

Sober about alcohol



Trezno o alkoholu
The Slovenian Spirits Association
Slovenia
2015 > Ongoing
#AwarenessRaising #Parents
#Teachers



Objective

- To reduce the number of pupils who drink alcohol.
- To delay the age of first drink.
- To promote responsible attitudes towards alcohol.
- To implement a holistic approach to education about alcohol.

Description

Research in Slovenia shows that alcohol consumption is high amongst all age groups and that the onset of drinking starts early. At the same time, these youth are experiencing important changes and transitions on many levels, which can lead to potentially risky behaviour. Also, data obtained by the NIJZ in an international survey in 2018, provides the following summary regarding alcohol consumption among adolescents: *“Data from an international survey on health-related behaviours during the school period among young people 2017/2018 (HBSC survey) show that 71% of 15-year-olds and 86% of 17-year-olds have already drunk alcoholic beverages in their life, and 27% of 15-year-olds and 52% of 17-year-olds have been drunk at least twice in their life .”* (source: **NIJZ 2019: Health-related behaviours during the school period among adolescents in Slovenia, results of an international HBSC survey, 2018**)

Reaching youth with preventive interventions before they start experimenting with alcohol is important. It is equally important to include parents and other meaningful adults who

have the most influence on them. Therefore, the programme aims to inform and raise awareness of various interrelated topics regarding alcohol, its use and abuse, and basic risk and protection factors. Participation is open to the three relevant groups that are important when talking about the issue: parents/grandparents, teens and teachers/pedagogical staff who work with teens.

At the onset of the COVID-19 pandemic the events were adapted so that they could be carried out on-line or in-person.

Events for relevant adults who can be accompanied by teens. These events cover three core areas:

- **Facts:** Basic information on the biochemistry of alcohol use; basic neurobiological characteristics of teen brains and their implications in everyday life; the source of teenage tendency for risky behaviour and why it is meaningful and useful (in evolutionary terms); basic characteristics of neurological addiction patterns and structures; the consequences of alcohol and drug use amongst adolescents according to various factors; risk factors and protective factors.
- **Self-esteem:** the basic safety factor (emotional and existential immune system); Self-confidence and self-esteem - what's the difference and why do we need both?; What reinforces one and what the other?; The origins of self-destructiveness; a healthy sense of self-esteem; how to establish a relationship that has a beneficial impact on adolescent behaviour and their self-esteem; how to raise teenagers so that they can feel good about themselves; enemies of self-esteem.
- **Communication:** How to talk to teenagers (relational dynamics and communication skills; protective and risk factors); is conflict between adults and adolescents really a necessary component of puberty?; what do teenagers need?; communication with teenagers, personal language; the basic existential conflict between cooperation and integrity; on trust and about the new parental role; on personal and social responsibility.

Events for pupils (aged 12-18): *TEENPOWER!* - dialogue & reflection-based workshops for teenagers. These events are based on cognitive coaching, role play and practical exercises related to self-esteem and personal responsibility and other preventive factors. Issues cover three core areas:

- **Alcohol:** Basic knowledge about alcohol abuse.
- **Relationship with themselves:** What integrity is and how to nourish and protect it; what prevents them from being themselves; exploring roles played because of insecurities and setting aside presumptions and negative narratives about themselves;
- **Relationship with others:** how to - develop assertiveness in group, set boundaries and resist peer pressure, harness the courage to act on one's values and ideals, accept yourself and others as they are, gain understanding of our thoughts and how to change them; about body language and the strength of being able to change it; being able to talk better with the parents and to have better friendships, and more.

Partners

Family Lab Slovenija (education experts)

2015-2018: Economic Interest Grouping producers and distributors of spirits (Gospodarsko interesno združenje distributerjev in proizvajalcev žganih pijač GIZ PDŽP).

Results

March 2022 – December 2022: 24 events were held reaching 900 (752 parents/teachers, 71 parents/pupils, 77 pupils). In addition, social media posts promoting the activities reached 44,339 on Facebook and 5,208 on Instagram.

2020-2021: Figures not available

2019 - 2020: 5 adult events took place reaching 371.

2018 - 2019: No figures available.

2017 - 2018: It reached 1,130 (850 adults and 280 pupils).

2016-2017: 6 primary schools (1 in Ljubljana, 1 in Kamnik, 1 in Maribor, 1 in Celje, 1 in Murska Sobotota, 1 in Logatec. It reached 960 (710 adults and 250 pupils).

2015-2016 (Pilot): Carried in four primary schools (1 Ljubljana, 1 in Maribor, 1 in Koper and 1 in Ljutomer). It reached 1,164 (785 adults and 379 pupils).

Measurement & evaluation

A short summary of the 2022 evaluation report “Sober about alcohol: Teen Power” prepared by familylab Slovenia was translated and summarised by spiritsEUROPE. It can be found in the attached documents.

Analysis to date (2022) of replies to the programme questionnaires found that pupils tried their first alcoholic drink between 9 and 10, with either grandparents (35%) or friends (42%). 10% of those aged 12-14 have already been drunk more than 12 times and 10% claim that they were 12 years old when they were drunk for the first time.

Also, the programme is estimated to have significantly contributed to the level of awareness regarding the responsible use of alcohol in the target groups. Since the subject is not approached from a moralistic but an existential point of view it is believed that its influence on changing the habits, the views, the attitudes and the behaviour of participants was more effective and that the content the participants received had a greater practical value in their everyday life.

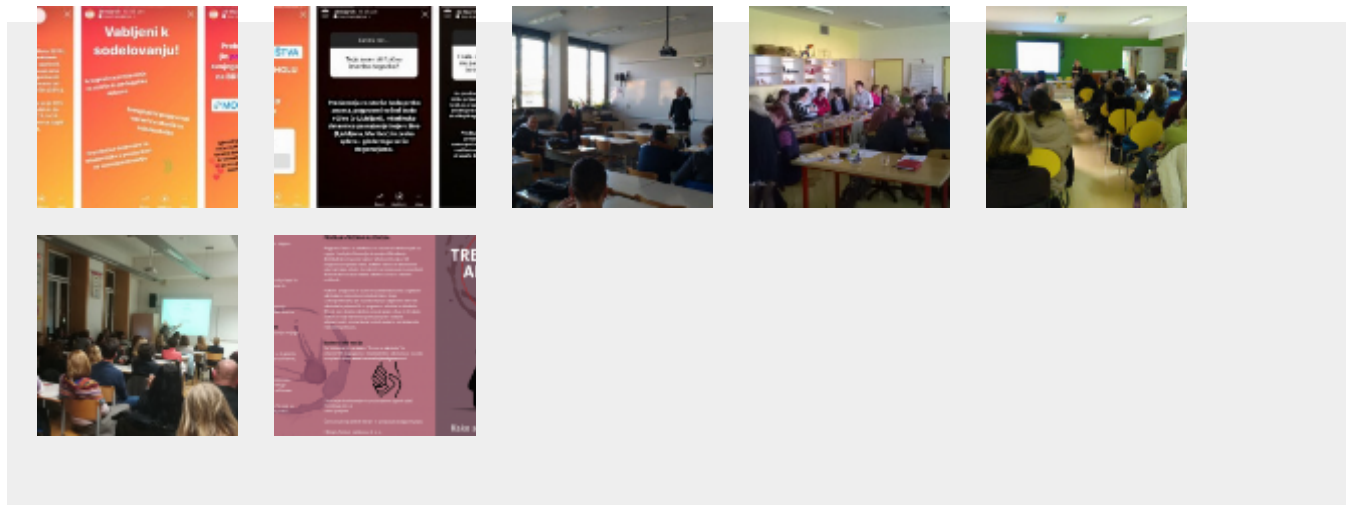
2019: Results confirm that the programme significantly contributes to the level of awareness regarding the responsible use of alcohol in all of the target groups.

2017: Responses show a very high degree of satisfaction with the programme, both for content-and process. Participants expressed the desire and the need to continue the programme, either in the same form as or adapted according to possibilities. Pupils showed a high degree of active participation and expressed themselves very openly in the discussions. They highlighted the great need for (and lack of) such or similar programmes.

Based on their responses it is estimated that the programme can effectively contribute to higher the age of the first drink.

Downloads

Photo gallery



Documents

Extract of 2022 evaluation (docx - 0.04 Mo)

Media article - September 2016 (pdf - 1.1 Mo)

Media article - September 2017 (pdf - 1.22 Mo)

Media article - October 2017 (pdf - 1.1 Mo)

Leaflet - 2017 (pdf - 4.02 Mo)