre (Bier und Wein: 16 Jahre)
- Lokale Alkoholverbotszonen (Bahnhöfen)
- keine Erhöhung der Besteuerung (fixe Steuersätze bei hoher Inflation)

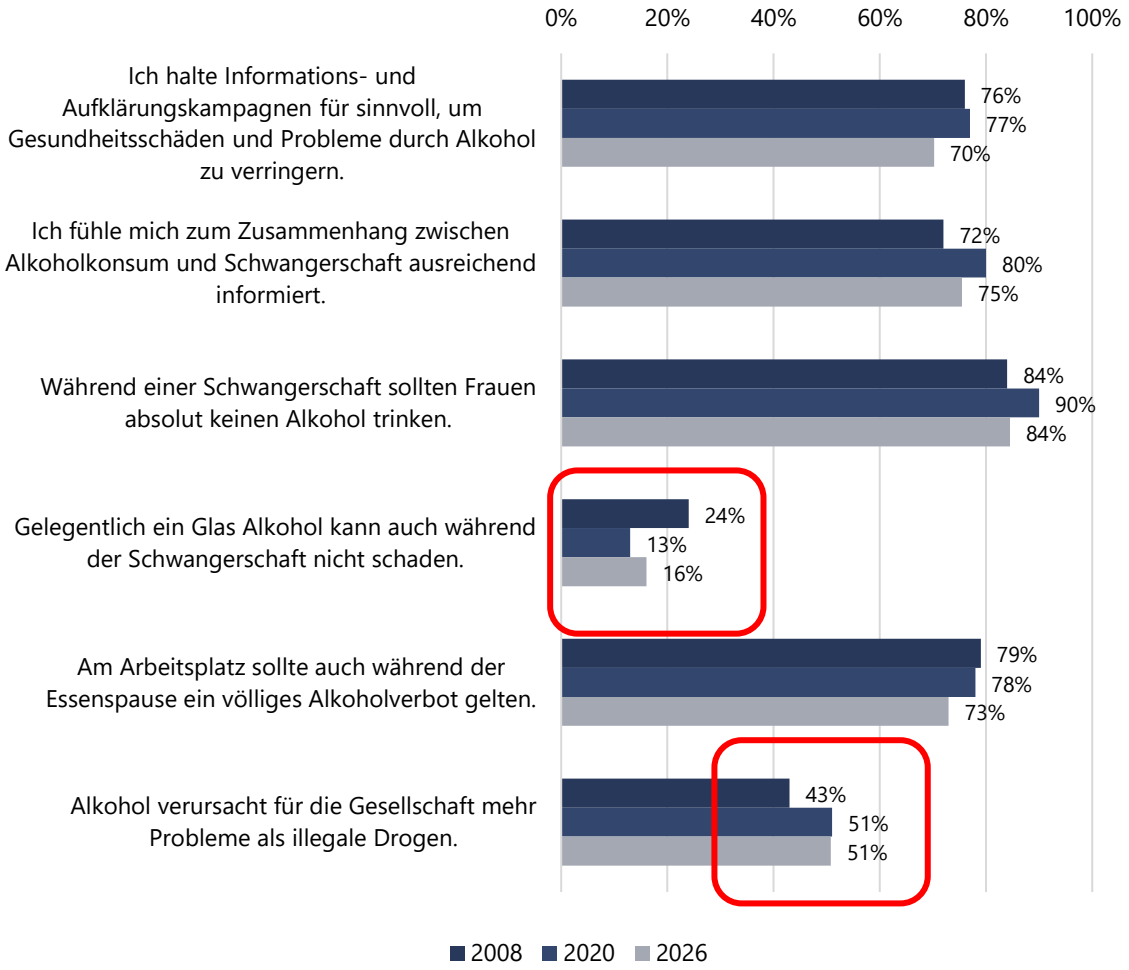
Anteil an Jugendlichen, die es zumindest „eher schwierig" einschätzen, an folgende alkoholische Getränke heran zu kommen



Quelle: ESPAD Österreich

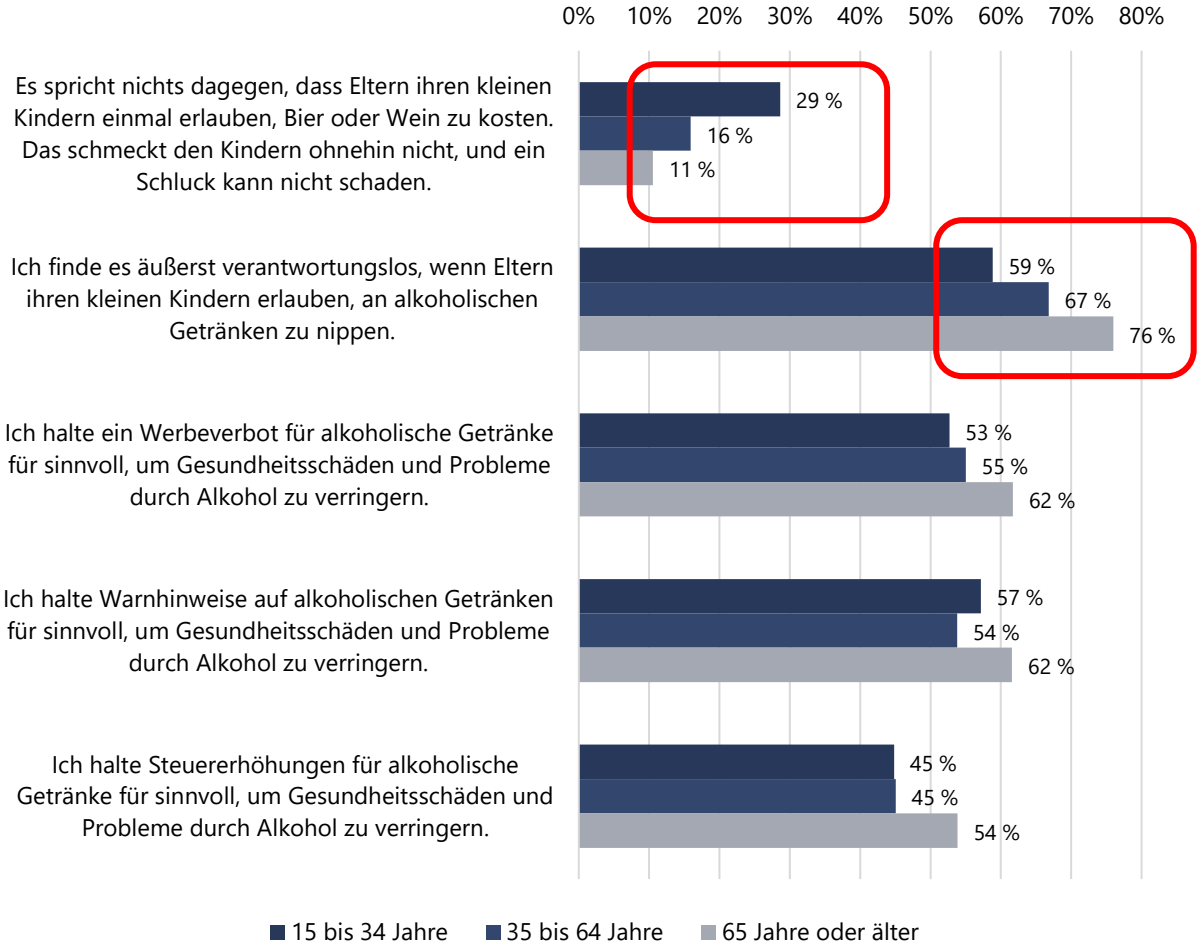
3d) abnehmende soziale und kulturelle Akzeptanz

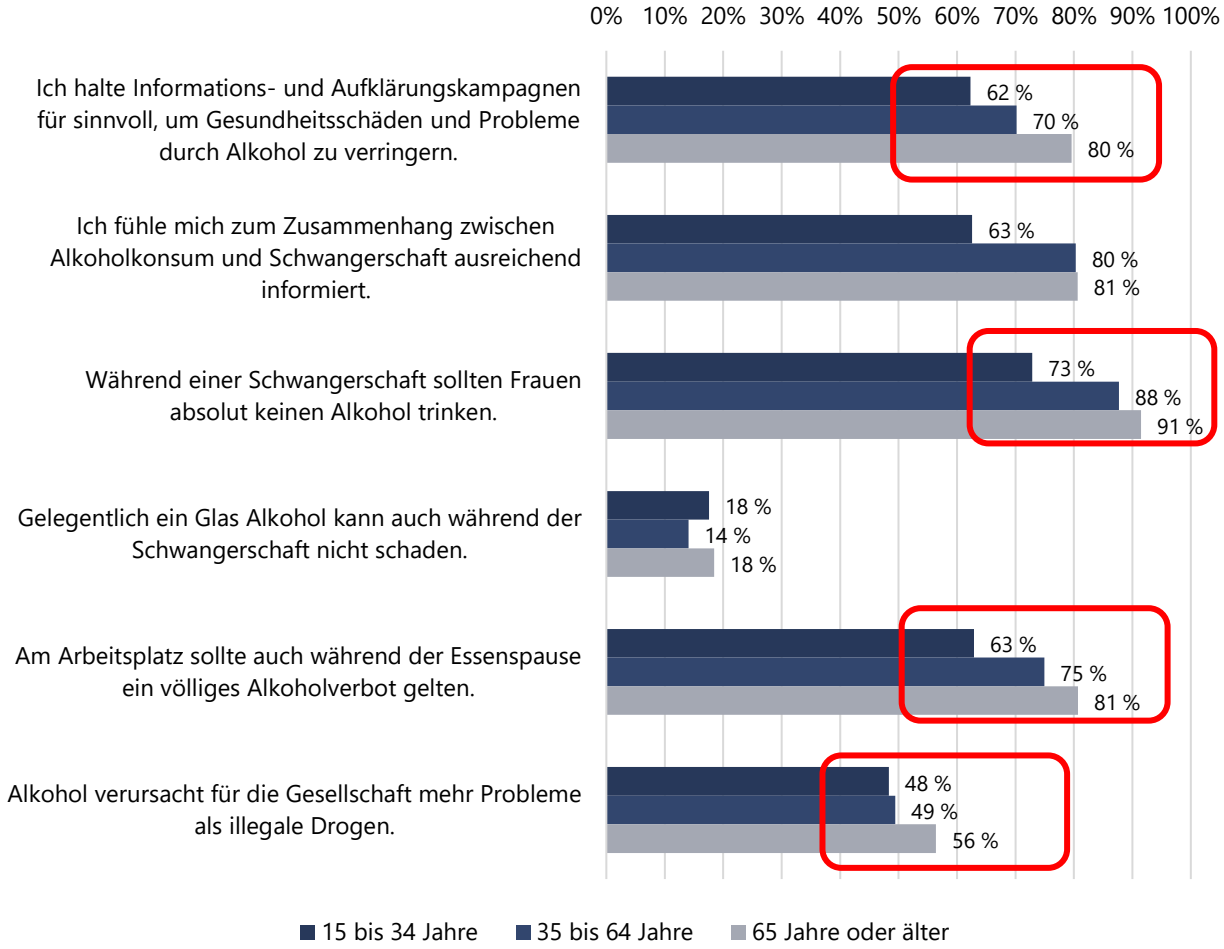




Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

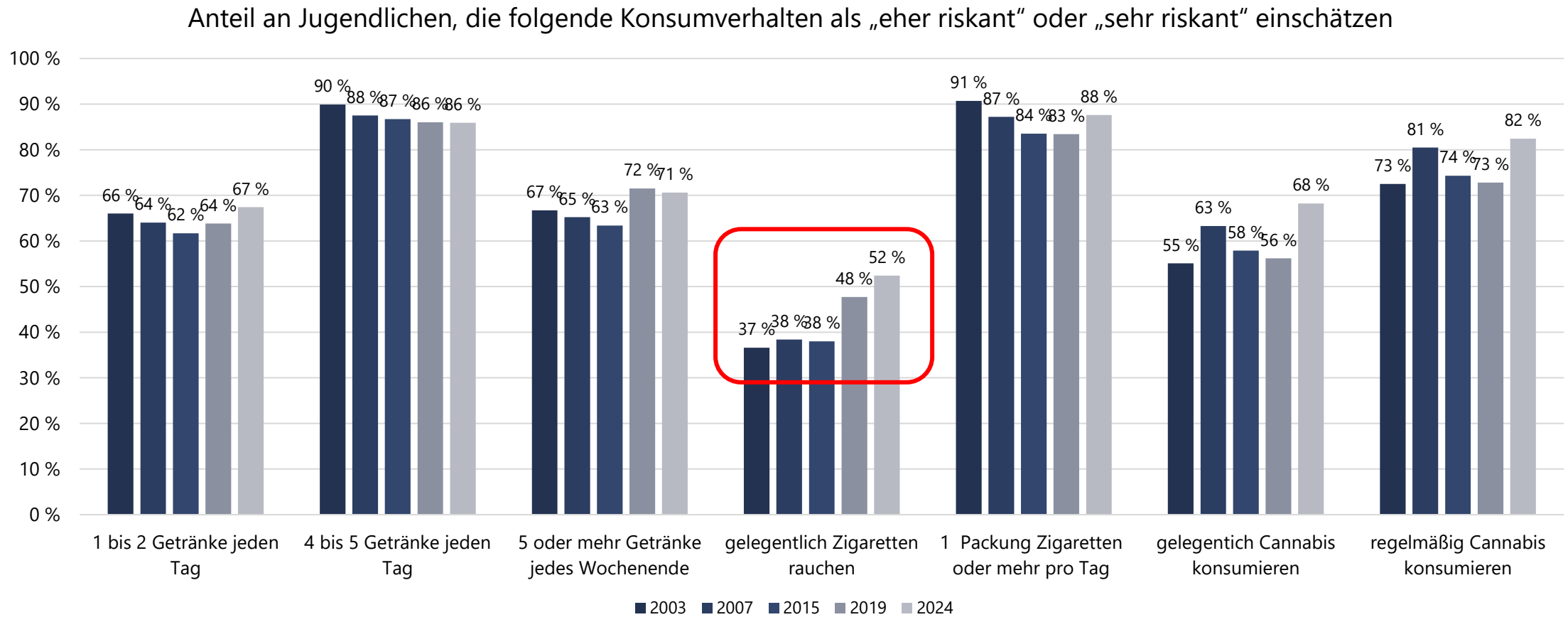
3d) abnehmende soziale und kulturelle Akzeptanz





Quelle: Österreichische Repräsentativbefragung zu Substanzkonsum

3d) abnehmende soziale und kulturelle Akzeptanz



Quelle: ESPAD Österreich

3d) abnehmende soziale und kulturelle Akzeptanz

qualitative Befunde (Burgess et al. 2022, Ball et al 2024)

- Rolle von Alkohol bzw. digitale Medien in der Anbahnung von sozialen Kontakten/Partnerschaft
- Rückgang von persönlichen Treffen
- Abstinenz wurde aus dem Nerd-Status befreit, weniger Konformitäts- und Konsumdruck
- Die Demonstration von Männlichkeit erfolgt weniger über Alkoholkonsum
- Zunahme von Risikobewusstsein und Gesundheitsbewusstsein
- Negative Konnotation von Alkohol als Coping-Mechanismus



Received: 22 December 2022 | Revised: 2 May 2023 | Accepted: 4 May 2023
DOI: 10.1111/dar.13685

SPECIAL SECTION

Drug and Alcohol Review | WILEY

Understanding youth drinking decline: Similarity and change in the function and social meaning of alcohol use (and non-use) in adolescent cohorts 20 years apart

Jude Ball[1] | Michaela A. Pettie[1] | Loleseti Poasa[1] | Gillian Abel[2]

[1]Department of Public Health, University of Otago, Wellington, New Zealand
[2]Department of Population Health, University of Otago, Christchurch, New Zealand

Correspondence
Dr Jude Ball, Department of Public Health, University of Otago, Wellington, PO Box 7343, Wellington South 6242, New Zealand.
Email: jude.ball@otago.ac.nz

Funding information
Royal Society Te Apārangi, Grant/Award Number: Marsden Fast Start MFP-UOO202; Wellington Division of the Cancer Society of New Zealand

Abstract

Introduction: Qualitative research aimed at understanding the decline in youth drinking has so far been hampered by a lack of baseline data for comparison. This New Zealand study overcomes this limitation by comparing archival qualitative data collected at the height of youth drinking (1999–2001) with contemporary data collected for this study (June–October 2022). The aim is to explore changes in the function and social meaning of alcohol use (and non-use) for two cohorts about 20 years apart.

Methods: Both archival and contemporary data were collected from 14 to 17 year old secondary school students (years 10–12) through individual and small-group/pair interviews in matched suburban co-ed schools. Interviews explored friendships, lifestyles, romantic relationships and experiences and perceptions of substance use and non-use.

Results and Discussion: Comparative analysis highlighted changes that may help to explain the decline in youth drinking, including an increased value placed on personal choice and acceptance of diversity; decreased face-to-face socialising and the emergence of social media as a central feature of adolescent social life, perhaps displacing key functions of drinking and partying; increased pervasiveness of risk discourses and increased awareness of health and social risks of alcohol; and increased framing of alcohol use as a coping mechanism by both drinkers and non-drinkers.

Conclusions: Collectively, these changes appear to have shifted the social position of drinking from an almost compulsory component of adolescent social life in 1999–2001, to an optional activity that many contemporary adolescents perceive to have high risks and few benefits.

KEYWORDS
adolescent, alcohol drinking, public health, qualitative research, social change

Zusammenfassung

- Rückgang des Alkoholkonsums in Ö nicht nur beschränkt auf Jugendliche, sondern wird auch fortgeführt ins junge Erwachsenenalter
- Negative Auswirkungen von Alkohol haben als Motive für Abstinenz zugenommen, Religion als Motiv für Abstinenz gewinnt bei jüngeren Personen an Bedeutung
- Probierkonsum unter Jugendlichen findet weniger/später statt, Abstinente als Gruppe nehmen auch in der Gesamtbevölkerung zu
- Auf Policy Ebene kaum/keine Einschränkungen der Verfügbarkeit, subjektive Verfügbarkeit nimm ab
- Alkoholpolitische Einstellungen weitgehend stabil, jüngere Personen tendenziell mit liberaleren Einstellungen. Auch Risikoeinschätzung von Alkohol unter Jugendlichen weitgehend unverändert.
- Qualitative Befunde sind plausibel, konnten bislang aber in quantitativen Studien nicht belegt werden

Implikationen

„From a public health perspective, the denormalisation of alcohol use, (…), **may have created an environment more open to regulation**. This might have enabled greater support for reinforcing alcohol policies that specifically target younger people.“ (Livingstone et al.)

Wenn die Gruppe der Abstinenten immer größer wird, wird sie dann auch **weniger „auffälliger“** (Rossow 2022)

Wie lassen sich restriktivere alkoholpolitische Maßnahmen rechtfertigen, wenn die Datenlage nahelegt, dass **Konsummuster eher Ausdruck kultureller Veränderungen sind als Folge von Policy Maßnahmen**?

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Kontakt

Julian Strizek
Kompetenzzentrum Sucht
+43 1 515 61 – 148
Julian.strizek@goeg.at

Gesundheit Österreich GmbH
Stubenring 6, 1010 Wien
goeg.at