



Attitudes to Alcohol



Drinks Initiatives #Parents&Teachers

Objective

To focus on parental responsibility and set up agreed limits for children's alcohol consumption through parent networks.

Description

Background: In Denmark, bringing up children tends to rest on a principle of trust where children are given a high level of freedom and parents exercise a low level of control. Parents are often faced with the dilemma of wanting to set limits for their children's alcohol consumption and being afraid of limiting their children's freedom as alcohol forms such an important part of people's social interaction. It is therefore important for parents to present a united front and to set agreed limits to ensure that children do not feel excluded in any way.

Three film clips in which parents are confronted with their teenager's request to drink at parties. They can be used at parents' meetings to discuss parental roles and the dilemmas that often arise when young people start to get involved with alcohol and the party culture. The clips depict typical situations that are freeze-framed at the moment when the situation becomes critical. The initiative is supported by a **dedicated website** where the film clips are hosted along with support material.

Partners

SSP-Silkeborg (SSP is a formal partnership between **S**chools – **S**ocial Services – **P**olice)

Results

In 2018, the three film clips were used at 314 Parent's meetings at primary schools.

Website

<http://www.alko-holdninger.dk/>

Downloads

Photo gallery

