



IARD
INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING



TRENDS REPORT UNDERAGE DRINKING

Working together to deliver change: how a whole-of-society approach can combat underage drinking



INTRODUCTION

ABOUT IARD

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to reducing harmful drinking. We are supported by the leading global beer, wine, and spirits producers, who have come together to be part of the solution in combating the harmful use of alcohol. To achieve this, we work with public sector, civil society, and private sector stakeholders.

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GLOSSARY

- **Advertising regulations:** government regulation that specifies how and where certain products can be marketed. For example, alcohol advertising should not be directed at, or appeal to, an underage audience.
- **Legal purchase age (LPA):** government regulation that forbids the sale, service, and supply of alcohol to underage people.
- **Underage drinking:** when children, or young people under the LPA, obtain and consume alcohol.
- **Young people:** consistent with the United Nations definition, people under the age of 25.
- **Whole-of-society approach:** all stakeholders from all parts of society contributing and working together to achieve a shared goal, as outlined by the United Nations in its 2012 Political Declaration on the prevention and control of noncommunicable diseases [1]. For example, these stakeholders could include communities, academia, the media, governments, intergovernmental organizations, and the private sector.

Robust partnerships among private and public sector and communities, underpinned by appropriate regulation, are key to reducing underage drinking.

Many harms are associated with drinking at an early age: it can impair brain development, increase risk of mental health disorders, and increase risk of developing alcohol use disorder in later life [2-4]. At the same time, young people who drink are more likely than adults to engage in drinking patterns and risk-taking behavior that can lead to injury and other harms [5, 6].

Government action, including legal purchase age (LPA) regulation, is the foundation of tackling underage drinking. However, the effectiveness of regulation is maximized when all parts of society – public and private sectors and communities – unite to support enforcement and deliver the message that underage drinking is harmful and socially unacceptable.

The International Alliance for Responsible Drinking (IARD) and its members are determined to combat underage drinking and support governments to enforce legislation in this area. Over the five years of our members' Producers' Commitments, members enabled 1.5 million engagements – including meetings, workshops, and partnerships – in support of LPA regulation across the globe [7]. Between 2015 and 2017, they reached six million underage individuals through education initiatives that raised awareness of the dangers of underage drinking.

IARD members are determined to do even more, and to respond to the challenge set out by the United Nations in its 2018 Political Declaration on noncommunicable diseases (NCDs): to take “concrete steps, where relevant, towards eliminating the marketing, advertising and sale of alcoholic products to minors” [8].

Gaps in the availability of data make it difficult to report on worldwide trends, but this report shows that there are encouraging trends to build on: underage drinking is declining in many countries, particularly in Europe, the United States, and parts of Latin America. However, it has increased in some countries including Thailand, Argentina, and Mexico. The private sector can, and should, do more to help address underage drinking in every community, region, and country.

Even though the drivers of underage drinking vary from community to community, a whole-of-society approach is an effective and powerful way to build on government regulation to tackle this harm.

TOGETHER, PUBLIC AND PRIVATE SECTOR AND CIVIL SOCIETY CAN COMBAT UNDERAGE DRINKING:

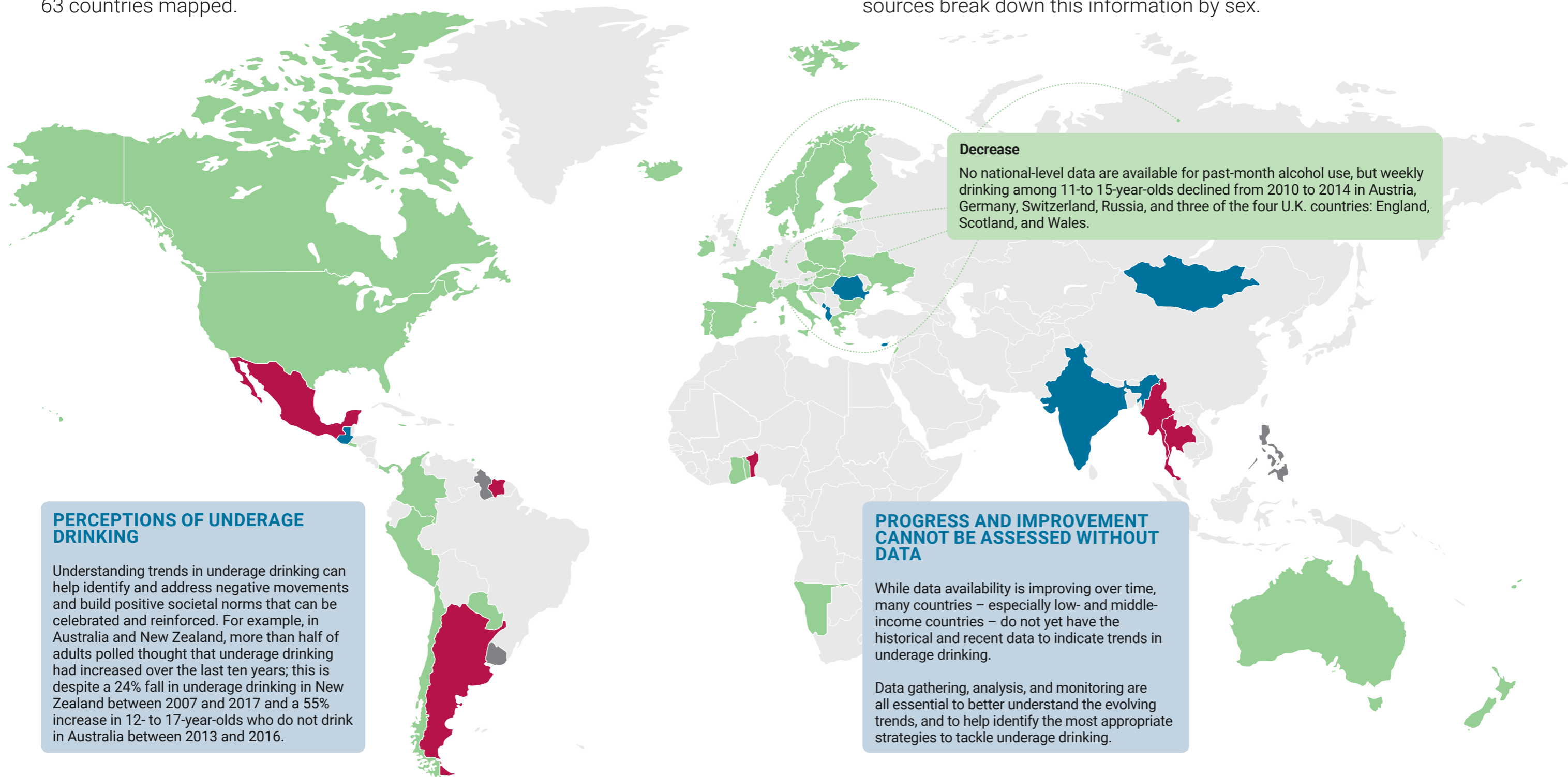
- Strengthening monitoring and enforcement of regulations
- Developing and promoting education campaigns for minors, parents, and other influencers
- Supporting health objectives to combat underage drinking and related harms

IARD and its members want to accelerate action against underage drinking to build on the positive trends we are seeing, so they become global.

NATIONAL TRENDS AND PERCEPTIONS

Trend data indicates that underage drinking is decreasing in most areas where trends are being measured: it has declined in over two-thirds of the 63 countries mapped.

However, it has increased in some places, including Argentina, Thailand, and Mexico. Trends can differ between girls and boys, but not all data sources break down this information by sex.



Past-month or past-year alcohol use by underage groups, various time spans since 2000 (see table 1, p.11–13)

■ Increase
 ■ Decrease
 ■ Opposite trends by sex
 ■ No change
 ■ No trend data for either measure

This map illustrates findings on trends – increase, decrease, no change, or mixed trends by sex – for such time spans as are available in the past decade from the following nationally-representative surveys: the European School Survey Project on Alcohol and Other Drugs (ESPAD), the Inter-American Uniform Drug Use Data System (SIDUC), and the Global School Health Survey (GSHS). Data from country-specific survey series on trends for past-month or past-year alcohol use by underage groups are also illustrated. For a full list of sources and the prevalence figures, see p. 11–13.

WHAT DRIVES UNDERAGE DRINKING?

There are many potential drivers of underage drinking, and they differ from community to community. However, researchers have identified several common factors that may have an important effect on when, if ever, young people start drinking and their drinking patterns.

These include:

- The accessibility of alcohol for minors [9-18]**
 Carpenter et al. suggest a variety of public policies could have important roles in reducing underage drinking, including “the direct command and control mechanism of regulating minimum legal drinking ages, manipulating prices...and indirectly affecting alcohol use by toughening drunk driving laws for youths.” [11]
- Their family environment, including the behavior of parents and siblings [19-24]**
 Yap et al. discuss protective parenting factors in their review, stating that evidence indicates “that parent skills training programmes that provide strategies for parents to be aware of and involved in their adolescent’s life within the context of a trusting and supportive parent–child relationship are more likely to be effective” than programs that focus only on parents’ attitudes and rules about underage alcohol use [20].
- The drinking behavior of their peers [24-28]**
 Jeon and Goodson reviewed studies that use social network analysis, finding that in all cases, “friendship networks among adolescents promoted their risky behaviors, including drinking alcohol, smoking, sexual intercourse, and marijuana use.” [28]
- Their personal attitudes towards drinking [29, 30]**
 DiBello et al. found that “[o]verall, the results indicate that one’s attitude toward heavy alcohol use is a stronger predictor of drinks per week, binge frequency, as well as alcohol related problems when directly compared to norms.” [30] Furthermore, Huang et al. found that “a negative attitude toward alcohol use was the strongest predictor of being an abstainer.” [29]
- Their character traits and conditions, such as impulsivity [31] and hyperactivity [32, 33]**
 Stautz and Cooper’s meta-analysis findings “indicate that excessive alcohol consumption during adolescence may be driven in part by the desire to seek novel and exciting experiences. Problematic use, specifically amongst older adolescents, may be a consequence of a tendency to act rashly when in a heightened positive or negative mood.” [31]
- Charach et al.’s meta-analysis found that “Childhood [attention-deficit hyperactivity disorder] is associated with alcohol and drug use disorders in adulthood and with nicotine use in adolescence” [32].
- Their socioeconomic status (SES) [34]**
 Lemstra et al. conducted a meta-analysis, finding “that adolescents with low SES are 22% more likely to engage in marijuana and alcohol risk behavior than other adolescents with higher SES.” [34]

The relative importance of these drivers depends on social and cultural context, which is why local data gathering, monitoring, and analysis is so vital. This knowledge helps society better understand underage drinking and address it appropriately for different communities.



WORKING TOGETHER TO DELIVER CHANGE

Polling conducted by YouGov for IARD among 12,000 adults found that from over a third to over three-quarters (37% ranging to 81%) felt that government regulation to prevent underage drinking were not well enforced in each of nine countries: Australia, New Zealand, Japan, South Africa, Germany, France, the U.K., Mexico, and the United States (see Table 2, p.14).

The vast majority polled recognized that tackling underage drinking is a shared responsibility between different sectors. In each country, from almost a third to over half (31% to 58%) believed that the alcohol industry has a role to play in reducing underage drinking, coming second to family members (58% to 89%).

Beer, wine, and spirits producers are determined to do more to stop children and minors from drinking. The following case studies in this report highlight regional, national, and international actions being taken by IARD members and their partners, working with other organizations, to support and help enforce government regulations and combat underage drinking.*

JOINING FORCES WITH LEADING DIGITAL PLATFORMS TO REDUCE UNDERAGE EXPOSURE TO ALCOHOL ADVERTISING

In September 2018, IARD members formed a unique partnership with four of the leading global digital platforms: Facebook, Snapchat, Twitter, and YouTube. The companies agreed to set and deliver new and robust standards of responsibility in the advertising of beer, wine, and spirits across social media. To achieve this, they are working together to adopt the most up-to-date safeguards so that marketing communications relating to beer, wine and spirits are directed only to those adults who can lawfully buy these products, and they are committed to exploring ways in which consumers above legal purchase age can have greater control over whether they receive alcohol advertisements.

Digital media present evolving opportunities to use improved consumer insights, better data, and technology for responsible marketing on digital platforms, and the companies are taking concrete steps towards eliminating alcohol marketing and advertising to minors online.

*These case studies illustrate how partnerships, as part of a whole-of-society approach, can help to tackle underage drinking. IARD does not claim that these programs have directly caused underage drinking to decline.

Communiqué between IARD and Digital Platforms

Leading beer, wine, and spirits producers have joined forces with some of the world’s prominent digital platforms to set and deliver new and robust standards of responsibility for their wider industries.

Today, we announce a unique partnership between the eleven leading beer, wine, and spirits companies that form the International Alliance for Responsible Drinking (IARD), and four of the leading global internet platforms: Facebook, Snapchat, Twitter and YouTube.

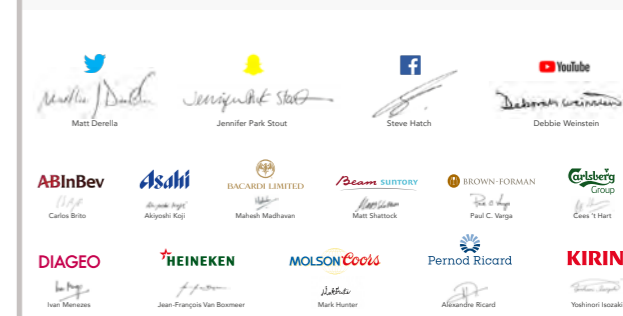
As stewards of some of the world’s most known brands, we are united in our determination to set and live up to high standards of responsibility for our industries.

By working together and leveraging the innovative and pioneering mindsets that drive our businesses, we know we can achieve more to deliver new standards of responsibility in the advertising of beer, wine and spirits across social media.

To establish these robust standards, we will work together to:

- ensure the most-up-to-date safeguards are used so that marketing communications relating to beer, wine and spirits are directed to those adults who can lawfully buy these products;
- explore what changes can be made to further diminish chances of those underage seeing this advertising and
- explore ways people can have greater control over whether they see alcohol advertising and opt out of receiving advertisements for alcohol products. We respect different cultural backgrounds and recognize that there are people who do not wish to see marketing communications from beer, wine and spirits producers on their social media.

We believe our partnership has the potential to go beyond our individual companies and could create change across a range of platforms and advertisers, ultimately benefiting the thousands of businesses who want to advertise responsibly and the billions of people who use digital platforms every day.



IARD members' and digital platforms' communiqué, September 2018

“Today’s announcement of a new innovative partnership with leading digital platforms demonstrates our unwavering commitment to the highest standards of responsible marketing”

Ivan Menezes, IARD CEO Group Chair

SUPPORTING TRENDS BY TRAINING EMPLOYEES TO PREVENT ALCOHOL SALES TO UNDERAGE DRINKERS IN THE U.K.



alcohol. Retailers are required to ask any customer who looks under 25 for proof of age.

Both the British Beer and Pub Association (BBPA) and Retail of Alcohol Standards Group (RASG) have developed point-of-sale materials to reinforce the message across all businesses that sell alcohol, including pubs, restaurants, and supermarkets. Much of RASG's work aims to encourage cultural change, by making it unacceptable for underage people to attempt to buy alcohol, or to have adults buy it for them.

11M people challenged

"Challenge 21" and "Challenge 25" are retailing strategies that encourage anyone aged over 18, who looks under 21 or 25, to carry identification if they wish to purchase

850,000 people trained every year

PARTNERING TO STOP! UNDERAGE DRINKING IN JAPAN

The Brewers Association of Japan and the Japan Spirits & Liqueurs Makers Association launched the "STOP! Underage Drinking" campaign in 2005, with the intention of making it harder for underage youths to buy alcohol. The campaign demonstrates a holistic approach to changing behavior. Its distinctive logo is used in all alcohol

advertisements, and communications are targeted at manufacturers, retailers, and schools.

STOP! UNDERAGE DRINKING TARGETED 40,000 RETAILERS



NEW RESPONSIBLE MARKETING CODES IN THE CARRIBEAN SUPPORTING GOVERNMENT EFFORTS

In June 2019, the West Indies Rum and Spirit Association (WIRSPA) announced a new initiative to support governments' efforts to reduce NCDs. As part of this, the associations will introduce pictograms on labels warning against underage drinking,

drink driving, and consumption during pregnancy. Barbados Minister of Foreign Trade Sandra Husbands said that the announcement was a testimony to producers' commitment to public health, and illustrated that

the private and public sectors could work closely together to achieve common goals. She said she challenged "other industries to establish similar structures in order to provide support to the governments and the region".

“The alcohol sector has an imperative to regulate ourselves better and improve communication to consumers and also to support government efforts and work hand-in-hand with stakeholders to improve the situation.”

WIRSPA CEO, Vaughn Renwick

TALKING ABOUT ALCOHOL IN SWEDEN



The Swedish Spirits and Wines Suppliers (SVL) and Swedish Brewers Association partnered to launch the "Prata om alkohol" ("Talk about alcohol") campaign to change 13- to 17-year-olds' attitudes towards underage drinking. Students learn how to resist social and peer pressure to drink alcohol through class activities including role playing; these exercises can be run at three different levels to match each class's

previous experience with alcohol. The campaign advises parents on how to discuss underage drinking with their children and helps teachers to draw in and motivate the whole school.

75% of ALL secondary schools have ordered the program.

SHAPING SOCIETY: TALKING TO UNDERAGE YOUTH ACROSS THE UNITED STATES

Responsibility.org's evidence-based, cross-curricular teaching program "Ask, listen, learn: alcohol and your developing brain" (ALL) provides resources for teachers, school counselors, nurses, other educators, and parents. This initiative informs children aged between nine and 14 years about the dangers and consequences of underage drinking. The suite of educational resources is accessible online and free of charge and includes animated videos, lesson plans, and interactive classroom activities. The program's content is aligned to the National Health Education Standards

(NHES), the Common Core State Standards Initiative (CCSSI), and the Next Generation Science Standards (NGSS), ensuring that the resources are matched to the curriculum used by teachers.

Impact: An independent, pre- and post-evaluation on the effectiveness of the ALL program, conducted in 2017 from over 1,700 students in 70 schools across the country, found:

74% of students feel they could effectively explain how drinking alcohol affects the brain



WORKING TOGETHER TO COMBAT UNDERAGE DRINKING IN DENMARK



In 2014, the Ministry of Health set seven national health goals, including target five: "to reduce the harmful use of alcohol and to postpone the alcohol debut for adolescents". The **Alkohol Partnerskabet** was established to help achieve these goals, with members including the Federation of Retail Grocers in Denmark (DSK), the Danish Chamber of Commerce, hospitality trade association HORESTA, the Danish Restaurants and Cafes (DRC) association, the Wine and Spirits Organization in Denmark (VSOD), and the Danish Brewers Association. The partnership received support from the Ministry of Health to run a series of campaigns between 2014 and 2017, including the campaign "Fastland" which created a frame of reference for discussions about underage drinking online and at high schools, and the "Party Prince" campaign, which increased shop workers' awareness of responsible retailing practices.

43% of staff in store found the campaign made it easier for them to ask for ID

In 2017, the Alkohol Partnerskabet's members and additional partners – including retail chains COOP, REMA 1000, and 7-Eleven, the Retailers' Country Association (NBL), and the Association of Good Alcohol Habits (GODA) – launched the free "Smart ID" phone app, which provides a secure digital form of identification to make age verification easier for store staff and consumers.

74% of retail staff reported that customers were accommodating when asked to verify their age before purchase, compared to **48%** before the campaign

THE PARTY PRINCE CAMPAIGN GATHERED 1.5M IMPRESSIONS ON SOCIAL MEDIA

THE WHOLE-OF-SOCIETY APPROACH TO REDUCING UNDERAGE DRINKING

MOVING FROM A SHARED AGENDA TO SHARED SOLUTIONS ON UNDERAGE DRINKING

Underage drinking is on the decline in many parts of the world, but there is still much more to be done. By shifting focus from a shared agenda to shared solutions, it is possible to create a movement that is greater than the sum of its parts and stops children and minors from drinking.

Although regulation is the foundation of any action, by bringing together public and private sector with communities we can build on positive trends and deliver bolder ideas and greater impact. This delivers on the whole-of-government, whole-of-society approaches called for by the United Nations and the World Health Organization's *Global strategy to reduce the harmful use of alcohol*, which calls for "comprehensive action across numerous sectors" to tackle harmful use of alcohol.

In support of the World Health Organization's calls for:

“ strengthened partnerships and better coordination among stakeholders and increased mobilization of resources required for appropriate and concerted action to prevent the harmful use of alcohol ”

WHO, *Global strategy to reduce the harmful use of alcohol*

ACCELERATING IMPACT BY ACTING TOGETHER



REFERENCES AND DATA SOURCES

SELECTION OF THE ILLUSTRATED TREND INFORMATION

IARD conducted a global review of data available on several measures relevant to underage drinking from government publications and the academic literature for the years 2000–2015. This review was part of ongoing research on trends in harmful drinking. The resulting catalogue captured data that is nationally representative for a clearly defined population below 25 years old, and in some cases the population is school students and not all young people.

For this report, a follow-up search was conducted in February 2019 for all data sources with at least one data point discovered for 2000–2015, in order to capture more recent survey rounds. This brief focuses on data for age groups below the legal purchase age for each country. Priority is given to data series that use instruments standardized across several countries. The trends are encoded as decrease, increase, no change, or opposite trends by sex based on a nominal change of more than two percentage points, without assessment of statistical significance.

TABLE 1: SELECTED TREND FIGURES ON UNDERAGE DRINKING

Country	Years	Values	Trend	Data source
Albania	2011-2015	32% to 32%	No change	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Argentina	2009-2014	Boys: 48% to 51% Girls: 46% to 50%	Increase	SIDUC school population [36] Change in past-month drinking % among 14-18 year-olds
Australia	2013-2016	28% to 18%	Decrease	NDSHS [37] Change in inverse of % of those aged 12-17 who do not drink
Austria	2010-2014	Boys: 37% to 23% Girls: 28% to 11%	Not illustrated	HBSC school population [38] Change in weekly drinking % among 11-15 year-olds
Barbados	2006-2013	Boys: 32% to 34% Girls: 35% to 34%	Opposite trends by sex	SIDUC school population [39] Change in past-month drinking % among 11-17 year-olds
Benin	2009-2016	Boys: 18% to 38% Girls: 13% to 42%	Increase	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Bulgaria	2011-2015	64% to 59%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Canada	2010/11-2014/15	Boys: 47% to 39% Girls: 44% to 40%	Decrease	CSTADS school population [41] Change in past-year drinking % among 12-18 year-olds [note that in Manitoba, Alberta, and Quebec the legal purchase age limit is 18]
Chile	2011-2015	35% to 31%	Decrease	SIDUC school population [42] Change in past-month drinking % among 13-17 year-olds
Colombia	2011-2016	31% to 24%	Decrease	SIDUC school population [43] Change in past-month drinking % among 12-14 year-olds
Cook Islands	2010-2015	Boys: 29% to 29% Girls: 29% to 23%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Croatia	2011-2015	66% to 55%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Cyprus	2011-2015	70% to 68%	No change	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Czechia	2011-2015	79% to 68%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Denmark	2011-2015	76% to 73%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
El Salvador	2008-2016	12% to 8%	Decrease	SIDUC school population [44] Change in past-month drinking % among 13-17 year-olds
Estonia	2011-2015	59% to 38%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds



Country	Years	Values	Trend	Data source
Fiji	2010-2016	Boys: 22% to 16% Girls: 11% to 9%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Finland	2011-2015	48% to 32%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
France	2011-2015	67% to 53%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Germany	2010-2014	Boys: 25% to 18% Girls: 14% to 7%	Not illustrated	HBSC school population [38] Change in weekly drinking % among 11-15 year-olds
Ghana	2007-2012	Boys: 26% to 18% Girls: 29% to 13%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Greece	2011-2015	72% to 66%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Grenada	2005-2013	Boys: 48% to 36% Girls: 38% to 34%	Decrease	SIDUC school population [45] Change in past-month drinking % among 11-17 year-olds
Guatemala	2009-2015	Boys: 18% to 18% Girls: 14% to 15%	No change	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Guyana	2004-2010	Boys: 47% to 44% Girls: 26% to 34%	Opposite trends by sex	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Hungary	2011-2015	61% to 55%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Iceland	2011-2015	17% to 9%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
India	2005/6-2015/16	Boys: 11% to 9% Girls: 1% to 1%	No change	National Family Health Survey [46] Change in drinking % among 15-19-year-olds [no recall period specified; note that in Goa, Himachal Pradesh, Karnataka, Sikkim, and Puducherry the legal purchase age limit is 18]
Indonesia	2007-2015	Boys: 4% to 6% Girls: 1% to 1%	No change	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Ireland	2011-2015	50% to 35%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Italy	2011-2015	63% to 57%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Jamaica	2010-2017	Boys: 58% to 55% Girls: 47% to 36%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Lebanon	2011-2017	Boys: 37% to 21% Girls: 22% to 15%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Lithuania	2011-2015	63% to 34%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Malta	2011-2015	68% to 54%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Mauritius	2011-2017	Boys: 28% to 20% Girls: 22% to 21%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Mexico	2011-2016	Boys: 17% to 17% Girls: 12% to 15%	Increase	ENCODAT [47] Change in past-month drinking % among 12-17 year-olds
Mongolia	2010-2013	Boys: 7% to 5% Girls: 5% to 4%	No change	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Montenegro	2011-2015	38% to 40%	No change	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Myanmar	2007-2016	Boys: 1% to 7% Girls: 1% to 1%	Increase	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Namibia	2004-2013	Boys: 35% to 26% Girls: 31% to 21%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Netherlands	2011-2015	64% to 49%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
New Zealand	2006/7-2017/8	75% to 57%	Decrease	New Zealand Health Survey [48] Change in past-year drinking % among 15-17 year-olds
Norway	2011-2015	35% to 22%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds

Panama	2003-2008	Boys: 43% to 26% Girls: 36% to 16%	Decrease	SIDUC school population [49, 50] Change in past-month drinking % among 13-17 year-olds
Paraguay	2003-2014	40% to 25%	Decrease	SIDUC school population [45] Change in past-month drinking % among 13-17 year-olds
Peru	2007-2012	16% to 9%	Decrease	SIDUC school population [51] Change in past-month drinking % among 13-17 year-olds
Philippines	2011-2015	Boys: 23% to 20% Girls: 15% to 17%	Opposite trends by sex	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Poland	2011-2015	57% to 47%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Portugal	2011-2015	52% to 42%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Romania	2011-2015	49% to 47%	No change	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Russia	2010-2014	Boys: 17% to 12% Girls: 15% to 6%	Not illustrated	HBSC school population [38] Change in weekly drinking % among 11-15 year-olds
Seychelles	2007-2015	Boys: 62% to 46% Girls: 61% to 49%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Slovakia	2011-2015	60% to 49%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Slovenia	2011-2015	65% to 52%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Spain	2012-2016	74% to 67%	Decrease	ESTUDES school population [52] Change in past-month drinking % among 14-18 year-olds
Suriname	2009-2016	Boys: 36% to 37% Girls: 30% to 36%	Increase	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Sweden	2011-2015	38% to 26%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Switzerland	2010-2014	Boys: 26% to 11% Girls: 13% to 6%	Not illustrated	HBSC school population [38] Change in weekly drinking % among 11-15 year-olds
Thailand	2008-2015	Boys: 22% to 27% Girls: 10% to 19%	Increase	GSHS [40] Change in past-month drinking % among 13-17 year-olds
Tonga	2010-2017	Boys: 15% to 15% Girls: 18% to 6%	Decrease	GSHS [40] Change in past-month drinking % among 13-15 year-olds
Trinidad and Tobago	2006-2013	Boys: 57% to 27% Girls: 43% to 29%	Decrease	SIDUC school population [53] Change in past-month drinking % among 13-17 year-olds
UK:				
England	2010-2014	Boys: 28% to 10% Girls: 21% to 9%	Not illustrated	HBSC school population [38] Change in weekly drinking % among 11-15 year-olds
Scotland		Boys: 26% to 14% Girls: 24% to 11%		[Ever-drinking data available for various age groups and time spans for England, Scotland, Northern Ireland]
Wales		Boys: 31% to 12% Girls: 28% to 10%		
Ukraine	2011-2015	54% to 39%	Decrease	ESPAD school population [35] Change in past-month drinking % among 15-16-year-olds
Uruguay	2011-2016	Boys: 70% to 67% Girls: 70% to 71%	Opposite trends by sex	SIDUC school population [54] Change in past-year drinking % among 13-17 year-olds
USA	2011-2015	40% to 36%	Decrease	MTF [55] Change in past-month drinking % among 17-18 year-olds
Vanuatu	2011-2016	Boys: 10% to 15% Girls: 6% to 10%	Increase	GSHS [40] Change in past-month drinking % among 13-15 year-olds

PERCEPTIONS ABOUT UNDERAGE DRINKING

IARD contracted YouGov to conduct polling on adults' perceptions about how underage drinking and measures to prevent it have been evolving in nine countries. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 12,137 adults in the UK, Germany, France, Australia, Japan, Mexico New Zealand, the United States & South Africa. Fieldwork was undertaken between 19th June - 4th July 2019. The surveys were carried out online. The figures have been given an even weighting for each country to produce an 'average' value.

TABLE 2: POLLING RESULTS IN 9 COUNTRIES

	Australia	Mexico	South Africa	France	USA	Germany	UK	Japan	New Zealand
Thinking about the last 10 years (i.e. since June 2009)... In general, do you think that instances of underage drinking have increased or decreased in your country, or has it stayed about the same?									
Increased (a lot or a bit)	53%	92%	87%	69%	40%	44%	30%	26%	54%
Stayed about the same	29%	6%	9%	19%	33%	27%	34%	39%	32%
Decreased (a lot or a bit)	11%	1%	3%	4%	12%	19%	24%	23%	7%
Don't know	7%	0%	2%	8%	15%	9%	13%	12%	7%
Who, if anyone, of the following do you think has responsibility for preventing underage drinking in your country?									
Family members (e.g. parents, siblings)	76%	89%	84%	59%	65%	58%	76%	73%	84%
Education professionals (e.g. teachers)	38%	37%	41%	24%	26%	26%	28%	35%	33%
The national government	32%	34%	43%	31%	12%	15%	26%	22%	29%
Healthcare professionals (e.g. doctors)	23%	23%	19%	23%	17%	15%	12%	8%	20%
Law enforcement (i.e. the police)	42%	25%	56%	28%	30%	20%	37%	21%	48%
Social services	21%	21%	37%	13%	14%	14%	11%	7%	21%
The alcohol industry	46%	42%	58%	36%	31%	33%	44%	35%	52%
Community groups or charities	17%	13%	36%	10%	15%	13%	10%	19%	17%
Other	5%	3%	4%	4%	7%	6%	4%	8%	4%
Thinking about current government regulations that are in place to prevent underage drinking in your country... How well enforced, if at all, do you think the regulations against each of these are?									
Very well or fairly well enforced	53%	18%	24%	24%	51%	35%	35%	53%	48%
Not very well or not at all enforced	41%	81%	75%	67%	37%	54%	53%	38%	46%
Don't know	6%	1%	1%	8%	12%	11%	12%	8%	7%
Thinking about generally about teenagers (i.e. young people aged 13 to 19)... Which, if any, of the following do you think are issues teenagers in your country typically face today? (Please select all that apply)									
Problems from drinking too much alcohol	56%	72%	75%	60%	41%	46%	32%	8%	62%
Spending too much time on social media	80%	83%	86%	75%	71%	75%	76%	71%	83%
Obesity	57%	64%	42%	47%	48%	57%	46%	10%	52%
Problems from the use of recreational drugs, excluding alcohol and nicotine products	67%	70%	73%	58%	52%	44%	42%	19%	61%
Problems from the use of tobacco and/or nicotine products (e.g. cigarettes, e-cigarettes etc.)	38%	56%	66%	51%	47%	36%	24%	11%	45%
Spending too much time playing video games	63%	66%	60%	70%	59%	62%	54%	55%	65%
Involvement in violent crime	44%	51%	65%	26%	31%	25%	42%	21%	38%
Mental health problems (e.g. depression, anxiety etc.)	73%	54%	67%	32%	62%	42%	65%	42%	75%
None of these	1%	2%	0%	1%	5%	3%	2%	7%	1%
Don't know	2%	0%	0%	4%	7%	6%	5%	6%	2%

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MODELLED DATA ON INDICATORS OF UNDERAGE DRINKING

Because data availability for the various measures of underage drinking is unequal across countries, several initiatives produce modelled estimates of the prevalence of drinking, binge drinking, and related measures for selected age groups. These figures have the main advantage of facilitating comparisons across countries and over time. However, they rely on past trends from other places to generate estimates that may not be precise for each country.

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