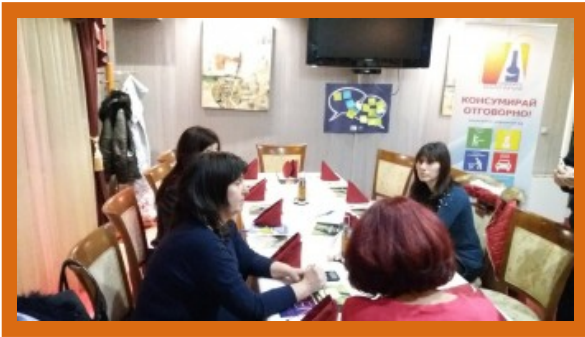


Parental meetings: Small talks on big themes



Hashtag: #МАЛКИ-РАЗГОВОРИ-НА-ГОЛЪМ

Objective

To address underage drinking by through an educational programme targeted to parents and teachers of 10-11 year old pupils.

To continue to raise knowledge and awareness of the risks related to underage alcohol consumption and delay the age of onset.

To include institutions, media and schools in the dialogue and prevention activities.

Description

The programme is designed to prevent underage drinking through conversation in an informal environment among psychologists, parents and teachers of children (9-12 years old).

Meetings are kept informal so the atmosphere is conducive for the full participation of parents. Meetings answer questions like “how and when to talk about alcohol?”, “how to start the theme of responsible consumption with our children, without falling into extremes or negation?” Meetings are mediated by the programme “angels”: Yana Alexieva (psychologist), Emil Jassim (teacher), Dragomir Simeonov (journalist).

An internet platform was launched in 2014. predi18.org contains useful information for parents and shares their opinions. A **Facebook page** was launched in September 2016, to continue the dialogue with parents after the meetings. It hosts information and galleries from parental meetings; publications about the programme; presents the new "angels" of the programme, curious facts and quotes on the subject of celebrities. Training seminars for teachers are preceded by regional media interviews.

The programme follows Bulgarian school year from September to May each calendar year.

2018/2019: The additional spiritsEurope grant helped the initiative hold more meetings than initially planned on a national basis. An advertising /direct marketing link was established with <https://www.shkolo.bg>, the national electronic school diary, circulated nationally to parents of 1st to 7th grade pupils instead of paper mark books to promote programme message. It was also be promoted on <http://predi18.org/> and <http://konsumirai-otgovorno.bg/>

2017/2018: LIDL joined the initiative by providing children's nutritional advice, and the topic for healthy food and beverages was added to the programme.

2016-2017: The programme expanded both vertically (new fourth grades in current school-partners) and horizontally (new schools, new cities). The campaign was opened by a media event (October 4, 2016) in Sofia, dedicated to both Parental Meetings: **SMALL TALKS ON BIG THEMES** and **WE DO NOT SELL ALCOHOL TO MINORS**.

Partners

Parents' Association (2016/2019)
Bulgarian Ministry of Education (2014/2019)
Regional Education Inspectorates (2014/2019)
State Agency for Child Protection (2014/2019)
National Children Network (2014/2019)

Results

2019/2020 - The initiative was put on hold in favour of "**Let us talk about Alcohol**" and will be incorporated into a new social programmes platform, developed by Bulgarian Ministry of Education, whenever it is ready for use.

2015/2019 (October to May):

- A total of 725 primary teachers and 89 psychologists were personally involved.
- A total of 2,650 parents of 10-11 year old pupils were directly reached (including those studying via the internet).
- 5 introduction seminars for teachers were held to open each school year cycle.
- 25-30 meetings were held per year in 125 schools in 5 regions of Bulgaria.
- 3 regional collaborators ("campaign angels") were added to the team in 2017.
- 115+ performances in class of an adapted video about harmful drinking of alcohol by minors (thanks to Drinkaware).
- 225+ media interviews/publications/videos:
 - 3 Media conferences for opening of school year cycle by 2018
 - 1 public parental meeting opened for media was held on in 2019(Feb 21, 2019)
 - € 152 060 – Total advertising value equivalent (<http://kosumirai-otgovorno.bg/>) media-

cover - available on BG RDI website.

- **Online support:**

- Predi18.org: content is updated at the beginning of each period and is flat in terms of visitors 2018 vs 2017.
- Facebook page: no activities in 2018-2019

2018/2019 (October to May): 16 meetings were held in Sofia, Plovdiv, Bourgas, V. Tarnovo and St. Zagora regions. The app <https://app.shkolo.bg/> was used to share the programme's message nationally. Ads were put on <http://predi18.org/> and <http://konsumirai-otgoverno.bg/> (information added December 2018). The programme was extended to new locations like Pazardjik, Gorna Oryahovitsa and Karnobat. Direct reach of new 16 schools, 152 parents, 40 teachers and 7 psychologists. Indirect reach (through SHKOLO.BG) was about +150,000 people.

1 public parental meeting was held mid February 2019 (Famous actors and sportsmen talked about their first experience of alcohol) to gather public and media attention reaching cumulatively 950,738 people.

2017/2018 (October to May): 25 meetings held in Sofia, Plovdiv, Bourgas, V. Tarnovo and St. Zagora regions. 5 teacher's seminars took place. 5 regional media events before each seminar were planned but media coverage of the Sofia event only (October 3, 2017) took place. The Facebook page had another 500 "likes" by May 2018 (1,425 "likes by June 2018). predi18.org had 29,310 unique visitors (October 2017 to June 2018). 800 new booklets, 500 invitations and 100 posters were printed to support the campaign.

2016/2017 (October to May): 25 meetings took place in 6 cities (Sofia, Plovdiv, Varna, Bourgas, Vratsa and V. Tarnovo). The average number of attendees was between 15 and 18 per meeting. Total direct contacts were above 400 and total reach of the target audience was for 800-1,000 people. 5 training sessions for teachers (Sofia, Plovdiv, Varna, Bourgas, and V. Tarnovo) took place. Average attendees of 25 people. 1 training seminar for psychologists (14 people present) took place. Media coverage reached 2015/2016 levels. 800 new handbooks, 300 certificates, 100 posters, 800 invitations and 1,000 stickers, 500 brochures for parents, 300 brochures for teachers/psychologists and 100 posters supported the campaign.

2015/2016 (September to May): 25 parental meetings took place in Sofia, Plovdiv, Varna, Bourgas and Vratsa, reaching a total of 358 contacts. Considering the fact that the information is shared within the family/friends, number of adults who have been informed about the meeting/its topics may multiply to 800-900 people. 5 training seminars for teachers with 172 teachers present in total. Considering the fact that each school has about 12 to 16 primary teachers, the information was circulated to 300 to 400 of them. 500 new handbooks for parents and teachers as well as 300 certificates and 1,000 stickers were distributed to target group. 6,006 unique visits to <http://predi18.org/> for Sept 2015 - May 2016. 102 publications in national and local media (covering the press-releases submission and media interviews before each training seminar for teachers in the different cities).

2014/2015 (from September to May): 8 meetings with 8 different schools in Sofia. 13 classes (3rd and 4th grade) participated and over 200 parents were involved. 500 handbooks for teachers and parents were distributed. Launch of predi18.org. The website had over 1,000

unique views. Over 22 publications/interviews in print and online media, radio and television. Attendees to the events were 22 teachers, 4 psychologists and over 200 parents.

2013/2014: 3 workshops in Sofia with 30 parents.

2012/2013: 4 workshops in Sofia with teachers. 1 press conference to launch the programme, attended by celebrities.

Measurement & evaluation

2018-2019: Achievements were evaluated both quantitatively and qualitatively. Results show that the maximum rate of quantitative expectations were reached (for a 3rd year), therefore there is no urgent need of doing it in the future:

- **Parents**

- 98% consider the topic important for themselves and their families.
- 94% rate the parental meetings as very helpful.
- 83% will talk about alcohol consumption with their children after the meeting.
- 80% will share the programme ideas and message with other parents.
- 49% have discussed the topic with their children prior to the meeting.

- **Teachers**

- 98% share programme information with their colleagues.
- 97% are fully satisfied with the programme, topic, mediators and the meeting.
- 96% consider the model discussion as appropriate for other teenage issues.

2017-2018: Achievements were evaluated both quantitatively and qualitatively

- **Parents**

- 98% consider the topic important for themselves and their families.
- 96% rate the parental meetings as very helpful.
- 88% will talk about alcohol consumption with their children after the meeting.
- 79% will share the programme ideas and message with other parents.
- 42% have discussed the topic with their children prior to the meeting.

- **Teachers**

- 100% share programme information with their colleagues.
- 98% are fully satisfied with the programme, topic, mediators and the meeting.
- 96% consider the model discussion as appropriate for other teenage issues.

2016-2017: Achievements were evaluated through quantitative analysis. It was confirmed that the programme has a good image and is effective:

- 21% increase of parents attending the event, (-35%) decrease of teachers attending seminars due to right targeting.
- 92% of attendees liked the format and speakers.

- 95% of attendees considered the topic was important for children's lifestyle.
- 85% of parents said they would talk with their children about prevention.
- 90% of attendees said that they would share the programme's message with other adults with children.
- 78% of attendees felt the need to talk about other hot topics in similar way.

2015/2016: the program was evaluated internally and externally by an independent evaluator. Results show that:

- 98% of attending parents liked and approved of the format and content.
- 74% of attending parents had a conversation about alcohol after a parental meeting, while 24% had already had one before attending the meeting.
- 45% of attending parents continued to look for new and contemporary information on the meeting topic.
- 33% came to the meeting as a result of the teacher's invitation.
- 93% of teachers evaluated the programme and its spokespersons positively.
- 50% of participants will organise a meeting on their own (even after 2-3 years).
- 29% of participants will deliver the message in the same way.

2014/2015: the program was evaluated by an external independent evaluator. Results show that:

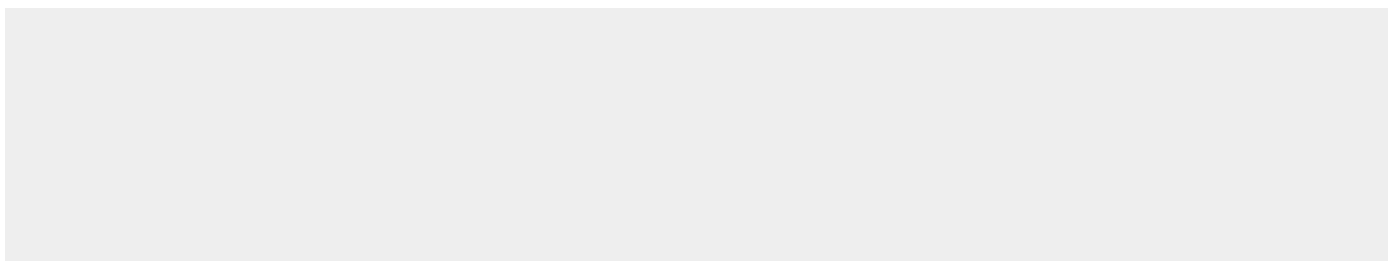
- 100% of teachers who had gone through the programme confirmed that they would hold such a meetings with the help of the school psychologist and without the involvement of external experts.
- Also, teachers were willing to share their experiences with other colleagues from the same or other schools.
- 90% of parents who'd participated in a parent-teacher meeting had had a conversation with their childr(en) about alcohol following the meeting.

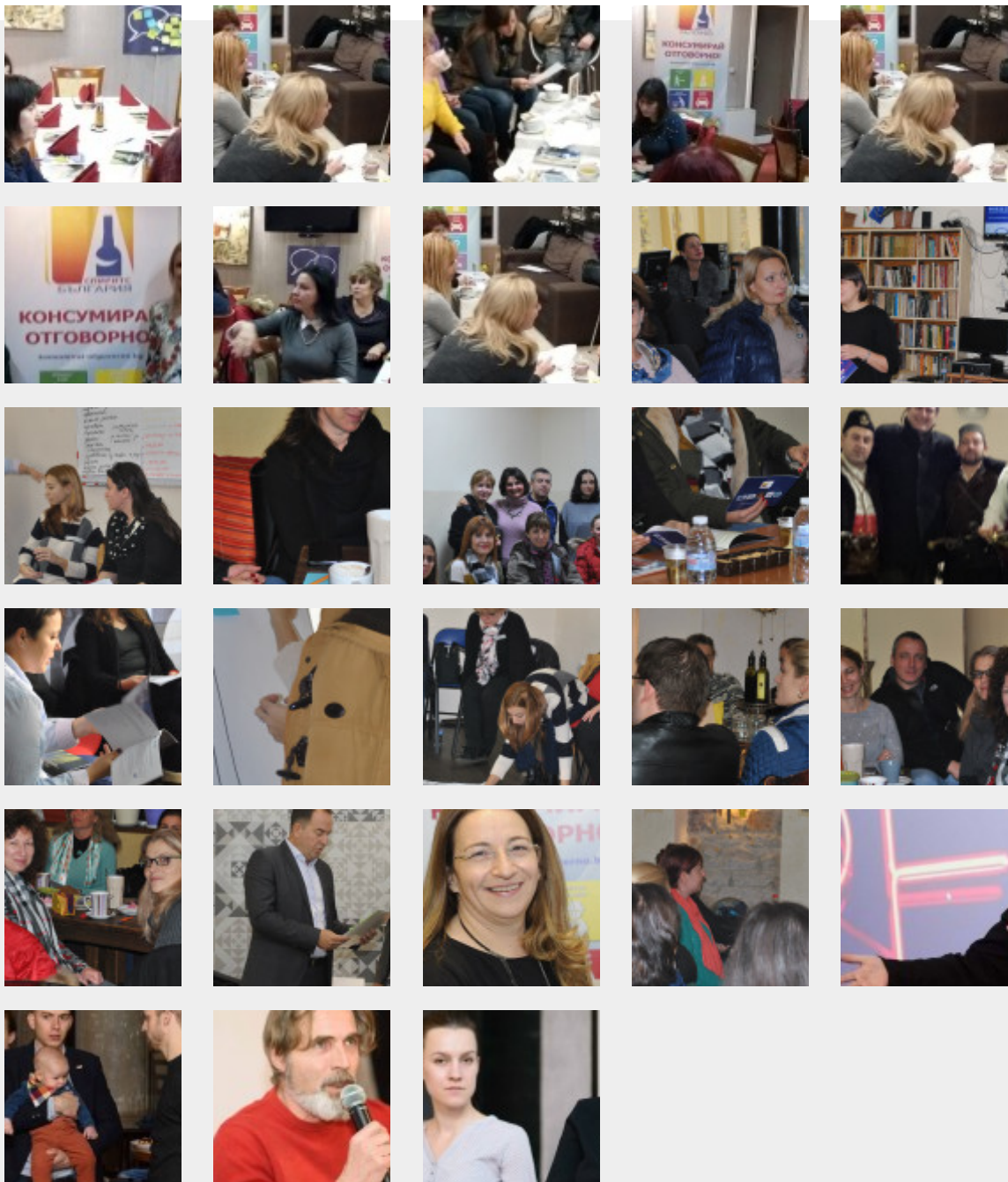
Website

<http://predi18.org/>

Downloads

Photo gallery





Documents

Parents booklet.pdf (pdf - 11.23 Mo)

Teachers booklet.pdf (pdf - 17.44 Mo)