

Supporting parents to discuss alcohol use with their teenagers: an evaluation of the Keep Their Future Bright campaign (10-minute research presentation)

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Introduction: To reduce parental supply of alcohol to teenagers, the ADF developed a new values-based campaign designed to improve parental knowledge and shift their attitudes about the risks of underage alcohol use. This study summarises the findings from the independent evaluation of the campaign.

Methods: To measure the campaign's impact on parental knowledge, beliefs/attitudes and intention to supply their teenage children with alcohol, an online pre/post survey design was used at a single timepoint. Eight hundred and seventeen parents of children aged between 12 and 17 years old, from across Australia, participated in the study. Participants completed the pre-survey questions, then viewed the campaign materials prior to completing the post-survey questions. The impact of the campaign was estimated based on the difference between responses to the pre- and post-survey questions.

Key Findings: 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). Parents' understanding of a range of harms associated with underage alcohol use also significantly improved.

Parental attitudes positively shifted after they saw the campaign. The largest pre/post increase was observed in relation the proportion of parents who agreed that 'parents should do their best to make sure their children never drink alcohol'.

One in two (47%) participants who indicated that they were likely to supply their child with alcohol in the pre-survey indicated they are reconsidering these attitudes after viewing the campaign.

Conclusions: The campaign positively shifted parental knowledge, beliefs/attitudes and intentions regarding the supply of alcohol to teenage children. However, 38% of parents who intended to supply their children with alcohol did not change their mind after seeing the campaign. Tailored and deliberate messaging, resources, media and strategy may be needed to shift this harder-to-change group.

Disclosure of Interest Statement: