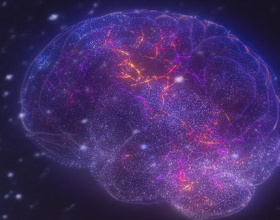


Keep Their Future Bright

Campaign Kit



Alcohol
and Drug
Foundation

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About the Keep Their Future Bright campaign

Background

The *Keep Their Future Bright* campaign informs parents and carers about the harms of providing under 18s with even small amounts of alcohol, and encourages them to open up this conversation with their children.

The campaign explores the impacts of alcohol on a teenager's developing brain, mental health, social life and more.

It helps parents rethink their attitudes towards supplying alcohol to their children and equips them to discuss the topic in their family.

Our target audience is parents of children aged 12 to 17.

The aim of this campaign is to influence parents' behaviour so that they do not supply their children with even small amounts of alcohol.

We've put together this kit to provide you with easy resources that can be shared with your networks and communities - and reach the people that need it most.

Keep Their Future Bright is a campaign from the Alcohol and Drug Foundation, supported by the ACT Government under the Healthy Canberra Grants program.

Visit the campaign webpage at adf.org.au/teenagers-and-alcohol for more information.

What's included in this kit

- Social media templates with images and messages
- Downloadable poster
- Newsletter text with image and message
- Fact sheet to answer commonly-asked questions.

Campaign supporting material

To support this campaign, we're using our *Talk About It* guide for parents.

We developed this guide to help parents and carers talk to their children about alcohol and other drugs.

It explores how to have these conversations with young children through to teens, why young people might use alcohol and other drugs, and how to recognise when a young person may need help.

View the guide at **adf.org.au/talking-about-drugs/parenting-talk**

Evidence to support the campaign

Our research

This campaign was developed following extensive national message research by Common Cause Australia, on behalf of the Alcohol and Drug Foundation.

Most people can think about any issue from multiple and often conflicting perspectives. This happens mostly subconsciously, which means people's attitudes and behaviours are often driven by factors beyond their conscious awareness.

The purpose of this campaign is to tap into helpful perspectives in parents that change the way that they feel about the issue of supplying alcohol to their children. This can increase their chance of changing their behaviour in a positive way.

In this campaign, we do this by using values-based messaging to persuade. We're focusing on solutions, not problems and aiming to be on the parents' level (not coming as 'experts' above them).

Our key messages

The research showed that certain messages were more convincing to parents than others.

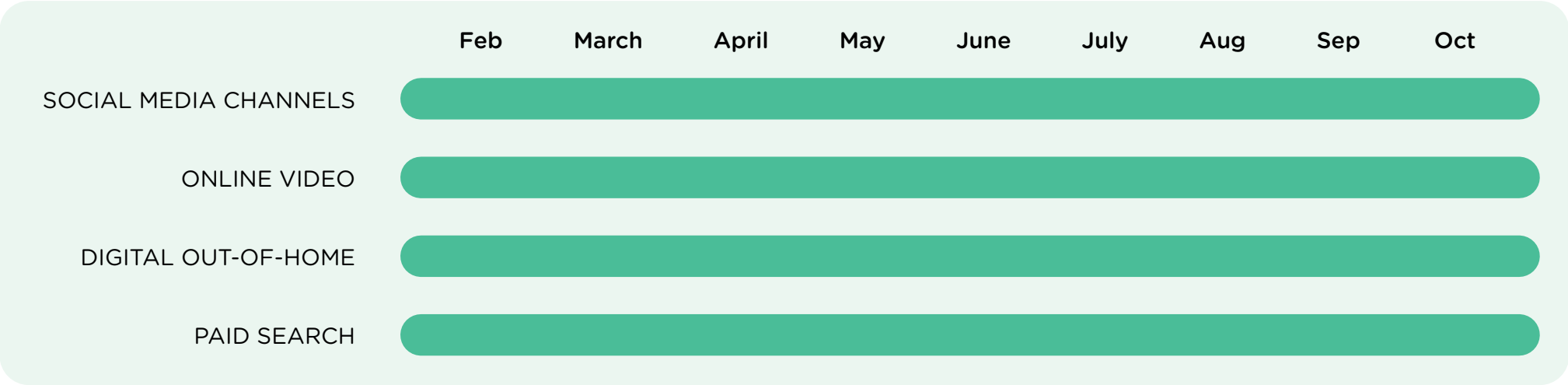
We developed these key messages based on what parents found the most relatable.

- As parents, we're always learning and growing – especially when we come across new information about how to keep our kids healthy and safe.
- Research now shows us that exposing teenagers to alcohol, even in small amounts, is harmful to the cells inside the developing brain. The effects can be anything from finding schoolwork harder to trouble processing emotions or performing at their chosen sport.
- As parents and carers, the guidance we give plays an important role in helping your kids enjoy their teenage years. Talking to children openly about alcohol's harms, and refusing to supply it, will help keep them - and their developing brain - safe from harm.

- Everyone has a different approach to parenting, but most parents choose not to give alcohol to their underage children, knowing that even a small amount harms developing brains. They also don't want their children growing up thinking alcohol is necessary to have fun, relax and socialise.
- We can teach our teenagers they can have fun, relax and enjoy time with others without alcohol - for example, by not offering them a drink with dinner, on camping trips or at weddings. When kids know they can socialise without alcohol, they can grow up to make healthier choices about drinking.

Campaign schedule

This campaign will launch on February 3, 2025 and run on mass media until the end of October. You can expect to see the campaign on social media channels, online video, digital out-of-home environments and paid search adverts.



Campaign resources

Social media templates

Share the campaign on your social media channels with these easy steps:

- Download the social tiles at **adf.org.au/teens-campaign-kit**
- Choose one of the social media messages, and copy and paste the text.
- Share on your social channel.
- Make sure to tag us by selecting Alcohol and Drug Foundation from the drop-down menu on Facebook, @alcoholdrugfdn from the drop-down menu on Instagram and @Alcohol and Drug Foundation on LinkedIn.

In addition to sharing on your organisation's social media channels, you could encourage staff to also share on their personal channels, to help spread the word.

Like us, follow us, link with us at **facebook.com/AlcoholDrugFdn**

Download social tiles at **adf.org.au/teens-campaign-kit**

Social media messages

- As parents, we're always learning and growing – especially when we come across new info on keeping our kids healthy and safe. Research now shows us that exposing teenagers to alcohol, even in small amounts, is harmful to the developing brain. Find out more: adf.org.au/teens
- Talking to teens openly about alcohol's harms, and refusing to supply it, will help keep them – and their developing brain – safe from harm. For resources to help open up a conversation about no alcohol, visit the Alcohol and Drug Foundation website: adf.org.au/teens
- As parents and carers, the guidance we give plays an important role in helping our children enjoy their teenage years. Talking openly about alcohol's harms, and refusing to supply it, will help keep teens – and their developing brain – safe. Find out more: adf.org.au/teens
- Research now shows us that exposing teenagers to alcohol, even in small amounts, is harmful to the developing brain. The effects can be anything from finding schoolwork harder to trouble processing emotions or performing at their chosen sport. Find out more: adf.org.au/teens



Campaign resources

YouTube video

You can share the link to our hero video on social media or embed the video on your website. Visit adf.org.au/teens to watch the video.



Stress balls

Included in the pack are some stress balls to remind people of our message. You can use these to start a conversation with parents in your community.



Posters

Download and print the posters. We've included an A3 poster in this campaign kit.

- Download at adf.org.au/teens-campaign-kit



Newsletter and website text

Keep their future bright - teenagers and alcohol

As parents, we're always learning and growing - especially when we come across new information about how to keep our kids healthy and safe.

Research now shows us that exposing teenagers to alcohol, even in small amounts, is harmful to the cells inside the developing brain. The effects can be anything from finding schoolwork harder to trouble processing emotions or performing at their chosen sport.

As parents and carers, the guidance we give plays an important role in helping our kids enjoy their teenage years. Talking to your children openly about alcohol's harms, and refusing to supply it, will help keep them - and their developing brain - safe from harm.

Find out more at adf.org.au/teens

Fact sheet

Use this fact sheet when talking to parents in your community.

These talking points appeal to parents' positive values, and provide solutions without focussing on problems or repeating negative, fear-based messages.

- As parents, we can let our children know we'll always be there for them, no matter what situation they find themselves in.
- We're always learning and growing – especially when we come across new information about how to keep our kids healthy and safe.
- The alcohol industry uses sneaky social media marketing and product design to target teenagers. As parents and carers, we can help our kids resist alcohol marketing messages, and show them drinking isn't necessary to have fun.
- Talking to your children openly about alcohol's harms and refusing to supply it, will help keep them and their friends safe.
- Everyone has a different approach to parenting, but most parents choose not to give alcohol to their underage children knowing that it harms developing brains even in small doses. They also don't want their children growing up thinking alcohol is necessary to have fun, relax and socialise.
- By maintaining high expectations, setting a wise example, and keeping our relationships strong, it is more likely that our children will delay their alcohol experiences longer, and drink less when they do drink.
- Talk to them about the situations where they may be exposed to alcohol. Talk about what you do in a situation where you're feeling pressured. In doing that you're helping build their skills and confidence to be able to say "no" if they are in that situation.
- The best thing we can do as parents is to delay our children from drinking until they are 18. Drinking alcohol is bad for a teenager's developing brain, and starting to drink before 18 can lead to alcohol problems later on.



Contact

For any additional templates to promote *Keep Their Future Bright* or information, please get in touch with Allison Reid, State Manager - NSW/ACT at **allison.reid@adf.org.au** and Sophie Fredheim, Marketing Manager at **sophie.fredheim@adf.org.au**.

If you have a printed copy of this kit and would like to access the resources online, go to **adf.org.au/teens-campaign-kit**

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03 9611 6100

adf@adf.org.au

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