Consultation on Children, Young People and Alcohol: Stakeholder Engagement Support Pack



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The Government's Department for Children, Schools and Families (DCSF) is determined to reduce the harms associated with drinking too much alcohol. In order to do this, it is keen to understand what parents and carers, young people and others in the community think about alcohol and what information they would find useful to make an informed decision about drinking behaviour.

This pack is for anyone who is interested in contributing their views and opinions about young people and alcohol. It contains useful facts and ideas to help stimulate a discussion on the issue and guidance on how to capture and feedback on what is said. All opinions received by the Government will be used to help shape its response to this issue.

Who is this pack for?

... anyone who works regularly with young people and/or parents or is involved with any type of community group.

We want to make sure that parents and young people have the best information and advice about the short- and long-term effects of drinking alcohol.

We want to hear about the information and advice that they need. You can help us find out.

So, we would like to hear from you if you:

- are a teacher or youth worker;
- run an after-school club;
- are a social worker with families;
- are a parenting support adviser;
- regularly meet and talk to young people and/or parents; or
- regularly work with young people and/or parents or are involved with any type of community group.

But I don't run a group.

That's OK – we still want your feedback. Just let us know on the feedback form.

What are we asking you to do?

... tell us what parents, young people and others think about young people and alcohol and how best to give them information and advice.

It's up to you how to get this feedback, but we have provided some suggestions to help you get a discussion going with your group and feed their thoughts and ideas back to us. Our suggestions will only take around half an hour.

There is a feedback form at the back of this guide that we would like you to use to capture your discussions and opinions.

But I can't run a discussion with my group.

That's fine – we still want you and your group's feedback however you can collect it. We also want to hear from you if you don't work with a group. Just let us know on the feedback form.

Please fill in the form and return it by post by 23 April 2009 to:

DCSF Consultation FREEPOST RLZB-YKGT-LTBL 2 Queensway Croydon CR0 4BD You can email it back to alcohol.stakeholder@dcsf.gsi.gov.uk.

The form is also available to download online at www.everychildmatters.gov.uk/health/ substancemisuse/alcohol/.

What do we want you to find out?

... what you, parents and young people you work with think about young people and alcohol and the sorts of information and advice that they would find useful.

- Who is the best person or organisation to talk to young people about alcohol? For example, should it be parents? Doctors? Friends?
- What should they say? Should they use facts and figures? Should they talk about medical effects or give advice and recommendations?
- Where should they talk to young people and parents? At home? At school? On the street?
- When is the best time to provide information or have a discussion? During school time? In after-school clubs? At what age?
- **How** should we get the information out there? In leaflets or adverts? On the web? Through groups or clubs? Using what sort of language?

You may have thoughts and opinions on some or all of these issues, as well as thoughts and opinions on other issues related to young people and alcohol.

What is in this pack?

... everything you need to run a workshop or discussion. It contains information and ideas to help you find out what young people, parents and other people think.

You don't need to know anything about the issue. We've provided you with some facts and figures as well as the latest recommendations from our medical advisers.

What do you do with it?

... that's up to you. There's no one way to use this pack. It's meant to provide practical resources and some ideas to help you get a discussion going in your group.

We've included a half-hour session which takes you step by step through running a short discussion. You can use this straight out of the box as part of a lesson or session with both young people and adults. Or you can use the fact and advice sheets, real-life scenarios to use for discussion or activities to build your own lessons or discussions, or just during informal chats.

Questions and answers to help you

But I don't know anything about alcohol!

That's OK. There's lots of information here, and anyway, we're interested in what you and your group think about the issues. You don't need to be an expert; you just need to have an opinion.

Should I tell young people that alcohol is bad?

No. Alcohol is an important part of our national culture and an important part of many communities and families. We want young people to have a positive and safe attitude to alcohol, and the reason we're looking for feedback is so that we can find ways to help them do that.

What happens next?

We'd like you to run a discussion or just have a conversation with your group. Or if you don't run a group, think about the issues yourself, and then fill in and return the feedback form by 23 April 2009.

We'll use this feedback to help produce the best information and advice for young people and parents.

If you would like us to keep in touch with you on the issue of alcohol and young people, let us know on the feedback form.

What about privacy?

You don't have to provide any more details than you want to and of course we won't share your information with anyone who is not involved in developing the campaign.

Appendix 1: A discussion in half an hour

It doesn't take long to have a good discussion. This outline session should only take 30 minutes, although once you get going you may find that your group wants to spend much longer talking.

AIM: to enable your group to discuss ways of helping young people develop responsible attitudes to alcohol and feedback their ideas.

INTRODUCTION – 2 MINUTES

Explain what the session is about and set some ground rules:

- We're going to talk about young people and alcohol and the best ways of talking to them and their parents about the issues.
- I want to hear what everyone thinks so I can feedback our ideas to the Government, so please let everyone talk.
- If you don't want what you say to be part of our feedback to the Government, that's fine; just let me know.

ACTIVITY 1: THE ISSUE – 8 MINUTES

AIM: to get the group thinking about young people and alcohol and what they think of the different sorts of facts contained in this pack.

1. Scatter the different facts on the table.

- 2. Ask the group to decide which would be the most 'powerful' for young people and put them in order.
- Get them to repeat the exercise but think in terms of parents. You might want people to stick them to the wall.
- 4. Discussion questions you might ask:
 - Why did you place this fact at the top or at the bottom?
 - Are medical facts more powerful than facts about other harms? Why?
 - Would all groups of young people/adults think the same? What about younger children? Ethnic minority groups? Single parents?
 - What other facts would you like to know?

ACTIVITY 2: GOOD ADVICE – 10 MINUTES

AIM: to get the group thinking about what is the best advice to offer to young people and parents.

- 1. Scatter the advice for young people and recommendations on the table.
- 2. Use one of the scenarios to set the scene.

- 3. Ask the group to imagine that they are a young person (you might want to be more specific in terms of a particular young person, for example a 12-year-old Afro-Caribbean boy who lives on a particular estate, plays football with his friends after school, etc.).
- 4. Ask them to place the advice and recommendations according to which the young person would find most compelling. If you have time, try a different imaginary young person. Of course if your group consists of young people, you can use them!
- Tell the group that they can add other advice and recommendations if they like – just make new cards or post-it notes.
- 6. Discussion questions you might ask:
 - Why did you place this piece of advice at the top or at the bottom?
 - Why wouldn't this work? Wouldn't the young person understand? Would the young person see it as patronising?
 - Which advice would someone be likely to pass on to their friends?
- Repeat the exercise, but this time use the advice for parents and recommendations. Again, make sure the group is imagining a real parent.

- 8. Discussion questions you might ask:
 - Would parents be able to use this with their children? How would they say it?
 - Would parents think that this advice was too 'nanny state', that is, the Government telling them how to raise their children?

ACTIVITY 3: WHO'S TALKING? – 10 MINUTES

AIM: to get the group thinking about who is best to talk to young people and parents.

- 1. Use one of the scenarios to set the scene.
- Point to the top facts, advice and recommendations from activities 1 and 2 and ask the group to decide who would be best to talk to the characters in the scenario, when and how.
- 3. Ask the group to use the people, media and place cards and match the facts, advice and recommendations to particular people, media and places. For example, a doctor says that children shouldn't drink alcohol before the age of 15 in a leaflet the character found in the library.
- Tell the group that they can add different people, media and places if they like – just make new cards or post-it notes.
- 5. Discuss how the characters in the scenario would respond and why. You could role play the scenario and examine different ways the characters might come across the advice and information. Questions you could ask include:

- Would parents you know trust that person to give them advice or information?
- Why wouldn't an advert work for that piece of advice or that group?
- Why would that group be happy to read a leaflet? When would they read it?
- Would that person pass on the information to their friends?

Appendix 2: Facts – What are the facts about young people and alcohol?

There are a lot of facts and statistics about young people and alcohol. We've divided them up into:

- statistics: what we know about the extent of young people's drinking;
- health facts: facts about the medical effects of alcohol and statistics about drinking and health;
- lifestyle facts: facts about the effects of drinking on young people's lives;

- society facts: facts about the effects of young people and alcohol on society; and
- attitude facts: what young people think about drinking.

We're particularly interested in knowing what sort of facts have an impact – both positive and negative. Which get people talking and thinking and which bore them, frighten them or turn them off?

You can let us know in the 'What...?' section of the feedback form.

Statistics

- By the time they are 16, the vast majority of young people have had their first alcoholic drink.
- Even at the age of 11, one in 50 children reported that they drank at least weekly. One in five 14-year-olds reported drinking at least weekly and, by age 15, nearly a third of all young people reported drinking at least weekly.
- 630,000 children aged 11–17 drink more than once a week.
- 360,000 children aged 11–15 were drunk last week.
- More than one in seven of 15- to 16-year-olds get drunk at least once every two to three weeks.
- Children and young people drink 17 million units of alcohol every week. That is equivalent to 6.9 million pints of beer or 1.7 million bottles of wine.
- Almost half of young people get alcohol from their parents, nearly one in three from friends, and one in five from pubs and bars.
- Almost half of 13-year-olds who drink do so at home, while a third do so outdoors. Slightly fewer say they drink at someone else's home, and one in five at a party.

Health facts

- Nearly 10,000 children aged 11–17 are admitted to hospital each year as a result of drinking alcohol.
- Deaths from liver disease are now occurring at younger ages.
- Drinking in adolescence can damage the brain and long-term memory.
- Young people who drink are more likely not to use a condom, have sex at a younger age, become pregnant, and catch sexually transmitted infections.

Lifestyle facts

- Nearly one in ten boys and more than one in eight girls say they had unprotected sex after drinking alcohol.
- Almost half of 13-year-olds and nearly six out of every ten 15-year-olds report that after drinking alcohol they had experienced at least one of the following:
 - had an argument;
 - were sick (vomited);
 - had a fight;
 - stayed off school;
 - tried drugs;
 - had an injury that needed to be seen by a doctor;
 - were taken home by the police; or
 - were in trouble with the police.
- Young people who drink alcohol are more likely to fall behind in school work, miss school or truant.

Social facts

• Even taking account of the tax benefits from the alcohol industry, the total cost of harm from alcohol is somewhere between £17.7 billion and £25.1 billion a year, with the NHS alone facing bills of £2.7 billion.

Attitude facts

- Nearly three-quarters of young people say that alcohol makes them feel more friendly, outgoing and relaxed.
- More than a third of young people say they drank alcohol with the purpose of getting drunk.
- One in seven pupils thinks it is OK to get drunk at least once a week.

Appendix 3: Advice – What is the Government's advice for young people drinking alcohol?

The Chief Medical Officers, the Government's expert advisers, have looked at all the evidence and come up with a range of recommendations and things they think that young people and parents need to hear. We want to know what young people and parents think about these statements as well as who would be best to present them.

You can let us know in the 'What...?' and 'Who...?' sections of the feedback form.

We've divided these into:

- advice for young people;
- advice for parents; and
- recommendations.

Advice for young people

- Look out for your friends. Don't let them drink too much, get into risky situations, or drink and drive. Get help if they become ill or hurt from drinking too much.
- You can say "No, thanks" if you don't want a drink.
- If you are out with friends, pick a non-drinker who can watch out for people.
- If you drink, eat something first, make sure that you know what is in your drink, take smaller sips and drink water or a soft drink between alcoholic drinks.
- Make sure that you have a plan for getting home safely.

Advice for parents

- Know where your children are especially on Friday and Saturday nights.
- Look at your own drinking and ask what example it sets.
- Talk to young children before they start drinking and at moments in their lives when they are stressed such as when they are changing schools or doing exams.
- Negotiate and agree clear boundaries and rules with young people about their behaviour, and stick to them.
- Make sure that there is a responsible adult at any party young people might be attending where there might be alcohol.
- Support and congratulate your children if they take a stand against peer pressure.
- Do not try and talk to your child about drinking when they are drunk or hungover.

Recommendations

- An alcohol free childhood is the safest and best option. Children shouldn't drink alcohol before the age of 15.
- Young people should only drink when they are supervised by an adult.
- 15- to 17-year-olds should not drink every week and never on more than one day a week. They should never exceed adult recommended daily limits.
- Parents can help by having strict rules and guidelines.
- Parents and carers should talk to young people about alcohol.

Appendix 4: The law – What does the law say?

- Children under 16 can go into a pub as long as they are supervised by an adult, but they cannot drink alcohol.
- Young people aged 16 or 17 can drink beer, wine or cider but not spirits with a meal if it is bought by an adult and they are accompanied by an adult.
- It is illegal for people under 18 to buy alcohol or to buy alcohol for someone under 18 to drink in a pub or a public place. It is legal for adults to buy alcohol for children over 5 to drink in the home.

Appendix 5: Top tips – Top tips for running a discussion

If you want to get a good discussion going you need to create the right environment. People have to feel comfortable as well as safe and confident in order to be able to talk openly.

Here are ten top tips for creating the right environment:

- 1. Make it natural. Have the discussion in a space and at a time your group is used to.
- Make it comfortable. You don't have to create a special activity or 'debate'. The discussion can emerge over a cup of tea.
- Make it respectful. Set some ground rules, such as participants should respect each other's views and right to talk, even if they don't agree with each other.
- 4. Make it clear. Explain what you are trying to find out.
- 5. Make it private. Let everyone know that they are free to say what they like and that it will all remain confidential.
- Make it a group thing. Encourage people to address their comments to the group as a whole.
- 7. Make it OK to be quiet. Ensure that everyone knows that it's OK to not say anything.

- Make it a starting point. Make sure that everyone knows they can talk to you privately later or carry on the discussion another time.
- Make it safe. If you become concerned about what someone is saying, particularly if they are a young person, follow your organisation's policy for dealing with this.
- Make it fun. It doesn't all have to be gloom and doom. We know that drinking alcohol is part of our national culture and can be fun if done responsibly.

You want people to talk openly and honestly. You want them to be able to express their views and ideas as well as debate with each other. Your role as the facilitator is to help them do that. Here are some things to bear in mind as well as some tips if you're new to the job of facilitator:

- 1. Think of the group. Don't ask questions of individuals. Open it out to everyone.
- Think of the real world. Use scenarios and real examples so that your group can talk about real situations and not abstract policy. We've given you some real-life situations to help with this.
- Think of the language. Try and make sure that you use language your group will understand.
- Think of the group. Many members will have experiences (both good and bad) of alcohol. Be sensitive to them.
- 5. Listen. Think about what people are saying and also what they are not saying.
- 6. Reflect. Bounce an idea back to the speaker to check your understanding, to make them feel listened to and to encourage them to continue: "So what you're saying Mary is that..."
- Deflect. If someone is dominating the discussion, take what they say and open it out to the group: "John is saying... What do you think?"
- 8. Respect. Ensure that people know you might not agree with them but you understand and respect their perspective.

- 9. Focus. Keep bringing the discussion back to the issue, for example: "This discussion of music is very interesting; how does alcohol fit into this?"
- 10. Keep it open. Make sure that people know they can talk to you at any time about the issues.

Appendix 6: People, media and places

The discussion in half an hour on page 9 suggests getting your group to think about who should talk to young people, how and where. These cards list some of the people or groups who might talk to young people, some ways they might do it and some places that young people and parents might come across the information and advice. There are some blank cards because you might have ideas about others.

People

Teacher	Headteacher
Teaching assistant	Community worker
Religious leader	Doctor
Health visitor	Youth worker
Parents worker	Trade unions
Grandparents	Friends
Local council	Government
NHS	FRANK campaign

Media

Leaflet	Website
Billboard advert	TV advert
Radio advert	Text message
Public meeting	Public event e.g. fair
Sticker	Letter
TV programme	YouTube video
Game	Poster
Postcard	Face to face

Places

School classroom	School reception
Doctor's surgery	Library
Hospital	Government website (specify)
Other website (specify)	Social network
Pub	Off-licence
Shops	After-school club
Church/temple/mosque	Home
Council offices	Careers office

Appendix 7: Scenarios and situations

Sometimes it's difficult to have a discussion without an example of what might really happen. You may well have examples or stories you can use. If not, here are ten situations that you can use to initiate a discussion. You can use them as part of the discussion in half an hour, as role plays, or just ask:

- What happens?
- What would happen if...?
- What information or advice would help this person?
- Who would be the best person to help?
- 1. **A pub:** two fathers are discussing whether one of them should let his teenage son go to a party where there will be alcohol. The boy has asked to take a few cans. The father wants to talk to his son before he goes, to warn him of the dangers of drinking and also encourage him to be responsible.
- 2. A dinner party: a group of friends are talking about young people drinking. One of them says: "the worst that can happen is a hangover". Another parent wants to talk about other things that can happen when young people drink.

- 3. **Outside the school:** a group of young people are discussing what to do on a Saturday night and one suggests getting drunk. One of the group is aware of the dangers and wants to say something.
- 4. **A coffee bar:** a mother is talking about her daughter and her daughter's boyfriend with a friend. She is worried that they are thinking of having sex and that they are planning to go to a party where there will be alcohol.
- 5. **Outside the off-licence:** a group of young people ask a middle-aged man to buy them some cans of beer to take to a party. The man feels able to say "no" but knows that the young people will just ask someone else.
- 6. **10 am:** a young person arrives home from a party drunk and wakes up the following morning with a hangover. His parents want to use this as an opportunity to talk.
- 7. **Midday:** a young person knows that his younger sister is drinking alcohol with her friends. He wants to talk to her and offer advice without getting their parents involved.

- 7 pm: a young person knows that he is going to be offered a drink at a party and wants to be able to say "no thanks" but doesn't know how to do it and not lose face.
- 9. **Midnight:** a girl is getting on very well with a boy at a party. The boy asks whether she'd like a drink. The girl knows that she has homework to do the next day but thinks she might have a drink.
- 10. **2 am:** after a party, a group of friends realise they have missed the last bus home. One of the older members of the group has got a car but has been drinking. It's cold and dark.

Appendix 8: Activities if you have more time to prepare

You know what your group enjoys and what gets them talking. You probably already have activities that you could adapt to get them to discuss young people and alcohol, but if you're stuck, here are ten activities to get you started:

- Record a few minutes of *Coronation Street* or *EastEnders* featuring the Rovers Return or the Queen Vic. Discuss what images of drinking it shows. Does it make it look desirable? Normal? Something to aim for?
- Collect a range of adverts that feature alcohol. Discuss what image they present. Is drinking sexy? Dangerous? Fun? Harmless? Do they appeal to young people? Why?
- 3. Collect stories of celebrities with drink and drug problems. Discuss whether drink problems are treated the same as drug addictions. Are drunken celebrities figures of fun or pity? Does it make them less of a hero?
- Design a poster that doesn't just say 'Don't drink!' but rather encourages people to drink responsibly.
- 5. Collect existing alcohol-awareness materials from websites such as www.nhs.uk/units, www.drinkaware.co.uk or www.alcoholconcern.org.uk. Discuss how effective they would be with specific groups. Would they work with your group? How could they be improved?

- 6. Plan an event. Decide how it should be publicised. Who should be invited? Would you have speakers? Stalls? How could it be made attractive? How would you follow it up?
- 7. Imagine you're a TV executive. What storyline could you include in a soap? What reality TV show could you set up that would get people thinking about young people and alcohol?
- 8. If you have an adult group, get them to list their own drinking (if they're comfortable with that) and how alcohol fits into their lives, for example is it part of the weekly shop? Discuss how that looks to a young person.
- If you have a group of young people, use a calendar to map out when alcohol is part of their families' lives, for example holidays, festivals, anniversaries etc.
- Come up with the worst possible slogan for a young people and alcohol campaign. Discuss why it is so bad!

Appendix 9: How to feed back your discussions

Thank you for your support. Now we need you to feedback all of the views and opinions you have gathered. The feedback form gives you space to tell us what your group discussed. Please send it by post by 23 April 2009 to:

DCSF Consultation FREEPOST RLZB-YKGT-LTBL 2 Queensway Croydon CR0 4BD

You can email it back to alcohol.stakeholder@dcsf.gsi.gov.uk.

The form is also available to download online at www.everychildmatters.gov.uk/health/ substancemisuse/alcohol/.

The sorts of things you could say that would be useful might include:

- My group thought that young people in our area wouldn't pick up leaflets but might pick up postcards left in shops if they were funny...
- They thought that advice that always seemed to say 'don't' would put off young people. They knew...
- They said that they wouldn't trust their teacher to give them advice but would trust them if they talked about facts.

We've included a sample feedback form to give you some other ideas of the sort of things you could say and we'd find useful.

Don't worry if some of the feedback seems to contradict other bits. Discussions often do that! We're interested in anything you can tell us.

Appendix 10: Feedback form

1. Who?

Who did your group think would be best to talk to young people about alcohol? Who would they trust?

2. What?

What sorts of information or advice did your group think were interesting and what was boring or off-putting?

3. Where?

What did your group think would be the best way of getting information to young people and parents?

4. When?

When did your group think was the best time to talk to young people and parents?

5. How?

How did your group think we should talk to parents and young people about alcohol?

6. Anything else you want to tell us about your discussions

7. About you

- What is your name?
- What is the name of your organisation?
- Where is your group based?
- How many people were in your group?
- Who was in your group? Please include ages, gender, ethnic mix.
- Anything else you want to tell us about your group.
- If you are reporting back your personal views, please tick the box here.

This form is available to download online at www.everychildmatters.gov.uk/health/ substancemisuse/alcohol/

Please send your feedback to:

DCSF Consultation FREEPOST RLZB-YKGT-LTBL 2 Queensway Croydon CR0 4BD

You can email it back to alcohol.stakeholder@dcsf.gsi.gov.uk.

Please send your feedback by 23 April 2009

If you would like to continue receiving communications from DCSF on the Alcohol and Young People Project, please tick the box below to opt in to email communication and provide the relevant contact details.

Email

Please enter your contact details below:

Appendix 11: Sample completed feedback form

1. Who?

Who did your group think would be best to talk to young people about alcohol? Who would they trust?

Some of the young people in our group thought the only people they'd listen to were each other or maybe older siblings. Others said grandparents and church leaders. Some said it depended on the information. Teachers can be trusted to give you facts but not advice, but teaching assistants were seen as more able to give advice and help. Our young people did not understand what the 'Government' was and how it could talk. One said "that's just politicians". Most did think the NHS was trusted.

2. What?

What sorts of information or advice did your group think were interesting and what was boring or off-putting?

Our group of parents got very involved with talking about the information about effects on education. They thought this was something they could discuss with friends. They found the medical statistics were interesting but said they couldn't see how they could talk to their children about illnesses they *might* get. They thought the recommendations about levels were clear and useful but found the advice to talk to young people too woolly. One said: "Yeah but how?!"

3. Where?

What did your group think would be the best way of getting information to young people and parents?

Our young people said that any information they get at school is 'school stuff', i.e. something you *have to* read. They talked about how they used social networks and said that if they found something fun or useful they would pass it on to their friends. They did say that a good TV ad that was funny was OK. One said: "Yeah, I could put it on YouTube." One girl said that some girls from different ethnic backgrounds in her class had their internet access restricted by their parents. But they would read printed material if it came from someone they trusted such as an older sibling. All our kids agreed that they never read anything they found at the doctor's.

4. When?

When did your group think was the best time to talk to young people and parents?

Our group are single parents and so they were very clear they had little time! They thought it was important that any advice and information was given in short bursts and that it was useful and not just abstract or, as one said: "another thing to worry about". The few men we work with said that it was important to talk to younger kids: 10 or even younger and not just at school but at football or Cubs.

5. How?

How did your group think we should talk to parents and young people about alcohol?

Most of my class of 10-year-olds thought drinking was OK. They mentioned celebrities who'd been photographed drunk! They thought that just saying "No" was wrong and wouldn't work. They said they thought older kids wouldn't listen to adults: "they don't know how to talk like teenagers", one said. They said that younger kids were more likely to listen to adults if the adults listened to them.

6. Anything else you want to tell us about your discussions

It didn't come up, but in my experience young people can be very creative and increasingly willing to stand up against a crowd (at least in our area). They might be able to resist the worst sort of drinking behaviour if we can make it cool to be different. Don't know how, but thought it was worth mentioning.





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