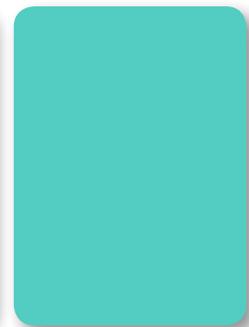
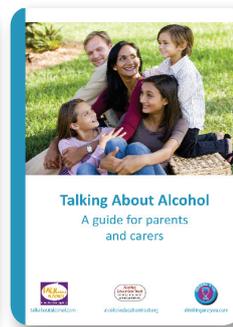
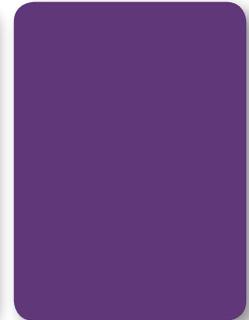




The Alcohol Education Trust



Progress On Strategic Goals And Impact Report 2019



Introduction from Vicky McDonough, Chair of Trustees



Thanks to the dedication of our staff, Trustees and volunteers, together with the energy of Helena, we have had 3 very successful 10th anniversary celebrations in 2019 and have reflected on our not inconsiderable achievements over the decade. It is now time to look forward to our next 10 years. In this report, you will see how the Alcohol Education Trust (AET) expects to deepen and expand its remit. Both in terms of geography, outreaches to more vulnerable young people and in the number of schools and settings using our highly evaluated materials.

One of the main reasons I joined the AET was to try and reduce levels of drunkenness among young people, a key contributing factor to unwanted pregnancies and STDs. In its 2018 report, the BPAS (British Pregnancy Advisory Service) identifies low levels of alcohol consumption as one of the main reasons why teenage pregnancy rates have fallen by 55% in the last decade, to the lowest ever level. I have no doubt that the AET, in providing the only evidence based alcohol education programme used in schools, has contributed to this decline.

In 2020 we move into a new office with a cafe attached, which will bring a regular income to the charity. 2020 will also see AET materials being used in an increasing number of schools as elements of PSHE, including alcohol education, become statutory.

Having spent my working life as a teacher, I fully understand how important it is to support children in making healthier choices. Adolescence is a time of experimentation and pushing of boundaries, thoughtless actions can have life changing consequences. Our work at the AET will continue to equip young people with the resilience and life skills that help ensure safer choices are made. Hard pressed teachers welcome our resources which inform rather than preach.

I trust that our significant impact will result in the next generation of teenagers making responsible decisions in respect of alcohol.

Vickie McDonough



CEO Helena Conibear, staff and Trustees at our 10th Anniversary, House of Lords, November 2019.

“An organisation, and especially a charity is only as good as its people, and how lucky we are at The AET with both our dedicated staff and trustees who work so hard to ensure that we equip children of all abilities in a huge range of settings with the skills, knowledge and resilience to make safer life choices. We are very humbled by our achievements over the last decade and by the wonderful support we enjoy from so many of you, our funders, volunteers, supporters and friends”.



“Thank you so much for the amazing opportunity that you gave us, we will never forget it! It made us all grow in confidence.”

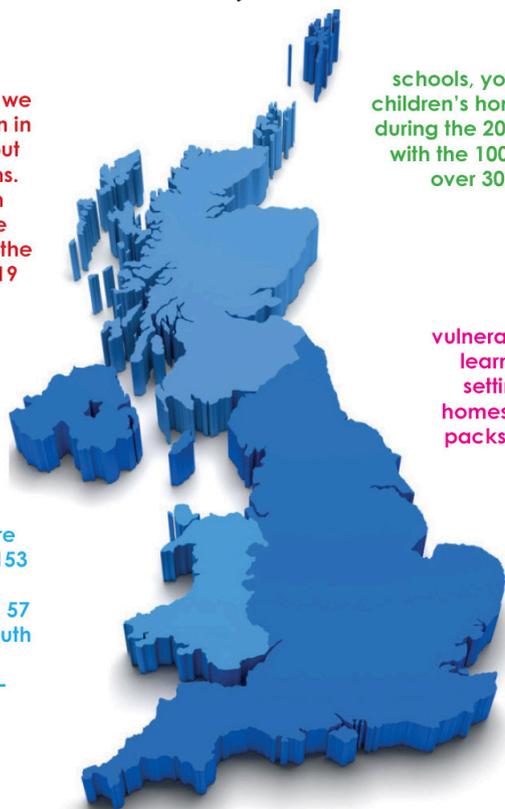
2019 has been a mile stone year for the Alcohol Education Trust

700,000+

Allowing 1 year group per school, we estimate that over 700,000 children in over 2,300 settings used Talk About Alcohol games, films, lesson plans. This includes 130 new schools in Scotland, 141 new settings in the Midlands and a further 237 across the South and West during the 2018/19 academic year.

1,500

teachers and professionals were trained and supported through 153 workshops, conferences and familiarisation sessions including 57 in Scotland and 32 across the South West. 12,500 teachers and professionals received our bi-terminly updates and advice.



1,435

schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during the 2018/19 year. 1,128 of those were provided with the 100-page Talk About Alcohol workbook of over 30 lesson plans, games and activities.

5,000+

vulnerable children and children with additional learning needs were supported in 190 new settings such as special schools children's homes and pupil referral units with 265 activity packs tailored for young people at higher risk of alcohol related harms.

223,900

unique visits were made to our websites with 63,900 using online games through our youth facing website, talkaboutalcohol.com, and 160,000 accessing resources and advice via the professional resources website, alcholeducationtrust.org

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

Who we are

The Alcohol Education Trust (AET) 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 2,500 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.

Why we are needed



CHILDREN AND YOUNG PEOPLE

The Problems

- ◇ The average age at which young people first consume 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 a grade 9 and a grade 5.
- ◇ Children who experience childhood adversity are twice as likely to binge drink and children with attention deficit hyperactivity disorder (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 2015/16 -2017/18 there were 11,610 alcohol-specific hospital admissions for under 18s in England - that's 10 per day. The UK is one of the few countries in the world where more girls are admitted than boys.
- ◇ In 2016/17, 9,075 children were excluded for a fixed period and 565 were excluded permanently from state schools in England 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) decreased by 32% in KS3/KS4 between 2011-15.
- ◇ A record number of school exclusions were issued in 2016/17 in England due to drugs and alcohol.
- ◇ PSHE from 2020 is statutory, but schools have little budget, training or guidance.

Our Solutions

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

MOUSE LESSON PLAN 1
ASSESSING KNOWLEDGE: HOW MUCH DO YOU KNOW

ABOUT ALCOHOL

Students will be able to:

- Identify the main types of alcohol.
- Describe the effects of alcohol on the body.
- Explain the risks of drinking too much alcohol.
- Identify the signs and symptoms of alcohol poisoning.
- Describe the effects of alcohol on the brain.
- Explain the risks of drinking too much alcohol.
- Identify the signs and symptoms of alcohol poisoning.

AGE RANGE: 12-16
LESSON LENGTH: 50 minutes

LEARNING OBJECTIVES:

- Identify the main types of alcohol.
- Describe the effects of alcohol on the body.
- Explain the risks of drinking too much alcohol.
- Identify the signs and symptoms of alcohol poisoning.
- Describe the effects of alcohol on the brain.
- Explain the risks of drinking too much alcohol.
- Identify the signs and symptoms of alcohol poisoning.

INTENDED LEARNING OUTCOMES:

- Students will be able to identify the main types of alcohol.
- Students will be able to describe the effects of alcohol on the body.
- Students will be able to explain the risks of drinking too much alcohol.
- Students will be able to identify the signs and symptoms of alcohol poisoning.
- Students will be able to describe the effects of alcohol on the brain.
- Students will be able to explain the risks of drinking too much alcohol.
- Students will be able to identify the signs and symptoms of alcohol poisoning.

PREPARATION:

- Print out the worksheet.
- Prepare the resources.
- Prepare the PowerPoint.
- Prepare the video.
- Prepare the quiz.

RESOURCES NEEDED WITH THE PRESENTATION:

- Worksheet.
- PowerPoint.
- Video.
- Quiz.

ACTIVITY 2: ALCOHOL CLOCK GAME
Planning an 18th Birthday Party

In groups plan an 18th Birthday party. Put the time next to each activity. E.g. 7 - 8pm, 4 friends get ready at Emma's house and share a bottle of prosecco.

Think about:

- Where they meet and get ready
- How much and what they drink
- When and what would they eat
- How many people are involved
- Where they go at what time
- How they plan to get home.



ACTIVITY 2: Just A Few Drinks

- While watching, write down what laws have been broken and how else Alan could have got into trouble or got a record with the police.





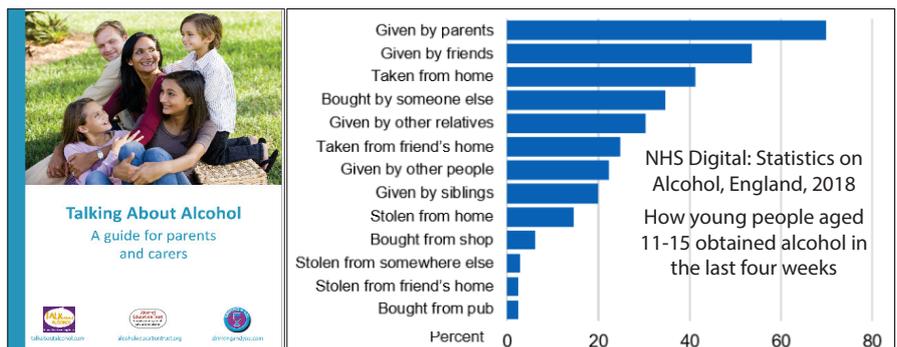
COMMUNITIES AND FAMILIES

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 far 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.



A decade of ensuring young people are equipped with the resilience and life skills to make safer choices - reflecting on ten years of operation, *Helena Conibear, CEO*



On the Great Field, Poundbury.

It doesn't quite seem possible that the AET has celebrated its 10th Birthday this year, and what a mile stone year it has been. How do you encapsulate the hard work of so many staff, trustees and volunteers in a few words? Perhaps by the number of grey hairs accumulated in that time, the number of miles travelled, the partnerships developed or the testimonials received, or most importantly the number of children supported year on year.

We had a very clear, if ambitious vision from the outset, namely that we should:

- Follow best practice of no scaremongering or lectures.
- Tailor approaches to children's age, ability and experience.
- Model our work on the best evidenced global programmes.
- Ensure that any programme we develop undergoes rigorous piloting and evaluation.
- Ensure our work is sustainable, affordable and realistic.
- Ensure our programmes are enjoyable and interactive – and reflect children's lives by using games, role play, websites and gaming.
- Make alcohol education available to every child across the UK free of charge.

So how have we done? What has our impact and reach been?

We began life with a grant of £15,000 and a part time administrator, we now have 9 part time staff and the award-winning Talk About Alcohol suite of resources is available to every school across Britain free of charge. We have three dedicated regional coordinators supporting all youth settings with training and working with local children across the whole of the North of England, The South, South West and Midlands and Scotland.

A conservative estimate is that 700,000 children in over 2,500 settings use the Talk About Alcohol programme each year now: This includes 130 new schools in Scotland, 141 new settings in the Midlands and a further 237 across the South and West during the 2018/19 academic year alone.

In fact, 1,435 schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during this year including 190 new alternative settings for children with additional learning needs or in care; this is on top of the existing 3,500 who have already received our resources or support. This has all been achieved on an income of under £200,000 p.a., so at a cost of under 50p a child.

Demand has risen by over 48% this year with PSHE, or 'Health Education' becoming compulsory in schools (for alcohol education from September 2020) which is excellent news. There is, however, little or no budget for resources or training, nor a detailed curriculum, meaning our support is more vital than ever. We are working hard to meet this huge increase in need and will be launching 'ready to deliver' powerpoint presentations early in the New Year to support time poor teachers who do not have the time or resource to plan lessons themselves.

The Alcohol Education Trust work was, and continues to be, built around three pillars of supporting young people, their parents and carers and the professionals who work with them:



Early intervention and prevention approaches for children and young people

Ensuring we equip children with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol harm plus harm reduction approaches for older teenagers.



Supporting teachers and youth professionals with everything they need to deliver fun and engaging alcohol education (training and resources)

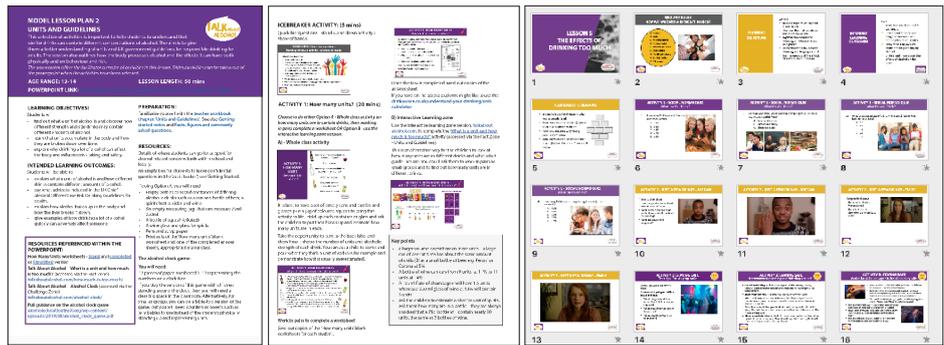
Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The AET therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 11- 18 year olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.



Empower parents and carers

Parents are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink and the amount that they drink. The AET therefore holds workshops and seminars, and has a dedicated web area for parents and carers, with advice varying from the law to hosting parties and top parenting tips.

The importance of knowing that our programme is effective as well as being enjoyable and feasible to implement is crucial to us as a charity, so we were thrilled to be selected again by The Early Intervention Foundation as one of the top 70 most effective programmes in the world for impact in improving children's outcomes. In addition, Talk About Alcohol is now used as case study and model for the Masters in Behaviour Change at University College London. These accolades are based on the comprehensive evaluation of Talk About Alcohol among 4,000 children in 30 schools over a 4 year period by The National Foundation for Education Research (NFER) 2011 -15, which found that just 6 lessons, delivered over 2 years in years 8 and 9, significantly delayed the age that children began drinking whole drinks, an effect that got stronger as they got older. Do take a look at the evaluation area of our website if you'd like to learn more. alcoholeducationtrust.org/teacher-area/evaluation-case-studies/



Landmarks in this our 10th Birthday year

After 10 years working out of a garden garage!

The greatest landmark of 2019 has to be the realisation of our hopes to raise enough to build a revenue generating building, providing a proper office for our work for the first time. To have raised £300,000 in a year to enable our build to go ahead this Spring is truly humbling and we are so grateful to the individuals, companies, grant makers and volunteers who have made it possible.

PiP's (the Pavilion in the Park) will provide an office, community/training space and revenue generating café in the heart of a park packed with free play and sports facilities. Importantly, this will allow us to provide diversionary activities as a charity for the first time. It is within walking distance of 5,000 children in 5 schools in Poundbury in Dorset, an area with 33% social housing.



Amount raised

| Funder | Amount | Funder | Amount |
|---|--------|---|-----------------|
| AET Funds & Reserves | 75,000 | National Lottery Community Fund | 10,000 |
| Sport England Community Asset Fund | 40,499 | Dorset County Council – Contingency Funds | 7,500 |
| Dorset Council S106 Community Interest Levy Funding | 30,000 | Lord Leverhulme Trust | 8,000 |
| Midsummer Ball Fundraiser | 25,000 | Crowdfunding | 4,975 |
| Clothworkers Foundation | 25,000 | Yarlington Community Fund | 3,000 |
| Duchy of Cornwall preferential loan | 15,000 | Safer Dorset Fund Police Community Grant | 3,000 |
| Dorchester Town Council Matched Funding | 12,500 | Crowdfunding Gift Aid | 1,250 |
| Pocket Parks Plus | 12,150 | Dorchester Round Table | 1,000 |
| Alice Cooper Dean Charitable Trust | 10,000 | Waitrose Community Matters | 663 |
| Dorset County Council Youth Opportunity Fund | 10,000 | Other | 920 |
| Garfield Weston Foundation | 10,000 | | |
| Total Raised | | | £305,457 |
| Target | | | £305,283 |

Our Crowdfunding target was reached in just nine days with over 100 generous donors both on and off line, our 10th Anniversary Ball and London Dinner both exceeded our hopes due to everyone's huge generosity. Local organisations such as the Rotary and Round Table, Town and County Council, Housing Associations and The Police and Crime Commissioner have been fantastic, as have national funders such as The Clothworkers Foundation, The National Lottery, The Ministry of Housing, Communities and Local Government and Sport England. The rigour and scrutiny required for winning these awards makes us feel very confident about our structure, governance, impact and objectives going forward. We plan to be open by August 2020. Do, please get in touch if you'd like to be involved in any way.

Scotland and Midlands, South and South West

Thanks to wonderful grants and support from individuals, charities, businesses and our community fund raising, we have been able to extend our work into Scotland (which has twice the level of alcohol-related deaths to England) for the first time in 2018/19. Brian Gibson as our Director for Scotland, has delivered over 50 workshops and familiarisation sessions during the year, reaching over 100 schools - an amazing achievement.

Also due to fantastic support, we've also been able to employ a dedicated coordinator for the South, West and The Midlands in 2019. Karen Perryman, a secondary school teacher and life skills specialist, brings a wealth of knowledge to the role and has freed up valuable time for yours truly, who previously delivered training in these areas. You can read more about Kathryn, Brian and Karen's local work in the ensuing pages of this report.

New resources

In addition to developing 6 topic specific power points for time poor teachers this year, we also launched a stand alone activity box of games and activities for use in non-school settings such as youth clubs or for early help teams and school nurses to use. This was driven by our increasing work with looked-after children and with children with additional learning needs, who wanted more activities rather than lesson plans. We piloted and trialed the pack, with 100% of settings providing feedback as 'very good' or 'excellent'. We have already supported 190 alternative settings with the activity box this academic year.



"Really useful resource which I will be using again and again." Moat House School, Manchester

"A great comprehensive resource to use when discussing alcohol awareness with young people." South Somerset School Nursing Team

"I like that the activity box is varied and all the materials and resources can be used in different ways with different ages and abilities". Everton FC in the Community

Going forward - The size of the task

We look back at our naivety now when we set up as a group of volunteers in 2009 – we really thought we could provide the Talk About Alcohol programme to every school and our work would be largely done after five years, with us then 'ticking over' by then supporting those settings with updated resources and information. How wrong we were!

There are approximately 3.6 million children of secondary school age in over 4,000 schools across England alone, with pupil numbers expected to grow by 15% by 2025. There is a new cohort of teenagers to support every year and changes of staff mean a constant need for workshops and training. In addition, according to the PSHE Association, the time dedicated to health education in schools declined by 32% in the period 2011-15. We've also come to realise the importance of non-school settings and targeted approaches for children most vulnerable to alcohol-related harm, which includes us providing on-going support to virtual schools, foster carers, children's homes, special schools, early help teams, sports and youth organisations, school nurses and other charities.

It is important to emphasise that underage drinking is falling dramatically and we hope that our endeavours over the last ten years have played a significant role in ensuring that is the case. The proportion of young people aged 11-15 who have ever drunk alcohol has fallen from 60% to 40% and the percentage of this group reporting that they consumed alcohol in the last week has fallen from one in four to less than one in ten during the same period. Under-18 hospital admissions have fallen by a massive 46% since 2006/07 and total drink driving convictions have fallen by 41% since 2000.

So are we at risk of making ourselves redundant ?

Very sadly, there were a record number of exclusions from school for drugs and or alcohol, more than 9,000 in 2016/17. In addition, there were still 11,610 alcohol-specific hospital admissions for under 18s in England between 2016-18. That's 10 children a day. The UK is also one of the few countries in the world, where more girls are admitted than boys.

The average age of first whole drink is still age 13, consumed overwhelmingly in a family setting. Early regular drinking (especially binge drinking) is linked to an increased risk of smoking, taking drugs, being involved in

violence, being injured, engaging in unprotected or risky sex, truancy and reduced life chances. There is also growing evidence of an increased likelihood of alcohol dependency in adulthood. Those teenagers who are drinking are consuming an average of 10 units per occasion. 30% of supply is via proxy purchase, 71% say they were given alcohol by parents or guardians, 49% were given alcohol it by friends and 48% stole alcohol from home.

Although declining, there are an incredible 464,000 incidents of violent crime (40% of total) in England and Wales in 2016/17 that are alcohol-related – over 100 a day. Further, 67% of violent crimes that took place in public spaces were alcohol-related, which cannot be socially acceptable, and we are doing all we can to raise awareness of the life-long consequences this can have on both victims and perpetrators.

As well as being the main source of supply, 93% of parents overestimate the percentage of under 18s who are drinking or getting drunk; hence our work in equipping parents and carers to understand their role and responsibilities in protecting their children is key.

So, what are we doing to address these issues?

The next three to five years

Well, we will be doing more of the same, but reaching more regions and more children, with a particular focus on both geographical areas where alcohol-related harms are highest. We would like to support children in Wales as well as have a dedicated coordinator to cover the East of England. We are focusing particularly on local alcohol action areas (LAAAs) or areas identified in the Government's Local Alcohol Profiles for England (LAPE) where under 18 hospital admissions are highest such as Weymouth, Cornwall, Blackpool, Tyneside and Liverpool.

Our universal/holistic Talk About Alcohol programme will increasingly be complemented with tailored approaches suitable for small groups/ informal setting/ one-to-one discussions with those who may be drinking problematically. We will continue to refine our resources for children with additional learning needs around consent and grooming.

We will also be equipping less organised, time-pressed schools most needing our support by producing bespoke 'ready to deliver' lessons. These schools may not have specialist staff, and we will support them with 'off the shelf' presentations and notes.

We plan to build our harm reduction orientated resources for older teenagers with a particular focus on preparing teenagers for leaving the structure of school. This will look at gap years and festivals, freshers' week, drink-spiking, the law and how to stay safer on nights out. We are looking for a funder to develop this work, which we'd like to do in partnership with the Daniel Spargo-Mabbs Foundation who would complement our alcohol element for older teenagers with drugs education.

Thanks to being chosen by two regions for the Tesco Bags of Help Centenary fund, we will be supporting settings in the East Midlands for the first time in 2020 and will be working in much more depth in Cumbria and Lancashire.

The third alcohol and drugs education conference, 19th June 2020

Sadly 2019 has seen the disappearance of two charities with whom we have worked closely over the years, The Be Your Best Foundation and Rock Challenge and The Mentor charity, with whom we partnered to deliver alcohol and drugs education conferences in 2016 and 2018.

However, we are thrilled to be hosting the third national conference in partnership with the Daniel Spargo Mabbs Foundation who share our commitment to ensuring every child has the information and skills to make safer choices around drugs and alcohol. This will be hosted at The Guildhall through the generosity of the London Drug and Alcohol Policy Forum, which is part of the City of London Corporation, on June 19th 2020.

Our staff, trustees and volunteers

So to conclude, an organisation, and especially a charity is only as good as its people, and how lucky we are at the AET with both our dedicated staff and trustees who work so hard to ensure that we equip children of all abilities in a huge range of settings with the skills, knowledge and resilience to make safer life choices. We are very humbled by our achievements over the last decade and by the wonderful support we enjoy from so many of you, our funders, volunteers, supporters and friends. Thank you so much!

Helena Conibear, November 2019

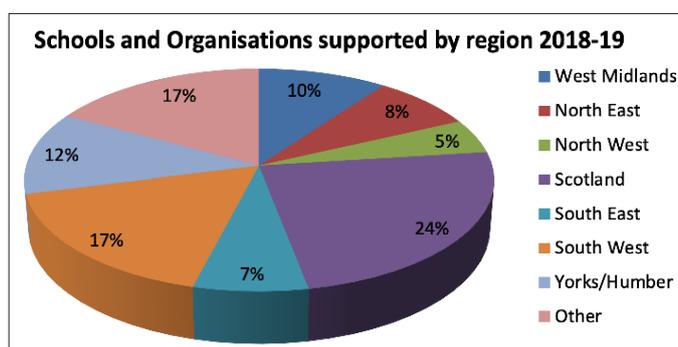
Kate Hooper – Schools Coordinator - The reach and impact of the Talk About Alcohol Interventions

This, our tenth anniversary year, has been a very busy and exciting one and we have seen a noticeable increase in the number of schools and organisations we are supporting with our award-winning resources.

The number of schools and organisations we supported this year has risen by 48% with huge increases in particular for schools across Scotland (131 schools) and 378 new schools and organisations across the South West and West Midlands. It is great to see the real impact that our new Scottish and South West/Midlands Coordinators are having, making even more schools and organisations aware of the wonderful resources and training we can offer!



The distribution of our teen guide 'Alcohol and You' has grown from 14,856 to 22,556, the 'Talking about Alcohol' parent guide from 8,071 to 18,883 and the number of schools and organisations downloading or



receiving a hard copy of our Teacher Workbook has also increased to 1,128 in the same period. In addition, we have provided 181 of our new activity boxes, which were introduced in February this year. As always, the range of settings we support is hugely varied and includes children's homes, pupil referral units, mainstream schools, special schools and a wide range of youth organisations. This means that we are able to support the most vulnerable young people who have special needs or are looked-after.

Since February this year, we have been capturing additional information from those downloading the Teacher Workbook and this has provided us with some really interesting data. It's been amazing to hear that 30% of those downloading the workbook have heard about us via a recommendation from a colleague or other organisation and it is great to know that 66% of schools have weekly PSHE lessons during which alcohol education is delivered.

I enjoyed supporting events at Weymouth College and Southampton University in November again in addition to attending the Public Health and Academies Conference in London. I am excited to see where AET will be this time next year and which new areas we will have increased our support in!

Regional reports from our specialist trainers

The Alcohol Education Trust (AET) has a network of employed and consultant PSHE and health professionals based in Scotland, The North, The Midlands, South and West England to ensure that teachers and health professionals are shown how to implement the Talk About Alcohol programme and in turn cascade their learning to others. The AET regional staff travel throughout England and now Scotland. This year we trained over 1,500 teachers and professionals working with young people in a variety of settings including North Yorkshire, Cornwall, Edinburgh, Blackpool and Somerset as well as via conference workshops in areas such as Birmingham and Liverpool.

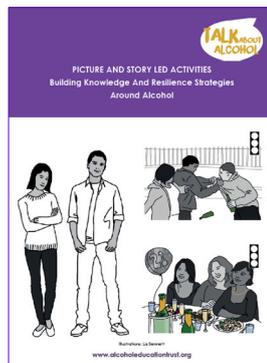
Teachers and health professionals are given an insight into activities and approaches that inspire pupils to learn through enjoyment – by providing engaging fun activities, 'bottom up' materials that build resilience, self-esteem, encourage working in groups, role play and 'rehearsal strategies'. The AET takes a positive engaging approach that does not attempt to induce shock or guilt, but focuses on what young people can do to be healthy, stay safe, enjoy, make a positive contribution and achieve economic wellbeing. By engaging pupils BEFORE they begin drinking in an unsupervised environment, the Talk About Alcohol programme ensures that children think about the consequences of short-term decisions. Talk About Alcohol develops the skills and knowledge needed to make informed choices about when, if and how much to drink as they get older.

Following training, those trained are fully supported online via alcholeducationtrust.org with a fun learning zone for teenagers talkaboutalcohol.com, plus with regular updates and newsletters.

Having regionally based staff also ensures that the AET reaches more children in different settings and can effectively target the geographical areas where alcohol-related harms for under 18s are highest. Our regional staff help train young health champions, students studying health and social care as part of their outreaches to ensure peer mentors are engaging and knowledgeable.

Using data from the indices of deprivation as well as LAPE hospital admissions for U18s in England, we focus our resource on children in areas which need our support most including Blackpool, Bath and North East Somerset, Tyneside, Leeds Liverpool and Manchester, Devon and Dorset, with Cumbria, Lancs. and Derbyshire to follow in 2020.

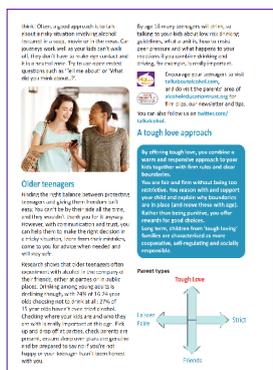
The AET has developed a complex set of resources for children with moderate learning difficulties that can be used in informal settings, on a one-to-one or small group basis. Thanks to the renewal of specific grants our regional staff are able to offer both training and these bespoke story and picture-led resources to young people in need all over the country, supporting 190 new settings in 2018/19. According to the NSPCC, children with special educational needs and disability (SEND) are three times more likely to be abused and alcohol can be used for 'grooming'. Pupils with ADHD are three times more likely to suffer addiction. By teaching about consent and



how alcohol affects decision making, we help ensure safety.

Parents and carers are also supported locally by our specialist coordinators around 'tough love' parenting skills, setting boundaries, the law and how to keep their children safe around alcohol. Research shows that unless parents/ carers are good role models, set boundaries and know where their children are and who they are with, any efforts by schools to reduce risk taking, including underage drinking are limited. Parents/ carers are also the key suppliers of alcohol to those under the age of 18.

The AET coordinators engage parents and carers via school and the community. We also have a dedicated web area for parents, which enjoyed over 100,000 page views in 2018/19.



Our regionally based staff work to support our three key pillars of:



Supporting and engaging children



Supporting and training teachers and health professionals



Empowering parents and carers and young people

This helps fulfil our goals of

- ◇ Raising the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal age of purchase of 18.
- ◇ Reducing the prevalence and social acceptability of binge drinking and drunkenness.
- ◇ Ensuring the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- ◇ Reducing the accidents, violence, assault and harm to young people and their communities caused by the misuse of alcohol.

The following reports provide a short snapshot of some of our work in the regions.

Kathryn Arnott-Gent, Northern Region Coordinator

Wow! What a great year with over 25 staff training sessions to schools, school nurses, pupil referral units, youth clubs, football clubs and young ambassadors plus parent sessions, conferences, foster carer sessions and partnership development meetings! Our work is so varied and it's been amazing to work with a variety of different organisations up and down the North of England.



North Yorkshire



We have continued to use our funding across North Yorkshire, not only with schools, but with other agencies such as Leaders Unlocked, a fantastic group of young ambassadors for young people in York, who are now fully trained and equipped to cascade important messages around alcohol to their peers. Our work spread further across York this year with sessions for the Youth Offending Service, the Danesgate Community and Secondary School training, finishing off the summer term with a Post 16 options parent and child evening.

I was also delighted to deliver a session in collaboration with York and North Yorkshire Youth Commission for Wensleydale Young Farmers. 16 young farmers attended the session and enthusiastically took part in our engaging activities which were interspersed with the Youth Commission's scenario, party based KYMS game (Keeping Your Mates Safe). We discussed units, drink driving laws and played the alcohol clock game – in preparation for the Young Farmers Annual Christmas Dinner Dance. It was an eye opening activity for many of them with some important lessons learned. I'm looking forward to continuing this collaborative work into the New Year, where we will be visiting other young farmer groups.



Local Alcohol Action Areas



Funding for LAAs has meant that we have been able to really focus our work into the most affected areas of the North, and I have been working closely with Doncaster and Barnsley, with some great developments in Blackpool with training booked for 2 further schools.

Supporting Barnsley Foster Carers was fantastic and had an outstanding turnout, with other agencies and myself offering advice, tips and challenging carer perceptions around young people's behaviours towards alcohol. The session was well received and has led to us providing training and resources for

Barnsley looked-after children (LAC), school nurses and residential staff.

Further training took place in Doncaster for Pupil Referral Units and SEN schools, kindly hosted by the Levett School. Fantastic feedback was received from the schools and I am looking forward to returning later this year to deliver training for mainstream secondary schools across Doncaster.



"Well-delivered and easy to understand." Barnsley LAC training

North East

There has been excellent progress in the North East this year with meetings with Durham, Darlington, Northumberland and South Tyneside Local Authorities, all leading to bookings for teacher training sessions. Due to our SEN funding, we are able to fully fund all pupil referral units and SEN schools with our full teaching resource. This includes our amazing activity box packed with fun, engaging activities, using picture rich resources and award winning DVD.

It was great to be part of Darlington Schools' PSHE network training day and also to see so many schools in attendance. The training session was fully funded by Darlington Council, who recognise the importance of a whole school approach. As a result, every school in Darlington is in receipt of our full resource, including the activity box, which will benefit all children in years 7-11. Fantastic!



"Kathryn delivered training in Darlington Local Authority to teaching staff, Early Help Team and YMCA Youth Staff. The training and resources were great quality, the session was interactive and role modelled the delivery of the content in the resource packs".



"Fantastic resource for teenagers." Beacon of Light School, Tyne and Wear

I was lucky enough to attend the newly opened Beacon of Light School, which fuses together education, sport, health and wellbeing. The school offers alternative education provision across Sunderland and we were able to support the Beacon of Light School and the Link School with our training, teacher workbook and activity boxes - A fun and engaging session for staff.

I am also looking forward to supporting schools in Newcastle and thank the Dame Allen School for hosting a teacher training session for secondary schools in the New Year.

Cumbria

I'm so pleased to see some progress being made across Cumbria. Developed in partnership with Longtown and Allerdale CAP's, we have been able to provide teacher training sessions hosted by the William Howard School, and Energy Coast UTC. We trained 5 schools, as well as youth workers and police at the sessions, and were able to support them with our teacher workbooks. I'm looking to develop this work further with our Tesco Bags of Help Centenary Grant and already have 2 sessions booked in for Cumbria Police Cadets and Police Community Support Officers In Carlisle and Kendal.

Greater Manchester

All Manchester Pupil Referral Units attended a training session and were provided with our full resource pack, Talk About Alcohol parent leaflets and Alcohol & You leaflets for teenagers. We were able to support the Manchester Pupil Referral Units with funding we received from Greater Manchester Combined Authority.



"Really useful resource which I will be using again and again" Moat House School, Manchester

It was a pleasure to deliver our session on 'Outstanding Alcohol Education in Schools,' along with our 11 top tips to effective and meaningful alcohol education at the Delivering Outstanding PSHE Teaching in Schools Conference.

Youth Development Work



Continuing the work we started last year and responding to need, we expanded our work in the community, working in particular with a variety of Football in the Community Clubs. We have delivered sessions at Everton, Bolton, Rochdale and a variety of clubs within the English Football League. All of these clubs work with the most vulnerable young people - those who may be at risk of offending, are looked-after or excluded from school - as well as older students who are part of the National Citizen Service programme. Our LAC and SEND funding has meant that we are able to support these clubs, with our training and our activity packs.

Bookings are already flooding in for our resources and training, right up until the Summer term and it's really encouraging to be developing into newer areas, with bookings for Newcastle, Cumbria, Durham, Blackpool and the Isle of Man, and some great opportunities for further partnership work across North Yorkshire!



Karen Perryman, South West and Midlands Region Coordinator

Thanks to generous funding, in addition to being able to continue supplying our Talk About Alcohol resources free of charge, my new for 2018 – 2019 position has enabled me to offer training and support to teachers, school nurses, professionals and volunteers working with young people and parents/ carers throughout the South West and on up into the Midlands.

Uptake of our resources in these areas has consequently increased significantly, meaning that more and more young people are benefiting by being helped to make responsible and informed choices around alcohol.

Continuing to support schools and organisations already using the AET resources and working with established networks, as well as expanding into new areas has been very exciting! Highlights of the enhanced training and support for this academic year are summarised geographically below.

Cornwall



A Local Alcohol Action Area, uptake of our resources from schools and colleges in Cornwall has been great thanks to partnership working with Cornwall Healthy Schools. With attendance at freshers' fairs and teacher training in the Autumn Term, we have been able to make a real impact. Added to this, supplying our activities packs to the community development workers throughout the county has allowed us to reach out to young people in both towns and rural areas through youth clubs and youth settings.



"My views about effective alcohol education have changed. We need to talk about alcohol."

Devon

Two training events in Torquay and Exeter equipped approximately 30 teachers and lecturers with the resources and skills to deliver our evidenced-based interactive sessions.

Links have also been established with Young Devon to reach young people in Plymouth, Exeter and Torbay.

Somerset



"Got everyone involved and was very educational"

Most of the School Nurses in Somerset have now received AET training and with numerous sessions at Yeovil College and some parenting work, we are making real inroads into this County. Uptake of resources by schools has been very encouraging and training sessions are being scheduled. The YMCA are the first youth organisation to team up with us in Somerset with hopefully many more to follow.

Dorset

With our office being based in Dorset there is a lot of work supporting the plethora of schools that are already signed up to the AET. Ongoing teacher training continues enabling new schools to come on board. A presentation to the Dorset 0-19 Voluntary and Community Sector Forum has opened up team working with all the youth charities and clubs in the County. Partnership working with Active Dorset (part of Sport England) and Public Health Dorset is also gathering pace, ensuring that as many young people as possible get the AET message. Strong relationships have also been established with both Weymouth and Kingston Maurward further education colleges, providing students with the facts and empowering them to make their own healthy choices. During Alcohol Awareness Week, a flurry of activity took place encompassing Oak Academy (part of Bournemouth Community Alcohol Partnership), Thomas Hardy School, Dorchester, Sherborne School and Atlantic Academy, Portland.

Other areas

Great team work with the Bristol Drugs and Young People's Project facilitated a "useful, informative discussion" for foster carers. More parents' sessions took place throughout the city. Training at the Cabot Learning Federation Conference resulted in eight more schools using our services, whilst in Gloucestershire our attendance at the Healthy Living and Learning Conference enabled us to establish links with schools, youth organisations and school nurses.



Our excellent work in **Bath and North East Somerset (BANES)** continues apace, working with the organisations within the Young People Substance Misuse Group. Many thanks go to the Public Health Department who hosted a training session attended by many secondary schools and youth organisations throughout BANES.

Building on the strong foundations already established in **Hampshire and Southampton**, we continue to equip trainee teachers with the skills and resources to deliver our award-winning alcohol education. Working with PSHE Networks, we are ensuring that schools are receiving our resources and training events with access to all are being scheduled.

Throughout **Birmingham, Wolverhampton, Coventry and the West Midlands** we have supported over forty schools with hard copies of our resources and held three training sessions for teachers and community leaders. In Shropshire, a training session organised by the Public Health Curriculum Advisor for all school SENCOs allowed us to reach young people with special educational needs throughout the County.

With such a wide geographical area to cover we have been experimenting with training via Skype. It's early days so far, but one successful session to a school in Birmingham has been delivered.

As engaging parents/ carers is an extremely important part of our work, in order to augment the excellent information already provided on our website, within our Talking About Alcohol – A Guide for Parents and Carers booklet (available in both hard and e format) and regular newsletters, we have produced a 15 minute Parent/ carer powerpoint presentation that will enable any school or organisation to present the AET key points clearly and succinctly to any gathering of parents/ carers.



Brian Gibson, Scotland Director

AET's Scottish office, kindly hosted by The Wise Group in Glasgow, has now been established for a full year and we have made great progress with our aim to support parents, carers, teachers and community leaders across Scotland to keep young people safe around alcohol.

Year 1 has been a real learning curve with regard to the importance of developing partnerships and networks to access more schools and community organisations, which in turn leads to more young people benefiting from AET's evidenced-based resources.

AET's profile at the start of the year was really enhanced when our CEO featured on BBC Scotland on both radio and TV in December, and then followed this up by participating on the Kaye Adams BBC radio show in February.

During 2019, I engaged directly with over 80 schools in 23 of the 32 Local Authority areas across Scotland, with another 60 schools downloading our resources from these as well as from an additional 4 Local Authority areas. It has been fantastic delivering training sessions within these schools across Scotland. My very first training session



was held in Queen Victoria School in Dunblane with 6 Principal Teachers and a Principal Teacher of Guidance from nearby Dunblane High School. It was a good session with really interesting input and feedback from the group, again a big learning curve for me.

Just 5 Local Authority (LA) areas remain to be engaged and although we have made great in-roads in year 1, there are still several hundred schools across all 32 LA areas to directly engage with and deliver our resources into. In fact, through liaison with Police Scotland's Community Inspector, I have a date in January when I will be delivering a training workshop to all 10 of their Youth Engagement Officers who are based in schools within the Dumfries & Galloway Local Authority area which is one of the aforementioned 5.



I have engaged with a number of other stakeholders across Scotland who are in this space. We have also worked with approximately 30



community organisations, including Edinburgh City Council's Lifelong Learning Team and the Alcohol and Drugs Partnership (ADP) in Aberdeenshire.

It has been good to strengthen relationships with the Community Alcohol Partnerships in the East and this has allowed access to more schools across Edinburgh through engagement with Police Scotland's School Link Officers. Sergeant Greig Stephen quoted following a training session with the SLO's, that the AET programme is "a very timely and useful resource for all school link officers."

In December 2018 the Scottish Government (SG) launched its new alcohol and drug strategy 'All Together Now' which has a specific Framework on Alcohol Prevention. AET are still in dialogue with SG with a view to have our evidence-based schools service delivery intervention 'Talk About Alcohol' programme commissioned.

AET's increased profile and impact has been fantastic throughout the year resulting in the delivery of two workshops at the recent Scottish Guidance Association of Teacher's Annual Conference. This was a real highlight with 60 Principal Teachers of guidance from all over Scotland attending and half of these participating in the two AET workshops. As a result two Principal Teachers from Aberdeen City and Perth & Kinross have asked the AET to present to their Quality Working Groups looking at PSE resources for alcohol education.



Following the Conference, Lisa Finnie – SGA President said: "I really enjoyed your workshop, and I'm still in shock that there is this fantastic free resource, and so many schools are still unaware of it".

Also, following the event, Perth High School arranged for the AET to come to their school and deliver training on the alcohol education resources to 11 of their teachers who are involved in delivering their PSE programme within school and they have agreed to map our resources to the Curriculum for Excellence's - Experience & Outcomes (Es & Os) and Benchmarks, which will be of immense value to AET and our strategy for the future in Scotland.

I am delighted to be able to say that throughout 2019, without exception, every school and Principal Teacher of Guidance that I have met have emphasised how good it is to have quality, evidence-based resources within a very structured Teacher Workbook supported by a great interactive website in talkaboutalcohol.com.

"The workshop in class showed real-life situations and consequences for young people. It wasn't just teachers talking about statistics. We could relate to this much more because it was someone our own age who had been affected by alcohol".

(Two S5 pupils - St Aloysius College)

Our goals and priorities for 2018-2020

The Alcohol Education Trust's mission is to support parents, carers, teachers & community leaders to keep young people safe around alcohol.

Our goals are to:

- ◇ Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long term goal of the legal age of purchase of 18.
- ◇ Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- ◇ Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- ◇ Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.

We will work to continue to achieve these goals over the next three years by focusing on the following core objectives:



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 to only deliver evidenced approaches that prevent or reduce alcohol-related harm.

Progress on three year Strategic Plan 2018-20

1. Support children and young people

1.1 Enable 1.5 million young people (age 11-18) to use the Talk About Alcohol programme across Britain.

We are ahead of our three year objective, with a 48% increase in demand for our resources during the 2018/19 financial year. Allowing 1 year group per school, we estimate that over 700,000 children in over 2,500 settings used Talk About Alcohol games, films, lesson plans in 2018/19, including 130 new schools in Scotland, 141 new settings in the Midlands and a further 237 across the South and West. 1,435 schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during the 2018/19 year and 1,128 of those were provided with the 100-page Talk About Alcohol workbook of over 30 lesson plans, games and activities.

Maintaining the talkaboutalcohol.com online learning zone of games, interactive quizzes, film clips and information for young people with a target of 100,000 users per annum.

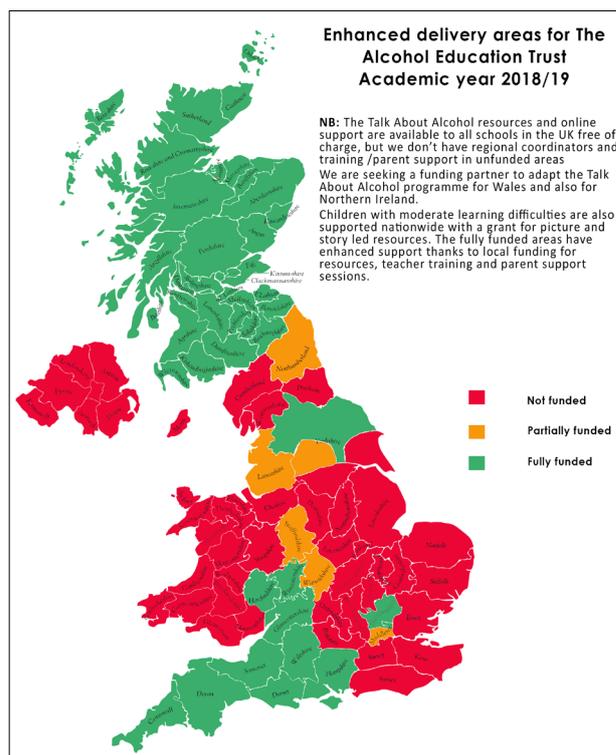
- 63,900 unique visitors enjoyed the games and quizzes, challenges and activities for young people that you will find on talkaboutalcohol.com. This is up from 40,000 in 2017/18, representing growth of 50% year on year. We still have considerable progress to make, however, in order to reach our 100,000 visitor target by the end of 2020.

Producing guidance leaflets 'Alcohol and you' for older teenagers in print and online. Maximum 30,000 leaflets in print form.

- As more and more young people engage digitally our paper guidance tends to be used less. We distributed just under 15,000 copies in 2017/18, However, in 2018-19, this grew to 22,556 copies. We are redesigning the guidance to be less word rich and to focus on key messages such as pace, hydrate, eat, be unit aware and look out for your mates. In addition, we are trying to balance the conflicting increase in demand for resources with a desire to have a lighter carbon footprint.

Peer to peer training Health and Social Care A level students and Youth Health Champions to be effective peer to peer mentors and the health practitioners of the future.

- A growing emphasis is being put on engaging with 6th formers face-to-face, and over 2,000 will have been supported via assemblies and workshops in 2019 (Thomas Hardy School, Yeovil College, Weymouth College, Kingston Maurward College). Data has been collected from over 300 6th formers on what their worries are as they come to leave school, as well as from 2nd Year University students on what they wish they had known. Moving forward, these inputs will inform our offer in supporting this transition. The AET supports Royal Society of Public Health Young Health Champion students across England. We will continue to work in partnership with Youth Ambassadors and peer mentors delivering a joint session to Wensleydale Young Farmers, for example.



"It is a rare thing to find an organisation who really understands how to reach young people in different year groups effectively. AET's resources are pitched brilliantly for different age groups and the activities are active and engaging making for effective PSHE."

Chew Valley School, Bristol

"I think one of the key strengths of the AET's approach is that it is realistic and does not patronise parents or students. The information is delivered in an unbiased way that is clear and succinct." DTHS

Producing resources, films, guidance and advice that young people can enjoy and learn from in a variety of settings.

- A new sixth form assembly has been developed, including guidance on travelling abroad, drink spiking, festivals and leaving school.
- A new activity box of stand alone games and activities suitable for use on a one to one basis or for small groups or informal settings was launched in 2019. Feedback from the resource has rated it 100% as excellent or very good
- New higher harm activity cards facilitate conversations with young people at higher risk of alcohol-related harm have been developed.

Drink spiking



- Don't leave your drink as it could be spiked – any drink alcoholic or not
- – or accept drinks from anyone you don't know well (take the drink from the bar tender/server yourself otherwise)
- 1 in 3 Uni students say their drink has been spiked
- Common at private parties, not just bars and clubs - tell someone
- No smell or taste.
- Report straight to the bar or door staff if you suspect anyone's drink has been spiked

TALK about ALCOHOL Alcohol Education Trust

Travelling abroad



- Most countries have a lower drink drive limit than us – 50mg against our 80mg throughout Europe (20mg for under 21s)
- Some allow no alcohol at all for under 21s if driving
- 21 law US – can't be served or drink alcohol either
- Holiday insurance can be invalid if injury/thc occurs when drunk

- You may not be able to fly if you've had too much to drink
- Remember to stay hydrated and pile on the sun cream
- Be careful if drinking around swimming pools or by the sea especially in all inclusive resorts
- Many countries very anti alcohol (Thailand/Kerala/Indonesia) – be aware of local laws and customs
- Only buy alcohol from trusted vendors (sealed where possible)

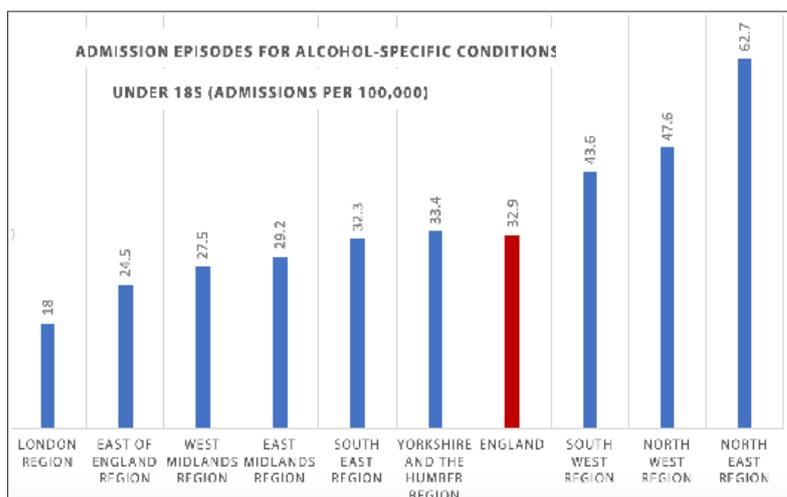
TALK about ALCOHOL Alcohol Education Trust

1.2 Support 10,000 children most vulnerable to alcohol misuse, dependency and abuse with targeted and bespoke approaches.

190 new settings for more vulnerable children such as children's homes, Pupil Referral Units and special schools have been supported with our new picture and story led activity box and or training during 2018/19. This invaluable funding stream has been used effectively to support children with additional learning needs and looked-after children nationally. Beneficiaries include Barnardo's East Ayrshire, Island Learning Centre, Isle of Wight, Pathways Special School in North Yorkshire, Positive Health Lincolnshire, Bath Area Play Project, Blackpool Public Health and Northumberland County Council. We have also worked with a range of football clubs in the north who do amazing work with vulnerable children, including Everton FC in the Community, Rotherham United and Bolton Wanderers . It is hard to estimate how many children are benefiting precisely, but well in excess of 5,000 per annum cumulatively. Both funders have renewed and indeed increased their donations for us to continue this crucial outreach in 2019/20, with an additional foundation lending support in 2019/20.

1.3 Increase our regional focus on geographical areas and Local Alcohol Action Areas where alcohol-related harms are highest for under 18s.

Our regional specialist trainers and young people and parent coordinators are located in the three regions where alcohol-related harms are highest and or increasing across the UK, namely Scotland, The North (East and West) and the South West. The securing of funding to have a dedicated regional coordinator for The Midlands, South and West in 2019 has greatly enhanced our ability to deliver on this objective with 237 new settings supported across the South and West alone during 2019.



Weston-super-Mare, Exeter, Bournemouth, Weymouth and Cornwall are Local Alcohol Action Areas (LAAAs) with Somerset, Devon and Birmingham having areas in the highest areas of deprivation. In other regions, breakthroughs have been made in Blackpool for the first time and considerable progress made in LAAAs such as Burnley and Barnsley. We are above target in securing these objectives.

2. Empower parents and carers

2.1 Equip 150,000 more parents/carers face-to-face and online with the necessary skills to keep their children safe around alcohol.

The AET's significant 5 year grant that enabled us to hold workshops and support sessions for parents and foster carers face to face sadly came to an end December 2018, resulting in an inevitable reduction in the number of personal engagements we have been able to make to support parents in being good role models, setting boundaries and knowing how and when to hold effective conversations with their children. However, we are able to support parents and carers with a dedicated area for parents on line via alcoholeducationtrust.org. Alcohol and the law was the most visited area of the website with over 82,000 unique visits alone during our financial year. We therefore remain on target to reach at least 50,000 parents/carers annually.

We continue to enrich our support for parents and foster carers of more vulnerable children, such as holding a workshop for foster carers across Barnsley this year. We have also added new advice on drink-spiking to the parent website which has led to five media interviews raising awareness of the topic. The number of parent 'talking about alcohol' guides that are distributed nationally has also grown to 19,000.

Finally we have developed a preparing for leaving school presentation for parents of 6th formers looking at festivals, fresher's week and leaving home. In particular, this has been in response to high levels of young male suicides and a number of alcohol-related accidental deaths at University.

3. Supporting teachers and health professionals

3.1 Train 3,000 more teachers, health educators (PSHE), professionals and community leaders through our network of regionally based AET specialists to support a further 90,000 online.

This has been an excellent year for training teachers and health professionals. Approximately 1,500 teachers and youth professionals were trained and supported through 153 workshops, conferences and familiarisation sessions including 57 in Scotland and 32 across the South West. 13,000 teachers and professionals receive our bi-termly updates and advice meaning we are exceeding our 3 year target substantially. Highlights of the financial year including training 16 staff from 5 football teams with the English football League, PSHE regional conferences hosting workshops in Liverpool and Birmingham, The NQT Health Day at Southampton University and training school nurses in many areas across the country.

We had 160,000 unique visits to our resource website alcoholeducationtrust.org exceeding the three year target.

3.2 Provide Talk About Alcohol resources free of charge to a further 1,500 schools in addition to the 2,100 schools and 11,500 professionals already supported on an ongoing basis.

Printed resource orders are considerably higher this year due to us moving into new geographical areas such as Scotland and having a dedicated school and young people coordinator for the Midlands and The South West for the first time. Demand has also increased due to PSHE becoming a must teach for alcohol education by September 2020, meaning demand on our resources has grown by 48% this year. More than 1,400 schools and youth settings were supported with printed resources this year alone, meaning we are well in excess of three year target.

"Finding out about units of alcohol and putting them into a real context was very useful. A clear and well-presented session." Penrice Academy, Cornwall

"My confidence in discussing alcohol has increased and I'm more aware of the importance of initiating conversation." South Devon College

"The resource not only provides secondary schools with all they need to teach high quality Alcohol Education but the additional guidance materials support policy development and the engagement of parents." North Tyneside

6 bi-termly newsletters per annum detailing new or updated resources, updates on public health or government policy and sign-posting to other useful sources of guidance and information free of charge.

Distribution has grown to over 13,000 for our newsletters which are distributed with research, advice and guidance 6 times per annum.

Free access to all resources and advice online. Professionals have free access to lesson plans, film clips, planning and implementation guidance and worksheets indexed by subject (alcohol and the law, units and guidelines, alcohol and its effects social and physical, staying safe and a 16+ area) as well as recommendations by Year Group via alcoholeducationtrust.org.

The alcoholeducationtrust.org and talkaboutalcohol.com sites had 160,000 and 49,000 unique users respectively during 2018/19. There were 754 digital teacher workbook downloads, up from 592 last year and school staff are also supported ongoing by email and phone for advice and guidance as well as by the regional coordinators.

We will develop and expand the number of schools we work with by:

Supporting schools who do not excel in PSHE

We are focussing on developing our influence and support in areas where alcohol-related harms for under 18s are highest and where our presence is weakest. Often schools struggling with OFSTED will give little or no priority to PSHE or non-curriculum core subjects. The AET have therefore designed 'off the shelf' lesson plans based on our evaluated Talk About Alcohol programme, together with associated guidance so less planning time or expertise is needed. They will be launched in the Spring term 2020.

Under developed regions will receive a huge impetus from our three coordinators and the fact that many PSHE subjects, including alcohol, will become compulsory in September 2020. The development of AET resources for children with moderate learning difficulties has helped schools with high numbers of children with SEN deliver meaningful and appropriate approaches for more vulnerable children. Scotland has the highest alcohol-related harms and although Health Education is mandatory in schools, current provision is patchy with little content on alcohol. Having a dedicated Schools Coordinator in Scotland is helping us achieve this goal.

Independent and private schools

Children from more affluent backgrounds drink more and earlier than the average child. We therefore plan to make a bespoke offer to independent and Public schools. A database of schools and contacts has been established.

Approaches have been made to Independent schools and their representative organisations and this work is ongoing.

Developing an offer for Academy chains: More and more schools are operating within Academy chains or pyramids of schools. Inroads have been made with groups such as The Cabot group and Academy Education Trusts, but much remains to be done and this will be made a priority.

Developing relationships with Academy Chains directly is difficult as little priority seems to be given to PSHE, but this is expected to change with PSHE becoming a statutory subject. We find it more successful to approach schools directly.

4. Enhance our services

N.B. Enhanced services sit outside of our current core work. These are projects that we consider of great importance but which require funding to achieve outside of our core requirements.

4.1 Develop innovative approaches which deliver behaviour change with a focus on challenging perceptions of drinking and building positive and engaging activities.

Girls

We have not had the time or resources to develop this stream this year, and propose moving this to 2020/2021.

Alcohol 121 (one to one approaches for children who may be misusing alcohol)

We have made significant progress in this area by producing a series of discussion cards for use with children who may be misusing alcohol. The activity cards and information sheets that are currently in the full resource pack have been adapted to sit separately from the Talk About Alcohol teacher workbook so that they can be ordered or used independently. This has followed discussion with alternative settings such as children's homes who want to use our games and discussion cards but have no need of lesson plans.

An initiative to inform and support primarily non-drinking populations about alcohol

Progress has been made by including Black and Minority Ethnic (BME) characters in the new resource box and well as ethnically diverse foods. We are exploring potential partnerships in this area.

4.2 Expand our digital outreach, games and interactive materials.

No new online games have been developed in 2019, but updates and audits of the alcoholeducationtrust.org and talkaboutalcohol.com websites and their functions have been completed. New activities have been added to the activity box and the Talk About Alcohol workbook has been revised and reprinted.

4.3 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

Significant progress has been made in progressing materials and a coherent programme for teenagers preparing to transition from school to Uni/College/leaving school. A survey has been carried out of 300 sixth formers as to what they would like to know and of 2nd year Uni students on what they wish they had known. Drugs/mental health and financial planning will form part of this outreach. Elements will include a sixth form assembly, training peer leaders, online advice and information for this age groups and parent information sessions.

The Primary stream of work is in our three to five year plan.

4.4 Develop Alcohol Education services in Scotland, followed by Northern Ireland and Wales Scotland.

Our Director for Scotland, Brian Gibson, has held over 50 training and support sessions across Scotland, reaching 140 schools in 2019. The especially adapted Scottish workbook is available online and in print. Scotland has the worst levels of alcohol misuse in the UK, so continuing to have a dedicated schools and parents coordinator here is crucial.

Promising beginnings have been made in Wales, but it would be too much to expand fully into either Northern Ireland or Wales in 2020.

4.5 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.

The School Alcohol Harm Reduction Programme (SHAHRP/STAMPP) remains at the AET's disposal and forms part of the recent highly evaluated Healthy Minds resilience programme. We have updated and modernised elements of the programme and remain open to its commissioning and roll out.

5 Quality Assurance

5.1 Ensure all our training and resources are evaluated for their impact and produce evidence based regular reports on the outcomes of our work.

The TAA programme is currently being re assessed by The PSHE Association for the renewal of its Quality Mark.

The Early Intervention Foundation renewed the selection of the TAA programme in their book of the 70 best early intervention programmes available world wide. This is a tremendous accolade.

The TAA programme is listed as promising practice by The European Platform for Investing in Children.

The TAA programme remains the only schools programme in the Mentor Adepis evaluation website to score 3/3 for impact and 5/6 for quality of evaluation.

No new TAA materials are currently being independently evaluated. We will seek out other academic institutions to evaluate TAA where possible to add to the evidence base of our high ranking NFER and IOE studies.

5.2 Continue to build partnerships with other charities and organisations' that have similar objectives and goals in reducing alcohol-related harm and risk taking to The Alcohol Education Trust

The AET continues to build and strengthen its partnerships with youth facing charities, youth and sports clubs across the country. In 2019 we have worked with The Young Farmers and the English Football League for the first time and continued our work with police and fire cadets especially in the North. We are holding our third National PSHE alcohol and drugs education conference in June 2020 in partnership with the Daniel Spargo Mabbs Foundation and The City of London Corporation.

The Wise Group, who work to help build employment prospects for disadvantaged youth across Scotland, are hosting the AET in Scotland.

5.3 To continue to build an affordable but sustainable future for alcohol education

The AET continues to offer its resources free to schools across the UK. The cost per children remains at 50p or below due to the train the trainer model, all resources being freely available online with back up from our regionally based specialist coordinators who provide support and training for local schools and organisations. It is the regional staff who are the biggest spend, but who provide an invaluable service in ensuring the TAA programme is understood and delivered properly.

Treasurer's report and financial review

This has been an exceptional year for the Alcohol Education Trust as we celebrate our 10th Anniversary with some prestigious community fundraising events and our focus on raising capital funds for the Pavilion, our wonderful new office, community space and income generating café that is set to open in the summer of 2020. Income for the year amounted to £229,971 (123% of budget) and expenditure amounted to £189,426 (106% of budget). This includes income from Community Fundraising but excludes income of £37,494 going directly to our designated building fund for the Pavilion (and associated costs of £697).

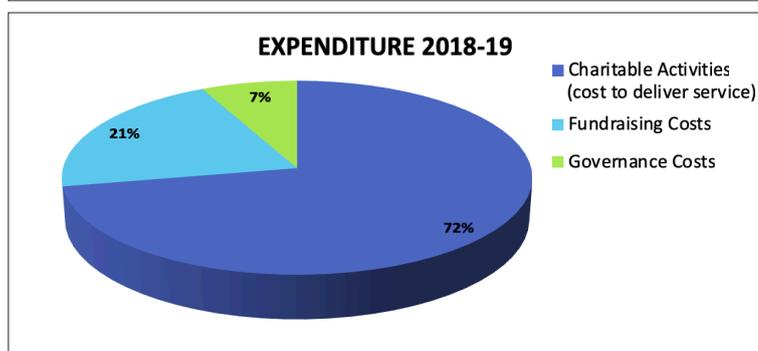
Incoming restricted funds during the year amounted to £96,458. Expenditure from restricted funds during the year amounted to £85,943 and was principally expended on our Scottish operations, extending our geographical reach into the Midlands, South & West region, targeted work in specific areas of need (Greater Manchester, Hertfordshire, Leeds, Kirklees, London and Local Alcohol Action Areas) and our continued work with schools and organisations with a high degree of special education needs and looked-after children. Most of these projects will continue in 2020.

Incoming unrestricted funds amounted to £133,513. Expenditure from unrestricted funds during the year amounted to £103,482 with the majority funding our school and regional coordinators and associated travel costs of £60,228, printing and postage of resources of £11,642 and the higher than usual community fundraising expenses of £25,535 relating to our 10th anniversary Ball & Dinner fundraising.

Our 10th Anniversary Community Fundraising events generated an amazing £30,790 (income of £56,326 and associated costs of £25,535) and income from the sale of our resources, mainly to organisations other than schools, youth and sports clubs for the year, amounted to £6,044.

Work on the new Pavilion building will commence in the Spring of 2020. As at the 30th September 2019, the build fund stands at £120k comprising £50k set aside from reserves in 2018, £33k from our 10th Anniversary Community Fundraising (which includes a donation of £8k) and £37k raised from capital grant applications during the year. A further £127k is confirmed with payment payable when the build work commences and with another £25k to be transferred from reserves in 2020, this leaves us just £20k short of our overall target of £293k. We also continue to hold £25k in a CEO Succession Reserve recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

| SUMMARY OF ANNUAL ACCOUNTS | | |
|---|-----------------|-----------------|
| INCOME | 2018-19 | 2017-18 |
| Grants & Charitable Donations | £117,381 | £80,581 |
| Corporate Partnerships | £50,220 | £68,628 |
| Community Fundraising & Other Income (incl. Gift Aid) | £56,326 | £13,236 |
| Sales of Resources | £6,045 | £11,255 |
| TOTAL INCOME | £229,972 | £173,699 |
| EXPENDITURE | 2018-19 | 2017-18 |
| Charitable Activities (Cost to Deliver Service) | £136,411 | £102,697 |
| Fundraising Costs | £39,226 | £13,530 |
| Governance Costs | £13,788 | £12,584 |
| TOTAL EXPENDITURE | £189,426 | £128,810 |



After placing these funds aside, our unrestricted funds balance at the end of the year amounted to £66,157. After adjusting for stock, this equates to 'Free Reserves' of £54,690 providing just under six months cover for our operating costs of £110,697. This is very slightly under our reserves policy of between 6 to 12 months but considered sufficient to cover management, administration and support costs and to balance our objectives to develop and support services, with our need to remain financially stable.

Our key financial areas for 2020 are completion of the Pavilion, building on our presence in Scotland and continuing to move into new geographical areas whilst maintaining diversification of our income streams. Sources of income this year are split between Grants & Charitable Donations of £117k (51%), Corporate Partnerships of £50k (22%), Community Fundraising of £56k (24%) and Sales income of £6k (3%).

Our budgeted costs for next year are £186k (excl. Community Fundraising) which represents an increase of £20k from last year mainly associated to our co-ordinator for the Midlands South & West region and higher travel, printing, postage & delivery costs as we move into new geographical areas next year.

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



Centre for Analysis for Youth Transitions



PSHE Association Quality Assured



Early Intervention Foundation

Awards and recognition



Private Education & Development Awards 2019



Alcohol Awareness for Young People Award (2018) from the Chris Donovan Trust



Education Resource Awards 2019 highly commended for best secondary school resource



Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing



Charity Times Finalist for best small charity of the year 2017



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



GSK King's Fund Health Impact runner-up award 2016

A joined up approach to reduce alcohol-related harm



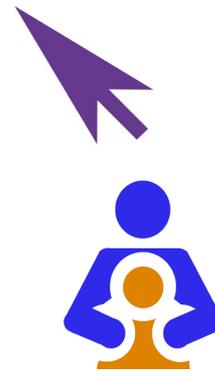
SUPPORT CHILDREN AND YOUNG PEOPLE

- ◇ 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 and looked-after children
- ◇ Geographical areas where alcohol-related hospital admissions are highest for under 18s.

Funding

We are very grateful to our current and past funders and business supporters as well as those who provide support in kind, a range of whom include:

His Royal Highness The Prince of Wales, Duke of Cornwall

National Lottery

Ansvar Insurance

Merchant Taylors'



Tesco Centenary Fund

Sport England

Dorset Council

Pocket Parks



The Dorset Shrieval Charitable Trust
The Loveday Charitable Trust

Brigadier DV & Mrs HR Phelps Charitable Trust
The Forsyth Foundation

Fairfield Charitable Trust
Lord Leverhulme's Charitable Trust

The Fitton Trust
The Whittaker Charitable Trust

Greater Manchester Fire & Rescue Service – Youth Aspiration Fund

Dorchester Round Table

Waitrose Community Matters

The Alice Ellen Cooper Dean Charitable Trust



29th May 1961 Charitable Trust

Dorset Health Trust
The Yusef Foundation

Clothworkers' Foundation
THE CLOTHWORKERS' FOUNDATION

Dorchester Rotary Club

North Yorkshire PCC



Yarlington Housing Group

Foundation Scotland

Safer Dorset Fund

Google Ad Grants



The Charles & Elsie Sykes Trust

The Garfield Weston Foundation

The St James Place Foundation

Cheshire Constabulary's Safer Schools Partnership funded through Crimebeat

Valentine Charitable Trust



The Childhood Trust

Tesco Bags of Help

The Funding Network

Herts Community Foundation



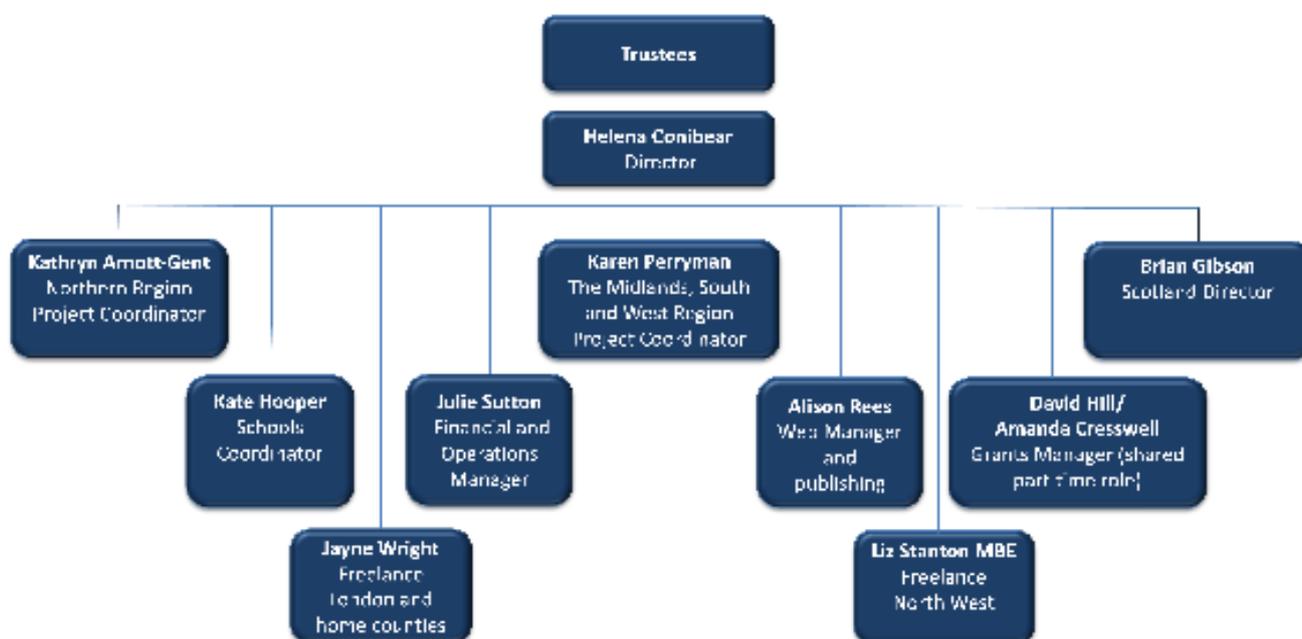
Catherine Cookson Charitable Trust

Epic Printing Services, Dorchester

Pilotlight



The AET Team and Trustees 2019



Trustees

Victoria McDonough MA (Hons) PGCE, Chair of Trustees was Head of History and Head of Year with a responsibility for PSHE in a large comprehensive in Cricklewood, London. She is currently a Governor of Bryanston School and was High Sheriff of Dorset in 2009/10.

Christina Benjamin BSc (Hons) PGCE worked as a solicitor in local government and industry for 15 years. In 1996, Christina obtained a PGCE from Cambridge University and worked in a large comprehensive in the Fens, in both teaching and pastoral roles, until finishing her teaching career with 5 terms at the Thomas Hardy School in Dorchester. After retiring, Christina spent some 2 years as a volunteer with the Dorset Youth Offending Team sitting on referral panels for young offenders.

David Cox was Chief Executive of The Benevolent 2013-2017. The Benevolent is a charity that supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious illness, disability, issues with stress or depression, with debt or any family crisis such as a seriously ill partner or child. David has built a deep understanding of issues concerning alcohol and the importance of early intervention and alcohol education. David is a Liveryman of three City Livery Companies and brings a wealth of skills to The Alcohol Education Trust in governance, fund raising and management.

Stephen Foster is Head of the Divorce and Family partner team at Stewarts Law. In the Legal 500 2016, Stephen is recommended for his "pragmatism and gravitas" and his reputation as "a strong leader who can manage any situation or individual and steer things to a successful outcome". Chambers describes him as "a great lateral thinker" and Stephen is named as one of the top 10 high asset family lawyers in Spear's Family Law Index.

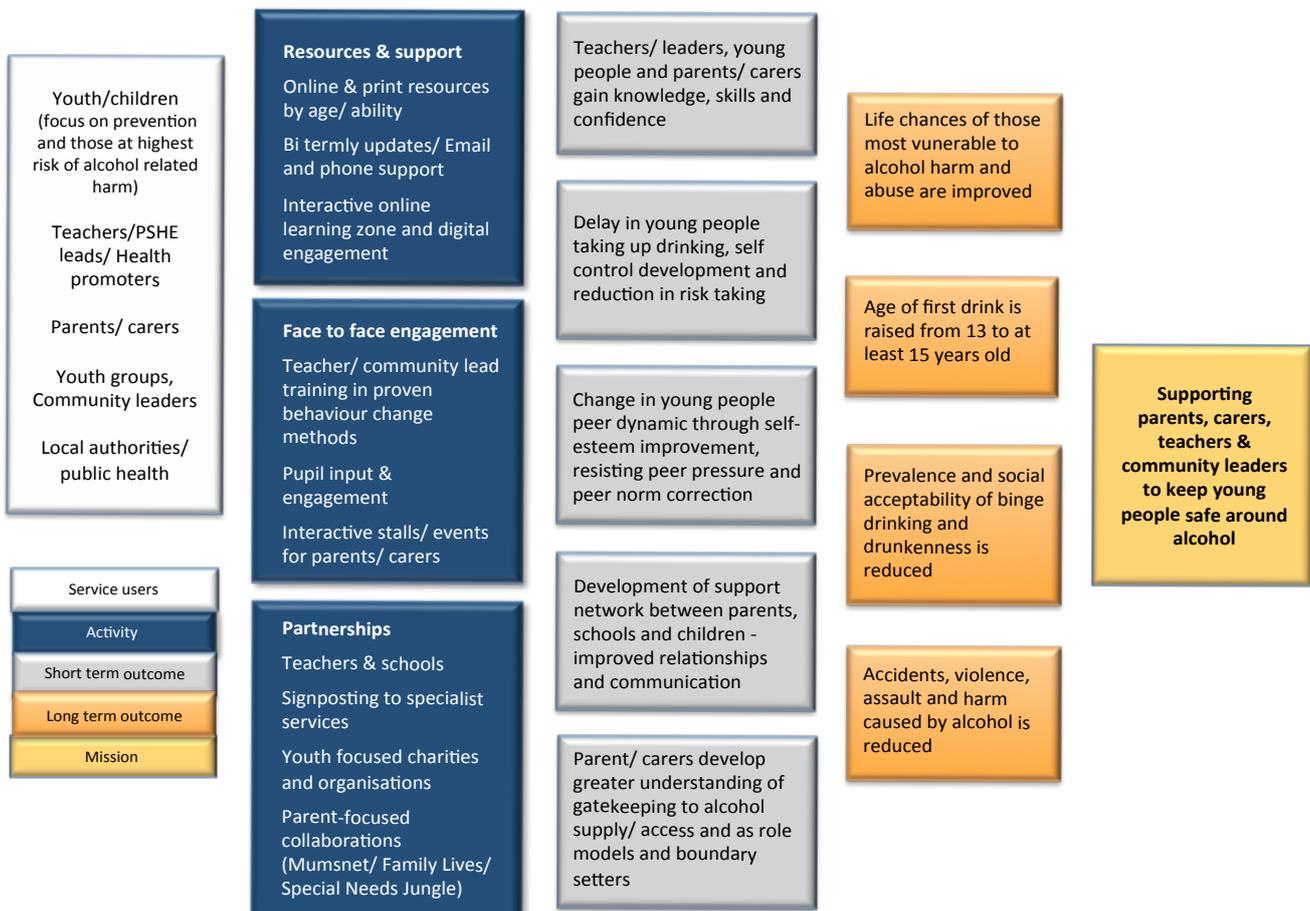
Kate Larard MSc, BSc (Hons), HV, RM, SRN first qualified as a nurse, midwife and health visitor and enjoyed many years as a clinician. In the 1990s she went on to study Social Policy and Social Research at the University of Bath. Following this she focused on safeguarding, holding a variety of operational and strategic roles. She finished her full-time career in the NHS as Head of Safeguarding in Birmingham, gaining invaluable and diverse experience. Kate now works part-time as a specialist safeguarding trainer.

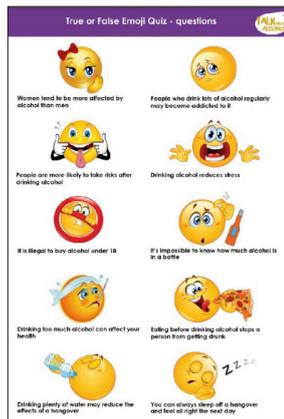
Andrew Morse BSc (Hons) recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the AET including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

Keith Newton ACA is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is currently Chairman of the West Country Branch of the Britain-Australia Society (BAS); a Director of the National Britain-Australia Society; a trustee of the BAS Education Trust - BASET; and an advisor to the board of an English public school having previously served as a Member of the Board and Chairmen of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

Alison Winsborough BMus, PGCE has strong experience of delivering PSE, previously as Head of PSE and Citizenship at the Sir John Colfox School and also as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy. Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer Partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently a Faculty Director of Pastoral Support at the Atlantic Academy, Portland. She has 3 young children.

The Alcohol Education Theory of Change Strategy Impact Map





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