

Raising awareness on alcohol and youth in Denmark

The 'Fuld af liv' project

at Danish Cancer Society



Nynne Johanne Sahl Frederiksen & Stine Røhe





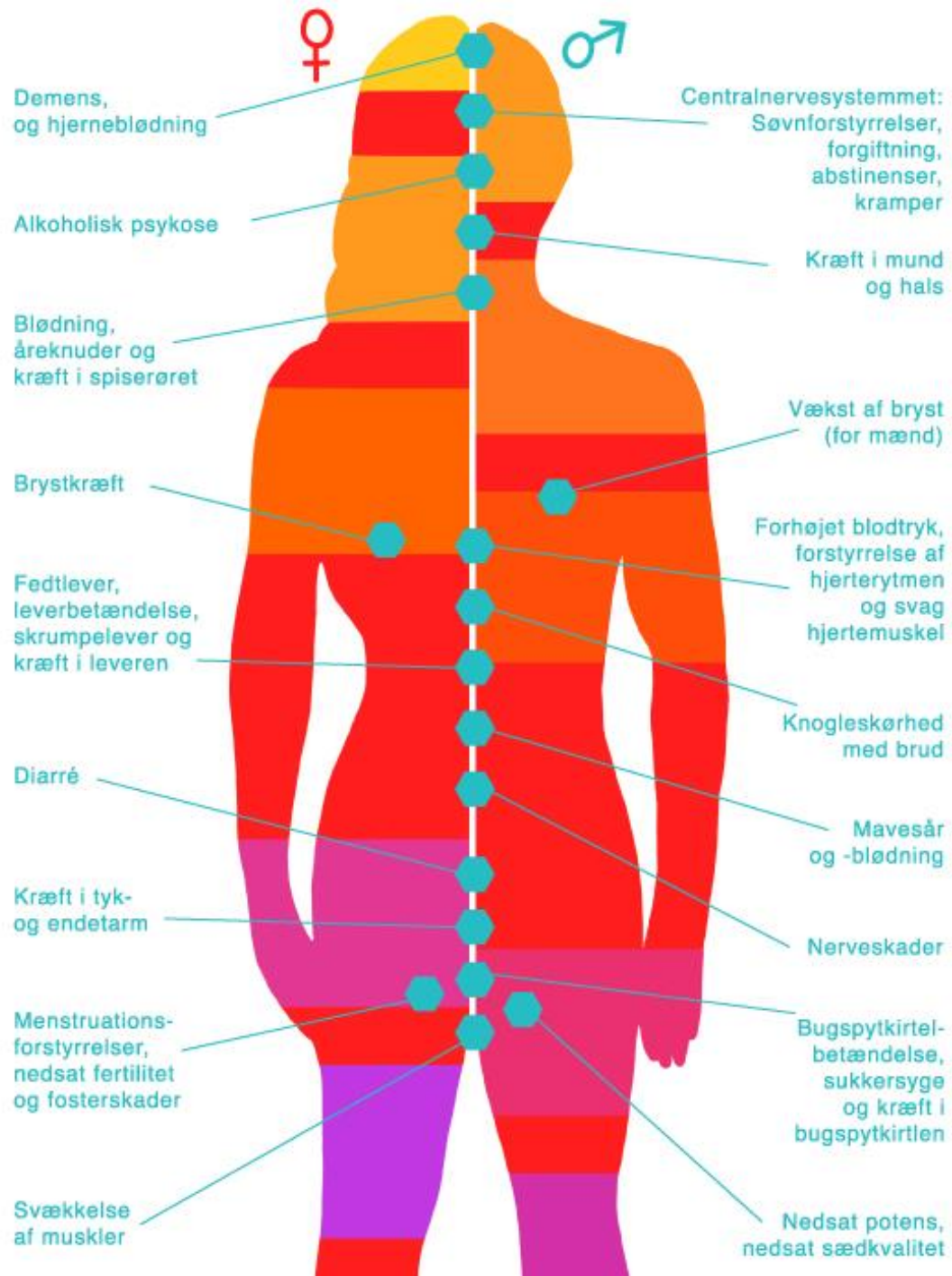
Nynne Sahl Frederiksen

Senior project manager &
anthropologist
Danish Cancer Society



Stine Røhe

Press & Communications
Officer
Danish Cancer Society

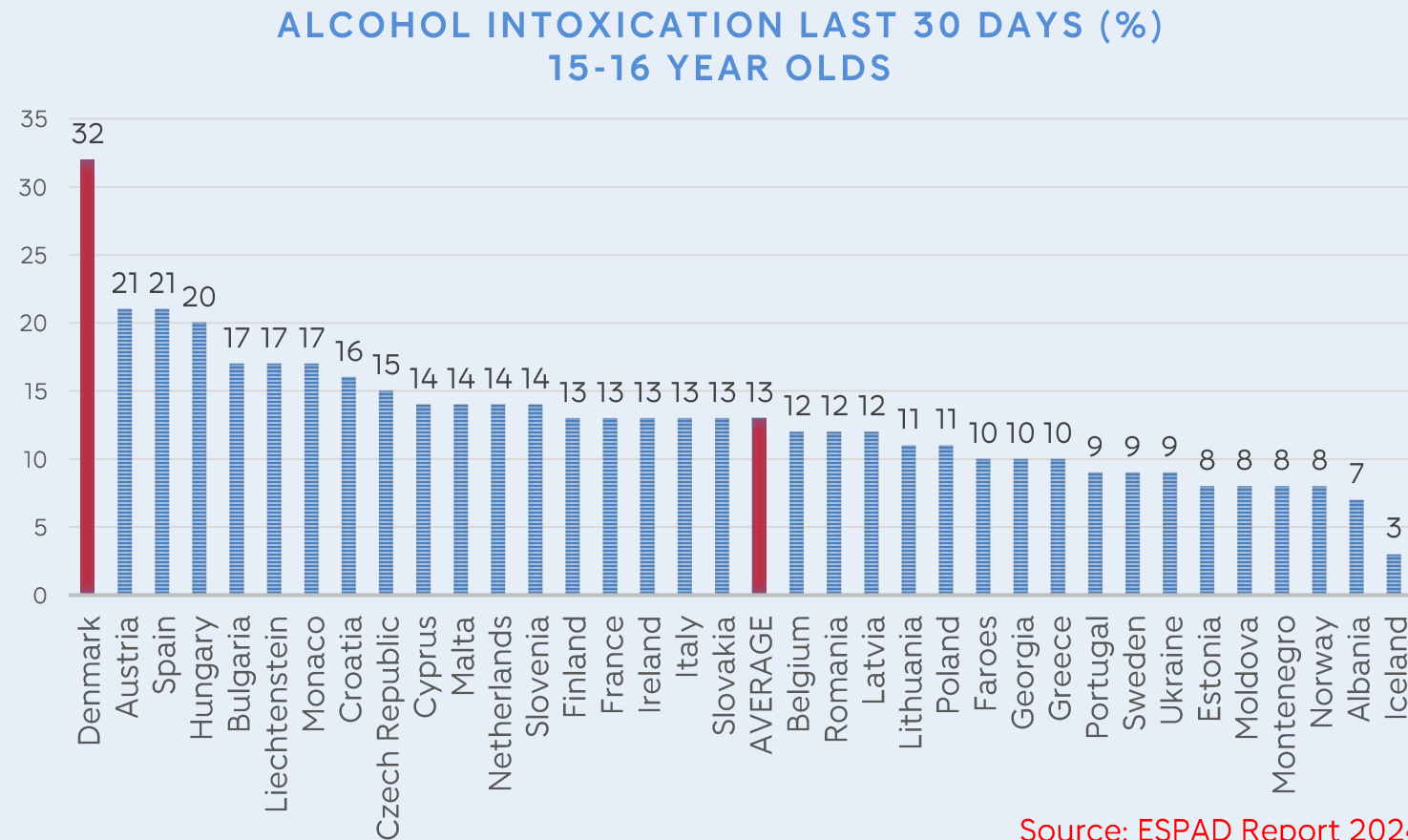


Why does Danish Cancer Society work with young people and alcohol?

- Alcohol increases the risk of more than 200 conditions and diseases including cancer
- Approximately 3 % of all cancer cases in Denmark are caused by alcohol
- Approximately 3.000 Danes die every year as a result of their alcohol consumption
- Alcohol habits are founded in youth

Youth drinking in Denmark – a liberal and permissive culture

- Alcohol is an integrated part teenage life and parties in Denmark
- European record in drunkenness
- Parental accept of drinking
- 16-year age limit for purchase, low prices, a strong industry and marketing of alcohol as a social reinforcer



Source: ESPAD Report 2024



August, 16 years old:

Alcohol as a ticket into the social scene

"When I started high school, I didn't drink that much, but the further we got, and the more parties I went to, the harder it became. I actually started drinking quite a lot. So, alcohol was kind of hard to say no to in high school, because you're there, and you're part of what's happening (...) It's like, if you want to be more part of the group, you drink. I was shy, so I felt it was an easier way to get closer to people. (...) Alcohol is kind of like your 'friend', because it breaks down that barrier, when it's hard to talk to people. So, I used that 'friend' a bit in the beginning to get to know people (...) You feel like, when you go to these parties, you have to join in... and that includes drinking."

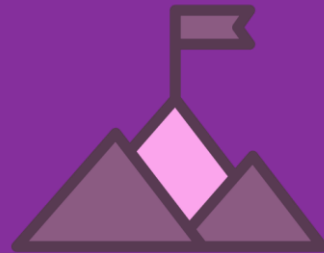
We must work at many levels at the same time in order to change young people's alcohol habits

1. Frameworks and legislation that reduce the availability of alcohol both locally and nationally
2. Efforts aimed at parents
3. Efforts aimed at creating a youth and party culture where no one feels pressured to drink alcohol



The vision

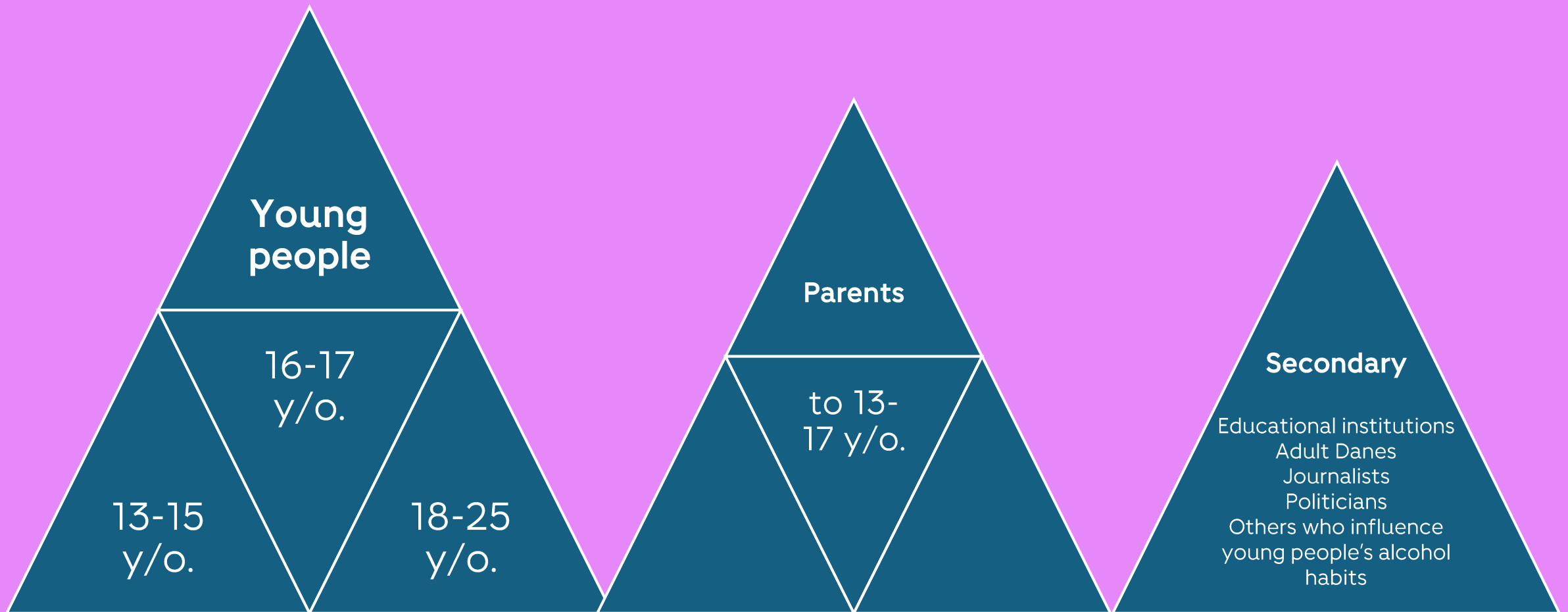
is a Denmark where no one becomes ill or is harmed due to alcohol consumption.

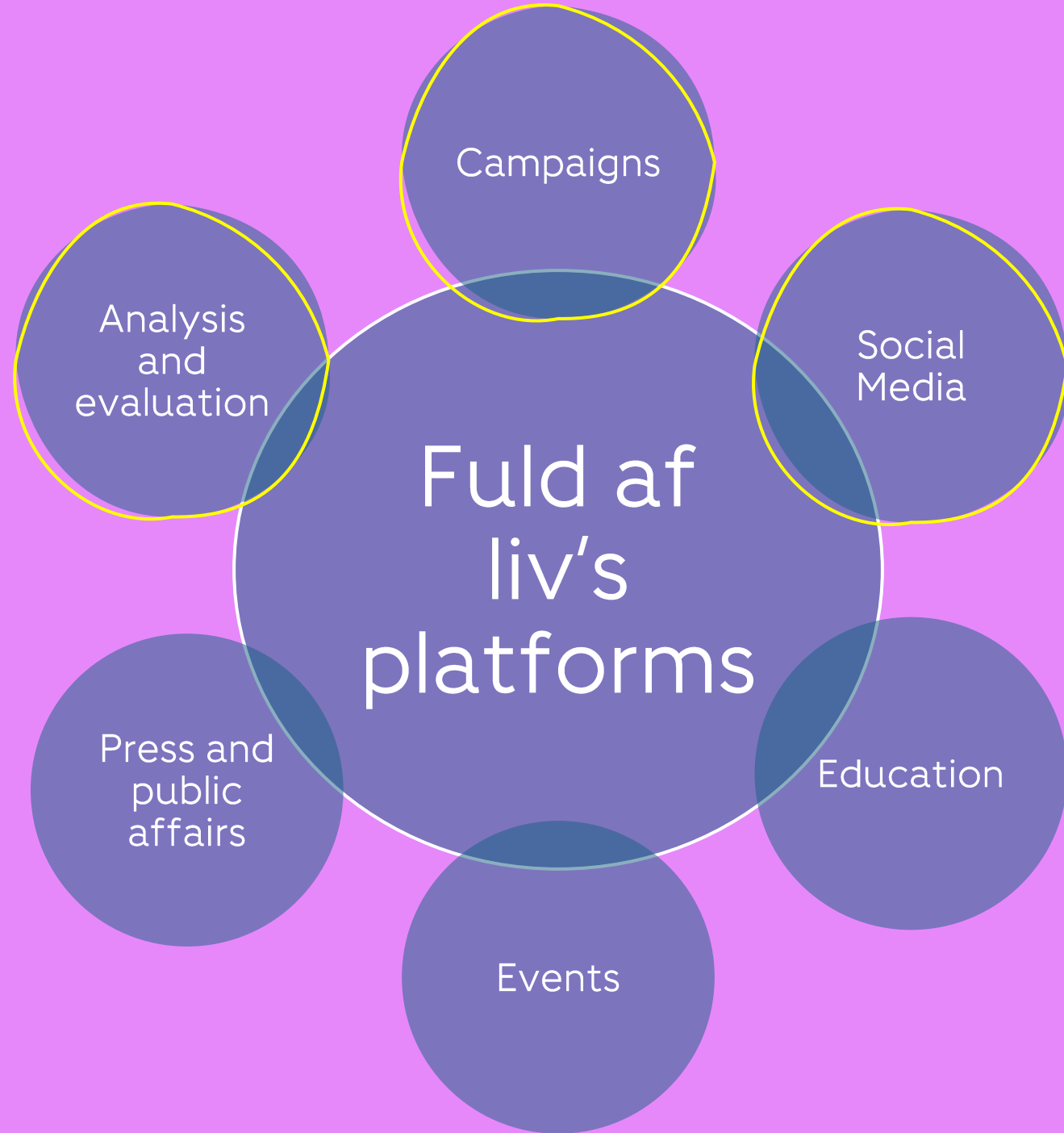


The mission

is to delay the age of drinking onset and reduce alcohol consumption among young people in Denmark.

Fuld af liv's target groups





Campaigns

Analysis and evaluation

Social Media

Fuld af liv's platforms

Education

Press and public affairs

Events

Analysis and evaluation at 'Fuld af liv'

A learning-driven effort working in a cyclical process of analysis and evaluation



Campaigns



What we do

- We are, where the young people are → channels
- Engage the target audience in the making of our campaigns
- Learn from our evaluations, monitoring, and qualitative insights – and do better!



SoMe – always on

What we do

- Use humor, not judgment
- Offer alternatives and show reality rather than an idealized version
- Focus on motivational factors instead of the risk of cancer



Campaign videooes at:

<https://www.fuldafliv.dk/>

Instagram posts at:

<https://www.instagram.com/fuldafliv.dk/>

TikTok posts at:

<https://www.tiktok.com/@fuldafliv>

Thanks for listening

