



British Columbia
Centre of Excellence
for Women's Health

PREVENTING HEAVY ALCOHOL USE AMONG GIRLS & YOUNG WOMEN

PRACTICAL TOOLS & RESOURCES FOR PRACTITIONERS & GIRLS' PROGRAMMERS

The British Columbia Centre for Excellence for Women's Health (BCCEWH) has developed this list of print and multimedia resources related to prevention of heavy alcohol use by girls and young women, for practitioners, girls' group programmers, and anyone else who may find these resources helpful. This document presents current resources for:

- starting a conversation about drinking with girls using video clips
- becoming aware of the influences on girls' alcohol use, and the health risks of early and heavy drinking
- offering holistic, girl-centered, health promotion/prevention programming



Production of this document has been made possible through a financial contribution from Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

STARTING THE CONVERSATION....

VIDEO CLIPS

There are a number of video clips that address drinking by girls and young women.

Risks and Contexts of Binge Drinking for Girls and Young Women

[Binge Drinking: Girls Night Out \(YouTube video\)](#)

A 2008 public information film about binge drinking. As a woman prepares to go out for the evening, she rips up her clothes, vomits in her hair and pours wine all over the carpet. You wouldn't start a night like this so why end it that way?

[Australian Teenage Binge Drinking Commercial \(YouTube video\)](#)

An anti drinking commercial made at North Sydney TAFE about the consequences of binge drinking. Binge drinking can have consequences, are you ready for yours?

[Alot2Lose.com Videos by GirlTalk](#)

Four short videos on scenarios of girls: 1) What You Don't Know 2) Busted 3) Alone 4) Benched

[UK Alcohol Awareness Campaign \(YouTube Video\)](#)

Video counts the units of alcohol consumed by a young woman and the consequences of too much to drink. The message: who knows how binge drinking could ruin your life.

[What's your problem?](#)

Researchers and support workers collaborated with an Aboriginal Girls Group in Chase, BC to create this claymation project with a message around date rape and alcohol.

["Every Drink Counts"](#)

TV Ad for Binge Drinking Part of Queensland Government Campaign highlights risk of assault for young women who are intoxicated.

[Smashed – Binge Drinking Commercial](#)

Made for the Drinking Nightmare Film competition, part of the Australian Governments 'Don't Turn a Night out into a Nightmare' campaign to warn young people about the dangers of binge drinking. Highlights the story of one young women and her life.

Empowerment and Strengths-based Messaging

[Young Women and Alcohol- Cell Phone \(YouTube Video\)](#)

This highly awarded Young Women and Alcohol campaign didn't focus on the negatives of drinking. Young women are exposed to that every Saturday night. Instead they concentrated on finding out where alcohol fits in the lives of young women. This led to a more positive proposition that empowered women to make up their own mind about when and how much to drink.

[Girls Inc. and Communities that Care PSA](#)

Girls Incorporated is a nonprofit organization that "inspires all girls to be strong, smart, and bold." PSAs by girls on "I don't drink because..."

[How to Chill.ca](#)

A Girl's Guide to Surviving Stress is an interactive website for teen girls with tips on how to deal with stress. Created by the Child Development Institute who conducted a research project with 50 girls in Toronto to determine what makes them stressed, what does it feel like and what to do to cope with it. Among stress-related issues explored is pressure to try alcohol and drugs and to have sex.

["From Stilettos to Moccasins"](#)

Video clip portrays the healing experiences of Aboriginal women, of all ages who have struggled with drug abuse and addiction.

MEDIA, POP CULTURE AND ADVERTISING - DVDs AND CLASSROOM CURRICULUM

[Spin the Bottle Sex, Lies & Alcohol](#)

This DVD offers a critique of the role that contemporary popular culture plays in glamorizing excessive drinking and high-risk behaviours. Media critics Jackson Katz and Dr. Jean Kilbourne contrast these distorted representations with the often disturbing and dangerous ways that alcohol consumption affects the lives of real young men and women.

Gender Messages in Alcohol Advertising

Lesson plans developed by the Media Awareness Network (www.media-awareness.ca)

- [Gender and Alcohol - Teaching Backgrounder.](#)
- [Gender Messages in Alcohol Advertising for grades 7 to 10](#)

HEALTH EFFECTS OF ALCOHOL USE - ON-LINE RESOURCES

[Girl Talk \(USA\)](#)

An interactive website provides information to girls and their parents on alcohol-related choices and their consequences for underage drinkers. The site also includes a visual graphic [Virtual Girl](#) illustrating some of the effects of alcohol on the body for girls and young women.

[ALot2Lose.com \(USA\)](#)

A website associated with [Girl Talk](#) with four PSA videos featuring stories of girls and what can happen when you drink. The videos address some of social consequences of drinking including having videos taken of you when you are drinking posted online, losing control, doing things you regret, getting benched and not being able to see your friends.

RESOURCES FOR PARENTS & ADULTS

[Hookup to Breast Cancer Prevention](#)

A pamphlet by the Canadian Breast Cancer Foundation for adults on reducing the risk of breast cancer for teenage girls. Highlights the lifestyle factors that carry a risk of breast cancer in teenage girls, including too much alcohol

[Taking Charge: Young Women, Alcohol & Sexual Assault](#)

This guide for professionals by Parent Action on Drugs covers facts on alcohol-related sexual assault, activities and resources to increase awareness and reduce risks, best advice on responding to disclosures of sexual assault and ways to involve parents. Available in English and French.

[Young Women, Alcohol & Sexual Assault: Why Mothers are the Last to Know](#)

This brochure helps mothers understand the facts about alcohol and sexual assault in order to open up a discussion on the topic with their daughters. Available in English and French.

Girls Inc.

Girls Incorporated is a nonprofit organization that "inspires all girls to be strong, smart, and bold."

- ["Ten Ways to Help Girls Avoid Substance Abuse"](#)
- Girls and Substance Use [Fact Sheet](#)

[AFN Commercial- Stop Alcohol Abuse \(YouTube Video\)](#)

Video of a 9 year-old girl at an Alcohol Anonymous (AA) meeting. The message of the film is for parents: start talking, before they start drinking.

GIRLS'S ALCOHOL USE - MAKING THE CONNECTIONS TO VIOLENCE PREVENTION, TRAUMA AND MENTAL HEALTH

VIOLENCE PREVENTION RESOURCES

[Why Girls? Why Violence Prevention?](#)

[Girl-Specific Programs: Sharing Practices and Strategies towards Violence Prevention and Social Justice for Girls](#)

[BC Society of Transition Houses Booklet 16 Days of Activism Against Gender Violence](#)

[Native Women's Association of Canada \(NWAC\) Youth Violence Prevention Toolkit](#)

[Take Back the Tech](#)

(YouTube video) Take Back The Tech! is a collaborative campaign that promotes creative and strategic use of technology in the fight to end violence against women.

RESOURCES ON THE EFFECTS OF TRAUMA

[The Impact of Trauma on Women and Girls Across the Lifespan Webinar Series](#)

For health and social service providers - this site has material on the importance of providing trauma-informed services to women and girls across the lifespan.

Archived Sessions:

- [Lifecourse Effects of Trauma in the lives of Girls: Findings from Adverse Childhood Experiences Study](#)
- [Women, Girls & Trauma: A Gender-responsive Approach](#)

Short Publication: [Trauma Informed Approaches in Addictions Treatment](#)

MENTAL HEALTH RESOURCES ABOUT GIRLS AND YOUNG WOMEN

[Hear Me, Understand Me, Support Me](#)

Explores the diverse challenges that young women experience in relation to depression; prevention strategies; healthy helping relationships; the dos and don'ts of working with young women; and referrals and resources that can provide more information.

[Let's Talk Poster](#)

Developed by young women and is a tool to encourage primary care professionals to talk to young women about issues from all aspects of their lives and to remind service providers to explore young women's health from a holistic standpoint. Message: "I don't want to be treated, I want to be heard".

[Living as a Chameleon: A Guide to Understanding Girls' Anger for Girl-Serving Professionals](#)

Guide provides recommendations for service providers who wish to prevent young women's depression. Interviews with a diverse group of 65 girls were conducted to better understand what generates anger, how they are permitted to express it, its relationship to depression, and girl-driven recommendations that enable girls to live authentic lives.

[Centre for Addiction and Mental Health](#)

Online addictions and mental health tutorials. Topics include: Anxiety Disorder, Bipolar Disorder, Concurrent Disorders, Depression, Diversity and Health Equity, Harm Reduction, Introduction to Addiction, Introduction to Mental Health, Older Adults, Personality Disorders, Problem Gambling, Posttraumatic Stress Disorder, Psychosis, Schizophrenia, Stages of Change and Stigma.

RESOURCES ON GIRLS' RIGHTS

Girls Inc.

[Girls' Bill of Rights](#) (available in multiples languages)

[Girls Inc. Girls' Rights Materials](#)

[Girls Inc. Fact Sheets](#) (on various topics)

ONLINE ACTIVISM COMMUNITIES FOR GIRLS

Kickaction

Kickaction is a Canadian online community space for girls and young women who think for themselves, take a stand and act creatively to bring positive change to their communities and across the globe!

WAYS OF WORKING WITH GIRLS AND YOUNG WOMEN

MANUALS AND FACILITATOR GUIDES FOR GIRLS' GROUPS AND PROGRAMS

Below is a list of manuals and guides from five different organizations.

Girls Action Foundation

[Amplify: Designing Spaces and Programs for Girls Toolkit](#)

[Other Publications](#)

Girls Circle Association

[Girls Circle Facilitator Manual](#)

[Activity Guides and Material Sets](#)

Centre for Addiction and Mental Health (CAMH) VALIDITY (Vibrant Action Looking Into Depression in Today's Young Women) Project

[Girls Talk Program: Facilitator's Manual](#)

To find out if Girls Talk Program is a good fit for your organization – watch this [webcast](#)

It's a Girl Thang! A Manual on Creating Girls Groups

The Miss G Project for Equity in Education

A grassroots young feminist organization which was able to advocate for Women and Gender Studies into the Ontario secondary School Curriculum:

[Teacher's Resources Site](#): an in-progress collection of resources for teachers trying to incorporate women's & gender studies and feminist materials in their classrooms.

[Voices: A Program of Self-Discovery and Empowerment](#)

[Facilitator's Guide and Participants Journal](#)

[Go Grrrls Curriculum](#)

[The Go Grrrls Workbook](#)

CASE STUDIES AND BEST PRACTICES

[Best Practices: Experience, Knowledge & Approaches for Working with and for Girls and Young Women](#)

This report from the Girls Action Foundation provides case studies of girls programs, as well as the rationale for all-girl spaces, the contribution that popular education and civic engagement can make to gender-specific programs

RESOURCES FOR WORKING WITH DIVERSE GIRLS AND YOUNG WOMEN

[Northern Girls Research Review: A Compilation of Research on Northern, Rural and Aboriginal Girls' and Young Women's Issues](#)

[Racialized Girls Research Review: A Compilation of Research on Racialized Girls' and Young Women's Issues](#)

[Our Communities, Our Words: Stepping Up for Racialized Girls' Empowerment](#)

[Engaging and Empowering Aboriginal Youth, A Toolkit for Service Providers](#)

[ISPAYIN - Métis Youth Express Yourself! Métis, health and well-being cultural competency tool for working with Métis youth](#)



LEARNING MORE...

RESOURCES ANSWERING THE QUESTION OF "WHY FOCUS ON GIRLS?"

[Why Girls? Video](#) (YouTube video)

Video to mark the launch of Girls Action Foundation's four *Why Girls?* resources.

Why Girls? Resources

Dealing with the issues of [Leadership](#), [Media and Pop Culture](#), [Sexual Health](#) and [Violence Prevention](#), these resources add the voices of girls and young women and offer innovative perspectives to the discourse that surrounds them.

[Girls Action Research Review: A Compilation of Research on Girls' and Young Women's Issues](#)

INFORMATION RESOURCES ON TRENDS IN DRINKING BY GIRLS AND YOUNG WOMEN

[Coalescing on Women and Substance Use](#)

This site has sections on [Young Women, Alcohol and other Substance Use](#) and includes webcast video files and the publication [Girl-Centred Approaches to Prevention, Harm Reduction and Treatment](#).

[Girls are Drinking More](#)

Video by Connect with Kids on research showing a significant increase in the use of alcohol by girls.

RECENT RESEARCH

[The Formative Years: Pathways to Substance Abuse Among Girls and Young Women Ages 8-22](#)

[What a difference a year can make: Early alcohol and marijuana use among 16 to 18 year old BC students.](#)

[Young Women & Alcohol Abuse: A look at trends, consequences, influences, and prevention approaches](#) Article from the Canadian Women's Health Network (CWHN)

[Girls, Women, Alcohol, and Pregnancy Blog](#)

Research updates and trends in alcohol use and prevention resources.

This resource was prepared by Ginny Gonneau ggonneau@cw.bc.ca & Nancy Poole npoole@cw.bc.ca
For more info see www.coalescing-vc.org. Please send us ideas for further resources to include.