

# DrinkWise.

## Case Studies

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IARD - MAY 2023



**Parental supply of alcohol to minors:  
*'It's okay to say nay'***

# 'It's okay to say nay' parental supply campaign - background and objectives

DrinkWise.

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## What was the objective?

Since 2005, DrinkWise campaigns have enabled parents to become more conscious about the role they play in displaying responsible behaviours around alcohol. DrinkWise created the 'It's okay to say nay' campaign to **provide parents with the confidence and reassurance** that promoting abstinence is the best option to reducing chances of future alcohol-related harm for their underage teenagers. The campaign highlights the decisions that many parents face when talking to their teens about alcohol – reassuring them that the majority of parents don't supply their underage teens with alcohol and that setting strong boundaries helps their kids to make smart choices.



## Why was a campaign needed?

With underage **abstinence increasing significantly** in Australia from 39% in 2007 to 73% in 2019, the norm of underage drinking has clearly shifted. The Australian Government's alcohol guidelines were recently revised to be more specific that **underage teenagers should not consume alcohol**. However, government research also showed that of those 14 to 17-year-olds who did consume alcohol, **the predominant source of the alcohol was their parents and – worryingly – this statistic had increased in recent years** (from 25.0% in 2010 to 41.6% in 2019). In response to this research, DrinkWise commenced a significant research project to better understand attitudes, behaviours and social norms around underage consumption amongst parents and teenagers. DrinkWise created a compelling campaign from research showing that **social norms (wherein most Australian parents and teenagers are doing the right thing)** were effective in correcting for misconceptions about underage drinking and encouraging parents to set stronger boundaries around not supplying alcohol to their underage teenage children.

**“Drinking when underage can disrupt your child’s brain development and even damage their brain”**

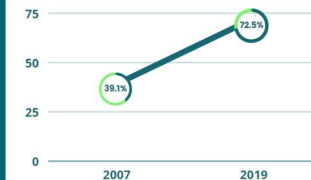
Dr Andrew Rochford



**of parents aren't giving their underage teens alcohol.\***

\*Calculated based on the National Drug Strategy Household Survey 2019 dataset

**Underage abstinence has increased significantly in the past 15 years.\***



\*National Drug Strategy Household Survey 2019<sup>4</sup>



**of teenagers aged 14 – 17 are abstaining from alcohol.\***

\*National Drug Strategy Household Survey 2019

**Those underage teenagers who are drinking reported their parents as their usual supply of alcohol.\***



\*National Drug Strategy Household Survey 2019

**Underage teenagers who are supplied with alcohol are more likely to experience:**

- 1 alcohol-related harm
- 2 binge drinking
- 3 problematic drinking

**in their future years.**

\*Alken et al. (2022)

**Children and people under 18 years of age should not drink alcohol**



**to reduce the risk of harm from alcohol.**

\*Australian Government - National Health and Medical Research Council - Alcohol Guideline 2

# 'It's okay to say nay' parental supply campaign - implementation

To help give parents the confidence that setting strong boundaries around alcohol is the smart decision for the safety of their kids, DrinkWise also worked with **renowned adolescent psychologist Dr Michael Carr-Gregg** to develop some tips for parents when talking to their teenager about alcohol.

For some parents, talking to their teenagers about alcohol and setting boundaries to keep them safe can be tricky. The tips (which can be found on the DrinkWise website) were designed to help parents **navigate these sometimes daunting but very important conversations**. The campaign encouraged all parents to start the conversation around alcohol early and have it often so they can help their underage teenagers make the smart choice and say no to drinking alcohol while underage.



**"The overwhelming majority of parents don't supply their underage teens with alcohol."**

Dr Michael Carr-Gregg



## What did the campaign involve?

The *It's okay to say nay* campaign launched nationally in November 2022. DrinkWise secured significant national television, newspapers and radio campaign coverage, with interviews featuring DrinkWise CEO Simon Strahan, Dr Michael Carr-Gregg, Dr Andrew Rochford and a family that had set alcohol boundaries for their kids. The campaign also featured strongly on social media and a specially themed [Jam Pakt \(Indigenous radio\) episode](#).

Since the launch, we have conducted another media burst in February-March 2023 on [television](#) and social media. Ongoing digital and social messaging on Mamamia (one of the most well-known parenting websites in Australia) and DrinkWise channels has also helped remind parents to be conscious about the role they play in protecting their teenagers from the risks associated with underage drinking.





# 'It's okay to say nay' parental supply campaign - impact and outcomes

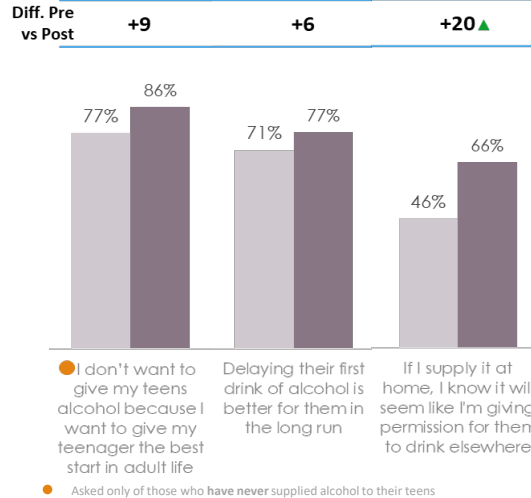


## What was the impact of this campaign?

Our campaign tracking research indicates that the campaign is resonating with parents, with nearly a quarter of all teen parents inspired to no longer supply their teenager with alcohol and over half to be more considered in their decisions. Those with existing future intent are more adamant about not starting. Some of the significant attitudinal and behavioural changes after the initial launch in November (with data collected in December 2023) included:

- **86%** don't give their teens alcohol to allow them to have a better start in adult life (vs 77% before the campaign launched)
- **41%** talked about the effects of drinking with their teenagers
- **39%** shared the campaign with their kids

Attitudes to Parental supply of Alcohol – Pre vs Post (recalled campaign)  
% T2B (Agree+ Strongly Agree)



## Future Supply Intent

Among parents who **have supplied** alcohol to their teens

After seeing the campaign 22% will stop supplying them with alcohol

Among parents who **intend to supply** alcohol to their teens

After seeing the campaign 33% now think they will wait until their child is of legal drinking age (18)



Winner – Film Category

*"It's great to give parents a serious topic handled in a deft way and a wonderful use of the Queen's English"*

Jury comments from Melbourne Advertising Design Creativity



Mumbrella Awards for Corporate Social Responsibility – Highly Commended (second place)



## What's next?

DrinkWise will launch another burst of the campaign in June/July 2023 and will continue to track its impact in changing parent intentions to supply alcohol to their kids.



## Winery cellar door moderation initiative: 'Stay tasteful while tasting'

# Winery cellar door moderation initiative: 'Stay tasteful while tasting'

## - background and objectives



### Why was an initiative needed?

With approximately eight million consumers who visit multiple wineries and cellar doors each year across Australia, consumers need an **easy and effective means to track their drinking, especially if they are driving**. That is why DrinkWise developed these the **innovative "scratchie cards"** designed to **increase consumer understanding of how many wine pours (tastings) add up to a standard drink** and partnered with the National Wine Foundation and Australian Grape & Wine to **distribute them to every winery cellar door in Australia**.



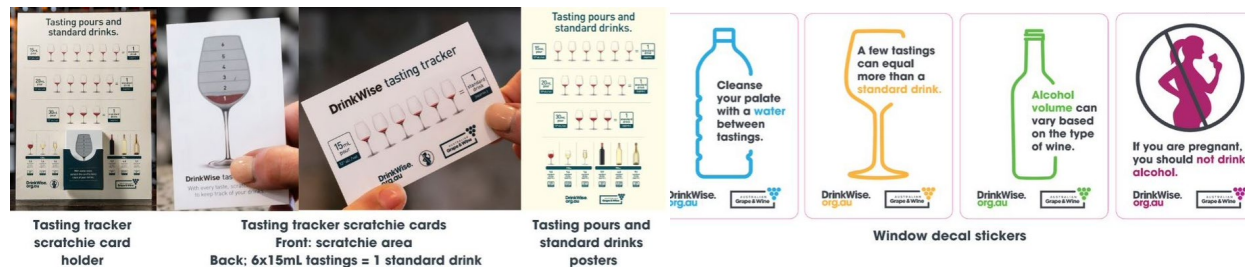
### What did the research say?

Research shows that counting the number of drinks is an effective way to moderate a person's alcohol consumption. Calculating standard drinks can be a **cognitively challenging** task, so DrinkWise **created visual and engaging tools** to enable visitors to easily monitor the number of tastings and drinks consumed. We also used **simple heuristics** that six 15ml tastings is approximately one standard drink to help consumers make safer, healthier and more responsible decisions about their consumption.



### What was the initiative aiming to do?

The '*Stay tasteful while tasting*' initiative aims to bring industry associations, producers and government together to **provide a practical solution for consumers to easily track and manage** their consumption at the cellar door and prevent drink driving. It does so by assisting local wineries and wine festivals to **educate visitors** and help them to make responsible choices when tasting wines. Consumer education and duty of care are important and this initiative allows critical health messages to be shared when people are consuming alcohol.





# Winery cellar door moderation initiative: 'Stay tasteful while tasting' - implementation



DrinkWise **partnered with Australian Grape & Wine and the National Wine Foundation** to launch the education initiative about standard pours and provide a practical way for wine lovers around the country to track their tastings. The tool assists vineyard owners to educate visitors about standard pours and protect tourists and locals in wine regions.

**The Australian Federal Minister for Health, State Premiers and Ministers endorsed the initiative and lent their support to launch it around the country**, with specific launches in Western Australia, Victoria, South Australia, Tasmania, ACT, Queensland and New South Wales.

To help more people make responsible choices, the initiative has also been **expanded beyond cellar doors**, with the scratchies, signage and digital resources now available for **wine festivals and events**.



## Where has the initiative been rolled out?

'Stay tasteful while tasting' has been rolled out **across over 1,800 winery cellar doors and tourism operators** within Australia. Visitors to these venues have access to tasting tracker 'scratchies' and other education resources to help them keep tabs on their consumption and understand how many standard drinks they are consuming while tasting wines.

Given the [positive reception](#) to the initiative, the scratchies, signage and digital resources were incorporated into wine festivals and events including Good Food & Wine Shows in Melbourne, Sydney, Perth and Brisbane and state and regional wine festivals across the country.

The festival 'scratchie' cards have messages hidden underneath the 'scratchie' panels that remind consumers to have a water between drinks.



Festival tasting  
tracker scratchie  
card

Branded corflute signage for events



Branded Social Media assets



# Winery cellar door moderation initiative: 'Stay tasteful while tasting'

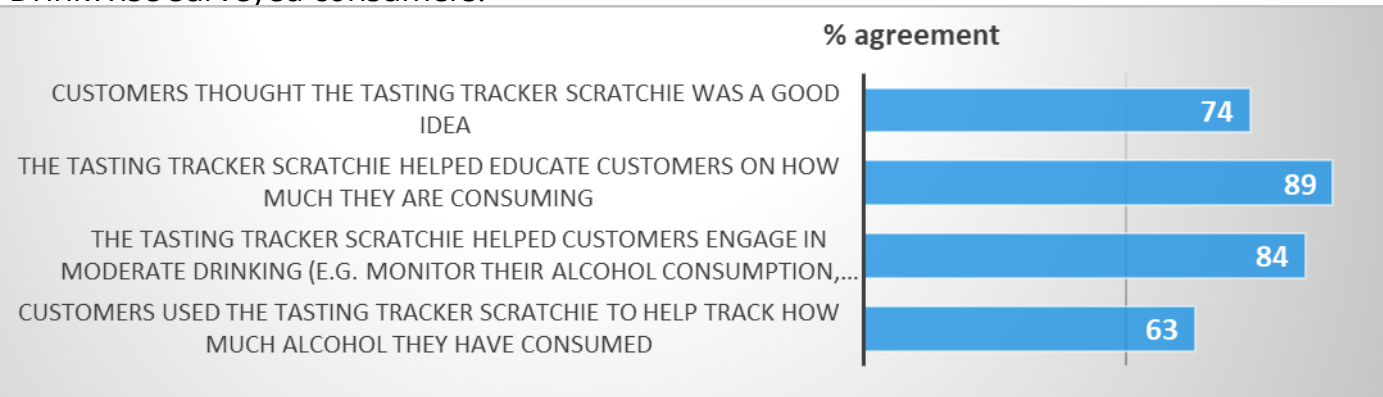
## - impact and outcomes



### What was the impact of this initiative?

'Stay tasteful while tasting' has received a very positive response from consumers, industry and government.

DrinkWise surveyed consumers:



DrinkWise also surveyed winery cellar door operators across the country in early 2023, with:

- **94%** saying they would recommend the initiative to other cellar doors
- **89%** mentioning the scratchie helped educate customers on how much they were consuming
- **84%** responding that the scratchie helped customers to pace their drinking
- **100%** saying it was easy to implement the initiative.

"Guests love that they are able to see how much they are consuming for a tasting."

"Highly recommend this as an inhouse tool to help staff support the responsible service of alcohol and wellbeing of all visitors."

"Promotes positive RSA and wellbeing for consumers. Also very good at highlighting why paid tastings have been introduced."

"Visible reminder to drink in moderation."



### What's next?

This proactive initiative has been so successful that many of the peak industry associations are now looking to embed it into their sustainability and ESG policies. It will continue to be rolled out at cellar doors and wine festivals around Australia.