

DrinkWise.

*An overview of an evidence-based approach to the
development and measurement of programs*

2007-2019

Report

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Executive summary

Background

Established in 2005, DrinkWise is an independent, not-for-profit organisation focused on promoting change towards a healthier and safer drinking culture in Australia.

Initial funding for DrinkWise came from alcohol industry and Australian Government contributions. Since that time, apart from two joint DrinkWise/Australian Government programs, the organisation has been entirely funded through voluntary contributions from market-leading Australian alcohol producers.

The structure of DrinkWise is unique. Governed by a board of eight community and six industry Directors, it brings together representatives from the preventive health sector, community, industry and government. Reporting to the Board is the DrinkWise CEO and a small team with expertise across strategy, communications, government, research and marketing.

The DrinkWise philosophy is founded on industry leadership and community partnerships, utilising a sustained, multi-faceted and inclusive approach to create and support positive generational change.

DrinkWise activities aim to effect change in the way Australians consume alcohol. To do this, DrinkWise has sought to better understand the cultural attitudes and drivers that shape drinking patterns and to identify potential approaches to address these harmful patterns via:

- the development and implementation of national information and education campaigns
- use of supporting practical resources that inform and support the community about alcohol use.

As an evidence-based organisation, DrinkWise's activities and programs are premised on a theory of change that is informed by best practices approaches, innovation and independent research, as well as the ongoing monitoring and analysis of the extensive academic literature.

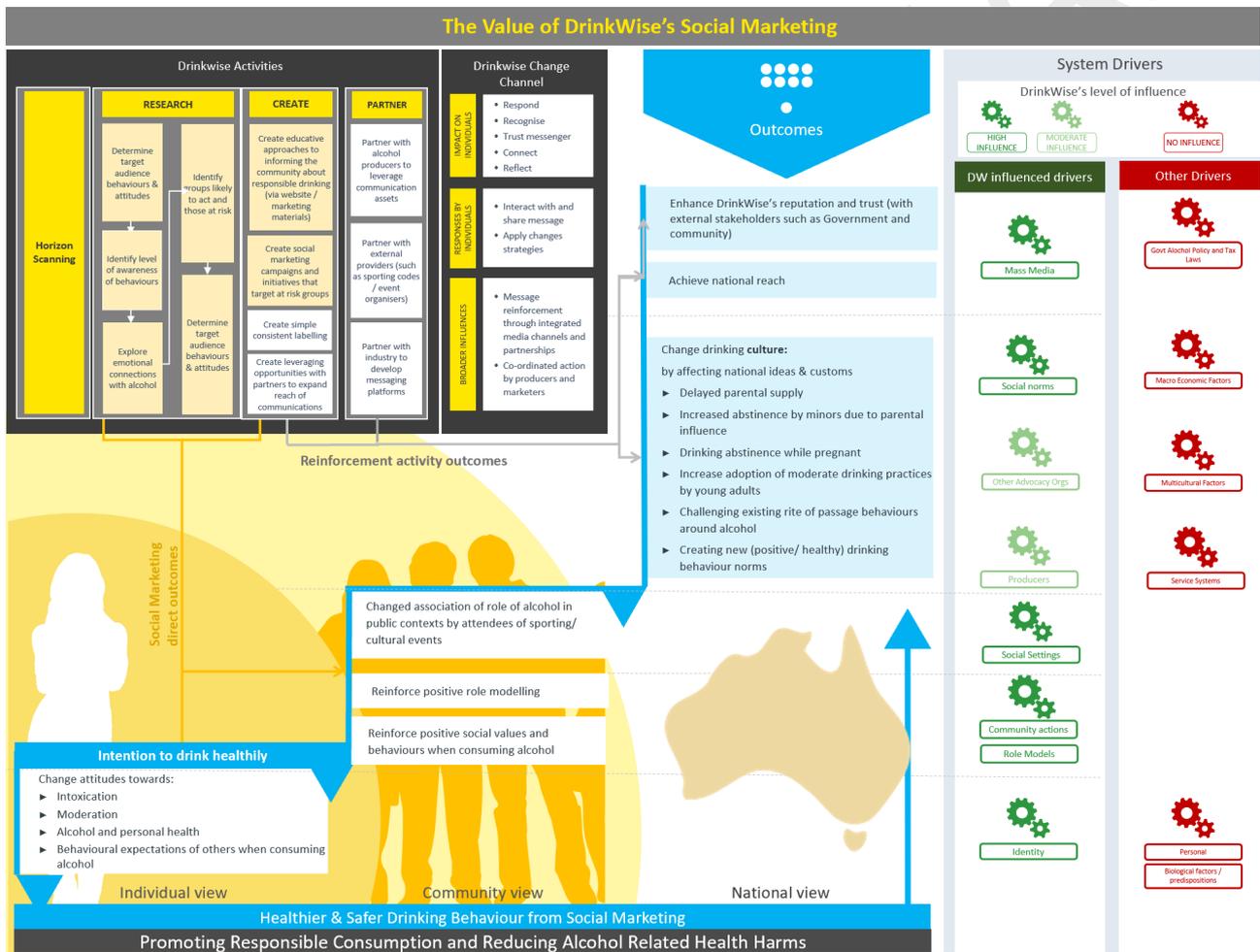
Aim of this document

The aim of this document is to provide an overview of the research undertaken by DrinkWise since 2007, to consolidate knowledge and allow stakeholders to understand the key findings that have influenced the strategic marketing approaches developed by DrinkWise, along with the ongoing monitoring and measurement of impact.

DrinkWise Theory of Change

The DrinkWise Theory of Change captures the logic of the DrinkWise approach to creating behaviour change and its influence over longer-term social norms. The Theory was developed by DrinkWise, in conjunction with Ernst Young, informed by:

- a literature review
- a review of the environment in which DrinkWise operates
- identification of participants and key influencers in that environment
- mapping of DrinkWise activities
- a review of DrinkWise programs and associated impact on the environment
- consultation with key stakeholders.



The following table identifies the research projects and academic literature underpinning DrinkWise programs:

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Internal Market Research</p>	<ul style="list-style-type: none"> • Formative qualitative research - all Australians 16+ (September 2007) • Benchmarking of Australians attitudes to alcohol (November 2007) • Tracking quantitative and qualitative research All Australians 16+ (Nov 2016-Mar 2017) • AustraliaSCAN and YouthSCAN data (2008-2018) • First campaign benchmark - Parents 0-17 year olds (June 2008) • First campaign tracking - Parents 0-17 year olds (October 2008) • Second campaign benchmark - Parents 0-17 year olds (2010) • Second campaign tracking - Parents 0-17 year olds (2010) • Formative (qualitative research) Parents of 14-17 year olds (August 2011) • Baseline (quantitative research) <i>Kids inherit more than your looks</i> (2018) • Tracking (quantitative research) <i>Kids inherit more than your looks</i> (2019) • Formative (qualitative and quantitative research) Young adults (2013-2014) • Campaign benchmark - <i>How to Drink Properly</i> (2014) • Campaign (formative, consumer testing, quantitative and qualitative research) extension campaigns • Campaign tracking - <i>How to Drink Properly</i> (2015, 2016, 2017, 2018) • Formative (qualitative research) - Integrated Sponsorship Initiative (2014) • Campaign benchmark (quantitative research) - Integrated Sponsorship Initiative (2014) • Campaign tracking - (quantitative research) Integrated Sponsorship Initiative (2015, 2016, 2017, 2019) • Benchmark (quantitative research) - attitudes to alcohol and pregnancy (2018) • Tracking (quantitative research) - DrinkWise FASD Awareness Program (2019) • Tracking (quantitative research) - DrinkWise FASD Awareness Program assets (2018-2019)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Commissioned Academic Research</p>	<ul style="list-style-type: none"> • <i>Young people and alcohol - the role of cultural influences</i>: National Centre on Education and Training in Addiction (2008) • <i>From ideal to reality – cultural contradictions and young people’s drinking</i>: National Centre on Education and Training in Addiction and Flinders University (2010) • <i>Alcohol and the teenage brain: safest to keep them apart</i>- BMRI Monograph, Sydney: Brain & Mind Research Institute (2009). • <i>Drinking patterns in Australia, 2001-2007</i>: Australian Institute of Health and Welfare (2010) • <i>Drinking as a rite of passage for Australian youth - passions, tensions and contradictions</i>: Macquarie University (2010) • <i>The influence of parents and siblings on children’s and adolescents’ attitudes and behaviours towards alcohol: A critical review of the literature</i> (2010) • <i>What a great night: the cultural drivers of drinking practices among 14-24 year old Australians</i>: Monash and Deakin Universities (2009) • <i>Expressions of drunkenness (400 Rabbits)</i>: DrinkWise and the International Centre for Alcohol Policies 1 (2010)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Horizon Scanning</p>	<ul style="list-style-type: none"> • Influence of family factors and supervised alcohol use on adolescent alcohol use and harms: Similarities between youth in different alcohol policy contexts: <i>Journal of Studies on Alcohol and Drugs</i>. (2011) • Modifiable parenting factors associated with adolescent alcohol misuse: a systematic review and meta-analysis of longitudinal studies. <i>Pub Med</i>. (2017) • International Alliance for Responsible Drinking Trends Reports: Underage Drinking (2019) • Understanding Trends in Australian Alcohol Consumption – an age – period – cohort model: <i>Addiction</i>. (2016) • Investigating single versus multiple-source approaches to communicating health messages via an online simulation: <i>Pub Med</i>. (2018)

1 ICAP is now the International Alliance for Responsible Drinking <http://www.iard.org/>

Internal market research

Background

Since 2007, Quantum Market Research ('Quantum') (www.qmr.com.au) and Galileo Kaleidoscope ('GalKal') have been assisting DrinkWise with a range of internal research projects aimed at understanding the culture of alcohol use in Australian society, including:

- use of AustraliaSCAN™ social values monitor to track changes in Australian's attitudes towards alcohol over time
- longitudinal research to ascertain behavioural changes in Australian alcohol consumption
- formative qualitative and quantitative research to define target audiences and assist with social marketing campaign strategy development
- benchmarking and tracking of attitudes and behaviour (pre and post campaigns).



This body of research resides within the context of DrinkWise's social marketing campaign, which has the aim of enabling the following:

DrinkWise, a not-for-profit social change organisation harnesses the power of evidence-based social marketing to bring about a healthier and safer drinking culture in Australia.

The section below briefly outlines the development of the DrinkWise social marketing approach undertaken and the context of the supporting marketing research undertaken to date.

Social marketing activity

Traditional social marketing campaigns have tended to focus on aberrant behaviour (particularly health behaviours) and have often been predicated on a 'stages of behaviour' change model that focuses on changing immediate risky behaviour such as smoking, drink driving, street violence or speeding.

While some of these campaigns have been shown to play a strong role in defining and reshaping the norms and values of a society (particularly anti-smoking approaches), enacting generational change for such entrenched behaviour as alcohol consumption required re-thinking the positive and negative association of alcohol in the lives of Australians.

Previous alcohol-related campaigns had most typically been aimed at anti-social behaviour with young adults and adolescents being a key target for behaviour change messaging around the associated risk and harms attributable to binge drinking. Most of these campaigns have, however, been unlikely (in and of themselves) to impact on the larger social norms and evoke long term sustainable change at a societal and cultural level.

Therefore, the task of affecting generational change in the way Australians consume alcohol was considered challenging - particularly because of the historical interplay between Australians and the ubiquitous role alcohol plays in their lives.

The research tasks on the following pages identify the staged approach to commissioned marketing research to assist in the development, benchmarking and tracking of the campaigns.

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Australians and Alcohol: formative research (2007)

This research sought to understand current societal norms around alcohol and its interplay with Australians' beliefs, social and cultural standards and national identity. To address this objective, researchers immersed themselves in the Australian drinking scenarios.

Objective: to unpack the 'meaning of drinking' from teens to the elderly.

Methodology

Using a range of ethnographic techniques, researchers watched and mingled with Australians via 'in-situ' drinking contexts - from sporting clubs to backyard BBQs, to farewell parties to girls' nights out and everything in-between.

Combined with focus groups and in-depth interviews with parents, this formative research phase reinforced the ingrained 'positive' role of drinking in everyday Australian life, with many seeing drinking and drinking to intoxication as an often enjoyable and a largely positive experience.

Findings of key relevance to DrinkWise

- Drinking was associated with almost all social celebrations – from anniversaries to commiserations.
- Intoxication was often considered relaxing, fun and increased people's confidence in social interactions.
- The majority of Australian drinkers didn't see alcohol as a problem but rather a friend – with the positives rarely outweighing any short-term negatives.

Key implications for DrinkWise

- The tone of any campaign designed for long-term generational change couldn't be based on a rational 'behavioural' message telling adults not to drink.
- Any campaign that presented an overly paternalistic approach would most likely be met by ambivalence and, in many cases, shut down any hope of 'starting a national conversation'.

Key messages / metrics for DrinkWise messaging and communications

- The majority of Australians have a strong and positive relationship with alcohol.
- For most, alcohol represents positive associations – representing all forms of celebration and fun.
- Harms associated with alcohol mostly considered as inconveniences – hangovers, embarrassment.
- Strong sense of denial evident amongst most – a belief that, "My friends drink more than I do." "Australians with alcohol problems are the 'down and outs' – definitely not me".
- DrinkWise recognises that as an organisation it is trying to influence the behaviours of those that drink in harmful ways – to come to a point where drinking to excess is unacceptable.

Australians and alcohol: quantitative benchmark (2007)

In late 2007, Quantum undertook a quantitative benchmark of Australian's attitudes and behaviours related to alcohol consumption and intoxication (across all life stages and ages).

Objective: to understand the current Australian drinking context and provide strategic guidance to allow the formulation of creative ideas as input to the campaign.

Methodology

- 1001 online interviews with a representative sample of Australians.
 - 660 interviews in metro Australian and 341 interviews in regional areas around Australia.
 - 427 interviews with men and 574 interviews with women.
- The results were post weighted to correct any minor sample imbalances resulting from quota sampling and to ensure that age, sex and location were evenly represented
- All interviews were conducted in late 2007.

Findings of key relevance to DrinkWise

- Attitudinally, Australians see drinking and its sometimes less than desirable consequences as a problem facing Australia – but in the context of other issues, alcohol becomes less of a concern overall. If anything, Australians tend to assume their own drinking behaviour is ok and “we’re in control”. If they do get drunk, Australians typically see themselves as happy drunks. In that vein, the real problem to Australians’ way of thinking exists with the drinking of others - and tighter controls need to be in place around serving those underage and more severe penalties for those found drunk in public places. Some key metrics are telling here:
 - just over four in 10 believe that they’re likely to cause serious harm to themselves if intoxicated
 - only three in 10 believe they’d be likely to cause serious harm to other people if intoxicated.
- Against the positive backdrop of the role of drinking, there is recognition of the downsides associated with drinking – particularly regarding physical health concerns (such as weight gain) and immediate issues (such as hangovers). Those who reported having recently cut down drinking cite health and financial reasons as well as greater involvement in family and work commitments.
- Younger drinkers tend to be more accepting of higher levels of intoxication.
- Parents’ attitudes suggest low levels of permissiveness to their teenagers drinking alcohol – although there was also evidence to suggest that many parents were in favour of regulating the supply of alcohol to their teenagers.
- Few parents (26%) believed that their own consumption had influenced their teenagers’ drinking and that the role of advertising, pre-mixed spirits and the influence of friends over 18 to be a greater influence contributing to their child’s drinking.
- The role of health professionals as a source of trust (and influence) in promoting responsible drinking is important for all life stages – but particularly for mature Australians. Government-funded agencies (in the drug and alcohol field) are also likely to have a strong level of influence.
- For younger audiences (14-24 year olds) parents are nominated as the most influential sources for changing their drinking behaviour.

Key implications for DrinkWise

- All age groups and life stages represent moderate to high levels of consumption and frequency – and as such represent key targets for health promotion messages re: responsible drinking – not just those drinking excessively.
- Drinking has many positives and plays a central role in our socialisation. Creative messages that acknowledge both positive and negative implications of alcohol consumption are less likely to alienate those eager to defend (rationalise) their current drinking behaviour.
- The long-term health consequences of excessive drinking, while commented upon, are not widely known beyond a basic understanding of ‘liver damage’ or ‘damaging brain cells’. The ability to present commonly understood day-to-day outcomes (hangovers/memory loss) in the context of long-term health damage could offer a useful ancillary device in message reinforcement.
- In their minds, parents are trying to do the right thing. While having their teenager drink doesn’t sit well with many of them, they’d rather feel like they have some control by regulating supply. The key implication here is to help parents be parents – to arm them with insight and knowledge to allow them to have an adult conversation with their teenagers about the issues.

Key messages for DrinkWise messaging and communications

- Parents can play a significant role in influencing their children’s attitudes and behaviour towards alcohol.
- A campaign targeted at parents’ drinking behaviour (and attitudes towards alcohol) has ability to not only ‘hold up a mirror’ to personal drinking behaviour (and their own risks) but also allow substantial reach in influencing their children.
- Engaging messaging (and resulting attitudinal and behavioural change) have the opportunity to alter young people’s longer-term attitudes and drinking behaviour.

AustraliaSCAN and YouthSCAN (2008-2018)

The concurrent use of data from Quantum’s AustraliaSCAN and YouthSCAN ‘social values’ monitor in late 2007 and early 2008 provided DrinkWise with a range of sources from which to view and understand the drinking landscape – and insights into the development of messages likely to resonate with different target audiences.

Objective: to understand the broad sentiment Australians have towards the culture of alcohol in society.

Methodology

AustraliaSCAN is a social values monitor which runs annually. The longitudinal research has been tracking the social values of Australians across a broad range of topics and subjects for over 15 years. YouthSCAN is the youth equivalent monitor. Both surveys are a subscription-based tool and utilise both a face-to face interview as well as a self-complete survey. DrinkWise has been a subscriber since 2007, allowing it to place several questions within the monitor.

The monitor forms a useful tool through which DrinkWise is able to assess broad shifts in sentiment and attitudes towards alcohol. The table below shows the various trends relevant to key statements about alcohol since 2008.

AustraliaScan, 2008-2018		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Filter: All Respondents Weights: (weighted) No ranking												
	(unweighted) uc	1984	1962	1994	1979	1978	2026	2134	2129	2230	2100	2040
	(weighted) wc	1984	1962	1994	1979	1978	2026	2134	2129	2230	2100	2040
Attitudes to Alcohol - Total Agree (4,5,6)												
A Couple Of Drinks Help Me Unwind After A Hard Day	v%	41%	45%	39%	42%	47%	44%	49%	47%	46%	51%	47%
Excessive Alcohol Consumption Is A Bigger Threat To Our Society Than Illegal Drugs	v%	51%	71%	65%	72%	69%	73%	69%	66%	59%	61%	64%
Having A Few Drinks With Your Mates Is A Great Australian Tradition	v%	66%	78%	75%	78%	77%	78%	79%	76%	77%	80%	78%
I Can Hold My Drink & Never Drink Too Much	v%	46%	55%	55%	61%	64%	64%	65%	63%	68%	67%	65%
I Sometimes Drink Until I'm Drunk	v%	26%	29%	28%	29%	28%	27%	29%	27%	27%	27%	25%
It Is Not Acceptable For Under-18S To Be Allowed To Drink At Parties	v%	53%	71%	67%	72%	71%	71%	76%	76%	76%	76%	79%
It's Alright To Have A Few Drinks Every Day, So Long As You Don't Overdo It	v%	36%	42%	38%	45%	44%	45%	46%	47%	44%	49%	48%
Most Of My Friends Drink More Than I Do	v%	45%	60%	60%	64%	61%	67%	71%	72%	72%	73%	68%
The Best Way To Teach Young People To Drink Responsibly Is For Their Parents To Teach Them To Drink At Home Before They're 18	v%	34%	39%	32%	41%	39%	47%	49%	42%	48%	47%	46%
The Country Is Facing Far Bigger Problems Than People Drinking	v%	53%	62%	59%	58%	64%	68%	71%	72%	73%	77%	80%
The Real Problem With Alcohol In This Country Is Only Amongst The Young And The Down & Outs	v%	22%	29%	28%	30%	28%	36%	37%	34%	36%	36%	42%
You Can Have A Decent Party Without Alcohol	v%	55%	74%	68%	72%	72%	71%	75%	77%	75%	75%	77%
Quantum AustraliaSCAN 2018 Melbourne, Australia												

Findings of key relevance to DrinkWise

In addition to the data above, in 2007/08 AustraliaSCAN and YouthSCAN identified two critical sentiments at work:

- The first involved an overarching call from parents for ‘help’ to be better parents – more information and more advice about what the right thing was to do and how to discuss alcohol and drinking with their children.
- The second involved the results within YouthSCAN that indicated that contrary to ‘popular opinion’, young people actually saw their parents as their number one role models – well ahead of celebrities, sport stars, teachers and others.

Key implications for DrinkWise

- The key findings from the 2008 AustraliaSCAN data combined with insights gleaned from DrinkWise’s own formative research and quantitative benchmarking about the way parents drank in front of their children (and how they felt when their kids saw them drinking to excess or under the weather the next day) provided the basis for a long-term behaviour change opportunity.
- AustraliaSCAN can assist in understanding the context in which Australians drink as well as the broader social context.

Key messages for DrinkWise messaging and communications

- Using the backdrop of how Australians feel about their lives (on a range of social dimensions) allows DrinkWise to better understand the context in which Australians are drinking.
- AustraliaSCAN is a useful addition to the way in which DrinkWise monitors Australian’s sentiment towards alcohol (and the culture of drinking) in Australia.

Australians and Alcohol: *Australian Drinking Habits, 2007 vs 2017*

Further to the extensive research undertaken in 2007, DrinkWise commissioned a comprehensive qualitative and quantitative study to understand the Australian drinking context. 10 years later DrinkWise sought to look at how the Australian drinking culture had changed – to understand what’s influencing the changes and what it means for health prevention efforts aimed at reducing harms from excessive (e.g. binge) or undesirable (e.g. when pregnant) consumption.

Objective: to understand the perspectives of some key age/life-stage cohorts – and to gain insights into why Australians drink the way they do – the tensions, pressures and influences on current drinking behaviours.

Methodology

The report summarised a substantial quantitative research process that included:

- an online survey of 2,000 Australians weighted to ensure a representative sample of the Australian population aged 16 years and over
- a qualitative dimension.

Findings of key relevance to DrinkWise

- The last decade saw significant shifts in how Australians consume alcohol, with evident shifts to more moderate, responsible approaches.
- The majority of Australians had changed the frequency and intensity of how they drink, with just under two thirds of drinkers reported having no more than two standard drinks on a day they typically had a drink.
- Less Australians drinking both on a daily and weekly basis, compared to 2007.
- For the most part Australians have a positive relationship with alcohol. Having a drink to unwind, enjoy a meal or to socialise with family and friends remains part of how we see ourselves.
- The positive associations and trends do not hold true for everyone and the potential for harm when consuming alcohol excessively remains a concern for individuals, families and communities.
- In summary, Australia is now a society more defined by moderation than excess.

Ongoing monitoring of trends and influences

DrinkWise continues to conduct extensive research to monitor drinking practices, attitudes and influences on the Australian population. This research informs our strategic directions and programs.

Parents: *Kids Absorb Your Drinking* campaign (2008)

Based on the research described earlier, in 2008 the social marketing strategy concentrated on the following:

- Parental role modelling (which has a strong evidence base) and the way in which it underpins child development theory.
- A focus on incremental change by resetting normative behaviours.
- Parents concern about their kids drinking – and their openness to help.
- The opportunity for DrinkWise to disseminate factual/educational information.

In collaboration with advertising agency Clemenger BBDO Melbourne, Quantum Market Research was provided with the brief to design a social marketing campaign to meet this task. In examining an approach to generational change, the issue had to be viewed differently and this influenced the development of a methodology that would provide multiple perspectives on how alcohol was understood in the minds of Australians.

Providing research insights to feed into the communications strategy for the first stage of a 20-year social marketing campaign involved integrating the findings from a range of primary and secondary qualitative and quantitative sources. It was only through the integration of these sources, that the team could explore those audiences that might offer the best opportunity to enact generational change.

The nexus of the information derived from the research undertaken suggested that the key to a creative approach would be to hold a mirror to parents' drinking occasions and to allow them to reflect on (and possibly moderate) their own drinking – realising that their kids look up to them and ultimately normalise their drinking behaviours.

The key to the creative exploration of these insights would be how to communicate a message that didn't suggest 'DON'T DRINK', but rather one that made parents more self-conscious of how they drank – particularly in front of their kids.

A range of creative ideas were tested with parents in focus groups to assess those more and less likely to raise questions amongst this group of what defined appropriate drinking.

Launched in 2008, the *Kids Absorb Your Drinking* campaign marked DrinkWise's initial step towards engaging generational change in regard to attitudes towards alcohol and drinking to excess. It sought to highlight parents' own drinking behaviour and attitudes towards their own drinking.

Specifically, the campaign sought to raise awareness that parents have the opportunity to positively influence their children's future drinking behaviour, from a very early age, through their own attitudes and drinking patterns.

The *Kids Absorb Your Drinking* campaign involved both television commercials ('TVC') and print executions in concert with information provided on the DrinkWise website to assist parents' information needs.

Benchmarking of parents' attitudes and behaviours were undertaken prior to the launch of the TVC as well as campaign tracking research conducted in 2009. The aim of this research was to assist in determining the level of reach and impact of the campaign.

Key findings

The table below indicates the key findings:

Metric	Findings
Ad awareness	<ul style="list-style-type: none"> 73% recall seeing the advertising (norm* 43%). 74% of parents with kids 0-6. Most recalled government marketing communications in 2009 (Colmar Brunton). <p><small>* Norms based on Millward Brown International Advertising Norms.</small></p>
Main message take-out	<ul style="list-style-type: none"> 57% believe that the main message was: <i>'Parents are a role model and children are influenced by parents' actions'</i> (vs 26% in benchmark research). And a further 25% believe that the main message was: <i>'Kids pick-up parents' attitudes to alcohol before the child has had their first drink'</i>. (Correct message norm 40%)
Prompted attitudes	<ul style="list-style-type: none"> 83% - <i>It made me think about how children form their attitudes to alcohol even before they have their first drink.</i> 76% - <i>It made me think about how my attitude to alcohol will affect the way my children may drink in the future.</i> 75% - <i>It made me think about how I drink today will influence how my children may drink in the future.</i> 66% - <i>It's an ad that parents will talk about and discuss with others.</i> 57% - <i>It made me think about how I currently drink in front of my kids.</i>
Liking	<ul style="list-style-type: none"> 68% liked (Norm 58%).
Behavioural impact	<ul style="list-style-type: none"> Almost a third (30%) report <i>being more aware of how they drink in front of their kids.</i> Almost two in ten (17%) reported <i>having changed their drinking patterns.</i> Almost three in ten (28%) claim to <i>have reduced drinking in front of their kids.</i>
Attribution	<ul style="list-style-type: none"> Majority (51%) attributed advertising to government. Awareness of DrinkWise brand increased marginally from 10-13%, but rose to 25% by June 2009 (and highest amongst parents of young kids 0-6).

These results indicated the campaign had achieved high recall and impact, particularly given the evidence of parents stating they'd changed how they drank in front of their kids as the result of the campaign.

Key implications for DrinkWise

- Parents are strongly attuned to their role-modelling influence.
- The campaign indicated (albeit self-reported) behaviour change in terms of how parents drank in front of their kids.
- This first tracking stage of research also observed that parents were keen to receive information about how to introduce alcohol to their children and how to best communicate their thoughts and opinions about alcohol to their children.
- This finding was pivotal in influencing the nature and direction of the development of DrinkWise's on-line strategy to inform parents of issues about drinking in front of children and the role of modelling behaviour.
- Very successful campaign in terms of awareness and impact.

Key messages for DrinkWise messaging and communications

- Approach holds a mirror to existing Australian culture (and parents' current drinking behaviour).
- Reinforces that DrinkWise (and by association industry) is committed to challenging the unhealthy norms (culture) of drinking.
- DrinkWise leading the conversation recognising the important role of parents.
- 'We're making people think', as a precursor to them taking action.
- We're providing information to help parents assess their behaviour and to 'start the conversation' – with their peers/their partners and their kids.



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Parents: *Kids and Alcohol Don't Mix* campaign (2009-10)

The aim of the campaign was to alert parents to new information - that alcohol can cause lasting damage to the growing adolescent brain - and to give them a reason to put aside any existing beliefs they had about introducing alcohol to their children and to encourage them to delay their children's introduction to alcohol.

This new information resulted from the review completed by Professor Ian Hickie at the University of Sydney's Brain and Mind Research Institute about the potential damage to the developing brain, should alcohol be introduced early to this age group. (see section on Commissioned Academic Research in this document).

While the first parental influence campaign (*Kids Absorb Your Drinking*) was essentially predicated on role modelling of parents, this second campaign pivoted from the overarching strategy (of utilising role modelling principles) to a parenting focus – encouraging parents to delay their child's age of alcohol initiation by giving them facts they can use in a conversation with their children.

The receipt of new medical information (increased likelihood of brain damage in a developing teenager and the importance of a delay message) in concert with the absence of a 'sponsor' or organisation to champion this cause, allowed DrinkWise to take a strong position as an influencer.

Importantly, the creative concept of *Kids and Alcohol Don't Mix* captured a common scenario that occurred in the home when teenagers start to ask their parents about alcohol, allowing it to do more than just challenge parents' view about whether they should be the initiators of introducing alcohol to their teenagers. The approach directed parents to additional information about how they could discuss these issues with their children and, ultimately, to delay the introduction of alcohol for as long as possible.

Key findings

The results of tracking research undertaken in 2010 resulted in the following key findings:

Metric	Findings
Ad awareness	<ul style="list-style-type: none"> 61% recall seeing the advertising (norm 43%). <small>* Norms based on Millward Brown International Advertising Norms.</small> <ul style="list-style-type: none"> 67% amongst parents with kids 14-17 years.
Main message take-out	<ul style="list-style-type: none"> 34% 'delay giving your child a drink/ wait until they are 18.' 25% 'alcohol affects the development of a child's brain.' 5% 'when you think they're ready, think again.'
Prompted attitudes	<ul style="list-style-type: none"> <i>Drinking alcohol affects the development of a teenager's brain</i> – (70% strongly agree - up six points from benchmark) <i>It's OK to give your child under 18 years of age an occasional glass of alcohol</i> (52% disagree strongly – up seven points from benchmark)
Liking	<ul style="list-style-type: none"> 68% liked (norm 58%).
Behavioural Impact	Parents of 14-17 year olds indicate: <ul style="list-style-type: none"> <i>I've talked to my children about how alcohol can impair the developing brain.</i> (51%) <i>I've set firm family guidelines so that my children are clear about my expectations about when they can commence drinking.</i> (30%)

Attribution

- *I've considered how my own drinking might influence my child's decision to begin drinking.* (29%).
- *I've developed a strategy with my spouse/partner for dealing with our child's request to commence drinking when they raise the issue.* (19%).
- Majority (41%) attributed to government (unprompted)/ (35%) - prompted.
- Awareness of DrinkWise brand at 22% - slightly lower than at benchmark (25%).

The results indicated that the campaign achieved high recall and impact, given the evidence of parents stating they'd talked to their child or set family guidelines.

Key implications for DrinkWise

- The *Kids and Alcohol Don't Mix* campaign has been successful in terms of awareness and impact.
- The brain science supported parents in providing a 'delay message'.
- The DrinkWise approach (via the website) has been to support this brain science with information for parents about how to engage and talk with their teenager about their reasons for delay.
- In light of Australian state and territory based legislation around the supply of alcohol to minors, this research provides additional support for parents when communicating the 'delay' message.

Key messages for DrinkWise messaging and communications

- New medical evidence suggests drinking whilst an adolescent can damage the growing brain.
- Children and teenagers see their parents as their most significant role model – and therefore highly influential in establishing norms around what 'makes sense' concerning their introduction to alcohol.
- Delaying (for as long as possible) the commencement of drinking (by parents) is important.
- The European (continental) 'approach' of providing alcohol to young people as a means of 'socialising them' to alcohol doesn't hold up in the light of the brain science.
- DrinkWise provides parents with information to engage and converse with their children and teenagers about the why (they want them to delay drinking for as long as possible).



Parents: formative research (2011)

Research was sought to better understand the views and attitudes of parents of 14-17 year olds. From earlier quantitative research, it was evident that these parents attitudinally espoused a wide range of attitudes regarding alcohol and their teenagers. The use of a formative qualitative approach sought to better understand these beliefs and was considered an important step in examining next steps in DrinkWise's communication and social marketing strategy with parents.

Objective: to explore how parents were currently addressing the issues surrounding their teenager commencing drinking.

Methodology

The research findings were based on a program of qualitative research comprising the following:

- Six focus group discussions with parents of a 14-17 year olds
- 20 in-home depth interviews with parents.

Findings of key relevance to DrinkWise

- Parents of teenagers aged 14-17 face multiple pressures and fears. The issues surrounding drug and alcohol experimentation and use are just one of myriad concerns facing parents.
- Amongst many parents, there is currently a strong sense of denial that their kids were either drinking at all or drinking in a manner that placed them at harm.
- For most, the issue of their adolescent commencing drinking is largely considered 'a rite of passage' in Australian society. Most parents (who were then in their late thirties through to mid-forties) can relate to their own introduction to drinking at a similar age and many reflect fondly on periods of bingeing and embarrassing incidents.
- Reflection upon their own drinking when they were a teenager often sets up a distinct dissonance for many parents - how to reconcile wanting to keep their kids safe while also allowing them to develop (as they did) by taking risks and experimenting.
- There were two distinct sub-sets of parents: one that is more prohibitionist in their orientation and another that takes a more permissive or liberal approach to their teenager drinking.
- What becomes clear across all these mindsets, is that parents don't have 'an answer' about when to introduce their teenager to alcohol. Many recall (with rose coloured glasses) how they were introduced to alcohol as teenagers and 'turned out OK', while others respond with a collective sigh of resignation, believing that when it comes to alcohol, they are somewhat powerless to compete against adolescent exuberance, risk taking and experimentation. Most, however, acknowledged that it's really a period of 'fingers crossed'.

Key implications for DrinkWise

The broad academic literature continued to confirm the proven parenting practices that protect against underage drinking and underage risky drinking. Positive parental role modelling continues to be one of the proven parenting strategies to protect against underage drinking and underage risky drinking.

2 Modifiable parenting factors associated with adolescent alcohol misuse: a systematic review and meta-analysis of longitudinal studies.
<https://www.ncbi.nlm.nih.gov/pubmed/28178373>

Key messages for DrinkWise messaging and communications

- Parents of teenagers face multiple pressures (sex, drugs, bullying, scholastic performance, getting them through adolescence et al). Alcohol is just one of a number of concerns.
- While most parents agree they'd prefer their child not drink before 18, most also acknowledge that they will try alcohol – and about one in five saw it as OK if they supplied it (in a supervised environment).
- The challenge for DrinkWise was how to engage parents in a conversation that will, in turn, question their current beliefs and actions about supplying alcohol.

Sustaining and evolving role modelling and delay messages for parents

DrinkWise has sustained its focus on the importance of providing parents with thought provoking and informative resources and content. DrinkWise partnered with *The Sport Australia Hall of Fame (SAHOF)* to develop the *Under Your Influence* campaign that picked up on the crucial role parents and other influential adults play as role models. The campaign encouraged parents to embrace the opportunity to model responsible drinking behaviour and to engage with their children on issues associated with alcohol.

Videos featuring SAHOF Ambassadors and experts such as Prof. Ian Hickie of the Brain and Mind Research Institute and accident/emergency physician Dr Andrew Rochford were used to foster a national conversation about the role of parents in influencing their children's attitudes and behaviour toward drinking.

Central to this strategy was video content featuring the Ambassadors and their views on being role models and the influence they have as parents. They discuss how their families successfully handled issues around alcohol and now deal with these issues as parents and mentors, noting that families are like teams and the strategies that make teams successful, like effective communication, also make for effective parenting. Parental influence messages were also provided to consumers in medical clinic waiting rooms throughout Australia via television advertisements, posters and brochures. The materials aim convey to parents the importance of both role modelling behaviour and talking to their kids about alcohol.

At the time, the average age kids started drinking was 15.5 years, with more than a quarter of 14-19 year olds putting themselves at risk of alcohol-related harm at least once a month. The campaign aimed to turn these statistics around.

Under Your Influence website and videos featuring SAHOF Ambassadors and medical experts



Parents: *Kids inherit more than your looks* campaign (2018)

DrinkWise sought an updated measure of parent's awareness of their influence as role models when it comes to alcohol, given the literature continued to confirm the protective effects of positive role modelling on minors (underage) drinking and risky drinking.

Objective: to capture drinking attitudes and behaviours of Australian parents against previous benchmark research, to assess any subsequent changes in behaviour and attitudes

Methodology

A quantitative study involving 500 parents was undertaken. A range of refreshed parents' messaging and imagery was also tested to assess appropriateness, comprehension and emotional response and intentions.

Key messages for DrinkWise messaging and communications

- 20% of parents did not think that their current drinking behaviour would influence how their children will drink in future.
- Parents believed that the Kids inherit more than your looks message made them think, was believable and was a good message for society.
- Parents felt the message and imagery provided strong motivation to think about the way they were drinking in front of their kids and to be more conscious of their behaviours.

Consistent with the partnership approach taken to social change, DrinkWise jointly developed the campaign media strategy with the Outdoor Media Association (OMA), an organisation representing outdoor advertisers in Australia. The partnership provided the opportunity for DrinkWise to develop the evidence-based messaging and creative – and OMA to build on their community giving program by displaying the creative Australia wide on outdoor billboards.

This campaign informed a new wave of parents about their important role as influencers in their children's lives, in an effort to shift perceptions, with research indicating that one in five parents did not think that their current drinking behaviour would influence how their children will drink in future.³

Over 1,000 large format, transit panels, shopping centre screens and a train wrap were developed by DrinkWise to promote the message in targeted areas with a high adult audience. Campaign tracking research revealed that 58% of those who saw the signs said they were more conscious of how their children perceive them when drinking and 32% discussed their drinking behaviours with their family and friends.

(Pre campaign reflects nationally representative sample of 500 parents and post campaign reflects nationally representative sample of 300 parents).

³ <https://drinkwise.org.au/parents/drinking-and-teens-australian-parents-encouraged-to-display-good-role-modelling-behaviours-at-home/#>

Metric	Pre campaign	Post campaign
Likeability <i>note: increase in likeability driven by 34% saying that it 'makes me think'.</i>	53%	70%
Message take out: parents can influence the drinking behaviour of their children	59%	69%
Message take out: being a good role model when drinking in front of your kids is important	50%	59%
Taking action: discussed with their partner	NA	32%
Agreement that this message is good for society	33%	56%



Ongoing monitoring of the evidence base

DrinkWise remains committed to sustaining the improving trend in minors abstaining from alcohol and increasing the age of initiation through ongoing promotion and integration of messaging for parents and monitoring of the literature.⁴

4 The relationship between parent drinking and adolescent drinking: differences for mothers and fathers and boys and girls.

<https://www.tandfonline.com/doi/full/10.1080/10826084.2018.1531429>

Parent hazardous drinking and their children's alcohol use in early and mid-adolescence: prospective cohort study.

<https://www.ncbi.nlm.nih.gov/pubmed/30851106>

Growing up in Australia: the longitudinal study of Australian children.

<https://aifs.gov.au/projects/growing-australia-longitudinal-study-australian-children>

Australian Temperament Project <https://aifs.gov.au/projects/australian-temperament-project>

Young adults: *How to Drink Properly* campaign (2014)

Brief

In 2013, DrinkWise commenced the development of a campaign targeting young adults (18-24 years old), in recognition that this cohort represented the greatest proportions of single occasion risky drinkers and binge drinking trends in Australia had not been substantially improving amongst this demographic, as they had for others.

To commence the journey, DrinkWise had to consider the core issues behind how and why young Australians drink in the manner they do. From there, the application of recognised behaviour change theory was critical to the development of a research-backed approach to communications that would influence the modification of attitudes and behaviour change.

An extensive research process was employed that commenced with the insights derived from DrinkWise commissioned research undertaken by Flinders University (discussed in the next section), that found 'drinking in sync' was often the practice that led to young adults drinking to excess. The group often dictated the pace of alcohol consumption and put pressure on the individual to 'keep up' with others, while those individuals who wanted to moderate or drink at a more 'responsible' pace felt social pressure not to do so – particularly in the early part of an evening out (i.e. the pre-loading or 'pre's' stage). Many young drinkers indicated they would rather keep drinking to the point of sickness so they wouldn't miss out on the 'fun' being had or feel excluded from their friends and the events of a night out.

DrinkWise believed the best way to disrupt this pattern would be to empower the individual within the group to behave more responsibly with alcohol. At the core of this 'disruption' was the need to shift young adults' perception of moderation to a socially desirable behaviour, (and not as an 'uncool' one) thus giving an individual social 'credits' for drinking responsibly.

Objective (overall): to identify and understand the means to reach and influence this hard-to-reach audience. Each research component had separate objectives.

Methodology

A rigorous and iterative research approach was adopted to ensure that the messages and the channels utilised to deliver the messages were meaningful and appropriate for the 18–24 year old audience.

Formative Research

- Qualitative research conducted by Quantum Market Research (July 2013)
 - Objective: to explore drinking behaviours and role of social groups and drinking environments in regulating binge behaviour.
 - Four focus groups and 16 depth interviews with 18–24 year olds.
- Quantitative research conducted by Quantum Market Research (August 2013)
 - Objective: to understand current attitudes and behaviours and to segment based on attitudes to drinking excessively.
 - Sample size 1,025 (ABS representation).
 - Four key segments identified: *Sensibles*, *Good Timers*, *Shamefuls* and *Hard & Heavies*.
- Exploratory qualitative research by Galkal (August 2013)
 - Objectives:

- To understand the core emotional trigger/s that can be employed in communications to change binge drinking behaviour of 18–24 year olds.
- To understand how drinking decisions are influenced by people’s frame of mind, the people they inherently are and their environment.
- To identify key influencers, trigger points and phases of behaviour by exploring and deconstructing the journey of a ‘night out’.
- Eight friendship triads amongst 18–24 year old *Good Timers* and *Shamefuls* evenly divided between males and females across Melbourne and Sydney.

Messaging and creative development research

- Territory exploration research by Galkal (October 2013)
 - Objective: To identify the most relevant messaging platform to reframe moderation by playing to the behaviours and social behaviours of 18-24 year olds as identified by round one.
 - Territory exploration: Four friendship triads amongst 18–24 year old *Good Timers* and *Shamefuls* evenly divided between males and females across Melbourne and Sydney.
- Campaign creative assessment research by Galkal (October 2013)
 - Objective: To assess the How to Drink Properly campaign idea in more detail including messages, relevance, differentiation, likely impact on behaviour as well as providing actionable feedback to creative around character, style, content and executional materials.
 - Creative development assessment: Six friendship triads amongst 18–24 year old *Good Timers* and *Shamefuls* evenly divided between males and females across Melbourne and Sydney.
- Campaign creative refinement research by Galkal (January 2014)
 - Objective:
 - To assess the appeal, impact and overall takeout of the ‘developed’ How to Drink *Properly* campaign prior to launch.
 - To gain an understanding of the merit of the campaign and to gain clear and robust recommendations to inform the final stage of campaign development.
 - Eight focus groups, four triads and four in-depth interviews amongst 18–24 year old *Good Timers* and *Shamefuls* evenly divided between males and females across Melbourne and Sydney.

Throughout the messaging and creative development process, an iterative approach was utilised to ensure the imagery, messaging take-outs and overall creative direction had a positive effect on shaping attitudes and behaviour towards more responsible alcohol consumption amongst the target audience. This process ensured that the ideas presented did not glamorise or encourage excessive drinking.

Findings of key relevance to DrinkWise

- The 18-24 year olds who participated in the research expressed confidence, noting a strong sense of being in-control’, and ‘on the top of their game’.
- Their behaviour was found to be at odds with their views of being mature and in-control. On a normal night out, 29% of 18-24 year olds reported consuming 7+ standard drinks, while on a self-defined ‘big night out’ nearly 30% of 18-24 year olds reported consuming 11+ standard drinks.
- They drink regularly, often to excess, and often demonstrate no signs of wanting to slow down.
- This audience can clearly articulate the difference between a responsible drinker and an irresponsible one. Responsibility is often considered in the same vein as being self-aware, mature and even ‘professional’; while on the other hand, irresponsibility is surrounded by issues of carelessness, embarrassing behaviour and sloppy actions.

- The social risks of behaving irresponsibly with alcohol and damaging their reputation and personal standing within their peer group was strongly understood.
- Many young adults fail to moderate and behave responsibly, believing that their peer group will 'forgive and forget' - they didn't have social permission to moderate.

Key implications for DrinkWise

- In this context, DrinkWise understood that it wasn't about telling them to 'stop' altogether - but rather identifying the need to find a better way to do it.
- By doing so, DrinkWise sought to reinforce particular binge drinking behaviours as sloppy, embarrassing and immature - and provide 18-24 year olds with a more positive behaviour to mimic - being a sophisticated, mature and 'classy' drinker. This would strike a chord with their emerging life stage desire to feel and appear more mature and in-control of their life.

Key messages for DrinkWise messaging and communications

Several themes that resonate emotionally amongst the target audience include:

- reputation
- group belonging and exclusion
- being in control.

Creatively, these themes intertwine with traditional alcohol education/moderation tactics and advice around:

- how to break 'drinking in sync'
- being empowered so 'say no' when pressured to drink
- better understanding personal limits
- how to speak to this audience on an adult-to-adult level, adopting their unique language and phrases, their aspirations and importantly their reality that they are going to drink (and do so).



Young adults campaign – How to Drink Properly

The *How to Drink Properly* campaign is premised on a central figure that acts in a sophisticated and in-control manner, who bestows cheeky words of wisdom upon 'amateur' drinkers.

The campaign uses a multi-channel strategy, including geo-targeted, themed social media and in-situ activations at events, such as university orientation weeks and Schoolies (school leavers). This precise targeting ensures the campaign connects with the target audience and promotes moderation messages as they are making decisions about drinking. From listening to Spotify while planning a night out or at pre-drinks, to

ordering drinks, to heading home in an Uber, the use of targeted social media serve to reinforce *How to Drink Properly's* messages about control, reputation, safety and responsibility.

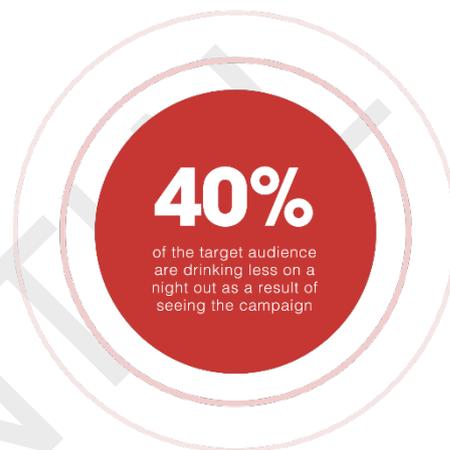
Innovative partnerships with ride sharing service Uber, social media giant Snapchat, online dating platform Tinder and influencers enables DrinkWise to gain traction with a traditionally hard to reach audience. The DrinkWise/Tinder partnership was recognised by the *Festival of Media Global Awards* for the innovative use of Tinder as a platform to communicate moderation messages.

As the first Australian brand to promote messages through Snapchat, *How to Drink Properly* communicated one-on-one with the target audience via a channel they use to document their nights out - affirming the cultural relevance of the campaign and in the process winning DrinkWise the *Business Review Weekly Most Innovative Companies* award for *Best Marketing Innovation*.

Ongoing Tracking

Ongoing tracking research shows significant attitudinal and behaviour change among those who have seen the campaign. Importantly, the target audience have indicated that they are drinking less on a night out and through social media platforms young adults have reinforced campaign messages to their social and friendship groups via peer-to-peer communications.

Campaign tracking shows:



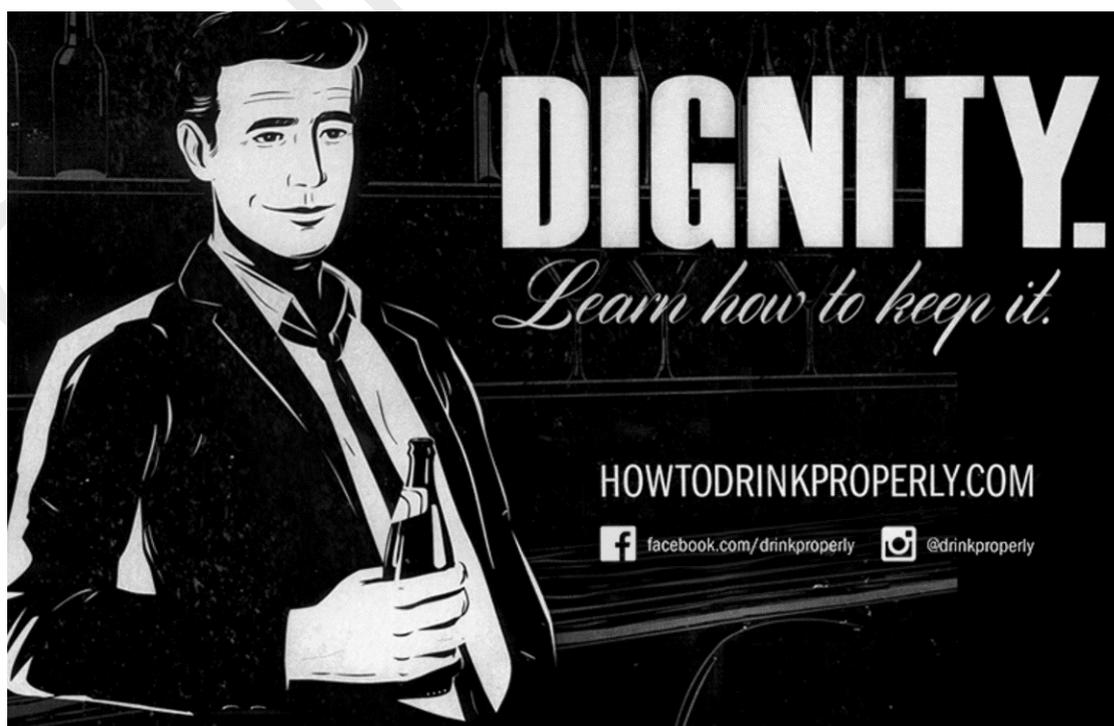
report that the campaign provided the platform to talk to friends about their drinking



agree that the campaign has made them think about the benefits of moderation



have tried to moderate their drinking behaviour either before or during the evening out by doing some of the following: eating before going out, preparing their journey home in advance, drinking water, avoiding shots





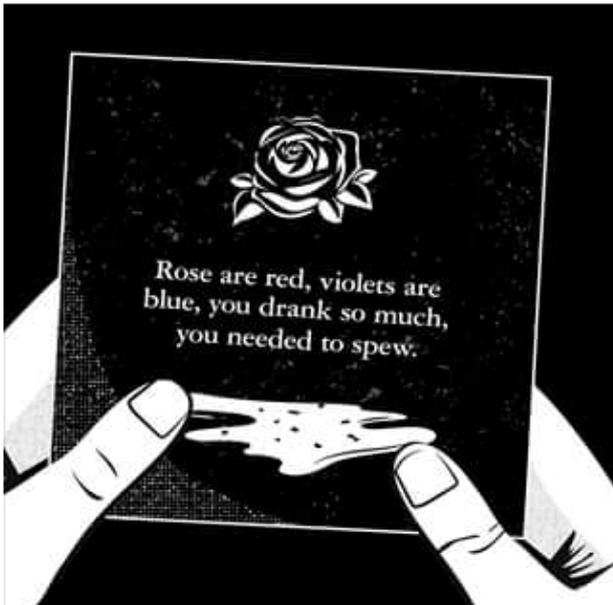
How To Drink Properly

Sponsored · *



If your drunken behaviour on Valentine's Day provokes a poem like this, your relationship is going to be more than 'complicated'. Stay classy if you're aiming for fully fledged.

#HowToDrinkProperly



How To Drink Properly

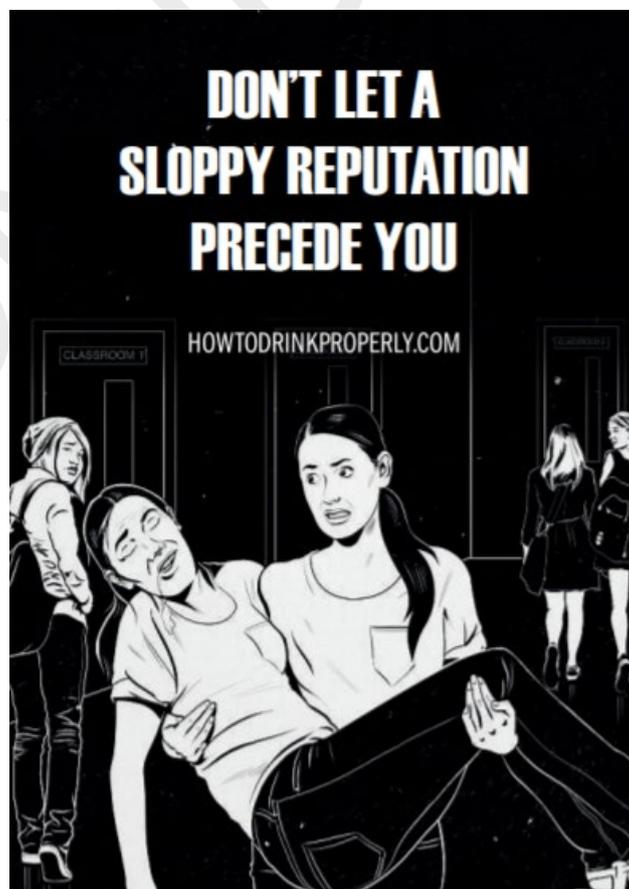
Sponsored · *



Asking your Valentine's date to 'fuhkc' after the first date is unlikely to lead to a second date.

Drink properly, date properly and stay classy.

#HowToDrinkProperly



Campaign impact

Tracking of the campaign's performance has been conducted annually since April 2014. DrinkWise has captured responses from over 2,500 18-24 year olds in this time. Below is a summary of the campaign's performance and achievements over the last two years.

Campaign recall grew substantially in the first year and has remained high in its second year at 33% in 2016 – representing an increase of 65% since 2014 when it was measured at 20%.

- Social media is the greatest source of awareness for this Campaign with 56% recall attributed to channels such as Facebook, Twitter, Instagram and Snapchat in 2016, this has increased by over 100% on the levels measured in 2014 at 26%.
- Television and online channels have retained solid levels of recall in 2015 and 2016 and have been supplemented with on-premise and youth event activations that have also achieved increase in recall levels since measured in 2014.

The campaign's messages are easy to understand and clearly understood by the audience. Campaign results over the last two years have found that:

- 87% found the campaign's messages easy to understand.
- 91% understanding the drinking in moderation = staying classy/maintaining dignity.

The campaign continues to be accepted and relevant to its audience, who after two years in market, want to see more:

- 78% like the campaign and this has increased 4% since measured in 2014 when it was 74%.
- Likeability is largely driven by:
 - its relatable (77%), non-lecturing (72%) and attention grabbing (69%) style of communication
 - the sense of humour used in conveying the messages (69%)
 - its effectiveness in reminding the audience of the social consequences of drinking too much (35%).
- Nearly half of the audience (44%) report that the campaign provided the platform to talk to friends about their drinking.
- One in five have shared the campaign's messages with others and this has been consistently maintained since 2014.
- 65% want to see more of the campaign.

The campaign continues to inspire and position moderation as a classy and cool thing to do:

- 75% are now thinking about the effects of moderation as a result of seeing the campaign. 56% said the campaign made drinking in moderation look like a cool and classy thing to do.

The campaign is influencing its audience to think about the benefits of moderation and to reflect on their behaviour:

- 76% are thinking about the benefits of moderating.
- 64% are reflecting on their behaviour when out drinking.

The campaign's impact on behaviour is evident and consistent with activation of the campaign's multiple creative pieces and messages

- 91% have tried to moderate their drinking behaviour either before or during the evening out.

- 78% have moderated their behaviour during the evening by drinking water, slowing down, avoiding shots, declining drinks, taking a break and ceasing drinking while out.
- 73% have moderated their behaviour before a night out by eating, drinking non-alcoholic drinks, limiting the amount of money they take out, preparing their journey home in advance and applying a curfew on themselves.

More of our audience are drinking less as a result of this campaign:

- 40% are drinking less on a night out, an increase of 21% when measured in 2014.

Campaign evaluation

In January 2015, DrinkWise, in an effort to ensure appropriate learnings from the campaign and identify how it fit within the broader landscape of similar social cause campaigns, undertook to have it evaluated by renowned academics.

The evaluation of Phases 1 and 2 of *How to Drink Properly* assessed whether:

- the approach and strategy adopted by the campaign was consistent with best practice in social marketing
- the use of social media (as the main creative channel) was successful in reaching its audience
- the objectives of the campaign had been met at the conclusion of the first two phases of its activation
- lessons that could be learned and applied to strengthen future phases of the campaign.

The evaluation was conducted throughout 2015 by a consortium consisting of RMIT University, the University of Queensland and Griffith University.

The evaluation indicated that the *How to Drink Properly* brand represents a divergent strategy in the alcohol behaviour change space that ‘talks with’ rather than ‘talks at’ the target audience, declaring that “*How to Drink Properly* has clearly met a gap in the market, leveraging ‘drinking properly’ as an alternate consumption entity to intoxication”.

It points to the actionable insights which evolved from DrinkWise’s intense focus on customer orientation and evidence-based philosophy; to understand the social realities of young people’s drinking journey on a night out. The evaluation states that “DrinkWise’s intense research informed the central value positioning around moderate drinking as ‘classy and mature’ as well as identifying social media as the primary distribution touchpoint to access young adults in-situ and in real time”.

The evaluation identified the following key successes of the campaign:

- Demonstrated social marketing best practice.
- Significantly exceeded key advertising metrics and industry benchmarks.
- Leveraged social media effectively to create awareness and participation.
- Successfully achieved target audience reach and engagement via its social media tactics.
- Achieved overall positive message take-out.
- Positively impacted on the target’s reappraisal of their drinking behaviour.
- Substantially improved claimed changes in drinking behaviour.
- Potentially played a role in the reduction in reported frequency of heavy drinking among 18-24 year olds.
- Made a positive contribution to changing the Australian drinking culture.

The Internet Remembers - How to Drink Properly campaign extension

A 2018 extension of the *How to Drink Properly* theme, entitled *The Internet Remembers*, allowed DrinkWise to harness key insights showing that young adults perceive making a fool of themselves as a greater risk than the negative health effects of excessive drinking. The campaign extension reminded the audience about the potential consequences of excessive drinking through an augmented reality collection of unsophisticated drinking moments, delivered through social media, in bars and via outdoor displays across the country.



The Internet Remembers - tracking research

The campaign possesses a clear message that is deemed to be important:

- Young adults interpreted the campaign message as encouraging responsible drinking and reminding them of the longevity of social media content.
- Almost all (95%) agreed the campaign message is important.

The intended behavioural response was varied, despite the message being broadly understood:

- Four in five young adults (80%) felt that the campaign encourages them to consider the consequences of excessive drinking.
- More than a third (36%) said they would moderate their drinking on any one occasion as a result of seeing the campaign, three in 10 (29%) would consume more water while drinking and just under a quarter would talk about the campaign with others (24%) or count their drinks (23%). A quarter (25%) said they would not do anything.
- Those that were less impacted by the campaign felt that they are already in control of their actions or don't drink to excess/post on social media.

Campaign recognition

How to Drink Properly campaign has been acknowledged through numerous international advertising, creativity and effectiveness awards, including:

- WARC 2016: #19 in World's best 100 marketing campaigns
- Business Review Weekly (BRW) Most Innovative Companies, Sydney 2015: Best Marketing Innovation
- The Jay Chiat Awards, New York 2015: Not-for-profit
- IAAB MIXX Award, New York 2015: Branded content
- Australian Communication Council Effectiveness Awards (Effies), Sydney 2015: Not-for-profit/Cause Related Marketing (silver) and Most Original Thinking (bronze)
- APAC Effie Awards, Singapore 2015: Youth Marketing

Integrated Sponsorship Initiative: *You won't miss a moment if you DrinkWise* (2014)

In 2013, DrinkWise identified a need to develop a moderation message that could be integrated across industry sponsorships. With around 90% of events around the country having some type of alcohol sponsorship, from naming rights to pourage agreements, there was a clear need to develop a positive and consistent event moderation message.

An extensive audit was undertaken to ascertain the depth and breadth of individual sponsorships and four broad categories were identified – sports, arts, music and cultural events.

Given the considerable range of sponsorship opportunities and ability to target specific audiences, it was determined that an overarching moderation theme be developed for sponsorships, with individual sub-messages (derived from the main theme) developed across sports, arts, music and events as required to maximise engagement and effectiveness.

Objective: to identify the most engaging and insightful approach to integrating moderation messages at events, in a manner that would also resonate with telecast viewers.

Methodology

A qualitative approach was adopted to gain insights from men and women (who were regular drinkers and attended or watched sport and music events) about the key elements of an event 'journey'.

Based on these insights, consumer testing of moderation messaging was also undertaken.

Findings of key relevance to DrinkWise

- The events journey had three key stages – the build-up, the moment and the memories.
- The event journey can be accompanied by preparation/pre-drinks, enjoying a drink during the event as part of the experience and subsequently making memories resulting from that event.
- Alcohol can both heighten or diminish the event experience, so it is important to get it right. Focusing on the positive, rather than negative aspects was an important consideration to fit the event environment and atmosphere (not only for consumer engagement but also event-owner buy-in).

Key messages for DrinkWise messaging and communications

- Consumers 'enjoying the moment' and 'creating memories' were key insights.
- Missing out on 'the moment' goes beyond losing sight of the action, it's about missing out on an experience, on the life affirming, powerful and precious moments in people's lives.
- *You won't miss a moment if you DrinkWise* was seen as a human truth and relevant message.
- The message (with the creative concept) captured the right tone and positive approach, making the event the hero and drinking-in-moderation a means to maximise involvement and enjoyment.
- It reinforces that an event is made up of many distinct moments and each needs to form part of the overall experience.
- The message can be tailored for each event – replacing 'moment' with a relevant event 'descriptor' such as 'try', 'lap record', 'photo finish' etc.
- The use of DrinkWise in this context spells out the action – 'drink wisely'.

You won't miss a moment if you DrinkWise initiative

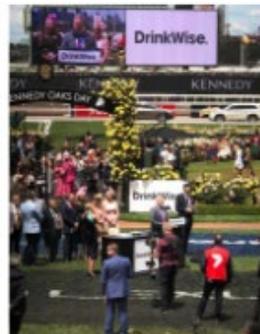
You won't miss a moment if you DrinkWise is supported by industry, event sponsors, media and sporting codes, to encourage sports fans, music lovers and festival goers to drink responsibly to ensure they don't miss the memorable moments of an event.

The collaborative approach allows industry to integrate the moderation message into their own activations, creating a consistent and unified moderation theme. Through such collaborations, the *You won't miss a moment if you DrinkWise* message has been seen and heard at major national sporting and cultural events and is now integrated into partnerships with sporting codes such as the Australian Football League, National Rugby League, cricket, surfing and horse racing.

Impact

Tracking of the campaign's performance has been conducted annually since April 2015. Performance across the period 2015-2019 reveals that:

- Awareness of the initiative in 2019 has increased to 60%, up from 39% in 2015.
- The initiative continues to increase in its popularity with 83% either liking or loving it, up from 74% in 2016. This result is higher again for those who recalled the initiative, at 90%.
- The Initiative is relevant to consumers who acknowledge the positive aspects of consuming alcohol at or while watching events:
 - 85% think its Ok to have a drink or two at events
 - 88% drink responsibly at events
 - 69% think having a drink or two at the cricket or football is a positive Australian tradition.
- *You won't miss a moment if you Drinkwise* is communicating a clear and well understood message with 75% understanding that *if you drink wise you won't miss a moment* and 32% acknowledging the messages are encouraging drinking in moderation, while watching or attending events.
- The initiative is consistent with consumer sentiment about the importance of drinking in moderation and concern that public events can be ruined if people drink too much:
 - 93% believe that it is important that people drink responsibly when attending events
 - 93% agree that a public event can be ruined if people drink too much.
- Implementation of the initiative in collaboration with alcohol companies is consistent with consumer's expectations about providing moderation messages at events that are alcohol sponsored:
 - 86% believe that it is important for alcohol companies to provide messages at public events around drinking in moderation
 - 86% believe that alcohol companies have a role to play in educating the public about making responsible choices.
- The initiative is positively impacting shifts in attitudes and behaviours:
 - 56% attribute the initiative to positive changes in their attitude towards drinking at events or the way they drink at events
 - 15% are now drinking more moderately at events than they have in the past and are more conscious of how those around them might perceive them while drinking at events
 - 20% are now keeping better tabs on how much they are drinking when watching events.



Pregnancy and Fetal Alcohol Spectrum Disorder (FASD)

Awareness Program

DrinkWise supports the Australian National Health and Medical Research Council's guideline that *it's safest not to drink while pregnant, planning a pregnancy or breastfeeding.*

Drinking while pregnant can cause FASD, a condition that affects the brain and development of children who were exposed to alcohol during pregnancy. The DrinkWise *Australians and Alcohol Research Report* revealed very high levels of agreement (87% in 2016) that pregnant women should not drink alcohol. While Australian trends in women abstaining from alcohol in pregnancy are promising (increasing from 40% in 2007 to 56% in 2016), there is still work to be done and prevention through education is key.

There is an absence of national FASD prevalence data in Australia. Birth prevalence of FASD is most often measured by clinic-based studies, passive surveillance, and active case findings. Prevalence data continues to emerge from discrete samples and results vary. Prevalence of FASD in Australia is expected to rise given the investments being made in building the capacity of various organisations to deliver FASD diagnostic services in various locations across the country. Reliance on FASD prevalence rates or numbers will not be a relevant measure of short-term progress in implementing a FASD awareness program.

The measurement and performance reporting framework developed for the program includes the standard metrics used in campaigns (i.e. reach, awareness, comprehension), as well as baseline attitudes and intentions and trends in women abstaining from alcohol during pregnancy (through government statistics).

Objective: to develop a baseline measure of awareness of the risks of consuming alcohol when planning a pregnancy, while pregnant and breastfeeding. Subsequent research (still in field) will determine any shifts in baseline awareness, attitudes and intentions.

Methodology

A quantitative study to assess general and target audience awareness and attitudes from a nationally representative sample of 660 adults aged 18+ years and boost sample of 350 females aged 18-44 (resulting in a total of 515 females in this group). A measure of attitudes towards drinking in pregnancy and willingness to abstain from alcohol if there was a chance of pregnancy was also required.

DrinkWise FASD Awareness Program

The DrinkWise FASD Awareness Program, a public/private model approach that aims to create greater awareness that FASD is a preventable disorder in recognition that DrinkWise's baseline research, revealed that 25% of the Australian population are not aware of the risks of consuming alcohol when planning a pregnancy, while pregnant and breastfeeding.

The program adopts an evidence-based approach that mass media/social marketing campaigns are most effective when consumers receive consistent and sustained messaging and information in a range of settings and across multiple mediums. It consists of a range of broad based and targeted activities that promotes

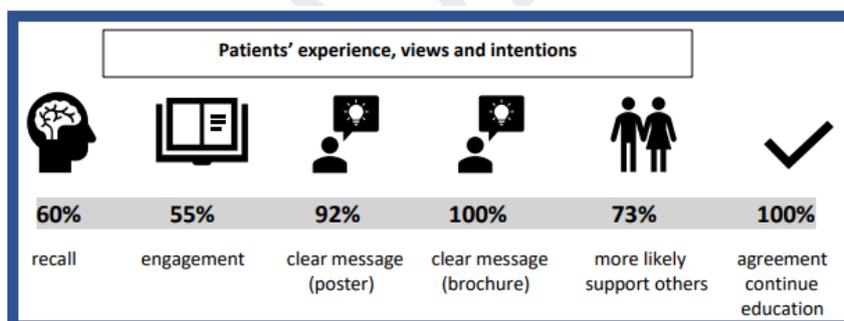
messaging in general practices, Aboriginal medical services, hospitals, online women’s media network, pregnancy retail sites and magazines, electronic direct mail messaging, social media, weekly radio program, schools, community groups and retail points of sale.

Research tracking results

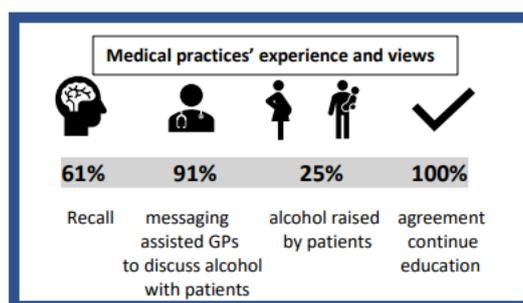
As part of the DrinkWise FASD Awareness Program, the materials that have been created for medical centres and schools/community programs have been assessed to monitor their performance. Results suggest that the materials are resonating with audiences and impacting awareness and action.

Results from Tonic Health Media’s survey of 92 patients (aged 18-54 years) conducted in March 2019, revealed that the DrinkWise pregnancy poster and brochure in waiting rooms are having the desired impact, with 60% of patients specifically noticing alcohol and pregnancy messaging and 55% engaging with either the poster or brochure while waiting for their consultation.

Most patients (92%) agreed that it was clear that the advice presented on the poster was to abstain from alcohol if planning a pregnancy, while pregnant and/or breastfeeding and this result was higher at 100% in relation to the brochure. All agreed that it was important to continue to educate the community about alcohol and family planning/pregnancy/breastfeeding. 73% reported that as a result of seeing the alcohol and pregnancy messaging, they would be more likely to encourage and support others to abstain from alcohol if planning a pregnancy and/or pregnant.



Medical practices were surveyed by Swift Media in December 2018 to assess performance of two targeted FASD videos produced by DrinkWise in partnership with the Australian Government and a range of messaging produced for general practitioners and their staff. The survey revealed that of the 73 practices who responded to the survey, 61% were aware that the videos were playing in their waiting rooms and that the messaging assisted GPs to discuss alcohol with their patients. One quarter of the practices reported that alcohol had been raised by their patients and 100% of practices agreed that it was important to continue to educate the community about this issue.



The materials were assessed by an organisation that has incorporated the same materials into its alcohol education programs for use in remote communities of the Northern Territory. Results prior to the video exposure revealed very low-to-no awareness of FASD, which substantially increased following exposure.

DrinkWise also incorporated materials within remote Northern Territory communities of Yuendumu and Kintore to gain an understanding of the extent to which their awareness of gender specific health issues, including FASD. Surveys were distributed to girls prior to and after attending community programs (and viewing materials). Prior to the program, the overwhelming majority of girls had little-to-no awareness of the specifics of FASD or how it affected women and the community. Following the programs, 100% of participants at Yuendumu and close to 80% of the participants at Kintore indicated they now had a good understanding of causes and issues surrounding FASD. Overall, there was an 85% increase in awareness amongst participants in both community programs.

	Yuendumu	Kintore	Total
Number of girls attending	22	46	68
Number of girls who knew about gender specific health issues including FASD prior to program	0	1	1
Number of girls who knew about gender specific health issues including FASD after program	22	36	58
Percentage change in awareness	100%	78%	85%

Surveys were distributed to males prior to and after attending the community program held in Kintore to gain an understanding of the extent to which their awareness of gender specific health issues, including FASD, had improved as a result of the content covered.

Initially only one out of 38 boys had any awareness of the specifics of FASD or how it affected women and the community. After the program, 34 of the 38 (close to 90%) of the participants indicated they now had a good understanding of causes and issues surrounding FASD.

	Kintore
Number of attendees	38
Number of boys who knew about gender specific health issues including FASD prior to program	1
Number of boys who knew about gender specific health issues including FASD after program	34
Percentage change in awareness	89%





FASD

Fetal Alcohol Spectrum Disorder is a condition that affects the brain and development of children who were exposed to alcohol during pregnancy.

It is 100% preventable.

Please support your patients by reminding them that it's safest not to drink alcohol while planning a pregnancy, pregnant or breastfeeding.

Get the facts [DrinkWise.org.au](https://www.drinkwise.org.au)

Get the facts

DrinkWise.org.au



Australian Government
Department of Health

Commissioned academic research

Background

A number of DrinkWise projects have been jointly funded by DrinkWise with the Australian Government Department of Health and Ageing. These projects have been undertaken by leading Australian Universities including Deakin, Flinders and the Hunter New England Institute, Griffith, Monash, Macquarie and Sydney.

On the following pages, a number of key studies have been highlighted - including the key outcomes of each study and how the study has influenced the approach of DrinkWise in subsequent activities and communications.

These studies have been gathered from authoritative studies and knowledge gained in consultation with experts in the fields of public health, neuroscience, epidemiology, and child and adolescent psychology.

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Project 1: Young people and alcohol

Young People and Alcohol – The role of cultural influences (2008)
and
From Ideal to Reality – Cultural contradictions and young people’s drinking (2010)

(Borlagdan, Roche, Bywood, et al)

The aim of this project (as stated) was to “explore the cultural drivers of risk taking behaviours (or avoidance thereof) that result in low risk, risky and high risk alcohol use amongst 14-24 year old Australians”.

Specific areas of enquiry:

- Prevalence of drinking.
- Current policies and legislation concerning supply of alcohol.
- The role of culture in influencing young people’s drinking.
- The role of globalisation, consumerism and individualism in this behaviour.
- The role of advertising and marketing.
- The role and influence of entertainment and leisure activity.
- The role of peers, family, study and work.
- Additional psychological and psychosocial factors predictive of young people’s drinking patterns.

Methodology

The study involved two components between 2008-10.

Phase One

- A comprehensive literature review.
- A secondary analysis of available datasets.

Phase Two

- A mixed methods qualitative research design comprising observational work, semi-structured interviews, focus groups and depth interviews.

Findings of key relevance to DrinkWise

Of particular note, the study found that:

- Young people would prefer to face the negative consequences of being drunk than the social exclusion associated with staying sober, as those who choose not to drink have to come up with several reasons why they are not drinking.
- To fit in, young people expect that all members of their group will drink to the same level of intoxication, however, exclusion is not just applied to those who don’t drink - it is also a potential consequence for those who drink too much.

This analysis provides useful insights to better understand the influences of young people's drinking in the 14-24 year age range.

Key implications for DrinkWise

For DrinkWise, these results reinforce the importance of messaging, in particular:

- the role of parents in talking with their adolescents about drinking
- promotion of 'the middle ground' between not drinking and drinking to intoxication to minimise harm
- the role of parents in positively influencing longer-term change by:
 - establishing open lines of communication with their kids about alcohol
 - challenging the norms by role-modelling positive alternative behaviours.

Key messages / metrics for DrinkWise messaging and communications

- Young people are under continued pressure to conform to their social group – and this includes drinking behaviour.
- Most fear exclusion, with this 'group think/drink' phenomenon remains a key challenge in tackling under-age drinking.
- Some campaigns have sought to empower young people to say 'no' – i.e. Qld Govt... *"Becky's not drinking tonight."*
- Brain research findings suggest young people's brains can be impaired while in this strong development phase.
- DrinkWise maintains that parents have a key role to play in influencing their children and teenagers – about the problems of commencing drinking too early, as well as playing a role in not supplying alcohol to those underage.
- As a society, we need to challenge both parents and teenagers to re-think what a 'rite of passage' occasion means (such as 16 year old parties, school balls and break-ups, and Schoolies).

Project 2: Alcohol and the teenage brain

Alcohol and the teenage brain: Safest to keep them apart (Hickie, I.B., Whitwell B.G., 2009)

and

Alcohol and The Teenage Brain: Safest to keep them apart (BMRI Monograph 2009-2, Sydney: Brain & Mind Research Institute)

In a clinical review of the evidence regarding alcohol and the teenage brain, Professor Hickie's opinion piece suggested the role of alcohol in disrupting brain development during the critical phase of growth that occurs from around 12-13 years of age until our early twenties. As the brain shapes itself throughout adolescence, it needs the most positive and alcohol-free environment to thrive.

Methodology

Based on a review of clinical, neuro-imaging and neuro-psychological literature.

Findings of key relevance to DrinkWise

On balance, the available studies suggest that the adolescent brain is particularly sensitive to the negative effects of excessive or prolonged alcohol exposure, including the adverse effects of binge drinking. Professor Hickie's advice for parents and influential adults is to avoid introducing alcohol to teenagers for as long as possible:

"If one weighs up the available evidence concerning direct risks to brain development, short and long-term effects on cognitive and emotional development and risks of associated injury due to poor judgment and lack of inhibition, on balance, two conclusions now appear to be justified:

- *alcohol should not be consumed by teenagers under the age of 18 years*
- *alcohol use is best postponed for as long as possible in the late teenage and early adult years".*

Key implications for DrinkWise

- This opinion provides support for DrinkWise approach to encouraging increased debate among parents (and their teenagers) about delaying introduction to alcohol.
- Findings suggest that more liberal parents (who espouse socialising their child to alcohol at an early age – often under the belief that Europeans do this successfully) should re-think this strategy.

Key messages / metrics for DrinkWise messaging & communications

- Alcohol and the teenage brain don't mix.
- Exposure to alcohol should be postponed and preferably avoided at least until late adolescence or early adult years.
- DrinkWise will continue to support the delay message (as advocated by Professor Hickie).
- DrinkWise communication of this message via a range of formats including the 'Under your Influence' collaboration with ambassadors, the *Sports Australia Hall of Fame* and through an extensive range of information on the DrinkWise website will to assist parents to talk with their children and teenagers.

Project 3: Drinking patterns

Drinking patterns in Australia, 2001-2007 (
Australian Institute of Health and Welfare, 2010)

This report, (funded by DrinkWise) utilises data from three National Drug Household Surveys (2001, 2004, 2007) to look at trends in alcohol consumption, alcohol-related harm, alcohol beverage of choice, and under-age drinking. Using the 2007 data, the report also explores factors that are associated with short-term risky or high-risk drinking behaviour.

Methodology

Analysis of National Drug Strategy Household Survey data from the years 2001, 2004 and 2007.

Findings of key relevance to DrinkWise

- Trends in consumption across the Australian population have remained largely consistent in recent years.
- Consumption at the population level has remained stable over the six-year period, with around 83% of the population aged 14 years and over identifying themselves as recent drinkers.
- Those who perceive their drinking habit as being harmful to their health were nearly five times as likely to engage in risky drinking behaviour compared with those who rated their drinking as non-harmful – suggesting paradoxically that people know the harm they are exposing themselves to – but are either unwilling or unable to reduce their consumption.
- Alcohol consumption by young people (14-17 years) has slightly declined (62% in 2007 – down from 66% in 2001)
- More than 7 in 10 young people in 2007 (aged 14-17) revealed that their source of alcohol is from parents (36%) or friends (38%).
- Over 9 in 10 young people (91%) report the ability to get alcohol as either ‘very or fairly easy’.

Key implications for DrinkWise

- The provision of alcohol to young people from parents is an important finding for DrinkWise.
- Over a third of young people (aged 14-17) who have recently consumed alcohol indicate parental supply.
- Parents of 14-17 year olds remain a key target audience for DrinkWise.

Key messages / metrics for DrinkWise messaging and communications

- The culture of underage drinking in Australia remains problematic, with evidence suggesting that the adolescent brain should not be exposed to alcohol during a rapid period of growth and development.
- DrinkWise is aware that parents remain a key supplier of alcohol to their underage teenagers.
- DrinkWise remains committed to challenging the norms (and behaviour) of those parents that provide alcohol to their children.

Project 4: A rite of passage

Drinking as a rite of passage for Australian youth - Passions, Tensions and Contradictions
(Deidre Anderson, Jenna Tregarthen and Dr Virginia Harrison – Macquarie University, 2010)

Brief /Background

On behalf of DrinkWise, Macquarie University undertook a research project to examine factors that predict excessive alcohol consumption in high school and university settings, in order to determine whether the transition from high school to university is a significant life trigger and, if so, to determine the elements that could support a suitable prevention model.

Macquarie completed a comprehensive literature review of alcohol use in the university sector and collected data from high school and university students as well as parents.

Methodology

Four distinct studies:

- Survey of secondary students (2,758) and three focus group discussions.
- Parent study – online survey (456 parents) and three focus group discussions.
- University study – survey of university students (1,335) and two focus groups.
- University sporting event – survey of university students (858).

Findings of key relevance to DrinkWise

Among high school students:

- 62.2% self report having consumed alcohol in the past 12 months.
- For those who drink, on average they're consuming 3.7 drinks, 1- 2 times per month.
- 21.2% of all students drink more than five drinks on an average drinking occasion
- In the previous year, 32% of participants experienced at least one serious negative consequence as a result of their own alcohol use – and 40% experienced at least one negative consequence as a result of somebody else's drinking.

Among parents:

- Mothers were more likely to believe underage drinking is never acceptable. Fathers were more likely to believe it is acceptable if supervised by an adult.
- While parents felt they could communicate with their child, they were less confident that their child could come to them with an alcohol-related problem.
- The most common reasons for parents to approach their children about alcohol were their child's age and awareness that their child's friends are drinking.
- Parents underestimated how typical it is for students to drink alcohol, particularly (school) years 8-10.
- 88% of parents were satisfied or very satisfied with their knowledge of alcohol-related issues yet when assessed, their mean alcohol knowledge score was 75%.
- 56% felt they would like to be more informed about alcohol-related issues.

Among university students:

- 83% of university students drink alcohol
- Almost half (49%) of the students who drink report consuming 5 or more drinks in a row in the previous month
- 47% of students who drink, consume between 0 - 2 drinks on a typical drinking occasion and 71% consume four drinks or less.
- In the previous year, 29% of participants experienced at least one negative consequence as a result of their own alcohol use and 30% experienced at least one negative consequence as a result of somebody else's drinking.
- Increased involvement in sports predicted an increased likelihood of risky drinking behaviours. The authors suggest that social and team bonding aspects may be responsible for increased drinking among members. Social aspects of sport may allow for the development of strong social networks, as well as providing a sense of identity and belonging in a relatively new environment.

Key implications for DrinkWise

- The authors indicate that the results highlight the important role that peer relations play in influencing drinking behaviours in both university and high school student populations. Using students to drive interventions will be instrumental in developing successful strategies.
- For younger (secondary age) students, interventions should also involve parents as findings indicate that parental attitudes and relationships can act as an effective preventer of risky drinking behaviours for this audience.

Key messages / metrics for DrinkWise messaging & communications

- Parents play a key role in shaping their children's attitudes to alcohol via their own attitudes and behaviours (which has influenced the DrinkWise approach of using parents as a generational influencer in *Kids Absorb Your Drinking* campaign).
- The use of a more organic (peer-to-peer) intervention presents one means of enacting both parent-to-parent but also teenager-to-teenager interaction, debate and strategy to query the use of alcohol in 'rite of passage' occasions.

Project 5: The influence of parents

The Influence of Parents and Siblings on Children's and Adolescents' attitudes and behaviours towards Alcohol: A critical review of the literature (Bernadette Ward, Pamela Snow, Erica James, Jessica Griffith - Monash, Deakin and LaTrobe Universities, 2010)

Brief /Background

A consortium consisting of Monash, Deakin and La Trobe Universities undertook this review for DrinkWise. It documented and critiqued the existing evidence (available up to 2009) concerning the role of parents' and older sibling's behaviours, attitudes and use of alcohol in influencing their children's/siblings' attitudes, behaviour and use of alcohol, within the broader social environment.

Methodology

A critical literature review.

Findings of key relevance to DrinkWise

The review found that **parents have an influence on children's and adolescents' alcohol use through role modelling** and the quality of their relationship with their children. It also found that campaigns directed at parents are likely to influence not only their own children but their friends as well, potentially reducing negative peer pressure.

- For adolescents, the most accurate indicator of future alcohol use is current alcohol consumption patterns.
- Current alcohol consumption, age and sex are better predictors of later-life regular drinking than are measures of social influence. That is, social influences on future drinking patterns are mediated by current alcohol use. Community-based comprehensive interventions that focus on the social context may therefore be more effective than solely focusing on the drinking behaviour of parents and siblings.
- Effective interventions directed at parents are likely to influence more than one adolescent. That is, parents may influence each of their children and have an influence on their children's friends. This, in turn, may alter the influence of peers and negative sibling modelling. Interventions that focus on the influencing role of parents are likely to be more effective in reducing adolescent alcohol use than those which focus on siblings.
- There is a need to support families, particularly parents, in their efforts to delay and reduce alcohol use by children and adolescents.

Key implications for DrinkWise

- These key findings directly support the approach undertaken by DrinkWise in its' first social marketing campaign – *Kids Absorb Your Drinking*, as well as those espoused via *Kids and Alcohol Don't Mix* and the *Under Your influence* strategic alliance.
- These findings can (and should) be directly utilised in communications from DrinkWise to support and confirm the approaches taken by DrinkWise to date.

Key messages / metrics for DrinkWise messaging and communications

- Parents' use of alcohol is generally understood to influence children's and adolescents' use of alcohol through social learning processes. Young children's knowledge of and attitudes towards alcohol have been linked to parental alcohol use.
- It is clear that drinking habits in adolescence predict regular drinking in later life, so the misuse of alcohol in adolescence is linked with increased risk of alcohol dependence and other social and health issues in adulthood.
- The influence of parents on young people's drinking cannot be overstated.
- Parents may under-estimate the extent of their influence on the drinking behaviour of their off-spring over the longer term.
- Some parents seem to believe that if they themselves drink, they would be hypocritical if they attempted to delay/prevent their adolescent son/daughter's initiation into alcohol use.
- Parents' drinking should not prevent them from setting and enforcing alcohol-specific rules for their children, with these rules reinforced over time as the number and range of social settings to which young people are exposed increases.

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Project 6: Cultural drivers of drinking

'What a great night': The cultural drivers of drinking practices among 14-24 year-old Australians
(Jo Lindsay, Peter Kelly, Lyn Harrison, Christopher Hickey, Jenny Advocat, Sue Cormack, Monash and Deakin Universities (2009))

Brief/background

A consortium consisting of Monash and Deakin Universities undertook this research project for DrinkWise to identify the cultural drivers of low risk and risky alcohol consumption by Victorian youth, located in inner and outer suburban settings, plus provincial and rural locations in Victoria.

Methodology

The study employed in-depth interviewing (60) and the simultaneous use of quantitative surveys with young people aged 20-24 years in the Melbourne, Geelong and Warrnambool areas of Victoria. The study also examined the role of sporting clubs and interviewed 11 clubs across 29 interviews with club leaders and an associated quantitative survey.

Findings of key relevance to DrinkWise

- Alcohol consumption is a central feature of Australian culture and identity, particularly for young people.
- Young people tend to frame their drinking experiences in a positive light.
- Heavy drinking as young person was considered a stage that would change as greater responsibilities ensued.
- University colleges were identified as settings in which heavy drinking occurs.
- The key drivers (or enabling factors) of alcohol consumption included friendship and the ease of access to cheap alcohol, making drinking an attractive activity.
- Deterrents involve the risks of drink driving, parental pressures and the responsibilities of work and study.
- Most young people do not agree with the stereotypes of youth drinkers as 'out of control' and do not feel that the new government drinking guidelines applied to them.
- It was also found that sporting clubs play an important role as community hubs where families spend leisure time.
- The serving of alcohol to under-age members in the presence of parents was flagged as 'a grey area' and clubs nominated training, education and surveillance as key to responsible club practices around alcohol consumption.

Key implications for DrinkWise

The authors call for greater opportunity for young people to be involved in the debate about young people's alcohol use, as they argue that whilst young people often drink in a similar way to adults, they often have different views and concerns to adults given their respective life stages.

DrinkWise, via its' **Youth Forum** in Canberra (2011) was keen to engage and hear youth in this regard. The simultaneous parenting advice (and other communication materials developed via the website) aimed to be inclusive of young people and to look at opportunities to change the culture of intoxication.

Key messages / metrics for DrinkWise messaging and communications

- DrinkWise is at the forefront of trying to capture and understand the culture of drinking in Australia.
- Studies such as this enable better understanding of the role of alcohol in Australian society and enables opportunities to engage in practical strategies to reduce the incidence of alcohol-related harm from excessive consumption.
- Understanding the nuances of young people's drinking can assist in the development of meaningful audience-relevant approaches.

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Project 7: Expressions of drunkenness

Expressions of Drunkenness (400 Rabbits) (DrinkWise and the International Centre for Alcohol Policies 6, edited by Anne Fox and Mike MacAvoy, 2010)

The book is the 10th in a scholarly series on alcohol in society published by ICAP. It provides its readers with an understanding of the historical origins of drunkenness, the biological explanations of intoxication, the language used to define this phenomenon and modern-day drinking patterns.

Understanding why people get drunk, and how the settings such as a particular social setting trigger this behaviour, helps governments (and others) to develop best practice policies and better enables industry to adopt best practice approaches.

Findings of key relevance to DrinkWise

The book delves into the reasons why people purposefully pursue the 'pleasure' of drunkenness and how the following factors might have an impact on levels of drunkenness.

- Lowering of the age at which drinking to excess has become acceptable
- Potency of drinks
- Social acceptance of risky drinking behaviour.

Key implications for DrinkWise

DrinkWise aims to affect generational change in the way Australians consume alcohol. The various chapters in this book provide insights into understanding both individual and collective meanings of drunkenness.

By understanding the cultural nuances and social norms around drunkenness, efforts can be made towards reducing alcohol related harm and encouraging responsible enjoyment of alcohol.

Key messages / metrics for DrinkWise messaging and communications

- DrinkWise encourages debate and academic discourse around issues relating to alcohol related harm.