

booze, babies and 'telling' tales

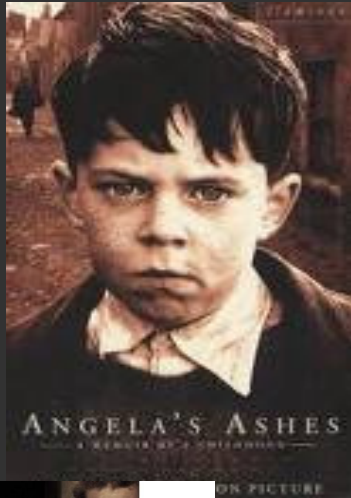
busting the myths to tell the story



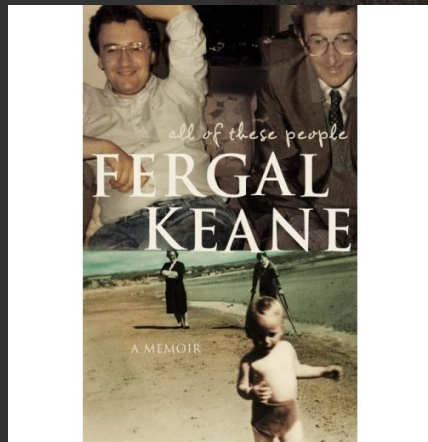
Alcohol Focus Scotland June 2011

www.alcoholireland.ie

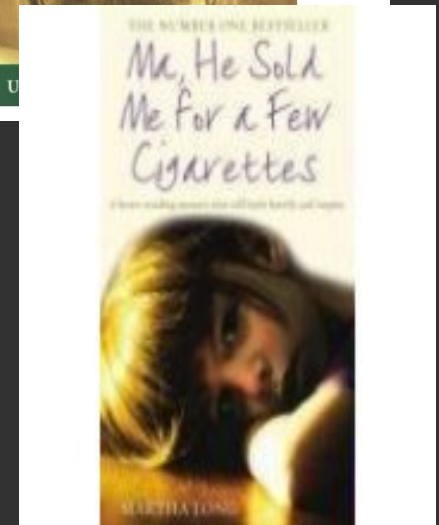
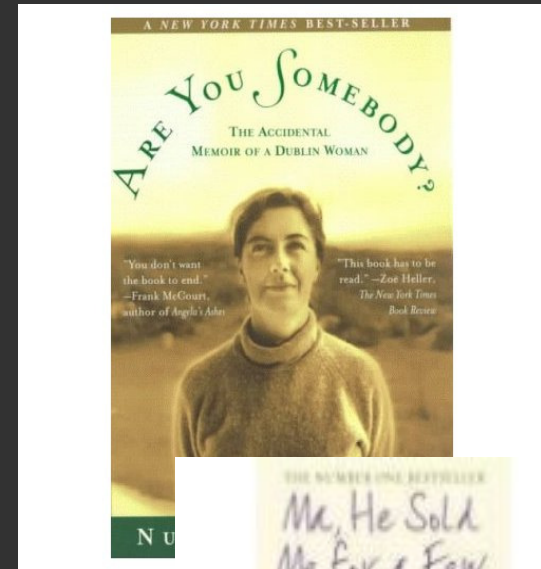
Children affected
by parental
alcohol
problems...



30 years after the
fact...



Bookshelves not
Programme for
Government



Once upon a time today...

- ❑ Children quarter of the population/ 1m
- ❑ Alcohol affordable/ accessible
- ❑ Children *and* adults binge drink
- ❑ Alcohol normalised family experience
- ❑ One in six children in state care/ parental substance misuse problems/ child welfare and protection issue

Two girls but only one story...

Niamh

Binge drinks with her friends

Research /ESPAD

Public health advice/ parents

Political response

SPHE ed

Media coverage



Sinead

mam-dad binge drink regularly

Limited response by services

Little interest by politicians/ no 'Hidden Harm'

Little interest by media unless 'horror' / individual



“I was aged about 15 or 16 and I showed up as he went on a massive bender...

“He then grabbed me by the throat and gave me a solid hit to the head which knocked me to the floor. I started crying and he started yelling again.”

Alcohol: it's a family affair



Children affected by parental alcohol problems –
challenge individual, society, services, economic interests, belief system...

Alcohol is problem of small minority/ most parents drink responsibly/
alcohol part of normal family experience/ family not state concern

Tough Sell...

- *“All children and adolescents have the right to grow up protected from the negative consequences of alcohol consumption...”*
World Health Organisation
- Government/state needs to further develop services to respond, support and protect children experiencing alcohol-related harm preferably in context of family but if necessary as individuals – access not contingent on parental readiness
- Reduce affordability and availability of alcohol – de-normalise

Busting the myths...



**Theory of Change
Strategy: Recognition**

**Children affected by
parental alcohol
problems exist in
significant numbers**

Task: establish evidence
base/ do the research

Telling a different story...

- **Market research/ quantitative:** 9% impacted by parental alcohol problems/ 90,000 – no difference social classes
- Focus grouped / segmentation/ **qualitative**
- Worked with leading children's charity/ 10,000 children surveyed/ one in 11 children say negatively impacted by parental alcohol use
- **Positioning** – children's rights issue
- **Media** work
- **Advocacy** - National Substance Misuse Strategy
- **Product** – alcohol service finder