

The Schoolies Experience: The Role of Expectancies, Gender Roles and Social Norms of Recent School Leavers.

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The Schoolies Experience – The Role of Expectancies, Gender Roles and Social Norms of Recent School Leavers

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CENTRE FOR HEALTH INITIATIVES

FINAL REPORT

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Project Overview

About CHI

The Centre for Health Initiatives (CHI) is a Research Strength at the University of Wollongong. It is composed of appointed academic and general staff, affiliated academic staff, and research students. CHI's key streams of research are: Initiatives in Social Marketing and Community Engagement; Initiatives in Critical Marketing & Media Analysis; Initiatives in Health, Education, Leadership and Practice Development. Since its establishment in 2004, CHI has been awarded in excess of \$7million in research funding and published more than 150 refereed papers.

CHI prioritises the conduct of research that will impact on professional practice, policy or individual health behaviours and facilitates the application of this research in the relevant organisations or community environments.

About this report

This is a project report funded by Alcohol Education & Rehabilitation Foundation Ltd (AER) under the AER Innovative Projects Grant scheme. The project proposal was designed to satisfy AER objectives:

- a. Prevent alcohol and other licit substance abuse, including petrol sniffing, particularly among vulnerable population groups such as indigenous Australians and youth;
- b. Support evidence-based alcohol and other licit substance abuse treatment, rehabilitation, research and prevention programs; and
- c. Promote community education encouraging responsible consumption of alcohol and highlighting the dangers of licit substances abuse.

The long-term aim of this project was to use the data gathered - on school leavers' alcohol expectancies, perceived social norms, and association between changing gender roles and drinking intentions - to develop theoretically sound and evidence-based interventions to reduce alcohol-related harms among Australian school leavers.

Overview of the study

This project consisted of three phases, conducted concurrently, they address the aims set out above.

Phase 1: Literature Review

A comprehensive literature review was conducted to identify published research on drinking expectancies, social norms and gender roles amongst students who attend Schoolies on the Gold Coast.

Phase 2: Intercept Survey

A quantitative survey was designed to collect data on drinking attitudes and behaviours; drinking expectancies; perceived social norms; and gender roles. The draft survey was pilot-tested with eight recent school leavers using the think aloud method to measure perceived readability and validity of the survey tool. Schoolies visitors aged between 16 and 20 years were recruited at various locations on the Gold Coast during NSW Schoolies Week (n=512)

Phase 3: Follow-up Interviews

A small number of follow-up interviews (n=34) were conducted with young people who attended Schoolies two weeks after the intercept survey.

Summary of Findings

Phase 1: Literature Review

A comprehensive literature review was conducted to identify published research on drinking expectancies, social norms and gender roles amongst students who attend Schoolies on the Gold Coast.

The following databases were searched for articles published from 1997 onwards: CINAHL; Expanded Academic Index; Proquest; Science Direct; Scopus; Web of Knowledge; Web of Science. The search terms and operations used were:

- Schoolies OR "school leavers" OR "adolescent*"; AND
- Alcohol OR "binge drinking" OR "risk*"; AND
- Expectancies OR intentions; AND/OR
- "Social norm*" OR "rite of passage"; AND/OR
- "Gender role*".

The literature review addresses existing evidence from Australia regarding teenage alcohol consumption and related harms at Schoolies, as well as what is known about adolescents' expectancies about Schoolies and whether these were met. Due to the scarcity of research in this area from Australia, the review also includes similar research from the United States. Findings from research about 'school leaver' and 'school break' celebrations and drinking expectancies, perceived social norms, and changing gender roles are addressed.

Summary of Literature Review Findings

There has been limited, recent research concerning the experiences of Australian school-leavers attending Schoolies celebrations (at the Gold Coast and elsewhere). The most recent study of alcohol, drug and risk-taking behaviours found that the majority of young people in general had consumed alcohol (nearly 80.0% of 16-17 years old had consumed alcohol; AIHW, 2008); this finding is supported by earlier research at Schoolies in the Gold Coast, Queensland (Smith & Rosenthal, 1997; Zinkiewicz et al., 1999).

Increased alcohol consumption and sexual harassment was also found amongst females at Schoolies (Salom, et al., 2005). Supporting these findings is considerable research conducted in the United States (US). Much of this body of research concerns drinking behaviours during 'Spring Break' vacations, which is comparable to Schoolies in that it involves young people

(18 – 19 years) travelling to specific destinations with a group of peers for celebration (N.B. the legal drinking age in the United States is 21). Spring Breaks are anticipated times of freedom from responsibilities that allow for experimentation with risk-taking behaviour. This definition seems to reflect what is known about Australian Schoolies celebrations however there are obvious geographical and cultural differences which will be taken in to consideration.

It is apparent from the literature that high proportions of young people attending Schoolies expect to get drunk and that these expectancies are usually met (Salom, et al., 2005; Smith & Rosenthal, 1997; Zinkiewicz et al., 1999). Longitudinal studies indicate that the incidence of binge-drinking among females at Schoolies increased between 1999 and 2003 (Salom et al., 2005). Furthermore, females reported higher incidences of sexual harassment, whereas males reported more involvement in physical fights and more cautions by police. These findings are consistent with the rates of alcohol consumption and related harms reported in studies of first-year university students celebrating Spring Break in the United States. It is evident however that risky behaviour and excessive drinking is promoted by the unique environment created when students vacation together to celebrate, such as during Schoolies, rather than solely a break from study (Grekin, Sher & Krull, 2007; Lee, Maggs & Rankin, 2006; Patrick et al., 2011).

It is important to note that previous drinking patterns also influence alcohol consumption during celebrations (Grekin, et al., 2007; Lee et al., 2006). Therefore adolescents most at risk of high levels of alcohol consumption and related risk behaviour appear to be previous heavy drinkers and young people travelling (to certain destinations) with friends (Patrick et al., 2011). Together these elements create a dangerous environment that promotes binge drinking. Therefore, it is important that research/interventions target school break or school leaver celebrations travellers.

In an effort to understand the high levels of alcohol-related risk-taking behaviour among young people, studies of first-year university students are increasingly exploring their positive and negative expectancies regarding alcohol use, and the influence these expectancies have on their drinking intentions and behaviours. These studies (e.g. Smith & Rosenthal, 1997; Zinkiewicz, et al., 1999) found that alcohol and drug expectancies during Schoolies were largely fulfilled, and that excessive drinking increased the likelihood of drug use and incidences of alcohol-related violence.

A substantial body of research demonstrates alcohol and substance use by young people is strongly influenced by perceived social norms (Crawford & Novak, 2006). Furthermore, it has been suggested that young people are influenced by incorrect perceptions of their reference group's drinking behaviours (Berkowitz, 2004), sometimes referred to as 'false consensus' or 'pluralistic ignorance' (Miller and McFarland, 2004). Social norms interventions in the US college campuses have consistently resulted in reductions in high-risk drinking of 20% or more (Johansson & Glider, 2003; Fabiano, 2003; Perkins and Craig, 2002). This appears to be an area for future research.

Another point of interest in relation to adolescent binge drinking is that of gender convergence in their drinking habits, with the incidence of binge drinking increasing among young females, whilst males' consumption appears to have remained stable (McPherson et al., 2004; Habgood et al., 2001). Recent qualitative studies of female university students have attributed changes in young women's alcohol consumption to perceived changes in female gender roles (Young et al., 2005; Carpenter et al., 2008). This study is one of the first to systematically examine the association between females' (and males') perceptions of female gender roles and drinking intentions among an adolescent cohort.

Phase 2: Schoolies Week Intercept Survey

A quantitative survey was designed to collect data on drinking attitudes and behaviours; drinking expectancies; perceived social norms; and gender roles. The development of the survey was informed by findings from the literature review and surveys on related topics. Standard measures used to develop the survey include the National Drug Strategy Household Survey (Australian Institute of Health and Welfare, 2008), the DRUG ARM (Drug Awareness, Rehabilitation and Management) survey (Salom et al., 2005), and CARE-R Questionnaire (Cognitive Appraisal of Risky Events (CARE) Questionnaire (Fromme, et al., 1997). Items relating to sexual behaviour and alcohol use from Smith and Rosenthal's (1997) questionnaire to examine young people's expectancies about their time at Surfers Paradise for Schoolies were included in this study.

The survey content included:

- general alcohol use
- drinking attitudes
- drinking expectancies (positive and negative)
- expectancies regarding Schoolies (positive and negative)
- perceived social norms
- peer influences/expectancies
- gender roles
- actual behaviours during Schoolies

The draft survey was pilot-tested with eight recent school leavers using the think aloud method to measure perceived readability and validity of the survey tool. This gave respondents an opportunity to talk openly about the survey and as a result, several changes were made to questions and responses. A copy of the final survey is attached as Appendix A.

Data was also collected about demographics such as gender, age, country of birth and language spoken at home. Additionally data was collected about type of school attended for most of high school education and when Year 12 was completed.

Data Collection

Schoolies visitors (particularly those not normally resident in Queensland) aged between 17 and 20 were recruited to complete the survey.

The intercept survey was conducted during the NSW Schoolies Week (27 November to 5 December 2010). High school graduates traditionally finish

school over the period of three weeks in November. As such, each of the three weeks of Schoolies is allocated to a state (QLD, NSW or VIC). It is recommended that school leavers travel during the allocated week, however restrictions are not in place. It was proposed that a target of 500 young people would be recruited at various locations on the Gold Coast including local hotels, shopping malls, and beaches). This target was exceeded, with a final sample size of 512 respondents included in the analysis; 54.1% were male and the majority (96.3%) aged between 17 and 19 years. Participants were offered a small 'thank you' gift (bag of lollies) for their participation.

Prior to the Schoolies Week, two research assistants were trained using the survey tool to approach schoolies visitors. Research assistants were instructed not to approach anyone who appeared to be under the influence of alcohol. Data collection occurred between the hours of 10:00am and 6:00pm however this varied each day due to weather restrictions.

Summary of survey results

Overall, our survey of 512 young people found that the majority were consuming alcohol at least once a week prior to Schoolies. The majority (64.1%) expressed that they expected to drink 'more than usual' during their stay. They also expected to drink about the same amount as their friendship group while staying at schoolies.

Nearly all surveyed individuals (16 to 20 years of age; 94.9%) had tried alcohol at some point in their lives. Of those under the legal drinking of 18 years, only two (out of 95) had not had a full serve of alcohol prior to Schoolies. Males usually drank between 8 and 12 standard drinks, and females between 4 and 8 standard drinks, per drinking occasion during the 12 months prior to the 2010 survey.

From a list of situations/experiences (n=26) that can be seen in the survey (Appendix A), a three-factor model was identified as the best factor structure using Velicer's MAP. The three factors were aptly named 'reckless behaviour', 'drinking behaviour' and 'sexual behaviour'. Each factor was analysed for protective and predictive variables for both what recent school leavers expected to happen (prior to coming to Schoolies) and also what actually happened while they were there (N.B. young people surveyed towards the end of the week (n=260) were asked about actual behaviours whereas those earlier in the week, were asked about expectancies (n=252))

A basic descriptive analysis of the individual items follows. Young people expected to drink more than five alcoholic beverages per night (86.7%), play practical jokes (76.7%), experience a hangover (28.1% , 'likely) and 'hook up' with someone at Schoolies (76.7%). Drinking too quickly (81.7%) and drinking more than ten drinks per night were also expected (73.3%). Gender differences were apparent in expectancies about sexual behaviour, with young males having higher expectancies than young women about having sex with multiple partners (43.2% to 12.0%), not using protection (condoms; 27.7% to 16.0%), or with someone they do not know well (66.3% to 18.3%). Interestingly, gender differences were not evident for six of the seven drinking expectancies listed (please see Appendix A). Young males were more likely to expect to drink more than ten standard drinks per day.

Relationships with expected behaviours

Further analysis of the three factors for the n=252 who reported on expected behaviours found that 'reckless behaviour' showed significant positive relationships with the number of standard drinks usually consumed prior to Schoolies and the expected number of drinks whilst at Schoolies. Gender and age were not related to risky behaviour. Young people who typically consumed more drinks prior to Schoolies expected to engage in more reckless behaviours. Regression analysis showed that these four factors combined accounted for 6.7% in the variance of response to expected reckless behaviour during Schoolies.

Analysis of Factor Two, 'drinking behaviours', also showed significant positive relationships between number of standard drinks consumed prior to Schoolies and the expected number of drinks whilst at Schoolies. Gender and age were not related to drinking behaviours. However, young people who had a high consumption rate prior to Schoolies and expected high amounts at Schoolies were more likely to expect to engage in drinking behaviours such as drinking too quickly, vomiting, drinking more than five drinks per day or more than ten drinks per day. A combination of age, gender, previous drinking quantities and expected drinking *quantities* accounted for a significant 17.4% of variance in expected drinking behaviours during Schoolies

Factor Three, 'sexual behaviours', was significantly related to gender and the expected number of drinks consumed on a typical day at Schoolies. Young males expected to engage in more sexual experiences than young females during Schoolies. Age and number of drinks prior to Schoolies was not related to expected sexual behaviours. However, these four factors combined

accounted for a significant 42.7% of variance in expected sexual behaviours during Schoolies.

Young people were also asked to rate their expected behaviours as positive or negative experiences for all behaviours on the survey regardless of whether they expected to engage in them. The experiences were analysed by the three factors ('reckless behaviour', 'drinking behaviour' and 'sexual behaviour') identified previously. Expected reckless behaviour was significantly related to the amount typically consumed prior to Schoolies and the expected amount during Schoolies. Furthermore, views about expected reckless behaviour was significantly related to the typical consumption amount prior to Schoolies; with the more consumed, the less favourable the views. Views on expected alcohol-related behaviours were significantly related to gender; young males tended to view these experiences more favourably. Finally, views about expected sexual behaviour during Schoolies were significantly related to gender with young males viewing these experiences more positively. The expected consumption amount was also significantly related to expected sexual behaviours during Schoolies, and also significantly related whether young people viewed engaging in this behaviour as positive or negative. The more alcohol expected to consume the less favourable they viewed engaging in the behaviour.

Relationships with actual behaviours

Young people who were surveyed in the latter half of the week of the study (n=260) were asked whether they had actually experienced certain situations/experiences (identified in the three factors previously mentioned). The activities most commonly engaged in were consuming more than 10 alcoholic drinks in a night (63.9%), hooking up (59.4%), and having sex using protection (32.7%).

Analysis using correlations showed significant relationships between engaging in reckless behaviour during Schoolies and gender and the usual number of standard drinks consumed regularly prior to Schoolies. Males were significantly more likely to engage in actual reckless behaviour than females; and alcohol consumption prior to Schoolies was positively related to engaging in reckless behaviour during Schoolies. Significant relationships were also evident between the second factor 'alcohol behaviour' and the four variables, gender, age, usual amount consumed prior to Schoolies and the expected amount during schoolies. Significantly more males than females engaged in alcohol behaviours; as did younger school leavers than older school leavers. Alcohol consumption prior to Schoolies and expected

consumption during Schoolies were positively related to the expected engagement in alcohol behaviours during Schoolies. Finally, the third factor 'sexual behaviour' was significantly related to gender, with males more likely to have engaged in this behaviour, and the number of drinks usually consumed prior to Schoolies and the expected amount during Schoolies; both were positively related to actual sexual behaviour.

Respondents who had engaged in each of the behaviours on the survey were then asked whether they considered these experiences to be positive or negative. Seven out of ten respondents rated all of the experiences as negative (70.7%). Males rated experiences significantly more positively than females ($\chi^2 (7, N=511) = 26.059, p = 0.00$); with 53 males rating ten or more of experiences as positive compared to 13 females. Of all the listed experiences, playing practical jokes with friends (85.5%) was considered the most positive experience, followed by hooking up (80.5%) and playing drinking games (78.6%). Experiencing a hangover was the most commonly described negative event (71.5%), followed by getting into a fight or argument (65.2%), and driving after drinking (64.7%).

Analysis using correlations showed significant relationship between positive and negative views of actual alcohol behaviour engaged in during Schoolies and gender, age, typical consumption amounts prior to Schoolies, and expected consumption amount during Schoolies. Young people who consumed more on a typical occasion during the 12 months prior to Schoolies were more likely to rate alcohol experiences during Schoolies less favourably. Young males were also more likely to view alcohol-related behaviours as positive. Views on actual sexual behaviour engaged in during Schoolies were significantly related to gender, with young males viewing these behaviours more favourably. Finally, views on actual reckless behaviour during Schoolies were not related to these variables.

Social Norms

Young people were very likely to believe that a large proportion of their friends (87.2%), people their age (94.7%), males their age (85.4%), and females their age (83.9%) drink alcohol. There were slight differences between genders, for example, males believe around 82.6% of females their age drank alcohol whereas females thought that this figure was slightly higher (85.4%) however the result was not significant.

Young people believed their friends were drinking more than five standard drinks on a typical occasion (93.2%). Young males were more likely than

young females to actually drink 9 to 12 standard drinks a typical occasions. About 65% of respondents believed that the majority of adults in the community cared about young peoples' alcohol use; but only 27.4% believed that their own parents cared about the same issue.

Being 'persuaded' to drink more than intended was more common than 'feeling pressured' to drink alcohol; interestingly females were more likely to be persuaded to drink by members of the opposite sex (21.9%) than by members of the same sex (14.6%).

During their time at Schoolies, young people expected to drink more than usual (64.1%) and about the same as their friends (60.3%). Drinking expectancies compared to others (at Schoolies) were influenced by age, gender, age of first full serve of alcohol, and frequency of prior consumption. These four variables accounted for 16.4% of the differences in expected amount of alcohol drank during Schoolies.

Two items were used to generate a sex-specific social norm measure, using "closest friends" of the same sex. Respondents were asked to think of their closest friends of the same sex and how often and how much they usually drink alcohol. Regression analysis showed that beliefs of how much and how often friends of the same sex drank alcohol accounted for 32.9% of variance in the amount that young people drink on a typical occasion prior to Schoolies. These beliefs combined with gender accounted for nearly half (44.1%) of the variance in the amount consumed at Schoolies. The more (in frequency and volume) that young people believed their same sex friends were consuming on a typical occasion, the more standard drinks they themselves expected to consume during Schoolies.

Normative approval/disapproval of alcohol use

Social factors have been demonstrated to be important precursors in the etiology of youth substance use including normative approval or disapproval of substance use (Kulis, Marsiglia, Lingard, Nieri & Nagoshi, 2008). Hierarchical multiple regression was also used to determine whether normative approval of substance use was predictive of alcohol consumption. Again, gender was entered as a covariate at Step 1 and normative approval of whether the respondent thought it was 'okay' for someone their age to drink alcohol or get drunk was added at Step 2. Responses to normative approval were uniquely related to the number of drinks consumed on a typical occasion. Normative approval of drinking and getting drunk at their age accounted for an additional 4.2% of variance, after accounting for gender. Similarly normative approval of alcohol use was uniquely related to

the expected number of drinks consumed during Schoolies and accounted for an additional 6.8% of variance. Young people who considered it to be acceptable to get drunk (97.8% of young males and 97.4% of young females) commonly drank more than four standard drinks on a typical occasion (94.9% of young males and 82.4% of young females). It is concerning to note that only 2.2% of young males and 2.4% of young females thought it was unacceptable for someone their age to get drunk.

Phase 3: Follow-up interviews

Phase Three involved follow-up interviews with participants who volunteered to provide contact telephone numbers. Interviewers attempted to contact 109 young people for the interviews within the two weeks following the survey. Some individuals were not contactable, either they did not answer the phone or phone numbers were incorrect. Others declined to participate in the interview; therefore data was collected from only 34 people (participation rate of 31.2%). The 34 participants (52.9% male and 47.1% female) were asked about their experiences during Schoolies. Respondents were offered entry in an additional 'chance to win' competition for prizes to the value of \$300.

Summary of follow-up interview results

The data from the follow-up interviews was analysed in SPSS.

Results need to be interpreted with caution due to the low response rate of these interviews. Low rates may have been attributed to different attitudes to participating once out of the Schoolies 'holiday' environment or away from their social group. The most commonly consumed drink of the 34 young people who participated in follow-up interviews were self-mixed spirits ($n=18$), followed by ready-to-drink items ($n=13$). Drink choice was usually influenced by taste and being easy to drink ($n=28$). Other influences included convenience and costs ($n=5$); being able to easily calculate the number of drinks consumed ($n=3$); drinking what friends are drinking ($n=2$); and received the drink for free at certain clubs ($n=1$).

The amount consumed during Schoolies was usually influenced by friends or peers ($n=26$), followed by having fun ($n=5$), the price of the drink ($n=4$) and the atmosphere at Schoolies ($n=3$). Individuals were asked about the best three things from their Schoolies experience. Popular responses were spending time with friends/mates, the partying, meeting new people, being away from parents, the beach and having the freedom to do what they wanted. The worst aspects of Schoolies were drinking too much, being sick as a result of excessive alcohol consumption, conflicts or fights between friends, the cost of the experience, the number of police present and tight security.

Outputs, Outcomes and Impacts

This study has revealed a systematic data set of factors that help understand the drinking intentions and behaviours of young people attending Schoolies Week. There were some interesting and unexpected results. For example there were similarities between genders regarding expected drinking behaviour and reckless behaviour while at Schoolies, but differences between genders in viewing these activities as positive.

This is the first study of its kind in Australia to measure and report on such differences between genders and to explore the role of social norms in influencing expectancies and behaviour. Prior alcohol consumption rates, the age when participants had their first full serve of alcohol and factors around their social group were all identified as protective factors that can be used when developing interventions for Schoolies visitors prior to their arrival.

This level of understanding about young people's drinking expectancies can help in developing interventions that aim to reduce excessive drinking in this target group and also be used to influence policy to better the evidence base in Australia.

CHI also sees an opportunity to take this research to larger funding schemes (with the approval of AER) such as the ARC and NHMRC and potentially apply to implement an intervention in either NSW before Schoolies or in QLD during Schoolies. CHI has previously worked with the NSW Department of Education and the NSW Office of Liquor, Gaming and Racing and sees these organisations as potential partners along with the AER in organising an application.

This potentially could help reduce excessive drinking amongst young people while attending Schoolies. CHI has worked extensively in the area of Social Marketing and this could be used in conjunction with the theories tested in the study (social norms and gender roles) to develop a targeted, meaningful intervention.

Personal and Professional Benefits

The main issue that has been addressed in this study is that it is the first of its kind published in Australia to try and understand alcohol expectancies prior to visiting Schoolies on the Gold Coast. Based on the survey data, we have identified a range of factors that have an effect on expectancies and actual behaviours.

One of the limitations of this study was the poor participation rates in the Phase 3 follow-up phone calls. Many participants agreed to the follow up phone call that would have allowed us to track participants' expectancies and actual behaviours, however, due to the low actual response rate, this was not possible. Reasons for the low response rate could potentially be that Schoolies visitors were too agreeable when completing the survey and had no intention of completing the follow up phone call or on later reflection may have felt uncomfortable talking about their experiences whilst at Schoolies. Later in the data collection week, research assistants were able to change the format of the survey and ask participants about their actual behaviours compared to their expectancies that were asked earlier in the week.

As stated previously, this research enables the grantee to further develop interventions based on the findings using social norms and gender specific approaches. This could lead to a further collaboration between CHI and the AER.

Recommendations

There are still several areas of understanding regarding Schoolies that appear to be under researched. Perceptions about the consequences of drinking and potential alcohol-related harm is one such area. Zinkiewicz et al. (1999) demonstrated that Schoolies tend to believe that only positive outcomes will emerge from drinking; they may fail to consider the possible negative consequences, despite government media campaigns and news stories. This is in line with outcome expectancy theory and involvement in risky behaviour, where research has established that risk-taking behaviour occurs because the anticipated positive consequences outweigh the negative (Fromme, Katz, & Rivet, 1997). Similarly, Stacy, Widaman and Marlatt (1990) showed that positive expectancy was a better predictor of intention to consume alcohol than attitude; and that intention itself was highly related to actual future alcohol use. This dovetails with the results of this study and could be used to enhance any intervention ideas that are developed from this research.

Expectations lead to behaviour and, despite widespread education and advertising about drinking responsibly, risky behaviour amongst Schoolies has not reduced over time (Salom et al., 2005). Interventions need to focus on Schoolies expectancies, as most expect positive consequences from celebratory drinking, though it is clear that negative outcomes are not only possible but probable (Zinkiewicz et al. 1999). From this study most young people expected to play drinking games, drink more than ten standard drinks in one day and to experience a hangover. It is clear that this is an area that can be targeted for future interventions.

The incidence of binge drinking has been increasing among female adolescents, and it appears that this trend is becoming normalised and to an extent expected among young people. Our research has shown that drinking expectancies were similar for males and females, which highlights the normalisation of drinking alcohol amongst females. Qualitative research into the phenomenon has revealed that young women feel pressure to keep up with their male drinking mates, and believe that heavy drinking will increase their sexual attractiveness to males as well as their social standing amongst their peers (Carpenter et al., 2008; Young et al., 2005). However, as one recent quantitative study has shown, young females are misperceiving their male peers' preferences and in fact overestimating how much males expect their female peers to drink (LaBrie et al., 2009). In addition, these misperceptions have been linked to the females' actual drinking behaviours (LaBrie et al., 2009). As with the research on alcohol expectancies, this gender roles research suggests that effective intervention into female binge drinking will require the correction of misperceived normative preferences and expectations.

Dissemination of information

Knowledge gained from this research will be disseminated using a range of strategies:

- CHI will present their findings at future drug and alcohol conferences such as the Australasian Professional Society on Alcohol and other Drugs (APSAD) Conference as well as the International Drugs and Young People Conference (with the approval of AER)
- CHI holds monthly seminars at the University of Wollongong (UOW) where researchers are given the opportunity to discuss completed research projects. Attending the seminars are other UOW staff members as well as health professionals from the local area health

service as we as other local health organisations. This will be a good opportunity to disseminate the information gained at a local level

- CHI (namely Prof Sandra Jones) has previously published news articles in the Illawarra Mercury, the Australian and has featured in articles in state wide distributed papers the Daily Telegraph and Sydney Morning Herald. CHI currently has a media officer who will distribute a media release regarding the research project to these various media sources as well as WIN TV which Prof Jones regularly appears on.
- Further to this, CHI wishes to publish two journal articles from this research project with permission from AER. These papers are outlined below:
 - Paper 1: This paper will focus on drinking expectancies and what influences young people. This is an area that has not been discussed in the literature in relation to Schoolies. Our primary target will be the Drug and Alcohol Review or Alcohol and Alcoholism and we will aim to submit a journal by 31st August, 2011.
 - Paper 2: Based on the findings from the report, this paper will focus on a social marketing approach which can be utilised in association with social norms and gender roles theory to develop a targeted intervention at young people attending Schoolies. We will aim to publish this journal in either the Australasian Marketing Journal or the Journal of Studies on Alcohol and Drugs and submit a paper by 31st December, 2011.

Project Material

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Appendix A - Survey: The Schoolies Experience

About You:

The following questions ask a little about your personal background.

1. Are you?

Male

Female

2. How old are you?

_____ years

3. What is your home postcode?

4. What country were you born in?

Australia

Other (Please specify):

5. What country were your parents born in?

Australia

Other (Please specify):

Mother: _____

Father: _____

Don't know

6. Is English the main language you speak at home?

Yes

No (Please specify what language):

7. Do you identify as Aboriginal and/or Torres Strait Islander?

Yes

No

8. Which type of school have you attended for MOST of your high school education?

Government/ Public

Catholic

Independent

Other (Please specify):

9. Have you just finished secondary school (Year 12) this year?

Yes

No, I am:

Still at school

At work

At TAFE

At University

Other (Please specify):

10. What date did you arrive at Schoolies?

_____ / 11 / 2010

11. In total, how long are you staying at Schoolies?

_____ nights

Your Alcohol Use:

The following questions ask about your drinking behaviours. Please tick on box for each question.

12. Before coming to Schoolies, had you ever had a full serve of alcohol? (e.g. A glass of wine or beer, a shot of spirits, premixed bottle/can.)

Yes

No – skip the rest of this page

13. About what age were you when you had your first full serve of alcohol? Age _____

14. In the last 12 months, how often did you have an alcoholic drink of any kind? (Mark one response only.)

Every day
5 to 6 days a week
3 to 4 days a week
1 to 2 days a week

2 to 3 days a month
About 1 day a month
Less often
I no longer drink

15. What type of alcohol do you drink most often? (Mark one response only.)

Cask wine
Bottled wine
Regular strength beer
Mid strength beer
Low alcohol beer
Cider

Pre-mixed spirits in a can/bottle (e.g. UDL, Jim Beam & Cola, Cruiser)
Bottled spirits and liqueurs (e.g. vodka, rum, Kahlua, Midori, Baileys, etc)
Other: _____

16. Where do you most often drink alcohol? (Mark one response only.)

In my own/parents home
At a friend/partners house
At a party at someone's house
At restaurants/cafés
At licensed premises (e.g. pubs, clubs, raves, dance parties)

At school, TAFE, university, etc
At my work
In public places (e.g. parks, beaches)
In a car
Other: _____

17. Where do you mainly get your alcohol from now? (Mark one response only.)

Friend
Brother or sister
Parent
Spouse or partner
Other relative: _____

Steal it
Purchase it myself from supermarket, pub, bottle shop etc
Stranger / someone not known to me
Other: _____

18. On a day that you have an alcoholic drink, how many standard drinks do you usually have? (See the "Standard Drinks/Instruction Card" as attached.)

_____ standard drinks

General Alcohol Use:

The following questions ask about your overall opinions about alcohol use as well as the drinking behaviours of other people.

19. Do you think it is OK for someone your age to drink alcohol?

Definitely not OK	Somewhat OK	OK
-------------------	-------------	----

20. Do you think it is OK for someone your age to get drunk?

Definitely not OK	Somewhat OK	OK
-------------------	-------------	----

21. What percentage of the following groups do you think drink alcohol?

a) People in your grade	_____%
b) People in your usual circle of friends	_____%
c) People your age	_____%
d) Males your age	_____%
e) Females your age	_____%

22. Think of your closest friends your age who are the same sex. How often do you think they drink alcohol?

Every day

5 to 6 days a week

3 to 4 days a week

1 to 2 days a week

2 to 3 days a month

About 1 day a month

Less often

They don't drink

23. Think of your closest friends your age who are the same sex. How much do you think they drink on a typical occasion?

_____ standard drinks

24. How much do you think your parents care about people your age drinking alcohol?

Care very little				Care a great deal	
1	2	3	4	5	

25. How much do you think other adults in the community care about people your age drinking alcohol?

Care very little				Care a great deal	
1	2	3	4	5	

26. How much do you think your friends' parents care about people your age drinking alcohol?

Care very little				Care a great deal	
1	2	3	4	5	

Please indicate the extent to which you agree or disagree with the following statements:

27. I often feel pressured to drink alcohol by friends of the same sex

Strongly agree		Neither agree nor disagree	Strongly disagree		
1	2	3	4	5	

28. I often feel pressured to drink alcohol by friends of the opposite sex

Strongly agree		Neither agree nor disagree	Strongly disagree		
1	2	3	4	5	

29. My friends (same sex) will often persuade me to drink more than I intended

Strongly agree		Neither agree nor disagree	Strongly disagree	
1	2		4	5

30. My friends (opposite sex) will often persuade me to drink more than I intended

Strongly agree		Neither agree nor disagree	Strongly disagree	
1	2		4	5

Schoolies

The following questions ask about your holiday here at Schoolies specifically.

31. How many days/nights at Schoolies do you expect you will consume alcohol?

_____ days/nights

32. While at Schoolies, how many standard drinks do you expect to have on a typical day/night when drinking alcohol?

_____ standard drinks

33. How do you think this compares to your friendship group at Schoolies?

A lot more than my friends	A bit more than my friends	About the same	A bit less than my friends	A lot less than my friends
----------------------------	----------------------------	----------------	----------------------------	----------------------------

34. How do you think this compares to others at Schoolies? (Please circle.)

A lot more than others	A bit more than others	About the same	A bit less than others	A lot less than others
------------------------	------------------------	----------------	------------------------	------------------------

35. Compared to how much you usually drink, how do you think your drinking will change while you are at Schoolies? (Please circle.)

Drink a lot more than usual	Drink a bit more than usual	About the same	Drink a bit less than usual	Drink a lot less than usual
-----------------------------	-----------------------------	----------------	-----------------------------	-----------------------------

36. How angry/upset would your parents be if they found out you were “getting drunk at Schoolies”?

Not at all angry			Very angry	
1	2	3	4	5

37. While you are at Schoolies do you intend to:

	Always	Most of the time	Sometimes	Rarely	Never
Count the number of drinks you have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deliberately alternate between alcoholic and non-alcoholic drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make a point of eating while consuming alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have a non-alcoholic drink before having alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only drink low-alcohol drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit the number of drinks you have in an evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refuse an alcoholic drink you are offered because you really don't want it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. Before coming to Schoolies, how likely did you think it would be to experience any of the following? Please also circle whether this would be a positive (P) or negative (N) experience.

	Not at all likely		Not sure		Very likely	Positive (P) or negative (N)
a. Trying/using drugs other than alcohol	1	2	3	4	5	P / N
b. Leaving a social event with someone I have just met	1	2	3	4	5	P / N
c. Grabbing, pushing, or shoving someone	1	2	3	4	5	P / N
d. Making a scene in public	1	2	3	4	5	P / N
e. Driving after drinking alcohol	1	2	3	4	5	P / N
f. Drinking more than 5 alcoholic beverages per night	1	2	3	4	5	P / N
g. Drinking alcohol too quickly	1	2	3	4	5	P / N
h. Damaging/destroying public property	1	2	3	4	5	P / N
i. Hitting someone with a weapon or object	1	2	3	4	5	P / N
j. Having sex without protection (e.g. condom)	1	2	3	4	5	P / N
k. Smoking marijuana	1	2	3	4	5	P / N
l. Slapping someone	1	2	3	4	5	P / N
m. Having sex with multiple partners	1	2	3	4	5	P / N
n. Participating in water sports (e.g. surfing)	1	2	3	4	5	P / N
o. Mixing drugs and alcohol	1	2	3	4	5	P / N
p. Getting into a fight or argument	1	2	3	4	5	P / N
q. Playing drinking games	1	2	3	4	5	P / N
r. Having sex with someone I have just met or don't know well	1	2	3	4	5	P / N
t. Playing practical jokes with friends	1	2	3	4	5	P / N
u. Stealing something	1	2	3	4	5	P / N
v. Having sex using protection (e.g. condom)	1	2	3	4	5	P / N
w. Experience a hangover	1	2	3	4	5	P / N
x. Vomiting	1	2	3	4	5	P / N
y. Hooking up	1	2	3	4	5	P / N
z. Drinking more than 10 alcoholic drinks per night	1	2	3	4	5	P / N

39. While at Schoolies, have you experienced any of the following?

	Yes / No	Positive (P) or negative (N)
a. Trying/using drugs other than alcohol	Yes / No	P / N
b. Leaving a social event with someone I have just met	Yes / No	P / N
c. Grabbing, pushing, or shoving someone	Yes / No	P / N
d. Making a scene in public	Yes / No	P / N
e. Driving after drinking alcohol	Yes / No	P / N
f. Drinking more than 5 alcoholic beverages per night	Yes / No	P / N
g. Drinking alcohol too quickly	Yes / No	P / N
h. Damaging/destroying public property	Yes / No	P / N
i. Hitting someone with a weapon or object	Yes / No	P / N
j. Having sex without protection (e.g. condom)	Yes / No	P / N
k. Smoking marijuana	Yes / No	P / N
l. Slapping someone	Yes / No	P / N
m. Having sex with multiple partners	Yes / No	P / N
n. Participating in water sports (e.g. surfing)	Yes / No	P / N
o. Mixing drugs and alcohol	Yes / No	P / N
p. Getting into a fight or argument	Yes / No	P / N
q. Playing drinking games	Yes / No	P / N
r. Having sex with someone I have just met or don't know well	Yes / No	P / N
s. Playing practical jokes with friends	Yes / No	P / N
t. Stealing something	Yes / No	P / N
u. Having sex using protection (e.g. condom)	Yes / No	P / N
v. Experience a hangover	Yes / No	P / N
w. Vomiting	Yes / No	P / N
x. Hooking up	Yes / No	P / N
y. Drinking more than 10 alcoholic drinks per night	Yes / No	P / N
z. Punching or hitting someone	Yes / No	P / N

40. While at Schoolies, how many standard drinks did you have on a typical day/night when drinking alcohol?

_____ standard drinks

41. During your time at Schoolies, have you been?: (please circle)

Warned by the police	Yes	No
----------------------	-----	----

Fined by the police	Yes	No
---------------------	-----	----

Arrested by the police	Yes	No
------------------------	-----	----

If yes, please describe what it was about:

Thank you for completing this survey.

Would you be willing to complete a very similar survey, over the phone, next week? If so, you will be entered into the draw to win a **\$300 COLES-MYER VOUCHER!**

If you agree to this, you will receive a phone call from one of our researchers at a day and time of your convenience. You will be asked a smaller number of questions, on similar topics, about your time spent at Schoolies. Please note that your personal information will **ONLY** be accessible by a small team of researchers at the University of Wollongong and will **NOT** be shared with anyone else.

Please provide the following information if you are willing to be contacted by one of our researchers.

Name: _____

Telephone number (include area code): (_____) _____

Best day to call (next week):

- Monday 6th December
- Tuesday 7th December
- Wednesday 8th December
- Thursday 9th December
- Friday 10th December

Best time to call: _____

Appendix B – Follow up Survey

“Hello, my name is (interviewer name) and I am from the University of Wollongong. Is this (participants name)?”

If the recent school leaver from the intercept survey is not available, call back at another time. If participant is speaking or recruited to the phone, repeat introduction and continue.

“You spoke to one of our researchers on (date) about conducting a telephone interview about your experience at schoolies”

Determine if participant recalls this meeting. If not, thank them for their time and terminate phone call.

“Would you still like to conduct the interview, it will take 5 minutes? Remember it is completely voluntary so you don’t have to complete the interview. Or, I can call back another time if it is easier for you?” As a thank you, you will go in the draw to win a \$300 Coles Myer gift voucher!

Determine what participant would like to do:

- If participant does not wish to conduct the interview, thank them for their time and say goodbye.
- If participant wishes for you to call back another time, arrange a time and make the call at that time.
- If participant agrees, continue.

“Before we start can I just remind you that you are free to stop the interview at any time. When we interviewed you, you had told us you were expecting to experience a number of positive and negative outcomes at schoolies. I will just ask you a couple of questions about your overall experience.”

Name:

Date:

Time:

What happened?

- Answered and available for interview
- No longer will participate
- Call back _____

How many times have you tried to call?

1 2 3 4

QF1. How long did you stay at schoolies?

_____ nights

QF2. How many days at Schoolies did you consume alcohol?

_____ days

QF3. While at Schoolies, how many standard drinks containing alcohol did you have on a typical day when drinking? _____ standard drinks

If a participant does not know what a standard drink is, please say that "a standard drink is a shot of spirits, and a regular bottle of beer is around 1.3 standard drinks."

QF4. How do you think this compared to your friendship group at Schoolies?

I drank more about the same I drank less

QF5. How do you think this compared to others at Schoolies?

I drank more about the same I drank less

QF6. What type of alcohol did you drink most at schoolies?

Why this drink?

QF7. What things do you think influenced the amount of alcohol you drank?

QF8. We asked you about things some people say might happen at schoolies. With a simple yes or no response, did any of the following things happen while you were at schoolies and can you say whether you thought it was a positive or negative thing?

Trying/using drugs other than alcohol	Yes / No	P / N
Leaving a social event with someone I have just met	Yes / No	P / N
Grabbing, pushing, or shoving someone	Yes / No	P / N
Making a scene in public	Yes / No	P / N
Driving after drinking alcohol	Yes / No	P / N
Drinking more than 5 alcoholic beverages per night	Yes / No	P / N
Drinking alcohol too quickly	Yes / No	P / N
Damaging/destroying public property	Yes / No	P / N
Hitting someone with a weapon or object	Yes / No	P / N
Having sex without protection (e.g. condom)	Yes / No	P / N
Smoking marijuana	Yes / No	P / N
Slapping someone	Yes / No	P / N
Having sex with multiple partners	Yes / No	P / N
Participating in water sports (e.g. surfing)	Yes / No	P / N
Mixing drugs and alcohol	Yes / No	P / N
Getting into a fight or argument	Yes / No	P / N
Playing drinking games	Yes / No	P / N
Having sex with someone I have just met or don't know well	Yes / No	P / N
Playing practical jokes with friends	Yes / No	P / N
Stealing something	Yes / No	P / N
Having sex using protection (e.g. condom)	Yes / No	P / N
Experience a hangover	Yes / No	P / N
Vomiting	Yes / No	P / N
Hooking up	Yes / No	P / N
Drinking more than 10 alcoholic drinks per night	Yes / No	P / N
Punching or hitting someone	Yes / No	P / N
Trying/using drugs other than alcohol	Yes / No	P / N

QF9. What were the 3 best things about your schoolies experience?

1. _____
2. _____
3. _____

QF10. What were the 3 worst things about your schoolies experience?

1. _____
2. _____
3. _____

QF11. During your time at schoolies, were you:

**Warned by the
police**

Yes

No

Fined by the police

Yes

No

**Arrested by the
police**

Yes

No

If yes, please describe what it was about:

“That is the end of the questions. Just a reminder that you are now in the draw for a \$300 Coles-Myer vouchers. Thank you for your time.”



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