

Minors not a single drop –schools marathon campaign



**Fundación Alcohol y Sociedad
Spain**
2023 > Ongoing
#AwarenessRaising



Objective

To delay the onset of alcohol consumption and reduce the number of underage drinkers.
To raise awareness of the effects of underage drinking.

Description

The Foundation Alcohol and Society promotes sports and alternative activities as protective factors to prevent underage alcohol consumption. As part of this they collaborate with the Sports Delegation of the Regional Government of the Community of Madrid to organise workshops during the “*Cross Escolar Comunidad de Madrid*” where pupils compete in different athletic sports.

Pupils take part in a workshop which includes information on alcohol and the effects it has on their health, the reasons why adolescents should not drink alcohol, the myths and facts about alcohol, and the law related to underage drink-driving and consumption. The pupils receive a booklet after the workshop which covers all the issues discussed during the workshop.

In addition to the workshops and booklets, the Minors not a single drop logo is displayed around the sports field and above the individual number participants wear.

Partners

Regional Government of the Community of Madrid Sports Delegation

Results

In 2024, 2,000 pupils from 100 schools participating in the marathon received a booklet. In 2023, 3,000 pupils from 100 schools from the Community of Madrid participated in the marathon. Cinesa, a Spanish cinema chain, gave 100 cinema tickets to the marathon winners.

Downloads

Photo gallery

