DETERMINANTS

Objective
The purpose of this scoping review is to summarize the available literature to better understand the sociocultural contexts in which mothers drink alcohol and identify gaps in the literature.

Background
A recent phenomenon known as “mommy wine culture” has begun to seep into the vocabulary, and social media feeds, of many mothers. Seemingly an innocent and bonding experience among mothers, it has been increasingly criticized as contributing to a harmful trend of excessive use of alcohol among women in general. The determinants behind these social and cultural patterns vary and are often linked to gender roles in society, particularly related to motherhood. ‘Big Alcohol’ is further speculated as a catalyst of “mommy wine culture” through advertisements targeting women and mothers. A scoping review will consolidate the available literature to better understand this cultural phenomenon.

Research Questions
1. How has mothers’ drinking changed over time?
2. How has mothers’ drinking changed since the start of the COVID-19 pandemic?
3. How has marketing alcohol influenced mothers’ alcohol consumption?
4. What are the social and cultural contexts in which mothers drink and communicate about drinking?

Methods:
- The scoping review began by initially establishing the research questions, precursory keywords, and eligibility criteria.
- The databases were reviewed and preliminary search strings were created.
- The top databases were chosen to review due to having found promising articles within them during the preliminary search.
- Finally, a search string table was constructed.

Eligibility Criteria:
- Limited to English articles of studies conducted in Canada, the United States of America, New Zealand, the United Kingdom, or Australia due to the prevalence of alcohol consumption within these social contexts.
- Excludes the terms breastfeeding and pregnancy due to the interest in the social factors surrounding motherhood that do not necessarily pertain to either term.
- Articles will be from 2011-2021 to capture the rise in social media and the increased use of cellphones within this time frame that has contributed to the popularity of “mommy wine culture”.
- All methodologies and publications will also be included

Future Research
The scoping review is part one of three for a future investigation into:
- How the COVID-19 crisis has contributed to mothers’ alcohol intake
- The socio-cultural contexts in which mothers drink
- How the media contributes to the prevalence of “mommy wine culture”

References

Main Search Clusters
- Women
- Parents
- Alcohol
- Mothers

Key Areas of Interest
- Media/Marketing
- Determinants
- COVID-19 Crisis
- Sociocultural Factors

Databases
- Web of Science
- Embase
- Scopus
- APA PsycInfo
- APA PsycArticles
- Sociological Abstracts
- CINAHL
- Medline