



In Northern Ireland over half of young people aged between 11 and 16 say they've had an alcoholic drink at some point in their lives. This means that as a parent the subject of your child and alcohol is likely to come up.

You may think that you have little influence on your child, but the truth is parents often underestimate how much influence they have on their children. Studies have shown that even from an early age children develop ideas and attitudes about alcohol. Parents and carers can play a key role in promoting a responsible attitude to alcohol.

Research shows that children may be protected from the negative effects of drinking if they have strong bonds with family and if their parents:

- recognise and praise positive behaviour;
- set healthy examples;
- have accurate knowledge of the negative effects of alcohol.