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A binge too far.

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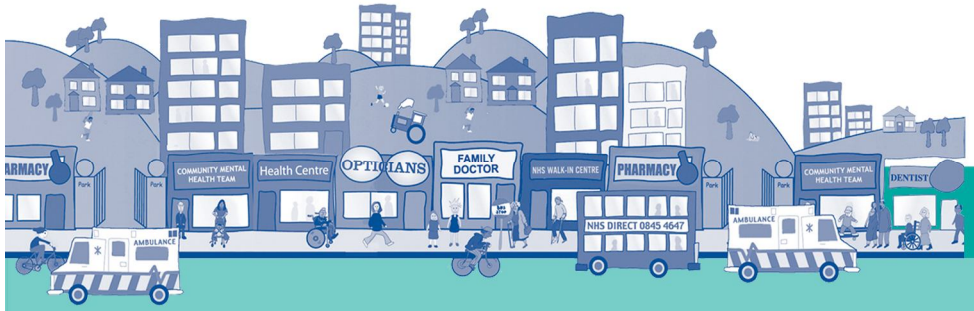

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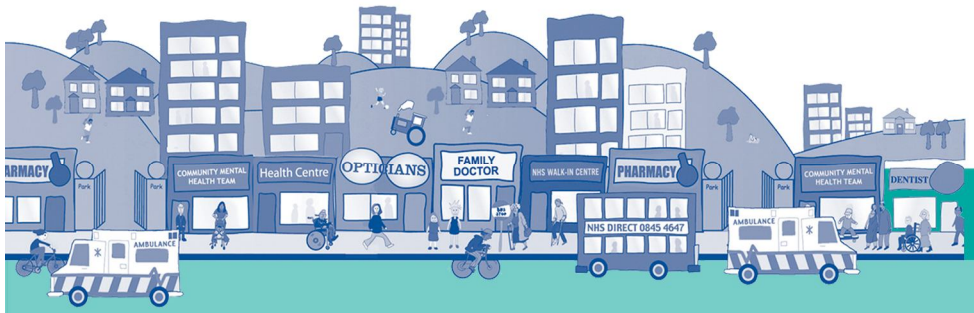
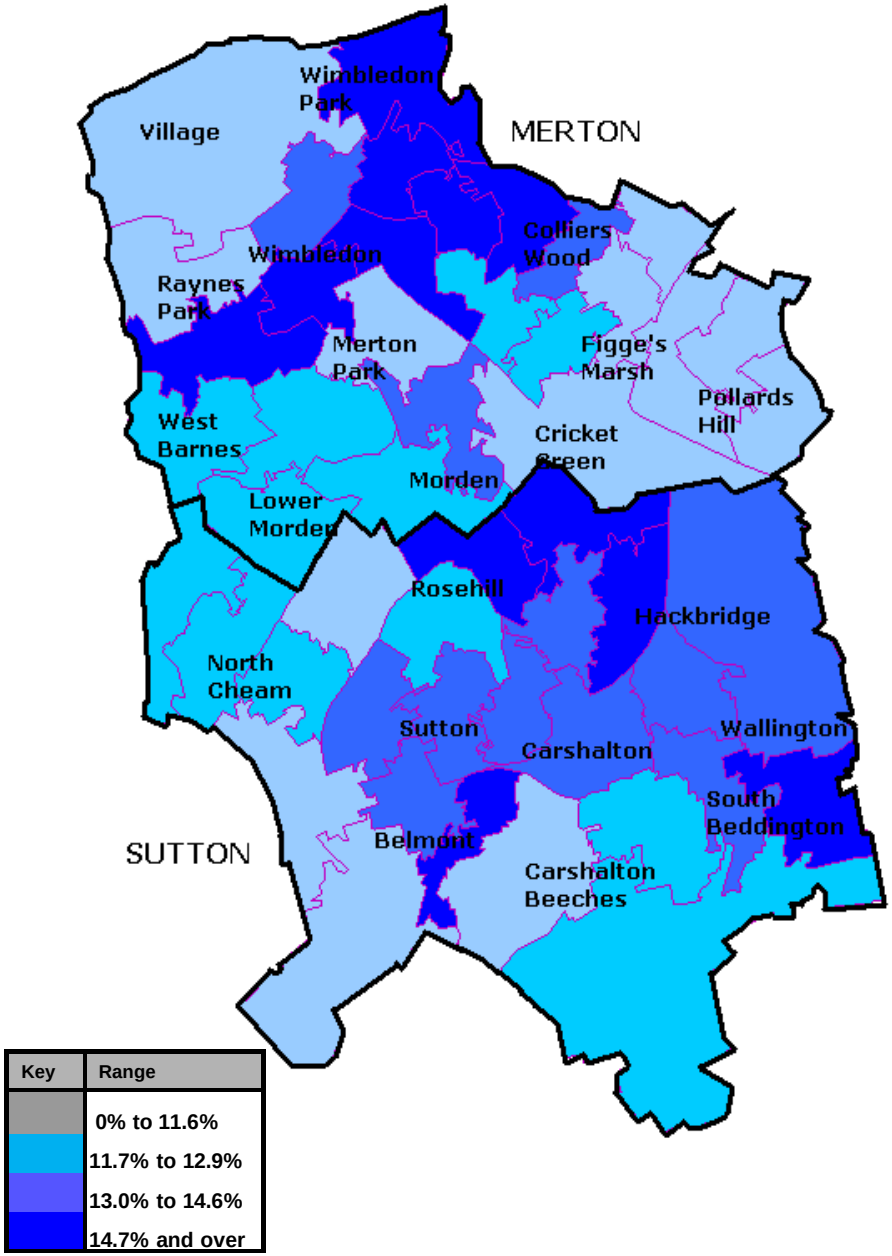
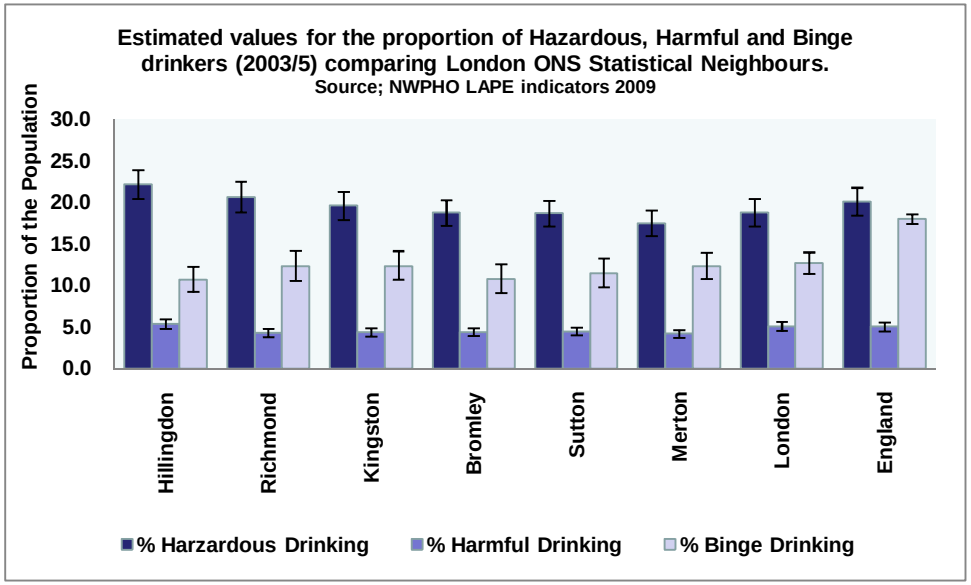
Sutton – a quick overview.

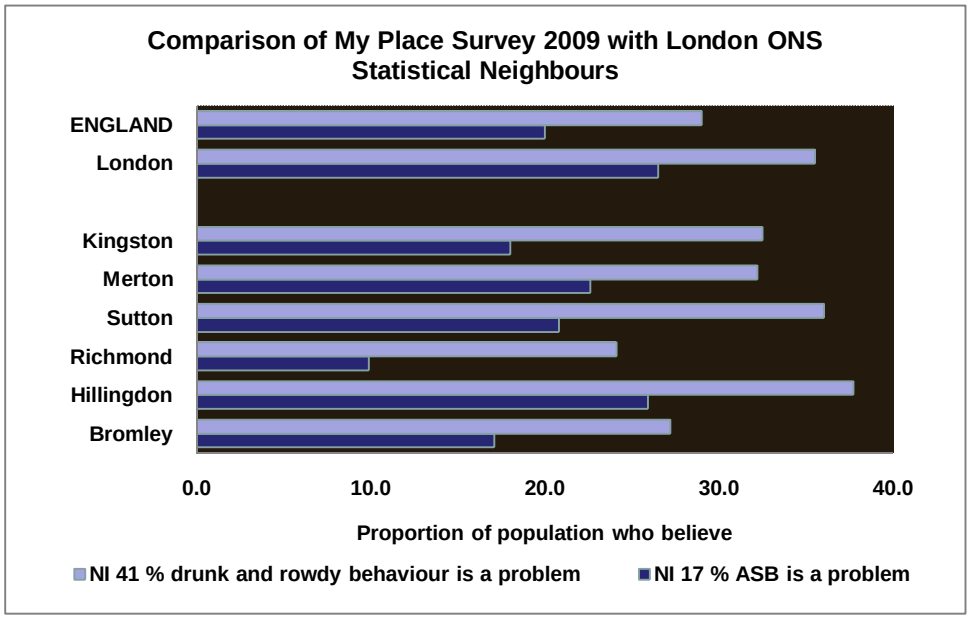
- Generally, the health of people in Sutton is better than the England average.
- However, this masks health inequalities between the least and most deprived areas and across minority groups.
- On National data Sutton appears to be better than average on most indicators – but this hides underlying issues
  - In London second highest Alcohol Specific Hospital Admissions for U18
  - Faster rising Alcohol related Hospital Admissions
  - Locally “unacceptable behaviour” perceived to be a problem



Breaking the Cycle of Inequalities in Sutton and Merton: Lifestyle Choices – Reducing harm from Alcohol







Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005 ONS Data

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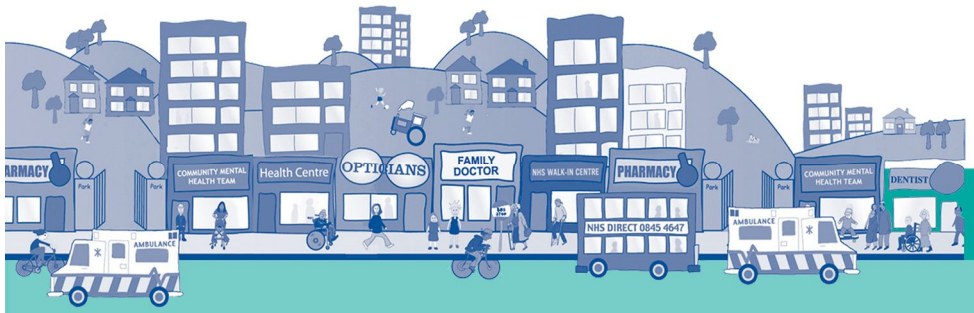
What are we doing to prevent harm from Alcohol?

- Understanding Partnership approach

- Treatment services
  - Through DAAT
  - Tier Three/Four Services

- Prevention
  - Secondary – Brief Interventions
  - Primary – changing attitudes



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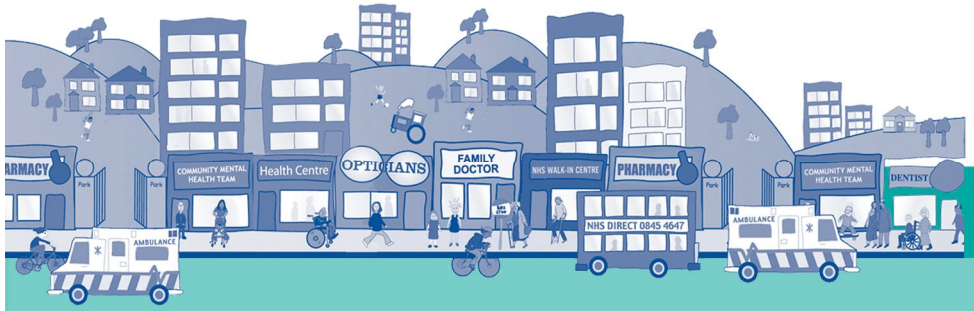
How do we influence attitudes among young people? A binge too far - overview.

- A short film competition for young people in Sutton.
- Extension of previous years film competition – Butt Stop.
- The aims of the project were to
  - understand attitudes and perceptions of young people to alcohol.
  - evaluate the benefit of using a film competition as a mechanism to change these attitudes and influence lifestyle choices.



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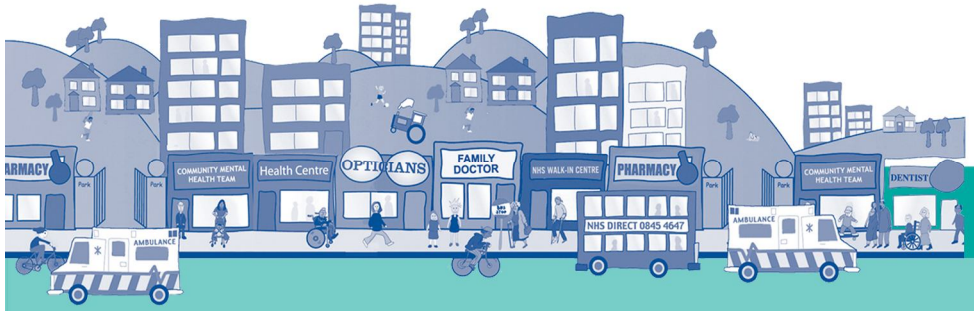
“A binge too far” – project methodology.

- Multi agency partnership with NHS, LA, Police.
- Engaged an independent evaluator, who developed an online questionnaire and focus groups to identify what young people’s attitudes to alcohol were before and after.
- Employed a PT officer to directly engage with teachers and young people.
- Asked young people to put together a 3 minute film on alcohol issues.



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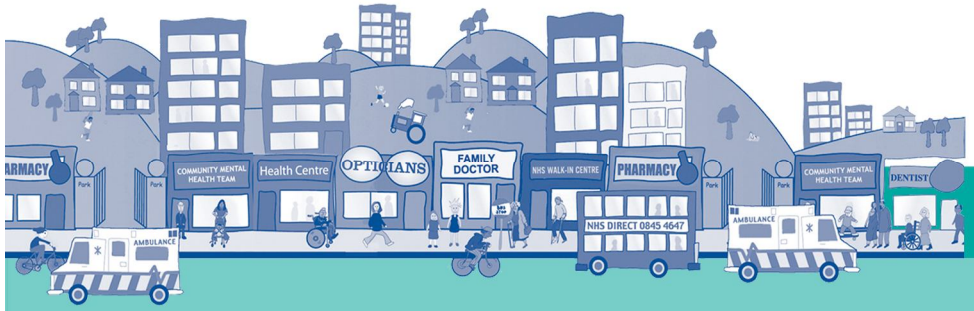
A binge too far – project methodology (2).

- Distributed link to an online survey, completed before the films were made.
- Over 50 films entered into competition, from 12 different schools, including 2 PRU's.
- Films were shortlisted Oscar style by panel of all partners.
- Ceremony took place at the Sutton Odeon, where winners were announced.



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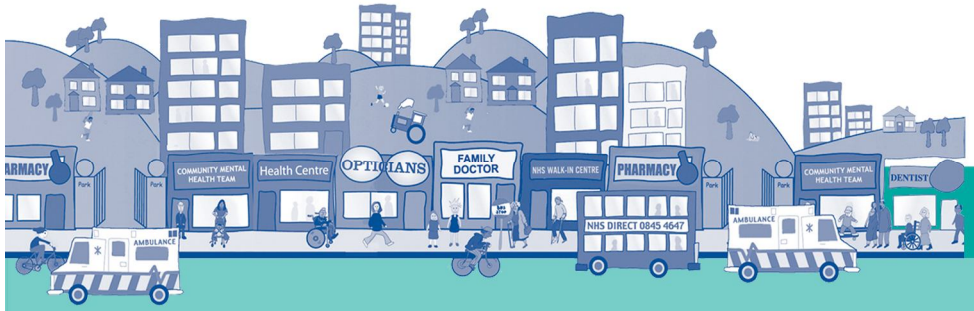
A binge too far – the winners

Year 7-9 category

Wallington High School for Girls 'It's your life - respect it'

www.youtube.com/watch?v=7RFNeyQNq_k



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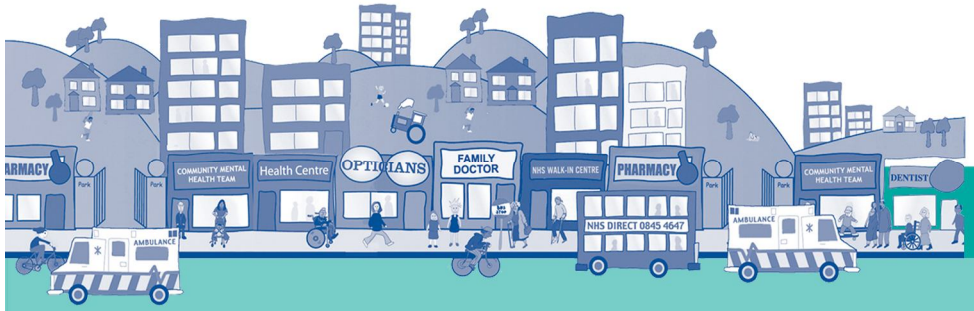
A binge too far – the winners

Year 10-11 category

Sutton Grammar School 'Ben's Story'

www.youtube.com/watch?v=5U3fZsoulWc



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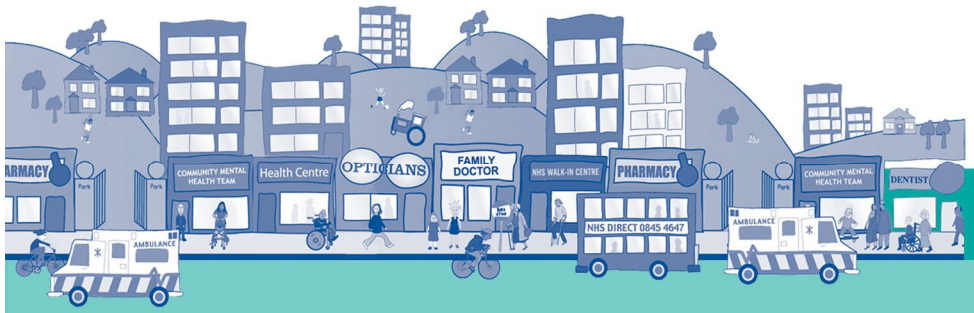
A binge too far – the winners

Year 12 -13 category

Carshalton Boys Sports College for the film 'Charlie'

www.youtube.com/watch?v=A0pGe7vFABE



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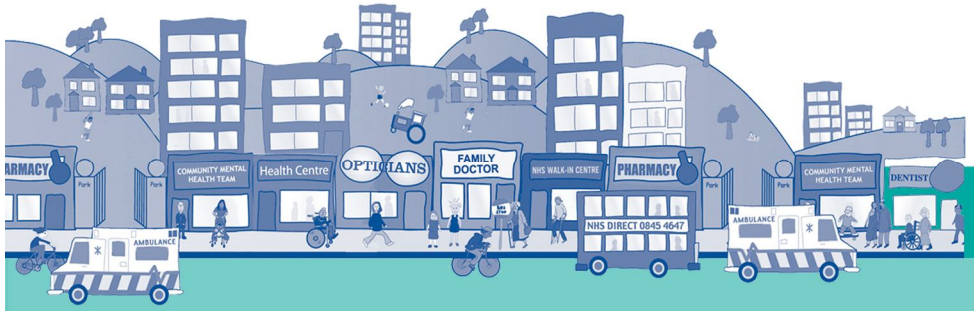
A binge too far.

Any comments, before we go on?



A binge too far – results.

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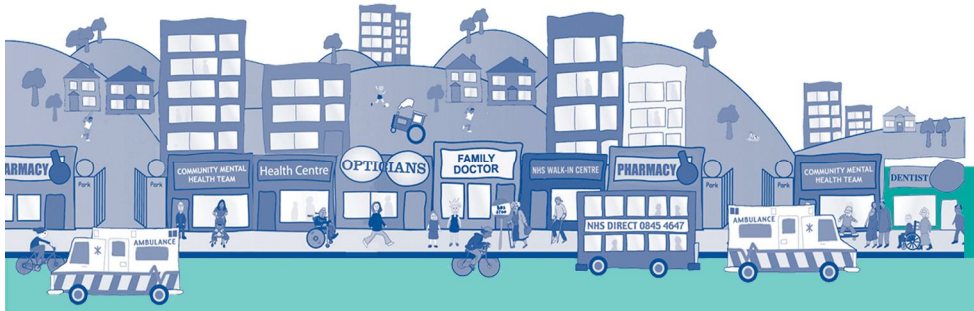
Qualitative and Quantitative analysis

Quantitative Survey (before and after)

- poor up take both before and after (less than 10% of estimated)
- But linked to national survey did show consistency and validity (to an extent)

Qualitative Focus Groups (before and after)

- Involved 67 children from cross section of schools (including Pupil Referral Unit)



A binge too far – results.

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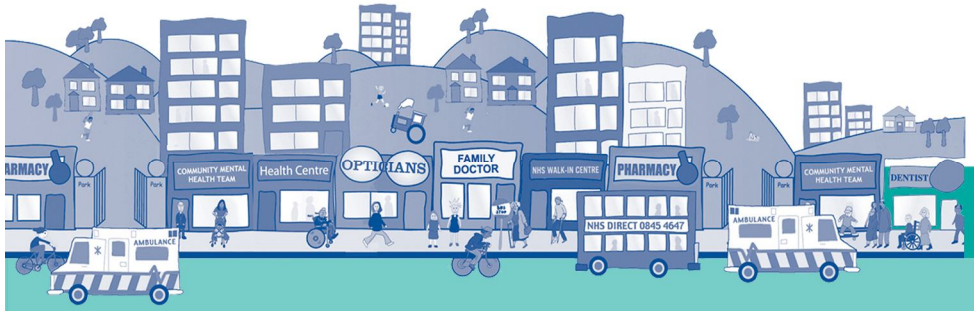
Advice from young people to adults about getting the message across

Mixed Messages

- Adults' attitudes to and their own use of alcohol - If it's okay for them to drink, why isn't it okay for us?'
- In control – adults need to recognise between 'youthful experimentation' and 'growing up' and 'a serious alcohol problem'
- Extreme language/stories/imagery less believable or ignored

Messages need to be

- Age appropriate – the same information presented in the same way every year makes no impact
- Make it real – falling drunk out of a night club means nothing to a 13 year old as they can't imagine themselves doing this. Seeing themselves doing something or being able to imagine it makes an impact
- Young people know what messages will make an impact with young people



A binge too far – results.

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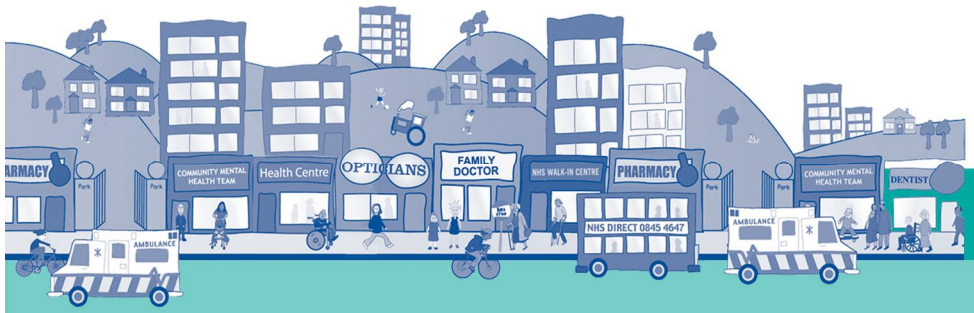
Benefits of using "film" to raise awareness and influence beliefs about healthy lifestyle choices

85% of young people thought the films were effective

- The Survey found that the films made
  - 49% of young people think differently about the health risks of drinking,
  - 49% think differently about the impact of drinking on other people
  - 46% think differently about the amount that young people drink.
  - Fewer than 14% think films were 'not at all effective' in making them think differently



A binge too far – results.

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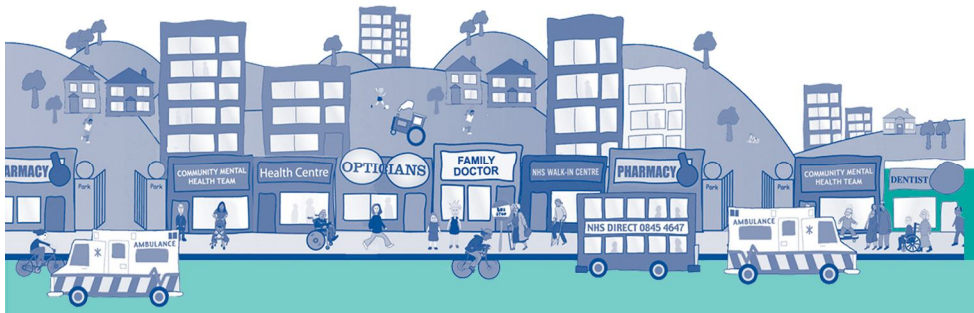
Young People said

- Visual images (on film, television or the internet) were more effective than books, advertising billboards or radio in communicating health messages to young people.

- Making films for the competition made a significant impact on those involved just by making them
  - think about and research the subject (even if they thought they knew the messages making a film led them to check the facts and understand the risks better)
  - decide on what was important in terms of the message and how they wanted communicate it (being creative about the message impacted significantly on their awareness and beliefs)
  - think about what type of film would impress their peers (choosing content that was realistic and relevant to them)

- Sharing the films across the internet increases the impact of the messages and widens their influence.



A binge too far – results.

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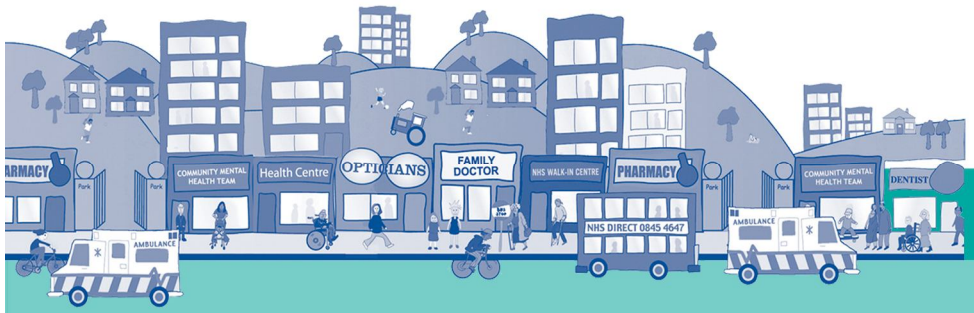
The effectiveness of the film competition in raising awareness of health issues among young people and influencing their behaviour

- It wasn't the competition that motivated young people but the opportunity to make a film, to a brief, to see what 'other people our age' (and other age groups) can do and to learn from each other (although some of the material from older age groups was thought could be inappropriate)

- Voting online, for the overall winner increased the number of people who saw at least some of the films.

- Young people enjoyed the status their films achieved as a result of being seen on a public screen and also online.



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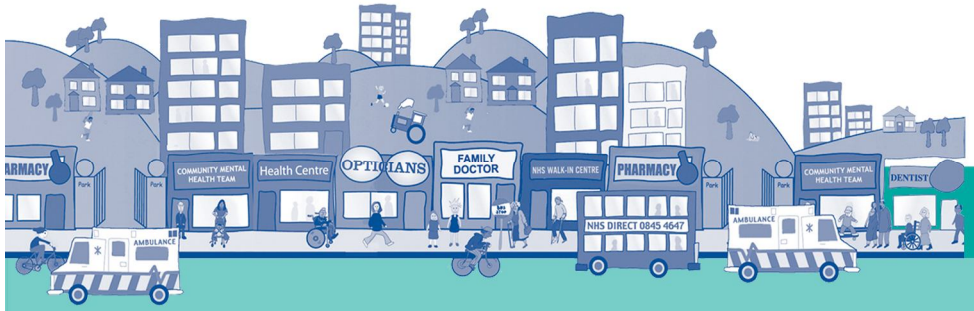
A binge too far – results.

- The Report also highlighted some clear issues in terms of running the project
  - Consistency in applying rules (teachers helping or not/in school time or not)
  - Basis for Judging needed to be more transparent (skills in film making or messages given/young people need to be involved in Judging)
  - Project Management
  - Involving schools earlier to find best time to run and engage the teachers



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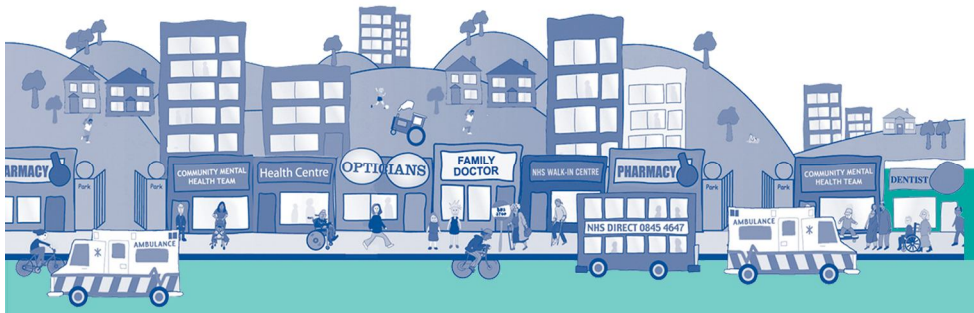
Next Steps

- Continue distributing the films.
- Agree next years theme.
- Expand from film to other formats? Theatre, poetry?



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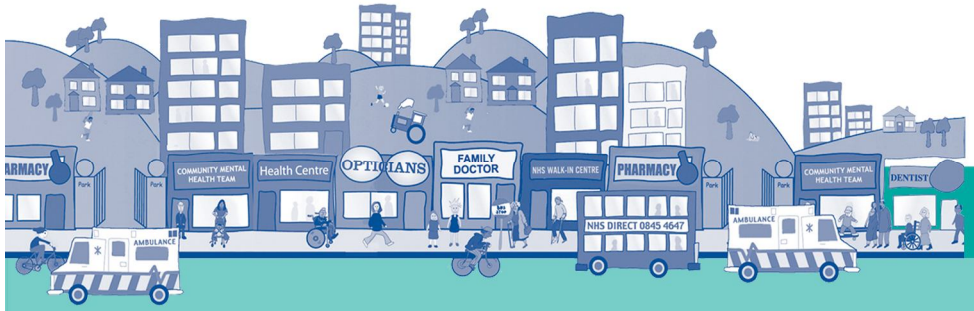
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