

YOUTH

LET'S TALK ABOUT ALCOHOL

A CONVERSATION THAT COULD CHANGE YOUR LIFE



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ENOUGH.
OUR HEALTH. OUR RIGHT. RIGHT NOW.

**November 29th
2018**

Caribbean Alcohol Reduction Day 2018

**PERSPECTIVES FROM
YOUNG PEOPLE**

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**By : KRYSTAL BOYEA
NCD Advocate**

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?



- To Be Cool
- Because everyone is drinking

- To relieve stress
- To take away their problems

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

- 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 be careful 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 reduce the levels of alcohol consumption amongst young people?



- 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.

