



Raise awareness of the risks of underage drinking and contribute towards a cultural change in society's attitude towards alcohol.

Background

The purpose of the Department for Children, Schools and Families is to make this the best place in the world for children and young people to grow up. We want to:

- Make children and young people happy and healthy.
- Keep them safe and sound.
- Give them a top class education.
- Help them stay on track.

While the number of Young People (YP) drinking alcohol is falling, the amount drunk by those that do is increasing - their consumption has risen steadily over the last 30 years. There are a number of risks associated with under-age drinking:

- Alcohol can contribute to anti-social and unacceptable behaviour and crime.
- Drinking at an early age can cause more serious health problems, both in the short and long term e.g. too much alcohol can impair adolescent brain development.
- Drinking alcohol is associated with a wide range of other welfare issues e.g. unprotected sex, teenage pregnancy, failing at school and use of drugs.

In order to begin to address this trend, the DCSF launched the Youth Alcohol Action Plan in June 2008 (<http://www.dcsf.gov.uk/publications/youthalcohol/>) which sets out a number of aims to stop young people drinking in public, help them make the right decisions about alcohol and provide clear information to parents and young people about the risks of early drinking. The Plan sets out what the Government will do to address drinking by young people.

In January 2009, DCSF launched a public consultation based on guidance from the Chief Medical Officer (CMO). The aim of the consultation was to elicit views from young people, parents and stakeholder groups on the tone, messages and approach for communications on underage drinking. The results from the consultation, along with the CMO guidance documents are available online and a link is provided in the project pack.

Other government communications activity:

- Know Your Limits (KYL) launched in 2006 with the first national campaign to target 18-24 year old binge drinkers.
- In 2008 the Department of Health launched a new 'Units' campaign to tell drinkers how many units are in their drinks and help them stick to their limits.
- DCSF's 'Young People and Alcohol' campaign will complement existing Department of Health and Home Office campaigns by reaching the youngest end of the audience, aged 8-17.

Context

The DCSF's vision is to maximise the number of young people in England who grow up to have a safe and sensible relationship with alcohol. To help achieve this, DCSF will launch the first England-wide underage drinking campaign in January 2010. The campaign aims to:

- Create relevance of the risk of alcohol for parents and young people who don't believe it to be a risk for them or their families.
- Equip parents with strategies and information they can use to initiate dialogue, educate and manage alcohol in their family.
- Equip young people with the confidence and tactics to effectively manage their own relationship with alcohol.
- Contribute towards a cultural change in society's attitude towards alcohol.

The campaign will launch using a range of broadcast channels, with the majority of activity targeting parents of younger children (aged 8-13) and communications directly to young people aged 13-16.

With a core proposition of 'Alcohol leaves you (or your children) vulnerable', the campaign will urge parents to talk to their children before they consider drinking, to help avoid vulnerable situations. The messages to young people will get them to think about the effects of drinking.

The campaign focuses on how drinking can impair your decisions, featuring consequences including unprotected sex, drug taking and violence. The overarching campaign brand for all communications is 'Why let drink decide?'

A priority for the campaign is to feature imagery and scenarios that parents and young people can identify with. Traditional associations between young people and alcohol tend to feature binge-drinking youths who are out of control in public places. As the campaign targets a young age group, images used should represent 'normal' drinking experiences for the majority.

The Brief

The main campaign, launching in January 2010, will use a range of traditional advertising (broadcast) channels to raise awareness of the risks of underage drinking. However DCSF would like you to consider ideas for other creative opportunities to directly engage young people with the issue and to prompt them to reconsider their own drinking behaviour as a result. Creative ideas should use the campaign identity 'Why let drink decide?' to extend the campaign's reach and specifically target young people aged between 13 and 16.

Media

We are open to ideas about the media or format you think is most appropriate to reach the target audience.

Further Information

To find out more about DCSF, visit www.dcsf.gov.uk.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>