

## Slow Italian, Fast Learning

Ep.398: Campaign targets schoolies over alcohol dangers while overseas

Italian	English
<p>Ogni anno, migliaia di studenti australiani appena diplomati partono per una vacanza all'estero, per il rito di passaggio all'età adulta noto come "schoolies".</p> <p>È un momento in cui iniziano le avventure per gli adolescenti e le preghiere per i genitori.</p> <p>Per Michelle Jones, la cui figlia Bianca non è mai tornata dalla sua vacanza in Laos, è un ricordo agrodolce.</p> <p><b>"It's very very raw, especially at the departure entrance there where we said goodbye to our girls. Yep. Very raw, very upsetting."</b></p> <p>Bianca Jones e la sua amica Holly Bowles sono morte dopo aver consumato bevande contenenti metanolo in un ostello per backpackers nella località turistica di Vang Vieng lo scorso novembre.</p> <p>Avevano solo 19 anni.</p> <p>Ora i loro genitori vogliono che altri giovani siano consapevoli dei pericoli che comportano i viaggi all'estero e il consumo di alcolici.</p> <p>La madre di Holly, Sam Bowles, ha detto di volersi mettere in contatto con altri genitori.</p> <p><b>"It resonates with us. What we're trying to do is just get the message out to keep other travellers safe"</b></p> <p>Le famiglie sono al centro di una nuova campagna sulla sicurezza rivolta ai neodiplomati, lanciata recentemente dal</p>	<p>Every year, thousands of Australian school leavers head overseas on holidays, for the rite of passage to adulthood known as "schoolies".</p> <p>It's a moment when adventures begin for teens - and prayers are said by parents.</p> <p>For Michelle Jones, whose daughter Bianca never returned from her holiday to Laos, it is a bittersweet memory.</p> <p><b>"It's very very raw, especially at the departure entrance there where we said goodbye to our girls. Yep. Very raw, very upsetting."</b></p> <p>Bianca Jones and her friend Holly Bowles died after consuming drinks laced with methanol at a backpackers' hostel in the tourist town of Vang Vieng last November.</p> <p>They were just 19.</p> <p>Now their parents want other young people to know the dangers that come with travelling - and drinking alcohol - overseas.</p> <p>Holly's mother Sam Bowles says they want to connect with other parents.</p> <p><b>"It resonates with us. What we're trying to do is just get the message out to keep other travellers safe"</b></p> <p>The families are at the centre of a new safety campaign targetting school leavers, recently launched by the federal government at</p>

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<p>governo federale nella sala partenze internazionali dell'aeroporto di Melbourne.</p> <p><b>"UPSOT FROM CAMPAIGN VIDEO: Bianca and Holly were so excited about travelling overseas together. When Bianca first raised it with Mark and I, we were a little cautious, but also knew that travelling overseas with Holly was something that they had wanted to do and we were all confident about them traveling together. They were smart and they knew how to look after themselves."</b></p> <p>La campagna fornisce ad adolescenti e genitori consigli pratici sul consumo moderato di alcolici, sul prendersi cura degli amici e sui rischi rappresentati da bevande senza etichetta, a basso costo o sospette.</p> <p><b>"Be wary about consuming spirits and liqueur-based drinks such as cocktails on the rocks, buckets, and shots. "</b></p> <p>Sono inoltre disponibili indicazioni su come ottenere aiuto in caso di problemi.</p> <p>L'iniziativa è sostenuta dal sito web SmartTraveller e dall'organizzazione no profit Drinkwise.</p> <p>Come ha spiegato Simon Strahan, CEO di DrinkWise, i messaggi includeranno eventi promozionali nelle sale d'attesa degli aeroporti e pubblicità geolocalizzate sui telefoni cellulari.</p> <p><b>"They'll be seeing those messages in and around airports. They'll be seeing those messages on social media when they're searching for bars. It'll come up as part of that search activity. In Australia, we'll have those messages in liquor stores as well. We've got activations, that will be in airports, part of that will be actually engaging with school leavers, give them some merchandise, current reminders, and really start to talk to them."</b></p>	<p>Melbourne airport's international departure lounge.</p> <p><b>"UPSOT FROM CAMPAIGN VIDEO: Bianca and Holly were so excited about travelling overseas together. When Bianca first raised it with Mark and I, we were a little cautious, but also knew that travelling overseas with Holly was something that they had wanted to do and we were all confident about them traveling together. They were smart and they knew how to look after themselves."</b></p> <p>The campaign provides teens and parents with practical advice on drinking in moderation, looking after friends, and the risks posed by unlabelled, cheap or suspicious drinks.</p> <p><b>"Be wary about consuming spirits and liqueur-based drinks such as cocktails on the rocks, buckets, and shots. "</b></p> <p>There is also guidance on how to get help if and when things do go wrong.</p> <p>It's backed by the SmartTraveller website and not-for-profit group Drinkwise.</p> <p>Messaging will include promotional events at airport departure lounges, and geotargeted advertisements reaching mobile phones, as DrinkWise CEO Simon Strahan explains.</p> <p><b>" They'll be seeing those messages in and around airports. They'll be seeing those messages on social media when they're searching for bars. It'll come up as part of that search activity. In Australia, we'll have those messages in liquor stores as well. We've got activations, that will be in airports, part of that will be actually engaging with school leavers, give them some merchandise, current reminders, and really start to talk to them."</b></p>
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<p>Con la fine dell'anno che si avvicina , la campagna sta entrando nel vivo in vista delle "schoolies".</p> <p>Si prevede che migliaia di studenti viaggeranno a livello locale e all'estero, verso destinazioni famose per le feste come Bali, le Fiji, la Gold Coast e il sud-est asiatico.</p> <p>Il ministro dell'Istruzione Jason Clare afferma che la campagna mira a raggiungere gli adolescenti, ovunque si trovino.</p> <p><b>"We want to have fun and we want them to be safe. We want them to come home safe, and that's fundamentally what this campaign is all about - information online, on the plane, in the airport, text message, social media, but also getting information to schools."</b></p> <p>Nonostante una lunga indagine condotta dalla polizia del Laos e le pressioni delle autorità australiane, non è stata ancora formulata alcuna accusa per la morte di Bianca e Holly.</p> <p>Michelle Jones e Sam Bowles ricordano l'entusiasmo delle loro figlie all'inizio della loro avventura, ma esortano i genitori a parlare con i propri figli dell'importanza di rimanere vigili.</p> <p><b>MICHELLE JONES: "Parents should have the conversation and sit them down, before they go away."</b> <b>BUTT</b> <b>SAM BOWLES: "Make sure they know what to do if they do get sick - it's only going to help save lives."</b></p>	<p>With the end of the year approaching, the campaign is ramping up ahead of schoolies celebrations.</p> <p>Thousands of students are expected to travel locally and overseas, to popular party destinations like Bali, Fiji, the Gold Coast, and south-east Asia.</p> <p>Education Minister Jason Clare says the campaign is about reaching teenagers - wherever they are.</p> <p><b>"We want to have fun and we want them to be safe. We want them to come home safe, and that's fundamentally what this campaign is all about - information online, on the plane, in the airport, text message, social media, but also getting information to schools."</b></p> <p>Despite a lengthy investigation by police in Laos and pressure from Australian authorities, no charges have yet been laid over the deaths of Bianca and Holly.</p> <p>Michelle Jones and Sam Bowles remember their daughters' excitement as they embarked on their adventure, but they are urging parents to talk to their children about remaining vigilant.</p> <p><b>MICHELLE JONES: "Parents should have the conversation and sit them down, before they go away."</b> <b>BUTT</b> <b>SAM BOWLES: "Make sure they know what to do if they do get sick - it's only going to help save lives."</b></p>
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Report by Edwina Guinan for SBS News.

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