

## The Kiama Stop Underage Drinking Project

### About the Project

The Kiama 'Stop Underage Drinking Project' was funded by the Australian Research Council and was developed and implemented in collaboration with community partners in Kiama.

The project aimed to address social norms around underage drinking including the supply of alcohol to teenagers and included:

- a social marketing campaign addressing community-level social norms around underage drinking;
- a youth component that included school and community-based activities; and
- a parent component that included online and environmental activities.

The intervention was launched in October 2013, and the final evaluation data is currently being analysed (with a sneak peek at the results presented at the National Conference on Health Communication, Media and Marketing)



### Publications to date

1. Jones SC, Gordon C, Andrews K (early view online) What is 'binge drinking'? Perceptions of Australian adolescents and adults, and implications for mass media campaigns. *Australian & New Zealand Journal of Public Health*: <http://onlinelibrary.wiley.com/doi/10.1111/1753-6405.12554/abstract>
2. Jones SC, Andrews K, Berry N (2016) Lost in translation: A focus group study of parents' and adolescents' interpretations of underage drinking and parental supply. *BMC Public Health*: <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-016-3218-3>
3. Jones SC (early view online) Alcohol-Branded Merchandise Ownership and Drinking. *Pediatrics*: <http://pediatrics.aappublications.org/content/early/2016/03/30/peds.2015-3970>
4. Jones SC (early view online) Parental provision of alcohol: A TPB-framed review of the literature. *Health Promotion International*: <http://www.ncbi.nlm.nih.gov/pubmed/25908595>
5. Jones SC, Andrews K & Caputi P (early view online) Alcohol-branded merchandise: association with Australian adolescents' drinking and parent attitudes. *Health Promotion International*: <http://heapro.oxfordjournals.org/content/early/2014/12/23/heapro.dau112.abstract>
6. Berends L, Jones SC & Andrews K (2016) Adolescent drinking, social identity, and parenting for safety: Perspectives from Australian adolescents and parents. *Health and Place*, 38, 22-29.
7. Jones SC & Francis K (2015) Supply of alcohol to underage drinkers: Misperceptions of community norms. *Social Science & Medicine*, 147, 158-162.
8. Jones SC, Magee C & Andrews K (2015) I think other parents might: Using a projective technique to explore parental supply of alcohol, *Drug and Alcohol Review* 34(5), 531-539.
9. Jones SC (2014) Using social marketing to create communities for our children and adolescents that do not model and encourage drinking. *Health and Place*, 30, 260-269.
10. Jones SC & Magee C (2014) The Role of Family, Friends and Peers in Australian Adolescent's Alcohol Consumption. *Drug and Alcohol Review* 33(3):304-13.



### More information?

**Project website:** <http://stopunderagedrinking.com.au/>

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