

"It's all around you, all the time"



**Children's Parliament investigates:
an alcohol-free childhood**
For Alcohol Focus Scotland
September 2019

'We grow up loved, safe and respected so that we realise our full potential'

National Performance Framework/National Outcomes
<https://nationalperformance.gov.scot/national-outcomes/children-and-young-people>

'We will put the voices of children and young people at the heart of developing preventative measures on alcohol. This will involve encouraging and seeking the views of children and young people'

Alcohol Framework, 2018
<https://www.gov.scot/publications/alcohol-framework-2018-preventing-harm-next-steps-changing-relationship-alcohol/>

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Acknowledgements

Thank you to the nine Member of Children's Parliament Investigators for demonstrating kindness, respect, creativity, curiosity and empathy throughout this project. It has been such a joy to learn with and from you:

Alfie, Carys, Chelsy, Daisy, Darren, Isha, Lewis, Max and Milosz

Thank you to the participating Members of Children's Parliament (MCPs¹) and staff from:

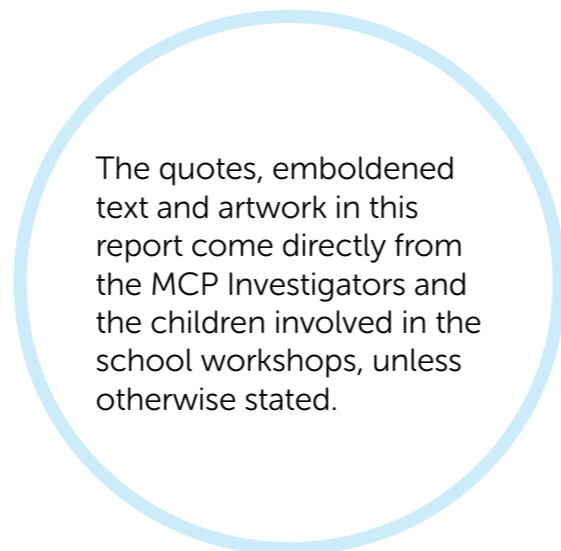
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We acknowledge the support of the Scottish Government through a CYPFEIF and ALEC Fund Grant



The quotes, emboldened text and artwork in this report come directly from the MCP Investigators and the children involved in the school workshops, unless otherwise stated.

¹All children who participate in our programmes and consultations become Members of Children's Parliament (MCPs). Unlike other parliamentary bodies, Children's Parliament is not an elected body. Rather it is a participatory one, engaging with children across a range of settings in order to include as many children as possible.

Introduction

Children's Parliament believes children are the experts in their own lives and we are interested in learning about the experiences that shape children's lives at home, at school and in the community. The impact of alcohol on children's lives has emerged as a consistent theme throughout our work across Scotland over the past two decades. In particular, children continue to raise the often negative and harmful impact alcohol can have on their experiences and relationships at home, in school and in the community. As highlighted in our 2017 publication **What Kind of Scotland?**, children told us that they wanted a childhood free from alcohol, that they do not like to be around adults when they drink, and that they want adults to drink less².

Having been aware of the concerns that children have consistently expressed about alcohol during Children's Parliament programmes, projects and consultations, Alcohol Focus Scotland asked Children's Parliament to further explore the views and experiences of children aged 9-11 years old, looking at the impact that alcohol has on children's lives and what the vision of a childhood free from alcohol might mean for children. The **Children's Parliament Investigates: an alcohol-free childhood** project ran from April to June 2019 and involved 84 children from across three schools in Edinburgh.

This Investigation aligns with commitments made within the Scottish Government's Alcohol Framework 2018³, which places an emphasis on ensuring the voices of children and young people are at the heart of developing preventative measures on alcohol in Scotland. Underpinned by a rights-based approach, the findings of this Investigation highlight the lived experiences and views of children and, in turn, the extent to which children's human rights are realised in Scotland more broadly. With the Scottish Government's commitment to incorporating children's human rights as outlined in the United Nations Convention on the Rights of the Child (UNCRC) into Scots Law before 2021, the findings of this Investigation serve as clear evidence for national legislation, policy and practice which place children's human rights at the heart of one of the key challenges we face: Scotland's relationship with alcohol.

"No one asks us about alcohol and suddenly when you think about it, you realise it's all around you all the time."

- MCP, aged 10

²**What Kind of Scotland?** is available for download here: <https://www.childrensparliament.org.uk/about-us/publications/>

³Scottish Government **Alcohol Framework 2018** available here:

<https://www.gov.scot/publications/alcohol-framework-2018-preventing-harm-next-steps-changing-relationship-alcohol/>

To further contextualise Children’s Parliament’s interest in the impact of alcohol on the lives of children, the following descriptions of previous work give some context; they are part of a consistent narrative about children’s experiences and concerns about alcohol.

Case Study

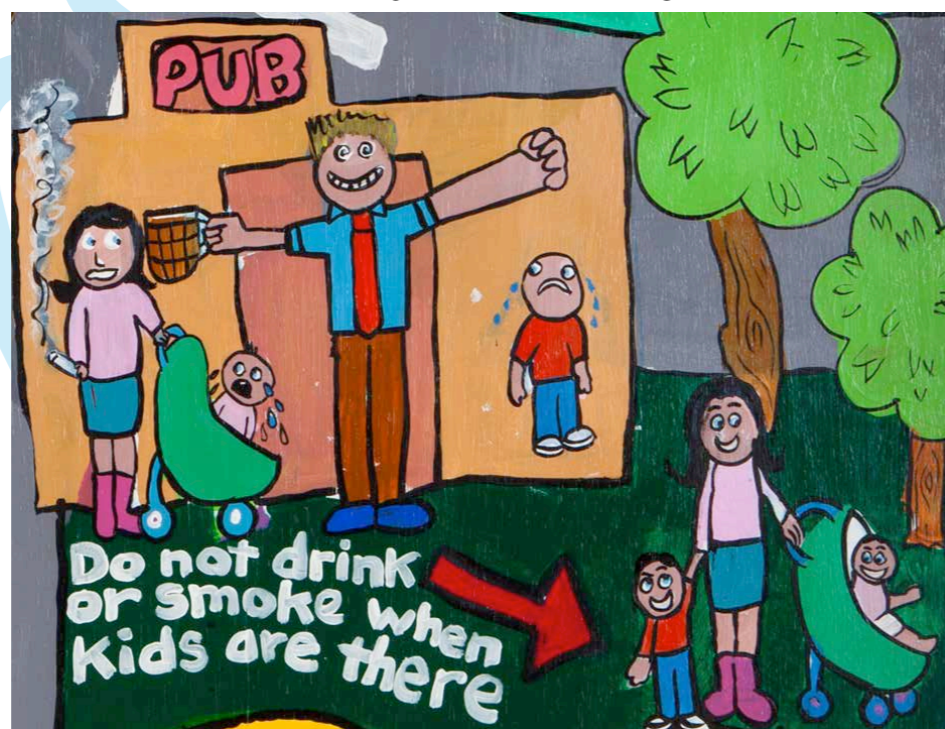
StreetsAhead Glasgow (2011)

In 2011, Children’s Parliament worked with primary school-aged children in the east end of Glasgow to explore their experiences and views on what their communities need to be happy, healthy and safe. Working in collaboration with the Violence Reduction Unit (VRU) and Community Initiative to Reduce Violence, the project set out to explore issues of community violence and gang involvement from the perspective of children who live there. As the project developed, the most significant theme to emerge for many children during the workshop was how alcohol impacted on their lives and made their community an unsafe and undesirable place for children to grow up in. Discussions about alcohol touched on every part of life in their community, and the children were acutely aware of the role alcohol played and the impact it had on their lives.⁴ The following quotations are taken from conversations with the children captured in a short film produced for the project.⁵

“Pubs are open when I walk to school. I feel scared because I walk past drunk people when they’re out in the morning drinking.”

“Most of the children here don’t like being around alcohol.”

Image: StreetsAhead Glasgow mural, 2011



⁴StreetsAhead Glasgow report is available here <https://www.childrensparliament.org.uk/wp-content/uploads/StreetsAhead-Report.pdf>

⁵StreetsAhead Glasgow film is available here <https://youtu.be/7S9BhwHQ9Sk>

Case Study

Children as Human Rights Defenders (2018)

In 2018, six experienced MCPs co-designed and delivered workshops to 200 children aged 8 – 11 years old from primary schools in Tranent, Edinburgh, Benbecula, Inverness and Blairgowrie. The workshops explored which rights children felt needed to be defended in Scotland, in order to inform Children’s Parliament and the Children and Young People’s Commissioner Scotland’s submission to the United Nations Committee on the Rights of the Child’s biannual Day of General Discussion (September 2018). This discussion focused on the theme of ‘Empowering and Protecting Children as Human Rights Defenders’. In the workshops, the children were invited to create artwork, stories, poems or songs to highlight rights violations experienced by children across Scotland.

The children, who led on the delivery of the project, then collated and thematically analysed the materials created, producing five giant 6ft x 6ft papier-mâché shields which reflected the five key themes: defending our right to play, to education and decent standard of living, to participate and be ourselves, to be protected from harm and to be loved and cared for.

Across the shields, the impact of alcohol featured prominently, demonstrating the children’s recognition of the potential for alcohol to infringe upon children’s human rights. For example, in the first shield, defending our right to play, children identified broken glass and bottles left in play areas and parks to be one of the key barriers to children fulfilling their right to play. In the fifth shield, defending our right to be loved and cared for, children highlighted how alcohol can compromise parents’ and carers’ ability to care for their children and affect children’s relationships with adults in their lives.

Image: Children as Human Rights Defenders (2018)



An Alcohol-Free Childhood

The Investigation

Children's Parliament is concerned about the human rights of children. Every space we create is a children's parliament. When children come into this space, we want them to bring with them their knowledge of what it is like to be a child, their ideas and their opinions, and to be willing to voice and explore them. Children's Parliament is not about advocating on children's behalf, we believe children can advocate effectively for themselves if the right environment is created and support is in place. Such approaches are rich in learning for adults if they listen carefully.

Children's Parliament acknowledges the curiosity of children, and the need to explore topics which might be considered sensitive. Although the themes of our work are often serious, we want children to experience a process in which they feel safe, are taken seriously, but also have fun and develop skills and knowledge through the use of creative and inclusive participatory approaches. The model of Children's Parliament Investigates provides an opportunity for a small team of children to work with peers and to explore an issue that is of concern to children, through the lens of children's human rights. In this project, as in other Investigations, the MCP Investigators are well prepared and supported, and they use their skills to hear a range of views, express these through a chosen arts medium, and then share findings with adults. At all times in the process children are supported by the Children's Parliament team.

The MCP Investigators and Children's Parliament team discussed the importance of each of the following safeguards, with the commitment to ensuring that:

- **All children know their participation is voluntary and that they have the right not to participate if they so wish.**
- **All children have someone available to them who they trust, who they can talk to if they feel unsure or upset by anything discussed in the Investigation.**
- **All children understand the questions being asked, making sure children feel supported to speak out if something does not make sense to them.**
- **Everyone is treated with respect, kindness and empathy.**
- **Everyone is listened to.**

About the Investigation preparation

At the heart of this **Children's Parliament Investigates** project were the nine Member of Children's Parliament Investigators. These children had recently completed involvement in the year-long **What Kind of Edinburgh?** programme delivered by Children's Parliament in partnership with Young Edinburgh Action, on behalf of City of Edinburgh Council and Edinburgh Children's Partnership. This programme brought children and young people from across the city of Edinburgh together with duty-bearers to influence how adults plan and run the city's services. Given their experience as MCPs, and knowledge and understanding of children's human rights, the children were well prepared to undertake the role of Investigators for this Children's Parliament Investigates project.

In April 2019, the team of nine Investigators took part in preparatory work to co-deliver workshops with their primary school peers. The workshops explored the impact of alcohol on children's lives and the vision of an alcohol-free childhood. The team of MCP Investigators began with an activity designed to explore the links between children's rights, as outlined in the UNCRC, and the issue of interest: the impact of alcohol on children's lives.

The team of nine MCP Investigators pieced together a giant jigsaw, which captures all 54 articles of the UNCRC, and were invited to consider which rights were of particular relevance to this Investigation. As each of the Investigators had a strong, foundational understanding of children's rights as a result of their previous participation with Children's Parliament, the children explored the nuances in the relationship between children's protection, provision and participation rights, in turn, emphasising the indivisibility and interconnectedness of children's rights. The children considered how the rights of children could be compromised or disrespected as a result of the presence of alcohol.

Following this discussion, Children's Parliament staff introduced the four key questions that would guide the Investigation:

- **How does alcohol impact on children's lives?**
- **What does an alcohol-free childhood mean?**
- **What would it be like to have an alcohol-free childhood?**
- **What do we need to do so that children have an alcohol-free childhood?**

The team of MCP Investigators prepared for the school workshops by familiarising themselves with the activities that they would be co-delivering with their peers and by considering their role as investigators and facilitators.

About the school workshops

In May 2019, the team of Investigators co-delivered workshops with 84 children – 48 boys and 36 girls - between the ages of 9 and 11 years old. The participating children, including the team of Investigators, attend three primary schools in City of Edinburgh, and come from different backgrounds, with a range of experiences and abilities. Each of the Investigation sessions and school workshops consisted of a range of activities to help children explore and discuss how alcohol impacts upon children's lives.

The Investigators and Children's Parliament staff used educational materials developed by Alcohol Focus Scotland which allow children to reflect on the experiences of a fictional dog named Rory, whose owner has an alcohol problem. After listening to a story about Rory, the children were invited to discuss whether Rory's needs were being met and how this might make Rory feel. The activity also encouraged children to reflect on the role of Rory's trusted friend Felix, who listened to Rory and reassured and supported him. As part of the activity, the children spent time considering whether, if Rory was a child, certain rights were being infringed, and with whom a child might speak if they were experiencing a similar situation.

Moving beyond the domestic setting, to explore the presence of alcohol in children's daily lives, MCP Investigators used a giant clock to capture a typical 'day-in-the-life' of a child in their community. On sticky-notes, children were invited to record situations where children might see, come across or be aware of alcohol. They then placed their ideas on the clock depending which time of day their example was likely to occur. Once the clock was populated with the children's examples, we invited the children to reflect on the impact alcohol has on children's lives. Over the nine workshops, the children identified 236 places where they see alcohol in their lives; 52 of these were unique locations, with the most common being, in order, 'shop' (named 45 times), 'street' (named 35 times), 'park' (named 15 times), 'fridge' (named 15 times), 'adverts' (named 14 times), 'home' (named 12 times), 'party' (named 12 times) and 'bins' (named 12 times).

Following the 'day-in the-life' clock activity, each of the 84 children in the workshops then created their own illustration to highlight the presence and impact of alcohol on the lives of children.

The final element of the workshop provided an opportunity for the children to consider what difference an alcohol-free childhood might make to children growing up in Scotland. For some children, their key messages reflected the situation presented in their illustrations; for others, their messages spoke to children's lives more broadly.

shop
street
park
fridge
adverts
home
party
bins



Image: **What's in your fridge?** children identified the fridge as being the fourth most regular place to see alcohol.

Analysing content from the school workshops

After completing all of the school workshops with their peers, the Investigators met up to share and reflect on their findings – what they had heard and what had been expressed through the artwork and other activities. The Investigators reflected upon their experiences as workshop facilitators and what they thought to be some of the key issues that emerged during the workshops.

In May and June 2019, the Investigators then worked together with the Children's Parliament team over four full-day workshops to analyse all the views and ideas gathered in the workshops along with all the artwork created by the children. Using a series of creative activities, the children worked together to categorise the data into the impact of alcohol over four domains:

- **Alcohol at home**
- **Alcohol in the community**
- **Alcohol in branding and advertising**
- **Alcohol in shops and other businesses**

These findings are explored further in the next pages. The Investigators also worked with a filmmaker to record and highlight key findings from the Investigation. Their films can be viewed at:

www.childrensparliament.org.uk/alcohol-free-childhood-consultation/

How does alcohol impact on children's lives?

Children recognise that alcohol is pervasive and very much present in their daily lives. Whilst some children do not directly experience adults drinking alcohol at home or in their community, they understand that alcohol impacts on children's lives in different ways and that, for some children, the impact can be deeply negative and harmful. Whilst exploring the four domains **Home, Community, Branding and Advertising**, and **Shops and Other Businesses**, some key themes emerged.

Visibility

"Where do we see alcohol? Everywhere!"

When asked to consider what age children begin to recognise the presence of alcohol in their lives, many children suggested approximately 6 or 7 years of age. Children describe the presence of alcohol in its physical form (such as bottles, cans and alcohol-specific glassware) being visible in the home, in the community, on the streets, next to bins, in parks, on public transport, at sports games, festivals, in airports and train stations, in shops and in other businesses to name but a few.

"Every time I go to get a snack from the fridge, it's staring me in the face."

"I was going to a football match and lots of people were drinking alcohol on the train."

"When you go to the till, you pass the big alcohol bit."

"Sometimes in the park, the bins have been turned upside down and there are empty bottles and rubbish all over the ground."

"When you're on holiday at a hotel, you see alcohol everywhere and lots of people drinking at the airport too."

"People want to get as much as possible, so they go to the shop and get a lot of it before it closes."

"There are four aisles of alcohol in the Asda."



Children highlight the impact of alcohol on their environment as a key issue. Children recognise that their physical environment at home, in parks, the street and other community spaces can be unsafe and unsightly if there is broken glass, empty bottles and adults under the influence present.

Children are also aware of the prevalence of alcohol branding and advertising in their lives.

"Sometimes it's on these big boards [in shops]. It says buy 2 for £1 or something like that – it's adverts for alcohol. Or in magazines. There's always adverts for alcohol."

Children demonstrate awareness and knowledge of alcohol branding and advertising, with some children clearly identifying and referencing certain brands, logos and advertising strategies in their discussions and artwork. In the workshops, one child shared his knowledge of alcohol branding in football sponsorship:

"I remember at my brother's football match, there were alcohol advertisements all around the pitch."

"The Champions League sponsor is Heineken. The logo is green and black. At the start of the match, they announce the sponsor and you can see the adverts all over the stadium."

When talking about her illustration of a bottle of alcohol in her fridge at home, one child noted that she had chosen to label the bottle with the word 'fancy' as it was a type of alcohol she knew. The child had adopted the word seen in a billboard campaign to advertise a popular brand of vodka and had taken care to emulate the same font-style used in the advert. Several children spoke positively about how their parents display "special" wine and gin bottles at home, repurposing empty bottles as candleholders, decorations or, in the case of one child, as a memory of a visit with her family to an independent gin distillery in Scotland.



Visibility

Children recognise that adverts can be harmful to children as they promote alcohol to be something desirable, exciting and cool, which might encourage adults to drink more whilst also inspiring and incentivising children to want to drink it in the future:

"Adverts can make people make bad choices. You see people buying lots of alcohol just before the shop closes."

"They might think it's really cool because of the way it's designed."

"It's harmful. It's just telling children to buy it even though they're not old enough. It's not a good message for children."

Image:
Advertising of alcohol.
"I remember at my brother's football match, there were alcohol advertisements all around the pitch."



Safety

"Life with alcohol may be good to adults, but more than unsafe for children."

Feeling "unsafe" is one of the most common examples children raise when asked how alcohol impacts on their lives. Children describe how children are at risk of being physically "hurt" by adults under the influence of alcohol either "by accident" or on purpose. Children consider their physical safety to be at risk when surrounded by adults drinking or as a result of alcohol-related debris such as broken glass and bottles "left behind" or, in some cases, "thrown" in public spaces and parks.

"When you're drunk, you kind of don't know what you're doing, and you might accidentally hurt someone. If you have kids, you might hurt them."

"My sister tripped over bottles in the stairs – she's four – and she cut her face."

"Children might feel unsafe if they see people drunk, throwing bottles and see broken glass on the ground in the street."

As well as their concerns about physical safety, children often describe feeling unsafe and scared around young people and adults who are drinking in children's parks and public spaces. Children can feel "uncertain" about adults who they do not know who might be drunk in the street or other places in their community.

"Children have a right to play... [but] when adults or teenagers are drunk [in the park], children will feel unsafe or scared or children will just run away."

"I see people still being under the influence the next day."

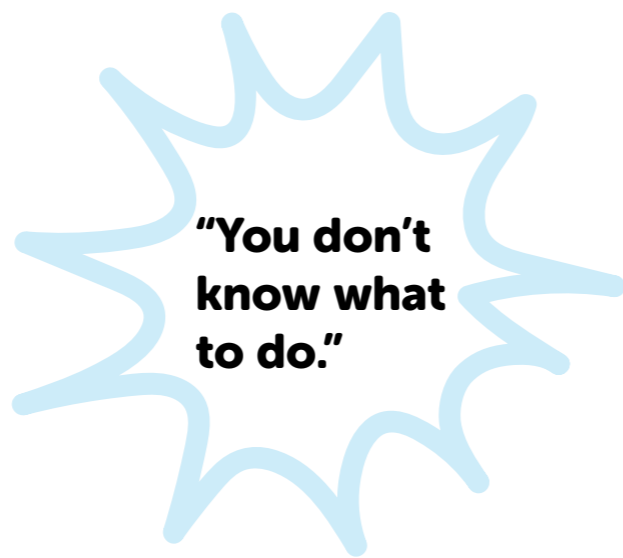
Safety

It can make children feel "scared", "worried" and unsure how to approach or respond to someone who has been drinking:

Children describe how sometimes alcohol consumption can lead to "violence", "shouting", "arguing" and "fighting" at home and in the community. Children demonstrate empathy and concern for adults' safety and wellbeing as well as their own:

"I had a family member who got smashed over the head, so I don't feel safe around alcohol."

"When people are drunk, they can get into fights quicker because they aren't thinking [things] through. It makes me feel worried for that person."



Children might feel unsafe if they see people drunk, throwing bottles and see broken glass on the ground in the street



Relationships with adults

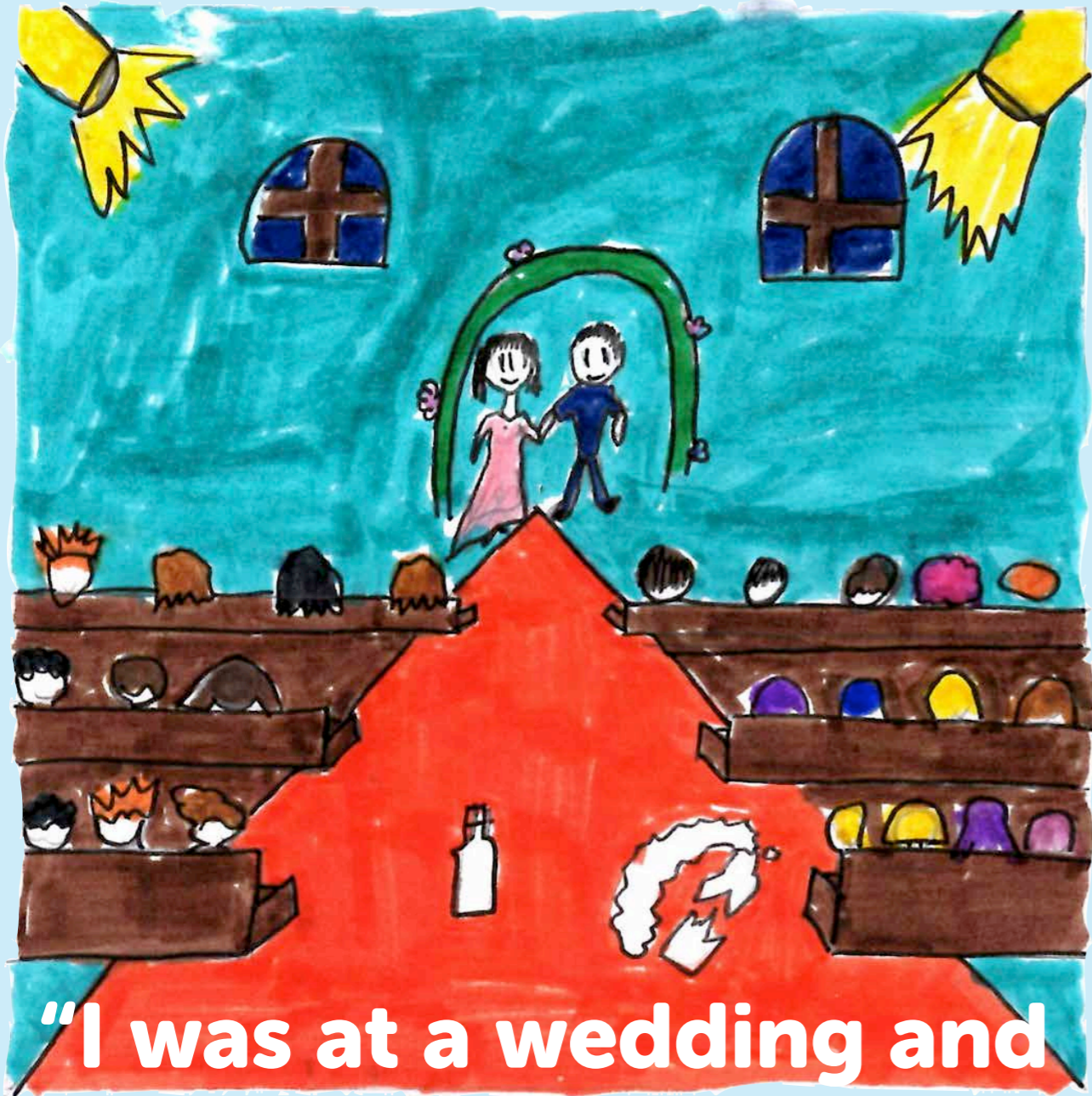
Children discuss how their relationships with adults can be compromised when adults are under the influence of alcohol. Thinking about life at home, children describe how children can feel "sad" and "unwanted" by parents or carers when they are drinking. Children often reflect on their experiences at social occasions at home and in the community, such as "parties", "festivals" and "celebrations", and how they can feel "left out", "bored" and "ignored" if adults are drinking:

"It sometimes makes people feel left out at parties when everyone is drinking. Children can feel sad, ignored and not listened to."

Children understand that some children can be "neglected", "ignored", "not looked after properly" by parents or carers who are under the influence of alcohol. Some children describe feeling "stressed" and "responsible" for their parents' or carers' actions if they appear angry and sad when under the influence of alcohol:



Children might feel worried if their parents drink too much and they can't look after children properly.



"I was at a wedding and by the time it was 3pm, everyone was so drunk. Me and my brother were bored."

Health & Wellbeing

"I know when my Dad is drunk because he just comes home and goes straight to the sofa instead of going to bed upstairs."

Children recognise that alcohol can be unhealthy for adults – physically and emotionally. They identify that alcohol can make some parents or carers sick and forgetful, either when under the influence or the following day when they are hungover, and this can make them less able to care for their children properly. Children highlight that drinking too much alcohol can make adults unpredictable, unreliable and unavailable emotionally to children.

Children recognise that alcohol can become especially problematic for some people who become dependent on alcohol. Children recognise that people drink alcohol for different reasons and that sometimes, people drink alcohol because they are "sad" or "unhappy". They felt that alcohol can have a "immediate impact" on people's lives but can also, over time, cause uncertainty. Children highlight that some people who are dependent on alcohol might be at risk of "losing money, their job or their house" which can, in turn, impact on children's lives.

Such examples evidence the depth and nuance of understanding children have about alcohol and how it plays a role in their lives in different ways. Children also highlight that not all children are adversely affected by alcohol and that, for many children, alcohol does not impact upon their lives in a negative way. However, children emphasise that the responsibility lies with adults to ensure that this is the case:

Alcohol isn't always bad because adults might just be having a little drink with their dinner or might be celebrating something. They also should know not to drink loads of it especially in front of kids.

"Adults should watch how much they drink. It's okay to drink sometimes but don't drink lots."

What does an alcohol-free childhood mean?

The Investigation sought to explore both the impact of alcohol on the lives of children and then the idea of an alcohol-free childhood.

For children, an 'alcohol-free childhood' is a childhood free from the constant presence of alcohol and alcohol-related harm; a world where children's human rights are understood and respected by all; and where children and adults are healthy, happy, safe and loved.

Children thought that some children in Scotland might already experience a childhood free from alcohol but that for many others, the presence and impact of alcohol in their lives compromises their wellbeing, safety, relationships with adults and the rights they are entitled to. They also highlighted the impact of alcohol on society as a whole and on the environment more broadly.



"Children would have a safer world to explore."

"Children would be happier because their streets would be more clean."



What would it be like to have an alcohol-free childhood?

MCP Investigators and the other children were clear about the emotional impact that alcohol has on children and on how an alcohol-free childhood could be different.

if children see adults drink too much alcohol the children might want to start drinking if kids see other people drinking they will want to start drinking at an early age when they are not allowed.

"Children would have a much happier life. They don't have to be scared anymore."

"I think children would feel less worried. Children wouldn't have to watch their parents drink."

Children emphasised that an alcohol-free childhood would not only make life healthier, happier and safer for children, it would also improve adults' lives and children's relationships with adults.

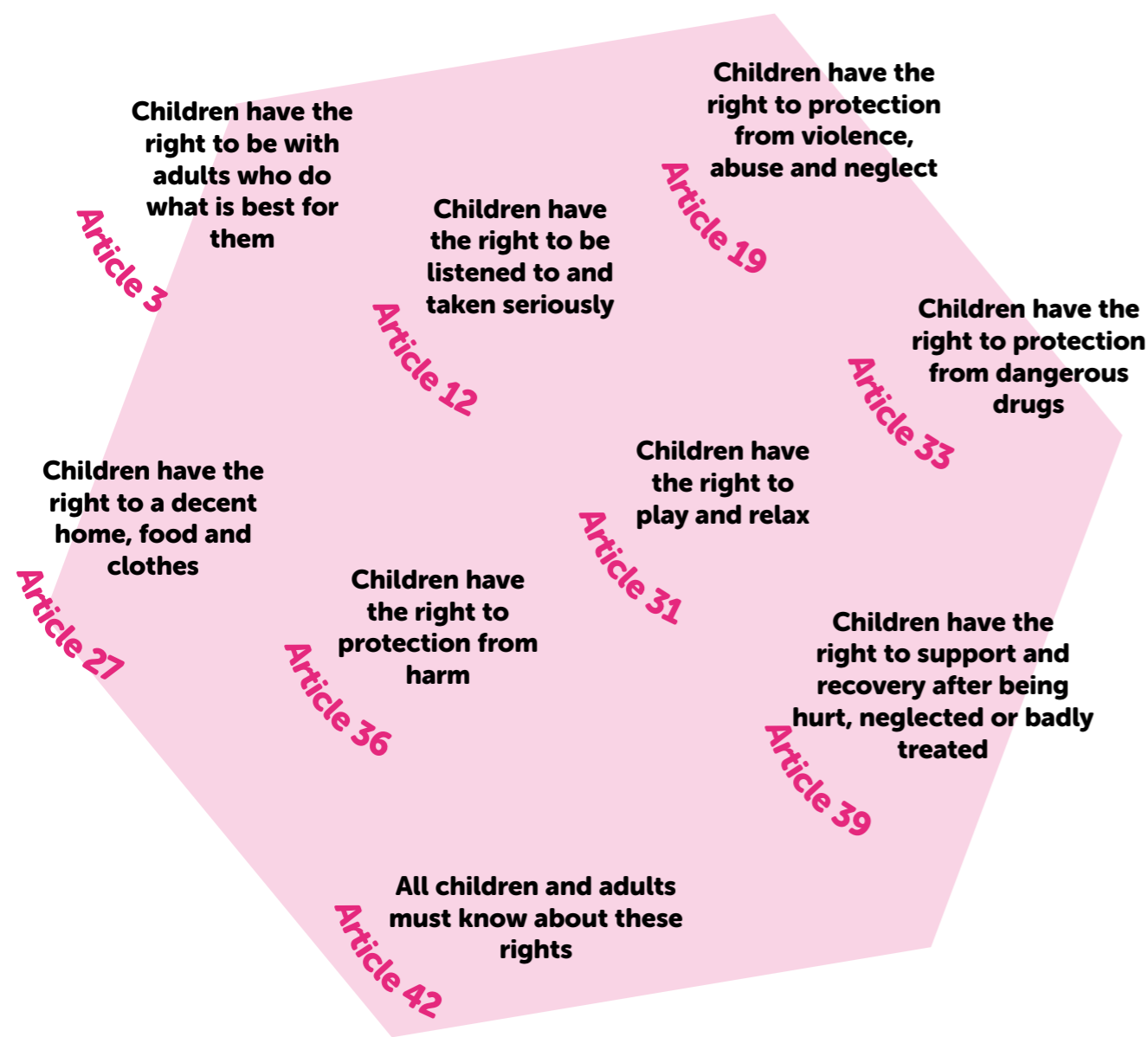
"Parents would pay a lot more attention. Better life. More fun and much more."

"People would be better, stronger, healthier and live a long life."

Children also highlighted that an alcohol-free childhood would result in children being less likely to drink alcohol when they themselves are adults.

"Children would be better and healthier because when they grow up, they wouldn't think it's cool to drink."

Although MCP investigators were clear that all rights are connected and indivisible, they recognised that certain rights were more likely to be realised through an alcohol-free childhood.



Here, children describe what an alcohol-free childhood might look like at home, in the community, for branding and advertising, and for shops and other businesses.

Home

"Parents would pay a lot more attention."

"Children wouldn't see it in the house. You wouldn't see your mum or dad drinking so much."

"Children wouldn't have to watch their parents drink."

"It's ok to have a glass or two but just not too much."

"It'd be good because my mum wouldn't be drunk. She acts funny when she's drunk."



Community

"Children would be able to play in nice, tidy parks."

"Children wouldn't feel safer if they didn't see [people drinking alcohol] on the street."

"It would be better at festivals for children. Bottles and cans on the grass are dangerous."

"When children went to the football stadium, there would be less fights. The stadium would be tidy, and people wouldn't shout as much."

"Children wouldn't have to worry about standing on glass or cutting themselves."

"Some people go up to the wrong person's house and bang the door. It makes me feel a wee bit worried because you never know what they're going to do."

"There would be less litter in the sea and leftover bottles and broken glass on the beach. It would be safer for children and the environment."

"It'd be good because my mum wouldn't be drunk. She acts funny when she's drunk."



"Children wouldn't see alcohol when they go to supermarkets and shops."

Shops and Other Businesses

"Parents wouldn't see it and think that they need to buy more and more alcohol."

"Children wouldn't be tempted to try it [alcohol]."

"Children wouldn't see sponsored sports games on TV or adverts selling alcohol. Children would not see TV shows with bottles in them or people drinking."

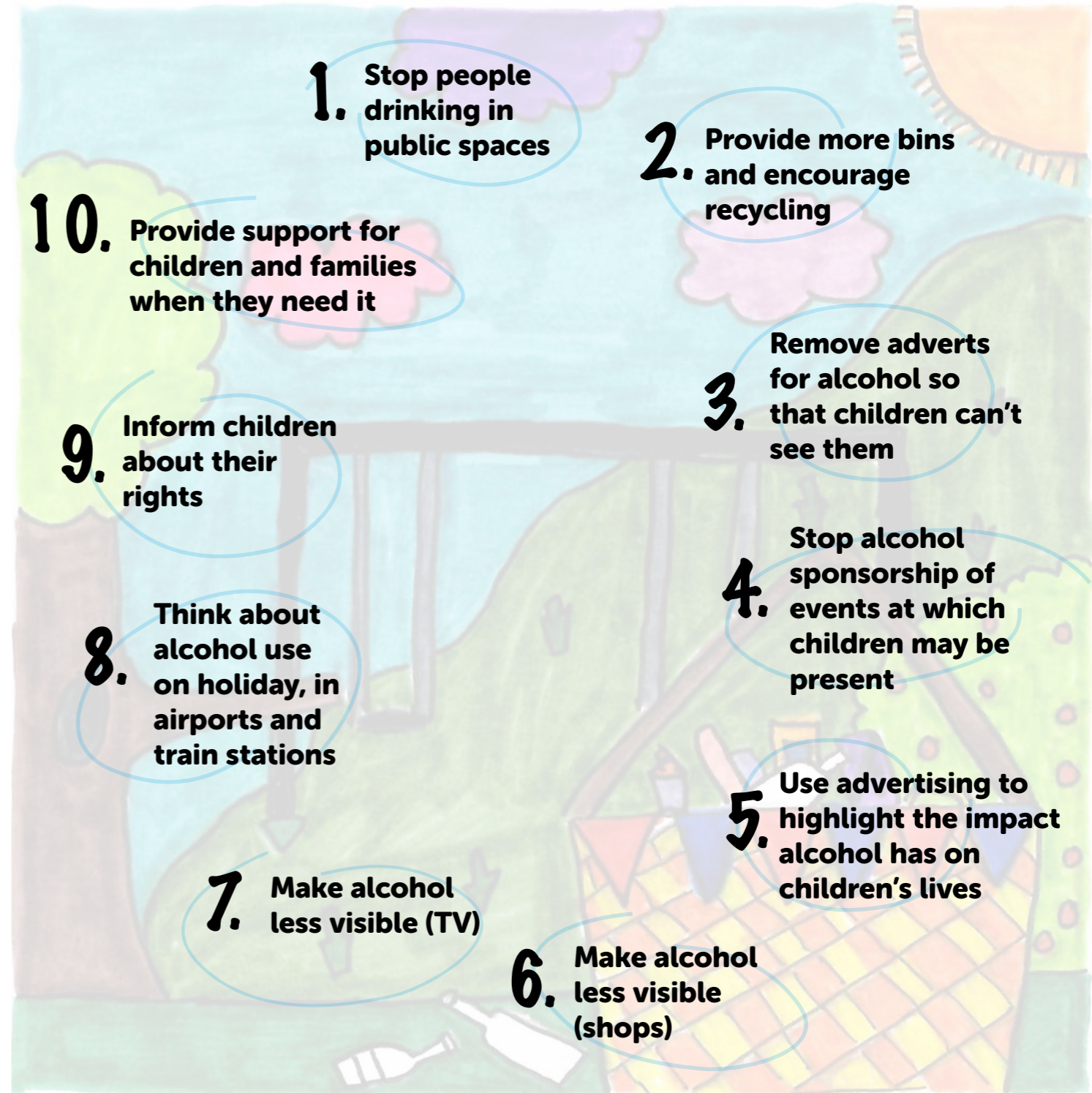
Branding and Advertising

"Children would understand how alcohol affects people's lives and how it is definitely not 'cool' at all."

"I wouldn't know what it is so I wouldn't want to drink it."

What do we need to do for children to have an alcohol-free childhood?

With the Scottish Government's commitment to incorporating the UNCRC into Scots Law, the time is right to consider how current infringements on children's human rights must be addressed through legislation, policy and practice across all sectors. Children experience many infringements of their human rights as a result of alcohol, as this Investigation has shown. The MCP Investigators were asked to consider and develop a set of calls to action to ensure all children grow up in a Scotland free from the negative impact of alcohol that has already been described.



1. Stop people drinking in public spaces

2. Provide more bins and encourage recycling

10. Provide support for children and families when they need it

3. Remove adverts for alcohol so that children can't see them

9. Inform children about their rights

4. Stop alcohol sponsorship of events at which children may be present

8. Think about alcohol use on holiday, in airports and train stations

5. Use advertising to highlight the impact alcohol has on children's lives

7. Make alcohol less visible (TV)

6. Make alcohol less visible (shops)

What do we need to do for children to have an alcohol-free childhood?

1. Stop people drinking in public spaces

MCP Investigators were surprised to hear of different laws around drinking in public spaces – particularly the difference between Edinburgh and Glasgow, where it is illegal to consume alcohol or to possess an open container in public spaces. MCP Investigators call for laws to be more consistent to lessen the likelihood of children encountering people drinking in the streets, in parks and on beaches.

2. Provide more bins and encourage recycling

To ensure children are not exposed to alcohol in their community, Investigators ask for child-friendly parks where children do not risk getting hurt from broken glass and bottles. They also recommend ensuring recycling bins for glass are more widely available in parks, streets, beaches and other public spaces and that adults are actively encouraged to recycle when buying alcohol.

3. Remove adverts for alcohol so that children can't see them

In particular, Investigators felt that billboards and adverts promoting alcohol use and drinking should not be allowed to be displayed in areas where children may see them. Investigators also recommend that TV or online adverts should not be shown during times when children might be watching television, or using the internet.

4. Stop alcohol sponsorship of events at which children may be present

Investigators call on organisers of sports games, festivals and other events to have separate spaces for children and families, or to stop using alcohol sponsorship if any children may be present.

5. Use advertising to highlight the impact alcohol has on children's lives

Investigators recognise that advertising can be used as a way of spreading positive messages and creating positive change. In order to inform adults about the impact alcohol has on children's lives, Investigators recommended that adverts featuring children talking about their experiences and feelings be developed and broadcast.

6. Make alcohol less visible (shops)

Investigators feel that alcohol should not be advertised or displayed in shops where children can see it. Children do not want to be exposed to alcohol in or outside shops and supermarkets. Investigators called for alcohol to be sold in adult-only sections of shops, separate rooms in regular shops and supermarkets dedicated to alcohol sales.

7. Make alcohol less visible (TV)

Investigators called for alcohol to be omitted or blurred from TV programmes designed for children or at times when children may be watching.

8. Think about alcohol use on holiday, in airports and train stations

Investigators call on adults to be more considerate about the impact of alcohol on children's experiences on holiday, in train stations and airports. Investigators recommend that hotel room minibars do not include alcohol and that adults reconsider all-inclusive holiday packages which include alcohol.

9. Inform children about their rights

Investigators understand that children should have their say and be protected from harm, they think all children should be informed about their rights; this will help give children a voice, so that they can speak up about issues like alcohol.

10. Provide support for children and families negatively impacted by alcohol

Investigators are concerned for the wellbeing of any child who may be negatively impacted by alcohol, they ask that families be provided with the help they need, when they need it.

About Children's Parliament

Children's Parliament is Scotland's Centre of Excellence for children's participation and engagement.

Children's Parliament works for a future where all children in Scotland are actively engaged in shaping our world so that everyone is healthy, happy and safe. We believe all children should live and grow with dignity and be valued for what they can offer the world.

We work creatively through projects, consultations and training programmes to improve communication between children and adults and to build relationships based on mutual respect and understanding. This enables us to explore our world together. We provide children with opportunities to share their experiences, thoughts and feelings so that they can influence life at home, in school and in the community through change at a local and national level. Our interest is in working with children, the adults who love and care for them, and the wider community in which they live in order to support our country to meet its obligations to our youngest citizens.

Children's Parliament uses a rights-based approach and the UN Convention on the Rights of the Child (UNCRC) as the foundation for all of our work.

In 2017, Children's Parliament turned 21 years old. To celebrate our birthday, we reviewed our work and published "What Kind of Scotland?". This reflective and celebratory report highlights the voices of Scotland's children:

<https://www.childrensparliament.org.uk/what-kind-of-scotland/>

