



Alcohol.Think Again

Parents, Alcohol and Young People 'Cogs'

The Parents, Young People and Alcohol 'Cogs' campaign was a joint initiative of the Drug and Alcohol Office (now Mental Health Commission), the McCusker Centre for Action on Alcohol and Youth (now Public Health Advocacy Institute of Western Australia at Curtin University), and the Telethon Kids Institute. The campaign was part-funded by Healthway.

The 'Cogs' campaign was the first phase of the MHC's state-wide education and persuasion prevention strategy to reduce alcohol-related harm among young people in Western Australia.

The campaign was developed to give parents and young people important information to make informed choices about delaying initiation to alcohol use. The 'Cogs' campaign was reflected the scientific literature that suggests a young person's brain continues to develop until their early 20s, and alcohol consumption during that critical time can affect the developing brain.

The key message was based on the National Health and Medical Research Council's (NHMRC) guideline that for children and young people under 18 years of age, not drinking alcohol is the safest option.

Cogs first launched in November 2012 and was in market until March 2014.

Target audience

Primary

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

Secondary

Young people 12 to 17 years-of-age.

Key message

Under 18. No Alcohol. Safest Choice.

Campaign objectives

- Increase parental preparedness and acceptance of responsibility to monitor, supervise and prevent young people's exposure to alcohol consumption and related harm.
- Increase awareness of the NHMRC guidelines that for children and young people under 18 years of age, not drinking alcohol is the safest option.
- Decrease the number of parents who provide alcohol to young people (under 18 years-of-age).
- Decrease misconceptions regarding factors that protect and prevent young people drinking in a harmful way.
- Increase support for evidence-based measures that can be taken to reduce alcohol-related harm.

Media strategy

The media strategy was primarily led by TV. A small proportion of the media budget was allocated to light weight press, radio and digital advertising.

Research methodology

Baseline (2012)

- TNS (now Kantar Public) were commissioned to conduct baseline research (November 2012).
- An online survey was in market from 5 to 12 November 2012. Survey length for parents of 12-17s survey was 17 minutes and 12-17 year olds survey was 10 minutes.
- A total of 655 surveys were completed, comprising parents of 12 to 17 year olds (n=443) and young people aged 12 to 17 years (n=212). Young people were weighted by location, age and gender.

Key evaluation outcomes

Mid campaign evaluation (2013)

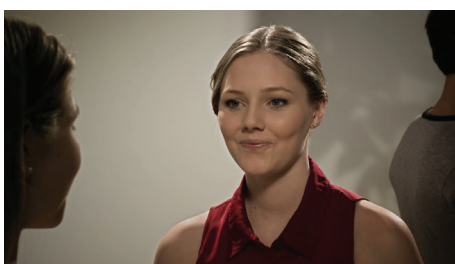
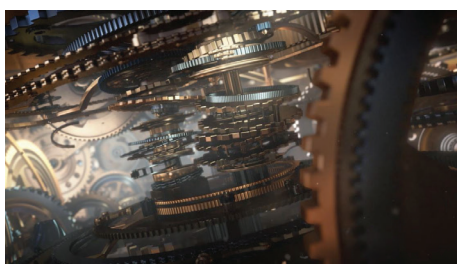
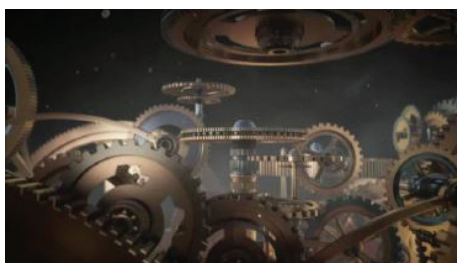
- TNS (now Kantar Public) were commissioned to conduct a mid campaign evaluation (May 2013), with an online survey in market from 30 April to 10 May 2013.
- A total of 635 surveys were completed, comprising parents of 12 to 17 year olds (n=400) and young people aged 12 to 17 years (n=235). Young people were weighted by location, age and gender.
- Survey length for parents of 12-17s survey was 22 minutes and 12-17 year olds was 15 minutes.

No post campaign evaluation was conducted.

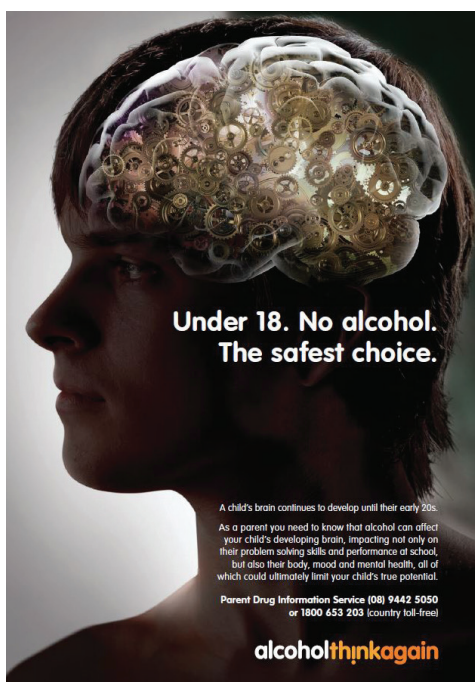
Evaluation outcomes

- Almost half (46%) of parents recognised the campaign when prompted.
- Amongst parents who recognised the TV ad, almost nine in 10 (86%) correctly described the key campaign message, being 'alcohol damages the developing brain' and 'no alcohol for under 18s is the safest option'.
- Four in five parents found the ads very or quite believable (82%), and three in five parents found the ads relevant (60%).
- Most parents considered the campaign to be clear (72%) and memorable (57%); however less than half considered the campaign to be 'aimed at people like me' (47%) or to teach them something new (41%).
- Parents' knowledge of the NHMRC guidelines increased significantly following launch of the campaign, from 68% in 2012 to 82% in 2013. Awareness among young people of the NHMRC guidelines followed a similar trend, increasing from 58% in 2012 to 77% in 2013.
- Parents were also much more likely to spontaneously mention health effects of alcohol on the brain (70% in 2013) compared to pre-campaign (55%).
- While believability by parents in the NHMRC guidelines relating to young people, and health effects and harms to young people as a result of alcohol consumption were already high prior to the launch of the campaign, slight increases were observed at the mid campaign evaluation.
- As a result of the campaign, three in five parents:
 - Reported being much more concerned about the effects of alcohol on under 18s (58%).
 - Considered providing alcohol to someone under 18 years much less appropriate (62%).
 - Reported being much less likely to allow their child under 18 to drink alcohol (58%).
- Parents were also significantly less likely to think it is appropriate to provide alcohol to their child under 18 (28%), compared to pre-campaign (37%). The greatest decrease was observed among parents of 15 to 17 year olds (46% in 2012 to 34% in 2013).
- Following the launch of the campaign, significant decreases were observed in the proportion of parents who think giving alcohol to their child will help control how much they drink (29% to 19%); introducing young people to alcohol teaches them to drink responsibly (41% to 33%); and that the European drinking culture is less harmful than Australia (42% to 31%).
- Two thirds (67%) of parents exposed to the campaign claimed to have taken action as a result of the campaign. Of those, half (55%) reported speaking to their child about alcohol and almost one in five (19%) tried to prevent their child from drinking any alcohol.
- Following the campaign, parents considered preventing their child access to alcohol of greater importance (56% in 2012 to 70% in 2013), and a greater proportion of parents reported feeling slightly more confident in preventing their child from drinking alcohol (50% up from 43% in 2012).

Key campaign materials



Television commercials - 30 and 15 seconds



A3 posters and press ads