



## Kikid Booze

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**Kikid Booze**  
**Stichting Verantwoord Alcoholgebruik**  
**Netherlands**  
**2015 > Ongoing**  
**#AwarenessRaising**



### Objective

To raise awareness of the dangers of some drinking behaviours, boundaries and group pressure.  
To provide a timely introduction to all that concerns drinking and drugs.  
To provide an insight to making alcohol related choices.

### Description

The Kikid project aims to provide real dialogue for young people about themes that are important to them, such as alcohol, drugs, relationships and sexuality, social media, money and debt, peer pressure and (cyber) bullying.

The “Booze” programme aims to raise awareness of drinks, drugs, peer pressure and choices. Trained peer educators offer a 90 minute programme for children in the 1st, 2nd and 3rd years of secondary education. It offers:

- a combination of theatre, education, discussion and creative assignments
- awareness of dangers, limits and peer pressure
- a timely introduction to everything about drinks & drugs
- insight into making your own choices

The programme can be given either live at the school or online. It also has a social media (Snapchat, Instagram and Tiktok).

Kikid also offers projects parents, teachers or other professionals so they can broaden and deepen their knowledge. A video explaining the project is available on **Youtube** and Kikid also has a **website** containing more information.

## Partners

Kikid (runs the programme)

Bacardi, Coca Cola, Diageo, Grolsch, Heineken and Pernod Ricard

## Results

Results of the 2021/2022 programme: 117 live shows reached 5,074 pupils. Online shows reached 3,768 pupils.

Results of the 2021/2022 social media presence:

- Impressions: 6,635,291
- Link clicks to Kikid Socials: 10,349
- Interaction on content: 11,583

Results of the 2020/2021 programme: 87 live shows reached 2,042 pupils. Online shows reached 2,664 pupils.

Until 2018: 226 theatre programmes have been held over 3 years reaching around 11,000 young people. 3,000,000 young people have been reached online. Young people who have participated in Booze are more aware of their own wishes, limits and the influence of peer pressure on their use of alcohol and drugs.

## Measurement & evaluation

Evaluation took place between April and November 2021. Via pre-and-post programme questionnaire (869 answers before and 898 answers after). Results show that respondents:

- Know more about the dangers and risks alcohol consumption
- Know more about the possible consequences of alcohol consumption
- Are better aware of where they can get help
- Gave the programme 8.3/10
- 89% enjoyed the theater show
- 89% think the programme is a good way to learn more about the risks of alcohol consumption
- 40% say the chance that they will drink soon has decreased after seeing the show

## Website

<https://kikid.nl/thema/drankgebruik/>

## Downloads

Photo gallery

