

IMPACT AND OUTCOMES

Smashed Project is a Theatre-in-Education programme dedicated to reducing underage alcohol consumption. Smashed Project engages young people in a unique way, allowing them to explore the causes and consequences of underage drinking in a safe and motivating learning environment. Smashed uses emotive theatre, dialogue-based workshops and interactive teaching resources.

Launched in New Zealand in 2019, Life Education Trust delivered Smashed to 20,463 young people during term two and three. A total of 94 schools were visited from Red Beach to as far south as Queenstown, covering approximately one third of year nine students.

In the 12 month period before July 2019, globally 208,000 young people from 19 countries participated in the programme.

WHY ALCOHOL EDUCATION IS IMPORTANT IN NEW ZEALAND

- While the legal purchase age is 18, we know drinking alcohol is common amongst young secondary school students: 48.8% of those aged 15 years or under 'currently drink' and 21.4% report they have participated in binge drinking in the last four weeks. (Youth 2000 Series, Auckland University)
- Peer pressure and tactics to respond are important. When asking how they access alcohol: 43.5% of 14 year olds say friends supplied them with alcohol. (Youth 2000 Series, Auckland University)
- Alcohol-related harm in New Zealand has been recently estimated to cost \$5.3 billion per year. This equates to a cost of \$14.5 million every day. (2016/17 NZ Health Survey, Ministry of Health)



In 2019

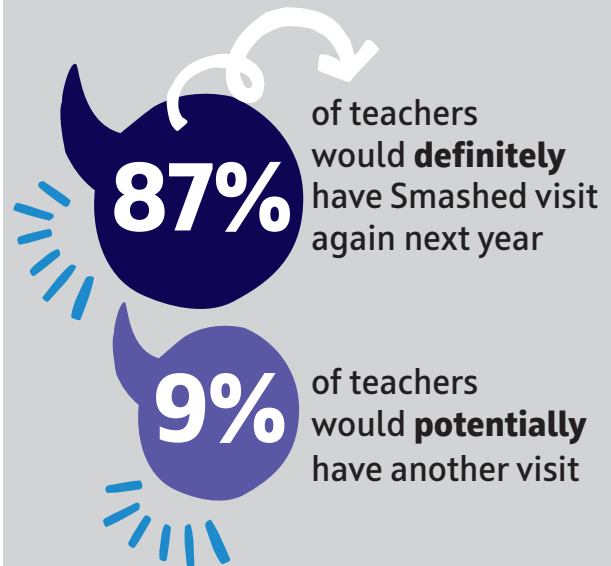
20,463

year nine students took part in sessions delivered at



94

schools



★ TEACHER FEEDBACK

90%

Agreed that their students understand more about the dangers of underage drinking than they did before their session.

88%

Thought the workshop was effective in bringing out the key learning points in the play.

96%

Agreed it is important that programmes like this exist and visit schools.

Paul Bennett, Head of Middle College Health & Physical Education, Saint Kentigern College:

"I thought it was fantastic, as did my colleagues. Speaking to the students in my class I know they enjoyed it and seemed to pick up the concepts delivered. We massively endorse this programme. Thanks so much for reaching out to us."

Reg Keil, Year 9 Dean, Wairoa College:

"Our students absolutely loved the performance and the three presenters were amazing. There was a lot of important information and messages based around the affects of alcohol that really hit some of our kids and us teachers as well. So, can you please pass on to the presenters that we really enjoyed having them call in to our college on their way through to Napier and to thank them as well."

★ STUDENT FEEDBACK

82%

Thought that the Smashed performance was a good way to learn about the dangers of underage drinking.

↑42%

Increase in students who knew 'lots' about the dangers of drinking alcohol at their age.

↑37%

Increase in the number of students who knew where to get help if they, or someone they knew, was having problems with alcohol.

Student Jodie Kent thought drinking at a young age was about creating status and an impression of being cool. After watching Smashed, she felt like she was more prepared to stick to her guns when it came to drinking. "I think it makes them [students] think more highly of themselves... you got to be strong when your friends ask you to take a drink and you don't want it."

Student Nate Kearins said that Smashed had shown him realistic scenarios about what might happen when teens started drinking, and how to deal with those situations, such as being pressured to take a drink or how alcohol might harm someone if they had too much. "It might actually happen to us, and now we know all about it."