116 - PRE-NIGHT: ADOLESCENCE, ALCOHOLIC BEVERAGE AND TRANSIT - A STUDY CONCERNING CARIOCA SOCIETY.

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I INTRODUCTION

Alcoholic beverage consumption by young people constitutes, doubtlessly, common place in the trams of the Brazilian society. It is possible to state that the valuation of the fact has changed in the unconscious mind of the citizens: away from being a contemporaneous phenomenon, the habit is no longer only tolerated but now is accepted as part of the urban scene of the metropolis. Estimative from Geography and Statistics Brazilian Institute (GSBI) at the beginning of the third millennium points to 16 million alcohol-dependent people in Brazil, constituting one of the main causes of absenteeism that in turn would compromise in a relevant way the Gross Intern Product.

Alcohol consumption by drivers, according to World Health Organization (WHO), is responsible for 80% of the fatal accidents in transit in Brazil.

Brazilian Center of Psychotropic Drugs Information (BCPDI) carried on the first domiciliary survey on psychotropic drugs in 2001, within 107 cities with more than 20,000 inhabitants, including the capitals. Investigating 41% of the Brazilian population, the results had pointed that the consumption of the so-called “allowed drugs”, mainly alcohol and tobacco, is superior to the consumption of the “illicit drugs”. The investigators estimate that 11.2% of the interviewed population is alcohol-dependent and from this number, 5.2% are between 12 and 17 years of age and 15% are between 18 and 24 years.

To Pechansky, Szobot and Scivoletto (2004), one of the first obstacles related to the subject of the alcoholic beverage use by adolescents has its root in the difficulties in defining what constitutes a normal use. There a re a lot of disagreement in the attempts to classify it what is, by itself, a problem in the classification of the phenomenon.

For the same authors, in accordance with the American Academy of Pediatrics, there would be six periods on the involvement of the adolescent with Psychoactive Substance (SPA): abstinence, recreational/experimental use in general limited to the alcohol, initial abuse, abuse, dependence and recovery. When highlighting adolescents' characteristics, the classification deserves prominence when it enunciates factors as: experimentation of SPA inside certain standards may be considered a normal behavior at the developmental stage of the adolescent. It is possible to detach that the majority of the adolescents who try one substance of abuse will not become a regular user of it. The investigators understand that the cited classification allows a diagnosis of initial abuse when small damages start to appear, as a worse performance at school due to posterior effects of excessive alcohol consumption. (PECHANSKY; SZOBOT AND SCIVOLETTO, 2004).

Yet concerning the dichotomies between legality and illegality of the drugs, Bucher (1992), cited by Alves and Kossobudzky (2002), detaches the relevant increase of the use of illicit drugs by young people. Such fact might be associated to the pleasure that the individual feels in transgressing the social normatizations, together with the impulses of complaining about the authorities, as well as their parents. Besides, the use of alcohol and tobacco loses its sense of transgression due to its characteristic of normality in different places.

It is possible to state that media is an inductive agency or even confirmation of “the tacit” acceptance of the use of alcohol by adolescents.

According to Lepre (2005), in contrast to illicit drugs, the first contact that the majority of the adolescents have with alcohol is inside their houses, under the pitiful look of the family, who accepts and tolerates this type of substances, transmitting an image that alcohol, when “duly” used, produce good results, as promoting a social meeting or a relaxation after a stressing day. The investigator states that the problem does not consist only of the “draft beer of the weekend” or “cup of champagne for a celebration”, but of daily doses “to forget” the problems or to be “a little happier”.

In a recent newspaper article, the reactions of the various segments of the society were pointed in respect to the subject “alcoholic beverage propaganda”. Subject unquestionably controversial, as beer propaganda and the “battles in the field of Marketing”, between the manufacturers, appeal to image propagation that do not respect age classification of TV programs. According to this article, the Brazilian Association of Advertisers (BAA), promoted severe criticisms to governmental actions that give a character of constitutional urgency in a way to restrict alcohol propaganda in TV. It's worth standing out that Project 2,733 elaborated by the Ministry of Health change the concept of alcoholic beverage. Today, only beverages above 13 Gay Lussac alcoholic degrees are considered alcoholic. The legal text classifies as alcoholic any beverage that has 0,5 Gay Lussac alcoholic degrees. With this redefinition, the industry would be forbidden to make beers, wines and coolers, among others drinks announcements from 6:00 a.m. to 9 p.m. Pinsky and Silva (1999) cited by Pechansky et al. (2004), when studying commercial of alcoholic beverages had demonstrated that the frequency is, at average, greater than the frequency of commercials on other products, as non-alcoholic drinks, medicines or cigarettes. The researchers state that from the five subjects more frequently found in alcoholic beverages commercials, three of them, as relaxation, friendship and mood, were directly related to the expectations of the young people. It is highlighted out that propagandas had not transmitted any type of messages as to restrict or moderate consumption.

Then, it matters to infer that alcoholic beverage consumption by adolescents constitutes a social risk and a public health problem, reasons that prompted the realization of this study.

II - THE STUDY

The investigation was carried on between the months of February and July of 2008. It aimed to check the habits of adolescents with respect to alcoholic beverage consumption and relate them with the cares with security and health.

Preliminarily, the places of the city of Rio de Janeiro which presented the greatest concentration of adolescents in social events between the nights of Friday and Sunday had been identified, delimiting, thus, the geographic area of the study. Amongst the chosen places we understand as significant the bars and convenience stores at gas station along the city's shore and its vicinity. As a methodological option, data collection occurred on Fridays, Saturdays and Sundays between 9:00 p.m. and 10:30 p.m. for this is characterized by adolescents as the “pre-night”. Such event consists of a species of “ritual of preparation” for the rest of the night. The related places, therefore, are a species of mandatory stopping for a social meeting and preparation for the ballad.

A semi-structured interview was conducted individually or in groups after a random selection of the adolescents regardless sex or age. Answers had been recorded and categorized according their contents.

III - RESULTS

From a total of 2606 interviews, 1362 were considered as valid, once criterion of inclusion of the subjects established 29 as

the limit age. It is highlighted that all the respondents had affirmed to be equal or above 18 years of age and they would, then be considered as legally capable. However, it is pointed as one of the limitations of the study the fact that subjects might have omitted their true age, since there were no need to prove it. From the total subjects interviewed, 514 were women and 848 were men.

With respect to range of age, data are similar to those presented by a specialized organ in a Brazilian newspaper which point that car accidents with fatal victims represent the first cause of death among the range of age between 18 and 29 years, from which 70% are due to the harmful use of alcohol.

With respect to the social profile of the subjects it was possible to determine their local of residence. There is a predominance of medium and high classes places of residence.

With respect to social occupation, answers make it possible to determine the profile of the subjects: 61% of the subjects worked and studied, 26% only studied and 13% had answered that they neither worked nor studied and that they occupied the time with eventual labor activities.

Data of great importance refer to the places of meeting and means of transportation or “pre-night”. Besides, 36% of the respondents had affirmed they used vehicles, and, on the days of the interview they were actually driving their cars. The answers make it possible to infer the situation of extreme risk of the subjects, once they had consumed alcoholic beverage in doses above of the security limits as it is possible to infer from the reading of picture I.

A dose, can of beer, cup or similar	6%
Of two the four doses, cups or similar	31%
Above of four doses, cups or similar	54%
They do not know to quantify	0.9%

Picture I - Amount of drinks consumed per night.

For the neurologist Jose Mauro Brás Lima, coordinator of the Center of Studies of Prevention and Prevention of Alcoholism (CSPPA) in an article of a Brazilian newspaper in October 23, 2007, in contrast to what the majority of the people think, beer is not a light drink only because it is 5% de alcoholic degree. Thus, drinking a can of beer (350ml) means to ingest 17,5 ml of volume of alcohol, which corrected by the factor of density of alcohol (0,8) represents 13 grams of pure alcohol. In the case of a cup of draft beer (300ml), there would be 12g of pure alcohol. Considering wine with a alcoholic degree of 12 e 13%, a consumption of 18 ml of alcohol would correspond to 14 g of pure alcohol. In respect to cachaça a popular Brazilian drink similar to vodka, with alcoholic degree of 40%, in a standard dose of 40ml, it would represent 16 ml of alcohol per dose, which would represent 13 g of pure alcohol.

These data, therefore, confirm the situation of risk of the investigated population. With respect to the type of drink ingested, the study made it possible to identify a variation of the types that is possibly linked to the price of the beverage. It is important to highlight that answers such as “I prefer to consume outside of the club because inside it I can only afford one or two doses; more than this it would become very expensive” were registered with a considerable frequency.

Picture II below allows a better identification of the types of beverages and their respective percentages of consumption.

Beer	56%
Vodka	18%
Whisky	8%
Other drinks with energetic	19%
Other types	9%

Picture II - Percentage of consumption by type of beverage.

Beer appears with a greater percentage, possibly for its lower price in relation to the other types of drink. It is worth citing the high consumption of Vodka, beverage that has a high alcoholic degree and the consumption of other types of alcoholic beverages mixed to synthetic substances better known as “energetic”.

Weekly frequency of alcoholic beverage consumption deserves is worth of citing: 76% of the interviewed had affirmed to ingest drinks at least twice a week and 34% had answered that consumption is restricted to the events of weekend.

Considering that “pre-night” rituals take place at least between the nights of Fridays and Sundays, subjects ingest alcoholic beverage twice a week on average. It is worth highlighting the subjects' opinions in relation to the risk of the consumption and the use of vehicles that correspond to 36% of the investigated population.

For a better understanding of the quantitative, the answers were categorized in five topics, in accordance to the suggestions and frequency of them.

1- Take care not to reach the limit of lose of control	35%
2- Understand consumption as normal and dont consider a risk factor once they Double the care they take	23%
3- When they find theirselves with no condition of driving they ask friends to do it for them	11%
4- Understand that they drive better when drunk	21%
5- Stop drinking at least an hour before driving	10%

Picture III - Opinion and behavior ahead of the risk.

The comment on Picture III indicates the extreme risky situation concerning the investigated population. The categories of answers suggest the unfamiliarity on the subject as well as the mistakes in relation to the effect of alcoholic beverage consumption and its real consequences. It is worth of highlighting categories 2 and 4 which presented percentages of 23% and 21% respectively. To understand consumption as “normal”, and not to consider as a factor of risk for oneself and for the society, not only denote a mistake in relation to health as well as the lack of care with the law and wit public security. To affirm that “they drive better” when they are drunk, confirms the necessity of education campaigns and cares in relation to health that must be implemented by the media in favor of this range of age.

In accordance with Galduróz and Caetano (2005), in a study carried on by WHO in 1999, Brazil was ranked as the 63º in use per capta of alcohol at age 15 and among 153 countries it is a reasonable discrete consumption. However, when WHO compares the evolution of the consumption per capta between the decades of 1970 and 1990 in 137 countries, Brazil presents an increase of 74% in alcoholic beverage consumption.

The harmful effect of alcohol and other drugs find substantial support in scientific literature.

Mc Ginnis and Foege (1993) cited by Minayo and Deslandes (1998) prove that 40% to 50% of the deaths in traffic accidents in U.S.A. in 1990 had had the alcohol as associated factor.

According to the same authors, in a study carried on by the Pan-American Health Organization published in 1993, alcohol is associate to the perpetration of 50% of homicides and more than 30% of the suicides and attempts of suicide and the great majority of the traffic accidents.

It is worth stating that alcoholic beverage consumption by adolescents, many times constitutes a ritual of entrance in the “group”, a species of “rite of belonging” that indicates the identification of the individual with his pairs.

Thus, it is unequivocal the state of risk of the Brazilian society, since as stated by Pechansky, Szobot and Scivoletto (2004), alcohol is one of the psychoactive substance more precociously consumed by adolescents (…), national and international

studies systematically confirm the generic impression that if alcohol is easily obtainable and it is strongly divulged, this reflects in its precocious consumption (…), alcohol use in adolescence exposes the individual to a bigger risk of chemical dependence in adulthood, being one of the main predictor of alcohol use in this stage of life.

Brazil has just edited the "Zero Tolerance" program. Such intention modified the text and the objective of Law 9503/97. However, is it enough to safely guard Brazilian society? What other actions might be taken? Would not it be necessary educational campaigns in transit?

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PRE-NIGHT: ADOLESCENCE, ALCOHOLIC BEVERAGE AND TRANSIT - A STUDY CONCERNING CARIOCA SOCIETY.

Doubtlessly there are sensible changes in the urban panorama with the advent of what Brazilian authorities had stipulated to call "Zero Tolerance" in respect to alcoholic beverage consumption by drivers. Although it should be the rule the law itself, the impact is of a new thing, assuming characteristics of a measure of exception which constitutes factor of risk for the society. Media usually is responsible for denounce the abusive alcoholic beverage consumption by adolescents, fact that in the Friday nights and weekends are directly linked to another harmful phenomenon: the violence in transit and its tragic consequences. The study was conducted in the city of Rio de Janeiro with adolescents that go to bars and convenience stores in gas stations on Friday nights and weekends and who have the "combined program" as a routine, that is, stopping in a "place of meeting" (point), before going to ballads. The inquiry aimed to determine the modus operandi, the type and the amount of alcoholic beverage consumption by the subjects.

Keywords: adolescent, alcoholism, transit.

PRE-NUIT: LES JEUNES, BOIRE DE L'ALCOOL ET DE TRANSIT - UNE ETUDE SUR LA SOCIETE CARIOCA.

Il ne fait aucun doute changement important survient dans le paysage urbain avec l'avènement de ce que les autorités brésiliennes ont décidé d'appeler à la «tolérance zéro» en ce qui concerne la consommation de boissons alcooliques par les conducteurs. Malgré que l'événement soit ce que devrait être la règle - la règle de droit, l'impact est la nouveauté, en supposant que les caractéristiques d'une mesure d'exception qui est un facteur de risque pour la société. Les moyens consuetudinariamente médias, si incubem de dénoncer la consommation abusive d'alcool par les jeunes, un fait que dans la nuit du vendredi et les fins de semaine, sont directement liés à un autre phénomène convaincante: la violence en transit et de ses conséquences tragiques. L'étude a été menée dans la ville cisjordanienne de Rio de Janeiro, avec les jeunes qui fréquente les bars et les mettre de carburant dans les magasins de proximité (AM / PM) dans la nuit du vendredi et le week-end et c'est ainsi que la routine " programme commun ", à savoir l'arrêt dans un" lieu de réunion "(point), avant de diriger les parties" Prive "ou non, des ballades et des boîtes de nuit. La recherche visait à faire le modus operandi, le type et la quantité de la consommation de boissons alcoolisées par thème.

Mots-clés: les jeunes, l'alcoolisme, de transit.

PRE-NOCHE: LOS JÓVENES, BEBER ALCOHOL Y DE TRÁNSITO - UN ESTUDIO SOBRE LA SOCIEDAD CARIOCA.

Sin lugar a dudas se produzca un cambio significativo en el paisaje urbano con el advenimiento de lo que las autoridades brasileñas de acuerdo para exigir "tolerancia cero" en relación con el consumo de bebidas alcohólicas por los conductores. A pesar de que el evento sea lo que debería ser la norma - el imperio de la ley, el impacto es novedad, asumiendo las características de una medida de excepción que es un factor de riesgo para la sociedad. El medio consuetudinario miente los medios de comunicación, si incuben a denunciar el consumo abusivo de alcohol por los jóvenes, un hecho que en la noche del viernes y los fines de semana, están directamente vinculados a otro fenómeno convincente: la violencia en el tránsito y sus trágicas consecuencias. El estudio se realizó en la Ribera Occidental de la Ciudad de Río de Janeiro, con los jóvenes que frecuente bares y poner combustible en tiendas de conveniencia (AM / PM) en la noche del viernes y los fines de semana y que es la forma en que la rutina " programa combinado ", es decir, detener a un" lugar de reunión "(punto), antes de dirigir los partidos" Prive "o no, baladas y discotecas. La investigación tuvo como objetivo elevar el modus operandi, el tipo y la cantidad de consumo de bebidas alcohólicas por tema.

Palabras clave: jóvenes, el alcoholismo, de tránsito.

PRÉ- NIGHT: JUVENTUDE, BEBIDA ALCOÓLICA E TRÂNSITO UM ESTUDO ACERCA DA SOCIEDADE CARIOCA.

Indubitavelmente ocorre sensível mudança no panorama urbano com o advento daquilo que as autoridades brasileiras convencionaram chamar de "tolerância zero" no que respeita ao consumo de bebidas alcoólicas por motoristas. Em que pese o evento constituir aquilo que deveria ser a regra o cumprimento da lei, o impacto é de novidade, assumindo características de uma medida de exceção o que constitui fator de risco para a sociedade. Os meios midiáticos consuetudinariamente, se incubem de denunciar o abusivo consumo de bebidas alcoólicas por jovens, fato que nas noites de sexta-feira e nos finais de semana estão diretamente ligadas a outro fenômeno contundente: a violência no trânsito e suas trágicas conseqüências. O estudo foi realizado na Zona Oeste da Cidade do Rio de Janeiro, com jovens, que freqüentam bares e postos de combustíveis com lojas de conveniência (AM/PM) nas noites de sexta-feira e finais de semana e que tem como rotina o "programa combinado", ou seja, a paragem em um "local de encontro" (*point*), antes de se dirigirem às festas "*privèe*" ou não, baladas e boates. A investigação objetivou levantar o *modus operandi*, o tipo e a quantidade de consumo de bebidas alcoólicas pelos sujeitos.

Palavras-chave: jovem, alcoolismo, trânsito.