

Customer Voice Research

Youth Alcohol Action Plan

Sherbert Research



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DCSF-RW085**

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Youth Alcohol Action Plan

Objectives

- To contribute to making the Youth Alcohol Action Plan (YAAP) a workable document for parents of children and young people under 18

By:

- Testing concepts, narrative and language (phrases and words) for the Youth Alcohol Action Plan with parents
 - Understanding and take out;
 - Relevance and resonance; and
 - Highlighting jargon and suggesting changes.
- Establishing what they find acceptable and unacceptable regarding children, teens (under 18) and alcohol and whether, and to what extent, this is an issue about which they are concerned
- Ascertaining their views on the Government's approach to develop a set of social norms around young people under 18 and alcohol and whether they think parents would be interested in being consulted on finalising the social norms
- Finding out how to best communicate information/guidance on young people and alcohol to parents

Respondents

Parents of 11 to 16 year olds: 48 in total

Across England (rural to urban)

Key findings

Parents recognised the Youth Alcohol Action Plan could be an important strategy, and they found the topic of under 18s, alcohol and the law interesting but do not imagine reading the YAAP in its current format. Instead they want simple, straightforward, easy to digest facts offered across different media platforms (TV, radio, internet).

The majority of parents seemed to allow their children to try alcohol and drink 'occasionally' at home / family parties. There was a commonly held perception that it was other people's children who drank inappropriately e.g. unsupervised drinking by teenagers under 18 in their local area, rowdy, risky. They would like to see this behaviour changed. The majority of respondents felt young people and alcohol was a growing concern, but smoking, drugs and unprotected sex seemed much more pressing.

Parents recognised the roles and responsibilities of different stakeholders in this issue but that they themselves had ultimate responsibility for their children. Key stakeholders included schools, young people, manufacturers, retailers and parents. It was felt that all should be sanctioned if they moved beyond law, but were not clear how the sanctions would be enforced.

Government was not spontaneously recognised as having a direct role and responsibility regarding young people under 18 and alcohol, it is associated with making and enforcing the Law. Therefore, spontaneous reactions to Government introducing 'social norms' relating to young people and alcohol received a mixed response. Also, 'social norms' was not a well understood term. Once the norms were read and explained they seemed to have less resistance from parents if called something else. For them to have a relevant context norms need to be related to the law, otherwise they risk confusing parents.

The law relating to young people under 18 and alcohol needs to be widely known and understood, including the consequences of breaking it. Also it was suggested that linking the norms and the Law to realistic situations would help parents to understand and make the information more engaging. Parents would appreciate being consulted in developing norms.

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