

Kids Absorb Your Drinking

The *Kids Absorb Your Drinking* campaign was DrinkWise's first step towards bringing about generational change in attitudes to alcohol across Australia, and promoting a safer and more responsible drinking culture.

Parents, through their own attitudes and drinking, have the power to positively influence their children's future drinking behaviour - even from a very early age.

Raising awareness of this was the major aim of *Kids Absorb Your Drinking*. The campaign sought to start conversations about this issue among spouses, family and friends – well before their own children started experimenting with alcohol.

The campaign has generated positive results, with parents indicating that they subsequently:

- Discussed how they drank with their partner (34%)
- Thought more about how they drank around their kids (33%)
- Talked with friends or colleagues about drinking in front of the kids (18%); and
- Discussed their consumption of alcohol with their children (24%)

Additionally, almost three in ten (28%) parents reported reducing their consumption of alcohol in front of their children. The primary reason cited for wanting to reduce consumption in front of their children was because they wanted to be a good role model (33%).

Kids Absorb Your Drinking received very high awareness and cut through with the general public. A study undertaken by Colmar Brunton Social Marketing Research indicated that it was the most recalled advertisement among all government marketing and communications in 2008/09.

