



## Talk about alcohol



### Objective

- To postpone the onset of alcohol consumption among pupils.
- To change the attitude and behaviour towards alcohol among the youth.
- To reduce over consumption and motivate to responsible drinking.
- To provide tools for teachers and schools to teach, discuss, inform, and create a deeper debate and understanding of alcohol among 13-17 year olds.

### Description

The school-based educational programme focuses on teaching pupils how to resist social pressure, peer pressure and learn a way to say "no" to alcohol. The programme is a self-instructive; teachers workbook available both in print and on the web. Teachers order the material and implement it on their own at schools. Help is provided by telephone or e-mail. In addition, every year, five training days are organised for teachers, conducted by professional instructors along with local authorities.

The programme is composed of:

**Classroom activities:** Divided into 4 educational levels, activities include exercises and role play. They focus on social and life skills aspects; resisting peer pressure and increasing the awareness of responsible drinking.

**Family skills programme:** How to involve parents in the school-based project and information and advice to help parents discuss the issues with their children at home.

**School policy programme:** Instructions on how to integrate and motivate the whole school and instructions to support the creation of a long term engagement to a change in attitude towards alcohol.

**Short story competition**

: A short story book containing the best stories is produced each year.

Yearly advertising campaign challenge: The "Tell a hundred - at least" competition encourages students to create a campaign to influence pupils not to consume alcohol and not to drink and drive called. The winning class receives 12,500 euros. Examples of previous campaigns are available as Youtube clips, Facebook pages, blogs, websites, school plays, letters to newspapers, etc and winning entries are and winning entries are posted to the competition **blog**. The 2015 campaign runs from January to May.

A dedicated **website** which contains information on the programme and where materials can be downloaded (updated in 2011).

In 2007 the programme was adapted for the national driving schools organisation "STR" (Sveriges Trafikskolors Risksförbund). The main objective was to give driving teachers support in promoting the "Don't Drink and Drive" message.

In 2008 a version for sport clubs was launched called "Teach about Alcohol-sports". It was rolled-out in cooperation with the biggest sport club in Sweden AIK (football). Co-operation continued in 2009. It provides youth leaders with a tool to discuss alcohol, its impact and to promote sport as an "alcohol-free" zone.

## Partners

Swedish Transport Administration (advertising competition)

AIK football club

Swedish Marketing Association

Brewers of Sweden

Kunskapskraft & Media

Life-skills related website [ungdomar.se](http://ungdomar.se)

parents-oriented website [nattvandring.nu](http://nattvandring.nu)

## Results

By September 2015:

Around 75% of the target 2,700 schools have ordered (and re-ordered) the programme.

Around 9,000 teachers and 450,000 students have used the programme.

Over 6,000 students have participated in the short story competition.

Around 500 students entered the advertising competition which reached around 600,000 through various means.

Around 2,000 teachers participated in 28 half-day teacher training seminars organized in 2012 and 2013.

The website has about 20,000 unique visits/year.

## Measurement & evaluation

A quantitative web survey is held every year among teachers and other existing users of the programme. Its purpose is to measure the usability and perceived impact amongst participants (300-400 each year). Results from the 2014 web survey:

60% of respondents say that they have started using the programme and 70% of the “non-users” say that they will start to use it soon.

70 % of respondents believe that the programme influences pupils to delay the age of consumption.

80% of respondents believe that the programme lead to better attitude and motivates to drink responsibly.

98% say they would recommend the programme to colleagues.

A quantitative study was undertaken in 2010 among ninth graders (15-16 year olds) to examine the extent of which the programme could influence young people. It was carried out in two parts: pre-test in January 2010 and follow up test May/June 2010. 120 students in the intervention group and 120 in the control group took part. A sample of results show that:

There was no difference between the groups regarding delaying the onset of alcohol consumption.

The intervention group showed a shift of greater awareness and a healthier attitude to alcohol use than the control group.

The control group students drank more frequently and were more likely to get drunk to a greater degree than the intervention group.

Over time, control group students had been involved in more adverse reactions/risky behaviours when they drank than the control group (eg. been hungover, not been able to function normally at school).

The increase in consumption and higher frequency of intoxication together with a higher risk behaviour in the control group also signifies a negative "compound interest"-effect, which means that the influence of Talk About Alcohol on the intervention group becomes even more positive.

A long-term scientific study, covering attitudes and behaviour over three years began in 2014 and will be completed in 2017. Over 1,000 pupils take part (intervention and control group). Students who take part in the polls receive a cinema ticket as remuneration for the time spent. In the autumn of 2014 a research assistant went through the study and distributed the first questionnaire.

## Website

<https://prataomalkohol.se/>

## Downloads

## Photo gallery

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## Documents

**2008 evaluation (in SE)** (pdf - 0.19 Mo)

**Alcohol policy for schools (in SE)** (pdf - 0.02 Mo)

**2012 Tell a 100 entry information (in SE)** (pdf - 0.1 Mo)

**2010 student evaluation report (in SE)** (pdf - 0.97 Mo)

**2011 teacher evaluation results (in SE)** (pdf - 0.93 Mo)

**2012 evaluation with teachers** (pdf - 0.81 Mo)

**2012 presentation** (ppt - 2.93 Mo)

**Evaluation (2014)** (pdf - 3.33 Mo)

**Full\_Report\_Prata\_om\_Alkohol\_ENG.PDF** (pdf - 0.16 Mo)