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BACKGROUND

ABOUT THIS TOOLKIT
This toolkit provides health professionals and community groups with some strategies about what can be done locally to decrease alcohol-related harm among young people aged 12 to 17 years. These strategies have been developed to support parents in reducing their children’s exposure to alcohol.

This toolkit supports the key messages of the ‘Parents, Young People and Alcohol’ campaign, which forms part of the Alcohol.Think Again program.

ABOUT THE MESSAGE
This is the second phase of the Alcohol.Think Again Parents, Young People and Alcohol Campaign. This phase of the campaign will expand on the original message that: ‘No Alcohol for Under 18s is the Safest Choice’ with the positioning statement, ‘We all want to see our children reach their full potential. That’s why no one should supply alcohol to under 18s’. The campaign will endeavour to increase parents’ awareness of the National Health and Medical Research Council (NHMRC) Alcohol Guideline to reduce alcohol-related harms for young people under 18 years of age. The guideline is:

NHMRC ALCOHOL GUIDELINE 3 – 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 and carers should be advised that children 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 young people aged 15 to 17 years, the safest option is to delay the initiation of drinking for as long as possible.

The campaign is a collaborative initiative between the Mental Health Commission (MHC) and the McCusker Centre for Action on Alcohol and Youth (MCAAY).

THE CAMPAIGN TARGET GROUP
Primary target groups
• Parents and carers of 12 to 17 year olds.
• People in the Western Australian community who may be in a position to influence young people.

Secondary target group
• Young people aged 12 to 17 years.

Note – The evidence suggests that 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.

THE CAMPAIGN OBJECTIVE
To increase the knowledge of parents and other community members about the reasons why children and other young people should delay alcohol use until at least 18 years of age and the importance of personal and community action to delay young people’s alcohol use.

FOR CHILDREN AND YOUNG PEOPLE UNDER 18 YEARS OF AGE, NOT DRINKING ALCOHOL IS THE SAFEST OPTION.
WHAT CAN YOU DO LOCALLY

There are a number of activities that you can undertake locally to help reduce alcohol-related harm among young people in your community. These can include:

• Organise local events to educate parents and young people.
• Promote the campaign message through your organisation’s website and/or Facebook page.
• Promote the campaign message to schools via school and P&C/P&F websites and newsletters.
• Contact your local radio station to promote the campaign message to the wider community via radio interviews or community announcements.

This toolkit provides a range of resources that are designed as a starting point to be adapted for implementing the campaign message locally.

WHAT IS INCLUDED IN THIS COMMUNITY TOOLKIT

• Calendar of events to align various strategies for parents and community members with common celebration times for young people.
• An infographic with important statistics and information about alcohol and young people which can be used through a variety of media channels.
• A flyer for parents which provides tips to support decisions around their child’s alcohol use.
• A suite of static images for use in digital media to promote the message and encourage parents to seek more information.
• An email signature insert displaying the campaign message.
• Posters to promote the Parents, Young People and Alcohol campaign.
• Key media messages.
• Frequently asked questions which can be used through various media channels such as local newspapers, local radio interviews or talk-back radio.
• A ‘Myths and Facts’ sheet which provides useful information that can be submitted to local media, community groups or put on your organisation’s website/social media pages.

AS A LOCAL STAKEHOLDER YOU MAY WISH TO USE ONE OR ALL OF THE SUPPLIED TEMPLATES AND STRATEGIES. YOU ARE IN THE BEST POSITION TO DETERMINE WHICH ACTIVITIES WORK BEST FOR YOU AND WE ARE HAPPY TO OFFER ASSISTANCE AND SUPPORT AS REQUESTED.
WHEN IS THE BEST TIME TO RUN MATERIALS?

It can be useful to know when certain events and celebrations involving young people are occurring, to help plan possible strategies to support parents talking to their children about the effect alcohol has on the developing brain, their expectations about alcohol and what parents can do to keep their child safe. This calendar highlights some common times of the year where celebrations and festivities may take place which can create environments and situations where alcohol is present, and potentially consumed by young people.

We encourage you to implement localised strategies throughout the year during and outside periods of campaign advertising. The tentative media schedule for 2016 and 2017 in this table for you to use as a guide.

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<th>KEY EVENTS</th>
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WHAT CAN COMMUNITIES DO?
IMPLEMENT CAMPAIGN MATERIALS

INFOGRAPHIC

IMAGES

EMAIL SIGNATURE

FLYER - TIPS FOR PARENTS

POSTERS
PURPOSE
This infographic can be used in a variety of ways, to highlight important statistics and information about alcohol and young people.

WHERE CAN YOU USE THE INFOGRAPHIC
- Within school and P&C/P&F websites and newsletters.
- Published in community newspapers.
- Displayed on community notice boards and within youth centres.
- Community radio announcements.

INFOGRAPHIC

For under 18s, NO alcohol is the safest choice

In WA, fewer young people are choosing to drink alcohol.

Research shows that approximately:
- 1 in 3 young people 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.

They mainly get their alcohol from:
- 31% Friends
- 30% Parents
- 16% Someone else bought it for them

We all want to see our children reach their potential.

That’s why no one should supply alcohol to under 18s.

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

memory problems, learning difficulties, lack of concentration, academic failure, problems with family and friends, risky sexual behaviour, physical injury, increased risk-taking, anti-social behaviour, poor mental health, depression, self-harm, suicide.

Of young people who drank recently, behaviours included:
- 34% Vomiting
- 23% Arguing
- 13% Hitting someone or having a fight

Depression, problems with family and friends, anti-social behaviour, learning difficulties, increased risk-taking, risky sexual behaviour, academic failure, memory problems, physical injury, self-harm, poor mental health, suicide, lack of concentration, increased risk-taking, increased risk-taking, anti-social behaviour.

CLICK HERE TO ACCESS PDF FILE OF INFOGRAPHIC
PURPOSE
The images of the following 10 key messages are aimed at parents of children aged 12 to 17 years.

WHERE CAN YOU USE THE IMAGES
• On organisation websites and newsletters.
• Within school and P&C/P&F websites and newsletters.
• Used in community newspapers.
• Displayed on community notice boards.
• Insert under your email signature and change periodically to deliver a new message. Instructions on how to do this are on page 11.

CLICK HERE TO ACCESS JPEG FILES OF ALL 10 IMAGES
To help children reach their full potential, no one should supply alcohol to under 18s.

Alcohol contributes to young people making poor decisions.

Alcohol affects the developing brain.

Talk to your child about your expectations regarding alcohol.

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

PURPOSE
Remind people of the message everytime you email.

WHERE CAN YOU USE THE EMAIL SIGNATURE

- Place images found on pages 9 and 10 within the footer of staff emails.
- Encourage parents to place on the base of their emails.
- These images can be rotated periodically to deliver varying key messages to parents.

HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE

1. Open a new message.
2. Select ‘Signatures’ under the ‘Message’ tab (in the ‘Include’ area on the toolbar).
3. From the drop down menu, select ‘Signatures’.
4. Click on the image then ‘COPY’ and ‘PASTE’ it into the desired section of your signature.
5. Click ‘OK’.
6. If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.

CLICK HERE TO ACCESS IMAGES TO USE IN THE EMAIL SIGNATURE
PURPOSE
This flyer provides parents with tips to support them to delay their child’s alcohol use and can be distributed or utilised in a variety of ways.

WHERE CAN YOU USE THE FACT SHEET
• Place on school and P&C/P&F websites, Facebook pages and/or in newsletters.
• Display at events, particularly those that parents are likely to attend.

CLICK HERE TO ACCESS PDF FILE OF FLYER
PURPOSE
There are four posters available to promote the *Alcohol.Think.Again* campaign.

WHERE CAN YOU USE THE FACT SHEET

- Place in schools, shopping centres, community centres, sporting complexes.
- Display at events, particularly those that parents are likely to attend.

CLICK HERE TO ACCESS PDF FILES OF ALL FOUR POSTERS
I see the impact of alcohol on their developing brains.

We see acutely intoxicated adolescents coming into the emergency department, alcohol can place them in risky situations they otherwise might’ve avoided.

We see evidence of brain damage at an early stage affecting memory, learning, decision-making and risk assessment skills. This is permanent damage. Something they are going to have to live with for the rest of their lives.

Dr Vernon O’eyes
Finnan McPherson Researcher

No one should supply alcohol to under 18s.

I see the impact of alcohol on students’ mental health.

I see them distressed and really unhappy.

Their brain is still developing, so their decision-making process is not the same as adults; when mixed with alcohol, poor judgment can see them do some really silly things.

I see students embarrassed or ashamed by what can be put on social media. Some end up not wanting to come to school and that affects their grades; it can impact on family life and their relationships with peers.

Please direct any referrals to me.

No one should supply alcohol to under 18s.

alcoholthinkagain

No one should supply alcohol to under 18s.

alcoholthinkagain

No one should supply alcohol to under 18s.

alcoholthinkagain

No one should supply alcohol to under 18s.

alcoholthinkagain.com.au

alcoholthinkagain.com.au
ORDERING THESE RESOURCES

ELECTRONICALLY

Digital copies of all the following materials are available electronically from the Alcohol.Think Again website. There is a ‘How schools can engage parents in alcohol education’ page located in the ‘Alcohol and Community’ section of the website.

• Infographic
• 10 digital images
• Flyer - tips for parents
• Posters
• Booklets

HARD COPIES

Hard copies can be ordered from our Resource Order Form which can be found on the following two pages.

If any other digital formats are required, please contact the Community Programs team of the Drug, Alcohol and Prevention Services Division at the Mental Health Commission via Communityprograms@mhc.wa.gov.au or phone (08) 9370 0333.
Parents, Young People & Alcohol Campaign | Community Action Kit

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<th>Resource</th>
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<th>Image</th>
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<tr>
<td>Alcohol and Young People: Tips for Parents of 12-17 Year Olds – Infographic AF Poster – DAO 00109</td>
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<td>The safest choice – Infographic AF Poster – DAO 00106</td>
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<td>Alcohol Think Again – What is a standard drink? Set of 3 AF Posters</td>
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<td>Alcohol and Your Health AF Poster – DAO 00102</td>
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Resources:

Tips:
- All resources can be downloaded from [www.healthwa.gov.au](http://www.healthwa.gov.au).
- Please note there is a cost involved with obtaining these resources.
- Hard copy resources may be ordered for use in WA only.
- Alcohol and Your Health pamphlet – DAO 00101

These materials have been developed for a Western Australian (WA) audience and many contain WA-specific information.
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<td>If you are breast feeding, the safest option is not to drink alcohol – A2</td>
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<td>If you are pregnant… pamphlet advising the safest option is not to drink alcohol – A4</td>
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<td>Pamphlet with new guidelines for alcohol consumption. If you are breast feeding, the safest option is not to drink alcohol – A4</td>
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<td>Pamphlet and your kids: A guide for parents and carers pamphlet with new guidelines for alcohol consumption for young people</td>
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<td>These resources are also available at the Department of Health and Aged Care: <a href="http://www.health.gov.au">www.health.gov.au</a></td>
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<td>A child’s brain continues to develop until their early 20s. Alcohol can affect the developing brain. Young People and Alcohol (female) – Under 18. No Alcohol. The safest choice – A5 poster</td>
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<td>A child’s brain continues to develop until their early 20s. Alcohol can affect the developing brain. Young People and Alcohol (male) – Under 18. No Alcohol. The safest choice – A5 poster</td>
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**10-14 days for delivery.**

So please allow a minimum of

Some resources are not stored on site.
IMPLEMENT NON-CAMPAIGN MATERIALS

KEY MEDIA MESSAGES

MYTHS AND FACTS
KEY MEDIA MESSAGES

PURPOSE
The following key media messages have been designed to be adapted for your local community. While the campaign’s state-wide television, cinema, press and online advertisements will appear at various times throughout the year (see Campaign Strategies section), you may choose to use the key messages to support your own local strategies at other times.

KEY MESSAGE 1
We all want to see our children reach their full potential. No one should supply alcohol to under 18s.

KEY MESSAGE 2
A new phase of the state-wide Alcohol.Think Again campaign was launched in March 2016 and is about preventing and reducing alcohol-related harms among young people, including:
- Physical injury.
- Violence.
- Academic failure.
- Risky sexual behaviour.

KEY MESSAGE 3
There is increasing evidence about the negative effect alcohol has on the developing brain.

KEY MESSAGE 4
The safest choice for under 18s is not to drink alcohol at all, according to National Health and Medical Research Council Alcohol Guidelines.

KEY MESSAGE 5
Some parents may believe they are no longer able to influence their child’s behaviour and the choices they make about using alcohol. The evidence tells us that what parents do, how they communicate their expectations to their children and whether they supply alcohol does influence their children’s choices.
KEY MEDIA MESSAGES

KEY MESSAGE 6
Research shows that parents are one of the key influencers in whether their child drinks alcohol. Many young people chose not to drink to avoid losing their parent’s trust.

KEY MESSAGE 7
It is important for parents to know where their child is, who they are with and what they are doing. Research shows that poorly supervised teenagers are more likely to begin drinking at a younger age, tend to drink more and are more likely to develop harmful drinking patterns.

KEY MESSAGE 8
Many parents believe they should teach their child how to drink alcohol responsibly. There is little evidence to support this belief. Alarmingly, research has shown that if parents are supportive of their child drinking, these young people are likely to drink more frequently. When parents supply alcohol to their child, to drink without parental supervision, they were four times more likely to drink in a harmful way.

CALL TO ACTION
For more information on the Parent’s, Young People and Alcohol campaign visit alcoholthinkagain.com.au

If you need support, or wish to adapt any of these key media messages to suit your community, please contact the Community Programs team of the Drug, Alcohol and Prevention Division at the Mental Health Commission. Phone: (08) 9370 0333
MYTHS AND FACTS

HOW TO USE THESE MYTHS AND FACTS

There are many myths and misconceptions regarding young people and alcohol. This section provides some factual information on debunking myths or beliefs about young people and alcohol commonly held by the community.

The myths and facts can be used in a variety of ways, including:

- On school and P&C/P&F websites and newsletters.
- Published in the local newspapers.
- As speaking points for radio presenters or in radio interviews.
- On your organisation’s website and newsletter.

MYTH 1

Introducing my child to alcohol and letting them drink at home will teach them how to drink responsibly, like they do in some European countries.

FACT

There is no evidence that supports the introduction of alcohol to children and adolescents being helpful in building responsible drinking behaviours.

However, there is strong evidence to support parents in holding off their child’s alcohol use for as long as possible. Young people who start drinking early are more likely to become regular drinkers and are at greater risk of developing alcohol-related physical and mental health problems later on.

Some European countries including France, Italy and Spain have much higher rates of alcohol-related harm than in Australia. This includes the rate of alcohol-related falls, injuries, road traffic casualties, liver cirrhosis and mouth and oropharynx cancers.
MYTHS AND FACTS

MYTH 2
It’s better if I supply my child with alcohol rather than them getting it from someone else.

FACT
Some parents provide their teenagers with alcohol thinking that it will control the amount they consume.

There is little evidence to support this belief. Research has shown that if parents are supportive of their child drinking, these young people are likely to drink more frequently. When parents supply alcohol to their child, to drink without parental supervision, they were four times more likely to drink in a harmful way.

Ease of obtaining alcohol is an important factor in influencing young people’s drinking. When parents provide alcohol to their children, they make it very easy for young people to access alcohol. Research shows when restrictions are placed on availability, alcohol and associated problems decrease.

MYTH 3
Most parents give their children alcohol. I want to help my teenager fit in, so I don’t want them to be the only one at a party who is not drinking.

FACT
Some parents may think it is best to introduce their child to small amounts of alcohol so that by the time they turn 18, they have learnt some drinking skills. There’s no evidence to support this idea, and indeed there is emerging evidence that early parental supply of alcohol is associated with increased risks.

There is increasing evidence about the effect alcohol has on the developing brain and this knowledge provides parents with the opportunity to help their children to reach their full potential.

Sometimes parents may feel pressure - from their children or other parents - to provide alcohol to young people. If you decide to delay your child’s alcohol use, you will not be alone, as many other parents have made the same decision.

Talking openly with other parents about the importance of delaying young people’s alcohol use will help to raise awareness and stimulate important discussions. You may be surprised how many other parents feel the same way.

Parents can provide their child with information about the effects of alcohol on the developing brain and support them to not use alcohol for as long as possible, particularly before they turn 18.

A relaxed attitude to alcohol and the view that alcohol is not harmful can lead to young people drinking at an earlier age to be part of the drinking culture they see around them, which often includes harmful alcohol consumption.
MYTHS AND FACTS

MYTH 4
The short-term harms of drinking alcohol are more of a concern for my child than the long-term harms.

FACT
Harmful drinking behaviour can have both short-term and long-term impacts, which is why it is important to change community attitudes about alcohol.

Often short-term harms are seen as the main areas for concern. However, long-term harms are just as important to address in relation to young people’s alcohol consumption.

Short-term harms can include:
- General impairment of ability.
- Increased risk taking.
- Mood changes.

Long-term drinking can result in:
- A decrease in memory ability.
- Lack of problem solving skills.
- Decreased visual and spatial skills.
- Health problems later in life (cancer, liver disease, heart disease, stroke, dependence and mental health problems).

The hippocampus is responsible for memory and learning. Studies of adolescents show that heavy alcohol use is associated with reduced size of the hippocampus and decreased memory skills.

MYTH 5
My teenagers are going to start drinking sooner or later. I may as well let them drink at home now while they are supervised.

FACT
There is no evidence to support parents introducing young people to alcohol in the home as a method of teaching responsible drinking.

In fact, starting drinking at an early age has been shown to increase the likelihood of alcohol-related problems later in life, as well as more regular consumption of alcohol and in greater quantities.

- The good news is that the number of young people who don’t drink has increased. However, those who do drink are drinking at more harmful levels.
- There is strong evidence to support parents in delaying their child’s alcohol use for as long as possible.
- The longer young people delay drinking, the less likely they are to develop problems with alcohol later on in life.
FREQUENTLY ASKED QUESTIONS

Digital copies of all the following questions are available electronically from the Alcohol.Think Again website.

CLICK HERE TO ACCESS WORD DOCUMENTS OF THESE QUESTIONS.
**WHAT ARE THE GUIDELINES FOR YOUNG PEOPLE REGARDING ALCOHOL?**

The National Health and Medical Research Council (NHMRC) recommend 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 children 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 young people aged 15 to 17 years, the safest option is to delay the initiation of drinking for as long as possible.

**WHY HAVE ALCOHOL GUIDELINES FOR YOUNG PEOPLE BEEN INTRODUCED?**

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.

The Guidelines are based on an assessment of the potential harms of alcohol for this age group, as well as the evidence that alcohol may adversely affect brain development and be linked to alcohol-related problems later in life.

It is also based on evidence showing that:

- The risk of accidents, injuries, violence and self-harm are high among drinkers aged under 18 years.
- Drinkers under 15 years of age are much more likely than older drinkers to experience risky or anti-social behaviour.

**WHAT ARE THE IMPACTS OF ALCOHOL ON THE DEVELOPING BRAIN?**

There is growing evidence that drinking alcohol is harmful to the developing brain in young people. Two areas of the brain that may be particularly vulnerable to the effects of alcohol consumption during the teenage years are:

1. The hippocampus – responsible for memory and learning.
2. Prefrontal lobe – important for planning, judgement, decision-making, impulse control and language.

Damage to these parts of the brain during its development can result in irreversible brain changes that can impact decision-making, personality, memory and learning.

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 18s no alcohol is the safest choice and initiation to drinking is delayed as long as possible.
**ALCOHOL HARMS**

**WHAT ARE THE SHORT AND LONG-TERM HARMS OF ALCOHOL FOR YOUNG PEOPLE?**

There are a range of social, economic and legal problems that can result from alcohol consumption by young people.

**Short-term harms**
In general, younger people are less tolerant to alcohol, and have less experience of drinking and its effects. The immediate harms can include:

- Reduced inhibitions and poor judgement.
- Poor coordination.
- Mood changes.
- Nausea and vomiting.
- Losing consciousness.

These effects along with behaviours driven by the still developing brain can lead to short term harms such as:

- Increased risk-taking (may make decisions without thinking about consequences).
- Unprotected or unwanted sexual encounters.
- Antisocial behaviour, violence, fights, abuse and associated crime.
- Injuries such as road crashes, pedestrian accidents, drowning, alcohol poisoning, suicide and homicide.
- Death due to suffocation from inhaling vomit.

**The long-term harms**

- Damage to the developing brain (decreased memory ability, lack of problem solving skills and decreased visual and spatial skills).
- Health problems later in life (cancer, liver disease, heart disease, stroke, dependence and mental health problems).

**WHAT HARMFUL BEHAVIOURS CAN OCCUR WHEN YOUNG PEOPLE DRINK ALCOHOL?**

When young people drink alcohol, the way they drink, the culture that supports their drinking and how much they drink; increases the likelihood of them experiencing alcohol-related harm.

Harmful behaviours can include:

- Increased risk of accidental and violent injury. The occurrence of risk-taking behaviours increases in adolescence and the possibility of injury increases even more when alcohol is also involved.
- Alcohol consumption in young adults is associated with risky sexual behaviour, adverse behavioural patterns and academic failure.
- Adolescents are also more likely to be involved in a fight when they drink alcohol; compared to if they were sober.

Mental health problems including depression, self-harm and suicide.

- Alcohol use increases the risk for a range of mental health and social problems in young adults.
- Alcohol use may also contribute to poor mental health.
- Young people with poor mental health are more likely to initiate alcohol use in adolescence, and report drinking frequently. They are also more likely to drink with the intent to get drunk.
- Surveys show that heavier alcohol use among teens is associated with an increased probability of a suicide attempt.
HOW CAN PARENTS INFLUENCE THE BEHAVIOUR AND CHOICES THAT THEIR TEENAGERS MAKE ABOUT USING ALCOHOL?

Parents may believe they no longer influence their teen's behaviour and the choices they make about using alcohol. The evidence tells us that what parents do, how they communicate their expectations to their children and whether they supply alcohol does influence their children’s choices.

Avoid providing alcohol to your children.
It is within your control not to supply alcohol for your child to consume within the home or in other settings, even if you are feeling pressured by your child or other parents. The NHMRC alcohol guidelines provide a clear message that for under 18s, no alcohol is the safest choice.

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

Be aware of places and situations where your child may be exposed to people drinking alcohol.
• Research shows that teenagers who are poorly supervised begin drinking at an earlier age, tend to drink more and are more likely to develop harmful drinking patterns.
• Be sure that your child understands that they need to keep in touch with you about where they are, and to seek your permission to be there. Also reach an agreement on what time they need to come home and what will happen if they break the rules.

Discuss alcohol with your child from an early age and explain your expectations about alcohol.
• If possible, start conversations about alcohol early in your child’s life. This sets you up for easier discussions during teenage years and means they should already be aware of what your attitudes and expectations are about alcohol. This also builds respect and good communication which will help you work through more specific issues as they grow older.
• Talk about the way alcohol is portrayed in the media. Point out alcohol advertising and ask your child who they think the ad is aimed at? Ask them what parts of the ad made them think it was aimed at the group they identified.
• Help them to think about the context the product (alcohol) is being portrayed in, and how this might make it appealing or desirable to them, or a particular age group.
• Explain the evidence about the harmful effects of alcohol on the body, particularly the effects on the developing brain.
• Discuss how other people’s drinking might affect them and help them to develop responses, such as how to cope with pressure to drink, how to defuse aggression and how to avoid getting in a car with someone who is drunk.
ALCOHOL HARMS - PARENTAL INFLUENCE

THE NEXT THREE QUESTIONS HAS THREE DIFFERENT ANSWERS.

HOW CAN PARENTS INFLUENCE THE BEHAVIOUR AND CHOICES THAT THEIR CHILDREN MAKE ABOUT ALCOHOL?

ANSWER 1

Avoid providing alcohol to your children at home or to take to parties.

- Children who are supplied alcohol by their parents for use without parental supervision are four times more likely to drink in a harmful way.
- If you are feeling pressured by your child or other parents, the NHMRC alcohol guidelines provide a clear message that for under 18s, no alcohol is the safest choice.

ANSWER 2

Discuss alcohol with your children from an early age and explain your expectations about alcohol.

- If possible, start conversations about alcohol early in your child’s life. This sets you up for easier discussions during teenage years and means they should already be aware of what your attitudes and expectations are about alcohol.
- Talk about the way alcohol is portrayed in the media and advertisements. Point out alcohol advertising and ask your child who they think the ad is targeting and why. Ask them what parts of the ad made them think it was aimed at the group they identified.
- Help them to think about the context the product (alcohol) is being portrayed in, and how this might make it appealing or desirable to them, or a particular age group.
- Explain the evidence about the harmful effects of alcohol on the body, particularly the effects on the developing brain.
- Discuss how other people’s drinking might affect them and help them to develop responses, such as how to cope with pressure to drink, how to defuse aggression and how to avoid getting in a car with someone who has been drinking.

ANSWER 3

Be aware of places and situations where your children may be exposed to people drinking alcohol.

- Research shows that children who are poorly monitored tend to drink more. Young people, who take up drinking at an earlier age, tend to drink more and are likely to develop harmful drinking patterns.
- Be sure that your child understands that they need to keep in touch with you about where they are, and to seek your permission to be there. Also, reach an agreement on what time they need to come home and what will happen if they break the rules.
- Talk to other parents and let them know that you do not want them to provide alcohol to your child under any circumstances. This is especially relevant when teenagers are going to friends’ houses for parties.
ALCOHOL LAWS - LICENSED PREMISES/PRIVATE SETTINGS

WHAT ARE THE LAWS IN WESTERN AUSTRALIA ABOUT ALCOHOL AND YOUNG PEOPLE?

The laws are different in each State or Territory regarding alcohol use by people under the age of 18. In Western Australia:

- It is an offence for anyone under the age of 18 years to enter or remain on licensed premises without a legal guardian or responsible adult except under specific circumstances outlined in the Liquor Control Act 1988.
- It is an offence for juveniles to purchase, consume or be supplied with liquor on a licensed premises.
- It is against the law to sell or supply alcohol to anyone under the age of 18 years on licensed premises or regulated premises (such as a community hall holding an 18th birthday).
- Where a person on licensed premises purchases or obtains liquor for a juvenile, that person and the juveniles each commit an offence.
- It is an offence for anyone under the age of 18 years to consume alcohol or be in the possession of alcohol on licensed or regulated premises and it is an offence to allow that to occur.

ARE THERE LAWS ABOUT YOUNG PEOPLE DRINKING ALCOHOL AT HOME?

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 18s with alcohol in a private setting without parental or guardian permission. This offence carries a penalty of up to $10,000.

Alcohol causes harm to young people. It can increase their risk of injury, mental health problems, and cause permanent damage to their developing brain. For these reasons the national health guideline 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 to not provide young people with alcohol, as it is now illegal for other adults to provide alcohol to their children, at a private setting, without their permission.

The Department of Racing, Gaming and Liquor WA are responsible for these laws and if you require more information about these laws please go to www.rgl.wa.gov.au
USEFUL CONTACTS
ALCOHOL THINK AGAIN WEBSITE
www.alcoholthinkagain.com.au

DRUG, ALCOHOL AND PREVENTION SERVICES DIVISION
Mental Health Commission
7 Field Street
Mount Lawley WA 6050
Telephone: (08) 9370 0333
Fax: (08) 9272 6605
Website: dao.health.wa.gov.au

DEPARTMENT OF RACING, GAMING AND LIQUOR
Level 1, 87 Adelaide Terrace
East Perth WA 6004
Telephone: (08) 9425 1888
Fax: (08) 9325 1041
Email: rgl@rgl.wa.gov.au
Website: http://www.rgl.wa.gov.au/

ALCOHOL AND DRUG SUPPORT LINE
For anyone concerned about their own or another person’s alcohol use or drug use. A 24-hour, state-wide, confidential telephone service.
Telephone: (08) 9442 5000
Toll free (country callers only): 1800 198 024
Email: alcoholdrugsupport@mhc.wa.gov.au

PARENT AND FAMILY DRUG SUPPORT LINE
For anyone concerned about a loved one’s alcohol or drug use. A 24-hour, state-wide, confidential telephone service.
Telephone: (08) 9442 5050
Toll free (country callers only): 1800 653 203
Email: alcoholdrugsupport@mhc.wa.gov.au

WORKING AWAY ALCOHOL & DRUG SUPPORT LINE
Supporting the health and wellbeing of working away from home communities. A 24-hour, state-wide, confidential telephone service.
Telephone: 1800 721 997
Email: workingaway@mhc.wa.gov.au