



Alcohol.Think Again

Parents, Alcohol and Young People 'I need you to say no'

The Alcohol.Think Again, Alcohol Parents and Young People 'I need you to say no' (Young People) campaign is a collaborative initiative between the Mental Health Commission (MHC) and Alcohol Programs Team, Public Health Advocacy Institute of WA. The campaign is part-funded by Healthway.

The 'I need you to say no' campaign is the third phase of the MHC's state-wide education and persuasion prevention strategy to reduce alcohol-related harm among young people in Western Australia.

The Young People campaign is informed by the National Health and Medical Research Council (NHMRC) guidelines that 'for young people under 18-years-of-age, not drinking alcohol is the safest option' and sees an emphasis placed on supply control.

The Young People aims to reinforce that most parents don't provide alcohol to their children; and given teenagers vulnerabilities to the effects of alcohol and associations with adverse adult outcomes, it's best for teenagers to delay alcohol use until at least 18 years-of-age.

This campaign launched in November 2018 and will run until late 2020.

Target group

Primary

Parents of young people 12 to 17 years-of-age.

Secondary

Young people 12 to 17 years of age.

Key message

No one should give alcohol to under 18s.

Campaign objectives

- Reduce inflated perceptions of the prevalence of underage drinking.
- Increase the age at which adults believe it is acceptable for adolescents to initiate alcohol use.
- Increase feeling personally at being at risk of being diagnosed with alcohol-caused conditions.
- Increase the belief of adolescents vulnerabilities to the effects of alcohol.
- Create support amongst the community for policy measures to reduce alcohol-related harm in adolescents.

Media strategy

The campaign had five key bursts of media activity between November 2018 and January 2020 (media ran to coincide school holiday periods), using a strategy lead by television and supported by digital, social media, cinema advertising, out of home advertising and paid search.

Media ran statewide across both metropolitan and regional areas.

Alcohol.Think Again entered a solus strategic partnership with one TV network for both metro and regional areas. For bursts one to four, 100% of TV investment was allocated to Channel 9. To extend the reach of the campaign, the fifth burst of campaign activity saw a solus TV buy entered into with Channel 9 (metro) and WIN (regional).

TV and cinema adopted a co-viewing (parents and teens) media implementation strategy that focused on reaching the two target audiences within key moments of consumption cross over.

Digital and paid search adopted an 'always on' approach across all five bursts of activity.

Out of home advertising was introduced in burst five.

Key evaluation outcomes

Research methodology

Mid campaign evaluation (2019)

- Kantar Public were commissioned to conduct a mid campaign evaluation (October 2019), with a 20 minute online survey was in market from 4 to 28 October 2019.
- A total of 410 surveys were completed, comprising parents of 12 to 17 year olds (n=251) and young people aged 12 to 17 years (n=159). Parents were weighted to match metro and regional proportions, while children were weighted by age and gender. The weights were calculated using the 2016 ABS Census data.

A post campaign evaluation will be conducted in late 2020.

Evaluation outcomes - parents of young people

- Overall, three in four (73%) parents recognised the campaign when prompted.
- Recognition was highest amongst the 45-54 year-old age group (79%), indicating the media strategy was effective at reaching the primary target audience. Recognition was higher among parents living in metropolitan areas (76%) compared to regional areas (61%).
- Almost nine in 10 (89%) parents correctly or partially correctly recalled the key message take out.
- Over four in five (82%) parents correctly identified the NHMRC drinking guideline that under 18's should not drink any alcohol at all.
- Half (52%) of Western Australian parents who were aware of the campaign purportedly took action as a result of the campaign. Of those:
 - 7% (equating to approx. 11,445 parents) claimed to have stopped supplying alcohol to under 18s.
 - 48% (equating to approx. 78,490 parents) claimed to have spoken to their child about alcohol.
- The campaign was well-liked (89%) by parents, with the majority of the view it was clear (83%), believable (76%) and effective in making parents concerned about the consequences and health harms caused by supplying alcohol to under 18s (75%).
- Among parents, the Young People campaign scored in the top 75th percentile of Australian campaigns that are likely to have a long-term impact due to its high novelty, affective impact and relevance.
- More than two in three (67%) parents report never having given alcohol to their child under 18 years-of-age.

- Of those that have (33%), the most common occurrence is providing a 'sip' of their alcoholic drink (22%).
- The majority (65%) of parents do not consider it appropriate for parents to provide alcohol to their children under 18 years-of-age in any circumstance; however, the acceptability of this provision increases steadily with age (i.e. 45% of parents consider it appropriate to provide alcohol to 17-year-olds). Almost all parents (96%) consider it inappropriate to provide alcohol to somebody else's child.
- While almost nine in 10 (87%) of parents consider it 'very important' to limit how much their child drinks, less than half (47%) feel 'very confident' in their ability to do so.

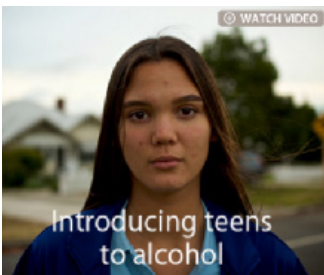
Evaluation outcomes - young people

- Almost one in three (63%) recognised the campaign when prompted.
- Over nine in 10 (91%) of young people correctly or partially correctly recalled the key message take-out.
- Almost three in five (57%) young people who were aware of the campaign purportedly took action as a result of the campaign. Of those, 35% claimed they 'decided not to drink alcohol' and 29% 'spoke to their parents about alcohol'.
- The campaign was well-liked (80%) by young people, with the delivery of the key campaign message by teens themselves resonating well.
- Almost half (46%) of young people claim they have never had an alcoholic drink; however, of those who have (54%), nearly half (48%) claim to have been drunk. Almost one in three (32%) report obtaining alcohol from their parents.
- A high proportion of young people correctly identified the NHMRC drinking guidelines that under 18's should not drink alcohol (70%), and also believe medical experts recommend that for under 18s, not drinking alcohol is the safest option (79%).
- A high proportion of young people also believe that alcohol can affect a young person's mood and mental health (74%); memory, ability to learn and problem solving skills' (72%); and that a young person's brain continues to develop until around their early 20s (70%).

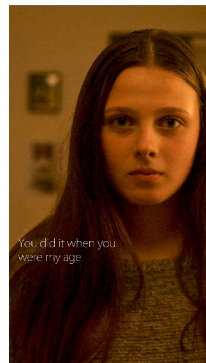
Key campaign materials



Television commercials - 30 and 15 seconds



Online banners



Facebook videos



A3 posters