



Alcohol.Think Again

Parents, Alcohol and Young People 'I See'

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

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

'I See' followed the first iteration of the Young People campaign, titled 'Cogs', which focused on the impact of alcohol on the developing brain. 'I See' built on this earlier iteration by demonstrating a broader range of short and long-term alcohol-related harms, and included a stronger focus on the idea that nobody should be providing young people with alcohol.

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.

'I See' featured a range of experts including a paediatrician, paramedic and school psychologist; all who witness young people experiencing the harms caused by alcohol consumption.

The 'I See' campaign launched in November 2014 and was in market until March 2018.

Target group

Primary

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

Secondary

Young people aged 12 to 17 years-of-age.

Key message

No one should supply alcohol to young people.

Campaign objectives

- Increase awareness of the NHMRC guideline that for under 18s, no alcohol is the safest choice.
- Increase knowledge about the reasons why no one should supply alcohol to under 18s.
- Increase understanding of the importance of preventing the supply of alcohol to young people and delaying alcohol use.

Media strategy

When the campaign first launched in November 2014, a combination of TV, digital, cinema and out-of-home advertising were used. With the hero creative being the TV commercial, video was consistently a focus for the campaign.

Over time, the mix of media was refined to social, online video, TV and out-of-home advertising. This refined mix was a result of increasing opportunities to engage the target audiences via social channels.

There was two bursts of campaign activity every twelve months.

Research methodology

Mid campaign evaluation (2015)

- TNS (now Kantar Public) were commissioned to conduct a mid campaign evaluation (May 2015).
- An online survey was in market from 16 to 30 March 2015.
- A total of 740 surveys were completed, comprising parents of 12 to 17 year olds (n=308), young people aged 12 to 17 years (n=145) and general community in regular contact with 12 to 17 year olds (n=287).
- Parents of 12 to 17 year olds were weighted by child age and location, while young people were weighted by age and gender. General community were non-weighted.
- Survey length for general community was 33 minutes; parent of 12-17s was 33 minutes, and parent and 12-17 year old combined was 59 minutes.

Key evaluation outcomes

Post campaign evaluation dip (2017)

- Kantar Public were commissioned to conduct a post campaign evaluation (December 2017), with a 15 minute online survey was in market from 13 to 22 December 2015.
- A total of 201 surveys were completed, comprising parents of 12 to 17 year olds (n=80), young people aged 12 to 17 years (n=40) and general community in regular contact with 12 to 17 year olds (n=81). Parents were weighted by child age and location, while young people were weighted by age and gender. The weights were calculated using the 2016 ABS Census data.
- Survey length for general community was 33 minutes, parent of 12-17s survey was 33 minutes, parent and 12-17 year olds combined was 59 minutes.

Evaluation outcomes

- Following its first year of campaign activity, over two-thirds of parents (85%) and young people (84%) recalled the campaign when prompted. Prompted awareness levels were lower in 2017, with four in five (78%) parents and three in five (59%) young people recalling the campaign.
- Almost universal correct message takeout was achieved within the first year of activity, with 98% of parents and 97% of young people citing a correct or partially correct message take out. Correct message take out was again slightly lower in 2017, with 94% of both parents and young people recalling a correct or partially correct message take out.
- In 2015, nine in 10 (91%) parents and three quarters (75%) of young people correctly identified the NHMRC drinking guideline that under 18's should not drink any alcohol at all. In 2017, 84% of parents and 71% of young people correctly identified the NHMRC drinking guideline relating to young people.

- The campaign was well liked for using real-life examples to show the consequences of underage drinking. A high proportion (~90%) of parents and young people were of the view the campaign was clear, believable, memorable and effective at making them concerned about the consequences and health harms caused by under 18s drinking alcohol.
- In 2015, of the four professional creative executions, the specialist and paramedic performed the best on a range of measures, including believability, credibility, and most impactful. The psychologist performed well on some measures, whereas the taxi driver was not well rated.
- A high proportion of parents (at least 9 in 10) were aware of the harms associated with alcohol use by under 18s.
- Of parents who were aware of the campaign in 2015, two thirds (67%) of parents reported taking some action as a result of the campaign after its first year of activity. Of those, 62% reporting speaking with their child about alcohol, 18% reported speaking with friends or family about the campaign, and 14% tried to prevent their child from drinking alcohol. Only 4% of parents reported stopping supplying their child with alcohol.
- In 2017, almost three in five parents (59%) reported having never having given their child alcohol. This is consistent with 57% of parents reporting they do not believe it is appropriate to provide alcohol to their child under any circumstance.

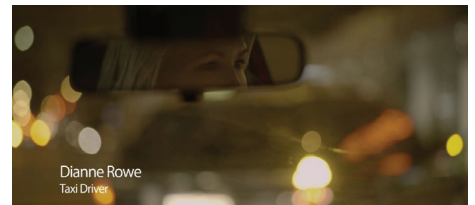
Key campaign materials



Television commercial - 1 x 45 second



Television commercial (Experts) - 4 x 30 seconds



I see the harm alcohol does to young people.

Dr. Gervase Chaney
Princess Margaret Hospital for Children

No one should supply alcohol to under 18s.

alcoholthinkagain

alcoholthinkagain.com.au

Out-of-home advertising

No one should supply alcohol to under 18s.

alcoholthinkagain

alcoholthinkagain.com.au

I see the harm alcohol does to young people.

Frequently, I see the injuries caused by drinking alcohol. But alcohol can also damage their developing brains, and that's why no one should supply alcohol to under 18s. For more information, visit alcoholthinkagain.com.au

alcoholthinkagain

Dr. Gervase Chaney
Princess Margaret Hospital for Children

alcoholthinkagain.com.au

Press ad

Alcohol. Think Again

Drinking before you turn 18 can prevent you reaching your full potential. Find out more.

Under 18. No Alcohol.

For more information, talk to your...

alcoholthinkagain.com.au

Alcohol. Think Again

Drinking can cause you to take more risks, injuring yourself and friends. Learn more.

Alcohol. Think Again.

For more information, talk to your...

alcoholthinkagain.com.au

Alcohol. Think Again

Even a few drinks can lead to unwanted rumours and gossip being spread. Learn more.

Under 18. No Alcohol.

For more information, talk to your local health service...

alcoholthinkagain.com.au

Alcohol. Think Again

Drinking alcohol can cause long term damage to your developing brain. Find out more.

Alcohol. Think Again.

For more information, talk to your...

alcoholthinkagain.com.au

PARENTS GUIDE

YOUNG PEOPLE, ALCOHOL AND DRINKING CULTURE

Alcohol has been identified as the major drug of concern for the Western Australian community, yet getting drunk is often avoided as a personal use of the Australian teenage population. Although alcohol-related problems are common, most are a result of the social drinking environment that leads to pressures involving young people when a decision of what to drink is made in the company of others.

What alcohol is

Alcohol is a psychoactive drug that affects the brain and the rest of the body. It is a depressant and slows down the body's functions. It is also a toxin and can cause damage to the body. It is also a habit-forming drug and can lead to addiction.

Alcohol and the developing brain

The brain is still developing in young people and alcohol can cause damage to the brain. This damage can be permanent and can affect the person's ability to think, learn, and remember. It can also affect the person's ability to control their emotions and their behavior.

Alcohol and the law

In Western Australia, it is illegal to supply alcohol to anyone under 18 years of age. It is also illegal to drink alcohol in public places, such as parks and beaches, if you are under 18 years of age.

Alcohol and the future

Alcohol can affect a person's future in many ways. It can affect their ability to get a job, go to university, and have a good life. It can also affect their health and their relationships with others.

Alcohol and the family

Alcohol can affect the family in many ways. It can cause arguments and fights, and it can lead to the breakdown of the family. It can also affect the children's behavior and their relationships with their parents.

Alcohol and the community

Alcohol can affect the community in many ways. It can cause accidents and injuries, and it can lead to the breakdown of the community. It can also affect the economy and the environment.

Alcohol and the world

Alcohol is a global problem. It is a major cause of death and disability around the world. It is also a major cause of social and economic problems in many countries.

Alcohol and the future

Alcohol is a problem that we need to solve. We need to educate young people about the dangers of alcohol and we need to make it harder for them to get alcohol. We need to make it a social norm not to drink alcohol and we need to make it a legal requirement for parents to monitor their children's alcohol consumption.

PARENTS GUIDE

TALKING WITH YOUNG PEOPLE ABOUT DRINKING

Good communication is a skill and a possibility for everyone. It is a skill that can be learned and it is a possibility for everyone. It is a skill that can be learned and it is a possibility for everyone. It is a skill that can be learned and it is a possibility for everyone.

Choose your time

Choose a time when you are both relaxed and not busy. Choose a time when you are both relaxed and not busy. Choose a time when you are both relaxed and not busy. Choose a time when you are both relaxed and not busy.

Help young people to think for themselves

Encourage young people to think for themselves. Encourage young people to think for themselves. Encourage young people to think for themselves. Encourage young people to think for themselves.

Be honest

Be honest about your own drinking. Be honest about your own drinking. Be honest about your own drinking. Be honest about your own drinking.

Listen and be non-judgmental

Listen to what your young person has to say. Listen to what your young person has to say. Listen to what your young person has to say. Listen to what your young person has to say.

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Facebook ads

A4 fact sheets