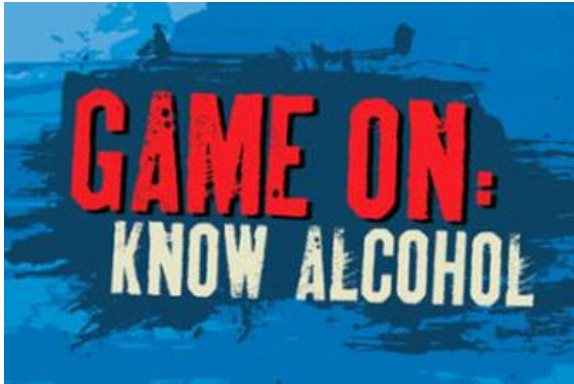





Drugs and Alcohol Information

Get informed, stay smart, stay safe

Game On: Know Alcohol



Evidence ratings: 

This resource is supported by multiple published studies. See our [Help/Q&A section](#) for more details.

Year: Year 9–10

Targeted Drugs: Alcohol

Tags: social influence approach

Time Allocated: 1-6 lessons

Links to National Curriculum:

ACPPS089 (Yr 9–10), ACPPS091 (Yr 9–10), ACPPS092 (Yr 9–10), ACPPS095 (Yr 9–10), ACPPS096 (Yr 9–10), ACPPS097 (Yr 9–10)

Origin: Australian

Cost:

Free

Developers

- Catholic Education Commission
- Griffith University
- Queensland University of Technology
- University of Queensland and Murdoch University.

Available

[Access Game on: Know Alcohol program](#)

Format

Six lessons incorporating online and offline experiential activities to address the following:

- Understanding the environment: social, media and peer influences
- Myths of alcohol consumption
- Education on standard drinks and low risk limits (NHMRC guidelines)
- Education about alcohol and the dangers of drinking
- Promote alcohol abstinence/moderation messages.

Summary

Game On: Know Alcohol is a six module intervention that combines social marketing with education and aims to change student attitudes toward binge drinking. The program is a fun, interactive resource that combines a series of online and offline experiential activities to engage students. The program aims to increase awareness and knowledge surrounding binge drinking, and promote drinking in moderation.

Teachers can register to access lesson plans and a full instructional kit at no cost. The program can be delivered by teachers themselves, or the Game On: Know Alcohol team can deliver the program (subject to a fee). Contact via the [program website](#) to find out more.

Benefits

- Increases alcohol knowledge
- Improvements in drinking attitudes
- Increased intentions to drink moderately in future (for girls only).

Evidence

One randomised controlled trial and two published studies have evaluated the short-term outcomes of the program. The studies have found student's attitudes were more negative towards binge drinking in the program groups compared to the comparison groups. Alcohol related knowledge also increased post intervention.

Dietrich, T., Rundle-Thiele, S., Schister, L., Drennan, J., Russell-Bennett, R., Leo, C., Gullo, M. J., Connor, J. P. (2015). Differential segmentation responses to an alcohol social marketing program. *Addictive Behaviors*, 49, 68-77.

Rundle-Thiele, S., Schuster, L., Dietrich, T., Russell-Bennett, R., Drennan, J., Leo, C., & Connor, J. P. (2015). Maintaining or changing a drinking behavior? GOKA's short-term outcomes. *Journal of Business Research*, 68, 2155-2163.

The Game on: Know alcohol program was piloted with 223 Year 10 students in 2011. Beneficial outcomes in terms of intentions for future use were only observed for girls. A limitation of this study was the lack of comparison group who did not receive the program.

Rundle-Thiele, S., Russell-Bennett, R., Leo, C., & Dietrich, T. (2013). Moderating teen drinking: Combining social marketing and education. *Health Education*, 113, 392-406.

