



Alcohol does not make you big

National Campaign for Romanian Highschool Students Aged 14 to 18

Partnership for a Strong Social Campaign



Ministry of Education

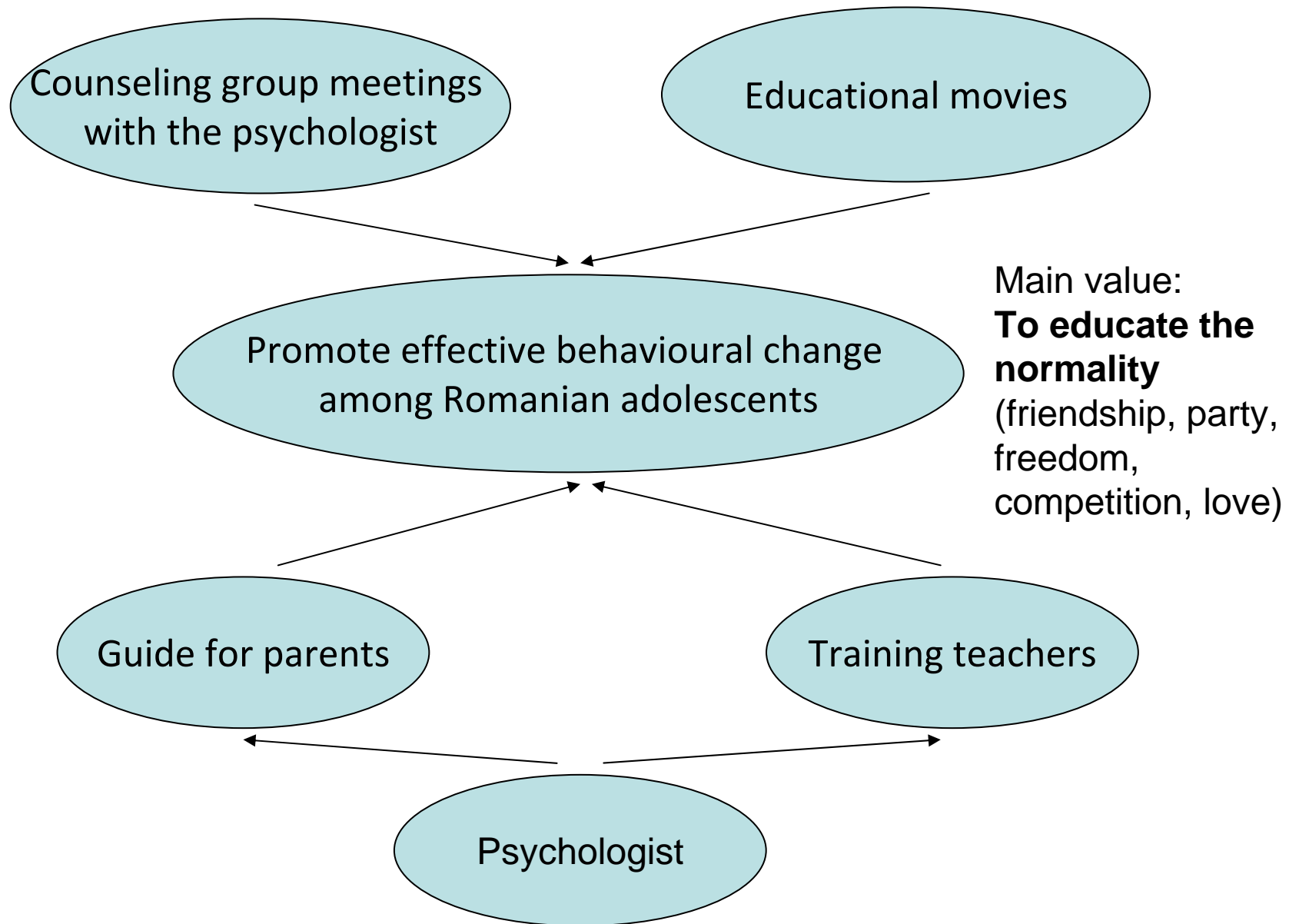


Romanian Police



Brewers of Romania

Communication Diagram



Alcohol does not make you big

Outcomes

- Caravan, meeting with 1,400 adolescents – 7 Romanian cities
- Training 1,200 teachers from Romanian highschools who got involved voluntarily
- 390,000 pupils took part at the counseling classes (over 35% of the Romanian high school pupils aged between 14 and 18)
- 7,000 parents' guides have been distributed (via print or downloads from the website www.alcoolulnutefacemare.ro)



Alcohol does not make you big

Survey

The survey made in November 2008, conducted by the Romanian Police and supported by the “Brewers of Romania”, revealed that **over 90% of the teenagers aged between 14 and 18, understand the risks of under age drinking.**

The most important risks associated with the alcohol consumption are, from the pupils' point of view:

- ***affects the health, destroys the human body, shortens the life and even can provoke death (70,5%)***
- ***can cause addiction (53,3%)***
- ***affects the attention capacity, destroys the neurons and leads to memory loss (18,7%)***
- ***affects the relationship with friends, colleagues and the others around you (11,8%)***

Institute for Crime Research and Prevention, December 2008

Thank you!

This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.