



27 September 2021

‘SMASHED’, AN EDUCATION PROGRAM TEACHING TEENAGERS ABOUT THE DANGERS OF UNDERAGE DRINKING LAUNCHES ONLINE IN AUSTRALIA

[Link here](#) for media assets including teaser videos and stills of online program

Smashed, the global education program dedicated to reducing underage alcohol consumption is now available as a free, online program in Australia to help teens avoid risky behaviours and better understand the dangers of underage drinking in a flexible format that can be accessed anytime.

Smashed is a preventative program intended to help reduce the prevalence of early alcohol use amongst young people by engaging participants in a safe and motivational learning environment. The project is designed to enable young people to explore the dangers and consequences of underage drinking and to equip them with the facts, skills and confidence to make responsible choices and foster informed attitudes that reduce alcohol-related harm among teens.

The online program is an adaptation of *Smashed Live* which was launched in Australia in 2018, with the program having so far reached more than 94,000 students who have attended 514 performances across 437 schools. The online program enables all young people in Australia, particularly those in regional or remote areas to access the skills and knowledge delivered by the program in a home-schooling environment.

The live component of the *Smashed* program tours schools with a live theatre performance and interactive workshops delivered by professional actors, supported by teaching resources, parent’s guide and a comprehensive evaluation framework.

Post performance evaluation of students confirm that 95 per cent have been able to accurately identify the key dangers and risks associated with underage drinking after taking part in the Smashed program.

The online program uses the same lessons taught in the live program and combines engaging drama and interactive learning tools to tell a powerful and realistic story of young people and alcohol. The 60-minute e-learning course encourages students to interact with the characters, help them make responsible decisions, and think about what they would do differently when presented with scenarios that have adverse outcomes following decisions involving underage alcohol consumption.

The course is linked to state health and physical education curricula for the age group, targeted to year 8 and 9 students and is delivered either via schools or can be completed by individuals in their own time.



Smashed online is facilitated by Gibber Australia. **Gibber CEO Tim Watt** says: “Smashed Live has been and continues to be an incredibly effective way of connecting with young people around the risks of underage drinking and alcohol misuse. The online extension of the program enables us to continue this conversation but on a much bigger scale. Smashed can now empower young people with the necessary skills and knowledge to make healthy life choices around alcohol, regardless of where they live.”

“We know there are teens at home who are struggling with lockdowns and social isolation so by providing this education program online we're hoping to reach these vulnerable young Australians and prevent them from experimenting with risky behaviours and alcohol.

Australian Secondary Principals' Association President Andrew Pierpoint said: “Smashed is an important program which teaches high school students about the dangers of underage drinking and the risks of this destructive behaviour.

I encourage all schools and students to take part in the Smashed Online program, especially those currently in lockdown, or those who won't have the opportunity to see the Live performance at their school,” Mr Pierpoint said. Smashed Online is being provided free to Australian schools because of support from international drinks producer Diageo. Smashed is part of its ongoing commitment to preventative measures to reduce alcohol-related harm including from underage drinking, with a target to reach 750,000 people in Australia through the Smashed program.

With the online course currently available, the *Smashed Live* tour will again roll out to schools in Queensland from Term 4.

For more information on The Smashed Project, visit www.smashedonline.com.au

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For more information, images, interviews or to attend an upcoming performance, contact: Madeleine Wilson - 89 Degrees East on 0424 638 855 | madeleine@89degreeseast.com

About Gibber Australia

Gibber Australia (www.wearegibber.com) deliver theatre in education programs that connect and engage with young people in a credible way. Their programs are linked to the curriculum and informed by over two decades of experience. They deliver key learning objectives in a fun and memorable way, highlighted in a robust evaluation process. Live interactive theatre, filmed scenarios and multimedia are used to build respect and trust, effecting positive change in behaviours and attitude which have been identified to accelerate learning. At the heart of everything Gibber create are the cool credible characters, brought to life by their talented, professional actors. Their schools' programs are informed by over two decades of



experience and a proven track record of successfully devising, scheduling and touring innovative educational theatre with multiple teams.

About Diageo (Instagram [@Diageo](#))

Diageo (pronounced *Dee-ah-jee-oh*) is a global leader in beverage alcohol with an outstanding collection of brands including Bundaberg Rum, Johnnie Walker, Smirnoff, Captain Morgan, Lagavulin, Talisker and The Singleton whiskies, Cîroc and Ketel One vodkas, Baileys, Don Julio, and Gordon's and Tanqueray gins.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice. *Celebrating life, every day, everywhere.*