

# A History of Women and Alcohol

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# Outline



- ▶ Historical highlights
- ▶ Perceptions of women via alcohol adverts
- ▶ Pregnancy
- ▶ GENACIS

# Romans and Greeks

Cato "close relatives kissing the women to check they had not been drinking"

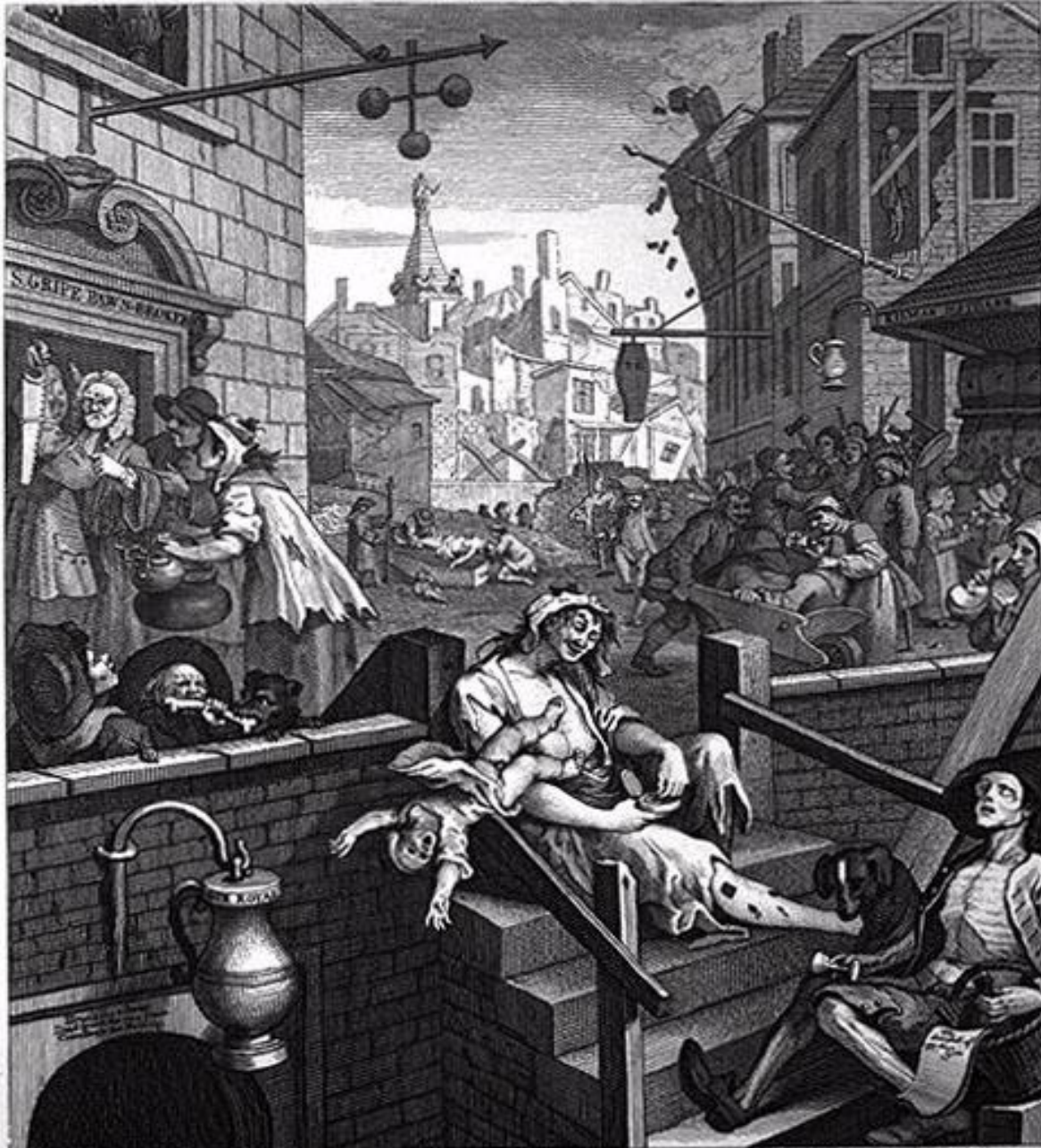
Domitius (a judge) brought in an interesting aspect found throughout history "a woman appeared to have drunk more wine than could be excused for medicinal purposes"

Greece Juvenal "When she is drunk---- she cannot tell her groin from her head"

Purcell 1994

Women were not allowed to take part in many of the rituals. Thus they had no public voice. They were controlled and invisible.

GIN LANE.



Gin Lane  
William  
Hogarth (1697  
- 1764)

*Gin owned friend with fury brought,  
Make human flesh a prey,  
Henceforth by a deadly draught,  
And stifle all the joys of life.*

*Virtue and Death close in to despair,  
His face impaled by fire,  
Here, wretched man, attend his care,  
Flesh, Murder, Poverty.*

*Down of Cup's shot on the Tithe's page,  
That second fire consumes  
Which she sends to the Devil's conquest,  
And rolls it thro' the Yew.*

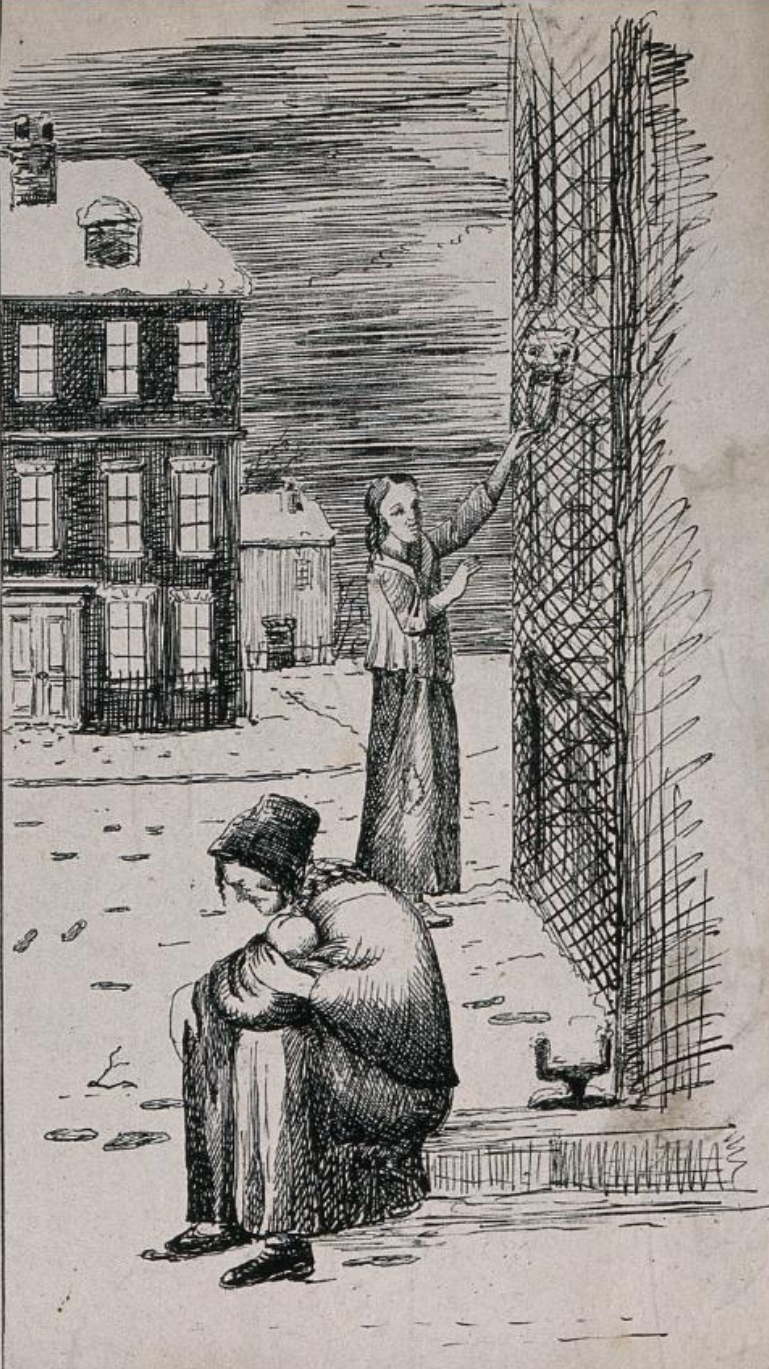
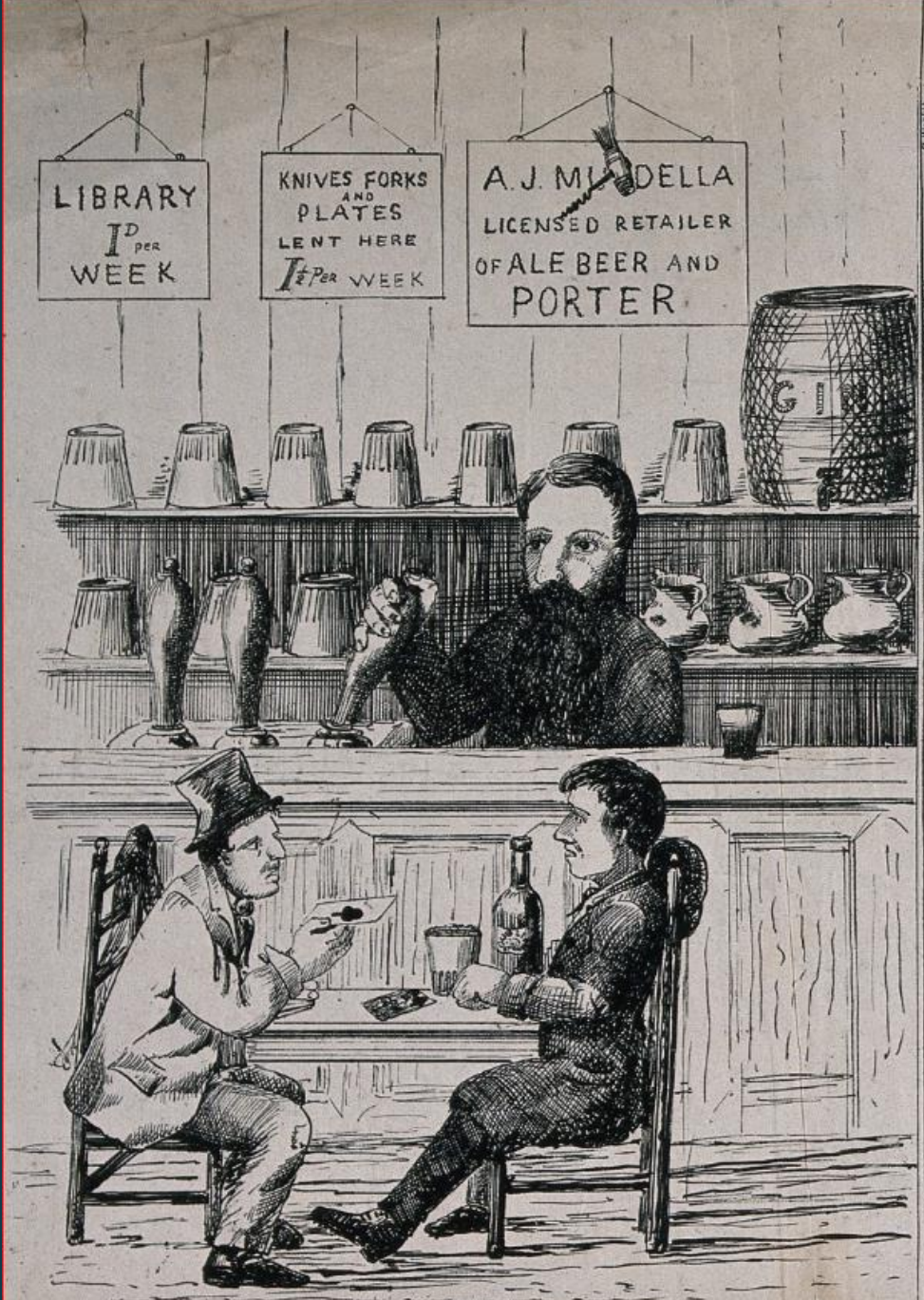


# Gin Shop 1765

*What News? great News says Blab while Polly swills,  
The raptur'd Landlady her Liquor spills.*

**The GIN SHOP DISPLAYED.**  
*Printed for Carington Bowles, Map & Printseller, N<sup>o</sup> 69 in S<sup>t</sup> Pauls Church Yard, London*

*The Match Boy artfully the Money steals,  
The Basket Woman great surprise reveals.*



1860

RESPECTFULLY DEDICATED TO THE TEMPERANCE LEAGUE.



BRANDY AND SALT.—THE UNIVERSAL MEDICINE.

*Drink the Brandy, and clap your feet into the Salt Box. That's the way to get rid of your corns!!!*

## Medicinal Alcohol

# Alcohol as Medicine

- ▶ Used to keep herbal remedies fresh
- ▶ Used to help anaesthetise people needing surgery
- ▶ Used as treatment for infections or other noxious things
  - ▶ Chasing out the devil 1890
  - ▶ Typhoid Fever – Chloral and alcohol 1892
  - ▶ Hysteria – Alcohol and valerian 1893
  - ▶ Premature Labour 1960s



# Medicinal Alcohol

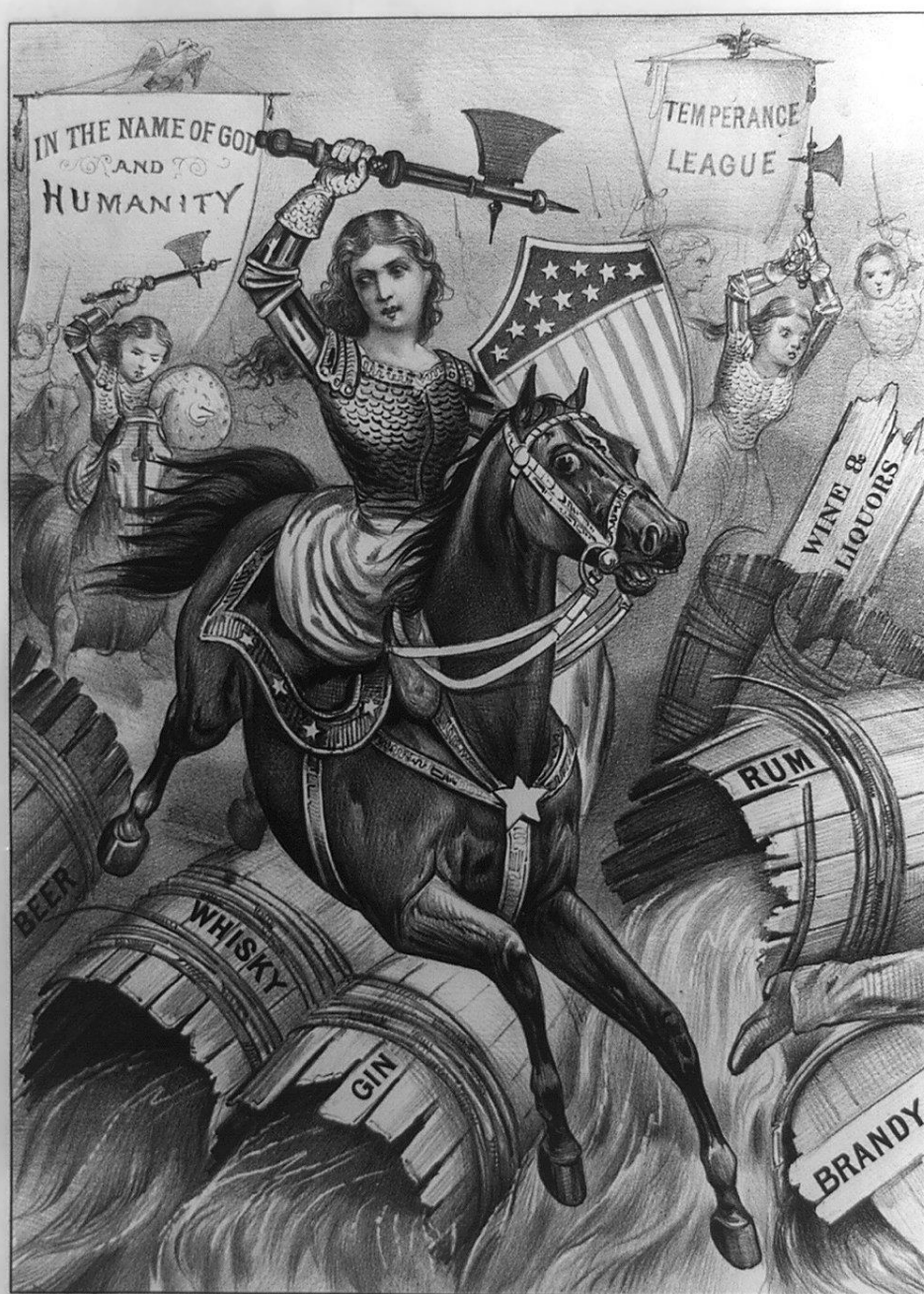
Accepted even by Temperance Societies

- ▶ “We agree to abstain from all intoxicating liquors, except for medicinal purposes or religious ordinances”

Female Temperance Society Birmingham 1836



**Temperance Campaigners New York 1875**




PUBLISHED BY CURRIER & IVES. REPRODUCED ACCORDING TO ACT OF CONGRESS IN THE YEAR 1866 BY ORDER & UNDER THE OFFICE OF THE LIBRARIAN OF CONGRESS AT WASHINGTON. 125 NASSAU ST. NEW YORK.

## WOMANS HOLY WAR.

Grand Charge on the Enemy's Works.

# Womans Holy War (sic)



LIPS THAT  
TOUCH LIQUOR  
SHALL NOT  
TOUCH OURS

The implication is clear.

No alcohol no fun.

Also no acknowledgement of  
the powerlessness  
of women to protect  
themselves and their  
children from their  
partner's drinking

# British Women's Temperance Association (BWTA) (1876)

"Temperance was a serious political movement that helped train women in the conventions of political lobbying, -----their contributions are generally overlooked".

"BWTA were suffragists their activities were more subdued than the suffragettes---  
-From their earliest days English temperance women urged women to fight for the right to vote because they believed only the ballot could persuade policy makers to change the rules governing alcohol consumption and protect women and children from men's alcohol-fueled violence".

[www.http://womensuffrage.org/?p=22726](http://womensuffrage.org/?p=22726)

Still active under The White Ribbon Association



Women Drinking in Tenement  
"Stair Heid Club" 1890s



Suffragette Rally:  
Hyde Park  
June 1908

Crowd of over  
300,000

1914



French women  
combined the right  
to vote with:  
Temperance  
Protection of  
mothers and  
children  
Anti-war effort

3 Les revendications de la Ligue des droits des femmes

Photographie, 1914.





CARRY NATION WITH HER HATCHET AND BIBLE

# Carry A. Nation

US Temperance  
Campaigner

Opposition to alcohol  
legitimised  
participation in  
national political life.

Travelled widely in her  
cause



# Temperance Campaigner


Lydia Pinkham's  
Tonic

20.6% alcohol

Anti-saloon Year Book 1909

# The Scaffold 1968

We'll drink a drink a drink  
To Lily the Pink the Pink the Pink  
The saviour of the human race  
For she invented medicinal compound  
Most efficacious in every case.




# Perceptions of Women and Alcohol through Adverts

# *Wincarnis*



THE **WORLD'S GREATEST WINE TONIC**  
AND **NERVE RESTORATIVE**



Society changes – becomes more affluent.

Beginning of a change from alcohol as a means to forget the poverty to something to be used as a means for fun.



1935

Set out refreshments as  
*Alice Tisdale Hobart* does...



*Alice Tisdale Hobart writes best-selling month  
columns for Wine—“Oil for the Lamp of China,” “The  
Cap and the Sword” (continued) and, from Science, “The  
Pomelo Sheds Its Peel.” And whenever she lives, Mrs.  
Hobart is known as a charming hostess. With numerous books,  
she encourages that you try the best-known Wine and soda.*

## with tall, cool glasses of **WINE** and soda

**TO MIX A WINE AND SODA** Just pour glasses half-full of your favorite California wine—like Cabernet, red Burgundy or golden Chateau. Add ice cubes and sparkling water to fill.

Then, to enjoy Wine and soda at its best, serve with appetizer-type foods—for example, hot shrimp made into a pizza with cream cheese and shrimp or tasty Melba toast or strawberries, celery, olives and slices of raw salmon.



**A LIGHT BITE** to eat... and Wine and soda, sparkling with ice! You'll find these mighty refreshing combinations on a warm day.

When the sun heats down at the evening hour, "muggs," bring out your favorite sandwiches and serve Wine and soda. Or set out Wine and soda alongside afternoon appetizers.

It perks people up. To the thirsty, there's nothing that tastes better. And there's real satisfaction, as well as evening goodness, in this combination of wine with food.

Wine and soda is one of many delicious refreshments you can make at low cost with wine. In fact, we California wine growers have a booklet of such recipes, one or more for almost every occasion. Write for a free copy to Wine Advisory Board, 717 Market Street, San Francisco 3, California.

**HOT FRIED CHICKEN** and chilled hamlets or Ribon Wine—one of the best cooling combinations for this summer. Try it at your home soon.



# 1950s



Enjoy ham baked  
*Sophie Kerr's* marvelous way\*



*Sophie Kerr* has written many tempting talks about food like her studies on our hot new book, "Love Your Dietician." Miss Kerr's favorite way of baking ham is given below. Try it, served as Miss Kerr suggests, with an accompanying glass of wine.

## Bring out the goodness ...with **Wine**

\* Bake half a ham cross-wise down its open part in slow oven (275°), allowing 20 min. per lb. Remove skin, score fat in squares, spread with ½ cup brown sugar mixed with 1 tsp. cayenne, stick with whole cloves and, if desired, walnut halves. Place fat-side up in pan, pour 1 cup California Burgundy or Claret wine around base and bake in low oven (275°), about 20 min. until glazed, basting the ham frequently with wine in pan; garnish with red cinnamon apples.



**H**APPY THE FAMILY and yourself to ham that's been wine-basted during the baking. And, for what food lovers call "crazy harmony," serve with it a fine California wine. When you taste the ham and wine together, considerable pleasure will come your way.

In fact the fun starts before you begin to eat — starts with the blending of the wine bouquet and the aroma of the meat. It comes to fulfillment as you sit to with knife and fork and wine glass—and you discover the taste perfection of wine in company with food.

That is wine's purpose. The red table wines flavorate hearty meats like beef-steak or roast. The white table wines are most delicious with lighter main dishes such as chicken or fish. With the baked ham pictured here you'll enjoy either a good red wine like California Burgundy or Claret or a piquant white wine of the Sauterne or Rhine Wine type.

Many other tempting wine and food combinations are suggested in our "Home Book of Wine Recipes." For a free copy, write Wine Advisory Board, 81 Second Street, San Francisco 5.



After a frigid game, nothing is sweeter than toasted cheese sandwiches and glasses of white Sherry wine. Try it!



# 1950s



DRAMBUIE OVER ICE WITH ELLA FITZGERALD.

1960s

meet  
**RED  
SATIN!**

“Whisky  
created  
simply to  
please  
a man?”

—A man and his closest  
friends. You'll enjoy  
Red Satin at first meeting.  
It's an adventure in taste.  
And every meeting is as  
rewarding as the first.  
So make a date to meet  
Red Satin. Tonight!



RED SATIN — SATIN SMOOTH

1965



# 1965

**SMART, SMOOTH, SPIRITED...**

*Very smart, very smooth and a delightfully spirited drinking companion... that's Gilbey's Vodka. People who started the vodka fad have made Gilbey's their steady. You will, too! Because Gilbey's Vodka is distilled from natural grain...absolutely undetectable...mixes great...sensibly priced!*



**GILBEY'S VODKA**

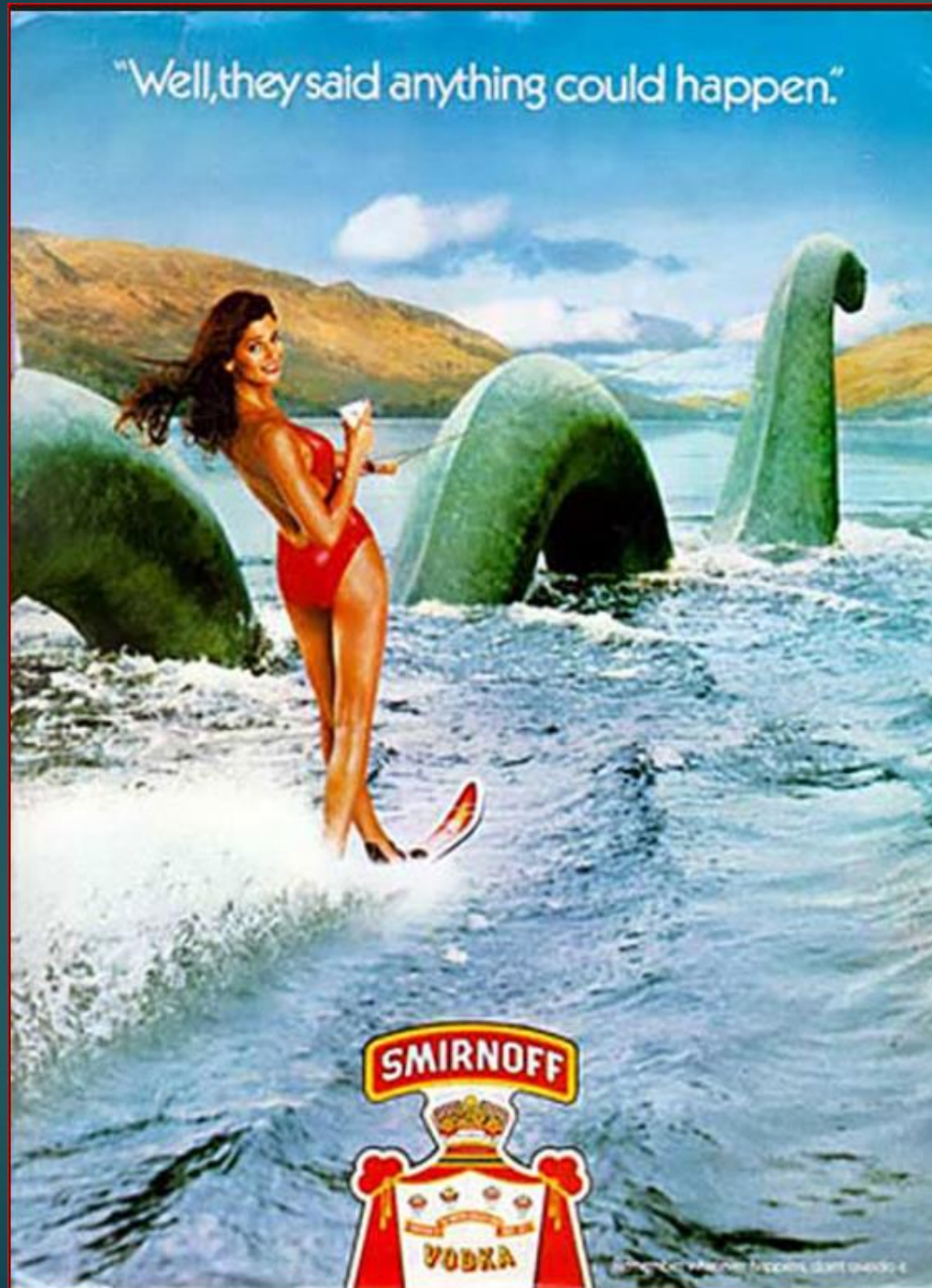
By the makers of Gilbey's Gin

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



The effect is shattering

1980s



1980s

Caroline Cossey

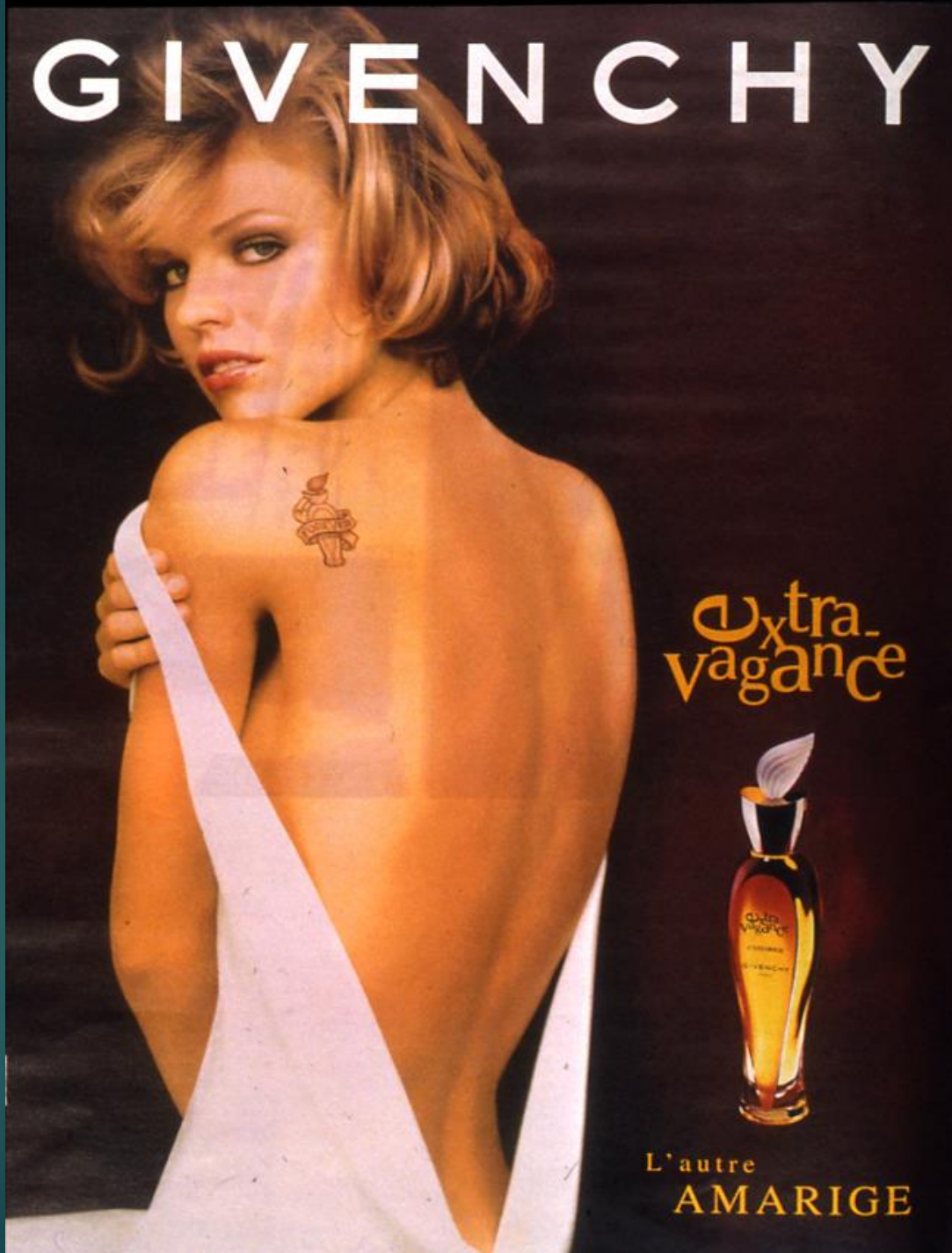


Woman + Alcohol =  
Sex





GIVENCHY

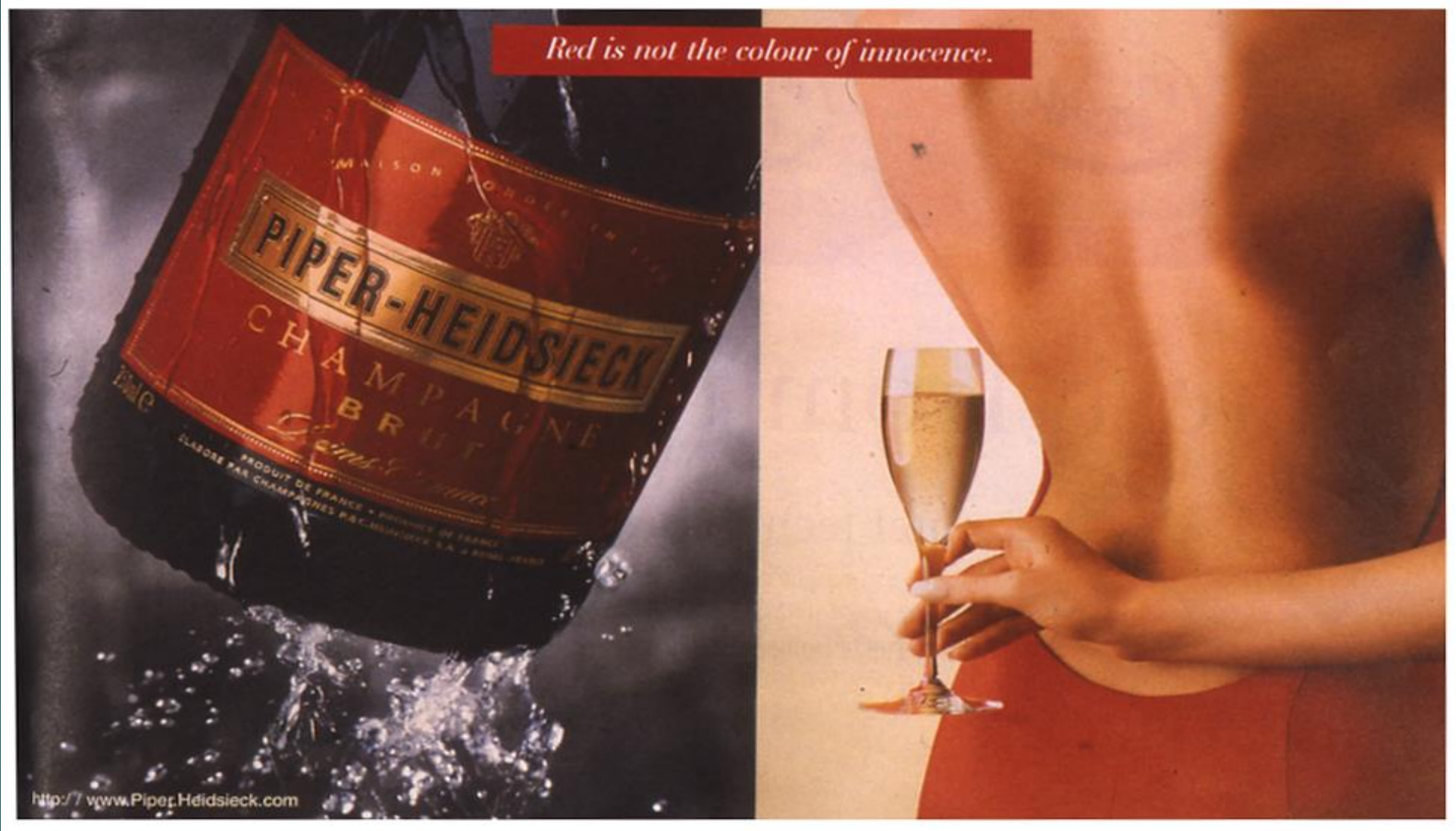


Extra-  
vagan<sup>ce</sup>



L'autre  
AMARIGE

Perfume




# Alcohol



# HÉRITAGE DE GUERLAIN

Nouvelle  
EAU DE TOILETTE  
Pour Homme

  
**HÉRITAGE**  
DE  
GUERLAIN  
PARIS

  
**GUERLAIN**  
PARIS

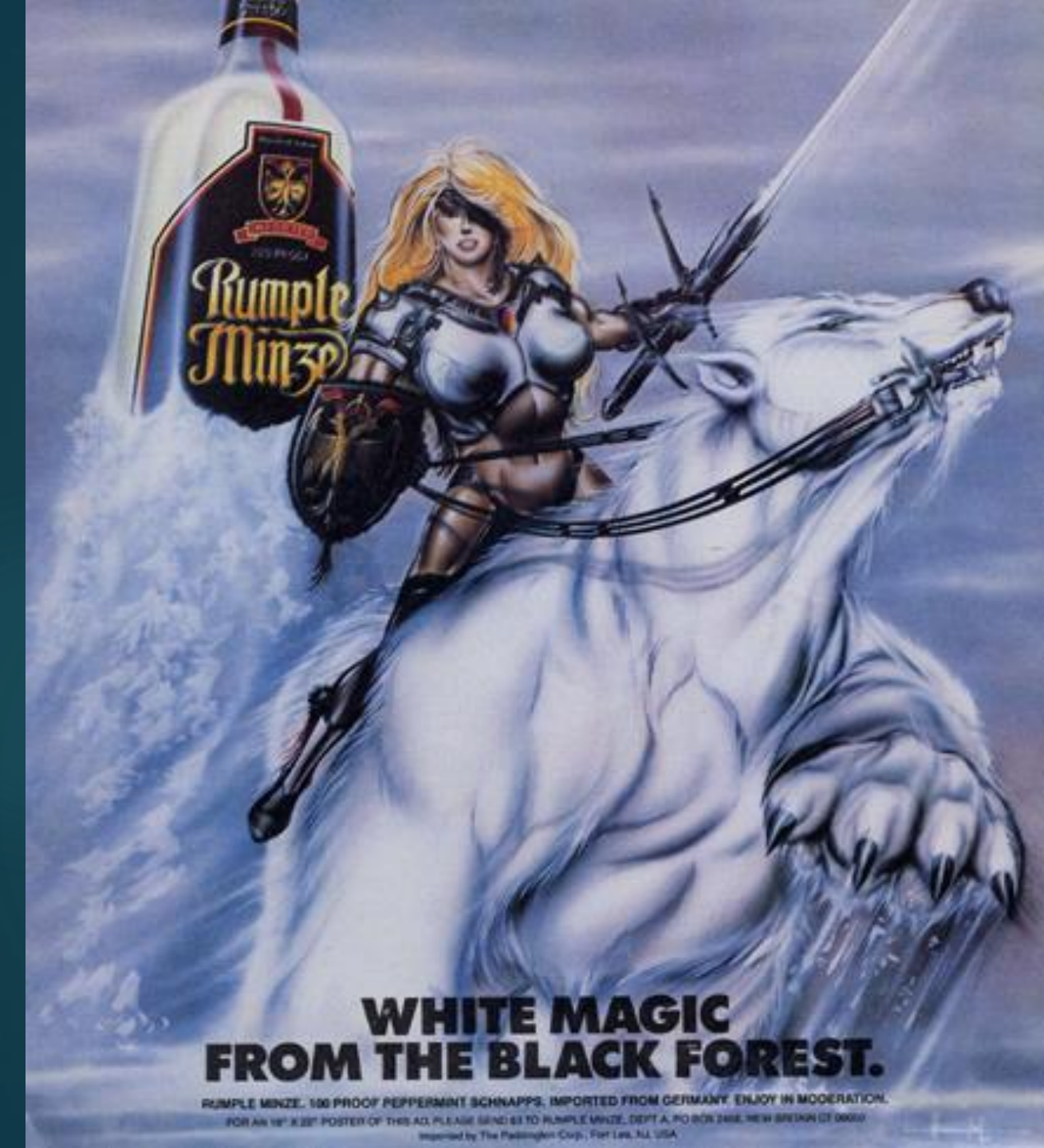
# Perfume



Alcohol

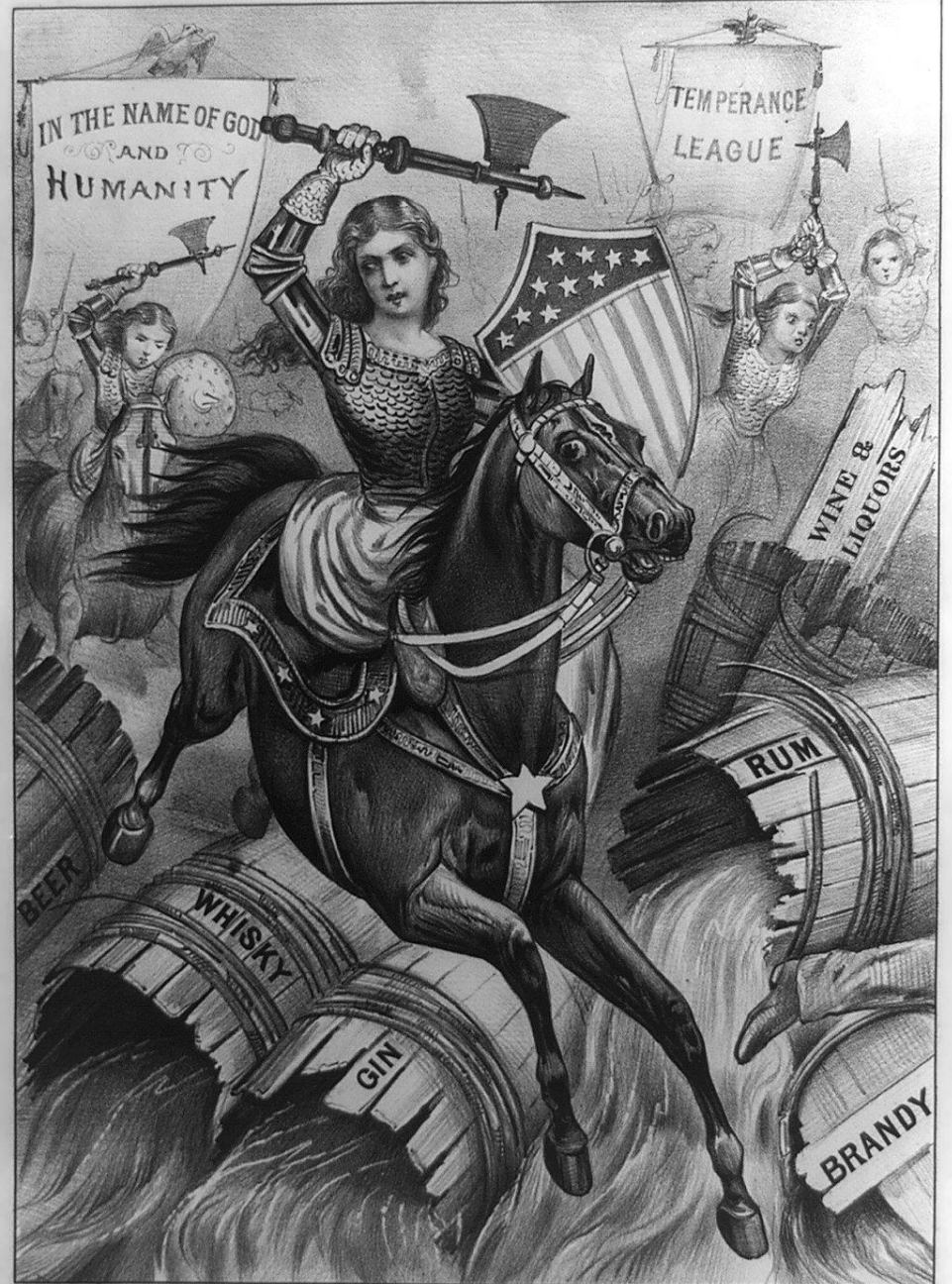


2004



**WHITE MAGIC  
FROM THE BLACK FOREST.**

RUMPLE MINZE. 100 PROOF PEPPERMINT SCHNAPPS. IMPORTED FROM GERMANY. ENJOY IN MODERATION.  
FOR AN 18" X 28" POSTER OF THIS AD, PLEASE SEND \$1 TO RUMPLE MINZE, DEPT. A, P.O. BOX 2486, NEW BRITAIN CT 06051  
Imported by The Paddington Corp., Fort Lee, NJ, USA.

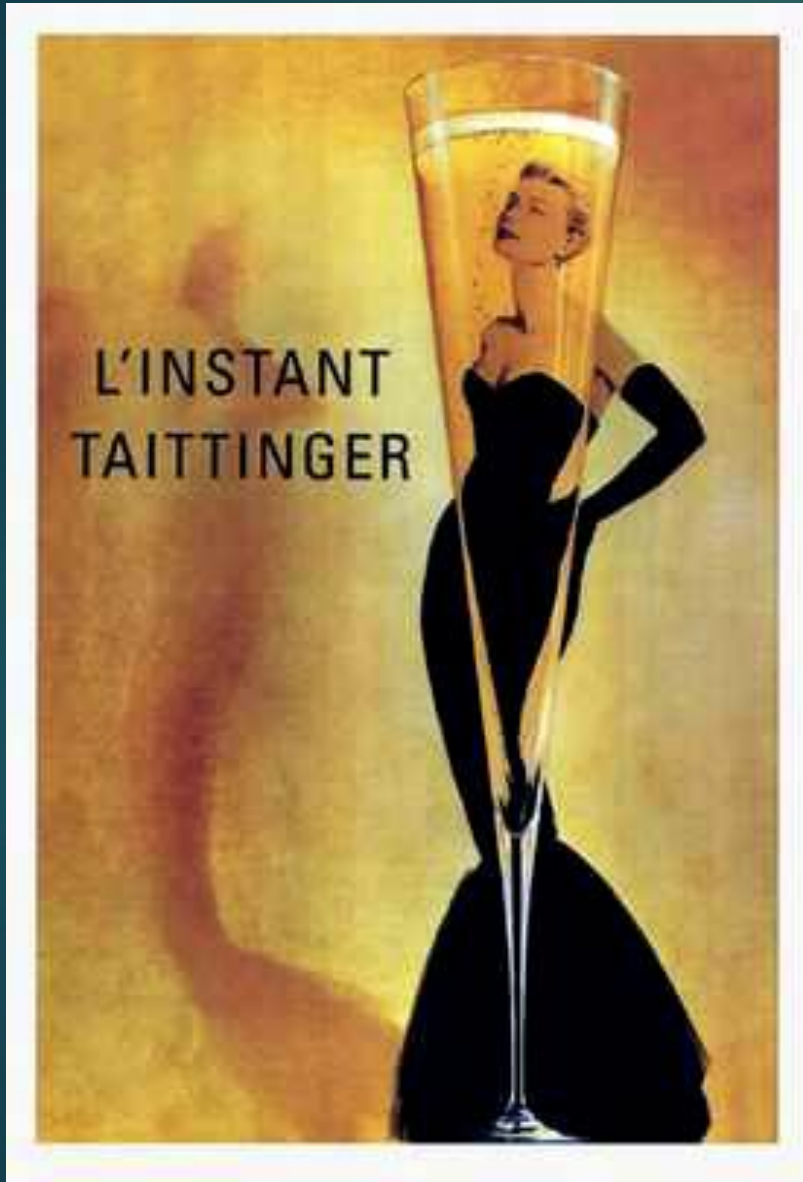


PUBLISHED BY CURRIER & IVES. REPRODUCED ACCORDING TO ACT OF CONGRESS IN THE YEAR 1801 BY CURRIER, IVEES, IN THE OFFICE OF THE LIBRARIAN OF CONGRESS AT WASHINGTON. 125 NASSAU ST. NEW YORK.

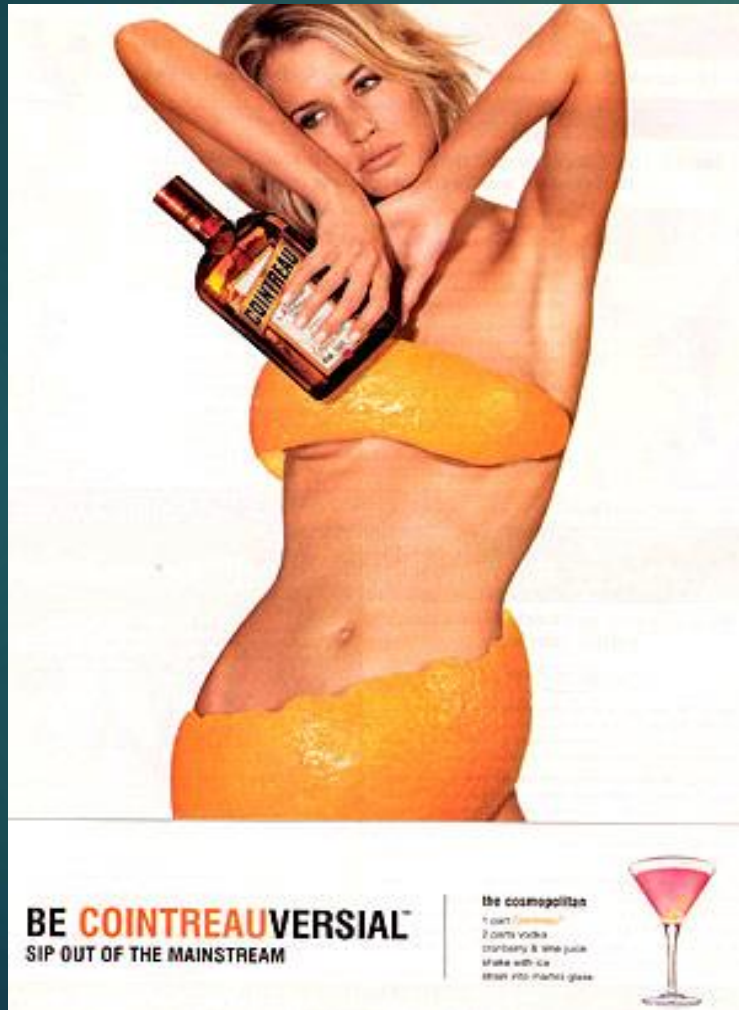
**WOMAN'S HOLY WAR.**  
Grand Charge on the Enemy's Works.

# Elegance 1903

# The New Elegance? 2014



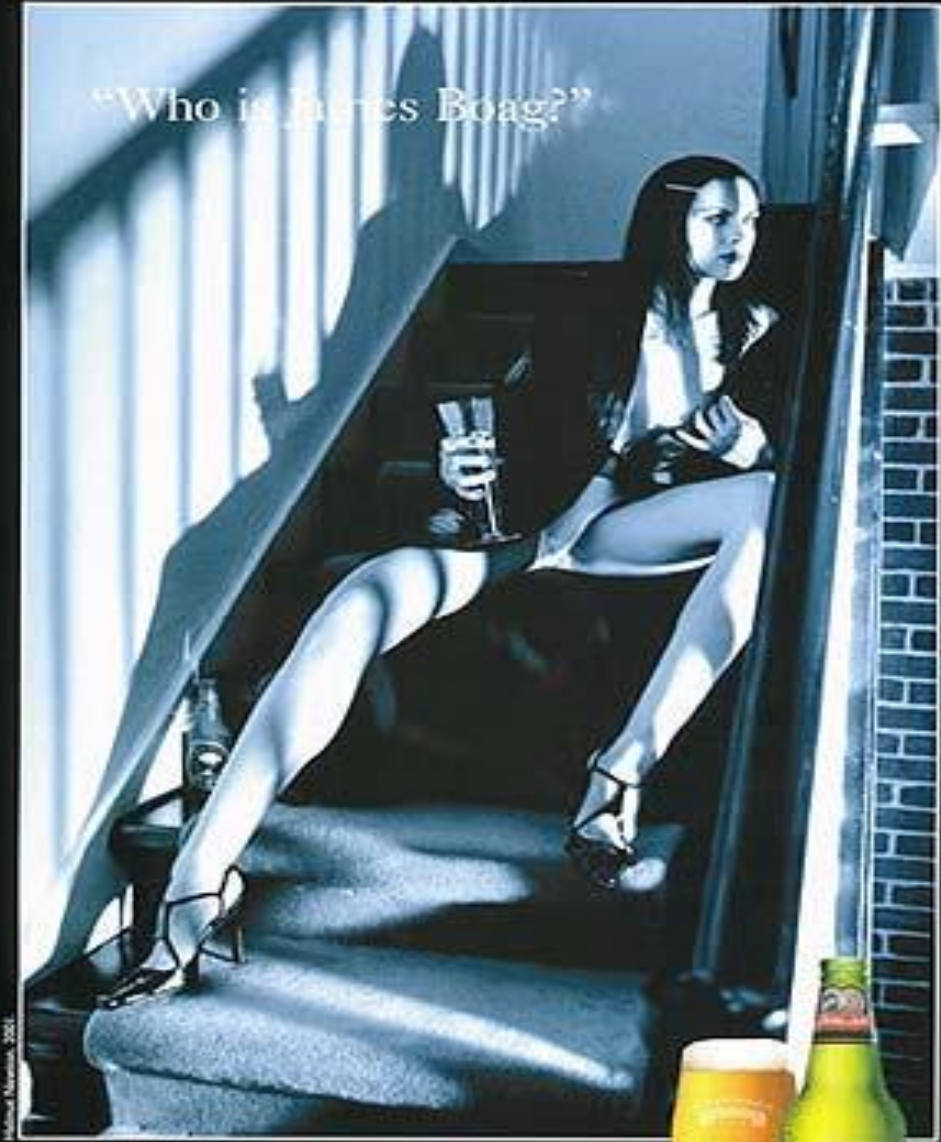
# So what changes? The technology -- What doesn't change--women's bodies sell products



2000s



"Who is James Boag?"



JAMES\*BOAG'S\*PREMIUM



# Australia 2000s



# Birthday Card 2014

# 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
- ▶ Quotes from men’s mags and rapists
  - ▶ “---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

# Pregnancy

- ▶ ONE aspect which is particularly relevant for many women.



GIN LANE.

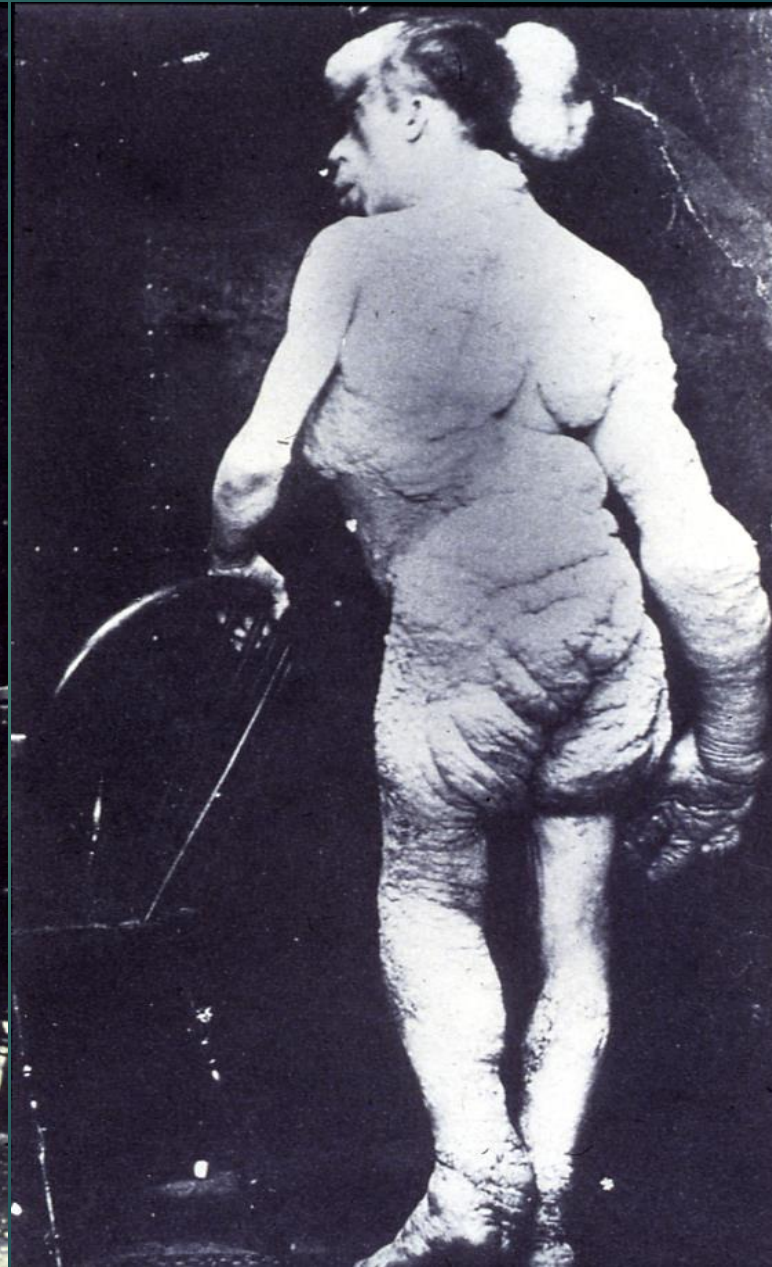
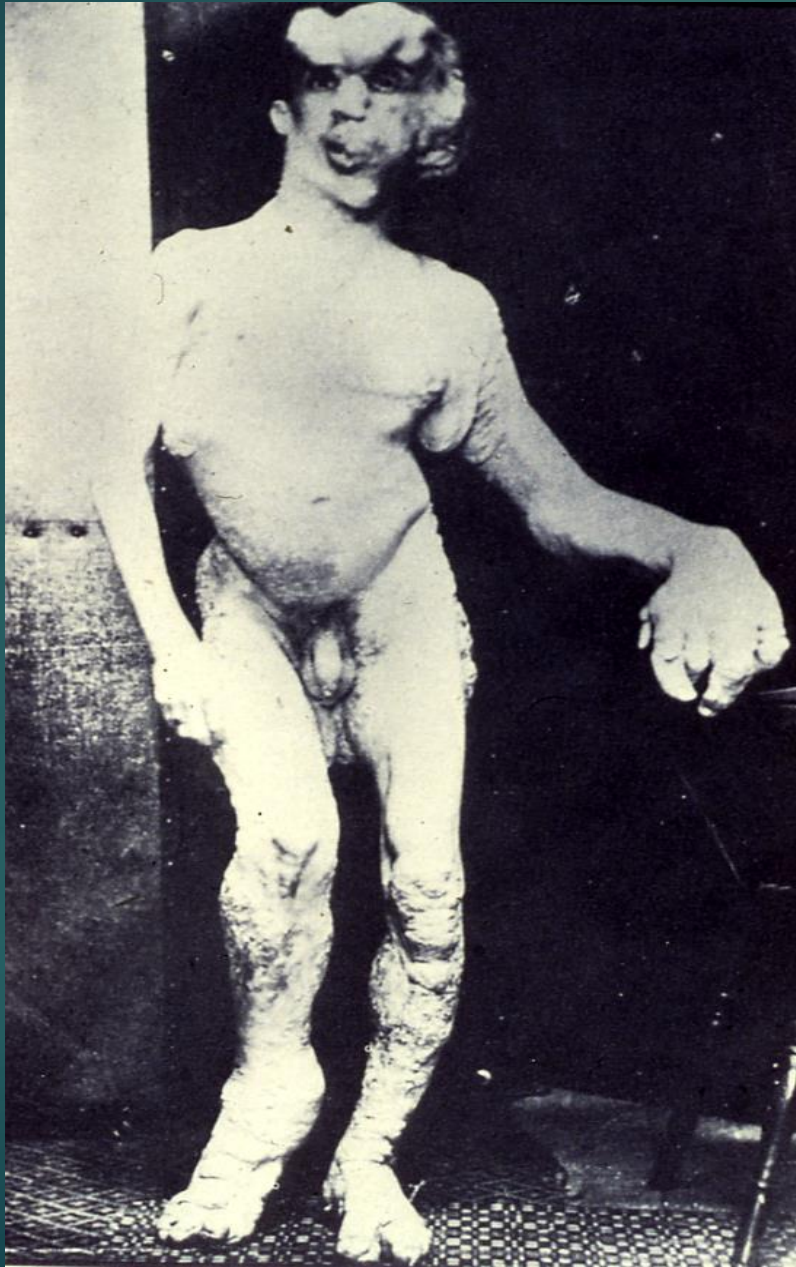
Thin wood, fixed with four hinges,  
Makes human feet a toy,  
And sends the poor man  
To his Maker, by the  
Door of the Gin Lane.

These and such-like  
Toys, are the  
Fruit of the  
Gin Lane.

Humanity's  
Fruit, is the  
Fruit of the  
Gin Lane.

Facial Features of pre-natal alcohol exposure

# Maternal Impressions 1884



**HYGIÈNE, ÉLÉGANCE, SOUPLESSE**

*Magnillat*



**CORSET**

**LE FURET**

**maintient mais ne comprime pas**

**Donne la Souplesse de l'Orientale avec la grâce Française**

**19<sup>th</sup> Century**

**Fashion:**

**Damage to  
the Baby**





**Queen Victoria and Prince Albert with the  
“Wet Nurse”**



The majority of health education and other adverts about pregnant women show a naked belly

# Messages

- ▶ Don't drink when your pregnant –too late
- ▶ If your drinking don't get pregnant - more empowering
- ▶ BUT
  - ▶ It does take 2!!!
  - ▶ Men are responsible too

# GENACIS



*Gender, Alcohol, and Culture: An International Study*

# Sharon Wilsnack



# Development of a Theme

- ▶ 1993-International Research Group on Gender and Alcohol (IRGGA) 13 people from 9 countries.
- ▶ 1996-1999 EU-BIOMED (1) only European Countries
- ▶ 2000-2004/5EU-BIOMED (2) Expanded number of countries outside EU
- ▶ 1999- Gender Alcohol and Culture: An International Study GENACIS

# What makes GENACIS Special?

- ▶ The aim of making it possible for countries to be included even if there was no infrastructure:
  - ▶ Three questionnaires
- ▶ Care in developing questionnaires
  - ▶ Translation – Backtranslation
- ▶ Supportive environment for researchers from countries with no tradition of epidemiological research
- ▶ Gender sensitive Questions/Analyses

# 3 Questionnaires

- ▶ **Core** (basic questionnaire including all central items)
- ▶ **Expanded Core** (based on the core questionnaire but including additional question aiming to provide a more detailed description of respondents' social environment and drinking circumstances)
- ▶ **Sampling Design Questionnaire** (questionnaire on survey design and sampling procedure, providing details on e.g. response rate, alcohol-related measures like usual drink size and alcohol content of beverages)



# Translation/Back Translation and Interpretation

- ▶ Drunk in charge of a car?
- ▶ Drunk in charge of a skidoo?
  
- ▶ Anal Sex - common in countries where practising homosexuality is illegal. So why were so many men reporting anal sex in these countries?
  
- ▶ Birth control and the importance of a woman being a virgin when she gets married

# Gender Sensitive Questions/Analyses

Questions “ever missed a day’s work?”

- ▶ Positive as well as negative consequences

Analyses by Life Stage rather than age mean more robust comparisons between countries

# Achievements

- ▶ Development of a worldwide network of some of the best social science alcohol researchers in the world.
  - ▶ In terms of general knowledge of the subject but also in terms of methodologies, analyses, policy, public health
- ▶ Important support for researchers in countries where survey research is not the tradition.
- ▶ Enable individual country researchers to have access to robust data.
- ▶ Enable potentially powerful organisations eg WHO, PAHO and individual country governments to make decisions based on robust data.

# Achievements

- ▶ The development of a permanent archive of GENACIS data sets for future analyses of global time trends in women's and men's drinking behaviour and drinking-related problems.
- ▶ Inclusion of more countries (2018 now over 40 countries)
- ▶ More complex analyses
- ▶ Qualitative component – not either/or but one informing the other

# Impact of GENACIS

- ▶ A major aspect of GENACIS is how it has informed policy in different countries and organisations;
  - ▶ WHO
    - ▶ Global Burden of Disease reports
    - ▶ New “Harm to Others” initiative
- ▶ Now if anyone carried out a survey without analysing the data by gender people would question it.

# GENACIS' Further Contribution: Cultural Differences in H2O

- ▶ Combining 51 data sets would allow analyses of multiple predictors of H2O...
  - Characteristics of drinker
  - Characteristics of victim
  - Characteristics of setting in which drinking occurs (drinking contexts, cultural context)

# Websites

<http://www.genacis.org/index.php>



The screenshot shows the homepage of the GENACIS website. At the top, there is a green banner with a world map and the text "GENACIS gender, alcohol, and culture: an international study". Below the banner, there is a navigation menu with links for "The project", "Description", "History", "Further reading", "Participating countries", "Databank", and "Links & Contact". The main content area is titled "The International GENACIS-Project" and contains three paragraphs of text. The first paragraph describes the project's affiliation with the Kettil Bruun Society and lists participating institutions. The second paragraph discusses funding from the U.S. National Institute on Alcohol Abuse and Alcoholism and other sources. The third paragraph mentions funding for secondary analyses of the 40-country database. A small GENACIS logo is visible in the bottom left corner.

## GENACIS

gender, alcohol, and culture:  
an international study

### The International GENACIS-Project

GENACIS is a collaborative international project affiliated with the Kettil Bruun Society for Social and Epidemiological Research on Alcohol, and coordinated by GENACIS partners from the University of North Dakota, Aarhus University, the Alcohol Research Group/Public Health Institute, the Centre for Addiction and Mental Health, the University of Melbourne, and the Swiss Institute for the Prevention of Alcohol and Drug Problems.

Support for aspects of the project comes from the U.S. National Institute on Alcohol Abuse and Alcoholism/National Institutes of Health (Grant Numbers R21 AA012941 and R01 AA015775, Sharon C. Wilsnack, principal investigator), the Quality of Life and Management of Living Resources Programme of the European Commission (Concerted Action QLG4-CT-2001-0196, Kim Bloomfield, coordinator), the World Health Organization (Isidore Obot, coordinator), the Pan American Health Organization (Maristela Monteiro, coordinator), the German Federal Ministry of Health, and Swiss national funds.

Support for individual country surveys was provided by government agencies and other national sources. Data coordinator for the GENACIS project is Gerhard Gmel, Research Institute of Addiction Switzerland, Lausanne, Switzerland.

Funding for five years of secondary analyses of the 40-country GENACIS database (2007-2012) is provided by Grant Number R01 AA015775 from the U.S. National Institute on Alcohol Abuse and Alcoholism/National Institutes of Health.

Last update:  
14 November 2012



<http://www.med.und.edu/genacis>



The screenshot shows the website for the UND School of Medicine & Health Sciences. The header includes the school's name, a search bar, and navigation links for "DISCOVER UND", "ADMISSIONS", "ACADEMICS", "RESEARCH", "STUDENT LIFE", "ATHLETICS", "ALUMNI", and "MY UND". The main navigation bar lists "Education", "Research", "Centers", "Faculty/Staff", "Administration", "New Building", and "About Us". The page content is titled "Gender, Alcohol, and Culture: An International Study (GENACIS)" and features a sidebar with a list of links: "Member Countries", "GENACIS Organization", "Survey Information", "Guidelines", "Newsletters", "Publications", "Paper Proposal Form", "Slideshows", "Presentations", and "IRGGA Annual Reports". The main text area contains two paragraphs of text, identical to the ones in the first screenshot.

## School of Medicine & Health Sciences

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Education Research Centers Faculty/Staff Administration New Building About Us

Home > School of Medicine & Health Sciences > Genacis

### Genacis

- Member Countries
- GENACIS Organization
- Survey Information
- Guidelines
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