



Youth, alcohol, parties



Unge, alkohol, fester
God Alkoholkultur
Denmark
2017 > 2018
#AwarenessRaising #Parents



Objective

To encourage parents of first-year students to talk to their children about alcohol consumption.

Description

While the age when young people first try alcohol has increased, Danish first-year students at upper secondary school are now more inexperienced with alcohol and do not know enough about the risks involved with drinking. At the same time, parents may have difficulty with setting limits as young people are supposed to be mature and self-employed when attending school.

This combination of relative inexperience and lack of parental control has made the young exposed when faced with peer pressure to drink in high school. Therefore, GODA, offers a leaflet targeted at parents of 16+ year olds in order to encourage them to talk to their children about alcohol consumption and to agree about how much they may drink.

Partners

SSP (a preventive network of School, Social Affairs and Police) at Hillerød and Hadsund Municipality.

Results

In 2018, 16,000 leaflets were requested by upper secondary schools (approx. 20% of all parents of first-year students).

Downloads

Photo gallery



Documents

Leaflet.pdf (pdf - 3.37 Mo)