

Grundtvig Learning Partnership 2013-2015



THINK
BEFORE
DRINK

Bazzano 07-10 November 2013



Grundtvig Learning Partnership Think Before Drink 2013-2015

THINK BEFORE DRINK (TDB) is a learning partnership (LLP) that brings together adult education providers from Italy, Sweden, Romania, Turkey, Lithuania.



Grundtvig Learning PARTNERSHIP

Think Before Drink 2013-2015



Gefle Beer Society
Gavle – Sweden



Asociația Hair Redivivus
Buzau - Romania



Lithuanian Open Air Museum
Rumsiskes - Lithuania



Selçuk Üniversitesi
Besyomed
Konya - Turkey



Il filo d'Arianna
Montevoglio - Italy



WHAT IS TBD ABOUT?

THINK BEFORE DRINK aims at fostering awareness for responsible alcohol consumption in order to reduce risky behaviours that may affect health and social relationships.



Our main goal is to make drinkers aware of the boundary between alcohol use and abuse by showing cultural habits regarding alcohol consumption. We are going to learn from each other the pros and the cons of drinking and examine the way each country cope with alcohol abuse problems.



Dramatic situations lead to dramatic outcomes, like alcohol abuse, to escape from problems. Many of them are related to recession and very high youth unemployment rates.



Prejudices and stereotypes can lead to misunderstandings between European cultures: we all have different traditions, legislations, backgrounds, mentalities regarding alcohol and its consumption.



There is a general lack of knowledge and awareness about the different types of alcoholic drinks, their properties, benefits and harms.



TARGET GROUPS

The target groups we will focus on adults and youngsters, especially disadvantaged individuals particularly affected by the current economic crisis (early school leavers, low qualifications, unemployed).



The young and the adult out of work,
without a formal education and
professional skills are particularly
vulnerable to drink abuse...



Binge drinking is affecting more and more our adolescents and is a major problem in our societies.



CONCRETE OBJECTIVES OF T.B.D.

Foster responsible alcohol consumption in order to reduce risky behaviours that may affect our health and cause social exclusion



Research on traditions and cultural habits about drinking alcohol in every country of our partnership and share the outcomes, learning from each other and sharing intercultural experiences





“Northern population drink too much, Muslims never drink”: fight prejudices and encourage respect towards other cultures and European citizenship awareness



Why do we have a negative vision of women drinking? Fight discrimination between men and women for a more equal society



Intergenerational learning and sharing:
encourage cooperative attitudes between
children and parents, the young and the
elderly for a mutual understanding about
drinking habits and pros and cons of alcohol



Enhance the importance of drinking as a traditional element for socializing and sharing: drinking with friends, at parties, events, celebrations...





Focus on the
benefits of drinking
for our health:
what is advisable
to drink,
when and why



OUR APPROACH

We are going to

- elaborate a socio-cultural study of the situation in each partner country (social habits, policies, cultural traditions, trends...)



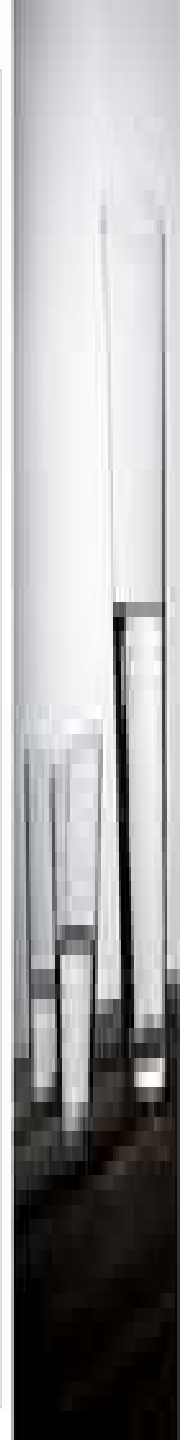
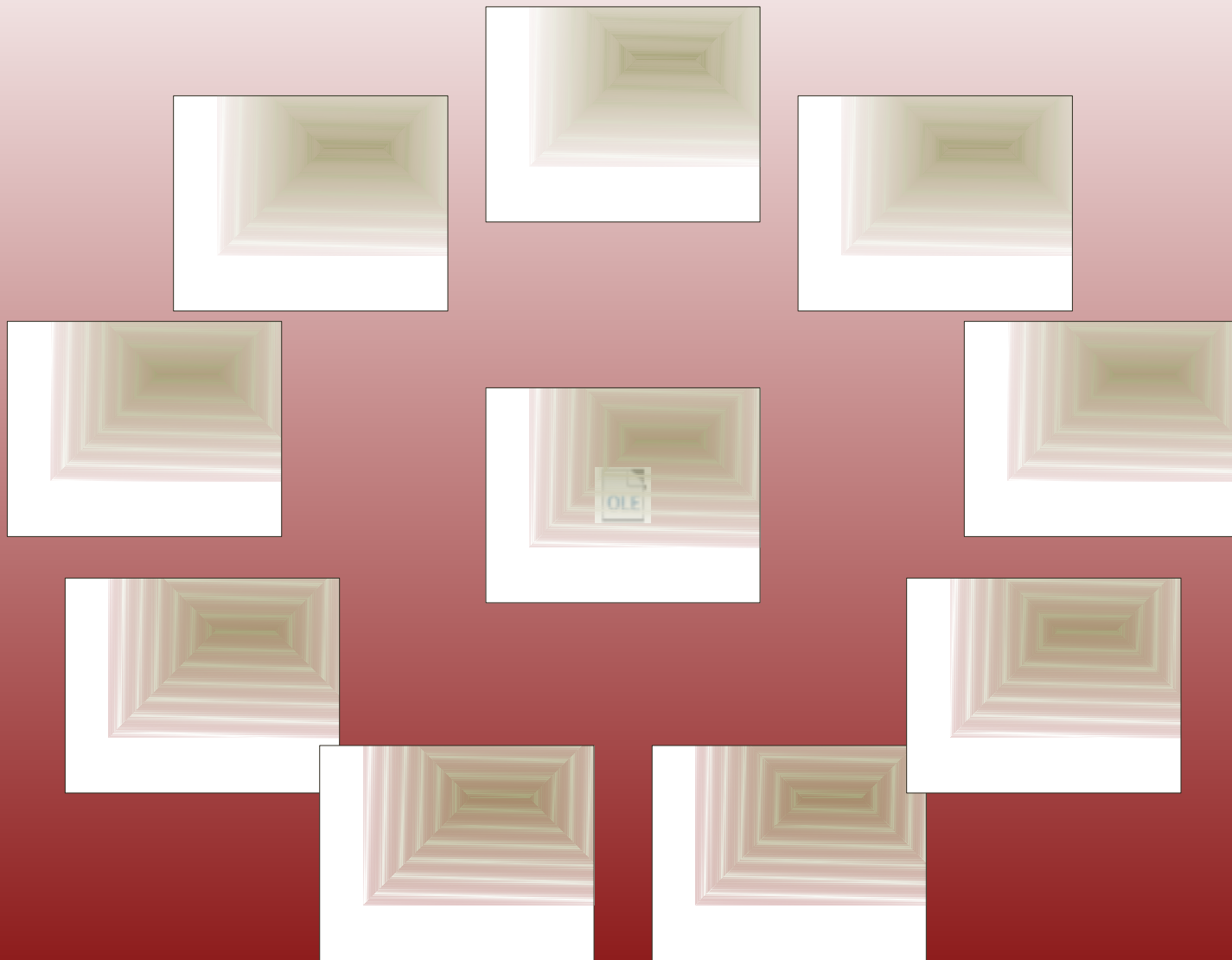
- investigate and analyze different aspects of alcohol consumption addressing stakeholders and agents (local communities, health institutions, social workers and volunteers, beer/wine producers, etc...)



- organize conferences, workshops, seminars, meetings with experts in order to acquire knowledge and competencies to help individuals or communities involved in alcohol problems



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OUTCOMES

In the two years of our project we are going to produce:

Field/scientific studies on the properties of the different types of alcoholic drinks, their benefit and harms

- Country report including social habits and traditions regarding alcoholic drinks consumption in each country



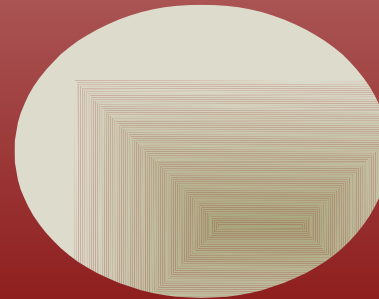
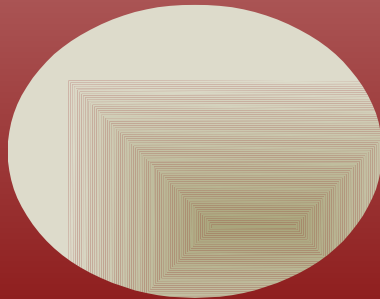
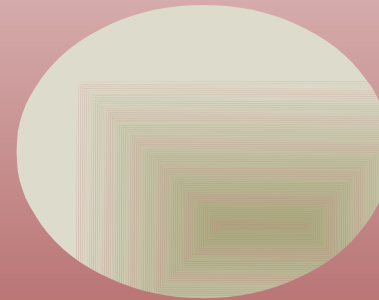
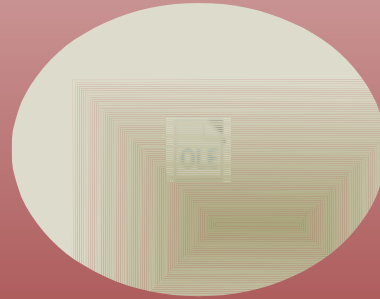
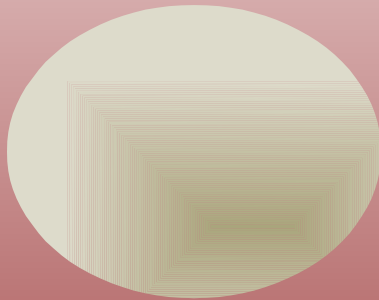
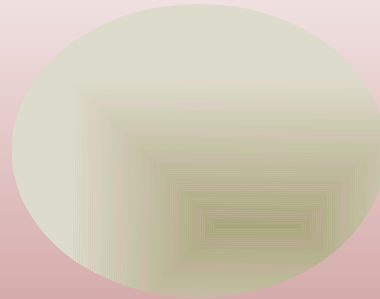
- Short movies
- Collection of recipes
- Practical tools
- Guidebook
- Meetings with local institutions, media, stakeholders involving the community



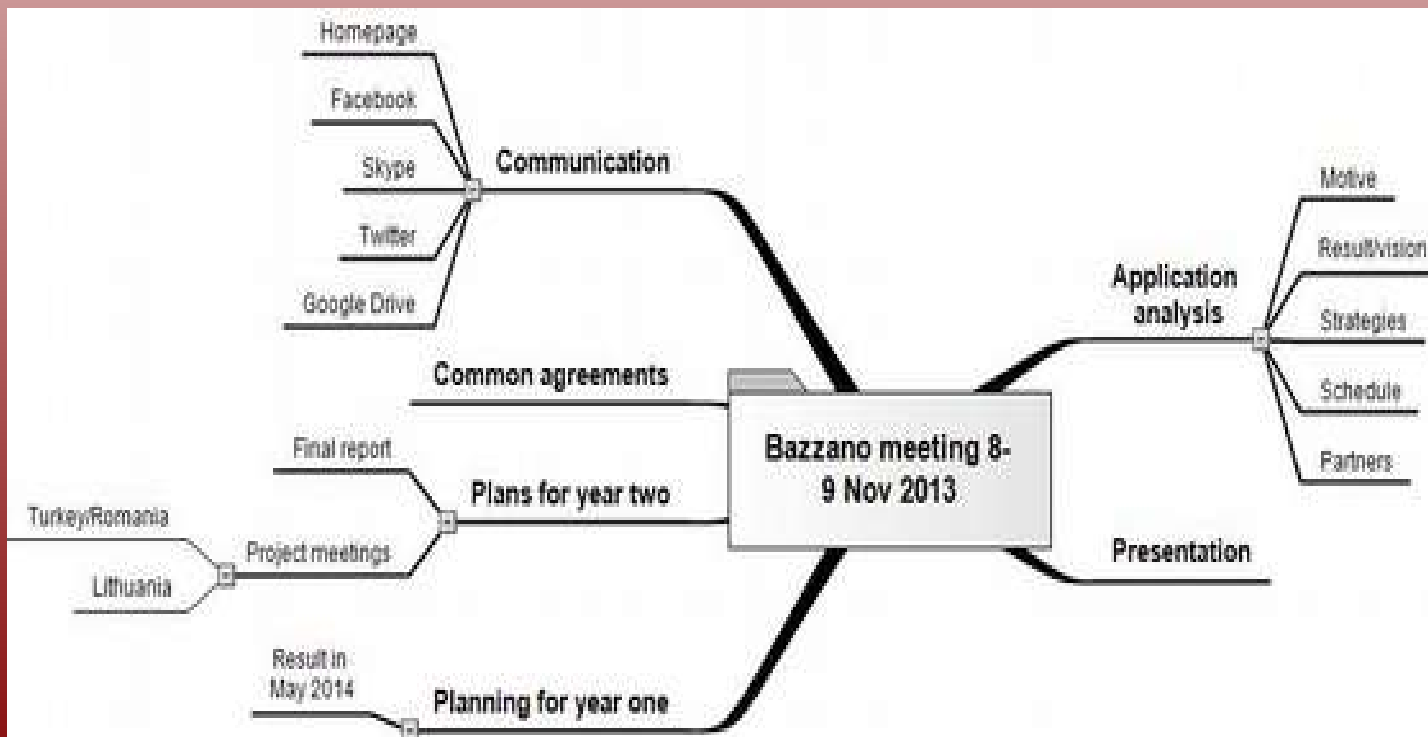
- Official website
- TBD blog/facebook group
- Flyers in different languages
- Practical tools



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1° Transnational meeting in Italy: Bazzano (Bo) 7-10 November 2013



2° Transnational
meeting in Sweden:
May 2014
in occasion of Gavle Beer
Market



- 3° and 4° Transnational Meetings in the partnership countries between September 2014 and June 2015 (to be planned)



MANY THANKS FOR YOUR
ATTENTION AND GOOD LUCK TO
THINK BEFORE DRINK
LEARNING PARTENERSHIP !



Cultural Association

