

# Case Study: Perceptions of Alcohol Use in Wolverhampton's Asian Communities

## BACKGROUND

M·E·L was commissioned by Wolverhampton City PCT to conduct an exploratory piece of investigative research to identify perceptions of alcohol use and alcohol treatment services within the Asian communities living in Wolverhampton.

Local health data indicates that emergency admissions to hospital for alcohol-related causes are highest within the Asian population in Wolverhampton, whilst national literature indicates that Asian groups are under-represented in seeking alcohol treatment and advice.

The research was designed to inform how the PCT raises awareness and better targets health promotion and social marketing messages to the sub-groups within the Asian population in Wolverhampton. The Asian sub-groups were defined by religion, therefore focusing on Sikh, Hindu and Muslim communities.



## METHODOLOGY

There were a number of different research elements to the project:

- ◆ Semi-structured scoping interviews with local professionals and representatives of community groups to identify the key issues and inform the survey design;
- ◆ Two chattabout scoping sessions with Asian residents;
- ◆ Completion of case studies by alcohol treatment service users;
- ◆ 586 outreach surveys with Asian residents to collect data on perceptions of alcohol use within Sikh, Hindu and Muslim religious communities.

The results from these different methodologies were analysed and triangulated, and brought together in a cross-cutting final report.



## OUTCOMES

Findings were presented around the themes of Prevention, Early Identification and Alcohol Treatment Services. Discussion points and recommendations were produced, focusing on how awareness raising and health promotion and social marketing messages can be targeted to the sub-groups within the Asian population in Wolverhampton.

## TESTIMONIAL

*"The findings will play a key role in informing how we shape our alcohol health services and social marketing approaches for the Asian communities in the City. We are very pleased with the quality of the work, particularly the range and quality of research methods, M·E·L's responsiveness and ability to deliver to tight deadlines. The team were professional and we had every confidence in their expertise."*

Dr Sandra Squires, Senior Researcher, Public Health, Wolverhampton City PCT

For further information about alcohol research, please contact  
Anne Forshaw at [anne.forshaw@m-e-l.co.uk](mailto:anne.forshaw@m-e-l.co.uk) or call 0121 604 4664