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Minors not a drop

Menores Nem Uma Gota
Associação Nacional de Bebidas Espirituosas
Portugal
2018 > Ongoing
#AwarenessRaising #Parents #PublicPrivate #Schools

Objective

To reduce the number of underage drinkers

To raise knowledge and awareness of the risks related to underage alcohol consumption

- delay the age of first drink
- change understanding around underage drinking to make it socially unacceptable
- help teachers and parents to set clearer rules for their children and create more tools to change

Description

The Minors not a drop programme was originally conceived and launched in Spain by Espirituosos España, where it has been running for twenty years. Espirituosos España allowed ANEBE to carry out activities in Portugal under this banner. The original material was adapted for use in Portugal.

#menoresnemumagota aims to be a national movement which mobilises Portuguese society around the national goals and objectives described in the PNRCAD2020 (National Plan for the reduction of addictive behaviours) aimed at reducing underage drinking. The plan aims to help stimulate compliance with the legal requirements of Decree-Law No. 106/2015, which prohibits the sale and consumption of alcoholic beverages in public for persons under 18 years of age. Reducing consumption among young people is particularly relevant as it is one of the priorities of the third cycle of action of the national forum on alcohol and health (2017-2020).

Using the whole of society approach to underage drinking, celebrities, social organisations, public and private institutions are mobilised in working together to reinforce the message that minors should not drink

any alcohol.

Project composition:

- School programme for 12-18-year olds: Motivational lectures and theatrical performances aim to teach students about why minors should not drink any alcohol. An accompanying leaflet addresses the myths surrounding alcohol, the risks and consequences of the use and abuse of alcohol, the effect alcohol has on driving, and what happens to alcohol in the body.
- Website: The website provides information about the campaign, its goals and blog updates.
- Adult training: Educators, parents, teachers and psychosocial technicians are given training on the issues related to underage consumption. They are made aware of the need to support this age group on alcohol related issues. The "Guide for Educators" was developed to illustrate the messages raised during training.
- Social network presence: A Facebook page and Instagram account were created as these next works are used by the underage. The accounts regularly post advice and updates on issues related to underage consumption as well as updates about the campaign.

In 2019, 3d lettering with the hashtag #menoresnemumagota were displayed in parishes around Portugal. People were invited to take a picture in front of the lettering and to share it on social networks. The aim was to expand the reach of the messages and to create greater awareness among young people, parents, owners and employees of entertainment establishments and the population in general.

In 2020, due to the COVID-19 pandemic a digital campaign was created called "Quem é Boss, sabe escolher (The Boss knows how to choose). This web-series ran in two phases: June and in November / December. Each series has 6 episodes. The presenters (Marine Antunes and Tiago Castro) are well known actors/comedians. They talked about different topics such as to illustrate that it is possible to enjoy yourself without drinking alcohol.

In 2021, a book was published on the web-series. In addition, a training network in schools will be developed to create content on underage drinking for the "Citizenship" subjects in public schools. Selected videos are attached, the full line up of the campaign videos can be viewed on their YouTube channel.

2022 activations:

Activities focused on combating the sale and consumption of alcohol by minors at festivals. Trained volunteers (university students) handed out bracelets to over 18's so that bar tenders could easily identify them as being of age to buy alcohol. To be easily identifiable, the volunteers wore "18+" branded shirts and carried around an "18+" branded flag. Bar tenders were also trained to recognise the bracelet and to refuse service to the underage or intoxicated. Festival bars displayed an "18+" sign to highlight the ban on selling alcohol to minors. Venues attended were:

- Rock in Rio, Lisbon on 18, 19, 25 and 26 June.
- MEO Kalorama and Rock in Rio on 1, 2 and 3 September.
- Gin and Street Food Sessions, São João da Madeira (Porto Region) on 9 and 10 September.

Partners

2022: The Division of Intervention in Addictive Behaviors and Dependencies of Lisbon

Regional Health Service Madeira

National Federations of Nursing, Pharmaceutics and Medical Students

Child Friendly School Project (CNJ)

Portuguese Institute of Sport and Youth (IPDJ)

National Confederation of Parents (ARS LVT)

Results

2022:

- June activities: 70 volunteers gave out around 20,000 “18+” bracelets.
- September activities: 5,000 people received a bracelet, and 100 bar tenders took part in the training. Also, out of the 20,000 people at the Gin and Street Food Sessions, 5,000 participants were reached and more than 1,000 “18+” bracelets were distributed.
- Bar staff were thrilled with the “18+” action stating that it is was a very important action to ensure that there were no alcohol sales to minors. The “18+” bracelet was an easy way to guarantee that the person could buy alcohol.

2020: Views of the second series of videos: “Greater Fears” 11 times, “The First Payer” 30 times; Views of the first series of videos: “Dreams” 501 times, “Reality Level 1” 185 times, “Game time” 1.600 times, “Insecurities and vulnerabilities” 689 times, “The worst choices ever” 801 times, “The Boss knows how to choose” 856 times; The Instagram account has 448 posts and 1,637 followers; Facebook page has 2,233 likes and 2,278 followers; Schools in Madeira, Lisbon and Porto have taken part, reaching dozens of young people.

Since 2018, 33 training sessions have taken place reaching 65 adults. Also, 7 promotional events have taken place in schools, municipalities, and public institutes.

Website

https://menoresnemumagota.pt/

Downloads

Photo gallery

Documents

flyer_final.pdf (pdf - 5.73 Mo)