

Kids and alcohol don't mix.

Talking to your kids about alcohol and setting boundaries can help keep them safe.

Drinking alcohol too young.

Drinking alcohol too young, with its potential adverse effects on the developing brain, may mean your child fails to reach their full potential – academically, creatively or on the sporting field. Alcohol can also inhibit your child's ability to consider the consequences of their actions, leading them to take risks such as getting in fights, drink-driving, unprotected sexual activity or serious accidents.

Alcohol as a distraction.

Drinking alcohol can also become a negative distraction from study, sport, creative pursuits, family life and socialising – all important activities for building confidence and maturity during teenage years.

Alcohol and the brain.

The brain continues growing until people are in their early twenties, forming all the critical parts it needs for learning, memory, planning, emotional stability and thinking. Alcohol may disrupt this development.

Alcohol and parties.

Peer group pressure can be overwhelming. However, be comfortable in the knowledge that the majority of parents choose to delay their child's introduction to alcohol, believing it is unacceptable for children under 18 to drink.

It's also interesting to note that most Australians believe that it is unacceptable for under 18s to be allowed to drink at parties.



Most Australian parents think that they should start a conversation with their kids about alcohol before they reach 12 years of age.

Kids are interested in what's going on around them.

Seeing how their role models use alcohol is part of this – and the most influential and trusted role model is a parent.

With that in mind, it's important that parents shape their children's attitude to alcohol and future drinking behaviour.