

Newsprint representation of the alcohol sales bans during the Covid-19 pandemic in South Africa: A mixed methods analysis.

Supplementary Materials

Supplementary Table 1

Overarching and Main Themes with Description and Key Terms used to Identify Themes

Overarching themes	Main Themes	Description of the theme
Physical health related theme	1. Prevention of short term alcohol related incidents and statistics thereof.	<p>When article discusses the benefits of alcohol restrictions to prevent violence or covid infections: Items that may increase hospitalisation/ hospital admissions which was very important during Covid-19</p> <ul style="list-style-type: none"> • Homicide, violence, contact crime • Road crashes, traffic accidents, including pedestrians and cyclists. Drunk driving • Death toll • Medical/ hospital • Prevention of alcohol addiction/consuming alcohol is key • Gender based violence • Donations of sanitizers by alcohol industry
	2. Prevention of long term alcohol related incidents and statistics thereof.	<p>Long term health outcomes: Items that may cause illness but not necessarily increased hospitalisation.</p> <ul style="list-style-type: none"> • Non-communicable diseases, hypertension, diabetes, cancer • Foetal alcohol syndrome • Mental health, epilepsy, depression • Addiction, alcohol is a drug • Amount of alcohol consumed by countries
Socio-economic theme	3. Effects on personal ability to make money due to alcohol abuse/addiction	<ul style="list-style-type: none"> • School dropout • Unemployment • Socio-economic status
	4. Effect on the family due to alcohol abuse/ addiction.	<ul style="list-style-type: none"> • Socio-economic issues (water/overcrowding/housing) • Emotional and psychological impact on family • Ostracised from family • Financial burden on family
Laws and regulations	5. Existing Laws/ regulations regarding alcohol:	<p>Anything that falls under existing legal decision-making fall in this category:</p> <ul style="list-style-type: none"> • Liquor amendment bill • Legal driving limit, legal drinking age • Marketing of alcohol laws • Labelling of alcohol laws • Authorisation to produce alcohol • Illegal alcohol sales/ Shebeens/ bootleggers • Dop system¹

Overarching themes	Main Themes	Description of the theme
	6. Covid-19 rules/ regulations and any new rules in relation to alcohol.	<p>Anything discussing new laws to be applied to alcohol:</p> <ul style="list-style-type: none"> • Covid-19 alcohol sales ban • Not allowed to have alcohol in a vehicle during the sales ban. • New Marketing of alcohol laws • New Labelling of alcohol laws • New Authorisation to produce alcohol • New laws against illegal alcohol sales/ Shebeens/ bootleggers • New laws about alcohol outlet density • Opening up during lower levels/ stock in stores/ new hours of trading • People having a party during lockdown levels that do not permit it. • Standing up for their right to freedom • Conflict with the law • Democracy • Freedom of choice • Punishment • Legacy of apartheid • Jail • Fines • Going to court to overturn the alcohol bans • Making your own alcohol at home, home brew, home brewed vodka
Economics of alcohol in the country	7. Detrimental effects of alcohol sales ban on the economy:	<p>Anything that mentions the detrimental effect of having a ban on the sale of alcohol:</p> <ul style="list-style-type: none"> • Ban of alcohol sales • Economic cost of not selling alcohol. • Farming and losing jobs due to alcohol sales ban • Farmers losing money due to sales ban • GDP/inflation due to sales ban
	8. Supporting/ improvement of the economy after or during the alcohol sales ban:	<p>Anything that mentions that the government will be assisting businesses and farmers with loans or funds to support them during/after the alcohol sales ban:</p> <ul style="list-style-type: none"> • Government support grant to businesses
Religion during lockdown regulations:	9. Supportive role of religious organisations to prevent the spread of Covid.	<p>Articles discussing the lockdown regulations and how religious organisations can support and prevent spread of covid and mentioning alcohol sales ban:</p> <ul style="list-style-type: none"> • Praying • Churches • Religions • Closed churches/ no gatherings. • Traditional healers
	10. Role of religious organisations and social gatherings that increase the spread of Covid/ intake of alcohol.	<p>Articles stating religious gatherings are open and defying the rules of lockdown and mentioning alcohol in article:</p> <ul style="list-style-type: none"> • Praying • Churches are open • Weddings going ahead • Funerals that have more people than allowed under the regulations • Religions • Traditional healers • 'Gabola' church²
Physical health	1. Alcohol as remedy of Covid-19	<ul style="list-style-type: none"> • Alcohol as remedy of Covid-19

¹⁴“A particular feature of South African agriculture has been the payment of farm workers with alcohol in lieu of wages, known as the infamous ‘tot’ or ‘dop’ system.” London, L. (1999). The dop system, alcohol abuse and social control amongst farm workers in South Africa: a public health challenge. *Social Science & Medicine*, 48(10), 1407-1414. , ibid.

² The word ‘Gabola’ means drinking in Tswana, one of South Africa’s official languages. The Gabola church celebrates drinking of alcohol as part of their rituals, only allowing congregants that are over 20 years old, and was started in 2017. Press, A. (2018, April 21, 2018). New South African church celebrates drinking alcohol. *Religion News Service*. <https://religionnews.com/2018/04/21/new-south-african-church-celebrates-drinking-alcohol/>

Supplementary Table 2

Newspaper Quotes to Show How Decisions Were Made regarding Types of Themes and Other Variables

Variable being demonstrated	Quote from newspapers
New alcohol laws theme	e.g. <i>Sunday Times</i> , 19 July 2020, "For instance, he [President Ramaphosa] imposed curfew and banned the sale of alcohol to curb the rocketing spread of Covid 19, while at the same time allowing taxis to carry full loads on short trips." Opinion piece.
Sunday Times	
Sunday Times	e.g. <i>Sunday Times</i> , 19 April 2020, "Last weekend's killing of Collins Xhosa, the 40 -year -old Alexandra township resident who was allegedly assaulted by soldiers for drinking alcohol, highlights the urgent need for the government to halt the human rights abuses and assaults that are being committed in its name."
Daily Sun	e.g. <i>Daily Sun</i> , 25 May 2020, "Every day we see examples of illicit liquor and cigarettes being traded by crooks who pay no tax on their booming sales..."
Daily Sun	e.g. <i>Daily Sun</i> , 27 March 2020, "When ministers responsible for state security laid out on Wednesday night how the lock down will be implemented, it sounded as if the country was at war."
Mail & Guardian	e.g. <i>Mail & Guardian</i> , 5 June 2020, "What makes a charter boat more attractive to the coronavirus than one used for private fishing?"
The Star	e.g. <i>The Star</i> , 19 March 2020, "Coronavirus Booze curfew gets thumbs up"
The Star	e.g. <i>The Star</i> , 7 April 2020, "Several liquor stores have already been looted around the country as the lockdown withdrawals set in, triggering big demand for liquor"
Economy and alcohol sales ban theme	e.g. <i>Mail & Guardian</i> , 11 September 2020, "We were operating at 25% when we couldn't serve alcohol. Booze sales have pretty much doubled our business activity," Owner of a restaurant, Mark Darling."
Mail & Guardian	
The Star	e.g. <i>The Star</i> , 27 March 2020, "The industry yesterday held talks with various government departments to reverse the lockdown regulations that will result in the shutting down of cellars and ban on wine exports. Vinpro, which represents 500 South African wine grape producers, and cellars, said that switching off cellars would have catastrophic economic and socio-economic implications."
Daily Sun	e.g. <i>Daily Sun</i> , 17 August 2020, "The only thing lockdown achieved was the devastation of our economy and the loss of millions of jobs, and that's what President Ramaphosa and his government must take responsibility for." Democratic Alliance leader, John Steenhuizen
Sunday Times	e.g. <i>The Sunday Times</i> , 3 May 2020, "SA's alcohol ban as part of the coronavirus lockdown which until Friday also applied to exports has stoked illicit trade and the brewing of dangerous concoctions and endangered thousands of Jobs. The export ban alone cost about R200 m[illion] a week." Cathy Brewer, export manager for sparkling wine produced in the Western Cape, [Statistic/Factual]
Short term health related to alcohol sales ban theme	e.g. <i>Sunday Times</i> , 19 July 2020, "Prior to the lockdown and alcohol ban, trauma cases were 50% higher than in the following few weeks. Then, in the first week of June, when the alcohol ban was lifted, "we saw a 50% increase in trauma units and admissions into general wards."
Sunday Times	
The Star	e.g. <i>The Star</i> , 13 July 2020, "Minister of Health Dr Zweli Mkhize and some of his provincial counterparts have been crying out against the spike in trauma cases due to alcohol abuse that have threatened to overwhelm the health system. The system was already stretched to the limit before the outbreak of Covid-19."
Daily Sun	e.g. <i>Daily Sun</i> , 29 May 2020, "He [Julius Malema] said the EFF [Economic Freedom Fighters political party] was against the sale of booze during level 3. "White people want the sale of alcohol because they want profit. Our brothers and sisters want it because they want to drown in sorrow."
Mail & Guardian	e.g. <i>Mail & Guardian</i> , 12 June 2020, "Meanwhile, irresponsible drinking is wreaking havoc in provinces as more alcohol -related incidents flood hospitals." Premier of the Eastern Cape, Oscar Mabuyane

Variable being demonstrated	Quote from newspapers
Long term alcohol related health issues Sunday Times	e.g. <i>Sunday Times</i> , 5 July 2020, "There has been terrifying rise in domestic violence and abuse against women and children. There will be rise in marriage breakdowns. Drug and alcohol abuse will soar. Crime levels are likely to increase. The prolonged lockdown, with many young people in townships and informal settlements being idle, may lead to an increase in teenage pregnancies, not unlike the spike seen in the 1980 states of emergency."
Family socio-economic outcomes related to alcohol Mail & Guardian	e.g. <i>Mail & Guardian</i> , 15 July 2020, "The angry responses to President Cyril Ramaphosa's announcement that the sale of alcohol would once again be suspended, tells us something about the alcohol abuse problem we have in South Africa."
Existing alcohol laws The Star	e.g. <i>The Star</i> , 19 August 2020, "Business Unity SA president Siphon Pityana said the move to level 2 was long overdue, as the illicit trade in alcohol and cigarettes had deprived the State of legitimate tax revenue."
Financial support for businesses related to new alcohol laws Mail & Guardian	e.g. <i>Mail & Guardian</i> , 7 August 2020, "River Meadow is one of the 284 applications of about 7 000 that did not make the cut to receive assistance from the Tourism Relief Fund. The R200-million fund reached 4 000 businesses in the tourism sector that have been affected by the pandemic."
Religion and alcohol increasing the spread of Covid-19 Daily Sun	e.g. <i>Daily Sun</i> , 18 May 2020, "People do all sorts of craziness at funerals," he said. "They drink booze, wear mini-skirts, fight and do all kinds of wrong things. Do you really think such a nation would live?" It was time people started doing things the right way."
Alcohol as a remedy for Covid-19 The Star	e.g. <i>The Star</i> , 3 June 2020, "African blood and black skin prevent Covid-19 and that inhaling steam or drinking alcohol could kill the virus."
Religion and alcohol preventing the spread of Covid-19, alcohol as a cure for Covid-19 Daily Sun	e.g. <i>Daily Sun</i> , 5 June 2020, "We don't want to kill them. Infections may spread if we gather in church. So its okay for us to pray at home for now. We will buy takeaway beers and pray behind closed doors." Gabola Church leader and founder, Pope Tsietsi Makiti
Individual socio-economic abilities related to alcohol use Sunday Times	e.g. <i>Sunday Times</i> , 26 April 2020, "Gilmore understands people like Justin better than most, having battled substance abuse himself and experienced money shortages. "If you've ever gone without a meal, its tough. Last year was bad for me, I went without food for a few days".
Opinion	e.g. <i>Mail & Guardian</i> , 24 July 2020, "It's a chicken and egg situation. We know that alcohol is a contributor to trauma in our communities. But the people who work on farms in the wine industry do so to support their families," Wendy Pekeur, founder of Ubuntu Women and Youth on Farms, Opinion piece.
Covers specific event/fact/research/statistic Commercial determinants of health	e.g. <i>The Star</i> , 10 March, 2020, "There are some students who are unruly, they don't want to listen, especially when they're being warned to cover themselves and stay in one area- instead they go out drinking."
Invisible power: alcohol industry infiltrating media- or health-industry and information management by alcohol industry	e.g. <i>The Star</i> , 27 July 2020, "A million jobs at risk due to alcohol ban", written by Lucky Ntimane the National Liquor Traders Council spokesperson.
Hidden power litigation or threat of legal action by alcohol industry, lobbying, funding and framing the narrative	e.g. <i>The Star</i> , 14 April 2020, "The organisation, which represents 20 000 shebeen and tavern owners, also threatened to take legal action against [President] Ramaphosa at the Constitutional Court, telling him that he had until today to relax the ban" the Gauteng liquor authority said."

Variable being demonstrated	Quote from newspapers
Visible power industry friendly modes of governance, self-regulation or public-private partnerships	e.g. <i>M&G</i> , 24 July 2020, ““The letter, which was also signed by the National Liquor Traders Council..., is calling for a partnership with the government to address problems linked to irresponsible alcohol consumption....”
Responsibility for preventing alcohol misuse: Government	e.g. <i>The Star</i> , 22 April 2020, “The government has rehashed a bill intended to set to 0% the level of alcohol that motorists should have in their blood when behind the wheel.” Said Minister of transport Fikile Mbalula. e.g. <i>The Daily Sun</i> , 14 July 2020, “She said they also drank in groups and behaved irresponsibly and violently.” said Traditional Affairs Minister Nkosazana Dlamini-Zuma
Responsibility for preventing alcohol misuse: Society or individuals	e.g. <i>The Saturday Star</i> , 23 April 2020, “The digital airwaves are also filled with posts from the less enlightened not in touch with the real world, who are sharing their annoyance and frustrations on how their freedoms have been restricted. These include the government’s decision to ban the sale of alcohol...”
Framing/slant- Positive	e.g. <i>The Sunday Times</i> , 10 May 2020, “Booze ban halves violent death rates”
Framing/slant- Negative	e.g. <i>M&G</i> , 24 July 2020, “The ban on alcohol sales does not only affect liquor companies — it ripples lethally through other related businesses such as the bottle and packaging industry, which, if it closed, would mean job losses.”

Figure 1

Alcohol Themes Word Map used to Create Overarching and Main Themes

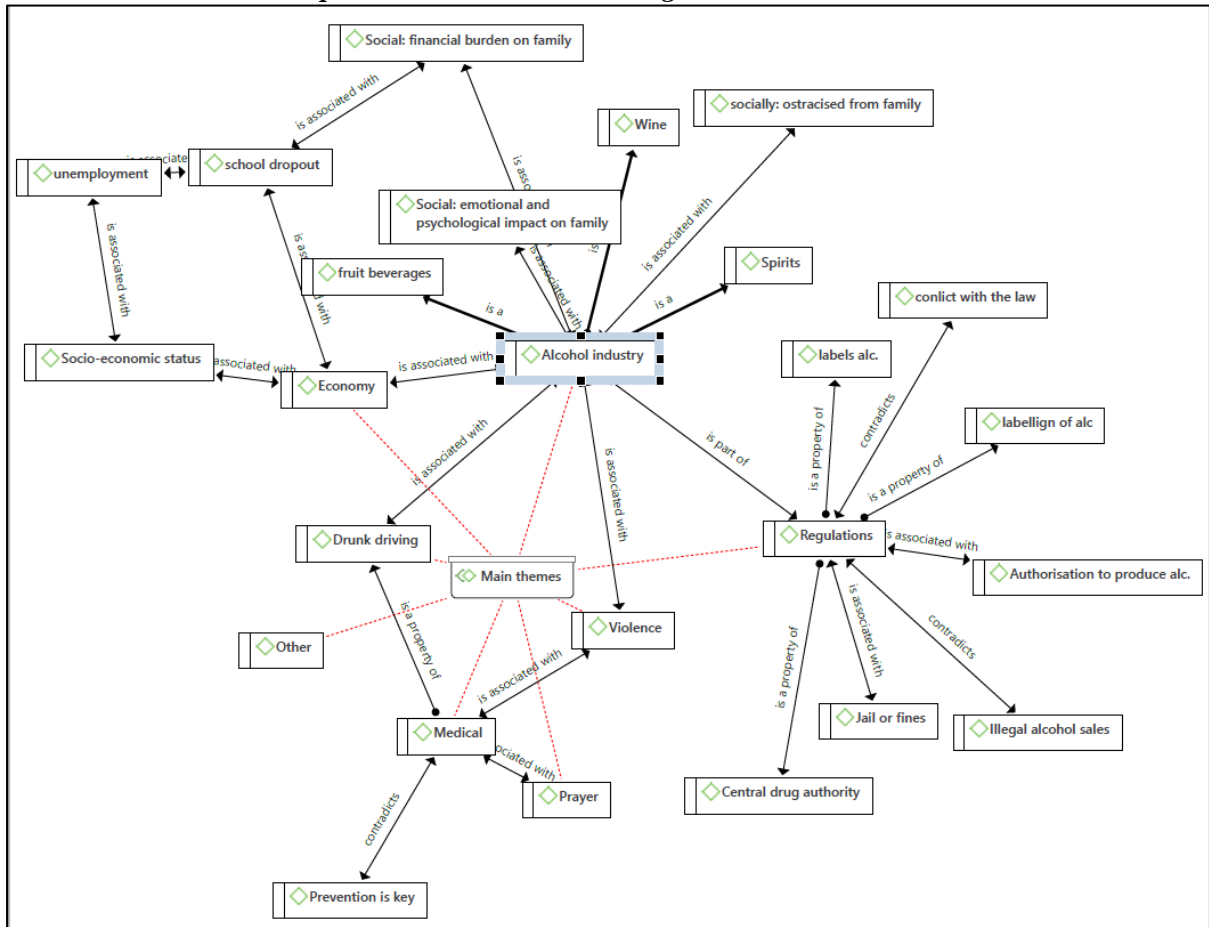


Figure 2

Indicating the Prominence Score using the Pollock Method

Prominence Score (for Coding Databases)

<i>Dimension</i>	4	3	2	1
Placement	Front page first section	Front page inside section	Inside page first section	Other
Headline size (no. of words)	10+	9–8	7–6	5 or fewer
Article length (no. of words)	1,000+ (1,250+)	750–999 (1,000–1,249)	500–749 (750–999)	250–499 (500–749)
Photos/graphics	2 or more	1		

Note. Prominence score, © John C. Pollock, 1994–2014.

Figure 3

Formulae to determine whether Articles in a Specific News Outlet are In Favour/Unfavourable/Neutral toward Alcohol Sales Ban

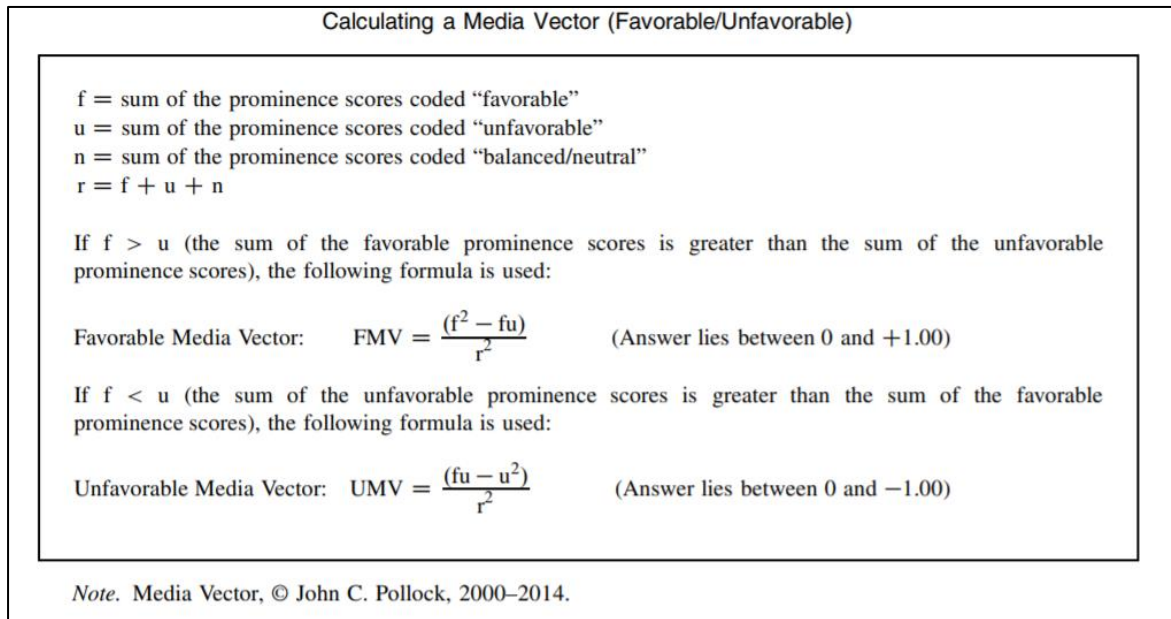


Figure 4

Formula to Calculate Who Media Think Should Take Responsibility for Preventing Alcohol Misuse

