



Attitude project – for an alcohol free childhood

The Attitude project was a successful three-year (2000-2003) co-operation project between The Swedish Sport Confederation and the IOGT-NTO movement. The cost of the project has been 17 million SEK of which 15 million is a contribution from the Government.

The project has been monitored and evaluated by an independent consultant, Sven Nygren, Ledarinstitutet.

Objective

- Provide children and youth with a good start of life through an alcohol free childhood.
- Counteract the increasing use of alcohol and create a counterforce to the increasing liberal view on drugs.
- Promote an alcohol free childhood with support of adults.

Starting points

- The 18-year limit on alcohol shall be respected. The observance of the age limit is the responsibility of the adults (leaders, parents, young adults).
- The aim and direction was a long-term work where the project facilitates a change of structures, new thinking, improvement and development of the prevention work of the local clubs.

Achievements during 2000-2003

1. Main activity

- A functioning co-operation between the Sports organisations and the IOGT-NTO movement was established.
- Development of a new methodology concerning local sport clubs. Production of material and guidelines for leaders and youth aiming at decided alcohol and drug policies for local clubs. The material should also enable the participants to value their attitudes on alcohol and drugs.

2. Activities

- Financial support to 59 local projects and to the project of the Swedish Ice hockey Association “Attityd-för en alkoholfri ishockey” (Attitude-for an alcohol free ice hockey). The projects have involved 7000 leaders and 25000 youth. In total 500 local clubs and teams have adopted an alcohol- and drug policy and approximately 300 have started their work on a policy. (June 2004)
- Financial support to 150 drug free weekend activities for youth. These activities have mainly focused on leisure time activities for pleasure in connection to weekends especially exposed to heavy drinking among youth. Support to 21 regional networks organising meetings to strengthen the regional and local work.
- Implemented 30 Prime for Life trainings with totally 500 participants. Trained 10 new Prime for Life leaders.
- Conducted 3 alcohol- and drug policy trainings (50 participants); 2 courses on The Attitude project (60 participants), 1 training on How to engage parents? (20 participants).

3. Disseminated methodological material in Swedish.

- The Ice hockey material ”Attityd- för en alkoholfri ishockey” has reached 160 local clubs, 3300 leaders and 20 000 youth.
- Two brochures for parents “Ditt barn går inte i repris” (Your child can not be duplicated) have been printed in 80 000 copies each.
- The leadership brochure “Att vara förebild” (To be a role model) has been printed in 35 000 copies.
- Material for lecturers has been printed in 1000 copies.
- The material on how to work with alcohol- and drug policies has been produced in 1500 copies and the material for supervision in 2000 copies.
- One youth material has been printed in 5000 copies “Snacka om idrott och fylla” (To talk about sports and drunkenness).

4. Building external awareness

- A six part TV-series transmitted twice; ”Föräldratid-drogen som bästis” (Parental hours-the drug as your best friend).
- Information printed on household milk containers, approximately 10 million containers.
- Six external campaigns at weekends of risk. 60 NGOs have participated in these campaigns with the headline “Attityd-folkrörelse för alkoholfri uppväxt” (Attitude-popular movements for an alcohol free childhood).

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Final report ”Från måste till vill – en bok om Attityd (From have to to want to – a book on Attitude). Order from info@iogt.se (only in Swedish).

Questions on the seminar

One question on the seminar was about role models. Many famous sportsmen and sportswomen are seen as idols for young people. If they say no to alcohol and other drugs then the young people might say no.

The answer is that the Swedish Ice Hockey federation has used role models, but the effectiveness is not so good from the research we know.

Someone mentioned that working with sports clubs was a project that just reached professionals. The answer is that Sweden has 7.000 professionals and over 3 million participants. So the project reaches many people and not only the professionals.

The Amsterdam Group wondered if it could be proven that this project changed behavioural so far. The answer is that we can't prove that yet. This is a long-term project.

One question that was discussed was about morality. If a rolemodel in public said that alcohol was no good and afterwards were caught drinking than this could be a lack of morality. The answer is that the project doesn't mean that adults are not permitted to drink alcohol at all. But young people under the age of 18 are not shouldn't drink. And the policy work in the project recommend that no alcohol is to be drawn even among people over 18 years if young people under 18 is at the same party.

Another question was if the subject traffic and alcohol is taken care of in the policy work. And the answer is yes. The policy says that nobody should drive 24 hours after drinking.

At the pen
Peter Moilanen