



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

Christina A. Norris, Nathan J. Harrison, Ashlea Bartram, Simone Pettigrew, Michael Murphy, Caroline Miller, Ian Olver, Rebecca Jenkinson, Marina Bowshall, Tahnee McCausland, Emily Brennan, Jacqueline A. Bowden

Background

- Parental supply of alcohol to minors is often perceived as protective [1], despite evidence linking it with adverse alcohol-related harms [2].
- In Australia, parents are the most common reported source of alcohol for underage drinkers [3].
- Less is known about what messages deter parental alcohol supply to adolescents.

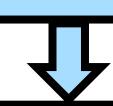
Study Aims

To inform future message development, we aimed to generate in-depth insights on parent-targeted messaging approaches.

Methods

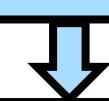
Focus groups

Six online focus groups conducted with N=35 parents of adolescents from Queensland and Victoria in November 2022. Groups segmented by parent gender, current parental alcohol provision, and adolescent age.



Data generation

Using established message testing protocols, we investigated parents' responses to four advertisements focused on parental alcohol provision.



Data analysis

Reflexive thematic analysis guided by the Theory of Planned Behaviour's key constructs: attitudes, subjective norms, and perceived behavioural control.

Advertisements Tested



'Don't kid yourself' Queensland Government, Brisbane - from 2008



'I need you to say no' Alcohol. Think Again, WA Mental Health Commission - from 2018



'I see' Alcohol. Think Again, WA Mental Health Commission - from 2014



'Youth and alcohol don't mix' Department for National Drug Control, Bermuda - from 2014

Findings

Factual information:

- 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.

Challenging norms:

Participants more strongly endorsed messaging that challenged subjective norms, including beliefs that other parents supplied alcohol to their adolescents.

Emotive tone:

Emotive messaging that highlighted parental responsibility to implement boundaries reminded parents of their influential role and was a compelling reason not to provide alcohol.

Conclusions

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

Implications

Messaging is needed to highlight the harms of parental supply and challenge parents' pre-existing belief that alcohol provision is normative.

References: [1] Jones SC. Health Promot Int 2016;31:562-571. [2] Sharmin S, et al. Int J Environ Res Public Health 2017;14:287. [3] AIHW. National Drug Strategy Household Survey 2019. Canberra: AIHW; 2020.

















Government of Western Australia
Mental Health Commission







Acknowledgements: This research was funded by a National Health and Medical Research Council (NHMRC) Early Career Fellowship (J.B.; GNT115706) 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. christina.norris@flinders.edu.au | @NCETAFlinders | nceta.flinders.edu.au