

MCAAY

McCusker Centre for Action
on Alcohol and Youth

Youth and Community Engagement in Action on Alcohol

Julia Stafford



Beer that's cheap as water



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Orange Juice

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Medium strength wine

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Small bottles

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Small bottles

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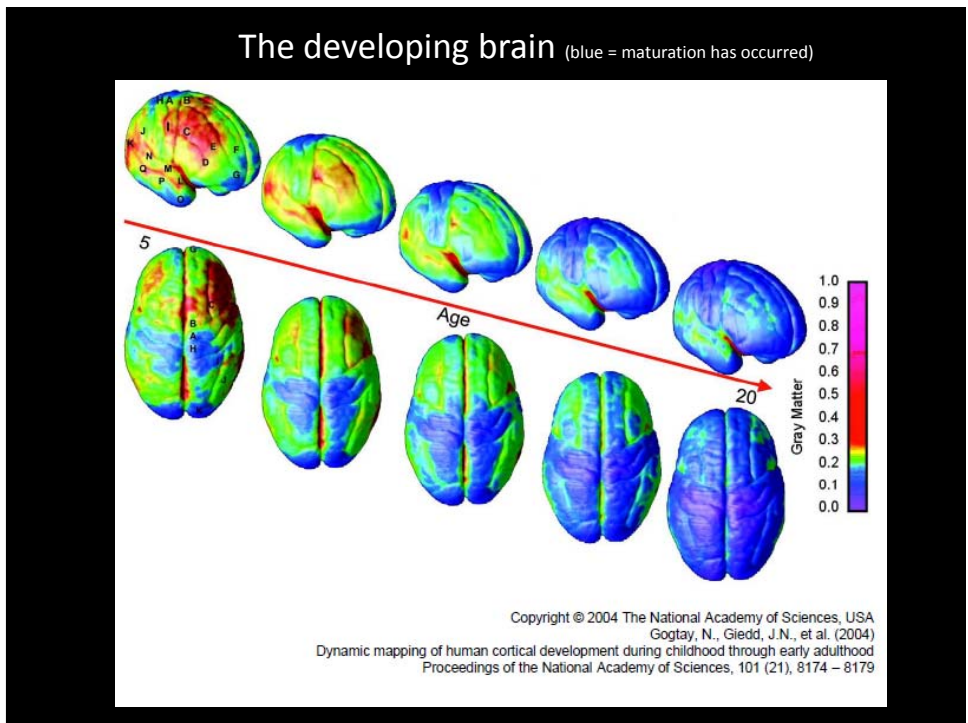
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HEALTHY SWAP

Advocates irate over alcohol ads
CATHY O'LEARY
 MEDICAL EDITOR

WA health groups are inviting people to dox in alcohol companies who advertise near schools, after concerns about an increasing number of industry branches.

Vodka poster: A phone booth near Living Waters Lutheran College.
 McCusker, Centre director



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30 PK CANS

\$39.99

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15.99 Crown 300mL	29.99 Crown 300mL	5.99 Crown 300mL	5.99 Crown 300mL	5.99 Crown 300mL	4.99 Crown 300mL	7.99 Crown 300mL	9.99 Crown 300mL	9.99 Crown 300mL	12.99 Crown 300mL	11.99 Crown 300mL
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Alcohol education in schools is not mandatory

Alcohol education the key to a better lifestyle



MIKE DAUBE

Every day a child in WA is so desperately drunk that someone calls an ambulance. Our kids drink in our earlier ages and drink to get drunk. Eighty per cent of the alcohol they drink is consumed in ways that put their health, and that of others, at risk of severe harm.

Two thirds of 16 and 17 year olds believe that it is OK to get drunk occasionally. There is also increasing evidence that alcohol adversely affects brain development to the age of 18 and even beyond.

If obesity is plaguing the planet in its first 100 years, our 100th birthday, a quarter of our schoolchildren are overweight or obese. They are not our first generation to face a reduced life expectancy simply because of obesity.

Governments of all levels are concerned about these and other issues affecting children's health and wellbeing. The answer is being done clearly isn't enough.

There are no magic bullets. Rigorous reports on alcohol recommend comprehensive approaches including action on price, access, cutting profits, prevention, increased public education and effective school education programs. The comprehensive approach recommended for obesity also include a focus on school education.

Schools should not be expected to solve all our problems on their own, but they have a crucial role within the comprehensive approaches we need.

Surely all parents are entitled to expect that their children will be provided with quality health and physical education (HPE) covering issues including alcohol, drugs, obesity, tobacco, mental health, sexual health, injury prevention and road safety.

There is no such creature Mike WA.



Priority: Educating our children is a must.

Schools undoubtedly provide high quality programs but nobody knows exactly when to act on – what is being taught, how much, how well, or with how much training of teachers. The quality and quantity is a lottery.

In the new Australian national curriculum for years K-10, to be introduced progressively from next year, the first two phases are all important. The subjects in these phases, which will be mandatory for all schools, are (phase one) English, mathematics, science, history and (phase two) geographic literacy and the arts.

Phase three which includes HPE should follow but the timing of its implementation is at best uncertain. How would it align with these phase one and two topics. As a devotee of ABC Classic FM with parents whose first language was not English, I suggest educating our children about languages and the arts but I believe that education about alcohol, drugs, obesity and the civil is an less urgent.

The argument is obviously not about being Chinese, Italian, French, dance drama or music – but that we must also at least equal emphasis to enabling our kids to face some of the most pressing challenges of modern life.

While some of these subjects are the substantial further development, there is already a well-developed national consensus on what is appropriate for HPE. Not surprisingly, there is also good evidence that children who are fitter and have a healthier body weight achieve

better academic outcomes, including better literacy and numeracy scores. There are strong persuasive arguments against action – the curriculum is crowded, schools cannot do everything, scarce resources should be made ready – but ultimately our schools have a critical role in equipping young Australians with the necessary knowledge, attitudes and skills to lead healthy lives and develop behaviours that will keep them healthy well beyond their school years.

The absence of such education also sends a clear signal to our kids that these topics are not a high priority.

This is especially important for disadvantaged groups. Given the overwhelming evidence on the contribution of preventable death and disease to the digital life expectancy gap, HPE as a priority in schools would put a vital role in supporting our national Closing the Gap objectives.

Parents have cause for concern and for the future. As the new Australian curriculum develops, they will have to ensure that their children are getting adequate health and physical education. Knowing that schools may instead choose to do a one-off information session with minimal impact.

It is time for Australian education ministers to rethink this aspect of the national curriculum priorities and timelines. Filling change nationally, WA, which has a history of national leadership in aspects of school health education, could make our State a leader in this area again.

School education is a cornerstone of the comprehensive approach we need if our kids are to have a healthier future. How can we be surprised that young people are drinking to get drunk on the main, start to use drugs, and become obese in the absence of having their life expectancy if we cannot guarantee them good health and physical education in our schools?

Professor Mike Daube is director of the McCusker Centre for Action on Alcohol and Youth at Curtin University.



Mission

To reduce alcohol related harms in young people through reduced overall consumption and lower risk patterns of consumption.

Primary target group:

Western Australians aged 14 to 25 years.

Approach

- Comprehensive action at various levels.
- Work in WA and nationally where appropriate.
- Stimulate and inform community discussion.
- Influence young people directly and indirectly.
- Raise awareness of the:
 - Magnitude of harms
 - Approaches we know can work
 - Other options
 - Need to act without delay.



Targets for Action

- Public awareness
- Availability and access
- Price
- Drink-driving
- Developing coalitions
- Community education
- Working with Indigenous organisations and communities
- Exposure to advertising, marketing and sponsorship
- Support for services
- Support for research

Areas of Action

- Information: collate, disseminate, comment.
- Engage communities: e-newsletters, forums.
- Emphasis on coalitions, linkages, cooperation.
 - WA Alcohol and Youth Action Coalition
 - National Alliance for Action on Alcohol
- Youth engagement: youth-led advocacy.
- Professional engagement.
- Key groups engagement.
- Direct and indirect advocacy.



Subscribe to the fortnightly e-newsletter at
www.mcaay.org.au

WA Alcohol and Youth Action Coalition

- Youth
- Alcohol prevention and services
- Medical
- Health
- Legal
- Law enforcement
- Road safety
- Charities
- Welfare
- Sexual health
- Mental health
- Education
- Universities
- Local government
- Research
- Indigenous
- Drug treatment
- Religious
- Injury prevention
- Rural health
- Public health

New group takes stand against alcohol scourge

KATHERINE FLEMING

Fears about rising levels of alcohol abuse among young people have prompted 68 WA organisations to form a new coalition, urging all levels of government to act on the tide of community concern.

The WA Alcohol and Youth

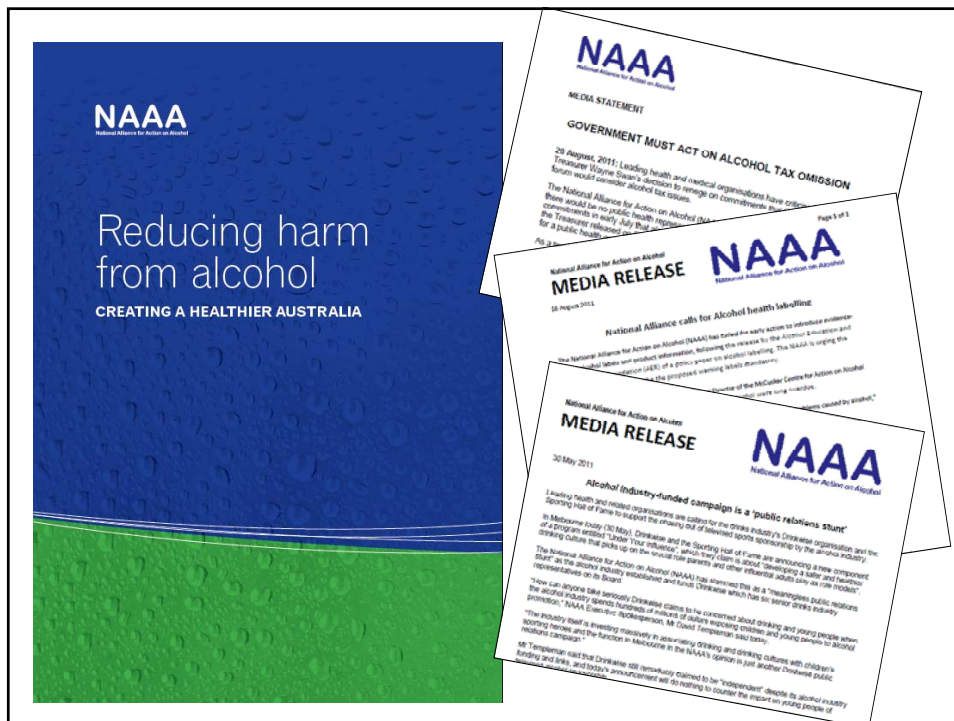
in 40 years.

There is a real momentum building," he said. "The whole community, not just small sectors, has had enough. Police have had enough, health professionals are concerned and parents are desper-

hol-related aggression was also ramping up.

"There's no excuse for offences and violence committed when people are under the influence of alcohol," he said.

It comes after *The Weekend West*



Caring for the future growing up today

Young people's intentions with Alcohol

"DRINKING to get drunk...isn't that the whole point of drinking?"

"Yeah, everyone thinks its cool to drink"

"They (girls) go on Facebook and tell you I'm drunk"

"Cant have a good time without it"

"Everyone drinks, it's just a thing that happens"

"Drink until you pass out...or its all gone"

"Its just the done thing"

"Girls drink for the brag factor, boys drink for the social factor"

"It takes away from the problem"

Most people just drink for fun

Commissioner for Children and Young People
Western Australia

Caring for the future growing up today

Alcohol Free Activities

Providing more alcohol free activities such as alcohol free music events, festivals, etc.

- Bringing back culture and socialisation minus alcohol
- Knowing you had the best time of your life and being able to remember all of it.
- Encouraging alcohol free fun in teens

"Enjoying the activities, the music and atmosphere, rather than feeling that the night went in a haze"

"Provide alternative entertainment options that don't involve alcohol"

"Can't have a good time without it"

Better Education

Education at school about the harms of alcohol (e.g. what the laws are, standard drinks, negative effects)

More effective education for young people, older siblings and parents

Parents and siblings who supply alcohol need to be held responsible for the state they find their children and siblings in

Caring for the future growing up today

Increasing and Enforcing Penalties

Stronger enforcement of the laws that prohibit the sale of alcohol to intoxicated people and to people under the age of 18

- All licenced venues and liquor stores must check IDs
- The government should closely monitor liquor stores

"Liquor stores need to take this problem and their role in it more seriously."

More recognition for young people who don't drink...

Not all young people drink and this should be acknowledged

More alcohol free activities where young people can socialise and interact without needing to boost their self-esteem with alcohol

Respect individual choice. It takes a lot of courage for young people to say no to alcohol and not succumb to peer pressure. Let them say no the first time.

Commissioner for Children and Young People
Western Australia

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Last updated: October 19, 2011 **SEARCH**

Road toll txt msg appeal

Chris Robinson | The Sunday Times | September 24, 2011 5:00PM | 4 comments [A](#) [A](#) [Share](#)

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MESSAGE 2 YOUTH: Harrison Hodding, 15, of Newman College, in front of the billboard with a road-safety message that he designed. Picture: Richard Polden. Source: PerthNow

A POWERFUL road-safety message designed by a WA teenager aimed at quelling the growing number of young road deaths will feature on billboards.

Australian Youth Climate Coalition [Like](#)

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http://aycc.org.au/

Join a movement of 71704 young people: name email

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Transferring data from 2.lyimg.com...

Youth Engagement Planning

- Youth Advisory Groups
- Link with existing groups of young people
 - E.g. Local Government youth advisory councils, youth centres
- Online technologies
- Learn from those who do it well
 - Think outside the square (e.g. AYCC)

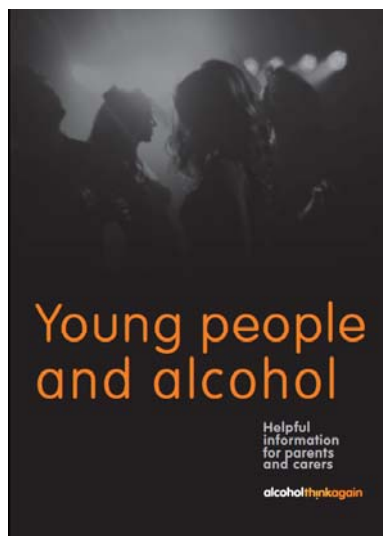
How young people can get involved

- Join or start a Local Drug Action Group
- Find out what alcohol education your school is or could be doing - talk to student council or P&C.
- Talk to your local government (youth advisory group?)
- Monitor promotions at your university tavern
- Share your views on a blog
- Write a letter to the Editor

How parents can get involved

- Alcohol education in schools – what is happening at your child’s school?
- Monitor bus shelters/billboards around schools
- Complain about inappropriate advertising
- Write a letter to the Editor
- Talk to your local government
- Write to your local MP

Support for Parents



Parenting Strategies:
Preventing Adolescent Alcohol Misuse

Home About Us Contact Us Survey Guidelines Parenting Program

Welcome

Welcome to Parenting Strategies: Preventing Adolescent Alcohol Misuse.
Parents can have a big influence on their adolescent child's decisions about drinking. It's never too early or too late to learn some strategies to help protect your child from alcohol problems.

To provide you with parenting strategies that are personalized for you, we have designed an online **Survey** that assesses your current parenting practices around alcohol and your child.

After you have completed the survey, you will receive an immediate feedback report with tips to help you more confidently handle the issue of alcohol with your child. This report can then be printed out or emailed to yourself for your future reference.

Mother of 15-year-old female adolescent said...

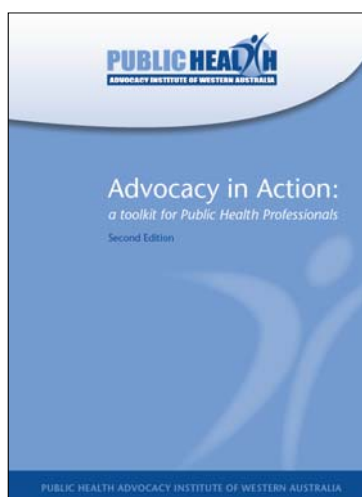
There is a definite need for a website such as this and I hope that a lot of parents find it and learn from it.

Need help here?

What community organisations can do

- Work in coalitions
- Talk to your local government – find out what they are doing and how you can help
- Talk with politicians at all levels – invite politicians to events
- Talk to local media – keep them informed
- Complain about alcohol advertising
- Liquor licensing – objections
- Letters to the Editor

Support to take action



What we can all do

- Show our concern
- Act as individuals
- Act as organisations
- Engage the community – including young people
- Work in coalitions
- Seek action from governments at all levels
- Stay with it



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