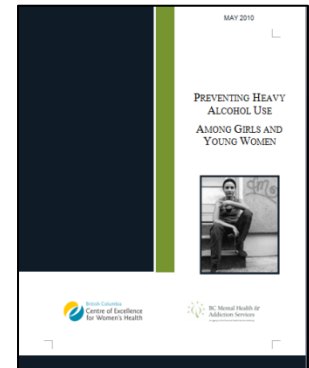


Preventing Heavy Alcohol Use Among Girls and Young Women: Understanding Key Influences and Promoting Best Practices in Health Promotion, Prevention and Harm Reduction

At issue - Increasingly, girls and young women worldwide are drinking alcohol and binge drinking. In Canada, according to the 2004 Canadian Addiction Survey, 85% of the alcohol consumption reported by females aged 15-24 years was consumed in excess of the Canadian low risk drinking guidelines. While current trends indicate an increase in the use of alcohol by girls and young women, and evidence affirms that their alcohol use has serious health consequences, we need greater understanding of how to address the gender-specific influences on heavy drinking, to guide health promotion, prevention and harm reduction strategies designed to reach and involve girls and young women.

Phase 1 - In 2009/2010 researchers at the British Columbia Centre of Excellence for Women's Health undertook a literature search and key informant interviews, sponsored a one-day symposium, and developed a report that identified the prevalence, trends, health impacts and influences related to heavy alcohol use by girls and young women, as well as examples of existing gender-informed programming. For more information on this project, you can visit the [Coalescing on Women and Substance Use website](#).



Phase 2 - In this current year, we are:

1. *Identifying promising practices* - We are inviting exchange with current girl-centred prevention and health promotion program providers, to identify promising practices in reaching and engaging girls and young women on prevention, health promotion and harm reducing efforts. We are interested in talking to those who are providing programming directed to girls and young women about their aims, practices, challenges, outcomes and successes. (Summer 2010)
2. *Working with programs interested in 'gender-informed' practice* - We are interested in working with programs with an interest in bringing the findings about girls and young women's needs into their work. (Fall 2010 and Winter 2011)

If your organization is delivering or developing prevention programming which reaches girls or young women and are interested in discussing your work with us, please contact:

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