





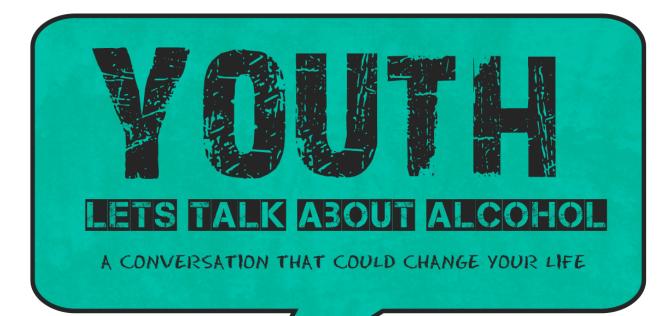








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**Caribbean Alcohol Reduction Day 2018** 

PERSPECTIVES FROM YOUNG PEOPLE

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### INTRODUCTION



- Interviewed several Young People (aged 18-30) from around the Caribbean:
  - Barbados, Trinidad, Jamaica, St. Kitts & Nevis.
- Asked them a series of qualitative questions to:
  - Gather their perspectives on why young people consume alcohol
  - What strategies can be adopted to reduce levels of consumption.

## What comes to mind when we say "ALCOHOL"?



- Very distinct Smell!
- Drinking
- Drunken Nights

 Bad Experiences and Decisions

Being intoxicated

Carnival!

 Not having control of your behaviour

- Wine,Beer,Rum etc.
  - Bars

# WHY do you think Young People DRINK?

LETS TALK ABOUT ALCOHOL

A CONVERSATION THAT COULD CHANGE YOUR LIFE

- To Be Cool
- Because everyone is drinking

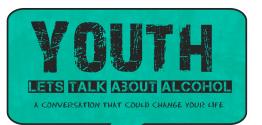
- Ummm... I don't know
- Good Question!

- To relieve stress
- To take away their problems

 Because its part of our culture and way of life.

- Recreation
- For Fun
- To be social

Do you think it's important for young people to <u>be careful</u> with the amount of alcohol they consume? Why?



- YES!
- We need to be VERY CAREFUL!
- Absolutely!

- NO!
- If you drink a little, its fine!
- Its technically
  POISON and can
  kill you if your
  not careful!

- It can impair your judgment
- Harm your health

 Its not necessarily bad but too much can be. How can we <u>reduce</u> the levels of <u>alcohol consumption</u> amongst young people?

LETS TALK ABOUT ALCOHOL

A CONVERSATION THAT COULD CHANGE YOUR LIFE

- Be more strict about purchasing laws!
- Check ID at point of purchase.
- YOU CANT!
- You would have to change the culture!

Increase prices
Raise the drinking age... but we will still drink.

 Make strict consequences about underage drinking.

- Talk about the negative effects more.
- Huh? Not possible!

### MY "Youth" PERSPECTIVE



#### Alcohol is:

- Part of our culture
- Introduced into our every day lives from birth
- Cheap and easy to access
- Everywhere in songs, on buildings, in magazines, on billboards, at school fairs & sports events etc.
- Associated with having fun and a good time

### MY "Youth" PERSPECTIVE



- Ways to REDUCE Alcohol Consumption:
  - Increase the conversation about alcohol and its harmful effects
  - Get popular YOUNG persons in society to share the Alcohol Reduction message and join the campaign
  - Restriction of alcohol sales Days/Hours/Places/
     Densities

#### MY "Youth" PERSPECTIVE



- Barriers to CHANGE:
  - Young people see the ability to drink alcohol as a privilege
  - Societal Pressures Its not "cool" NOT to drink!
  - The Business of Alcohol
  - Its celebrated and infused in our culture
  - Young people feel invincible and don't think that the negative effects will happen to them personally.



