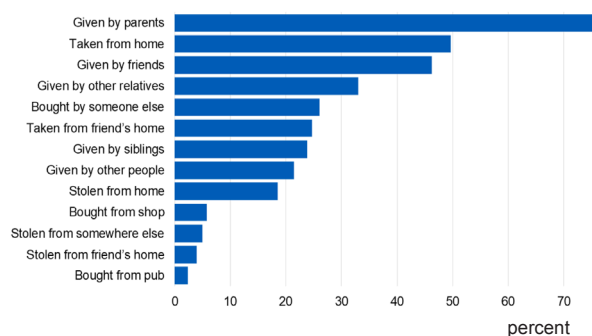


INVOLVING PARENTS

Please try to motivate and engage parents regarding alcohol education. Parents are the prime source of alcohol to underage drinkers in the UK (70%) as well as exerting the most influence on their children's behaviour and risk taking. According to

Smoking, drinking and drug use among young people, 2021



the 2012 GfK Roper Youth Report, 71% of children aged 8 to 17 cite their parents as the 'number one' influence on whether they drink alcohol or not. A survey by the YMCA found that parents weren't seen by most teenagers as good role models and didn't set ground rules that they stuck to. Only 21% said their parents or other adults they knew provided a model of responsible behaviour. While 55% of young people said that their school provides clear rules and boundaries, and their behaviour is monitored in the community by neighbours and others, barely a quarter (27%) said they have to abide by clear rules and consequences in their family, or that their parents keep track of where they are.

Ensure they have the facts

Parents should be made aware of the school Alcohol Policy. The Alcohol Education Trust have a booklet to send home to parents when alcohol is being covered in lessons, or to give to them at parent consultation evenings. You can view this at talkabouttrust.org.

The booklet encourages parents to talk to their children about alcohol and offers practical tips to delay teenage drinking. It discusses how to be a good role model, ensures parents are accurately informed and encourages them to set rules and boundaries, to know where their kids are and who they are with. Booklets can be ordered from kate@talkabouttrust.org, or download from talkabouttrust.org and share via your school intranet or parent mail.



Dedicated parent area

There is a dedicated parents' area on talkabouttrust.org. Please do encourage parents to use the website and sign up for bulletins.

Talk About Alcohol parents events

The AET are also able to offer a talk for parents in school, based around a PowerPoint and Q and A session tailored to schools' requirements. These are held as part of parent consultation evenings, hosted by PTAs or as a dedicated session, in or after school hours. To book a session please ring 01305 259 142 or email kate@talkabouttrust.org. Please allow a term's notice.

Pupil parent homework

A great way to engage parents subtly is to send a task home, such as the quiz (which they can do together), or to design a poster on an aspect of alcohol, such as 'how much is too much' (including units and guidelines) or avoiding risk taking. You can ask them to assess an alcohol advert or count how many times they see alcohol on a particular programme and what effect this may have on behaviour, product choice, acceptance etc. You could also use the *Talk About Alcohol* Online Learning Zone, choosing from the quizzes and games.

NB Parental sensitivity - Some parents may feel that exploring drinking might encourage their children to experiment. We therefore recommend a letter home to parents, or a posting in the school newsletter or on the website. This may cover alcohol, drugs and tobacco and should explain the contents/goals and methods of the programme and give parents an opportunity to express concerns or ask questions. It could also draw parents' attention to the school Alcohol Policy.

HOW WELL DO YOU KNOW YOUR AGE GROUP (16+) ? ANSWERS

1) In Europe, what percentage of 16 year-olds have drunk alcohol over the last month?

a) 47%

In Europe 47% of 16 year-olds report having consumed some alcohol over the last 30 days. In Hungary, Greece, Czechia, Austria, Germany and Denmark more than three fifths (61-74%) had consumed alcohol in the last 30 days. Particularly low prevalence rates were found in Kosovo (10%) and Iceland (11%). Low rates (30 % or less) were also reported for most of the Nordic countries (25% each for Sweden and Norway and 30% for Finland), as well as for Lithuania (27%). On average, no gender difference in alcohol use during the last 30 days was found ¹.

2) How many 16 – 24 year-olds report binge drinking in the past week in Great Britain ?

a) 12%

20% of young men and 20% of young women aged 16-24 in Great Britain say they binge drink (8 units for men and 6 units for women) - probably far fewer than you thought ³.

For this age group in England there are a worrying minority who drink at harmful levels. 5% of 16-24 year old men drink more than 50 units a week and 2% of women of this age drink more than 35 units - but most young adults go out to have a good time with their mates and don't go out to get drunk ².

3) How many 16 year-olds have been drunk in the last month in the UK?

c) 26%

The last ESPAD survey that included the UK found that most 16 year-olds in the UK, go out to have a good time and do not get drunk (74%) – In fact, 23% of 16 - 24 year-olds in Great Britain say they generally don't drink or never drink alcohol ³.

4) In the UK, boys get drunk more than girls, true or false?

b) False

The UK is one of a minority of countries globally where girls under the age of 18 are getting drunk more than boys in 2021, 59% of 15 year olds girls who drank alcohol reported being drunk in the last 4 weeks, compared to 49% of boys of the same age ⁴. In England, hospital admissions for young people under 18 in the 3 year period 2018/19 - 20/21 were 10,569. The admission rate for girls was 36.1 per 100,000, compared to 22.8 per 100,000 for boys. This could be partly because girls drink more spirits than boys (who tend to choose beer and cider). Girls are also more likely to eat less before drinking and to 'prink' with friends before going out ⁵.

5) Teenagers in Great Britain drink more than teenagers across Europe, yes or no?

a) Yes

In Europe and Canada, a survey of 15 year-olds in 40 countries found that across all countries 18% of girls and 22% of boys reported having been drunk at least twice. The rates in Great Britain are higher than average: England 25%/28%, Scotland 34%/29% and Wales 35%/31% ⁶.

6) Young adults are drinking more often and are getting drunk more than they were twenty years ago, true or false?

b) False

The proportion of young adults in Great Britain aged 16-24 who report drinking in the past week decreased from 60% in 2005 to 48% in 2017, and the proportion who reported drinking on 5 days in the past week has declined from 7% in 2005 to 1% in 2017. The proportion of 16-24 year-olds reporting very heavy consumption (12 units for males and 9 units for females on at least one day in the past week) also reduced from 20% in 2005 to 14% in 2017 ³.

For discussion:

Were you surprised by the figures?

Will it change your views or behaviour when you go out?

Do you think the media represents young people fairly?

What do you think about girls getting drunk more often and ending up in hospital more than boys? Think about type of drinks, eating before drinking and how alcohol is broken down by the body.

The law has changed in the UK, meaning you can't blame alcohol for criminal behaviour – This makes you responsible for your actions what ever state of drunkenness you are in - What do you think about this?

Sources:

- 1 ESPAD Report 2019 - Results from the European School Survey Project on Alcohol and Other Drugs
- 2 HSCIC Health Survey for England, 2021 (published 2022)
- 3 Adult drinking habits in Great Britain: 2017
- 4 HSCIC Smoking, drinking and drug use among young people in England 2021 (published 2022)
- 5 Local Alcohol Profiles for England (LAPE)
- 6 Findings from the 2017/2018 health behaviour in school-aged children (HBSC) survey in Europe and Canada (published 2020)