

## Parents' perceptions and intentions to provide zero-alcohol beverages to adolescents

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**Introduction / Issues:** Zero-alcohol products with an alcohol brand and presentation are not only a brand extension for alcohol companies, but also evade age limits for alcohol consumption and blur the distinction between alcohol and other drinks. This complicates parents' decision-making about access to alcohol for their children. We investigated parents' beliefs about and intentions to provide zero-alcohol beverages to adolescents.

**Method / Approach:** In a 2022 online cross-sectional survey of N=1197 Australian parents of adolescents aged 12-17, questions about zero-alcohol beverages were included. We performed multinomial logistic regression analysis to examine predictors of parents' intentions to provide zero-alcohol beverages to their adolescents.

**Key Findings / Results:** In this sample, a large minority of parents either intended to provide (22%) or were unsure whether they would provide (20%) zero-alcohol beverages to their adolescent before 18 years of age. The majority of parents did not agree that zero-alcohol beverages had benefits for adolescents, such as helping adolescents "to say no to alcohol", but those who did were significantly more likely to intend to provide zero-alcohol beverages. Other factors significantly associated with intentions to provide zero-alcohol beverages included previous parental supply of alcohol, incorrect understanding of Australian Alcohol Guidelines for adolescents, and beliefs that zero-alcohol beverages are acceptable to drink under 18 years of age.

**Discussions and Conclusions:** Many parents viewed zero-alcohol beverages with scepticism, but a sizeable minority are planning or undecided whether to provide them to adolescents, suggesting parents may be a key source of provision.

**Implications for Practice or Policy:** Parent-targeted communications using a precautionary approach – for example, advising that the provision of zero-alcohol beverages may normalise alcohol consumption – and reinforcing Australian Alcohol Guidelines for adolescents may be warranted. These communications may particularly assist the sizeable minority of parents who are unsure about their intentions regarding zero-alcohol beverages.