



Talk about alcohol



For the European Parliament, Parents, Professionals and Importers



Objective

- To increase knowledge and awareness of pupils concerning the risks of underage consumption.
- To raise awareness about the legal restrictions concerning underage drinking and possible consequences.
- To promote the idea that abstinence is a valid option.
- To equip parents with enough information and arguments concerning all risks of alcohol usage by teenagers.
- To help teachers with data and arguments for education concerning alcohol use by their pupils.

Description

The website was officially launched in April 2009 and is based on 3 pillars: an interactive part to be used by pupils aged 11-16 in their leisure time; worksheets to help teachers address alcohol in scientific or civic education curricula and information and guidance to help parents discuss alcohol with their children. It was updated mid-2014 and was merged with the Drinkwise website.

SCHOOL INTERACTIVE LESSONS: The session comprises of:

- One hour long interactive lesson (given to 12-13-year-old pupils) to raise awareness of the risks connected with alcohol usage (harmful drinking prevention), supported by the website and its message.
- During the lesson are pupils in active discussion and share their opinions on any issues raised and experiences.

In 2014:

- **An instruction handbook for parents** was created. It stresses that parents talk to their children.
- **Banners** were placed on primary school web pages to advertise the programme.
- **A primary schools database** was created for the 620 primary schools in the Czech Republic.

In December 2015 a new video was produced and put on **Youtube**.

Partners

SANANIM (NGO)

Results

For the number of visits to the website see the "**Drinkwise**" page.

In 2013, over 3,000 students from 396 classes in 156 schools were reached. Due to the popularity of the programme, the demand for lessons was greater than the capacity to supply them.

In 2014, 500 lessons were given and 44 classes (from 21 to 28 October) had a lesson as part of a wider responsible drinking campaign (Alkohol zodpovědně!).

In the 2015 - 2016 school year: 12,000 pupils in 600 classes at 200 elementary schools received a lesson. In the 2016 - 2017 school year: 13,841 pupils received a lesson. In 2018, 16,781 pupils were educated, A record!

The Youtube video has had over 832,600 views (until March 2020).

In 2019, 15,783 pupils were educated.

Measurement & evaluation

Evaluation took place in two parts: a questionnaire and evaluation of the website. Results were evaluated by an independent body (Charles University, Prague: experts Doc. PhDr **Michal Miovský**, Ph.D., PhDr **Roman Gabrhelík**) and were published by the SCAN Association in **October 2010**. The questionnaire was drafted and collected by the lecturers after the presentation and contained a total of 10 questions about school and alcohol and the pupils' opinion of the programme. 391 pupils (222 boys, 169 girls with an average age of 12-13) took part. Results of the questionnaire:

- 73% knew that the school had rules about alcohol, almost 20% didn't know and 7% thought that there was no mention. Of those who knew about the rules, 59 % agreed with them, 31 % had some doubts about them and 10 % disagreed with them.
- 61% perceived the atmosphere at school as a safe place for discussion about drugs, whilst 38% thought it was not.
- 48% knew that there were adults at school with whom they could talk freely about legal or

illegal drugs whilst 23% thought there was no such person and 28% didn't know.

- 83% thought the presentation was mostly easy or easy to understand.
- 68% felt they had learnt something during the presentation.
- 54% felt the presentation was amusing or mostly amusing.
- 54% stated that the presentation led them to think more about alcohol.
- 46% declared that the presentation had led to a change of views about alcohol.

The website was evaluated in March 2010 in two ways: by using the Hunter Expert Evaluation tool for websites and by experts and university students. The technical side, graphical quality and content/quality were evaluated. The study concludes that the website is useful for the target groups and is very close to the Harm Reduction principle an area which has been largely neglected in the Czech Republic. The website could be one of the pioneering projects.

The results of the **2014 evaluation** (502 pupils, average age of 12: 263 boys, 239 girls. Gender did not play any significant role in uptake of the presentation content):

- 75% said they had understood the presentation.
- 58% believed that the presentation helped them reconsider alcohol issues.
- 33% said that the presentation had helped them change their attitudes towards alcohol.
- The website was also evaluated and a list of recommendations for improvement was presented by the authors of the evaluation.

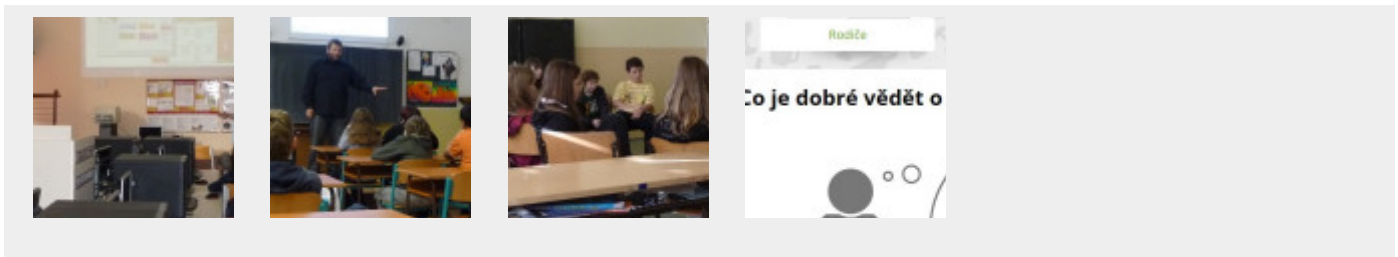
An evaluation in January 2018 (2,800 responses: 28% of total number of pupils who took part) showed that 93% knew the legal purchase age for alcohol and 77% knew to call the emergency services if someone becomes unconscious after drinking too much alcohol. The programme is also very well known in schools and pupils are very interested in taking part.

Website

<http://www.pobavmeseoalkoholu.cz/>

Downloads

Photo gallery



Documents

Presentation (ppt - 0.9 Mo)

Evaluation (2009-201) (pdf - 1.1 Mo)

TK_28012016_Pobavmeseoalkoholu.pptx (pptx - 6.26 Mo)