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

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

More information?
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