**Alcohol Education: At school and at home.**

Alcohol use in the Australian culture is often considered normal. Over the past two decades, it has become available more hours of the day, with greater product varieties and in more places than ever before. (NHMRC20 P3, ANPHA P17 2) Alcohol is promoted more prolifically, especially with the introduction of social media, and is cheaper and more affordable than ever before. ANPHA P10, 15 2)

Experts report that even with responsible drinking by adults, the message sent to young people through exposure to alcohol use, is that alcohol is an important, necessary part of everyday life. This ‘cultural ease’ around alcohol can encourage young people to drink, drink at an earlier age and to want to be part of the drinking culture they see around them, which in many instances is one of harmful drinking. [Hayes P54] 13

Teaching about alcohol at school is an important part of a comprehensive approach to enable young people to make informed healthy choices. Education by parents at home is also important. Evidence shows that what parent’s do, how they communicate their expectations and whether they supply alcohol can affect their child’s choices about alcohol. [Allsop p1]1

To assist your children in making informed healthy decisions about alcohol, visit the *Alcohol.Think Again* website <http://alcoholthinkagain.com.au/Parents-Young-People/What-Parents-Need-to-Know/Young-Peoples-Relationship-with-Alcohol> for information and tips on talking to young people about alcohol.