

## Question on Notice

No. 1744

Asked on 13 November 2008

MS DARLING ASKED THE TREASURER (MR FRASER)—

How will the 'Every Drink Counts' campaign help to educate young Queenslanders?

ANSWER:

The *Every Drink Counts* campaign has been designed to encourage young drinkers to think about the consequences of drinking to excess, using scenarios of 'worst case' to hit home the message that there are consequences far worse than a hangover.

Focus group testing and market research in the development stage indicated a strong preference from young people that they wanted to be hit with reality – they all talked about experiencing, seeing or hearing about alcohol fuelled violence.

They expressed a need for the advertisements to be real and shocking to make them think about how much they were drinking.

Young people also expressed a need for the matter to be raised in a serious way that could not be glamorised or made light of.

The research revealed a need to educate and promote awareness of the numbers of standard drinks and their impact on people.

Many young people don't realise how much they are actually drinking and how that impacts on their own abilities and behaviours.

Market testing of the concepts in the campaign indicates that the tagline resonates with young people in two key ways – every drink you have affects your behaviour and every drink you have may actually be more than one drink – i.e. you should check the number of standard drinks in each drink you have.

The campaign links in to the Australian Government campaign – *Don't turn a night out into a nightmare* which also uses shocking scenarios to convey messages about the consequences of drinking to excess.