

Kids and Alcohol Don't Mix

The *Kids and Alcohol Don't Mix* campaign was developed by DrinkWise in 2009 to encourage parents to delay their child's introduction to alcohol.

The campaign aimed to challenge the belief that parents should introduce alcohol to their child as a way of socialising them to this adult activity. This often meant by allowing them to start drinking during their teenage years in the family home.

DrinkWise recognised that for many parents, talking to their kids about alcohol and setting clear boundaries and expectations was a daunting task. We developed a range of helpful tools and advice to support parents to have 'the talk' with their kids, about their expectations about providing alcohol to them.

As a result of seeing the Campaign, parents reported that they had:

- *Talked to their children about how alcohol can impair the developing adolescent brain (51%)*
- *Set firm family guidelines so that their children are clear about their expectations about when they can commence drinking (30%)*
- *Considered how their own drinking might influence their child's decision to begin drinking (29%); and*
- *Developed a strategy with their spouse/partner for dealing with their child's request to commence drinking when they raise the issue (19%)*

