

FINDINGS FROM INTERVIEWS WITH YOUNG PEOPLE: WP 7 REPORT

FYFA project

The aim of Work Package 7 was to find out young people's opinions on alcohol-related issues and sports. 65 young people were interviewed (ages between 13-18) from six countries (Belgium, Finland, Italy, Poland, Slovenia, and UK/Scotland).

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Drinking alcohol is common among young people, but it is not consumed at sports clubs. Interviewees felt that having sports as a hobby is a factor reducing alcohol consumption for young people.

The majority felt that discussing alcohol issues with their coaches is appropriate. Young people see a lot of alcohol advertisements but they don't believe that advertising has any effect on their own drinking. Interviewees were critical of alcohol advertising in the context of sport and the sale of alcohol in football stands.

87% of respondents felt that it is not weird if someone of one's own age group has not yet tried alcohol.

Almost every participant confirmed having seen lot of alcohol marketing.

65% of respondents reported having **seen alcohol marketing every day.**

Almost all interviewees (97%) thought that **young people participating in sports drink less** alcohol than others in their age group.

Most interviewees pointed out that ambition and high goal setting for a sports career are significant motivations for sobriety.

Underage drinking was a well known phenomenon among youngsters.

All interviewees reported alcohol consumption among their peers. 64% noted that most people in their age group **drink alcohol every now and then.**

According to interviewees the four most important sources of information and support on alcohol issues in order of importance were: **school, parents, friends, internet.**



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Co-funded by the Health Programme of the European Union

TOP 3 RECOMMENDATIONS

FYFA WP7

Recommendations for young people themselves

1

Don't become an outsider of society. Having a place to study or job are important.

Get a sports hobby and ideally do it professionally with high goals.

Understand the harm caused by alcohol to your health and to your sports performance.

Recommendations for parents, coaches, teachers, and other adults in young people's lives

Don't allow your underage kids to drink alcohol. Attitude is important.

Discussion is a better way to deal with young people, rather than just warning them about the harms.

Listen to young people and help them.

Recommendations for society and for decision makers

2

Restrict alcohol advertising in sports.

Ensure that alcohol consumption at football matches is moderate and that public safety is guaranteed (e.g. restrict beer selling, amount of the stewards).

Improve controls to ensure that shops don't sell alcohol to minors.

3



What's next on the FYFA road?

Sports club activities can act as a source of substance prevention.

Discuss alcohol harms with young people.

Setting adults a good example.

Support, teach and reinforce life skills, club rules and strategies.

Create alcohol-free branding for the club.

Young people should be better educated about the media so they are better equipped to be deterred from the influence of alcohol.

Decision-makers in policy and those who are responsible for events should take better account of children's perspectives when operating in the field of sport and alcohol.

