



The Alcohol Education Trust

A national charity that works with schools, parents, carers, health educators and youth outreach teams to ensure that children learn to stay safe around alcohol

Developing and delivering holistic, life skill and evidence-based approaches that build resilience and reduce underage drinking and alcohol-related harms

HELPING YOUNG PEOPLE STAY SAFE AROUND ALCOHOL



facebook.com/talkaboutalcohol/
[@talkalcohol](https://twitter.com/talkalcohol)
alcoholeducationtrust.org
talkaboutalcohol.com



Illustrations: Liz Bennett

Who we are

The Alcohol Education Trust is a small focused charity which works across the UK to keep children safe around alcohol. We are a leading early intervention charity that supports young people in making more informed life choices through the 2,100 schools and youth organisations we support with our award-winning resources.

What we do

INTERVENE EARLY

We aim to catch children before they begin drinking and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking increases their risk of injury, accidents and assault and makes them more vulnerable to others. We build children's resilience and life skills, helping them make responsible, informed choices as they encounter alcohol.

TRAIN THE WORKFORCE

We train teachers and health educators in how to deliver evidence-based, interactive and enjoyable alcohol education to young people of different abilities and backgrounds in a variety of settings.

IMPROVE LEARNING AND LIFE CHANCES

Our interactive activity-based and award-winning Talk About Alcohol programme is evidenced to improve knowledge and delay the age that teenagers choose to drink whole drinks. We focus on regions where alcohol harms are highest and have bespoke approaches for those most vulnerable to alcohol, such as looked-after children.

SUSTAINABLE, AFFORDABLE LEGACY

Those we train become our ambassadors and cascade their learning to others, meaning Talk About Alcohol costs just 50p per child. We continue to update resources, provide professional development and ongoing phone/email support.

STRENGTHEN ROLE MODELS AND BOUNDARY SETTING

As parents and carers are the prime suppliers of alcohol to children, we build parental confidence, knowledge and skills around alcohol. We encourage parents to monitor their children and to understand the risks associated with underage drinking, particularly in unsupervised settings.

Our impact and reach each year

In the last academic year:

1,200

teachers and professionals were trained in how to use the Talk About Alcohol programme.

11,500 received bi-termly advice and 131,000 used the alcoholeducationtrust.org resource area.

174,000

unique visits to talkaboutalcohol.com and alcoholeducationtrust.org learning zones.

3,500

children with disabilities were supported in 127 schools, special schools and pupil referral units across England with story and picture-led activities.

1,100

parents and carers were supported face-to-face and 80,000 received our tips and guidance or accessed our parent advice online.

2,100

schools and organisations actively used the Talk About Alcohol programme.

525,000

11-18 year olds used the games and activities and received Talk About Alcohol information.



**DELIVERING AN EVIDENCED-BASED PROGRAMME
THAT REDUCES ALCOHOL-RELATED HARM NATIONWIDE
FOR LESS THAN 50P A CHILD**

Working in every county across England, plus parts of Scotland, Northern Ireland and Wales
(All impact figures from AET outreach during 2016/2017 academic year)

Why we're needed



CHILDREN AND YOUNG PEOPLE

The Problems

- ◇ The average age for the consumption of a whole alcoholic drink is just 13 in Britain. Early and regular use of alcohol can affect brain development and increases the risk of dependency later in life.
- ◇ Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between an A* and a C grade (9 to 4).
- ◇ Children who experience childhood adversity are twice as likely to binge drink and children with ADHD are three times more likely to face addiction when older. Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- ◇ Between 2014 -16 there were 13,000 alcohol-specific hospital admissions for under 18s (7,700 of which were girls).
- ◇ In 2016, 9,250 children were excluded from state schools due to alcohol or drugs.

Our Solutions

- ◇ We engage children with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol on their physical and mental wellbeing.
- ◇ Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour or drinking too much, enabling them to make more responsible, informed choices.
- ◇ We focus our training and support workers in areas of high deprivation where alcohol-related harms are highest. We have developed story and picture-led activities and games around alcohol for those who find reading a barrier to learning. We have targeted streams of work supporting looked-after children and those with learning difficulties who face a greater risk of alcohol dependency and misuse.





SCHOOLS AND HEALTH PROFESSIONALS

The Problems

- ◇ OFSTED found alcohol education to be inadequate in 40% of secondary schools in 2013. Teachers cite not having enough time and not being subject experts as barriers to improvement.
- ◇ The time dedicated to health education (PSHE) has dropped by 40% since 2013.
- ◇ A record number of school exclusions were issued in 2016 in England due to drugs and alcohol.

Our Solutions

- ◇ We provide an easy one stop shop for busy, time-poor teachers where they can download lesson plans as well as implementation and evaluation guidance by topic or by suitability for each year group.
- ◇ We make our evidenced programme available free of charge to all secondary schools.
- ◇ We train teachers and provide on going guidance so they feel confident and knowledgeable in teaching about alcohol.



COMMUNITIES AND FAMILIES

The Problems

- ◇ Parents and carers are the prime suppliers of alcohol to under 18s.
- ◇ Children living in households where parents drink to excess are more likely to drink early and problematically.
- ◇ Our research shows that 93% of parents and carers overestimate the number of teenagers who drink and get drunk and so supply their children with alcohol, thinking they will get it elsewhere otherwise.

Our Solutions

- ◇ We help parents and carers to understand why drinking at too young an age and drinking too much can harm their child's short and long term health and also how drinking outside of the home raises the likelihood of other risk taking such as smoking or taking drugs.
- ◇ We correct perceived social norms with positive messages on how teenagers are drinking and getting drunk less than they were 10 years ago.
- ◇ We give positive parenting tips that reduce all risk taking such as how to set boundaries, be a good role model and know where their children are.
- ◇ We empower parents to resist teen pressure and manipulation.

Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

- ◇ The Talk About Alcohol programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- ◇ This effect gets significantly stronger as teenagers get older (NFER 2015).
- ◇ It is equally effective for ethnic minorities (NFER 2013).
- ◇ It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).



The AET Talk About Alcohol programme is selected as best practice by



European Platform
for Investment in
Children Promising
Practice



PSHE Association
Quality Assured



Centre for Analysis
for Youth Transitions



Early Intervention
Foundation

Awards and recognition



GSK King's Fund
Health Impact
runner up award
2016



Education
Resource Awards
2017 runner up and
highly commended
for best secondary
school resource



Children and
Young People Now!
2017 Finalist for best
early intervention
awards



Charity Times
Finalist for best
small charity of the
year 2017

A joined up approach to reduce alcohol-related harm



SUPPORT CHILDREN AND YOUNG PEOPLE

- ◇ Online games and activities
- ◇ Story and picture-led activities for children with learning disabilities
- ◇ Films, role play and engaging information and resources.



SUPPORT SCHOOLS AND ORGANISATIONS

- ◇ Evidenced resources fully supported online
- ◇ Age and ability appropriate
- ◇ Training + CPD
- ◇ Regular updates
- ◇ Printed online guidance/ resources/ evaluation.



EMPOWER PARENTS AND CARERS

- ◇ Face-to-face support sessions
- ◇ Confidential email advice
- ◇ Dedicated online advice and regular newsletter updates.

QUALITY ASSURANCE MEASURES

- ◇ Third party evaluation to assess impact and regular reporting on outcomes
- ◇ Piloting with young people and professionals to assure fidelity and fit for purpose
- ◇ Baseline and long term follow-up
- ◇ Advisory panel of experts.

FOCUS AREAS

- ◇ Special educational needs (SEN) and looked-after children (LAC)
- ◇ Geographical areas where alcohol-related hospital admissions are highest for under 18s.

How will the Alcohol Education Trust continue to improve outcomes for young people around alcohol ?

Over the next three years (2018-20) our goals are to:



SUPPORT CHILDREN AND YOUNG PEOPLE

- ◇ Enable 1.5 million young people (aged 11-18) to use the Talk About Alcohol programme across the UK.
- ◇ Support 10,000 vulnerable young people at higher risk of alcohol-related harms with bespoke approaches.
- ◇ Expand the AET youth population reach from age 11 - 18 to include transition from Primary to Secondary school and from 6th Form to leaving school.



SUPPORT SCHOOLS AND ORGANISATIONS

- ◇ Train 3,000 more teachers, health educators (PSHE), professionals and community leaders and support a further 90,000 online.
- ◇ Expand our training and support by regionally based AET specialists throughout England & to N. Ireland, Scotland and Wales.
- ◇ Support the provision of the Talk About Alcohol resources free of charge to a further 1,500 schools.



EMPOWER PARENTS AND CARERS

- ◇ Equip 150,000 more parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol.
- ◇ Support parents and carers who struggle with literacy with bespoke approaches.

ENHANCE OUR SERVICES

- ◇ Develop and roll out additional alcohol-related evidence-based programmes such as life skills, harm minimisation and social norms interventions for differing ages, ability and needs.
- ◇ Continue to develop more targeted approaches for children most vulnerable to alcohol misuse, dependency and abuse.
- ◇ Develop innovative approaches which deliver behaviour change with a focus on challenging perceptions of drinking and building positive and engaging activities.
- ◇ Expand our digital outreach, games and interactive materials.

QUALITY ASSURANCE

- ◇ Ensure all our training and resources are evaluated for their impact and produce regular reports on the outcomes of our work.
- ◇ Seek evaluation by academic specialists of our key programmes and only deliver evidenced approaches that prevent or reduce alcohol-related harm.

How you can help

The AET has to raise £200,000 annually to support the production of its free award-winning school resources, to employ its regionally based specialist trainers who work with parents, teachers and community leaders and to develop and maintain the digital and game-based online platforms for young people, parents and professionals.

INDIVIDUAL DONORS

You can support your local school with our award-winning Talk About Alcohol resource for just £90, or fund training of youth leaders at your sports or youth club for £300, making a huge difference at community level in reducing children's risk taking. If you cycle, run, hold coffee mornings or book sales, please think of us as a worthy cause. To learn more or for marketing resources, please email kate@alcoholeducationtrust.org

CORPORATE PARTNERS

We welcome responsible corporate partners who wish to improve the health and wellbeing of children locally or across Britain. The AET programmes are used in over 2,000 schools and organisations and can demonstrate evidence of impact, behaviour change, fidelity, sustainability and value for money. Please invite us to make a presentation by emailing helena@alcoholeducationtrust.org

KEY SPONSOR

The AET resources are used in schools, youth and sports clubs across the UK, reaching 500,000 children, 80,000 parents and 12,000 teachers and health editors each year. The alcoholeducationtrust.org website enjoyed 131,000 unique visitors in 2017. Organisations such as youth and sports clubs use our resources too. The right sponsor could help ensure that our resources remain available to our key users free of charge and, if appropriate, raise awareness of their goods or services to a broad audience.

AMBASSADOR OR MENTOR

As a small charity of just seven staff with such a broad remit we welcome and need ambassadors and mentors to guide and support our work, from joining our group of 40 PSHE, school nurse, medical and professional advisors, to becoming a trustee. Please do contact us via kate@alcoholeducationtrust.org if you'd like to be involved.

VOLUNTEER

From helping to organise local community fundraising events, to bid writing, research, marketing or piloting our resources, we need volunteers at many levels. Please do contact us via kate@alcoholeducationtrust.org

With thanks

Donations and grants are made to The Trust from a range of funders and grant making bodies. We are extremely grateful to have received grants, donations and pro bono support. We would also like to thank the friends and advisors of AET, those who have given their time, donated or attended our various fundraising events and to Epic Printing Services, Dorchester for their sponsorship of this publication.

The resources from AET have been hugely appreciated, they have enabled our pupils to review their thoughts and misconceptions around alcohol in an interactive and engaging way that has fuelled positive and reflective discussions.

Pupils have been able to access the resources independently to support them to come to their own answers on how they could better lead healthier lifestyles and make more informed choices around the use of alcohol."

Assistant Head Teacher, The Compass School (Alternative Learning Provision) Southampton

The resource allowed me to feel confident when delivering these lessons as it is backed up with evidence and statistics. I found my students liked having the facts. It also used language that my students understood and allowed me to feel sure that I was giving the correct information.

The links to the website mean that the resource is 'live' and can be kept current. This is essential for any PSHE resource. I would recommend this resource to other teachers.

Christ the King College, Isle of Wight

I think [the Talk About Alcohol Website] is a very good website for those who need some general education on alcohol. It's fun, eye catching, just overall brilliant for kids. It's laid out in a more fun way for extra help.

Year 9 pupil

The materials are very accessible for a range of pupils and learning styles and are enjoyed by the students.

We particularly like the AET approach which is based on best evidence and which has a social norms approach.

Since we have been using the AET resources in B&NES we have seen a considerable reduction in alcohol use and misuse, as evidenced by our regular SHEU surveys of schools.

The resource makes life so much easier for teachers and support staff – everything is there and instructions are easy to understand.

PSHE Coordinator for B&NES Council

I was shocked to learn that we, the parents, are the main suppliers of alcohol and give children alcohol as young as 13. We honestly thought it was their friends.

I've learnt so much this evening and feel much more confident in talking to my teenager about parties, peer pressure and that it's OK to say no sometimes.

Year 10 parent



Contact details

The Alcohol Education Trust
Frampton House
Frampton
Dorset DT2 9NH
Tel: 01300 320 869

kate@alcoholeducationtrust.org

Registered Charity 1138775

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