

# Alcohol Abuse Reduction Picture Codes

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**BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
iDEAS  
iNTO  
ACTiON**



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why do young people start to drink alcohol?
- What is the problem with drinking too much alcohol?
- How can young people avoid drinking alcohol?
- How can young people avoid drinking too much alcohol?
- What do you think is going to happen to these young people after drinking?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why has the man drank so much?
- How do you think the woman feels about the man being drunk?
- What do you think of the woman working while the man sleeps after drinking?
- How can this situation be changed?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why has the man gotten drunk?
- What is the problem with drinking so much?
- What could his friends have done to keep him from drinking so much?
- What do you think will happen next?





**BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- What is making this man angry?
- What influence does alcohol have on getting angry and abusive?
- What will the reaction of the woman be?
- What could be done to avoid confrontations like this?







- What is happening in this picture?
- Why are the men fighting?
- What influence do you think alcohol had on starting the fight?
- What will be the result of the fight?
- What could have been done to avoid this situation?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- Why does this person have a headache?
- What can be done to drink less alcohol to avoid headaches?
- What do you imagine is the long-term effect of being repeatedly drunk?
- What is the influence of alcohol abuse on reaching personal goals?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS**  
INTO  
**ACTION**





- What is happening in this picture?
- Why do the boys want to buy the girl alcohol?
- What is the reaction of the girl?
- How does taking alcohol influence how the boys feel about sex?
- What would you do if you were the girl?
- What would you do if you were the boy?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS**  
INTO  
**ACTION**



- What is happening in this picture?
- Why is the boy forcing the girl to have sex?
- How did the girl get herself into this situation?
- What is the risk that a girl will be raped after getting very drunk at a shebeen or bar?
- What could the girl have done to avoid being raped?





**BEHAVIOR  
CHANGE**  
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IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why do so many people drink alcohol when driving?
- What is the problem with drinking and driving?
- What do you think is going to happen next?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- What could the driver have done to avoid crashing?
- Why does alcohol cause so many crashes?
- How will the family feel to learn about the crash?
- What could the family have done to prevent this tragic result?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- Why is the man offering the girl a beer?
- What are her reasons for refusing?
- Why does avoiding drinking alcohol help avoid problems?
- Why would young people want to start drinking?
- What can motivate young people to delay starting to take alcohol?





**BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why is the man refusing the beer?
- What are the advantages of not drinking too much alcohol?
- How will the man feel in the morning?
- How will not getting drunk improve his decision-making abilities?
- What poor decision have you made after drinking alcohol?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- Why are the men offering the boy alcohol?
- Why is he refusing it?
- What are the advantages of never drinking alcohol?
- Why would the men want the boy to drink?
- What is the best way to avoid alcohol when you don't want it?



BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION



- What is happening in this picture?
- Why is one man drinking only soft drinks?
- How does he feel about socializing and drinking only soft drinks?
- What is the reaction of the other man?
- What are the advantages of drinking only soft drinks?
- What poor decisions might be made under the influence of alcohol?





**BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why is the man drinking a coke after drinking several beers?
- What are the advantages of drinking soft drinks or clean water when drinking alcohol?
- What are the advantages of drinking soft drinks or clean water after drinking alcohol?
- What are the advantages of drinking only soft drinks?
- What are the advantages of sobering up before leaving a shebeen or bar by drinking a soft drink or clean water?



BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION





- What is happening in this picture?
- Why is the man giving the girl alcohol?
- What is the reaction of the girl?
- How is the girl's friend trying to help her?
- What is the influence of the alcohol on how the girl feels about the man and sex?
- What do you think will happen next?
- What would you do if you were the girl?





- What is happening in this picture?
- Why doesn't the woman want the man to drink alcohol?
- What is the problem of drinking alcohol and taking Anti-retrovirals?
- Why would someone drink so much they would forget to take the ARV drugs?
- What do you think the effect the alcohol will have on how well the ARV drugs work?
- What can be done to get those taking the ARVs to drink less alcohol?





**BEHAVIOR  
CHANGE**  
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ACTION**



- What is happening in this picture?
- What is the relationship between the man and the girl?
- How do they feel about each other?
- What do you think is going to happen next?
- What are the obligations of girls who accept gifts or drinks from men?





**BEHAVIOR  
CHANGE  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- How does the alcohol influence how the two feel about each other?
- How do you think the alcohol affects how they feel about having sex?
- What do you think will happen next?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- How is the girl feeling after drinking the alcohol?
- What is the boy expecting in return for paying for the drinks?
- How has the alcohol influenced their ability to decide whether to have protected sex or not?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
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ACTION**



- What is happening in this picture?
- Why is the girl motivated to have sex with the man?
- What is the influence of the alcohol on their decision to have sex?
- What is the likelihood that they will use protection?
- What could influence the two to not have sex?
- What would you do in this situation?



**BEHAVIOR  
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- What is happening in this picture?
- Why is the boy giving the girl money?
- How does the girl feel about getting money?
- What might be the result of the girl having sex without protection with the man?
- What might be the result of the man spending so much money on alcohol and the girl?



**BEHAVIOR  
CHANGE  
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ACTION**



- What is happening in this picture?
- Why has the alcohol made the man feel sick?
- How is he going to feel the next day?
- Why does he drink so much that he makes himself sick?
- What effect will being sick have on his drinking in the future?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
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ACTION**



- What is happening in this picture?
- How does the girl feel about getting drunk?
- How does the girl feel about having had unprotected sex with a stranger?
- What do you think will happen to her next?
- What could influence her to drink less and avoid having sex for money with a stranger?





**BEHAVIOR  
CHANGE  
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ACTION**





- What is happening in this picture?
- Why is the woman happy?
- Why is the man buying beer?
- What do you think will happen next?
- Why do people like to drink alcohol?
- Why don't they think of the harmful part of drinking alcohol?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- How do they feel after drinking so many beers?
- What do you think will happen next?
- How does drinking lots of alcohol affect your ability to make choices?
- How do you feel if you have taken too much alcohol?





BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION



- What is happening in this picture?
- What made them want to have sex?
- Why are they having sex in the vehicle?
- How do you think they will feel the next day about drinking beer and having sex?
- What might be the result of having sex?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- Why is the boy giving the girl alcohol?
- What is the boy expecting in return?
- What is the reaction of the girl?
- What would you do if you were the girl?
- What would you do if you were the boy?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS**  
INTO  
**ACTION**



- What is happening in this picture?
- How does the girl feel after drinking alcohol?
- How does the boy feel?
- What do you think is going to happen next?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Where are the boys taking the girl?
- What do you think will happen next?
- How will the girl feel in the morning?
- What might be the result for the girl of getting drunk and going with the boys?
- How could this situation have been avoided?







- What is happening in this picture?
- Why do young people like drinking alcohol?
- What is the influence of young people on each other to drink alcohol?
- What are the advantages of drinking alcohol?
- What are the disadvantages of drinking alcohol?



**BEHAVIOR  
CHANGE  
COMMUNICATION:  
TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Where is the boy taking the girl?
- What is going to happen next?
- What was the influence of the alcohol on their decision to go off together?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- How does the boy feel?
- What could he have done to avoid feeling sick?
- What will be the reaction of the boy the next time he starts drinking alcohol?
- What is the best way to avoid drinking too much alcohol?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- How does the girl feel?
- What advice is her friend giving her?
- What will be the reaction of the girl the next time she goes to drink alcohol?
- What is the long-term impact of getting drunk often?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS**  
INTO  
**ACTION**



- What is happening in this picture?
- What is the influence of the alcohol on the boy and the girl?
- What do you think the parents think of them taking alcohol?
- Where did they get the money to buy the alcohol?
- What do you think will happen next?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- What does the boy want?
- What is the reaction of the girl?
- What do you think is going to happen next?
- What could the girl have done to avoid being in this situation?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- How does the girl feel?
- What is the influence of the alcohol on the girl?
- What will happen next?
- What do you think of boys who force girls to have sex when they are too drunk to resist?
- What do you think the impact will be on the girl of being drunk and having sex?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why is it good to talk with friends when you have a problem?
- Why is the girl upset?
- What result is she most concerned about regarding getting so drunk that she doesn't remember having sex with the boy?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- How does the man feel about his family?
- How would you describe the relationship between the man and the woman?
- What is your idea of an ideal relationship between a man and a woman?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS  
INTO  
ACTION**





- What is happening in this picture?
- Why is the man drinking alcohol with another woman?
- What is the interest in the woman in drinking with a married man?
- What do you think will happen next?



**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
**TURNING  
IDEAS**  
INTO  
**ACTION**



- What is happening in this picture?
- What influence did alcohol have on the man and woman having sex?
- How could this situation have been avoided?
- What influence does the woman have to get the man to use protection?





**BEHAVIOR  
CHANGE**  
COMMUNICATION:  
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IDEAS  
INTO  
ACTION**



- What is happening in this picture?
- Why is the woman angry with the man?
- Why is the man not able to give money to the woman for the children?
- How could this situation have been avoided?
- What will the reaction of the man be in the future?
- What will the impact on the family be?
- What would you do if you were the woman?

