The Smart Generation Program

to prevent underage alcohol use in Knox

2017 School-based Social Marketing progress report prepared for Communities that Care Knox

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1. Overview of the Smart Generation program

The Smart Generation is a program that aims to mobilise communities across Australia to reduce and delay adolescent alcohol use.

The Smart Generation is designed to help the next generation of children to have improved health and wellbeing as a result of avoiding or delaying the use of alcohol. The program aims to optimise adolescent development by helping communities to work together to prevent young people from drinking alcohol before they turn 18.

The program includes a series of evidence-based, multi-level interventions. Being evidence-based means all components of the program have been demonstrated to be effective in changing behaviour. Multi-level indicates the program seeks to bring about change at multiple levels, including the community, schools, families and individuals.

What does The Smart Generation intervention involve?

National prevalence data indicates that over a third of adolescents between ages 12 and 17 obtain alcohol from two sources:
   a) they purchase it themselves from liquor outlets (primary supply); or
   b) parents or other adults give it to them (secondary supply) (AIHW, 2014).

Intervening at these two points of supply is critical to reducing adolescent alcohol consumption in Australia. To do this, The Smart Generation implements two key strategies:
   a) assisting young people and their families to discuss and adopt alcohol guidelines that reduce and delay alcohol use; and
   b) reducing the frequency of retail outlets, parents and other adults supplying alcohol to adolescents.

The program achieves these key aims through two key approaches or *components*:

1. **Supply monitoring** of alcohol sales to adolescents is delivered at the community level, specifically within packaged liquor outlets.
   a. This is a community-wide intervention that aims to reduce the supply of alcohol by monitoring and reporting on sales by liquor outlets to confederates who appear under the age of 18.
   b. Outcomes of the monitoring are followed by an intervention in the form of feedback letters to licensees, alongside media advocacy to increase community awareness and change adolescents' perception of the availability of alcohol.

2. **Social marketing** is delivered through schools and in the home, and aims to change awareness, attitudes, intention and behaviour.
   a. Through educational brochures and school newsletter messages, this program communicates messages about the importance of delaying alcohol use for as long as possible and encourages parents to set rules about alcohol use.
   b. It also emphasises secondary supply legislation, which restricts adults from providing alcohol to a child who is not their own (Roache et al. 2013).

The program includes an emphasis on **community mobilisation** to coordinate and value-add to the above components through actions such as media advocacy and community events.

2. Aims of the Smart Generation

The overall aim of this program is to **delay or decrease adolescent alcohol consumption** by reducing factors in a young person's environment that increase their risk of drinking and increasing factors that protect a young person from drinking.

Supply Monitoring component:

The supply monitoring component involves collecting data on the sale of alcohol through packaged liquor outlets to people who appear to be under the legal age of 18. Following data collection, community intervention is carried out to influence and change behaviour, with the primary aim of reducing alcohol sales to underage minors.

Aims:
- Identify how many packaged liquor outlets sell alcohol to an adolescent who looks under 18;
- Raise community awareness about reducing alcohol sales to minors; and
- Promote best-practice approaches to the sale of alcohol, specifically that bottle shops should always ask for proof-of-age from anyone who looks under the age of 25.

Social Marketing component:

The social marketing component involves encouraging families and students to discuss the national alcohol guidelines and set limits and rules for alcohol use. The process includes disseminating educational brochures through schools and homes, reinforcing messages in school newsletters, and holding a number of class lessons to discuss alcohol consumption

Aims:
- Increase dialogue between adolescents and their parents, including regarding the NHMRC national alcohol guidelines and establishing rules for alcohol use;
- Increase peer support for avoiding alcohol;
- Delay each adolescent's first drink of alcohol;
- Encourage adolescents to abstain from drinking until 18 years of age; and
- Increase adolescent's awareness and understanding of the laws regarding alcohol consumption.

3. This Report

This report provides evaluation data from implementation of the Social Marketing component completed with Year 8, 9 and 10 students and parents in Knox in 2017. No further implementation of the Social Marketing component of the program is scheduled at this stage.

4. Social Marketing Evaluation – Year 8 & 10

In 2017, one school implemented the Smart Generation program to Year 8 and 10 students. Over 140 students were exposed to the intervention sessions. This school met the minimum standard of program delivery, including:

- Delivering a minimum of 3 classroom sessions;
- Distributing program brochures to all Year 8 and 10 students and parents; and
- Completing pre- and post-program evaluations.

It is unknown whether the school met the following criteria:

- Publication of at least three newsletter articles about the program, to support program delivery.

(a) Year 8 student data:

A total of 66 Year 8 students completed pre-program evaluations for the Smart Generation program and 61 Year 8 students completed post-program evaluations.

Table 1 shows the proportion of students who indicated agreement or responded 'yes' to each of the survey questions. Student responses showed an increase between pre- and post-program in the proportion of students indicating an intention to use alcohol before 18, and a decrease in intentions to discuss alcohol use, family rules and guidelines with parents. There was, however, a significant increase in students reporting an intention to reduce how often they drink (from 47% to 69%).

Over 80% of students are indicating a good understanding of NHMRC guidelines regarding adolescent alcohol use and the impact of adolescent alcohol use in relation to road accidents, and over 80% of students are indicating a good understanding of the the impact of adolescent alcohol use in relation to brain development. However, there is less understanding regarding alcohol-related road accidents involving cyclists and pedestrians.

(b) Year 10 student data:

A total of 76 Year 10 students completed pre-program evaluations for the Smart Generation program and 55 Year 10 students completed post-program evaluations.

Table 2 shows the proportion of students who indicated agreement or responded 'yes' to each of the survey questions. There was little change between pre- and post-program in the proportion of students responding positively regarding intentions to discuss alcohol use with parents and intentions to discuss family rules and guidelines with parents.

There was a slight decrease in the proportion of students responding post-program that they intend to use alcohol (from 56% to 42%) and a slight increase in students reporting they have had a conversation with their parents about the harms of adolescent alcohol use (from 58% to 70%).

Upon completion of the program, over 80% of students are indicating a good understanding of NHMRC guidelines regarding adolescent alcohol use and the impact of adolescent alcohol use in relation to road accidents, and over 85% of students are indicating a good understanding of the the impact of adolescent alcohol use in relation to brain development. Year 10 students are also showing a good understanding regarding alcohol-related road accidents involving cyclists and pedestrians.

Table 1: Year 8 Pre-program and Post-program evaluation data, indicating positive or negative changes

Question	Pre-test (n=66)	Post-test (n=61)	
	"Likely"	"Likely"	% Change
How likely would you be to drink alcohol before you are 18 years old?	42%	54%	12% ⬆
How likely would you be to talk to your parents about drinking alcohol?	64%	57%	7% ⬇
How likely would you be to discuss rules for alcohol use with your parents?	68%	59%	9% ⬇
How likely would you be to seek out a new activity as an alternative to drinking alcohol?	53%	51%	2% ⬇
How likely would you be to think about how to respond and behave when someone offers you alcohol?	75%	70%	5% ⬇
	(n=65)	*(n=31)*	
How likely would you be to cut down on the amount of alcohol you drink in a session?	62%	69%	7% ⬆
How likely would you be to reduce how often you drink?	47%	69%	22%* ⬆
	"Yes" (n=66)	*"Yes" (n=31)*	
My parents have a rule that they will not permit me to drink alcohol before the age of 18 years.	49%	48%	1% ⬇
My parents have a rule that they will not supply alcohol to me to take to a party.	62%	52%	10% ⬇
My parents have a rule that they will not supply alcohol to any person under the age of 18 years.	74%	74%	0% -
I have had a conversation with my parents about the harms linked to adolescents drinking alcohol.	52%	58%	6% ⬆
	"Agree" (n=66)	*"Agree" (n=33)*	
It's okay for young people to drink before they are 18.	24%	18%	6% ⬇
Not drinking alcohol reduces your risk of being involved in a road accident.	83%	88%	5% ⬆
Other people are legally allowed to supply you with alcohol without your parents' permission, as long as you're at their house.	20%	21%	1% ⬆
Road accidents involve people in cars, but rarely involve cyclists and pedestrians.	45%	48%	3% ⬆
Drinking alcohol before the age of 18 is harmful to brain development.	83%	82%	1% ⬇
The safest option for young people is to delay drinking alcohol until they are 18 years old.	83%	70%	13% ⬇
People who start drinking alcohol after they are 18 are less experienced so are more likely to be dependent on alcohol in adulthood.	52%	56%	4% ⬆
More than half of serious alcohol-related road injuries are with young people.	62%	70%	8% ⬆

* Significant change in results p<.05
⬇ / ⬆ Indicates positive change
⬇ / ⬆ Indicates negative change

Table 2: Year 10 Pre-program and Post-program evaluation data, indicating positive or negative changes

Question	Pre-test (n=75)	Post-test (n=55)	% Change	
	"Likely"	*"Likely"*	**% Change**	
How likely would you be to drink alcohol before you are 18 years old?	56%	42%	**14%**	⬇
How likely would you be to talk to your parents about drinking alcohol?	67%	67%	**0%**	-
How likely would you be to discuss rules for alcohol use with your parents?	59%	67%	**8%**	⬆
How likely would you be to seek out a new activity as an alternative to drinking alcohol?	48%	56%	**8%**	⬆
How likely would you be to think about how to respond and behave when someone offers you alcohol?	75%	78%	**3%**	⬆
	(n=48)	*(n=33)*		
How likely would you be to cut down on the amount of alcohol you drink in a session?	63%	70%	**7%**	⬆
How likely would you be to reduce how often you drink?	65%	73%	**8%**	⬆
	"Yes" (n=74)	*"Yes" (n=54)*		
My parents have a rule that they will not permit me to drink alcohol before the age of 18 years.	43%	52%	**9%**	⬆
My parents have a rule that they will not supply alcohol to me to take to a party.	65%	67%	**2%**	⬆
My parents have a rule that they will not supply alcohol to any person under the age of 18 years.	68%	70%	**2%**	⬆
I have had a conversation with my parents about the harms linked to adolescents drinking alcohol.	58%	70%	**12%**	⬆
	"Agree" (n=76)	*"Agree" (n=54)*		
It's okay for young people to drink before they are 18.	32%	26%	**6%**	⬇
Not drinking alcohol reduces your risk of being involved in a road accident.	80%	87	**7%**	⬆
Other people are legally allowed to supply you with alcohol without your parents' permission, as long as you're at their house.	22%	19%	**3%**	⬇
Road accidents involve people in cars, but rarely involve cyclists and pedestrians.	23%	28%	**5%**	⬆ (red)
Drinking alcohol before the age of 18 is harmful to brain development.	87%	89%	**2%**	⬆
The safest option for young people is to delay drinking alcohol until they are 18 years old.	82%	80%	**2%**	⬇ (red)
People who start drinking alcohol after they are 18 are less experienced so are more likely to be dependent on alcohol in adulthood.	45%	48%	**3%**	⬆ (red)
More than half of serious alcohol-related road injuries are with young people.	81%	81%	**0%**	-

* Significant change in results p<.05
⬇ / ⬆ Indicates positive change
⬇ / ⬆ Indicates negative change

(c) Year 8 & 10 teacher data:

Teachers from each participating school completed a teacher evaluation assessing student engagement in the program and content delivery.   Results from the teacher feedback are detailed in tables 3, 4 and 5 below, and indicate that students were moderately engaged in the session activities and that teachers delivered most of the core messages in most sessions across the school.

Table 3: Year 8, average student engagement score at each session
(1 = not at all engaged; 4 = moderately engaged; 7 = very engaged)

	Average score (n= 4)
Session 1 (a) : Guided discussion	4
Session 1 (b) : Role play	4
Session 2 : Role play	3
Session 3 : Guided discussion	5

Table 4: Year 10, average student engagement score at each session
(1 = not at all engaged; 4 = moderately engaged; 7 = very engaged)

	Average score (n=3)
Session 1 (a) : Guided discussion	4
Session 1 (b) : Skill building	4
Session 2 (a) : Class discussion	3
Session 2(b) : Individual work	3
Session 3 : Guided discussion	3

Table 5: Number of teachers delivering core content at each session (Y8 n=4; Y10 n=3)

Key Messages	Session 1		Session 2		Session 3	
	Y8	Y10	Y8	Y10	Y8	Y10
NHMRC guidelines, recommend delay alcohol until 18 years of age, or if already drinking to stop or reduce alcohol use	4	3	4	2	3	2
Reasons for delaying alcohol until 18 years	4	3	4	2	3	2
Alcohol effects on brain development	4	3	4	2	3	2
Alcohol effects on injury and self harm	4	3	4	3	3	2
Parents should not supply alcohol to anyone under the age of 18	4	3	2	3	2	2
Having a conversation with parents about alcohol use	4	2	3	1	2	1

5. Smart Generation – Year 9 program

In 2017, three schools participated in the Smart Generation Year 9 program with two of these schools providing student evaluation data for the program. The Year 9 program consisted of 3 – 4 classroom sessions followed by a parent information evening. The results presented in the sections below are based on data from two schools for the student data and three schools for the parent data.

(a) Year 9 student data:

Following participation in the Smart Generation Year 9 program, a total of 75 students across three schools completed an evaluation survey (70% male; 30% female). Of those who completed the post-program evaluations, 49% reported lifetime alcohol use and 24% reported current alcohol use. The majority of respondents reported engagement in volunteering over the past year (46%) and regular weekly participation in alcohol-free recreational or entertainment activities (80%) – see Table 6 below.

One school used pre-program student evaluation forms from the Year 8 and 10 program as well, however these are not included in the results below as the questions and responses are not comparable to the Year 9 post-program student evaluations.

Table 6: Reports of alcohol use and positive youth engagement amongst respondents to the Year 9 Smart Generation evaluation

Alcohol use	**(n=51)**
Lifetime alcohol use	49%
Current alcohol use	24%
Recent binge alcohol use (past 2 weeks)	16%
Positive youth engagement	
Past year volunteering	46%
Regular participation in alcohol-free recreational or entertainment activities	80%

Results from the evaluation show the majority of respondents are reporting positive intentions regarding delaying drinking until 18 following participation in the program (81%). More than a third of the respondents indicate that they are more likely to have a discussion with parents regarding alcohol use and are more likely to maintain or seek out new alcohol-free activities following participation in the program. Of those respondents who reported that they are already drinking alcohol, more than one third indicated that they are more likely to reduce the quantity or frequency with which they are drinking following their participation in the program.

Table 7: Behavioural intentions regarding alcohol use following participation in Year 9 Smart Generation program

Following the sessions I am more likely to …..	**"Agree"** (n=75)
Delay drinking alcohol until I am 18.	81%
Talk to my parents about drinking alcohol.	91%
Discuss rules for drinking alcohol with my parents.	87%
Maintain or seek out new alcohol-free activities.	77%
Cut down on the amount of alcohol I drink in a session.*	76%
Reduce how often I drink.*	82%

* Answered by those who reported that they were currently drinking alcohol (n=60)

The majority of respondents indicate an understanding of national guidelines regarding not drinking before 18 (86%), the risks related to adolescent alcohol use and road accidents (84%) and the impact of adolescent alcohol use in relation to brain development (86%). Year 9 students also indicate an understanding of secondary supply legislation (96%), and the extent of serious alcohol-related road injuries involving young people (77%).

Table 8: Understanding of national guidelines, secondary supply and alcohol harms following participation in Year 9 Smart Generation program

	"Agree" (n=51)
It's okay for young people to drink regularly before they are 18.	14%
Not drinking alcohol reduces the risk of adolescents being involved in a road accident.	84%
Other people are legally allowed to give you alcohol without your parents' permission, as long as you're at their house.	4%
Road accidents involve people in cars, but rarely involve cyclists and pedestrians.	24%
Drinking alcohol before the age of 18 is harmful to brain development.	86%
The safest option for young people is not to drink alcohol until they are 18 years old.	85%
More than half of serious alcohol-related road injuries are with young people.	77%

(b) Year 9 parent data:

A total of 76 parents across three schools completed an evaluation survey following the parent night. Almost all parents reported the content and delivery of the parent night to be good or very good and almost all parents reported positive intentions to talk to their adolescent about drinking, to set a rule around alcohol use and to plan alcohol free activities.

Almost all parent respondents indicated a good understanding of national guidelines regarding delaying alcohol until 18, the impact of adolescent alcohol use in relation to brain development and their responsibilities in relation to secondary supply legislation. The majority of parent respondents also showed good understanding about the risk of alcohol-related accidents involving cyclists and pedestrians and the extent of serious alcohol-related road injuries involving young people.

Table 9: Evaluation results from the parent night

Parent night presentation	(n=76)
	"Good/Very Good"
Content presented by speaker	100%
Delivery of presentation by key speaker	99%
Organisation and content of student presentations	100%

Intentions regarding alcohol use and my adolescent

Following the parent night I am more likely to …..	**"Agree"**
Talk to my adolescent about drinking	99%
Set a rule not to provide or allow alcohol use in my home for anyone who is not aged 18 or older.	87%
Plan alcohol-free activities for my adolescent.	95%

Knowledge of national guidelines, secondary supply laws and alcohol harms

	"Agree"
It's okay for young people to drink regularly before they are 18.	8%
Not drinking alcohol reduces the risk of adolescents being involved in a road accident.	89%
I am legally allowed to supply under 18s with alcohol without their parents' permission, as long as it is in my house.	4%
Road accidents involve people in cars, but rarely involve cyclists and pedestrians.	8%
Drinking alcohol before the age of 18 is harmful to brain development.	93%
The safest option for young people is to delay drinking alcohol until they are 18.	92%
More than half of serious alcohol-related road injuries are with young people.	81%

Comments from parent night evaluation:

Thank you for a wonderful presentation, you all spoke well and made sure we were well informed.

Thanks! Great presentation.

Good Job.

Great, fun, informative.

Was a good night. I'm so glad the Year 9's were given this opportunity to do this for the parents and students. Well done. Was a fantastic night.

Life is about balance so everything in moderation.

Thanks for the coffee.

Well done! Super.

Great to see programme run by students for students (and parents). Well done.

Tonights excellent presentation reinforced my thinking on teen alcohol consumption and provided additional facts on why restricting it until age 18 is wise. Well done Valdocco boys and staff.

Fantastic night.

Great night put together by the boys, teachers and external speakers. Catering was fantastic as well.

Great evening/presentation & food & drinks. Well done!!

Thank you - excellent night.

A well run event that the school and students should be proud of.

Food for thought, thankyou for bringing this to my attention.

As a parent, I'm really more concerned these days re: the drugs/recreational drugs than alcohol. Thanks for a well informed & well presented night. Very informative.

Very good, session was well delivered and stats pretty precise. Maybe could have had a guest speaker who has been through a lot thru alcohol abuse.

Was surprised at the low turn out of parents - 200 Y9 and only 34 parents. Maybe better promotion/information about the program would drive parent participation. I was a bit ambivalent about coming but got a lot out of it and has changed the way I will communicate with my son.

Great job boys!

Well done to all the boys involved, and St Joes, after loosing 4 of my friends aged 18-21 in a car accident in 1983 due to drinking and driving I applaud St Joes and Deakin uni for opening our boys young minds to the consequences of alcohol and giving them options and ideas of how to say NO. Thankyou.

6. Summary

Evaluation results from program delivery of the Year 8 and Year 10 Smart Generation program in Knox secondary schools in 2017 indicates the participating school achieved the minimum standard of distributing educational brochures to all students and parents in Year 8 and 10 and delivering a minimum of three sessions, however, it is unknown whether they achieved the minimum standard of publishing three school newsletter articles to support classroom delivery. Teacher feedback indicates that students were moderately engaged in the sessions and that most of the key messages were covered in most of the sessions that were delivered.

Following program participation, the proportion of students indicating they are 'likely' to drink alcohol before 18 increased for Year 8 students (from 42% to 54%), however, this decreased for Year 10 students (from 56% to 42%). The most consistent improvement across both year levels, following program participation, related to the proportion of students reporting conversations with parents about alcohol use and the harms linked to adolescents drinking alcohol (increased from 52% to 58% for Year 8 students, and 58% to 70% for Year 10 students) and a decrease in favourable attitudes towards young people drinking alcohol before the age of 18 (24% to 18% for Year 8 students, and 32% to 26% for Year 10 students).

Students across both year levels report an accurate understanding of national alcohol guidelines, secondary supply laws and alcohol harms.   With regards to student understanding about national guidelines, more than 80% of Year 8 and 10 students indicate that the safest option for young people is not to drink until age 18; with regards to secondary supply legislation, almost 80% of all students indicate that other people are not allowed to supply you with alcohol without your parents' permission; and, with regards to alcohol harms, over 80% of all students indicate an accurate understanding of the harmful impact of alcohol use on brain development.

Evaluation results from implementation of the Year 9 program indicate an overall positive response to the program from students and parents. Results from the student evaluation show that following program participation the majority of respondents are reporting positive intentions regarding delaying drinking until 18 (81%).   Feedback from parents who participated in the Year 9 parent night indicated that the majority thought the night was well presented and informative. Almost all parents indicated an intention to talk to their adolescent about alcohol use and set rules around it, and almost all parents indicated an accurate understanding of national youth alcohol guidelines, secondary supply legislation and alcohol harms.

It is recommended Communities That Care Knox continue to deliver adolescent alcohol prevention programs as routine practice to achieve and sustain longer term community level outcomes.

7. References

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