

Parents, Young People and Alcohol
'We all need to say no' campaign

Community Toolkit

alcoholthinkagain



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Parents, Young People and Alcohol

'We all need to say no' campaign

About the Toolkit

This Toolkit is a collection of resources and creative assets from the Alcohol. Think Again **'We all need to say no' campaign**.

These resources can be used by community organisations and groups to help spread the message that no one should give alcohol to under 18s.

You may wish to use one or all of the campaign resources in this Toolkit. You are in the best position to decide which resources and strategies will work best for your networks and communities.

If you need support to implement the campaign resources, please contact the Community Support and Development Programs Team at the Mental Health Commission.

Email: communityprograms@mhc.wa.gov.au

About the campaign

The Alcohol. Think Again, Parents, Young People and Alcohol **'We all need to say no' campaign** is a joint initiative by the Mental Health Commission and Cancer Council WA that aims to continue to raise awareness that no one should give alcohol to under 18s.

Research shows that parents in Western Australia commonly overestimate how many other parents give alcohol to under 18s, and this perception can influence their own decisions.

WA parents have said they want to feel supported and empowered in their decision to say 'no'.

That's why the **'We all need to say no' campaign** calls for parents to join the 2 out of 3 already saying 'no'.

The campaign was developed in consultation with parents, carers and young people in WA, and guided by experts in public health, medicine, research, and social marketing.

It is part of the WA Government's state-wide strategy to reduce harm from alcohol among young people in Western Australia.

Key message

No one should give alcohol to under 18s.

Target audience

Parents and carers of young people aged 12 to 17 years old in Western Australia.

Campaign objectives

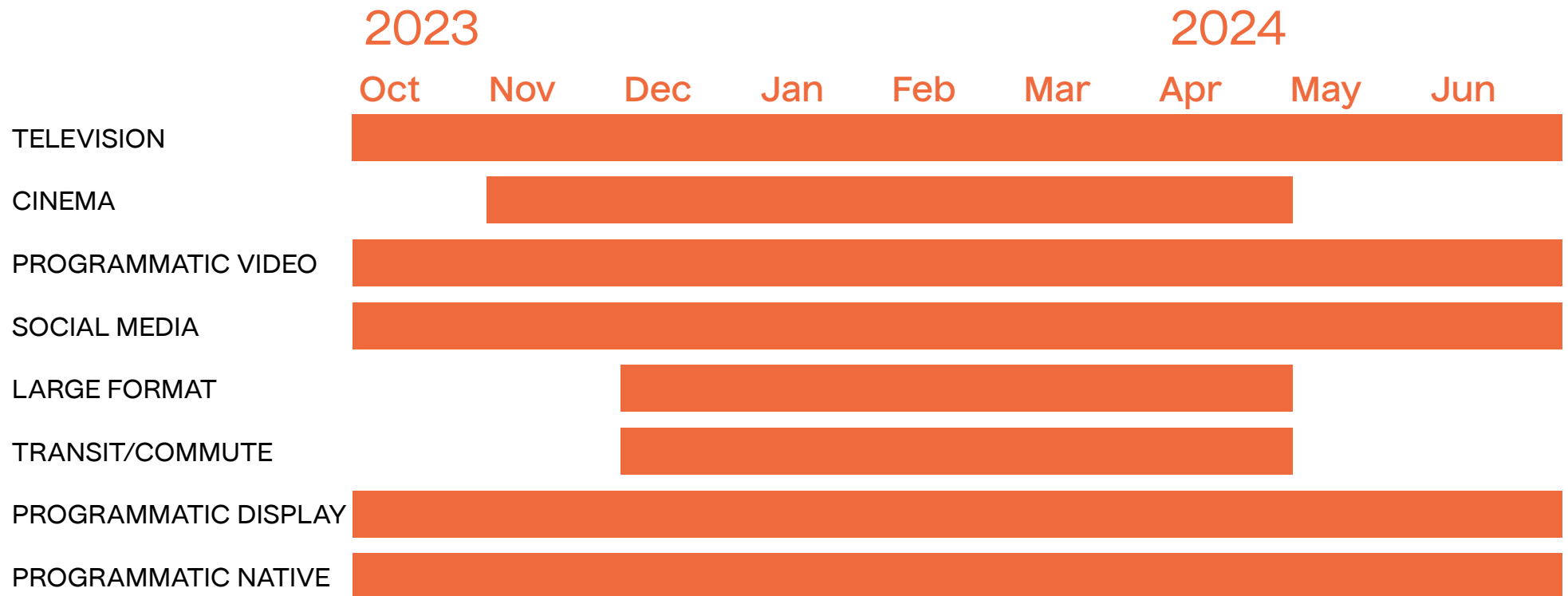
- Increase awareness that children and young people under 18 should not drink alcohol.
- Increase the confidence of parents to not give alcohol to under 18s.
- Increase the age at which parents consider it appropriate to give alcohol to their child.
- Decrease the proportion of parents who give alcohol to their child under 18.

Evidence to support the campaign

We encourage you to share these facts in media statements, interviews, articles, and other communication materials with your stakeholders and communities.

- No amount of alcohol is safe for under 18s. The National Health and Medical Research Council recommends that children and people under 18 should not drink alcohol to reduce the risk of injury and other harms to health.
 - Two out of three (67%) parents in Western Australia report having never given alcohol to under 18s.
 - Exposure to alcohol while the brain is still developing can lead to long term emotional problems and difficulty with learning, planning and memory.
 - The brain goes through important changes during puberty and continues to develop until around age 25, making it more sensitive to damage from alcohol.
 - Research consistently shows that, despite what some parents think, giving your child alcohol at home or on special occasions under your supervision, is not a safe way to introduce them to alcohol.
 - Young people who get alcohol from their parents – even small amounts like sips and tastes – are more likely to:
 - Start drinking at an earlier age
 - Drink at high-risk levels (binge drinking)
 - Experience harms from alcohol
 - Access alcohol from other sources, such as friends, which is more likely to result in harm.
 - One quarter (24.4%) of young people in WA report parents as being their most common source of alcohol supply.
 - While fewer young people are drinking, of those who reported drinking in the last week, 1 in 3 drank at levels considered risky for adults.
- Visit the 'We all need to say no' campaign website for more information about why it's important for young people under 18 to not drink alcohol, and tips to help parents say 'no'.

State-wide campaign schedule



Campaign resources

Television commercial | 30 and 15 seconds



CLICK WATCH THE
30 SECOND COMMERCIAL



CLICK WATCH THE
15 SECOND COMMERCIAL

Campaign resources

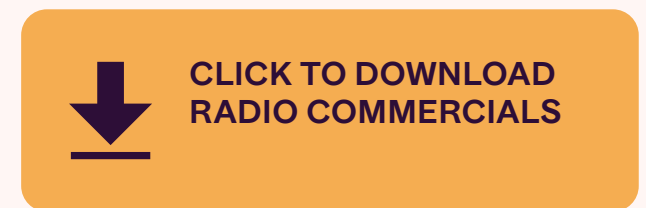
Radio commercials | 30 seconds



BBQ 30 Second Radio Commercial



TV 30 Second Radio Commercial



Campaign resources

Outdoor advertising



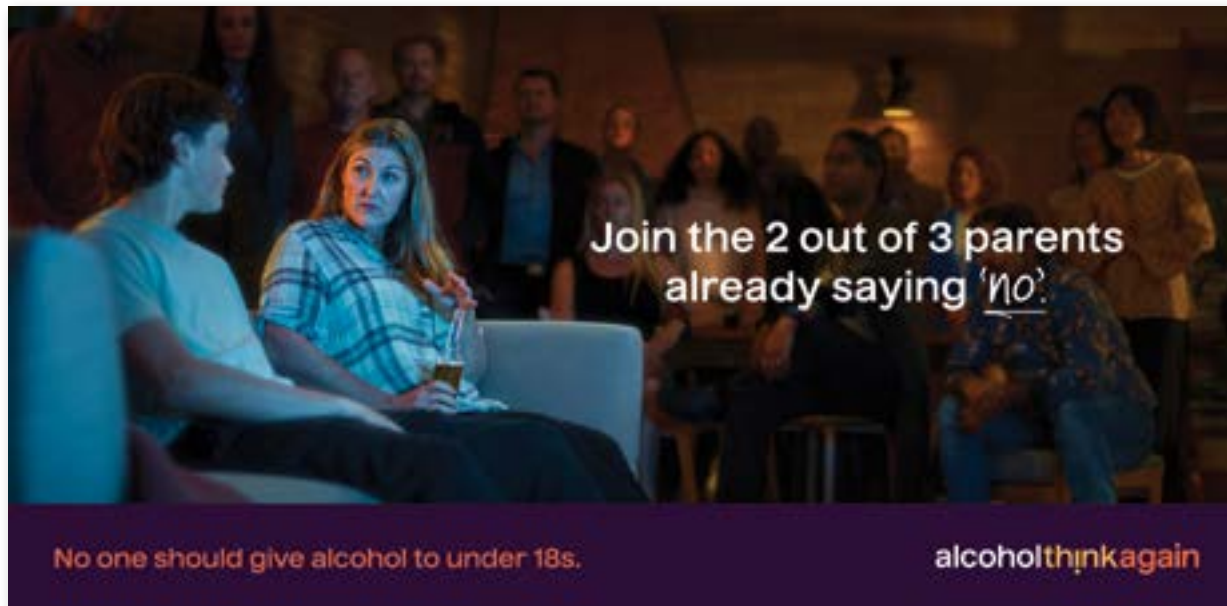
Large format



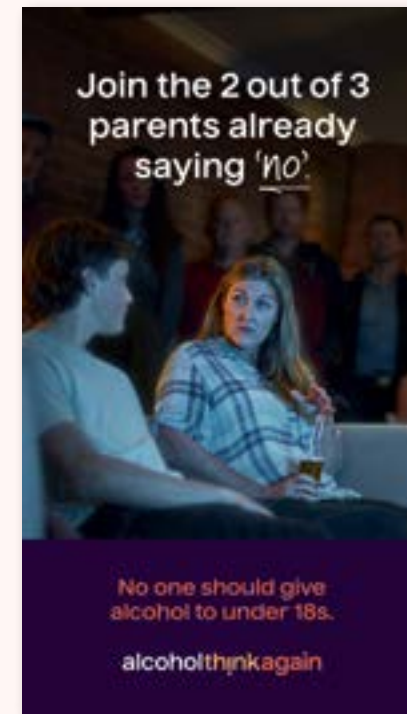
Small format

Campaign resources

Outdoor advertising



Large format



Small format

Campaign resources

Social media assets – statics & videos

We encourage you to share these social media assets through your organisation's social accounts, website, or newsletters.

You can also share and like our social media content at:

Facebook: [Alcohol. Think Again](https://www.facebook.com/Alcohol.ThinkAgain)

Instagram: [@alcohol.thinkagain_wa](https://www.instagram.com/alcohol.thinkagain_wa)



Awareness –
6 second video



Encourage conversation –
static image



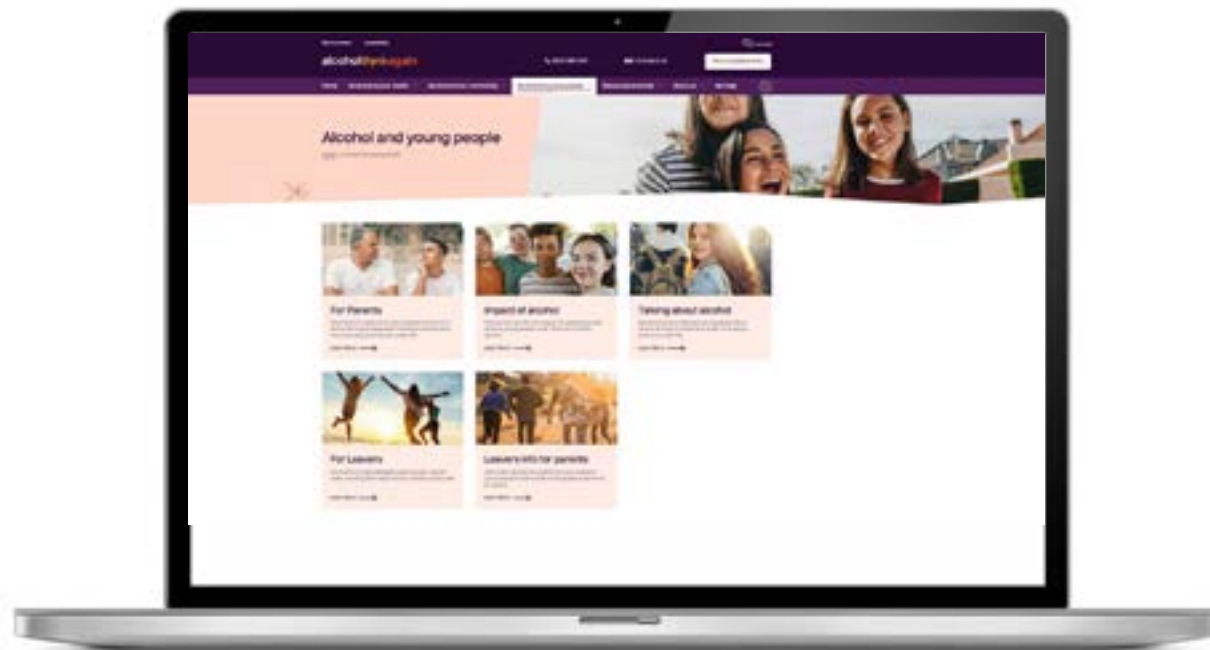
Inform –
brain animation clip



**CLICK TO DOWNLOAD
VIDEO AND STATIC
SOCIAL MEDIA ASSETS**

Campaign resources

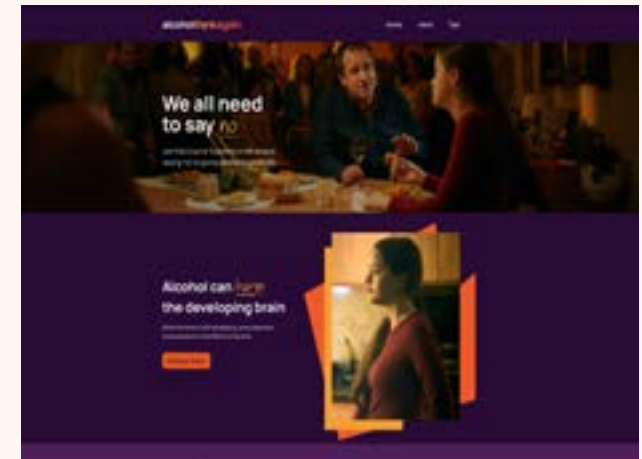
Alcohol and Young People Webpage



Website material



CLICK TO VISIT WEBSITE



Campaign website

Share the 'We all need to say no' campaign website with parents and carers of young people for more information on why it's important for under 18s to not drink alcohol, and tips to help them say 'no'.



CLICK TO VISIT WEBSITE

Campaign resources

Posters and brochure



Poster



DL Brochure



[CLICK TO DOWNLOAD](#)

[OR ORDER HARD COPIES HERE](#)



Adapting the materials and branding

We encourage community organisations and groups to use the campaign resources in this Toolkit to extend the reach of the **'We all need to say no' campaign** and raise awareness in their community that no one should give alcohol to under 18s.

If your organisation would like to partner with Alcohol. Think Again to develop additional resources to support your local activities, please get in touch with us at: campaigns@mhc.wa.gov.au

Co-branding

Any use of the Alcohol. Think Again logo or its branding outside the campaign materials in this Toolkit requires approval from the Mental Health Commission.

Please provide the following information to campaigns@mhc.wa.gov.au

- Purpose of the publication/materials
- Target audience
- Key messages you are intending to communicate
- Where/how the resource will be used
- How long it will be used for
- When you need approval by

Disclaimer

The resources and materials within this toolkit are designed for the purpose of supporting local alcohol and other drug prevention and health promotion activities in Western Australia.

These materials should not be used in such a way or associated with a brand, service or organisation that may reduce the effectiveness and/or integrity of the materials; may damage the reputation of the Alcohol. Think Again brand, or supports, promotes or utilises sponsorship by companies that produce or promote alcohol beverage products or brands.

Contact the Community Support and Development Program Team for assistance interpreting the appropriate use of these materials.

Email: communityprograms@mhc.wa.gov.au

Useful contacts

Alcohol.Think Again

Visit the Alcohol.Think Again website for more information and resources about alcohol and how to reduce harm in WA.

alcoholthinkagain.com.au

Parent and Family Drug Support Line

A free 24-hour, state-wide, confidential telephone information and support service for parents and families concerned about a loved one's alcohol and other drug use.

Metro callers: (08) 9442 5050

Country callers only: 1800 653 203

National Alcohol and Other Drug Hotline

A free 24-hour, state-wide confidential support service for people struggling with alcohol and other drug use.

All callers: 1800 250 015

Community Support and Development Programs, Mental Health Commission

Contact the Community Support and Development Programs Team at the Mental Health Commission if you need further support to implement any of the campaign materials or to identify what other strategies can be implemented locally to address alcohol issues.

Email: communityprograms@mhc.wa.gov.au

Alcohol Programs Team, Cancer Council WA

The Cancer Council WA Alcohol Programs Team works to inform community discussion about alcohol issues with the aim of reducing the impact of alcohol on the WA community, including as a cause of cancer. Contact the team if you would like to discuss action on alcohol in WA.

Email: alcoholprograms@cancerwa.asn.au

Wungening Aboriginal Corporation

Wungening alcohol and other drug (AOD) support services are a multidisciplinary team who have a strong focus on cultural security in service delivery for the community. Together the team provide programs to Aboriginal youth, families, men, women (and their children), schools and community groups and to clients within prisons.

wungening.com.au

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