

October 2024



Alcohol
and Drug
Foundation



'Keep Their Future Bright': Parents and Secondary Supply Campaign

Values based messaging to reduce parental
supply of alcohol to teenagers

Common Cause Australia Mark Chenery, Director

Issue

- One in three young people start drinking aged 13 years or younger.
- 43% of children who drink get their alcohol from their parents.
- Previous messaging failed to shift parental beliefs



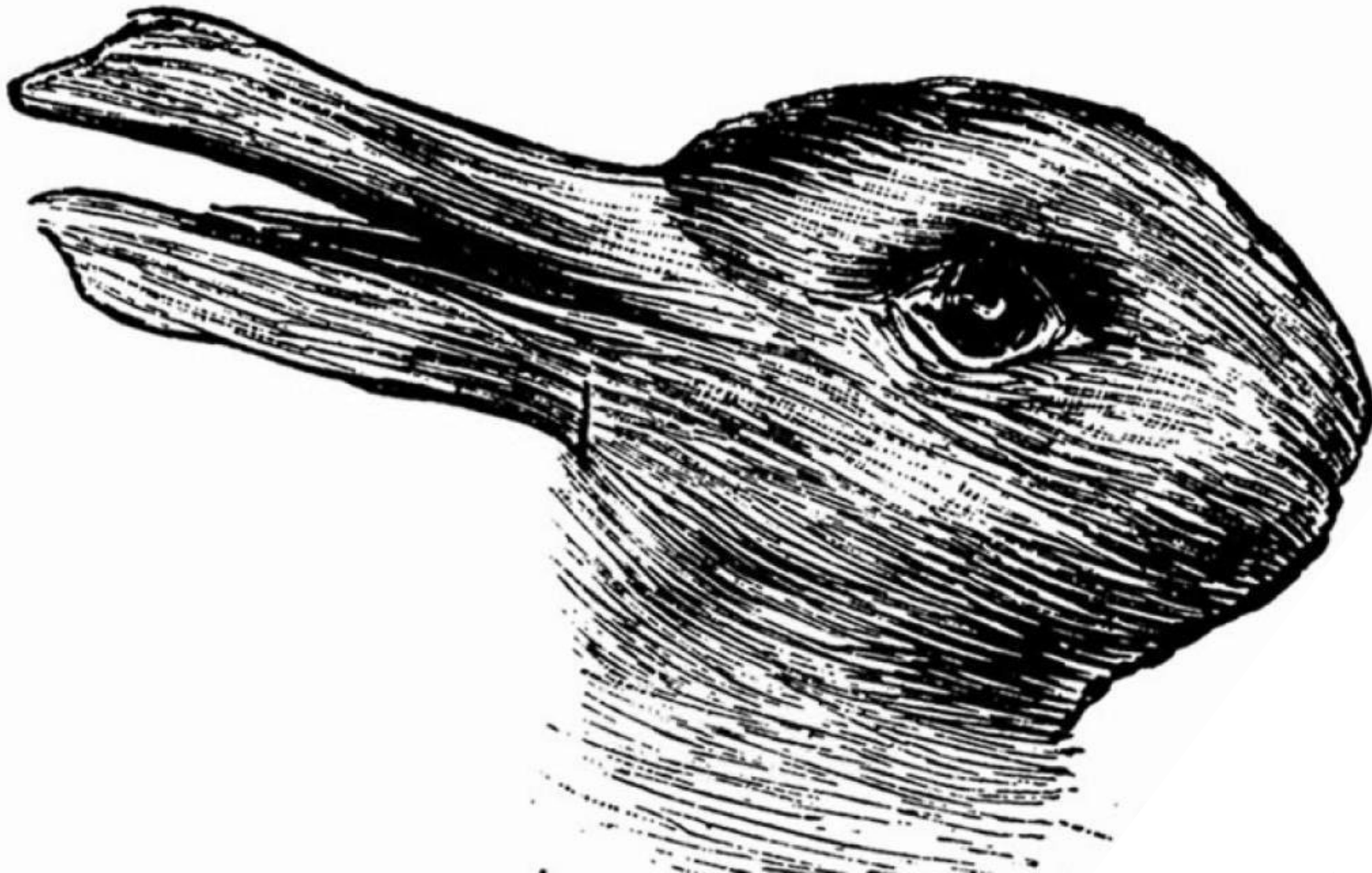
Develop and test messaging for **parents** that motivates them to **not supply alcohol** to their underage children.

Approach

ADF

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AUSTRALIA



Research

Interviews x15 advocates

Discourse Analysis x2,227 language samples

Focus Groups x8 groups

Message testing x1,728 parents*

- Children aged 12-13 x568
- Children aged 14-15 x579
- Children aged 16-17 x581

* Including boost of 150 parents who drink at 'high risk' levels

Findings

1728



25%

Supporters

57%

Persuadables

18%

Opponents

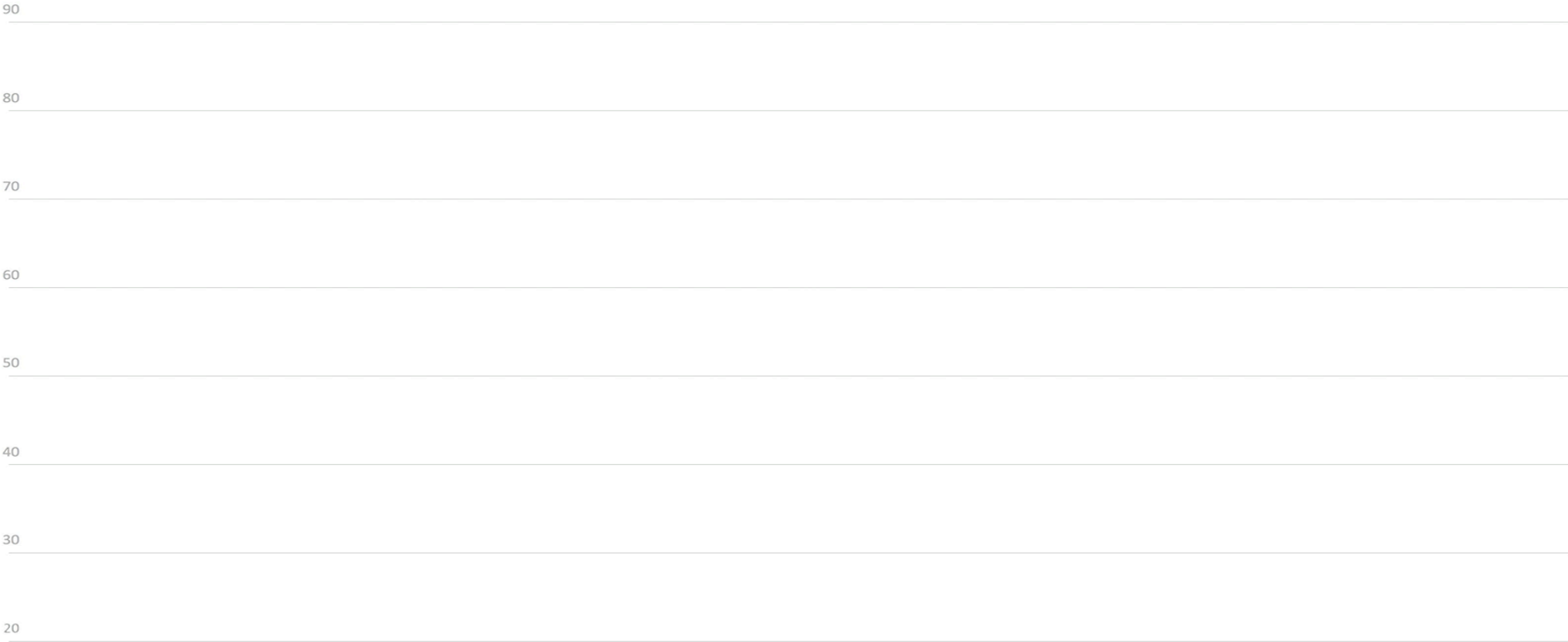
Guide



commoncause.com.au/resources

Messages

Brain Development



We all want our children to have the safest, healthiest teenage years they can.