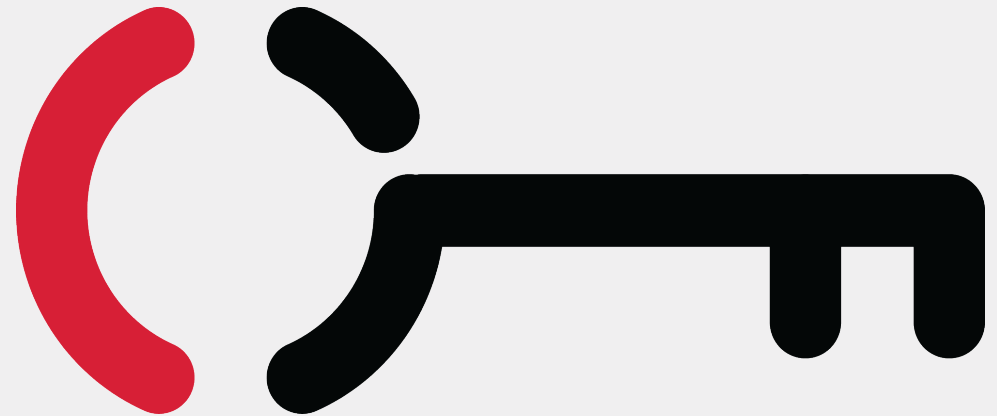


Supporting parents to discuss alcohol use with their teenagers

Keep Their Future Bright
campaign evaluation



Acknowledgements

- ADF Team: Cinzia Marrocco, Sophie Fredheim, Larry Lam, Skye McPhie
- Evaluation: Verian (formerly Kantar public)
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- Media Agency: OMD
- Search Agency: Reef
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Acknowledge the Traditional Owners of the lands on which we meet, the Ngunnawal people, and pay my respects to Elders past and present.

Previous learnings

- Revised NHMRC Guidelines for Drinking launched in Dec 2020: **Anyone under 18 should not drink alcohol to help prevent the negative impacts on the developing brain and prevent riskier levels of drinking when they are older.**
- ADF campaign promoted the guidelines
- Parental knowledge did not improve
- Recommendation that parents may require a separate campaign, with different messaging tailored to their specific needs



Campaign Brief

GET: 'Persuadable parents' with children 12-17 years of age in SE NSW

THAT: Consider supplying alcohol to their children

TO: Reflect on their secondary supply behaviours

BY: Supporting parents to stop providing alcohol



A glance at our 'Second Supply' audience

Persuadable Parents

With children 12 – 17, within SE NSW PHN



83,000



40%

Male



60%

Female

0%

14-17

0%

18-24

5%

25-34

69%

35-49

AGE SPLIT



7%

Identify as Bisexual



4%

Identify as Homosexual

14%

are from CALD Communities

14%

Identify as living with a disability (ix 190)

8%

Identify as Indigenous (ix 258)



They are self governing

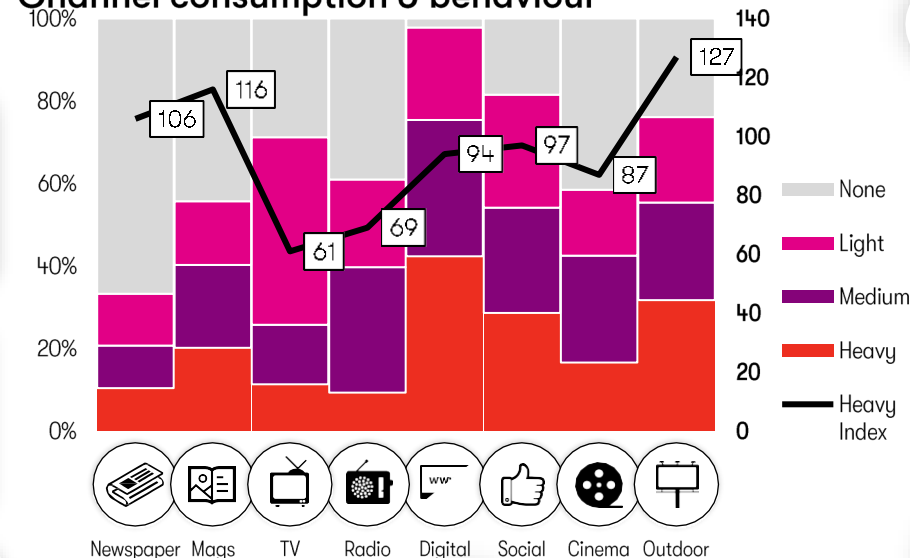
63% believe freedom is more important than the law (97ix)



They're agreeable and family proud

20% agree with the statement "what I say and do matters (99ix)
39% like things to stay the same (94ix)
92% are very proud of their family (109ix)

Channel consumption & behaviour



Top BVOD Channels



28%
ix 156



14%
ix 124



12%
ix 105



12%
ix 166



9%
ix 87



Top Social Apps



54%
ix 116



52%
ix 94



18%
ix 83



14%
ix 84



14%
ix 63



11%
ix 113



10%
ix 132



8%
ix 89



1%
ix 50



Top 10 Internet Sites



92%
ix 98



54%
ix 116



52%
ix 94



39%
ix 96



34%
ix 104



26%
ix 106



21%
ix 104



19%
ix 88



18%
ix 97



18%
ix 83

Audience insight

- Adolescence is a crucial time for hormone and brain development, and parents want to **set up their teen for success**.
- During these years everyone is **excited about that person's potential** — what subjects they'll choose, whether they will continue to pursue a sport they are excelling in, and their plans after high school or for their career.
- Focusing on this **vision of their child's future**, and then **emphasising how alcohol can disrupt it**, serves as a key motivator for parents to change their behaviour around secondary supply of alcohol.

Campaign principles

Connect with parents on their level

Frame the issue in a way that activates the most effective Benevolence and Self Direction values

We are not here to myth bust

Focus on emotive, compelling storytelling for why keeping children alcohol- free is the best option

Solution-focussed

Articulate a positive vision, showing empathy in supporting parents to navigate this topic in relationship with their teens

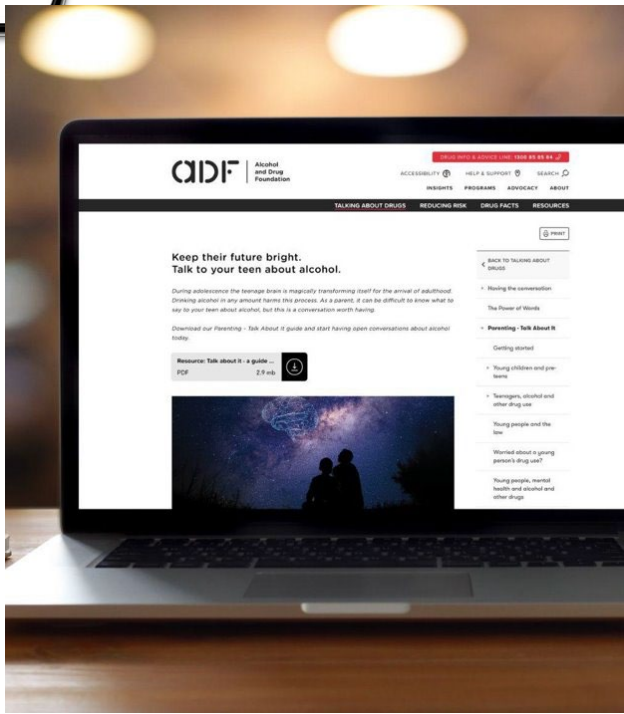
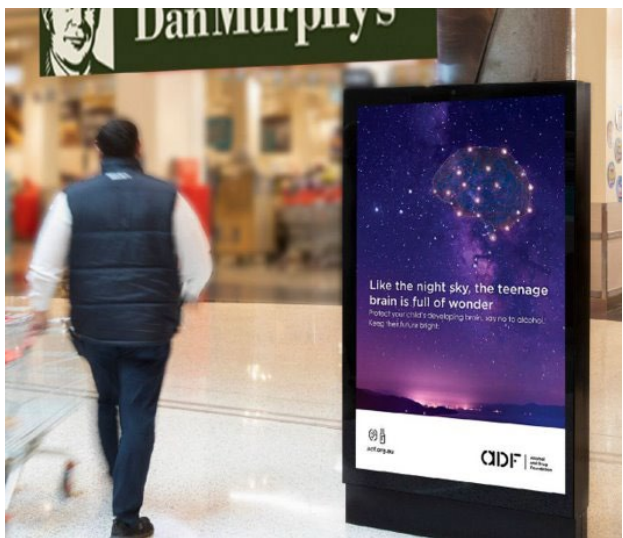
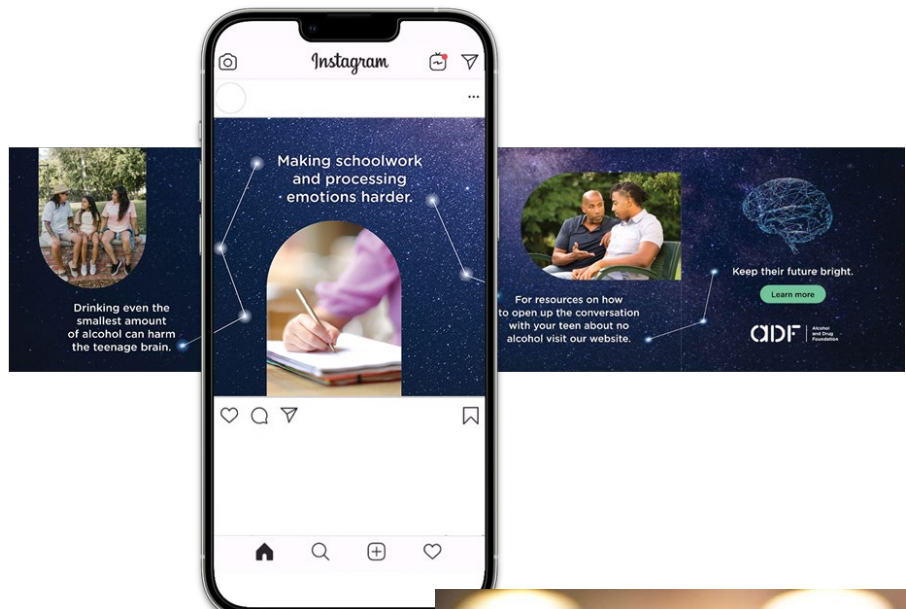
Insight

Parents want their teenagers to make the most of their potential.

Idea

Use the universe itself as an analogy for the teenage brain and explain why it must be protected.



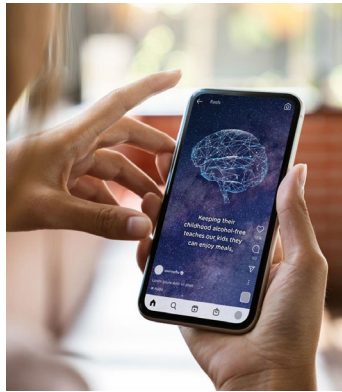


Touchpoints



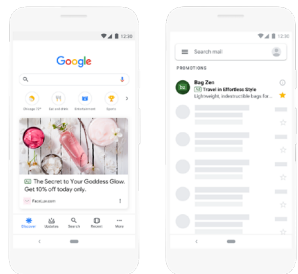
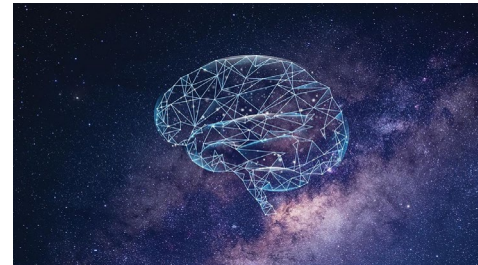
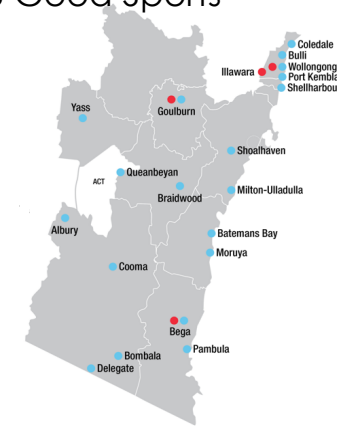
Social Media

Reach audience at scale through Facebook and Instagram ads



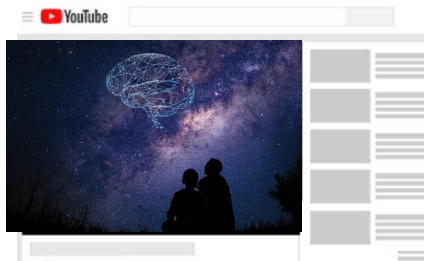
Community Outreach

Campaign kits to 356 Good Sports clubs, 7 LDATs and key stakeholders



Search

Reach high-intent audiences when they are searching for related topics

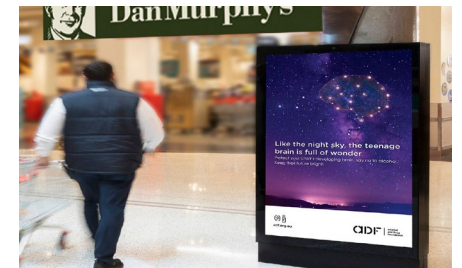


Online Video

Video ads across YouTube and BVOD

DOOH

Contextual placements in high-traffic areas



Talk about it

A guide to having open conversations
about alcohol and other drugs with young people



ADF | Alcohol and Drug Foundation

This guide has been developed to help parents and carers talk to their children about alcohol and other drugs.

It explores how to have these conversations with young children through to teens, why young people might use alcohol and other drugs, and how to recognise when a young person may need help.



Getting started - some tips

4

Get the facts

Information about alcohol and other drugs can change over time and we now know a lot more about the long-term harmful effects. The more you know, the better equipped you'll be to understand your young person's challenges, what they may encounter and the potential harms to their health.

To get the facts you need, use reliable sources about alcohol and other drugs, like this guide, the ADF's [Drug Facts page](#), and the [Positive Choices' Parent Booklet](#). This way you can provide your young person with the most accurate and up-to-date information to cut through the many myths and misconceptions.

Be clear about your own beliefs

Get clear about your views on the use of alcohol and other drugs. For example, it's up to you whether your under 18-year-old is allowed to drink or not. To help you make this decision, check out the [Australian alcohol guidelines](#). They state the safest option for people under 18 is not to drink.⁷

Keep things relaxed

When you're having conversations about alcohol and other drugs keep things casual and relaxed. You could use media stories, social media posts, song lyrics, or themes from movies or TV shows as conversation prompts. Using these prompts can make your conversations natural and part of your everyday. Remember, there's no limit to the number of conversations you can have.

Be curious

Find out what your young person thinks about alcohol and other drugs. Ask what they'd do in different situations and listen to their opinions. By remaining open and keeping your body language and tone respectful you can encourage an open conversation. Most importantly, listen to their opinions and ensure your young person knows they can talk to you about any concerns they have – at any time.⁸

Focus on their health

Focus on how you care about them and want them to be healthy. Try not to use exaggerated statements about the dangers as it will make you appear less knowledgeable. Talk about why people may want to drink and use other drugs, as well as discussing the harms.

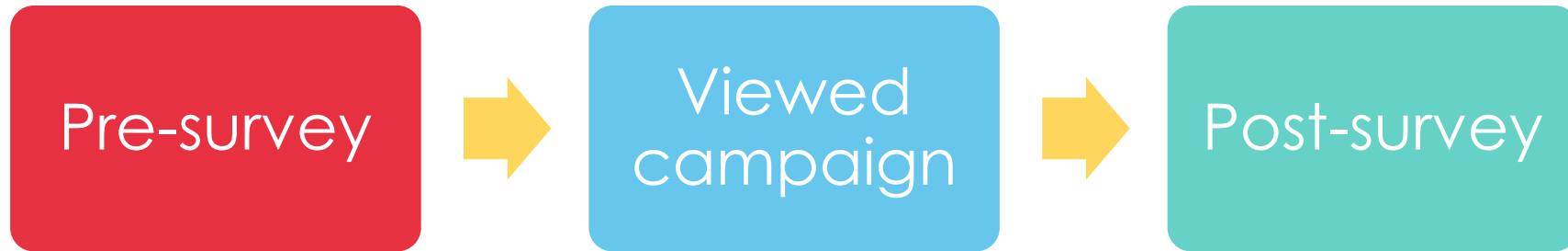
Set rules and consequences

Explain your views on alcohol and other drugs and use the facts to back them up. Establish clear rules and consequences for breaking them.

Help them to navigate tricky situations

Give your young person some strategies to help them get out of situations where they may feel pressured to use alcohol or other drugs. You could also let them know that you are always available to pick them up if they are feeling uncomfortable. See here for [more information on peer pressure and how to say no](#).

Measuring impact



- Single timepoint
- 817 parents of 12–17-year-olds from across Australia
- Impact was estimated using the difference between responses to the pre- and post-survey questions



Campaign impacts

Parent's beliefs

The campaign had a **significant positive** impact on parents' **beliefs** about what **age is it appropriate to supply** a child with alcohol (including just a sip or a taste).

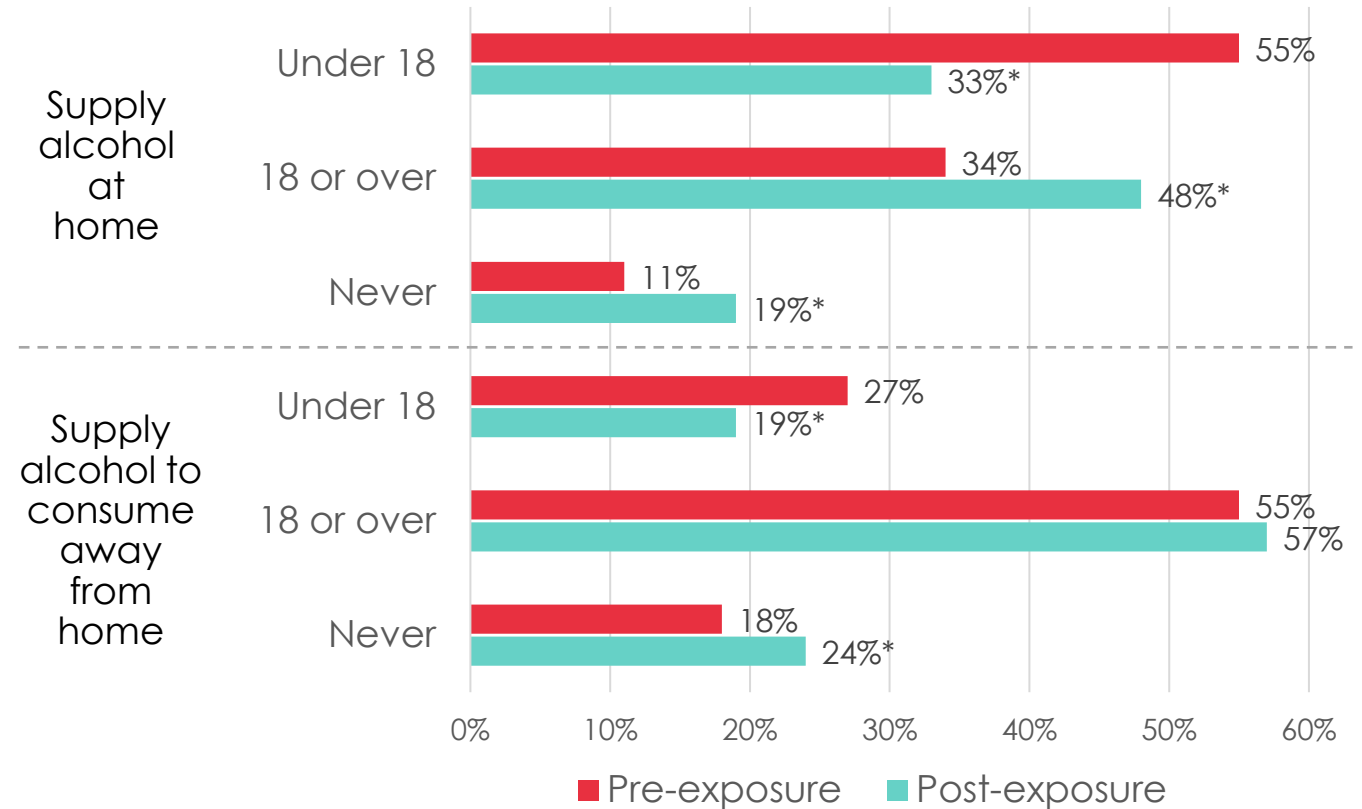


Figure 1. Parent's perceptions of when alcohol can be safely supplied

* Denotes a significant difference between pre and post exposure results

Campaign impacts

Parent's knowledge

There has a **significant positive** shift in parental **knowledge** of the **harms** associated with underage drinking.

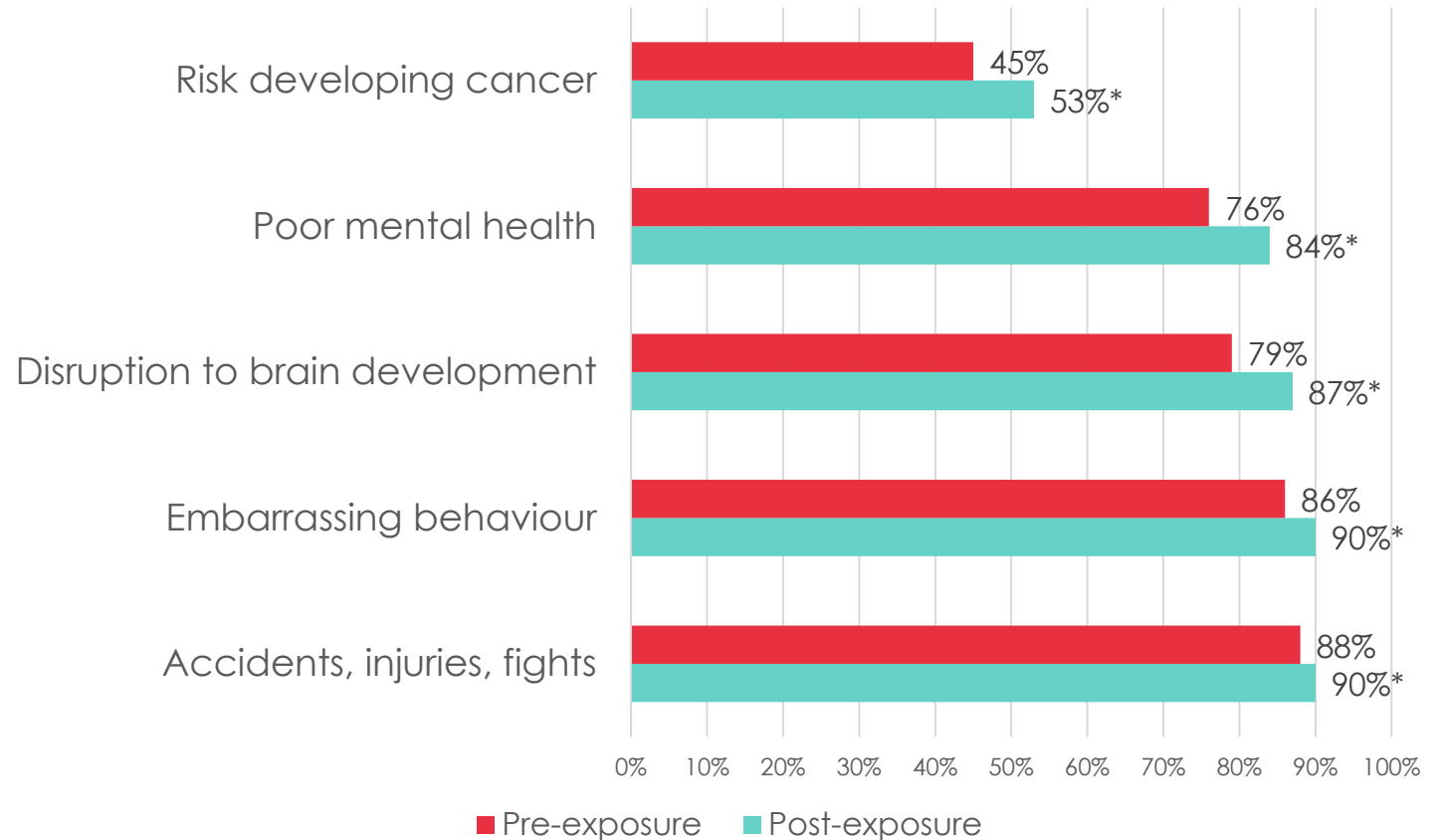


Figure 2. Parent's perceptions of when alcohol can be safely supplied

* Denotes a significant difference between pre and post exposure results

Campaign impacts

Parental attitudes

The campaign had **significant impacts** for driving up positive **attitudes** and driving down negative ones.

“Parents should do their best to make sure their children never drink alcohol”

↑ 20%

“It is OK for a 16- or 17-year-old to have one or two drinks at home if supervised by their parents”

↓ 14%

* Denotes a significant difference between pre and post exposure results

Campaign impacts

Changing attitudes

Of the respondents who were 'likely' to provide their child with alcohol in the future (n=256) in the survey, **one in two indicated they are reconsidering these attitudes** after viewing the campaign (Figure 3).

Are you reconsidering your attitudes towards supplying children with alcohol?

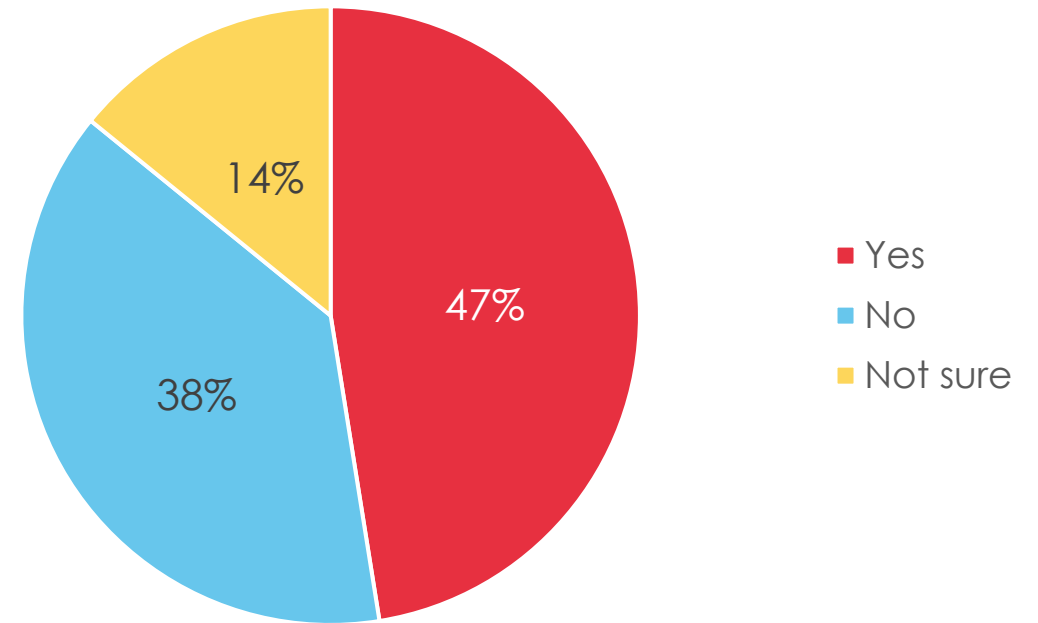


Figure 3. Parent's changing attitudes towards supplying alcohol

Conclusion

The campaign **positively shifted** parental **knowledge, beliefs/attitudes** and **intentions**

As expected, some parents (non persuadable) who intended to supply their children with alcohol **did not change their mind**

Sustained tailored and deliberate messaging, resources, media and strategy may be needed