

Minors, not a single drop: over 100 reasons why minors should not drink alcohol



#WhiteOverRajón #Parents & Teachers #Public

Objective

To inform and raise awareness of the risks related to premature consumption in order to:

- delay the age of the onset of drinking.
- increase understanding of the risks to physical and mental health development of pupils.
- change the perception around underage drinking to make it socially unacceptable.
- help parents to set clearer rules for their kids and stick to them.

Description

The campaign was launched in December 2013. It was the first campaign where the spirits industry and the Ministry of Health joined together in order to inform and raise awareness of the risks related to premature consumption.

The messages are tailored for the different target groups:

- **For Parents: A dedicated website** provides parents with information, through tools and messages, to talk at home with their children about the risks of underage drinking. The site also suggests different leisure activities for families to do together. The “Minors not a single drop. Over 100 reasons why minors should not drink alcohol” guide, created in collaboration with Rocio Ramos-Paúl a renowned psychologist and well known TV “Supernanny”. The guide is free and can be downloaded from the website; it’s a tool for parents on how to

approach the subject, the website also offers families a variety of leisure activities to do with their children and other ideas.

- **Family workshops:** Workshops for families where Rocio Ramos-Paúl talks about the importance of the Guide and its messages. The guide and the workshops are tools for the families to help approach situations with tips and tools to better talk and reach out to their children about alcohol, the risk associated with underage drinking and help them to think and behave in these situations.
- **For pupils: A dedicated website** offers different targeted leisure activities. Support is given by renowned rap and hip hop artist "Rayden" (whose songs emphasise pupils' ability to believe in themselves and to face, and overcome common teenage problems without fear) who sang why teenagers should not drink in a video clip called "Be Yourself". In addition, a competition was held on social networks where minors were asked to provide reasons not to drink and to propose alternate leisure activities. Winners took part in the video clip.
- **For society:** To increase the society awareness of the risk of underage drinking we have the support of celebrities that help us to broadcast the message and give our message "**Minors not a single drop**" visibility so far we have about 200 celebrities that support our campaign.

Agreements are signed with town halls and social stakeholders to develop different activities within the campaign. The project "Minors not a single drop" was created as a result of the agreement with town halls and regional governments. FEBE also offers tools to confront underage alcohol consumption.

The campaign has a presence in the radio, newspapers, the internet and social media.

Partners

Ministry of Health

Town Halls

Social Stakeholders

Celebrities

The Institute of Youth of Spain (Injuve)

Results

Until March 2020:

- The parents' website had 102,625 visits (6,905 new users in 2019). Around 40% of the visitors downloaded the parents guide (42,000 downloads).
- Project Minors not a single drop:
 - Over 200 town halls and private entities joined the network reaching 6,000,000 people. 38,300 guides for families were issued in relation to the project.
 - Workshops: 32 workshops were held and 4,900 families participated.
 - Celebrities: Over 300 celebrities collaborated with the campaign.

- Social Media: 3,711 followers on **Facebook**, 537 followers on **Twitter**, 282 followers in
- Video clip: the clip had 1,459,415 views on **youtube**. The song was downloaded over 1,700 times and accessed 265,000 times in Spotify.
- Social Media: mainly women (85%), worried about the education of their children, followed on social media. They were very receptive and positive towards the communications. The posts that generated the most response from followers were those related to Rocio Ramos-Pap and to Rayden. The engagement rate of the campaign was a very positive 5,57% (usually around 3%).

Measurement & evaluation

The objectives of the research are to evaluate parents workshops, the knowledge about the alcohol consumption of their children, and the helpfulness of the workshops for them. Results of the 2019 evaluation shows:

- 81% of the parents evaluated the workshop as very helpful. When attendees were asked about the usefulness of these meetings and the tools provided they said that the workshops helped them to talk with their children about alcohol misuse.
- The families asked questions about:
 - 13% related to how to approach situations such as what to do if your child came home drunk and how parents influence their children with regards alcohol consumption.
 - 12 % related to how to face communication conflicts with children, relationships with parents and how to approach this issue at home.
 - 16% related to how to establish rules and limits.
 - 11% of doubts were relative to how peers influence on habits (group pressure, integration of those who do not consume in the Group, etc).
 - 58% of parents were concerned about the long-term consequences: The long-term problems that concerned them most were the effects to health, the prevalence of consumption and that this could lead to an addiction.
 - 35% were concerned about the short-term consequences: Among the short- term problems, 35% were concerned about loss of control and social disturbances.

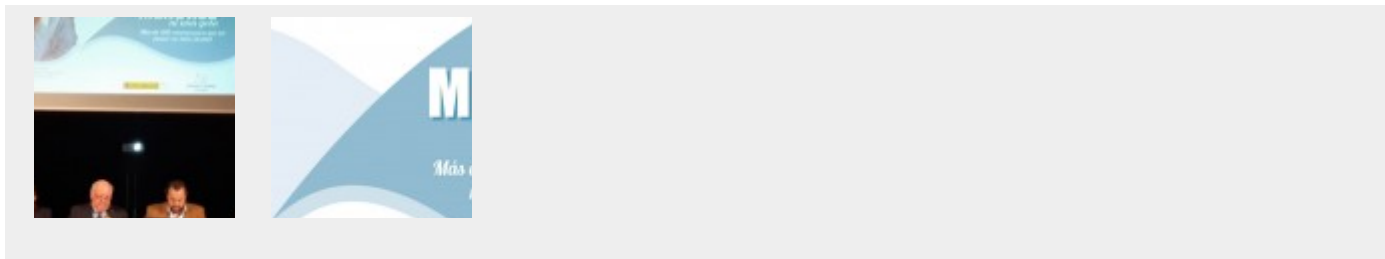
2018 results showed: 1 out of 4 parents were worried about the loss of control caused by alcohol consumption, such as accidents or the consequences in the short term. 26% were concerned about the health problems associated with an early consumption in minors. 1 out of 4 they are worried about the possibility of alcohol consumption becoming an addiction. 19% thought that early consumption is linked to leisure and the way their children socialise.

Website

<http://www.menoresniunagota.es/>

Downloads

Photo gallery



Documents

GUIA MENORES NI UNA GOTA_2017.pdf (pdf - 1.21 Mo)