



Kikid Booze



Kikid Booze Raising Awareness of Alcoholgebruik

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. It offers:

- a combination of theater, education, discussion and creative assignments
- awareness of dangers, limits and peer pressure
- a timely introduction to everything about drinks & drugs
- insight into your own choices
- trained peer educators who can reach young people

Kikid also offers projects parents, teachers or other professionals so they can broaden en deepen their knowledge.

A video explaining the project is available on youtube and Kikid also has a website containing more information.

Partners

Kikid
Grolsch
Pernod Ricard
Diageo
Bacardi
Heineken
AB Inbev

Results

226 theater 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.

Website

<https://www.kikid.nl/aanbod/drank-drugs/>

Downloads

Photo gallery

