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Deliverable 8.1 D20 Video Production

Work package 8



Main Partners

European Alcohol Policy Alliance



Scottish Health Action on Alcohol Problems



Ehkaiseva Puhdetyo ehyt ry Forebyggande
Rusmedelsarbete ehyt rf



Polish State Agency for Prevention of
Alcohol-related Problems (PARPA), Poland



Fundatia Romtens



Vereniging voor Alcohol-en andere
Drugproblemen



Istituto Superiore di Sanita



International Youth Health Organization
(YHO)



Title: Deliverable 8.1 Production of one video for dissemination

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FYFA Video production

The scope and purpose of this Work package is to produce a video summarising key themes from twelve young people's interviews (two young men and two young women in each country,) from three Member States, namely Finland, Poland, and the UK. The videos document young people's views about alcohol marketing, attitudes and behaviours to alcohol and sport, and what they consider to be effective policies. In the original proposal the aims of this Work Package were to:

1. edit a selection of 12 young people's interviews from Finland, Poland, and the UK, producing one video summarising the key findings
2. collate 12 young people's videos
3. provide a voice-over commentary, explaining the project and context.

The videos are a resource for decision makers and relevant organisations, to consider young people's voices and views in developing policies.

Methods

- Media Education were commissioned by Scottish Health Action on Alcohol Problems (SHAAP) to produce the videos because of their ethical stance that people are experts in their own lives and can use their voice to make positive change.¹ The Media Team worked closely with the researchers in Scotland, Poland and Finland and carried out all recording face to face in the respective countries. Twelve young people were invited to develop their own key messages in relation to the subject of alcohol, sports, and marketing, providing unique insights and highlighting the importance of really listening to what they think and to understand their viewpoint.

Results

The films produced (including films with subtitles in Polish, Italian, Finnish, Slovenian, Dutch and Norwegian) can be viewed at:

<https://www.youtube.com/channel/UC14lIW5JjqYZ77DuWFoTMjw/videos>

¹ To find out more about Media Education please go to: <https://mediaeducation.co.uk>



As well as producing one video, the decision was made to also split the film into twelve individual films, and to have subtitles added, not only in English, but also in Polish, Italian, Finnish, Slovenian, Norwegian and Dutch so they can be used by all partners and to widen access.

The **key themes** that emerged are that:

- Young people report sometimes feeling peer pressure to drink alcohol but that sports is a good diversion away from this, because it emphasises having a healthy lifestyle, affecting all aspects of their lives positively.
- Young people who play sports feel they are more aware than other young people about alcohol harms because of how it can affect their performance, and they hope that young people more generally can be made more aware of the negative effects of alcohol.
- Young people are concerned for the safety of other young people and suggested for example that the sale of alcohol to those underage needs to be better regulated with identification required.
- Young people feel that alcohol should not be sold at sporting events because it can lead to fights and make attendance at events unsafe.
- Young people did not think alcohol advertising affected them directly but they also did not think alcohol marketing in sport is appropriate, and felt this should end, or if there is advertising it should also show the harms caused by alcohol too.

Dissemination

The videos are hosted on the above website, and the main FYFA website on: <https://www.fyfaproject.eu/resource.php?sp=fyfa-videos-with-young-people-Compilation>. Partners have been invited to use these as resources and to publicise them to relevant stakeholders so they can be used to influence policy and practice, and to promote discussion in sports organisations and education for young people about sports and alcohol harms. In Twitter, the individual videos have been launched with a key message translated into different languages. The main video was also shown at the webinar in June and attendees responded very positively.

Conclusions for Policy and Research

The production of the videos for policy makers and sports organisations highlights that listening to young people is crucial and valuable. Young people who participated in the videos, drawing on their own views actually reinforced the evidence base from the other Work Packages. They reported being highly aware of the positive impact sports has on their lives, and do not think that alcohol has a place in it, and that includes the selling of alcohol at events or the advertising of alcohol in sports.

