How Young People Access Information about Alcohol

From the survey data collected, 87% had tried alcohol on more than one occasion, yet only 35% of respondents had ever sought information about alcohol or binge drinking. 82% reported the internet would be their first stop for information as it was ‘quick and easy’ and gave ‘more information’ than other types of resource materials.

![Pie chart showing the most popular methods for accessing information about alcohol.]

Other popular methods for accessing information about alcohol were through talking to parents or friends because of their ‘experience’, or engaging with teachers and school counsellors. The least popular method of finding out about alcohol was through helplines with only 1 respondent having any interest in using this method.

What Type of Resources Young People Think Are Most Relevant For Information Dissemination

![Pie chart showing the most popular resources for information dissemination.]

Although slogans and branded messaging were popular, promotional merchandise materials (e.g. hats, pens, sunglasses) seem to have little appeal for this demographic. The most popular options were technology related where ‘fun’ could be incorporated with ‘facts and figures’ empowering young people to make better informed decisions for themselves.
The main thing that seemed to resonate with the young people at the Ychange? Forum is easily accessible factual information. They expressed the need for the inclusion of statistics, making information easy to read, using pictures, being an activity, having something portable and having a strong, clear message.

### Ideal Attributes of Youth Resources

- Fun and interactive
- Available all the time
- Containing contact details for further help and information
- Contain statistics
- An educational game
- Not gender or culturally specific

The type of information participants most want is:

- Knowing what a standard drink is
- being able to identify alcohol content in certain beverages
- facts and figures about alcohol effects and impacts on young people
- information about alcohol harms
- inclusion of helpful contact numbers

### Recommendations

Young people know what they want and what works best for them; they are the experts on what young people need and what will have the best reach. It is important to always consult with young people when designing resources, pamphlets, or other information mediums.

The preference for multi-media resources is clear. One youth suggested an interactive app or computer game showing consequences of the choices (like a ‘pick a path’ story). Another suggestion was a ‘game show’ competition space where youths can answer questions on statistics, facts and figures. They could compete with each other on a running scoreboard as this would help to maintain interest over a longer term.

Furthermore, young people recognised that seeking information about these issues would often lead them to friends, parents or teachers because of their ‘experience’ with alcohol. Having more support for adults on where to refer young people might be a good way to further promote our youth specific resources.