

For immediate release

## **Embrace Socialising Safely this Summer says National Alcohol Charity, Drinkaware.**

With state exams finishing up, [Drinkaware](#), the national independent charity working to reduce and prevent the misuse of alcohol in Ireland, wants to encourage young people to stay safe when socialising this summer.

The end of exams and scheduled events taking place across the country, makes summer a great time for socialising which can mean more opportunities for young people to consume alcohol over prolonged periods.

The freedom summer offers, coupled with the desire to make new connections can potentially lead to risky behaviour. The pressures of social media can exacerbate feelings of inadequacy and drive young adults to engage in activities which could compromise their safety, especially when there is alcohol involved.

Data from the Drinkaware Barometer 2023 shows us that 3 in 10 young people aged 18-24 drink to fit in\*. Research confirms “the role of the family and parents as the most important influence on children’s expectations, attitudes and behaviours relating to alcohol” (Smit et al 2020). Drinkaware is encouraging parents not to delay in talking to young adults about alcohol consumption and summer socialising.

Of those surveyed aged 18-24, 8 in10 said they are more likely to drink for social reasons including celebrating and because it makes social gatherings more fun. The social context of being surrounded by others who are drinking, or in drinking contexts in general, is strongly associated with unplanned drinking in young adults (Griffin et al. 2021).

Young adults should be mindful of excessive alcohol consumption and its potential consequences which can lead to impaired judgment, risky behaviour, alcohol poisoning and long-term health problems such as liver disease.

Drinkaware has shared these useful tips to support parents to speak openly about how their young adults can enjoy their summer celebrations and look after their health this summer:

1. **Educate and inform them on** [HSE low-risk weekly alcohol guidelines](#) and what a standard drink is. Talk about what to do if someone has had too much to drink. Discuss the dangers of excessive alcohol consumption.
2. **Plan ahead:** Ask them to share their plans with you and ask how they would like to celebrate and with whom. Discussing safe ways they can keep within the public health guidelines, agree boundaries, and make sure that you are both fully informed and comfortable with the plans.

3. **Discuss alternatives.** Young people are the leaders in the mindful drinking and sober-curious movement. Do not assume that your child will inevitably drink alcohol to mark the occasion. Have a chat about alcohol-free alternatives or build up their resilience against any peer pressure they may face.
4. **Create a non-judgmental space.** Remember that this is an intense and emotional time. Listen to what they have to say. They will be more inclined to listen to what you have to say if they also feel heard.
5. **Model behaviour from a young age.** Young people may drink for a number of reasons; if they're feeling stressed or sad, to fit in with their peers, or because they see adults around them drinking to enjoy themselves or to cope, normalising them to unhealthy drinking patterns.

**CEO of Drinkaware, Dearbhla O'Brien commented:**

“Summer is a time for fun with friends, but young adults face unique challenges when it comes to staying safe and socialising. Young people need to be aware of the immediate dangers that can arise from drinking excessively, including alcohol poisoning, making irresponsible decisions, academic and career impact, as well as long-term health problems.

As a parent, you can guide them towards avoiding alcohol use and making smarter choices. Open communication and fostering a culture of responsible socialising are essential to minimising risks and ensuring our young adults can navigate their social life safely this summer. Alcohol is invariably a part of Irish social occasions and as parents we want the best for our young adults. We want them to experience life and to enjoy life but talking to them about the dangers of alcohol is a crucial part of this.

We want to encourage everyone to keep it fun and keep it safe this summer. Alcohol is a part of many social gatherings and can be enjoyed when consumed in moderation. Our [Safe Summer Socialising](#) webpage is now live and provides additional helpful tips and advice on how to have a fun, safe summer.”

**-Ends-**

**Notes to the editor:**

**About Drinkaware:** Drinkaware is the national independent charity working to prevent and reduce alcohol misuse in Ireland, governed by an independent board and regulated by the Charities Regulator. Registered Charity Number: 20204601

**\*The Drinkaware Barometer 2023** is a national population-based survey of 1,000 adults aged 18+ conducted by **IPSOS B&A** in July/August 2023 and included a series of internationally recognised modules relating to alcohol consumption and mental health. For more information on research projects and publications visit [www.drinkaware.ie/research](http://www.drinkaware.ie/research)

**For media enquiries, contact:**

Noirin Byrne | Head of Communications | [communications@drinkaware.ie](mailto:communications@drinkaware.ie) | 087  
7802674

Alex Ainsworth | Digital Media & Communications Officer | [campaigns@drinkaware.ie](mailto:campaigns@drinkaware.ie) |  
087 1425055