



I need you to say no

alcohol
thinkagain

Community Resource Kit. Helping promote the campaign locally.

Parents, Young People and Alcohol campaign

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



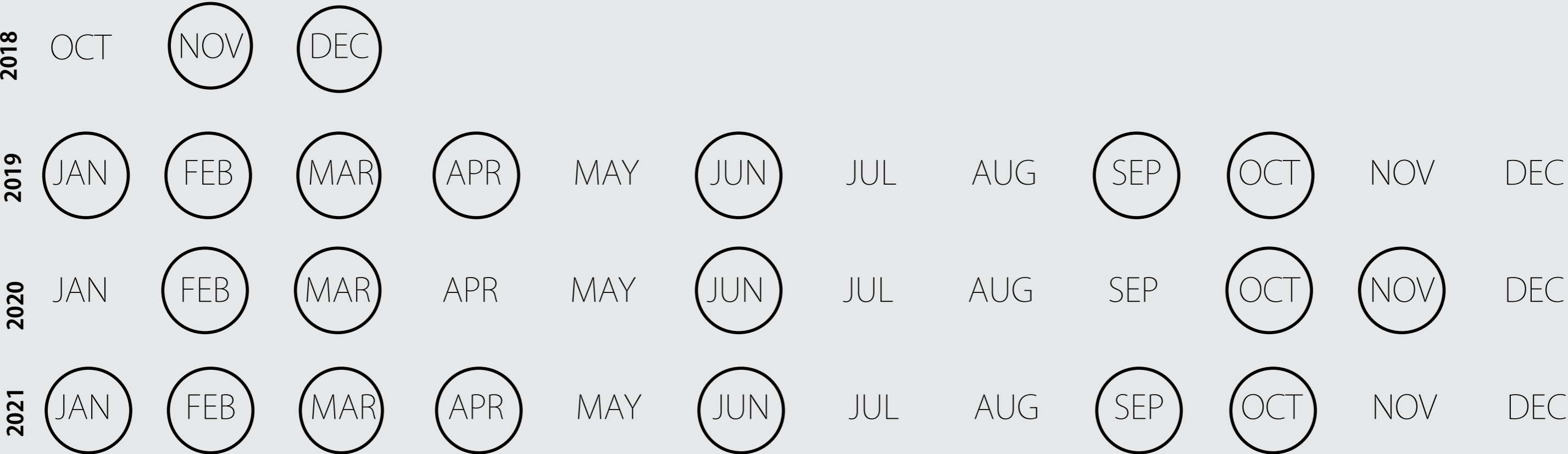
Social media - 6 seconds



Online banners

Campaign on air dates

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



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.

Parental supply was still associated with a doubling of the odds of drinking. A recent Australian study found teenagers who were supplied alcohol by parents had higher odds of drinking whole beverages than those not supplied by parents.

Providing alcohol to teenagers is associated with alcohol-related harms. Teenagers have greater vulnerabilities to the effects of alcohol and associations with adverse adult outcomes including harmful drinking behaviour, and permanent damage to the developing brain.

Parents should be advised that this practice is associated with risk, both directly and indirectly through increased access to alcohol from other sources.

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 elements 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 18s. 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 nerves 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 teenager have smaller prefrontal 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.



Campaign materials

Infographic

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.

Of young people who drank recently* behaviours included:



23%
Arguing



34%
Vomiting



13%
Hitting someone or having a fight

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.

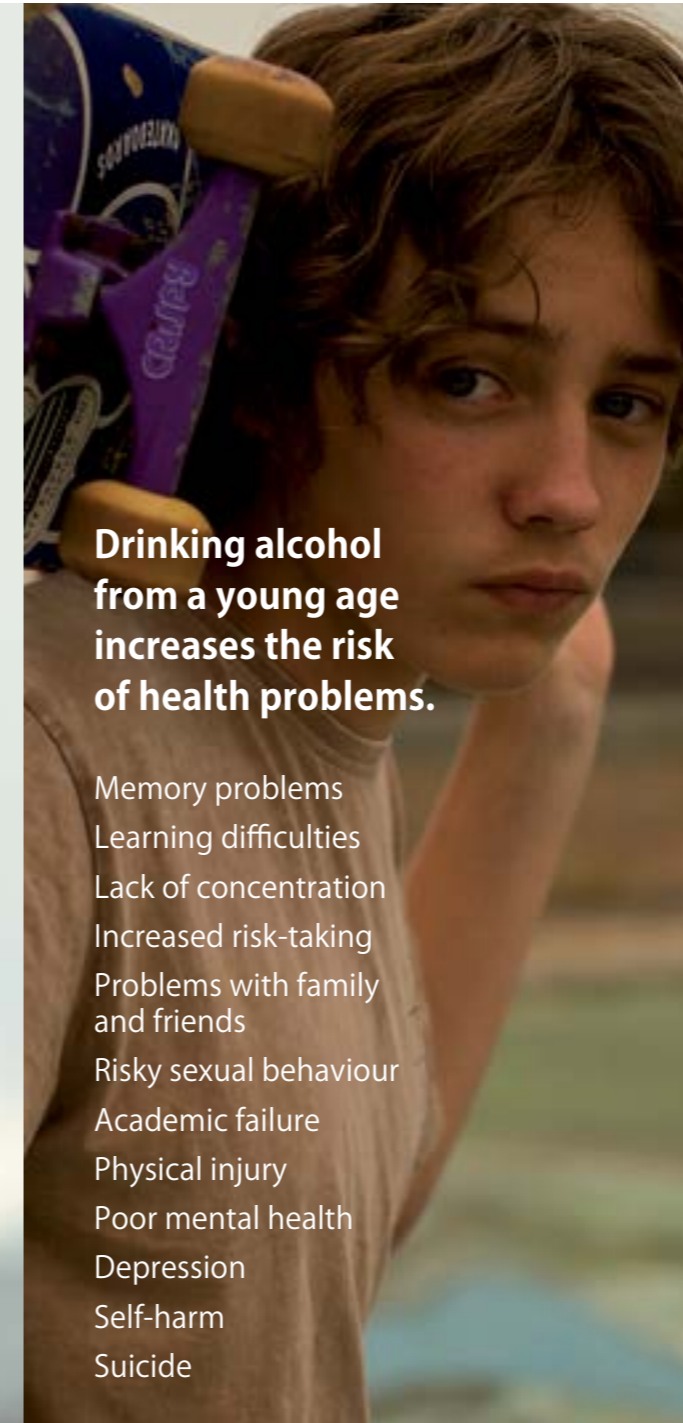


The average amount consumed was **6.2** standard drinks.



2 in 3 parents choose not to provide alcohol and it's reducing alcohol-related harm.

**For under 18's,
NO alcohol is the
safest choice**



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



CLICK TO DOWNLOAD
PRINT READY PDF OF THE
INFOGRAPHIC

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

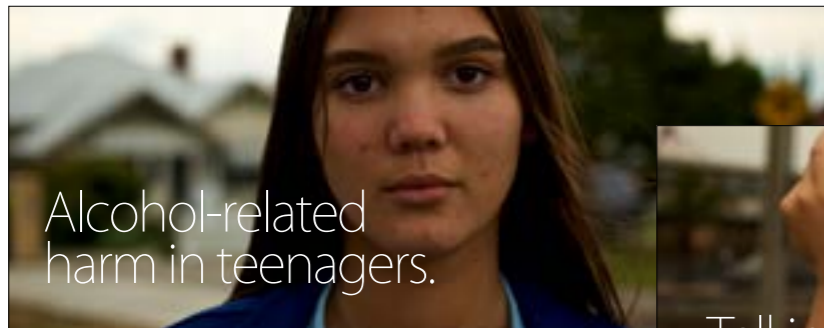
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Campaign materials

TIP!

These printed materials contain the same content as the website. These publications can be displayed where parents visit. Order via the resource order form on page 11.

Factsheets



Alcohol-related harm in teenagers.

A major proportion of disease and death for young people is caused by alcohol use. Studies have shown health and social consequences of teenage drinking, including risky sexual behaviours; public disturbance; aggression; hospitalisation; interruptions to family life, education and work; accidents and injuries.

Mental health harm

Alcohol use, especially when initiated at a young age, elevates the risk of many mental health issues and social problems. The nature of the relationship between alcohol use and mental health issues in adolescence is somewhat reciprocal. Young people with certain mental health disorders are more likely to initiate alcohol use and accelerate their use throughout adolescence. In turn, alcohol use may contribute to poor mental health. One of the major complications of teenage alcohol use is self-harm, having suicidal thoughts and suicide, especially in teens with major depression.

Risk of accident, injury and antisocial behaviour

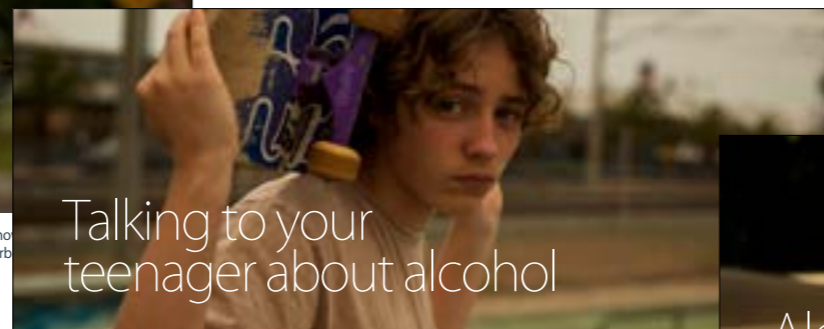
Drinking contributes to the three leading causes of death among teenagers. In an American study one in ten teens reported being influenced by alcohol during a fight. This same group were also more likely to injure themselves or others during the fight. The prevalence of risk-taking behaviours increases in adolescence 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.

Benefits of delaying alcohol use until 18 years of age

The national guidelines for alcohol consumption underlined the importance of delaying the initiation of drinking as possible as a key factor in limiting alcohol-related health issues during a person's lifetime. The evidence suggests that drinking is related to more frequent and higher quantity alcohol consumption in adolescence, and these patterns related to the development of alcohol-related harms in adolescence and adulthood. There is some evidence to suggest that teenagers delay their first alcoholic drink, the less likely they are to become regular consumers of alcohol, and drinking reduces consumption levels in adulthood.

No one should give alcohol to under 18s.



Talking to your teenager about alcohol

Australian children live in a world where alcohol is regularly promoted and consumed, so it's useful for them to talk to their parents about alcohol and understand what their parents expect of them.

Talking to your teen

The best time to start talking about risky alcohol use is before it happens. Parents can use media portrayal of alcohol use and related problems to start discussions that are general, rather than subjective and sensitive.

As children get older, parents have a critical role: know where your children are and who they are with, and be clear about your expectations (keeping in touch, time to come home, what will happen if they break the rules) and what to do if they get into difficulty.

Discussing teenage alcohol-related harm

Talk about how alcohol might affect them even if they don't drink themselves. Rather than just telling them what concerns you, try to find out what they might be concerned about, such as how drinking may lead to behaviour they'll later regret. You could ask if they know of examples of this happening to others – either on television or in movies, or in their day-to-day lives. This can help you reach an agreement on your rules about drinking and explain the rationale for those rules.

The National Health and Medical Research Council (NHMRC) guidelines state that for those under the age of 15, it is important not to drink. And for those aged 15 to 17, the safest option is to not drink and to delay starting drinking.

Explaining the effects of alcohol with teenagers can help when discussing why alcohol use should be delayed until 18 years of age. This summary of alcohol-related harms for young people may help:

- Alcohol use contributes to the three leading causes of death among adolescents including unintentional injuries, homicide and suicide.

No one should give alcohol to under 18s.



Alcohol laws for under 18s. In Western Australia the liquor control laws are governed by the Liquor Control Act 1988.

Secondary supply laws

On 20 November 2015, new laws came into effect regarding the secondary supply of alcohol. Under this law it is an offence for anyone to supply under 18's with alcohol in a private setting without parental or guardian permission.

This offence carries a maximum penalty of \$10,000.

Alcohol can increase the risk of injury, mental health problems, and cause permanent damage to young people's developing brain. For these reasons, the National Health and Medical Research Council (NHMRC) alcohol guidelines for children and young people under 18 years of age, states that not drinking alcohol is the safest option.

Parents not wanting their children to drink alcohol are now able to stand firm in their decision not to provide young people with alcohol as secondary supply law means adults are legally not able to give alcohol to another person's child, on a private premise, without parental permission.

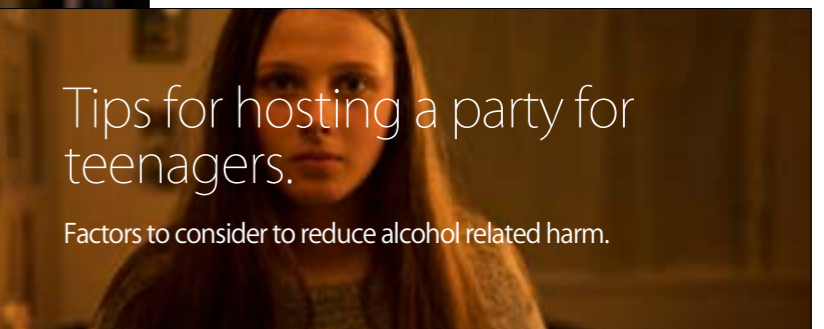
For detailed information on Secondary Supply or the Liquor Control Act 1988 visit the Department of Racing, Gaming and Liquor website - rgl.wa.gov.au

No one should give alcohol to under 18s.

Licensed premises and public places

The laws are different in each State or Territory regarding licensed premises and public places. A summary of the Liquor Control Act 1988 in Western Australia is provided below.

- It is an offence for anyone under 18 to enter or remain on licensed premises or public places.
- It is an offence for anyone under 18 to purchase, attempt to purchase or receive alcohol from any other person on licensed premises.
- It is against the law to sell or supply alcohol to anyone under 18 years of age, or to attempt to do so, on licensed premises (such as a cafe, bar, pub or club) or regulated premises (such as a car park holding an 18th birthday).
- It is an offence for anyone under 18 to consume alcohol or be in a licensed premises or regulated premises without a valid licence to allow that to occur.
- It is an offence in Western Australia for anyone under 18 to drink in public without a permit (such as on the street, park or beach).



Tips for hosting a party for teenagers.

Factors to consider to reduce alcohol related harm.

This fact sheet is designed to assist parents/caregivers in planning and hosting responsible parties with teenagers under 18 years of age. It provides tips about communicating with teenagers and factors you might consider before hosting a party or allowing your teenager to attend a party.

Alcohol can increase the risk of injury, social and mental health problems, and cause permanent damage to young people's developing brain. For these reasons, the national guidelines for alcohol consumption, states for people under 18 years of age not drinking alcohol is the safest option.

It is not the norm to provide alcohol to teens to attend parties. Very few (2.6%) parents reported that they had allowed their child to take alcohol to social events at 15 years or younger, and 65% still did not permit it when their child was 17-18 years of age.

Every party has the potential to get out-of-hand. It is important that you talk to your teenager about alcohol and take steps to plan a safe party. It is also necessary for you as a host to understand your legal responsibilities.

Tips for parents with teens attending parties

- Know where your child is and who they're with** – take them to where they're going and pick them up. Don't leave it to someone else.
- Always call the host parents** – speak to them and find out about supervision and whether alcohol will be provided or tolerated – you can then make an informed decision.
- Create rules around parties early** – preferably before they start to get invited.
- Make consequences of breaking rules clear and stick to them** – ensure they know rules are made because you love them and want them to be safe.
- If they don't like the rules, they're most probably perfect!** Reward good behaviour and modify rules as they get older – rules should be age appropriate.

Tips to help parents talk to teenagers about parties

Communication with your teenager is vital, particularly because they can be exposed to alcohol through friends, peers and the media. Below are some tips to help you communicate with your teenager about alcohol before they attend, or you host, a party:

Be patient - Some teenagers have difficulty expressing themselves and often say things they do not mean. Try not to take what they say personally and avoid engaging in conflict or arguments.

Listen - Try and listen without interrupting. Help them to express themselves by showing a genuine interest.

Be a good role model - Be aware of your behaviour and your own attitude towards alcohol as this can have an impact on the way teenagers address their own alcohol use.

Discussing drugs and alcohol - It is important that you do not glorify your own behaviour and be careful of sounding hypocritical. Help your teenager develop strategies that will help them deal with situations where they will be offered alcohol and other drugs or put in difficult situations.

Work in collaboration - Express the reasons why you came to a particular decision. Allow your teenager the opportunity to talk about the family's rules and how they affect them.

No one should give alcohol to under 18s.

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PRINT READY PDFs OF
THESE FACTSHEETS

Campaign materials

Facebook videos



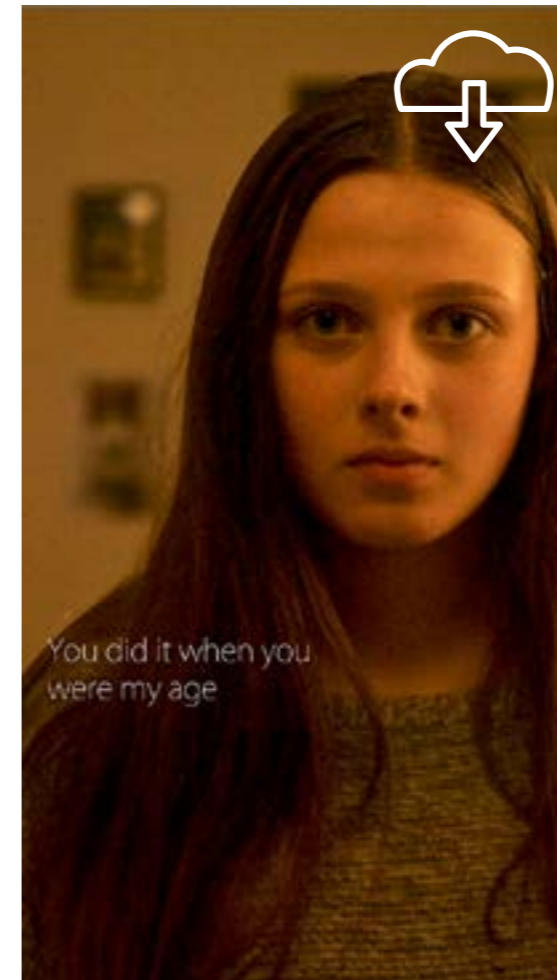
Schoolgirl - 6 second



Skate park - 6 second



Dinner table - 6 second



Door slam - 6 second

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.



CLICK THE CLOUD IMAGES TO DOWNLOAD THE VIDEOS, SO YOU CAN POST ON YOUR ORGANISATIONS FACEBOOK PAGE



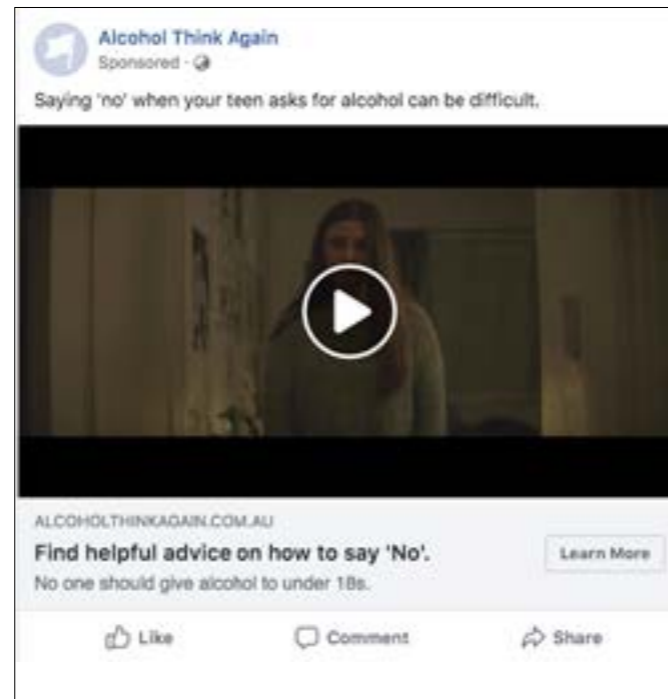
CLICK TO DOWNLOAD THESE EMAIL SIGNATURES. THEY WILL BE A JPEG FILE.

Email signatures



Campaign materials

Facebook posts



Facebook and Instagram videos



Schoolgirl - 6 second



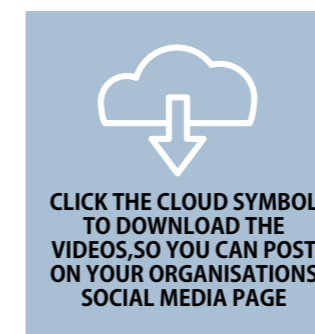
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Dinner table - 6 second



Door slam - 6 second

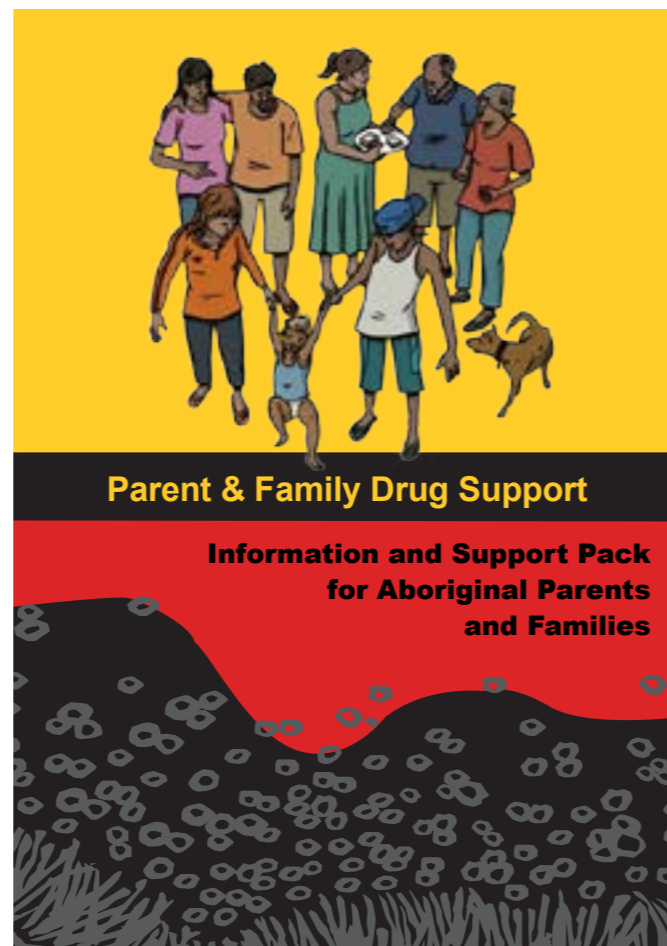


Publications for Aboriginal audience

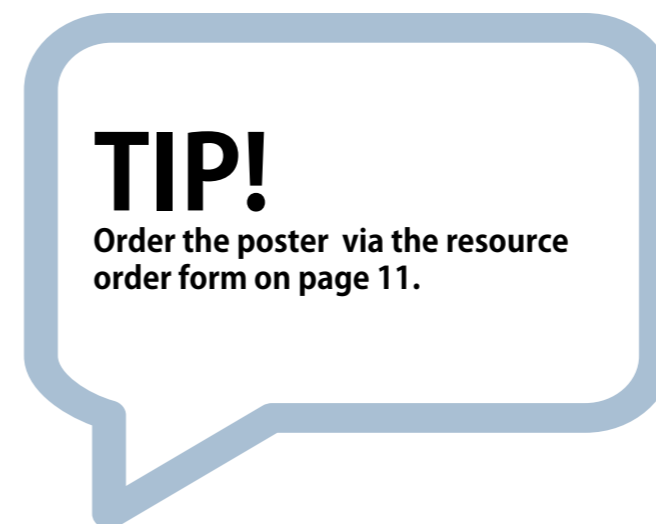
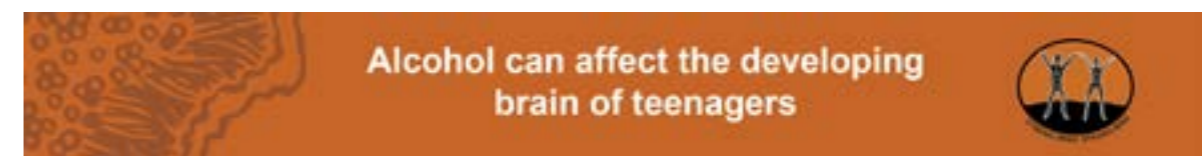
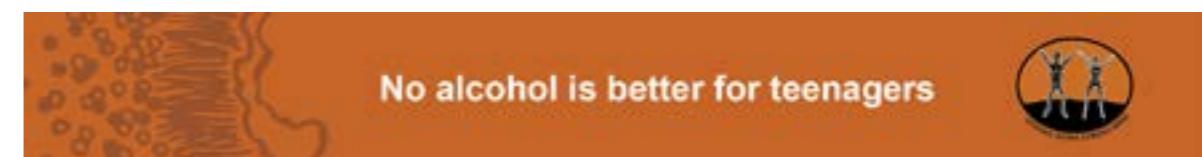
A3 poster



Booklet



Email signatures



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



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.



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INFORMATION OR TIPS
TO USE THESE CAMPAIGN
MATERIALS LOCALLY**

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.



**CLICK TO DOWNLOAD THE
RESOURCE ORDER FORM**

