

"it's very much about you as a role model, and your responsibilities as a parent": Parents' perspectives on adolescent alcohol provision messaging

Christina Norris¹, Nathan Harrison¹, Ashlea Bartram¹, Simone Pettigrew², Michael Murphy³, Caroline Miller^{4,5}, Ian Olver⁶, Rebecca Jenkinson^{7,8,9}, Marina Bowshall¹⁰, Tahnee McCausland¹¹, Emily Brennan^{12,13}, Jacqueline Bowden¹.

¹*National Centre for Education and Training on Addiction (NCETA), Flinders Health and Medical Research Institute, Flinders University, Bedford Park, South Australia, Australia,*

²*The George Institute for Global Health, University of New South Wales, Sydney, New South Wales, Australia,*

³*MMResearch, Melbourne, Victoria, Australia,* ⁴*School of Public Health, The University of Adelaide, Adelaide, South Australia, Australia,* ⁵*Health Policy Centre, South Australian Health and Medical Research Institute, Adelaide, South Australia, Australia,*

⁶*School of Psychology, The University of Adelaide, Adelaide, South Australia, Australia,*

⁷*Australian Gambling Research Centre, Australian Institute of Family Studies, Melbourne, Victoria, Australia,*

⁸*Burnet Institute, Melbourne, Victoria, Australia,* ⁹*Department of Epidemiology and Preventive Medicine, Monash University, Melbourne, Victoria, Australia,*

¹⁰*Drug and Alcohol Services South Australia, Stepney, South Australia, Australia,* ¹¹*Mental Health Commission of Western Australia, Perth, Western Australia, Australia,*

Presenter's email: christina.norris@flinders.edu.au

Introduction / Issues: Parental alcohol provision to adolescents has increased and new intervention approaches are needed to alter this trend. Parental alcohol provision is associated with increased risk of adolescent alcohol use and harms. To inform future message development, we aimed to generate in-depth insights on parent-targeted messaging approaches.

Method / Approach: Six online focus groups were conducted with $N=35$ parents of adolescents from two Australian states in November 2022. Groups were segmented by parent gender, current parental alcohol provision, and adolescent age. Using established message testing protocols, we investigated parents' responses to four existing Australian/international advertisements focused on parental alcohol provision. Thematic framework analysis was undertaken, guided by the Theory of Planned Behaviour's key constructs of attitudes, subjective norms, and perceived behavioural control.

Key Findings: As many participants believed they already provided/intended to provide quantities of alcohol that they perceived to be low risk, they did not relate messaging depicting graphic consequences of youth binge drinking to their own provisioning behaviours. In contrast, messaging that provided compelling factual information (i.e., statistics specific to adolescent age) were more likely to influence attitudes toward provision. Participants more strongly endorsed messaging that challenged subjective norms, including beliefs that other parents supplied alcohol to their adolescents. Lastly, emotive messaging that highlighted parental responsibility to implement boundaries reminded them of their influential role as parents and was a compelling reason not to provide alcohol.

Discussions and Conclusions: The identified themes provide insights into existing beliefs that may need to be overcome among parents and messaging that has the potential to impact provision behaviours and intentions.

Implications for Practice or Policy: Findings will inform future public health interventions to discourage parental provision of alcohol. Messaging is needed to highlight the harms of parental provision and challenge parents' pre-existing belief that alcohol provision is normative.

Disclosure of Interest Statement:

This research was funded by a National Health and Medical Research Council Early Career Fellowship (JB), grant number 1157069, and produced with the financial and other support of Cancer Council SA's Beat Cancer Project on behalf of its donors and the State Government of South Australia through the Department of Health. The authors declare no conflict of interest.