

## Voices of Youth Research

Understanding the role and impact of harm reduction

programmes among 11-17 year olds in South Africa.



drinking culture and environment.



Our strategy is informed by research with emphasis on **3 forms** of alcohol misuse that contribute to serious harm to:





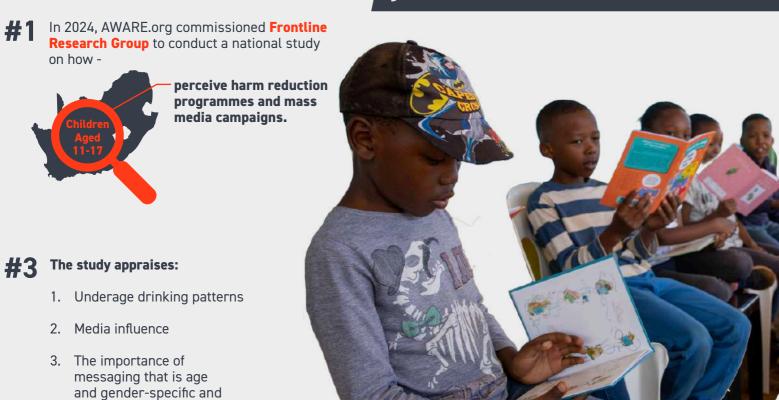
AWARE.org's flagship initiative, #NOtoUnder18, aims to eradicate underage drinking. Our key message is:

#maketherightchoice

#saynotounderagedrinking

## Comprehensive baseline to understand

## youth behaviour around alcohol.



online survey over targeted face -to-face interviews 1. allowing for deeper insights into the dynamics of alcohol use and prevention in areas directly exposed to harm reduction programmes.

#2 The study combined



12% of the online sample 25% in the face- to-face interviews indicated that they consume alcohol more regularly. Experimentation peaks at age 16 and alcohol is mostly consumed with peers.





**NON-DRINKERS** report higher school enjoyment and better integration compared to participants who consume alcohol.

informed by social circumstances.



Younger teens (11-13) are more influenced by Family drinking habits Stress



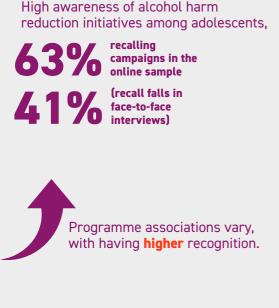
participants who consume alcohol

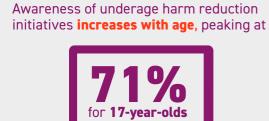
are influenced by peers.





Teens recognise the dangers of underage drinking,

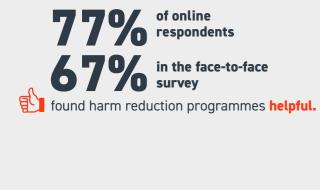












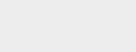
















Approximately 1/2 of

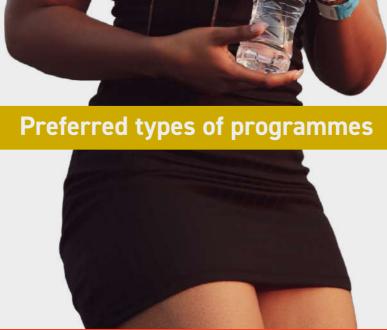


The Makers of Tomorrow campaign











**Structured** 

80% was the Skeem Saam recall rate

suggesting that it is popular



aware.org\_za

Is alcohol having a negative impact on your life? SANCA substance abuse toll-free hotline 0800 121314 | SMS 32312 Department of Social Development | WhatsApp helpline 087 163 2025 SADAG | 0800 12 13 14 | SMS 31393

\*Makers of Tomorrow (MOT) is AWARE.org's primary #NOtoU18 multimedia platform \*\*Skeem Saam is a popular youth-focused SABC TV show that Aware.org partnered with to integrate MOT messaging into the shows storyline in 2024