



UNGDOMENS NYKTERHETSFÖRBUND

We want a democratic and
solidary world free from drugs

The Swedish Youth Temperance Organization (UNF)

- 6500 members in the age 13-25 in 120 local clubs
- Religiously politically independent
- Main work



Project goals

Decrease the availability of alcohol to underage

Evaluate two different methods of making age-limit-tests

Carry out at least 1200 age-limit-tests in grocery stores

Educate and inform staff in grocery stores



Two methods

Cooperation-method

Make agreements with grocery stores about education and age-limit-tests

Cooperate with municipality and the union

Confrontation-method

- Test age-limits in grocery stores, and then confront the stores and go to the media with the results

- Report all tests where under-aged persons got to buy alcohol to the police

Common for both methods

- All mystery-shoppers and witnesses should be members of UNF
- The mystery-shopper should be between the age of 13-17, and act as any other youth when trying to buy beer.
- In all tests there should be a witness above the age of 18 attending

The logo for UNF (Svensk Nykterhetsförbund) consists of the lowercase letters 'unf' in a white, sans-serif font, enclosed within a white rounded rectangular border.

Carrying out the project



1 475 tests of the age limit made by underage mystery shoppers in 25 different cities all over Sweden.

8 cities worked with one of the two methods over a longer period of time

Once a year a “big fat beer-control” was made in Stockholm, where 100 stores were tested in one day.

National attention

- The project got a lot of attention in the media, and reporters from national TV and papers followed the mystery shoppers on a couple of controls
- A number of trials due to UNF:s police reports when stores sold beer to underaged gained a lot of attention from media
- The social committee in the Swedish parliament made an official statement to the government where they said that there was a big problem with the lousy numbers
- 366 litres of beer was sent to the minister of public health to show the problem with a demand on moving the sale of beer to the retail monopoly.



Results in the project

- Young boys (below the age of 15) could buy beer in lesser extent, **23,5%** of the tests, than older girls (16-17) that get to buy in **47,7%** of the tests.
- Young cashiers sold alcohol to underage in a bigger extent than older.
- In 2003 underage persons got to buy alcohol in **48,3%** of the controls, in 2005 the result had improved to **35,9%**.
- There was an improvement in the age control in the cities where the controls came back continuously.



Results of the two methods

- The 8 cities where one of the two methods were carried out showed better results than the other 17 cities where the controls were more irregular
- The confrontation-method showed better results in the end of the project. (21,2% of the tested stores failed in 2005, in 2003 the numbers were 49,2%)



Conclusions and recommendations

- Continuous work with under-age mystery shoppers has a positive effect in availability to alcohol for minors from grocery stores.
- Education and awareness-raising among staff can make a difference, but requires a lot of resources and effort under a continuous time.
- All efforts to reduce the sale of alcohol to young people must keep going all the time, because they are quickly forgotten if the work is not continuously.