

MEDIA RELEASE

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## **Drinking and Teens: Australian Parents Encouraged to Display Good Role Modelling Behaviours at Home**

**DrinkWise and the Outdoor Media Association remind parents to DrinkWise in front of their kids**

DrinkWise and the Outdoor Media Association (OMA) will today launch a campaign encouraging parents to reflect on the way they drink in front of their children. The campaign will raise awareness about parental role modelling, with research continuing to highlight that parents have the greatest impact on shaping their children's attitude to alcohol and future drinking behaviour.

The 'DrinkWise in front of your kids' messages will feature on more than 600 outdoor signs nationwide as part of a campaign valued at approximately \$1 million.

The campaign follows research, conducted by Quantum in mid-2018, showing one-in-five parents don't think their current drinking behaviour will influence how their children drink in the future.

DrinkWise CEO Simon Strahan says the intent of this campaign is to urge parents and caregivers to reflect on the way they might be drinking in front of their children.

*"The Children can inherit more than your looks line taps into a well-known truth – that we can not only end up looking like our parents, but often end up behaving like them as well. It serves as a reminder that parents need to be positive role models, particularly if alcohol is present,"* Mr Strahan said.

*"Our research shows that 20% of parents do not seem to recognise that kids are forming their attitudes towards alcohol long before they start drinking."*

DrinkWise hopes that its partnership with OMA will bring awareness to the importance of parental responsibility when it comes to children's exposure to alcohol.

Father of three teens, Andrew Daddo agrees that the stats are cause for concern.

*"I don't think our behaviour with alcohol is something that we, as parents, recognise as having an immediate impact on our kids,"* Mr Daddo said.

*"It is clear that our behaviour impacts them so it's our responsibility to acknowledge this and ensure that we're exhibiting positive role modelling behaviours."*

CEO of OMA, Charmaine Moldrich believes the power of influence is a meaningful responsibility.

*"Outdoor advertising is a perfect platform to start a national dialogue around critical issues such as this, which is why OMA members across Australia are donating advertising space. With 93% of the population seeing our messages, we are keenly aware of our responsibility to the community to support initiatives which influence healthy habits and strong families,"* Ms Moldrich said

*"We understand that a key influence of underage drinking is parents and peers. We hope that the partnership between DrinkWise and OMA will start a conversation that brings awareness to the impact of individual behaviour to enable strong, healthy communities in the future,"* concluded Moldrich.

The 'DrinkWise in front of your kids' campaign will run from 17 September to 1 October 2018 around Australia.

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## **ABOUT DRINKWISE**

DrinkWise is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do this through national education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise is funded through voluntary industry contributions across the alcohol sector and has previously been in receipt of funding from both Coalition and Labor governments.

## **ABOUT OMA**

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services. A Board of Directors, elected by the members, governs the OMA. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.