



**IS YOUR DRINKING
AFFECTING
THEIR THINKING?**

Kids are great mimics.

It's how they learn.

**From as young as six months,
they're already trying to
imitate everything we do.**

**And when you stop to think about
it, that's a huge
responsibility.**

**If kids copy everything you do,
then the way you behave with
alcohol is no exception.**

When you drink.

How you drink.

Why you drink.

**All of this influences your child's
attitude to alcohol.**

**So next time you pour
yourself a few at home or head to
the pub with the
family in tow, think about the
message you're
sending your children.**

**Because they're watching
and listening.**

And they don't miss a thing.

**So for everyone's sake,
not least your
children's, practice
drinking in moderation.**

MATURE ENJOYMENT OF ALCOHOL IN SOCIETY

MEAS