

6 ways to get the conversation started

It's not always easy, saying the right thing. Maybe the only response you get is a deep sigh. But it's important to talk, nonetheless. So here's how you can get the conversation started. Page 6.

How teenagers drink

Teenagers aren't drinking like they used to, but alcohol is still part of many young people's lives. The facts and figures are all here! Page 8.

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Congratulations! You're now the proud parent of a teenager!

And just like that, Systembolaget is reaching out to you. Why? Young people don't even drink nowadays. There must be other things to worry about. Things like mental health. And cannabis. And what's happening on Snapchat and TikTok.

And yes, it's true that young people are drinking less alcohol than your generation did when they were in their teens. But that downwards trend has levelled off – four out of every ten ninth graders still drink alcohol. And the figure amongst 2nd year upper secondary school students has risen to seven out of every ten.

You play a key role in your child's life, even when they're no longer little ones. What you say makes a difference, even if it might not always feel like it at the time. And when the day comes that your teenager has to decide whether to turn down or accept a glass of spirits, it's really useful if you've laid the foundations for their decision in the form of know-how and opinions, if you've listened to each other and built a mutual sense of trust. And if you've agreed on some rules you can refer to if your child comes home late and drunk one evening.

The brochure you're holding contains information and the best tips we have to offer on how to talk to your teenager about alcohol. Save this Teenage Phrasebook, read it in peace and quiet – ideally, together with your child.

6 ways to get the conversation started

It's not always easy talking about important and emotionally charged. Even if you're met with scepticism or silence when you try to talk about alcohol, keep trying. Have faith that your words mean something.

1. Think about how you open the conversation

We often use phrases like "you must" or "you're always" in emotionally charged conversations. We use them because we really want to get the other person to understand where we're coming from. But the chances of having a good conversation are higher if you start by formulating your feelings and experiences of the situation by saying "I feel" or "I think."

2. Avoid interrogations

Avoid turning the conversation into an interrogation - try and maintain a dialoque instead. Actively listen to your child and show them you're interested in what they have to say. This will increase the chances of your teenager continuing to share their thoughts and feelings going forward.





10 YOUNG PEOPLE THINK IT'S A GOOD **IDEA FOR PARENTS** TO DISCUSS ALCOHOL WITH THEIR CHILDREN.



3. Look at it from their perspective as well as yours

It's often difficult to think flexibly when we're angry or concerned. Remember that your child's perspective is just as important as yours. Tell them about your concerns, but try to understand how your child feels and experiences the situation, too.

4. Be clear about your expectations

It's important that you listen to your teenager's experiences and feelings, but it's also vital that you, as their parent, have the courage to set boundaries. Be clear about the rules when it comes to alcohol. This will give your teenager a sense of knowing where they stand, and remember, no child wants to disappoint their parents.

CONFESSIONS



WHY ARE YOU

SITTING ON THE

FLOOR?

FOR NEW

PERSPECTIVES!

5. Encourage honesty

If you want your teenager to be honest, you need to think about how you react when he or she tells you when they've made a mistake or something bad has happened. It can be challenging to do, but stay calm and show your appreciation when your child opens up to you. Anger and criticism will just shut the dialogue down. It might sound obvious, but every parent knows just how hard staying cool can be.

6. Make conversation part of your daily routine

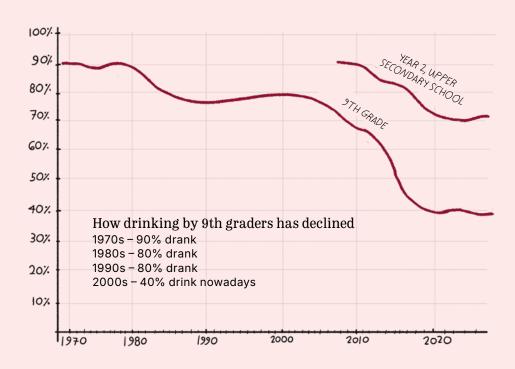
Be on the lookout for the times when your teenager seems to want to talk - during car journeys, at mealtimes, or when it's just you guys at home together. The conversation might involve something big or something small, but by being available when your child is looking to make contact, he or she will become more comfortable talking to you about a variety of subjects.



How teenagers drink

Fewer and less – but the trend is levelling off

Swedish teenagers are drinking less than previous generations. That having been said, there are signs of this decline levelling off. This is what daily life looks like for your teenager today.





How much are teenagers drinking?

It's not just that fewer teenagers are drinking: they're also drinking less alcohol. The amount of alcohol consumed by ninth graders has fallen by 70% between 1977 and 2023. Consumption peaked in the late 1990s and early 2000s, but has since declined once more.

How many teenagers drink? 39 procent of ninth graders and 70 procent av of year 2 upper secondary school students.



Young people were asked whether they had drunk alcohol in the past 12 months.



We don't really know why young people are drinking less alcohol than before, but here are some possible explanations:

Lack of time

Studies, leisure activities, and social media are occupying young people's time and attention.

High demands

Young people are experiencing high performance-related demands, both in their spare time and at school. Which means less room for alcohol.

Health

Taking care of your health is an ideal that affects both adults and young people. Teenagers seem to be aware that alcohol is harmful.

Group pressure

Saying no is more socially acceptable than it used to be, and group pressure to party seems to have declined.

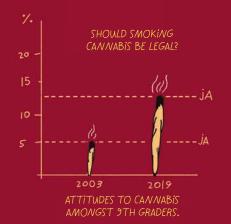
Does alcohol lead to other drugs

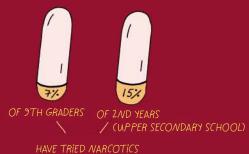
Well, yes and no. Most teenagers who drink alcohol will not try narcotics. That having been said, the majority of those who do use narcotics started by trying legal drugs like alcohol and tobacco.

Cannabis has been partially legalised in a number of countries worldwide over the last few years. Are young people influenced by the legalisation debate? The percentage of ninth graders who have tried narcotics has remained relatively stable over the past 20 years, but the frequency has increased. In other words, young people who use

narcotics nowadays do so twice as often as the young people who used 30 years ago.

Young people do not seem to be using more narcotics than they used to, but we have seen an attitude shift towards a more liberal approach since early 2000. Ninth graders nowadays regard narcotics as less of a problem than they did 20 years ago, and fewer seem to regard cannabis as a dangerous drug. It's worth mentioning, however, that just over 1 in every 3 people still see narcotics as a big problem.





Which parent are you?

Parents handle the alcohol question in different ways. Some forbid, others want to talk and inform. What do you do? And what are the challenges you face?



Opportunity: you're supported by the facts

Reading tip: 6 ways to get the conversation started. Page 2.

The personal responsibility parent

Opportunities:

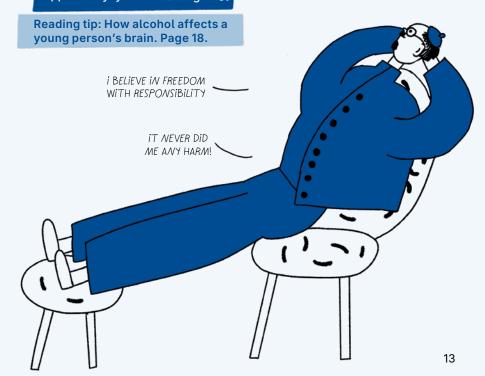
You trust your teenager's ability to handle situations, and believe that alcohol is a part of life that people need to learn how to handle for themselves – just like you did when you were young. Trust is an important part of any relationship – which means you have a solid foundation for communication with your teenager.

Challenge: keeping track of what's happening

Opportunity: you're showing trust

Challenges:

Setting boundaries is not something you're used to doing, but remember that teenagers aren't always mature enough to take personal responsibility. Research has shown that alcohol has a more harmful effect on young people's brains than on those of adults. If you're thinking of buying alcohol for your teenager to make sure you know what they're drinking, bear in mind that it can go badly wrong. Teenagers who get their alcohol from home often drink more than those who don't.



The facts parent

THAT'LL BE A NO.

Opportunities:

You approach the alcohol conversation with your child with the help of logic and rational arguments. Poorer grades? Unprotected sex? Street fights? No thanks! And because you base your discussions on facts and research, you undoubtedly already know that zero tolerance helps postpone alcohol debuts – which is how you protect your child against getting into difficult situations.

Challenges:

If you want to get your message across, you need to start by listening and showing an interest in your teenager's perspective. Stick to your zero-tolerance approach when it comes to alcohol, but maybe you could let a few things be up for discussion? Try opening up a dialogue about timekeeping or how often your teenager has to get in touch when they're out. If you've previously agreed to some rules with your teenager, there's a much better chance that they'll stick to them when push comes to shove.

The out of the question parent

Opportunities:

You seldom or never have a glass of wine. Maybe your religious beliefs or your culture include rules on alcohol. Allowing your teenager to drink alcohol is simply out of the question. Firm principles can be good – they offer clarity. The position at home is absolute and boundaries are very clear.

Challenges:

Your teenager might be encountering situations and contexts that are foreign to you. If you want to get through to them, it's important that you show an interest in your child's perspective and experiences. If their contemporaries drink alcohol or take drugs, it can be difficult for your teenager to say no. Maintaining an open dialogue about alcohol that makes space for your child's questions and doubts may well increase the chances of them saying no.



I REMEMBER WHAT IT WAS LIKE TO BE YOUNG!

THE MOST IMPORTANT THING IS THAT YOU FEEL YOU CAN ALWAYS TALK TO ME.

The let's talk about it parent

Opportunities:

You're an engaged parent who wants to establish a dialogue and be understanding. It's important to you that you base your approach on reality, rather than sticking rigidly to your own principles. You're keen to talk about alcohol, even when your child is in their early teens, which gives you a real opportunity to raise the subject again if and when your child starts drinking.

Challenges:

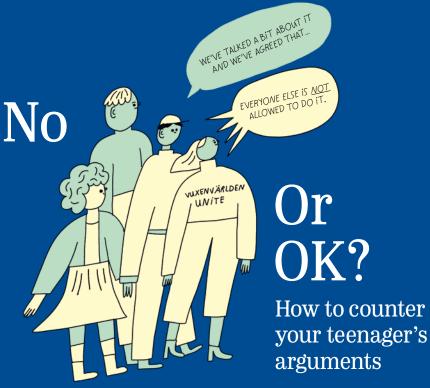
You might find setting boundaries challenging. Try to show curiosity about your child's perspective while, at the same time, being clear that it's unacceptable to you that they drink. Showing understanding is not the opposite of setting clear boundaries. If you let your teenager taste alcohol at home, it can be difficult to say no if your teenager says, "But you let me drink at home! Why can't I drink when I'm out with my friends?"



Challenge: setting boundaries

Opportunity: you're listening to your teenager

Reading tip: No or OK? How to counter your teenager's arguments. Page 12.



The balancing act between setting boundaries and listening can be a difficult one for a parent. Below, Bengt Grandelius (Psychologist), and Sven Andréasson (Alcohol Dependence Specialist), share their tips on what to say when your child wants to drink.

"It's not logical saying you're allowed to drink but I'm not."

"The brain is the slowest developing organ in the human body, and the one that is most sensitive to the effects of alcohol. It doesn't matter if you're bigger than me, physically speaking: your brain is still developing, which is why you're not allowed to drink. You're not allowed to drive a car either, but I am."

"I'm going to get hold of alcohol anyway, so I might as well get it from you. At least that way you'll know what I'm drinking and how much I'm drinking."

"Yes, I'm sure you can get hold of alcohol if you really want to, but as an adult, I cannot help you drink. Which is why I have to say no. And you can blame me if you like – say, "My pathetic mother won't let me drink." You can have that one on me.





"Everyone else is allowed to..."

"It might feel as though everyone else is allowed to do things you're not allowed to do, but I promise you that most people of your age are having exactly the same discussion with their parents as you are with me now. If you like, I could talk to the other parents so we can agree on a set of rules that apply to everyone."

"So you don't trust me? If you did, you'd know I can handle drinking."

"I do trust you when it comes to a lot of things. But when you've been drinking, it's easy to end up in situations that are harder to handle. And that worries me. Which is why I'm saying no." "Can I taste yours?"

"No, because alcohol is a neurotoxin that affects teenagers more than it does adults, so I don't want to give you a taste."

ABOUT THE EXPERTS

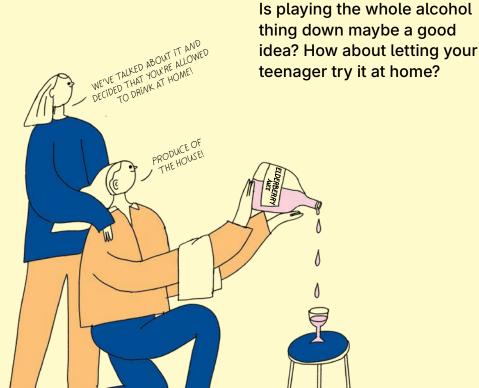
Bengt Grandelius

Registered psychologist, family therapist and author, with many years' experience of therapeutic treatment work with children, young people, and adults.

Sven Andréasson

Alcohol Dependence Specialist and Professor of Social Medicine at the Karolinska Institute.

PLAY IT DOWN :



Offering your teenager a drink at home...

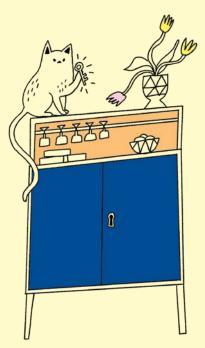
... doesn't result in them drinking less or learning a natural approach to alcohol. Quite the reverse, in fact. Permission to have a beer at home can be interpreted as it being OK to drink in other settings, too.

Bottles of spirits in the drinks cabinet...

... can be tempting for a teenager. If you have alcohol on display at home, it might be a good idea to talk to your teenager about what you expect. About the fact that the alcohol on display is for adults only. If you're worried, keep an eye on the content of the bottles, put them away somewhere, or keep the bottles behind a locked door to help your teenager resist the temptation.

Do you have different attitudes to alcohol

It's important that the adults in the family are giving teenagers the same message. Try to come to an agreement with your co-parent about what your position is on alcohol and partying, preferably before it becomes a relevant issue for your teenager. If other adults in your



child's circle are happy to offer your teenager alcohol, it's important that you – as the parent – make it clear to your teenager that they are not allowed to drink.

Mixed messages

Saying yes to alcohol in some contexts and no in others can make things confusing for your teenager. If you allow them to drink at home, you're giving them the impression that the whole alcohol thing is negotiable, and that can make it harder for you to stick to your "no" when your teenager wants to drink with their friends.

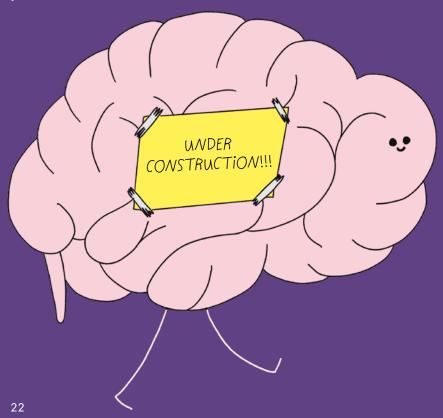
Is offering teenagers alcohol illegal?

Offering your teenager a glass of wine with their meal is not illegal, but it can send the wrong signal. But when it comes to buying alcohol so your teenager can take it with them when they go out – that's called bootlegging, and it's illegal.



How alcohol affects a young person's brain

A teenager's brain is changing at record pace, acquiring the building blocks it needs to handle the stresses and strains of adult life. Alcohol can disrupt this developmental process and damage your child's potential later in life.



5 minutes!

That's how long it takes for alcohol to reach the brain. After 10 minutes, cognitive functions and behaviour are affected. The effect lasts for several hours – exactly how long depends on how much you have drunk.

Impulse control? Zero

A brain that is under the influence of alcohol makes your teenager more willing to throw themselves into situations without a safety net. To have an accident or to get into fights – things that can have consequences long after the hangover has faded.

Do not disturb!

The teenage years are when neural pathways are merged, and cells formed. The brain undergoes an intensive period of development all the way up to 25 years of age. Drinking alcohol at a young age can disrupt this delicate process during which several important abilities are shaped.

BLACKOUT!

Teenagers often drink quickly, pouring it down their throats to avoid the taste of the spirits. Group pressure is not uncommon. Which can make it hard to judge just how drunk you're getting. Drinking until you have memory gaps has quantifiable consequences and affects the structure of the brain for several weeks at a time. Young people who drink heavily once or twice a month will, therefore, constantly suffer from poorer memory skills and reduced cognitive ability.





Alcohol consumption releases the pleasure hormones, dopamine and endorphins – the body's reward system is activated. You feel happy, brave, and loving. But those feelings pass. Because not only does the effect disappear as you become drunker, but if you drink regularly, your brain will also get used to this hormone boost. You'll need more and more alcohol to achieve the same effect, and drinking frequently lays the foundation for future addiction.

The self-confidence rollercoaster

When we have a little bit of alcohol in our blood, we feel attractive and clever. But that feeling is deceptive. Regular alcohol consumption will, in fact, eat away at your self-confidence, particularly if you do things you regret.

Poorer grades

The ability to learn new things and to remember them are two of the things you risk worsening when you drink alcohol.

Your brain wants more

When you drink, your brain learns to crave the intense rush that alcohol gives, so if you drink in your teens, rather than waiting a few years, the risk of becoming addicted increases.

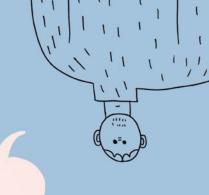
Doom and gloom

Alcohol can cause anxiety, depression, and mental illness. At the same time, mental illness intensifies the need to drink more to supress the unpleasant feelings, at least temporarily. This can very easily become a vicious circle that teenagers may find very difficult to break.





"i'M SCARED THAT SOMETHING WILL GO WRONG – SO I'VE BEEN KEEPING A PRETTY CLOSE EYE ON THINGS. I'M WORRIED ABOUT WHAT'S HAPPENING ON SOCIAL MEDIA, OTHER PARENTS CAN BE REALLY NAÏVE – "NOT MY CHILD!" ARE THEY SURE ABOUT THAT?" – MOTHER, AGED 52, BIG CITY



"iT'S CHALLENGING THAT THEY THINK THEY'RE MORE GROWN UP THAN THEY ARE – TRYING TO EXPLAIN TO THEM WHY SOME THINGS DON'T WORK." – FATHER, AGED 53, COUNTRYSIDE

What are you worried about?

Are you keeping an eye on Snap Map in real time? Or do you sleep like a baby when your teenager is out and about?

"IT FEELS LIKE THEIR WORLD AND THEIR GENERATION ARE DIFFERENT FROM HOW IT WAS WHEN I WAS GROWING UP. IT'S DIFFICULT TO RELATE TO THEM." – MOTHER, AGED 44, SMALL TOWN

The 6 most common consequences when teenagers drink

Damage to possessions or clothing: 21%
Being photographed/filmed in embarrassing or compromising situations: 20%

Getting into a row: 19%

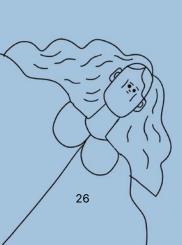
Having an accident or being injured: 16%

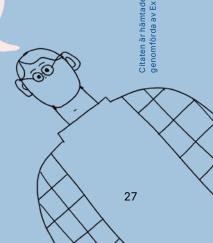
Driving a moped, car or other

motor vehicle: 16%

Losing money or other valuables: 16%

* 9th graders who drink alcohol







FOR UP TO TWO

YEARS

is really important. Talk to your child and those in your circle about not buying alcohol for your teenager, or offering it to them.

THE MORE PEOPLE WHO KNOW ALCOHOL IS BEING SOLD ON SOCIAL MEDIA, THE GREATER THE CHANCE THAT MORE PEOPLE WILL REPORT IT.

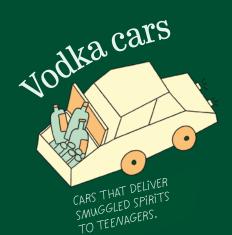
If you discover an anonymous dealer account – here's what you do.

A new media landscape has emerged over the past few decades. One where spirits are illegally resold via anonymous dealer accounts ("hinkkonto") on social media such as Snapchat and Instagram. Buying from online dealers is risky. Who's selling the alcohol? And what's in the bottle? If you discover an account that's selling to your teenager or others, you need to act immediately!



28% HAVE SEEN ALCOHOL OFFERED FOR SALE ON SOCIAL MEDIA

12% HAVE BOUGHT ALCOHOL VIA
ANONYMOUS DEALER ACCOUNTS





1. Report the account to the social media platform

The people behind the account cannot see who has reported it. If possible, encourage other people to do the same thing.

2. Report it to the police

If the dealer has been in contact with your child, or if you see other proof of alcohol sales, ask your teenager if you can take screenshots.

3. Ask about followers

Talk to your child about people who follow the account and who they are.

4. Talk to your child

Tell your child that contact with anonymous dealer accounts is dangerous and that selling alcohol that way is illegal.

5. Keep in touch with other parents

Raise the subject when you talk to other adults. The more people who know alcohol is being sold on social media, the greater the chance that more people will report it.

What about parental drinking?

Pop! The wine cork's out of the bottle, it's Friday, and dinner's on the table. Psychologist, Sigrid Elfström, and alcohol researcher, Josefine Östh, offer tips on how you, as a teenager's parent, might want to think about your own drinking habits.



Many parents feel that they've regained their freedom, once their children become teenagers. Finally having more time to yourself can feel wonderful. At the same time, however, it's important to remember that your teenager still needs support, comfort, and stability. The fact that you drink alcohol doesn't have to be a problem, but a fourteen-year-old may feel insecure around an intoxicated parent in just the same way as a four year old.

If your teenager wants to drink because you do, the answer's simple: there are some things that adults do that young people are not allowed to do. Talk to your teenager about why drinking alcohol is one of these things. Scare tactics seldom work well on teenagers. who are very likely to shut down if they feel they're not being listened to. A non-moralising tone and an open dialogue are always good ways to go - including when you're

discussing alcohol.

Teenagers' attitudes to alcohol are influenced by their social circle and by society's norms as a whole, but you can also influence them in your role as a parent. You are a role model for your teenager, so it might be a good idea to think about your own drinking habits. What behavioural patterns and messages are you sending your child that they will carry onwards in their lives? Yes, alcohol can be nice and enjoyable at times, but maybe it doesn't need to be a focal point? Show them that life

can be just as much fun without a glass of wine in your hand.

For some parents, alcohol might feel like it's taking more than it gives. Do you feel like alcohol is occupying more and more space in your life? Do you find yourself drinking more than you'd initially intended to? Do you often feel tired and worn out when you've been drinking the night before? If so, it might be time to review your alcohol consumption so you can successfully build the secure foundation your child needs.

If your teenager comes home drunk

It can be hard knowing how to respond if your teenager stumbles into the hallway drunk, late one night. Take a deep breath and try to stay calm.

Reaction

Discussions can wait. Maybe you drank too much yourself, once upon a time when you were their age, and know how bad they feel. Focus on taking care of your teenager and letting them feel safe in coming home to their own bed. Offer a hug, something non-alcoholic to drink, and put a bucket beside their bed in case they feel sick.

i JUST WANT TO HELP

YOU MAKE SURE THIS

DOESN'T HAPPEN AGAIN



It's time to talk about what happened yesterday, but don't go in all guns blazing. Your teenager is probably already feeling guilty and ashamed. Be alert to the possibility that unpleasant things may have happened during the evening. Adopt a fact-finding

approach, rather than a judgemental one. Opening with, "What happened yesterday? Would you like to tell me?" can pave the way for a discussion. Start by listening to your teenager. Then say, clearly and calmly, that partying with alcohol is unacceptable to you. Let your teenager understand that everyone can make mistakes without becoming their mistakes.



Rules

Had you and your teenager already come to an agreement on alcohol? If your teenager has broken the agreement, tell them how worried you are when this happens, but without guilt-tripping them. If you haven't talked about alcohol before, this is a good opportunity to set your course going forward. And when your child subsequently sticks to your agreement – show appreciation. It's not always easy saying no to your friends!

Consequences

It might be a good idea to establish what the consequences will be if your child breaks an agreement before they do so. The consequences need to be logical and proportional if the teenager is to learn something from them. A logical consequence is one that's relevant to the situation. They might, for example, not be allowed to go to the next party, or that they'll be picked up early. Avoid empty threats. If you establish a consequence, you should be prepared to follow through on it – this creates clarity and trust.



Useful contacts

ALKOHOLHJÄLPEN

Tel. 020-84 44 48. For anyone thinking about their own or someone else's alcohol habits. Find out more: alkoholhjalpen.se

BRIS VUXENLINJE

Tel. 077-150 50 50. The BRIS Adult Helpline takes calls from adults who want to talk about issues involving children and young people. Find out more: bris.se/for-vuxna/kontakta-oss/bris-vuxentelefon/

BUP

Childhood and adolescence psychiatric services (BUP) can provide support if you're worried about your teenager. Search online and contact your local clinic.

Find out more

1177

Information and support in connection with alcohol and other drugs. Find out more: 1177.se

BARNDOM UTAN BAKSMÄLLA

Barndom utan baksmälla ("A Hangover-Free Childhood") is aimed at children who are suffering as a result of adults' drinking.

Find out more: barndomutanbaksmalla.se

CAN

The Swedish Council for Information on Alcohol and Other Drugs – CAN. Find out more: can.se

DRUGSMART

Statistics for alcohol and other drugs.

Find out more: drugsmart.se

FÖRÄLDRALINJEN

Tel. 020-85 20 00. For anyone who wants a sounding board about their role as a parent, or who is worried about either their own child or a child in their circle.

Find out more: mind.se/hitta-hjalp/foraldralinjen/

MASKROSBARN

Support for young people growing up with parents who have mental health or alcohol issues. Offers a chat function and support sessions, etc. Find out more: maskrosbarn.org

TRYGGA BARNEN

For young people living closely with someone who has problems with alcohol, drugs, or mental health issues.

Find out more: tryggabarnen.org

FOLKHÄLSOMYNDIGHETEN

The Public Health Agency of Sweden – Folkhälsomyndigheten – provides information, news, and statistics for alcohol and other drugs. Find out more: folkhalsomyndigheten.se

FULL KOLL

Information and support about alcohol, drugs, and teenagers.
Find out more: fullkoll.nu

IQ

Information and support. IQ is a subsidiary of Systembolaget. Find out more: iq.se

OM SYSTEMBOLAGET

Information and facts about alcohol and health.

Find out more: omsystembolaget.se

4 ways to say, "No"

There are times when the kindest thing you can say is, "No." Here are a few ways to refuse to buy alcohol for someone else.

Share your concerns

Be honest about your concerns. Tell them that you're worried and concerned about what might happen if you buy alcohol for them.

It's illegal

Tell them that it's illegal to buy alcohol for a minor and can result in you being fined or going to prison for up to two years.

Personal experience

Many people regret what they did when they were drunk. Sound familiar? Talk about your own experiences with alcohol and why it's not a good idea for you to buy it for them. Or for your child to drink.

Play the health card

The risk of alcohol problems down the line declines for every year you put off your drinking debut. Young brains are more sensitive to alcohol than adult ones. Plus alcohol affects exercise outcomes and impacts your heart and liver.

Sources

REPORTS

The Swedish Council for Information on Alcohol and Other Drugs (CAN) National School Survey on Alcohol and Drug Use, 2023 (CAN report no. 223, 2023)

IQ's Alcohol Index 2022

Young people's questions about alcohol and drugs (CAN report no. 162, 2017)

Young in a Time of Reduced Drinking – Focus Report no. 08, 2020 (CAN 2020)

Young people's acquisition of alcohol via social media (CAN, commissioned by Systembolaget, 2021)

Alcohol and the Brain (Alcohol and Society, Swenurse, 2024)

Why are young people drinking less than before? (Stockholm University, 2019)

Self-reported alcohol habits in Sweden, 2004-2022 (CAN, report no. 222, 2023)

Young people's risk perception and usage – do they hang together? Focus report no. 06 (CAN 2020)

How many children are growing up with parents who have alcohol problems? (CAN report no. 185, 2019)

National Public Health Survey: Health on Equal Terms? (Public Health Agency of Sweden, 2022)

Up to the individual? Changes in young people's attitudes to narcotics between 2003 and 2019, Focus report no. 07 (CAN, 2019)

Adults' attitudes to cannabis and other narcotics (Public Health Agency of Sweden, 2023)

ARTICLES/WEBSITES

How alcohol damages the young brain (Accent magazine)

Alcohol dependence (1177)

How the body is affected by alcohol (hjarnguiden.se)

One in five young people would consider offering a younger person alcohol (Accent magazine)

EXPERTS AND FACT CHECKERS

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