I need you to say no

Community Resource Kit. Helping promote the campaign locally.
Community resource kit.

This toolkit provides health professionals and community groups with some strategies and resources to decrease alcohol-related harm among young people aged 12 to 17 years.

These resources have been developed to assist you to extend the reach of the campaign in your community using materials consistent with the statewide Parents, Young People and Alcohol campaign titled 'I need you to say no' which launched in November 2018.

The campaign is a collaborative initiative between the Mental Health Commission (MHC) and Alcohol Programs Team, Public Health Advocacy Institute of WA.

The campaign will have four key bursts of media activity annually using a strategy led by television and supported by digital, paid search, social media and cinema advertising.

The creative execution delivers insight into underage drinking by dispelling myths and imploring parents to say 'no' - straight from the mouths of teenagers.

The campaign has four objectives including:
1. Reduce inflated perceptions of the prevalence of underage drinking.
2. Increase the age at which adults believe it is acceptable for adolescents to initiate alcohol use.
3. Increase the belief of adolescents vulnerabilities to the effects of alcohol.
4. Creating support amongst the community for policy measures to reduce alcohol-related harm in adolescents.

The primary target group is parents and carers of 12 to 17 year olds.

Secondary target group is teenagers between 12 to 17 years old.

Note – Evidence suggests the most effective means of changing the drinking behaviours of young people is through a shift in attitudes, beliefs and behaviours of those making decisions around young people’s alcohol use e.g. broader community 25 years and over.

Key campaign materials

**Television commercial - 30 seconds**

**Television commercial - 15 seconds**

**Social media - 6 seconds**

**Online banners**
Campaign on air dates

Circles around the months indicate when the statewide campaign is in market.

**2018**
- OCT
- NOV
- DEC

**2019**
- JAN
- FEB
- MAR
- APR
- MAY
- JUN
- JUL
- AUG
- SEP
- OCT
- NOV
- DEC

**2020**
- JAN
- FEB
- MAR
- APR
- MAY
- JUN
- JUL
- AUG
- SEP
- OCT
- NOV
- DEC

**2021**
- JAN
- FEB
- MAR
- APR
- MAY
- JUN
- JUL
- AUG
- SEP
- OCT
- NOV
- DEC

**MEDIA CHANNELS USED BY THE CAMPAIGN IN EACH BURST**

- Television
- Social media
- Pre-rolls on video content
- Catch-up television
- Cinema
- Paid search
The key campaign line is ‘I need you to say no’. These key messages can be used to promote the campaign message in school newsletters, interviews and media statements.

01 Rates of alcohol use by teenagers aged between 12 and 17 years have declined over the past three decades with the proportion of students reporting drinking in the past year (79.7% to 44.3%) almost halving, and more than halved in the past month (50.1% to 23.9%) and past week (33.5% to 13.9%). In the same three decade time period, the proportion of students reporting they have never drank alcohol has more than tripled, increasing from 9.0% to 31.5%.

Many parents are choosing not to provide alcohol, with 2017 Western Australian data finding 2 out of 3 parents do not provide alcohol to their teenager (aged 12 to 17 years).

02 There is no evidence to support the view that parental supply of alcohol protects teenagers from alcohol-related harm.

Parents should be advised that this practice is riskiest for teenagers. Alcohol that is already present in the home has been associated with harmful drinking behaviour, including harmful drinking behaviour, and permanent damage to the developing brain.

03 There are many individual and external factors that can contribute to a teenagers’ decision to want to drink alcohol.

Individual factors include knowledge, attitudes, locus of control, income, coping skills, sense of self-worth, self-determination, need for achievement, and possible tolerance of deviance.

External factors include other people, especially family members and peers, along with societal attitudes to alcohol, the price of alcohol products, and alcohol marketing.

04 Parents imposing strict rules related to teenage alcohol use is overwhelmingly associated with less drinking and fewer alcohol-related risky behaviours.

Research has consistently shown that indirect parental influences (e.g., permissiveness of drinking) are associated with increased drinking, heavy episodic drinking, and negative alcohol-related consequences.

05 There are several predictors of delayed alcohol initiation and lower levels of later drinking. Key parental factors included parental modelling of drinking behaviour, alcohol-specific communication, disapproval of teenage drinking, general discipline, rules about alcohol, parental monitoring, parent-child relationship quality, family conflict, parental support, parental involvement, and general communication.

Many environmental factors contribute to teenagers forming a positive attitude towards alcohol that contradict a parents’ decision to not provide alcohol. How much it costs, how easy they can get it, and if they don’t know the law, can see teenagers wanting to drink alcohol sooner and in greater volume. Parents can influence if these factors make a small or large impact, by choosing not to provide alcohol.

Evidence to support the campaign

The National Alcohol Guidelines

The National Health and Medical Research Council (NHMRC) recommend that no alcohol is the safest choice for under 18’s. They specify the following guidelines to reduce alcohol-related health harms for children and young people under 18 years of age.

For children and young people under 18 years of age, not drinking alcohol is the safest option.

- Parents/guardians should be advised that teenagers under 15 years of age are at the greatest risk of harm from drinking and that for this age group, not drinking alcohol is especially important.

- For teenagers aged 15 to 17 years, the safest option is to delay the initiation of drinking for as long as possible.

The Guidelines provide guidance for parents, as well as for young people themselves, about the safest option to prevent alcohol-related harm for children and young people up to 18 years of age.

Alcohol-related harm

Drinking contributes to the three leading causes of death among teenagers. A study looking at teenage drinking, found one in ten teens reported being under the influence of alcohol during a fight. This same group were also more likely to injure themselves or others during a fight. The prevalence of risk-taking behaviours increases in teenage years and the likelihood of injury increases further still when alcohol is also involved.

In Western Australia, of those young people who drank in the last week almost 1 in 4 (23%) reported having an argument and 13% reported hitting someone or having a fight.

Developing brain

Alcohol acts on the nerve cells of the brain and disrupts the communication between nerve cells and other cells of the body. Alcohol does this by altering the actions of two major neurotransmitters in the brain. Neurotransmitters are chemical messages, which enable nerve cells to talk to each other and to other cells in the body. Alcohol suppresses the activities of certain nerve pathways, eventually making a person appear sluggish, lethargic and slow-moving.

Studies of teenagers show that heavy and extended alcohol use is associated with a 10% reduction in the size of the hippocampus (responsible for memory and learning). It also shows that the function of the hippocampus is uniquely sensitive to alcohol at this time and that alcohol may be poisonous to the nerve cells of the hippocampus causing them to be damaged or destroyed.

This area of the brain changes the most during the teenage years. Research with heavy drinking teenagers shows that these teenagers have smaller perfrontal lobes (responsible for decision making) than young people of the same age who do not drink.

While research tells us alcohol can damage the developing brain it is not clear how much alcohol it takes to do this. For these reasons, it is recommended that for under 18’s no alcohol is the safest choice and that they delay the initiation of drinking for as long as possible.

Parental influence

Evidence tells us that what you do as a parent, how you communicate your expectations and whether you supply alcohol does affect your teenager’s choices about alcohol. As a parent you can influence your teenager’s behaviour and choices about alcohol by doing the following.

If you drink alcohol, you need to be aware that your teenager will learn their attitudes from the way you use alcohol and how much you drink. Showing your teenager that life can be fun and have meaning when alcohol is not involved can help to shape a responsible approach to alcohol.

Talk to other parents and let them know that you do not want them to provide alcohol to your teenager under any circumstances. This is especially relevant when teenagers are going to friends’ houses for parties.

Research shows that teenagers who are poorly monitored tend to drink more. Teenagers, who take up drinking at an earlier age, tend to drink more and are likely to develop harmful drinking patterns.
Campaign materials

A3 posters

TIP!
Order the school girl poster via resource order form on page 11.

I need you to say no

No one should give alcohol to under 16s.

alcoholthinkagain
Alcohol and Teenagers (12-17yrs)

In WA, fewer teenagers are choosing to drink alcohol. However, of those who drank in the last week, many are drinking at harmful levels.

Research shows that approximately:

- 1 in 3 teenagers had never tried alcohol.
- 1 in 7 drank alcohol in the last week.
- Of those who drank in the last week:
  - Almost 1 in 3 drank at levels considered harmful for adults.
  - The average amount consumed was 6.2 standard drinks.
- 2 in 3 parents choose not to provide alcohol and it’s reducing alcohol-related harm.

Of young people who drank recently* behaviours included:

- 23% Arguing
- 34% Vomiting
- 13% Hitting someone or having a fight

Drinking alcohol from a young age increases the risk of health problems:

- Memory problems
- Learning difficulties
- Lack of concentration
- Increased risk-taking
- Problems with family and friends
- Risky sexual behaviour
- Academic failure
- Physical injury
- Poor mental health
- Depression
- Self-harm
- Suicide

For under 18’s, NO alcohol is the safest choice.

TIP!

Order via the resource order form on page 11.

*"Recently" is defined as during the last week. However, behaviour could have occurred anytime during the last year. Every reasonable effort has been made to ensure the accuracy of this resource at the time of publication. For more information go to: alcoholthinkagain.com.au
A major proportion of disease and death for young people is caused by alcohol use. Studies have linked health and social consequences of teenage drinking, including risky sexual behaviour, public drunkenness, hospital admissions to treat life-threatening education and work accidents and injuries.

Factsheets

Alcohol-related harm in teenagers.

Australian children are in a period where alcohol is negatively portrayed and consumed, so it useful for their parents and teenagers to have an early understanding into their parents’ role.

Talking to your teenager about alcohol

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Campaign materials

Facebook videos

Email signatures

TIP!
These materials are great to use as they are free for you to use, and can see a range of messages used over a period of time.
Campaign materials

### Facebook posts

- **Alcohol Think Again**
  - Two out of three parents are choosing to say ‘no’ to giving their teens alcohol and it’s helping to prevent harmful use.

- **Alcohol Think Again**
  - Saying ‘no’ when your teen asks for alcohol can be difficult.

- **Alcohol Think Again**
  - Teenagers have greater vulnerabilities to the effects of alcohol, and this can impact them now, and as an adult. That’s why no one should give alcohol to under 18s.

- **Introducing teens to alcohol**

### Facebook and Instagram videos

- **Schoolgirl - 6 second**
  - Click to download the videos, text & images so you can post on your organisation’s social media page.

- **Skatepark - 6 second**

- **Door slam - 6 second**

- **Dinner table - 6 second**

- **Social media video**
  - Click the cloud symbol to download the videos so you can post on your organisations social media page.
Publications for Aboriginal audience

A3 poster

No alcohol is better for our teenagers.

There is no shame in getting help. The Parent and Family Drug Support Line is a confidential, non-judgemental telephone counselling, information and referral service for anyone concerned about a teenager’s alcohol use.

Call-backs are available.

Metro 9442 5050 | Country 1800 653 203 | 24 hours a day, 7 days a week

TIP!

Order the poster via the resource order form on page 11.

Click to visit the Strong Spirit Strong Mind Metro Project website for resources available to use in the Perth metro region.

Booklet

Email signatures

For under 18s no alcohol is the safest choice

No alcohol is better for teenagers

Alcohol can affect the developing brain of teenagers

For under 18s no alcohol is the safest choice

No alcohol is better for teenagers

Alcohol can affect the developing brain of teenagers

Click to download these email signatures. They will be a PNG file.

Click to download PDF of this booklet

Click to download PDF of this poster

Click to download PDF of this booklet

Click to download PDF of this poster

Click to download PDF of this booklet

Click to download PDF of this poster
Using Alcohol.Think Again campaign materials in your region.

Creating local campaign resources
If you develop any materials such as posters or newspaper advertising, that uses the Alcohol.Think Again logo or messaging, these must be approved by the Mental Health Commission.

Please email your Community Support & Development Programs team member a PDF of the layout for approval.

To increase the speed of approval please provide this information:
1. The purpose of the publication.
2. The target audience.
3. What is the key message you are hoping the publication will communicate.
4. Where the publication will be used - sporting club etc.
5. How long will it be used for.
6. When you need approval by.

Ordering resources
You can order printed resources from our order form via the button to the right.

You do not require approval to use these resources.