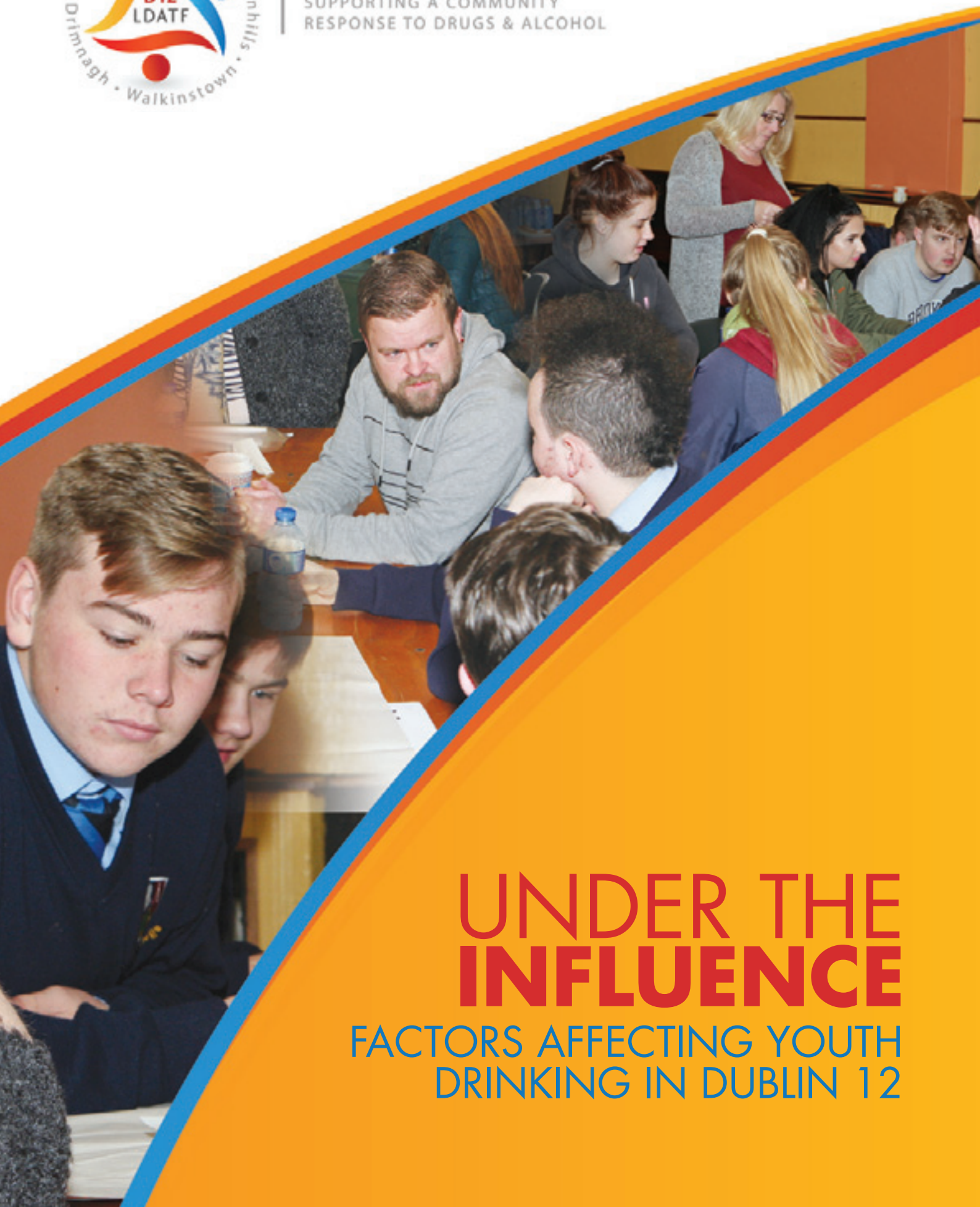




SUPPORTING A COMMUNITY
RESPONSE TO DRUGS & ALCOHOL



UNDER THE INFLUENCE

FACTORS AFFECTING YOUTH
DRINKING IN DUBLIN 12

UNDER THE INFLUENCE



SUPPORTING A COMMUNITY
RESPONSE TO DRUGS & ALCOHOL



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Forward

Since its establishment in 1997 Dublin 12 Drugs Task Force has taken the lead in providing an integrated response to the impact of drugs in the communities of Crumlin, Kimmage, Walkinstown, Greenhills and Drimnagh. We have done this by trying to respond to the needs of the communities, the families and the individuals that live herein. Our task force is a partnership of statutory, voluntary and community organisations. We are grateful to all who make our projects feasible and proud of our strong links to the community. Community participation is a vital to our work.

This report is an attempt to give voice to one section of our community, young people. It is a record of an event where young people were asked about how they experience alcohol. Contained herein are their accounts of the factors that lead to youth drinking, what they think about alcohol advertising and honest opinions on what services are available to them. Above all what is most significant is that the young people present did not see youth drinking as unusual in any way, which points to a larger cultural issue.

It is hoped that this larger cultural issue will be addressed in some way through the Task Force's upcoming alcohol strategy. This strategy will be the first attempt by the Dublin 12 Task Force to respond to alcohol in a comprehensive manner since alcohol was recently added to the remit of the organisation. It is important to note that no additional resources have been made available to ensure the success of this strategy. What is obvious from this document also is that if we are serious about acting on it we must do so in a manner that is sustainable and long term in outlook.

On behalf of Dublin 12 LDATF I would like to thank all the people who gave their time to this project. First and foremost, to the young people who attended from the schools on the day itself. Your insights and participation were a credit to yourselves. The forum simply could not have happened without your input. The teachers and school staff who worked with the DEW and attended on the day were also vital in putting the event together. On the day itself, workers from the local youth projects helped facilitate groups which provided the data for the report put before you. Staff from ARC under 18's and WGRC also helped facilitate groups on the day. The staff of Youthreach were excellent by helping organise the event and providing food to those present. Finally thanks are due to Karina from the Bosco for helping type up the feedback from the day.

Yours Truly

Susan Sargent

Dublin 12 Drugs and Alcohol Task Force Chairperson

Introduction

What this report is about

On November 22nd 2016, sixty young people living or attending school in Dublin 12 were invited to a youth forum organised as part of European Action on Alcohol Week. This report has been written to provide a record of the event. On the day, young people were given the opportunity to spend two hours discussing alcohol with their peers and learning about the effects of alcohol. They also worked within groups to provide some insight into how young people think about alcohol. This feedback was collated and analysed and the results are outlined below.

Why the Youth Forum?

Dublin 12 Local Drugs and Alcohol Task Force (D12LDATF) is the body responsible for supporting a community approach to drugs and alcohol in Dublin 12. As such it is incumbent on the Task Force to engage with all members of the community to discover the needs that exist and to adjust service provision accordingly. This is particularly relevant in terms of the new alcohol strategy being developed by the D12LDATF for the area. This new strategy has included two major consultations with the wider community on alcohol. The youth forum arose from a need to ensure the voices of young people were heard about alcohol in the community.

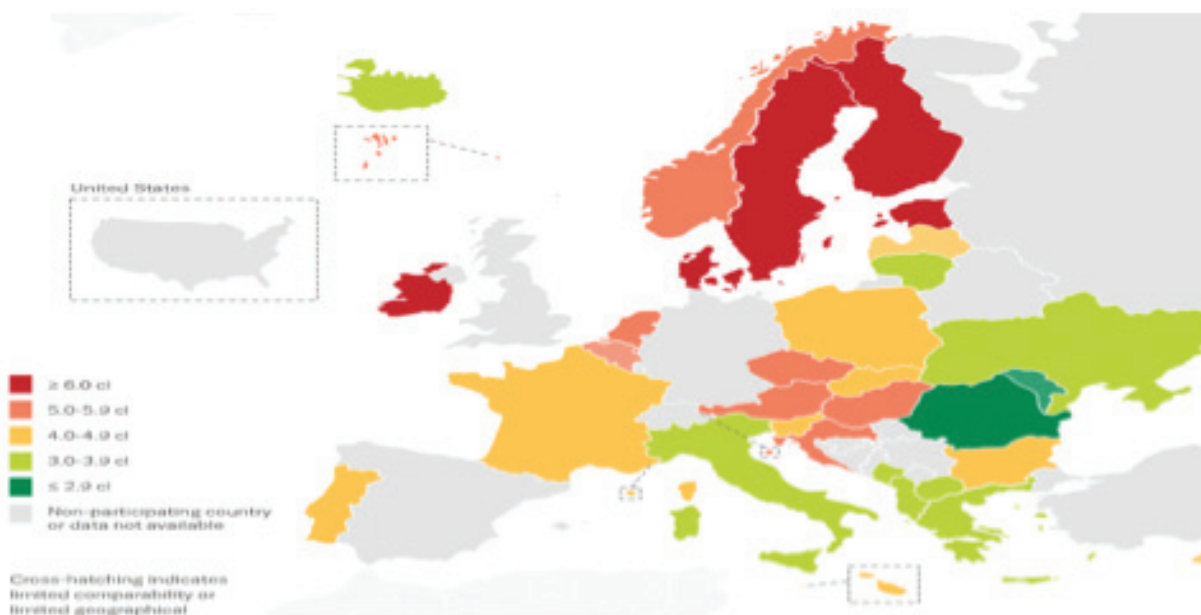
Youth Drinking in Ireland

It is illegal for people under the age of 18 to buy alcohol in Ireland. Nevertheless, studies repeatedly show that

children are accessing alcohol from a young age. The research points to the years between 13 and 15 being when alcohol use increases substantially¹. The most recent ESPAD² study for 2015 suggests that youth drinking in Ireland is showing a slight decrease overall since 1995. Still, 80% of 15-16 year olds report drinking at some point in their lives. Of this age group 35% admit to drinking in the past month and 13% said they had been drunk during the past month. Although these figures see Ireland as about average in a European context, Irish children still rank among the highest for amount drunk during the last drinking occasion (figure 1). This indicates that Irish young people's relationship with alcohol is one where alcohol is used in a hazardous and risky manner. These figures were borne out by research carried out in the Dublin 12 area recently when binge-drinking was highlighted as a significant issue for sections of the youth population in the area³.

Dublin 12

Dublin 12 is a large area that has its northern border along the Grand Canal and reaches Southwards as far as the M50. To the east is Harold's Cross/Terenure and on the west side is the Naas road. The area itself is made up of the 'inner suburbs' of Crumlin, Drimnagh, Kimmage along with the more suburban Greenhills and Walkinstown. According to the 2011 census the area has 21,622 homes which approximates to about 54,000 people living in the area. This is made up of about 12,000 in Drimnagh and 16,000 in Crumlin and 26,000



1 http://www.euro.who.int/__data/assets/pdf_file/0003/163857/Social-determinants-of-health-and-well-being-among-young-people.pdf?ua=1

2 <http://www.espad.org/report/situation/alcohol-use>

3 2015, Dublin 12: Now and Next Drug Use Patterns, Community Needs, Service Provision and Potential Future Developments of Drug and Alcohol Services in the Dublin 12 Area.

spread across the four other areas⁴. The social and economic profile of the area could be described as generally working class. The area suffers from above average levels of economic disadvantage and unemployment⁵. The number of young people enrolled in post primary education in the area is 3196⁶ which is equal to about 6% percent of the total population.

The Current Response in Dublin 12

One aim of this forum was to inform the Dublin 12 community alcohol strategy. Since 2013 alcohol has gradually become a larger part of the D12LDATF's work. Since this time, task forces nationwide have assumed responsibility for ensuring local needs around alcohol use are met through the development of alcohol strategy's. Two consultations were carried out to explore the experience of the community regarding alcohol. The

first consultation on a community alcohol strategy occurred in 2014 with the second taking place in 2015. Since this time, the strategy has been re-worked extensively by engaging with the National Community Action on Alcohol Project⁷. The main components of the strategy are supply reduction, treatment and education/prevention. There is currently some provision for young people within the current strategy. These measures include attempting to reduce or limit the supply of alcohol in the area, particularly regarding underage selling. In addition to the under 18's treatment service a comprehensive assessment and screening process has been agreed with the local youth services that could result in earlier intervention. Finally, the task force aims to prevent alcohol use becoming problematic through evidence based alcohol programmes for young people in schools and across the community.



4 Census 2011

5 2015, Dublin 12: Now and Next Drug Use Patterns, Community Needs, Service Provision and Potential Future Developments of Drug and Alcohol Services in the Dublin 12 Area

6 Excludes Pearse College and Crumlin College

7 See more at <http://www.alcoholforum.org/national-community-action-on-alcohol-project/>

Overview of Forum

Partnership

The forum was coordinated by the Drugs Education Worker for Dublin 12. However, the event would not have occurred without the agreement of several organisations and individuals who collaborated with the DEW before and on the day.

Schools

Five mainstream schools and one Youthreach project agreed to provide delegations that attended on the day. These delegations were a cross section of classes who had taken part in structured drugs and alcohol programme with the DEW. The schools present were, St Kevin's College, Loreto Convent Secondary School, Our Lady of Mercy Secondary School, Rosary College Secondary School, Greenhills College Secondary School, Crumlin Youthreach Early School Leavers Project. This group represents 5 of the 8 mainstream secondary schools in the area along with Youthreach.

Youth Projects/Addiction Projects

Many projects took part in the event on the day itself. Workers from CLAY youth project and the Bosco youth project came along and assisted in the running of the event by acting as facilitators of discussion amongst the young people present. Addiction Response Crumlin and Walkinstown Greenhills Resource Centre also provided a worker each who facilitated groups. Youthreach provided staff and catered for the entire event.

Where and when

The event took place on Tuesday the 22nd of November. This date was chosen to tie in with Dublin 12 Alcohol Awareness Week which in turn supported European Action on Alcohol Week 2017 (figure 2). The event commenced at approximately one o'clock and concluded after three o'clock.

The venue was Our Lady's Hall on Mourne Road in Drimnagh.

Format

The event had three main elements which began with an alcohol quiz. For the next part those present witnessed a short piece of drama performed by local drama company Raising Issues. Finally those present were divided into



Poster created by Youthreach student for alcohol week

nine groups and asked to discuss four focus questions and provide feedback to the table facilitator. The four questions covered areas relating to the young people's experience of alcohol, their opinion of alcohol advertising, perceptions on finding support around alcohol as a young person and finally whether they felt there are sufficient alternatives to alcohol in the community.

Feedback

Each of the nine groups provided feedback on each of the areas outlined above. This feedback was then typed out⁸. The data was analysed by aggregating the numbers of times terms were repeated across all the feedback. This provided some clear results regarding some questions,

particularly closed questions. Questions such as *do you feel impacted by alcohol advertising* for instance had clear yes or no answers. As such these results are shown below. In addition to this some of the comments in the feedback section of this report are inferred from cross referencing with other elements in the feedback. The aim here is to provide a fuller picture of some of the responses heard on the day. To provide some external validity the data was analysed independently by the DEW and the Policy support worker from WGRC. Readers are encouraged to read the responses as written in the appendices. The analysed feedback is presented by firstly outlining the main themes that emerged in the responses section. This is followed by an interpretation of the main themes. The final section is titled actionable and is a discussion of what might be a feasible course of action for the task force arising from the responses.



⁸ See appendices 1-4

Participants experience of Alcohol and Drinking

The Hard Stuff

As a preface to this discussion participants witnessed the performance of a play titled 'The Hard Stuff'. This was done to make the event itself more engaging but also served to break the ice on the subject, rather than just launching into a discussion of alcohol with the young people. The play explored themes of social norms, parental roles, youth drinking and the effects of alcohol. It was used to elicit responses from the group thereby providing an insight into how the young people perceived alcohol.

"It's very difficult to say no and walk away especially when in a group."
- Forum participant

Responses

In total, there were 48 submissions from all nine tables. These were comments made by young people in response to questions asked by a facilitator⁹. The comments ranged from one word responses to full sentences. From these responses, the individual term peer pressure was mentioned 14 times separately. This indicated that the young people present are acutely aware of the role of others in their decisions around alcohol. There was some ambivalence about this however as some of the responses that mentioned peer pressure also qualified their statement by noting that *people who want to fit in are more easily influenced or it depends who you're friends with*.

The next theme to emerge from analysis of the data was the role that parents play in young people's attitude to alcohol. For this there was a total of five responses ranging from suggesting that parents are *too lenient on their children's drinking to parents not being good role models*.

The final theme that emerged strongly from the feedback was about the play- 'The Hard Stuff'. There was very enthusiastic feedback about the play with many young people mentioning certain scenes that they felt were very powerful. Additionally, there was numerous responses that said they would like to see more plays or different scenarios being acted out. There were minimal negatives but one or two participants suggesting it could be more real or show effects of peer pressure more strongly.

Interpretation

What is interesting is that most the group was very familiar with the notion of peer pressure and could identify it. Peer pressure is consistently put forward as a major factor in youth drinking yet it is perhaps seen as something of an unconscious factor in young people's decision making. However, the group seemed acutely

aware of the phenomenon as demonstrated in the responses. The feedback also pointed to a nuanced understanding in some responses to the notion of peer pressure. Many statements that cited peer pressure only mentioned it as a contributory factor which points to a good understanding of the complexity of decision making around alcohol amongst the young people.

That parents were mentioned as attituded influencers was important. Nonetheless, it is noteworthy that there was a significant difference in the numbers mentioning peer influence as opposed to parental influence. The feedback for the performance of the play was overwhelmingly positive. This is not too surprising as it constituted a novel and visceral experience for the young people. Furthermore, the utility of such approaches in exploring issues such as alcohol is well documented.

Actionable

If the Task Force was to focus on one area resulting from the discussion on young people's experience of alcohol it would be to respond to the issue of peer pressure. However, without recourse to significant resources and time this would be impractical to include as an action in any future strategy. Indeed, it appears from this forum that young people are aware of peer pressure as a factor in decision making. Moreover, through the work of the education worker and recent alcohol awareness campaigns the Task Force has made some attempt to delimit the effects of social norms, a concept similar to peer pressure. By providing a counter narrative to prevailing notions of alcohol being normal it may improve young people's decisional balance when in situations where pressure comes to bear.

Through the Strengthening Families Programme and Family Focus programme some work has been done with parents in the area on the subject of drugs and young people. What this forum has shown is that young people are prone to pressure but they are also subject to parental influence. It is important that teens are able to get clear messages from their parents around on alcohol.

Dublin 12 LDATF has utilised drama as a means of opening discussions around drugs and alcohol extensively in recent years. The positive feedback on this approach would suggest that this practice is continued. However, this activity can be time consuming and might not be conducive to capturing outcomes. Developing this approach in a sustainable and effective manner would be useful.

⁹ See Appendix 1



What this forum has shown is that young people are prone to pressure but they are also subject to parental influence. It is important that teens are able to get clear messages from their parents around on alcohol.

Participants experience of Alcohol and Advertising

There is much evidence to show how alcohol companies target younger people through a complex marketing mix including social media, marketing, branding and sponsorship of sports. This section of the forum was intended to garner the view of the young people present as to whether they felt as though they were being specifically targeted by alcohol companies. To explore this area participants were first asked if they felt they were being targeted by alcohol companies and if they thought this was ethical.

*‘Young men think about 4 things, we brew one of them and sponsor 2 of the others’
- Carling Lager¹⁰*

Responses

When asked if they felt as though they were being targeted by alcohol advertisements the feedback received from all tables there were 11 replies of yes and 3 of no. This shows clearly that most those present felt they were being targeted for alcohol advertising.

When asked to expand on this by saying whether they felt it was ok to market to young people the answer that emerged clearly was no. There were numerous responses stating it was wrong and none suggesting it was ok.

Finally, participants were asked how they felt they were being exposed to alcohol marketing. After aggregating the responses, the role of alcohol in sports was brought into focus as many felt they were exposed to alcohol branding through various sports. The recent Conor McGregor advertisement was mentioned numerous times. From the feedback there was a sense that young people are conscious of a variety of methods used to appeal to them. Overall, young people were able to identify many disparate means of communication of alcohol company's messages through Dublin GAA, music videos and rugby.

Interpretation

The notion that a large number of under 18's feel they are the target of advertising for alcohol is worrisome. This is especially important when you consider the responses from section 1 of this report. Young people are seemingly under a lot of pressure to fit in as suggested previously. If, as seen here, alcohol is being deliberately woven into the tapestry of youth culture this presents another source of pressure for young people to face. All of this is concerning but perhaps masks the real truth that whatever safeguards are in place to prevent youth being targeted by alcohol advertising are obviously not operating as they should.



Actionable

From a Task Force perspective, it would be necessary to respond to this finding in two ways. The first would be to research the claims made herein. The question of whether young people feel as though they are being targeted might be asked again in a more rigorous manner. This forum provided a picture of one moment in time but this picture could be clearer by using a wider lens. One means to achieving this would be to conduct a broad survey with a higher number of young people. This could be complemented by a mapping exercise of the how alcohol marketing works in the Dublin 12 area. Questions such as how prevalent is alcohol advertising in the area, what type of advertising is there, who is the advertising aimed at would all require consideration.

Another way to take action on this finding would be to research the existence of, and mechanisms for, protecting young people from being targeted by alcohol companies. A greater knowledge of these mechanisms could lead to a more effective response to inappropriate advertising of alcohol. By researching the means of responding to alcohol advertising that targets young people pressure might be brought to bear on the forces that allow this situation to exist. If further evidence accrued for what has been suggested in this report the Task Force would need to lobby for change on the law regarding alcohol advertising at a local and national level. If young people are truly feeling pressured to drink by alcohol companies this is not acceptable.

Participants Experience of Talking to Others about Alcohol

The first two questions asked of the young people focused on reasons for drinking alcohol with the focus being on factors that lead to drinking. The third question concerned who the young people felt comfortable talking to about alcohol. The facilitators asked was it easy talking to parents or other adults about alcohol and if the young people knew where to go if they thought someone they knew had a problem with alcohol.

Responses

The responses for this question are organised into two parts. The first part concerns whether young people felt it was easy to talk to adults such as parents or teachers about alcohol. The group was split on this with a slight consensus towards it being easy to talk to adults. Looking at these answers most suggested it was easier to talk to parents than to other adults such as teachers. A significant number of the group did not come down strongly on either side saying that it depends on several factors such as your relationship with the adult or the context of the relationship.

The second part of the question asked if the young people would know where to go if they or a friend had a problem with alcohol. Interestingly, of 20 total responses 17 believed that they would have someone they could go to. Only 3 said they would not know who to talk to. Of those that suggested they would have someone to talk to there was a variety of outlets suggested such as friends, parents, teachers, services and professionals.

Interpretation

It is interesting to note that over half of the young people had confidence in communicating with adults such as their parents about alcohol. Earlier in this report question one suggested that parents had a significant influence in terms of modelling and setting boundaries. Putting these two together, the implication is that the young people would appreciate guidance and support around alcohol. This might suggest parents would be welcome by young people to talk to them about alcohol. This is also an idea that is borne by expert opinion on the matter.

It seems fairly clear that parents remain the biggest single influence on their adolescents' behaviour and decision-making throughout the teenage years.¹¹

Communication on alcohol is not as smooth when young people try to communicate with their teachers. This may be due to several factors. Teachers are authority figures and discussing illicit behaviour with them may entail consequences not immediately obvious to the young person.

Most of the young people felt they knew where to go if they or someone like them needed help. However, when these responses are examined it is not clear whether these sources of support would be ideal. Many young people suggested they would go to a mate or a group of friends. This would require those people to know what to do in the case of someone having a problem with alcohol and as such might not be useful. Two people mentioned using the internet with one specifically citing www.drinkaware.ie. This too might be problematic as being so vast the internet might present its own challenges in accessing help. Finally, the dedicated service for under 18's in the area¹² was not mentioned which perhaps speaks to the level of awareness in the community of the service.

Actionable

To respond to these findings within its local alcohol strategy for Dublin 12 the Task Force could consider several actions. Through initiatives like the Strengthening Families programme there already exists a response that encourages parents to be proactive in talking to their young people about alcohol among other things. More initiatives such as this that are more accessible and evidence based could be useful.

Statistics from the Department of Education show that children are beginning school older¹³. Due to this and the increased participation in transition years in secondary schools more young people than ever before are leaving school at the age of 18 or 19. As such there is a growing cohort of young people who are of legal drinking age in school. This will necessitate a more considered approach by schools. Much work has been carried out with schools in terms of training and policy development in Dublin 12 over the past two years. This might be built on by promoting review of policies on alcohol and brief interventions such as SAOR for discussing alcohol with young people.

Whilst many young people appear certain they would know who to talk to if they experience issues with alcohol it is not clear if those mentioned would be able to provide good advice. In this case, the Task Force might work towards providing some clarity about the services available and what they can offer. Again, a good preponderance of SAOR trained practitioners in the area would enable a uniform and evidence based approach to providing guidance on alcohol.

¹¹ James et al, Adolescents and Substance Use- A Handbook for Professionals Working with Young People, p78.

¹² ARC under 18's

¹³ <https://www.education.ie/en/Publications/Statistics/Statistical-Reports/>

Participants Experience of Alternatives to Alcohol



A key part of the prevailing approach to youth alcohol and substance use is the provisions of diversionary or preventative alternative activities. For the final section of the forum young people were asked if they felt there are enough alternatives to alcohol in the area.

Responses

When the groups were asked if there are enough fun alternatives to drinking in Dublin 12, the responses were overwhelmingly negative. From the responses, there were 15 that were explicitly negative simply stating no or using similarly concise terms. In contrast, only 3 suggested there was enough alternative activities in the area. Other notable responses specifically mentioned a lack of things for girls to do. Additionally, the lack of a shopping centre was mentioned by some participants which was also reflected by others commenting that there was a lack of places in the area to meet up and hang out with friends.

After establishing that there is little to do from the perspective of the young people, they were asked what they would like to see more of. The responses here were quite varied reflecting the diversity of the group present. However, in general the responses could be grouped into two clear areas based on similarity. The most consistent was the lack of a communal space for young people to go. This was reflected in responses suggesting amenities such as shopping centres, arcades, cafes, cinemas and other indoor activities. The next most obvious gap from the feedback was sports related with participants suggesting there was a need for facilities such as swimming pools, football, training facilities and others.

Interpretation

From the responses to the questions asked it was felt by those present that there is little to do. Whilst some might disagree with this it is important to recognise that this is how this group responded at this point in time. The only way to ascertain the veracity of this assertion would be to conduct further research on this issue. For this report, however, it might be enough to interpret the finding as is and explore the potential consequences of it.

A lack of social outlets for young people should be a concern for all living in Dublin 12. Every person needs time and space to learn, mature and develop their interpersonal ability. Much of this can be achieved through school. However, by its very nature school will focus on development of academic ability.

Another way to frame these responses are that the service and activities that are available to young people are not publicising themselves effectively.

Actionable

The findings from this section of the forum demonstrate that young people are expressing an interest in activities that could be viewed as alternatives to alcohol. The problem arises however that there is either a lack of things to do or those things that do exist are not communicating their availability effectively. One means to remedy this might be to provide a directory of services for young people that is easy to understand and provides up to date information on all activities in the area. This resource might give contact details and information on how to get involved in activities. The aim would be to convey the accessibility of the services. This resource could be organised by neighbourhood and be categorised in terms of sports, youth projects and other activities.

Overall Interpretation and Suggested Priorities for Task Force Strategy



Arising from the feedback there are a number of issues that were repeated or occurred consistently enough to allow interpretation of what the overall perception of the young people attending was regarding alcohol.

Firstly, it is notable that of 60 participants that were present there was very little dissent on the assumption underlying the event, that is that young people are drinking. Therefore, as an issue, there was an implicit acceptance that the issue exists. From the research outlined earlier it can be understood that young people in Dublin 12 are drinking harmfully. This raises numerous issues surrounding the health and well-being of young people in the area. The reasons for young people's drinking are complex but at this event issues such as peer influence and the parent's role were seen as being of prime importance.

In addition to wanting to fit in with peer groups there is also the issue of alcohol advertising. What was discussed at this event was mostly overt advertising such as the Conor McGregor lager campaign, or advertising on bus stops. The youth present indicated that they certainly felt they are targeted by alcohol advertising and that this is not right. It is jarring how normal it is considered to have such ubiquitous references to alcohol when theoretically it is only available to adults. Due to the nature of the forum there was not sufficient time to explore the subtler influence of alcohol marketing and promotions for instance.

When asked about finding support again participants were quite positive about knowing who they could speak and not speak to. What is encouraging here is that this revealed a willingness to talk to others about alcohol. It is important that this willingness is capitalised on. What would help here according to those present is having people who are willing to talk to young people about alcohol in an open and honest way.

Finally, if the aim is to encourage young people to delay drinking until they are older or to drink in less harmful way it is essential that there are sufficient alternatives to socialising with alcohol. From this event it is clear that there are not enough services for the young people in the area, or young people are not aware of them.

SUGGESTED PRIORITIES FOR TASK FORCE

- 1 Explore using drama where possible as a tool for alcohol education.
- 2 Promote initiatives that focus on roles of advertising and peers in decision making on alcohol.
- 3 Support national efforts to curb alcohol advertising or regulate advertising to youth.
- 4 Work with all service providers for youth to ensure engagement and awareness of services.

APPENDICES

Appendix 1 Feedback from question 1 Question 1 Your experience.

Main Question. What did you think of the play? Was it a true reflection of how young people think about alcohol/drinking?

1. True reflection of peer pressure.
2. Boy realises he has a life without alcohol.
3. Can't do other things because of a hangover.
4. Adult/Parents too lenient to children's drinking.
5. Peer pressure plays a huge part.
6. Very difficult to say no and to walk away especially when in a group.
7. Alcohol too easy to get.
8. Very realistic and educational and eye opening.
9. Wasn't a good role model encouraging son to drink alcohol which ruined his life.
10. Very good, Unrealistic. People don't share their drink as much.
11. Not as much pressure to drink but it depends on who you are with and particularly if you're the only person not drinking.
12. Different opinion if you decide to stop drinking because you want to because you have been doing it with your mates beforehand.
13. Acceptable reasons not to drink is sports generally.
14. A lot of this depend on who your friends with.
15. Just because your friends drink doesn't mean they are a bad influence. It's up to yourself.
16. People wanting to fit in more easily influenced.
17. Cringe.
18. Group identified relationships with family as key to managing peer pressure.
19. Not realistic.
20. Might happen other young people.
21. Showed what could happen – drink driving – Death. That part was realistic.
22. Following in parents footsteps – all he has known growing up.
23. Put alcohol down at the end, he had some friends who weren't drinking, an alternative.
24. Died from drink.
25. Don't follow the crowd.
26. Pressure is strong
27. Being dumped for drinking too much.
28. When drunk you cant handle yourself.
29. Father had regrets after finding son drinking his spirits
30. Deadly Whopper.
31. Felt sorry for the fella who didn't want to drink.
32. It was relevant because drink can cause death to people at a young age.
33. Sitting in a park drinking is relevant but seasonal.

Extra prompt questions - describe the play in one word.

Did it show the true effects of alcohol?

1. Alcohol, Life, True, Trouble, Pressure.
2. Don't give in to peer pressure.
3. Really good.
4. Funny.
5. No it didn't show true effect it didn't show drunk teenager.
6. Makes you emotional.
7. Unrealistic, Grim, Eye opening.
8. Young one got sick.
9. Someone died over drunk driving.
10. Peer pressure.
11. Drink on occasions.
12. Like to see more scenarios.
13. See more play.
14. Brilliant
15. Eye opening

Appendix 2

Feedback from question 1 Alcohol and advertising.

Main Question. As a young person, do you think alcohol adverts/social media campaigns are aimed at you?

- No the ads are for 18+.
- If a famous person is on the Ad it might entice young people to drink the beer.
- Not aimed at us
- Try to censor the age
- Ads have people that are aged early 20s
- Conor Mc Gregor: He was taken down as his Budweiser ad because he is seen as a role model to young people.
- Alcohol ads are only on late afternoon/evening.
- Ads in pubs and bus stops, workplaces, billboard.
- They want to sell products and don't care who is drinking.
- Drink responsibly is aimed at anyone not just young people.
- Carlsberg 2016 champions made for Dublin GAA 2016 winners
- Indirectly targeting young people through different sponsorships etc.
- Can be aimed at young people.
- Don't really feel it common.
- No, they are aimed at 18+ and they are adults.
- Videos of young people partying influences choices.
- Advertised to all ages.
- Yes it is aimed at people who drink to drink.
- Connor McGregor Ad in Crumlin – Relatable for young fans.
- Ads that are filmed in Dublin are relatable.
- Local shops serve alcohol.
- Celebrities that died from drugs/alcohol e.g. George Best, Whitney Houston, Amy Winehouse.
- Sponsors of Champions leagues and rugby.
- Television adverts like Rocky mountain for Coors Light.
- Advertised on busses and bus stops.

Extra prompt questions - Is it ok for alcohol companies to target young people? What are your opinions on this subject? For example, do you believe alcohol companies target young people with advertisements- how is this done?

- No. It was done through Football jerseys but they then stopped it as a result of targeting all ages.
- At sporting events like rugby, GAA, football.
- Done on jerseys.
- We don't think they have an influence on us.
- Maybe they have an influence on friends or peer groups.
- Yes, it is done through advertising in sports i.e. rugby sponsors and Champions league.
- Through social media there is alcohol ads.
- Through music videos.
- Yes because young people use a lot of social media.
- Alcohol is made sweeter and is coloured/flavoured.

Appendix 3

Question 3 Getting help/advice on alcohol.

Main Question. Is it easy to talk about adults/parents/teachers about alcohol and what makes it easier?

- No.
- It's embarrassing.
- It depends on who you are going to ask.
- Someone you trust.
- If you talk to teacher about alcohol your parents would be called.
- Depends on who you talk to.
- For some people they can talk to parents. Can't tell them about you getting drunk.
- Older family members.
- Hard to talk honestly about your drinking.
- Parents yes.
- Teachers No.
- No, too much peer pressure.
- Yes but not in a group with friends.
- If it was a friend, you would speak to their mum.
- Look out for each other.
- Social worker.
- Denial, alcohol is the same as drugs.
- Try get them to see a councillor.
- Talk to a teacher.
- It's good to get warnings sometimes.
- Rehabilitation centres.
- Ma and ask for advice.
- Youth workers
- Rehabilitation referral project.
- Teachers.
- Talk to best mate.
- Talk to girlfriend/boyfriend
- Call Childline.
- Don't realise you're going down the wrong road until you hit rock bottom.
- Could go to AA meetings.
- Talk to your friends or family or people closest to you.
- Counselling / rehab.
- Teachers are hard to talk to as they are more formal.

Extra prompt questions - Would you know where to go if a you or a friend had a problem with alcohol?

- Yes
- Parent, friends, siblings.
- No there is not enough of awareness about these type of things.
- Siblings would understand.
- Certain teachers will give you support information.
- Go online.
- Drinkaware.ie
- Go to a mate.
- Don't know.
- Nobody in school.
- Help them themselves.
- Other friends.
- Professional help i.e. clinics.
- Need to want help.
- Yes parents.
- No to a teacher.
- Good group of friends.
- Find a professional to speak to.
- Depends on what relationships the young person has.
- Support groups for younger age group.

Appendix 4

Question 4 Something to do.

Do you think there are enough fun alternatives to drinking in Dublin 12?

- No
- Not enough outlets.
- Not enough hangouts.
- Yes.
- There is sports clubs and community youth clubs.
- No because cost can stop young people engaging in fun alternatives.
- Even with these alternative activities people will still drink. People who want the alternatives probably not as inclined to drink.
- Yes, there's clubs (youth)
- No, only youth clubs in the area, sporting.
- No
- Not enough to do.
- Only able to walk around or go into town.
- No.
- Nothing for girls to do.
- Adrenaline activities needed.
- Decent swimming pool.
- Places to meet friends/girlfriends/boyfriends.
- New shopping centre
- No

Extra prompt question - What would you like to see more of?

- More youth services.
- Football clubs.
- Shopping centres.
- McDonalds.
- More for girls to do as most stuff is based around lads.
- Stuff to stop the older ones dropping out of recreational activities.
- More indoor activities e.g. sport, rock climbing, activity centre.
- More places you don't need a commitment don't have to go every week.
- More affordable activities.
- More road leagues in sports in the area.
- More community competitions/events for young people.
- Better food places to go with friends.
- Arcade for young people.
- Café for young people.
- Gyms.
- Swimming pools.
- To be told of what's happening around the place i.e. groups and classes
- More outside activities.



List of Useful Services

Want more information?

- 1** To find out more about alcohol and check your drinking.
<http://www.askaboutalcohol.ie/>
- 2** To talk to someone about your alcohol use.
Addiction Response Crumlin Under 18's 01-4113 222
- 3** To talk to someone about alternatives to alcohol in Dublin 12
Lorraine Bosco 014560100
Leanne Clay 01 4163418
Saoirse Brú 01 455 7800
- 4** To talk about anything written in this report contact the D12 Drugs Education Worker
Trevor 0867042091 or trevor@thebosco.ie





UNDER THE INFLUENCE



The logo for D12 LDATF is circular. It features a stylized figure in the center, composed of three curved lines in orange, blue, and red. The text 'D12 LDATF' is written in the center of the figure. Around the perimeter of the circle, the names of the participating areas are listed: 'Kimmage • Crumlin • Greenhills' at the top and 'Dringagh • Walkinstown' at the bottom.

SUPPORTING A COMMUNITY
RESPONSE TO DRUGS & ALCOHOL

Dublin 12 LDATF

Bridge House, Cherry Orchard Hospital,

Ballyfermot, Dublin 10

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