



The Evaluation

- NFER – Independent Research
- Comparing the knowledge, awareness, attitudes and behaviour of children in ‘intervention’ and ‘comparison’ groups
- Statistical modelling to compare outcomes for the two groups, allowing for any differences between them
 - Knowledge
 - Onset of drinking
 - Frequency of drinking
 - Investigating change over time by surveying pupils at three time points (Year 8 then in Year 9)
- Minimum requirements in intervention schools

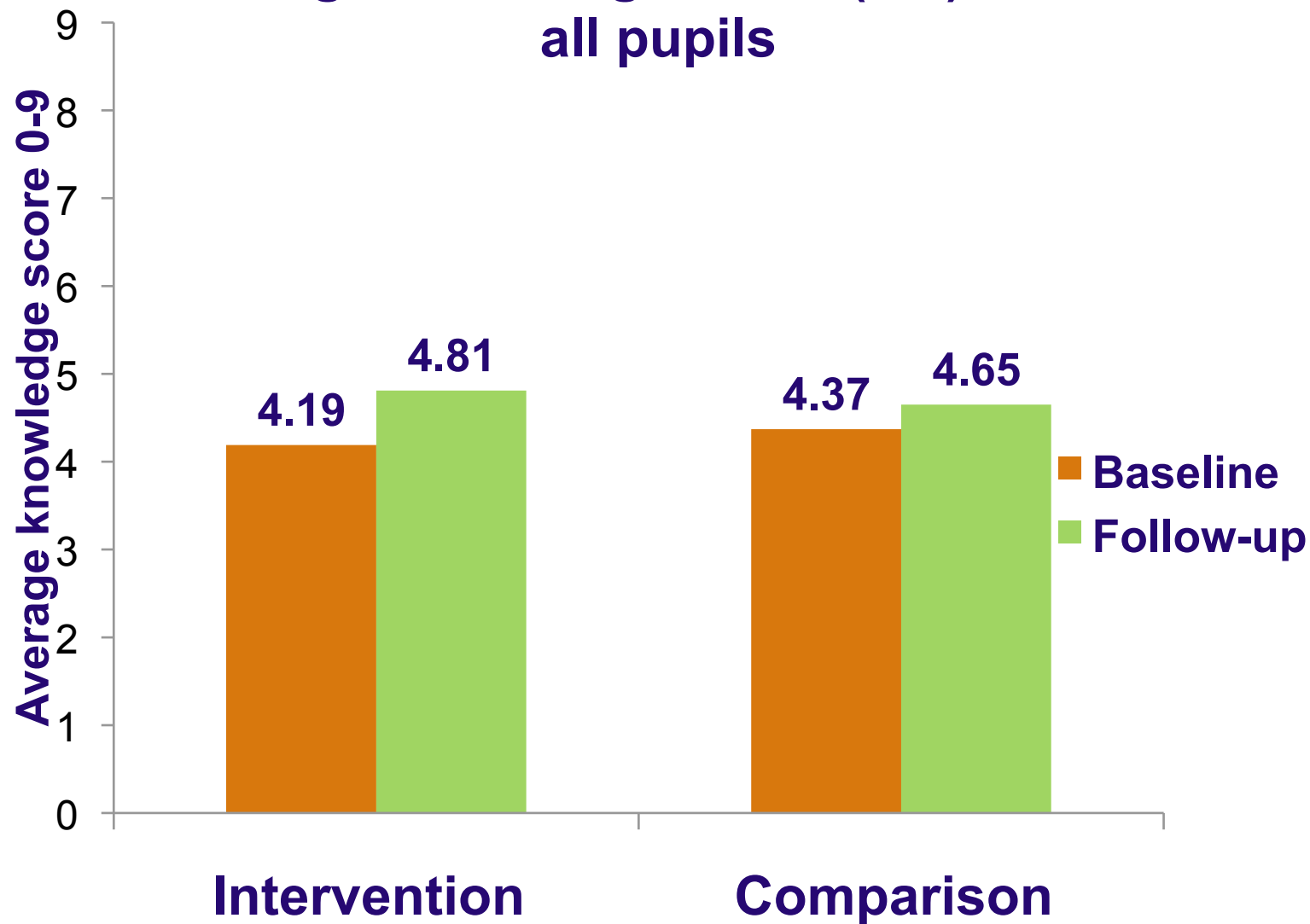
Survey Response

	Intervention <i>16 schools</i>	Comparison <i>17 schools</i>
Baseline	2142	2268
Follow-up one	2203	2095
Number of pupils 'matched' across both surveys	1881	1821

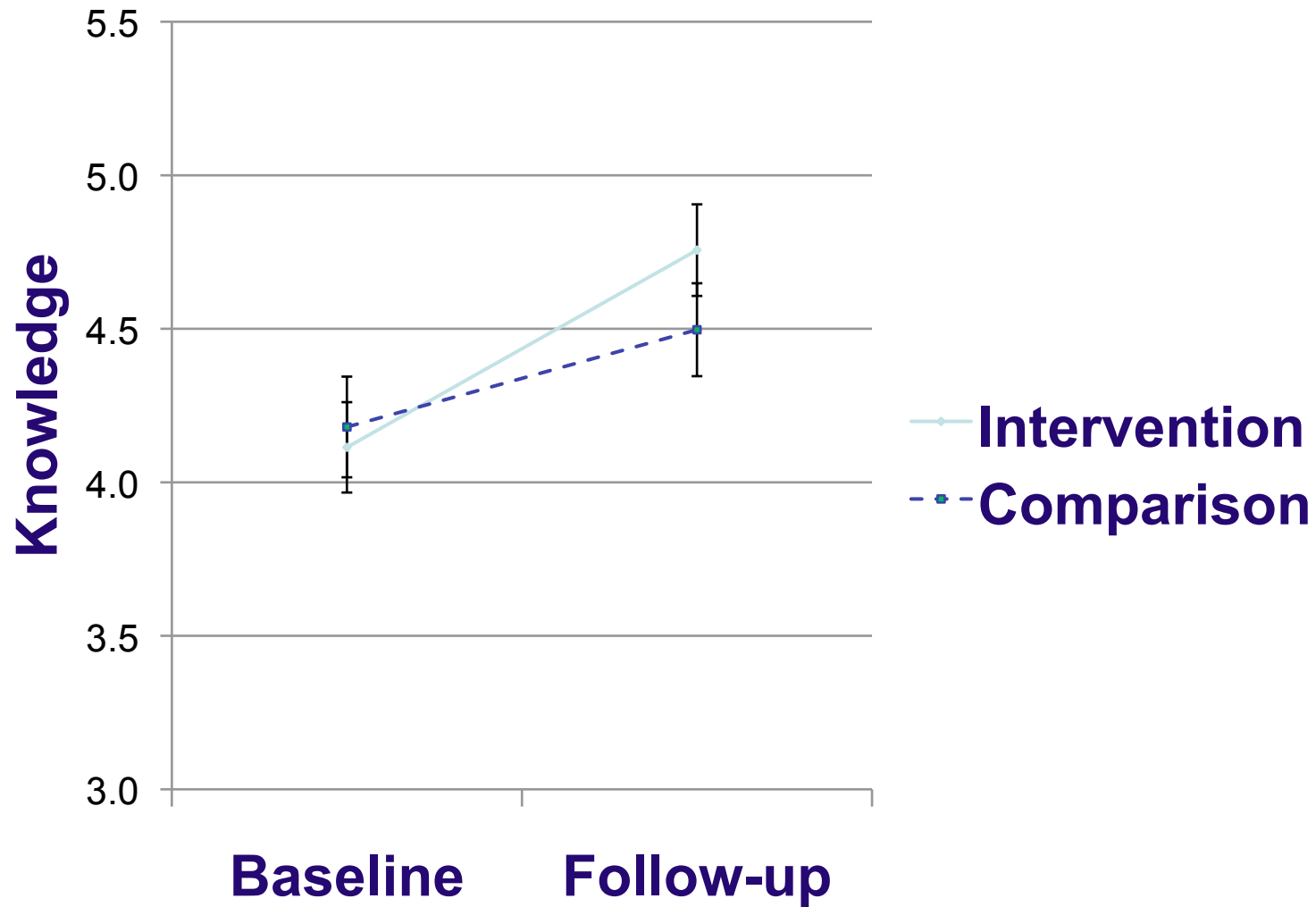
Context of Drinking Behaviour

- Happy and engaged with school
- 57% of intervention and 53% of comparison pupils had *never* had a whole alcoholic drink
- Small proportions drank once a week or more (around six per cent) – most drinkers only drink infrequently on special occasions
- Most who drank did so at home when their parents were there (around 70%)
- Few were risk-takers or engaged in ‘negative’ behaviours when drinking

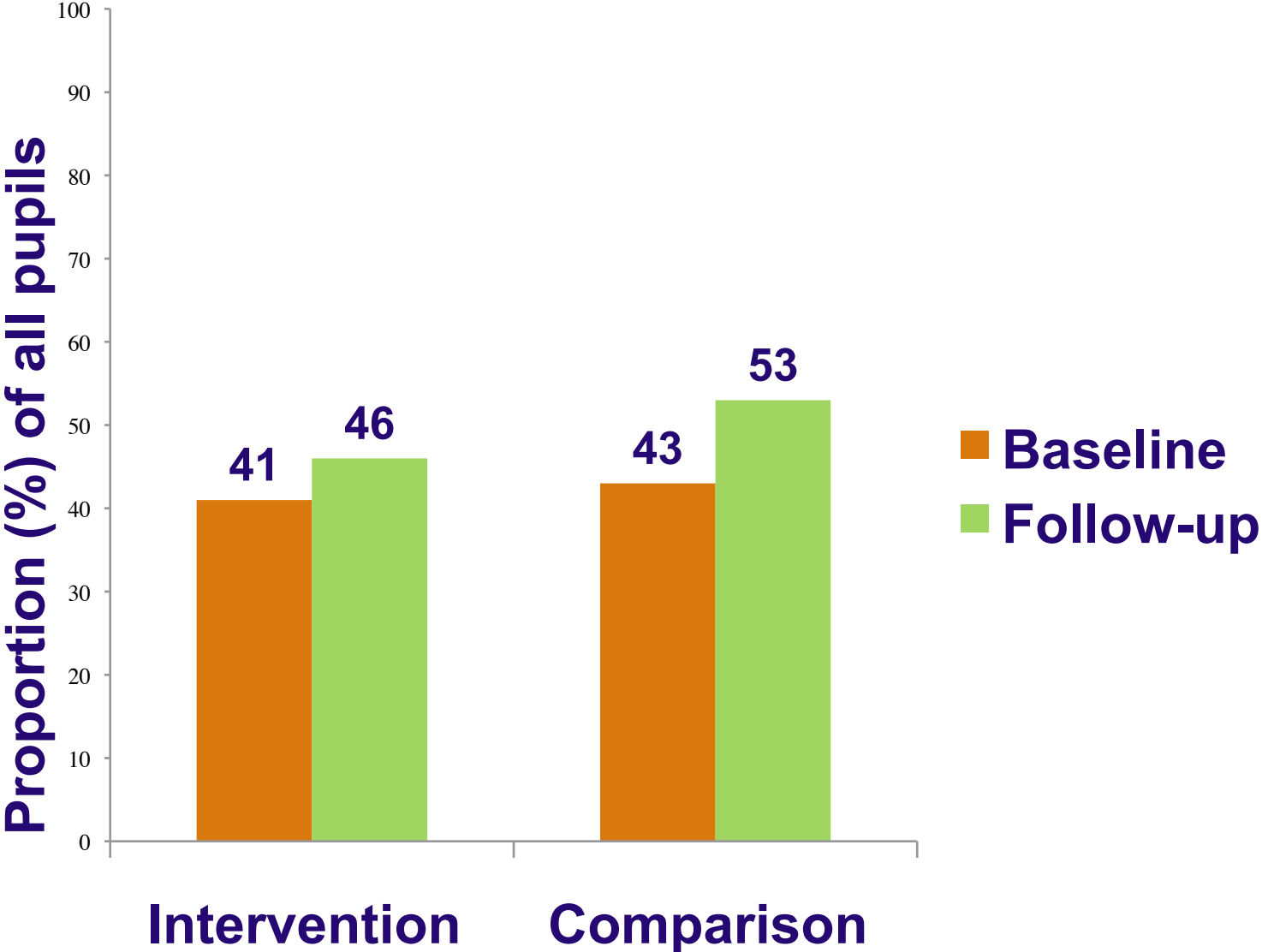
Average knowledge score (0-9) across all pupils



Change in knowledge, as predicted by model



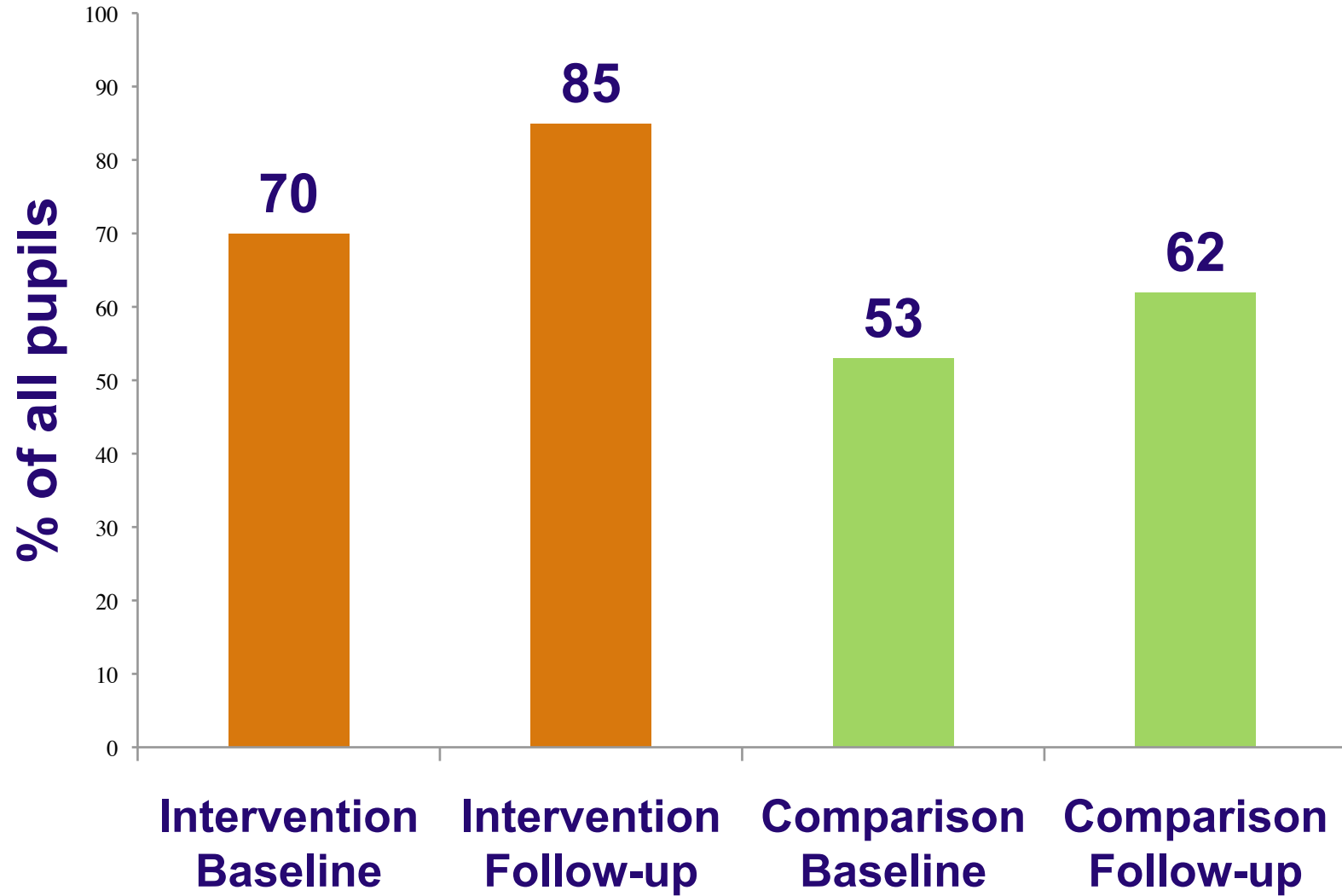
Ever had a whole alcoholic drink?



Frequent Drinking

- Once a month or more
- Proportion increased for both groups (from 17 per cent in both groups, to 22 per cent of the intervention group and 23 per cent of the comparison group)
- No statistically significant difference between groups
- But, small numbers in analysis as few frequent drinkers

Helpful Source of Information on Alcohol: PSHE Lessons





**For more information on the
evaluation:**

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Talking to kids about alcohol



Lesson plans, interactive games, quizzes and work sheets to allow 11- 16 year olds to make informed choices as they encounter alcohol socially.

Based on a social norms approach, the scheme concentrates on units and guidelines, how much is too much, how to stay safe, the law and how to resist peer pressure.

TALKABOUTALCOHOL.COM

advice and guidance for parents, teachers and 11-16 year olds

www.talkaboutalcohol.com

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