



Registered Charity 1138775

Newsletter

September 2012 Ed5

Update on the evaluation of AET resources

The Alcohol Education Trust (AET) are very excited about the results of the interim evaluation of www.talkaboutalcohol.com and AET resources among 4200 Year 8 students across 34 schools in England. The evaluation, undertaken by the National Foundation for Education Research (NFER), is finding a marked improvement in knowledge for pupils using the AET materials and a significant improvement of engagement with PSHE. The raw data shows a rise in the age at which the students are having a whole alcoholic drink. We will report on the key findings in the next newsletter.

Last chance to attend conference

Alcohol Education, what works for young people? a look at evaluated programmes from around the world

Date: Thursday 18 October 2012

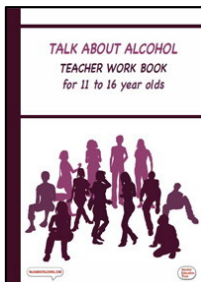
Location: The Royal Society of Medicine, London

Special concession places available

Read the full programme at <http://www.aim-digest.com/gateway/prog%20forum2012.pdf>

Book Online at <http://www.aim-digest.com/digest/pages/conference.htm>

or email helena.conibear@aim-digest.com



New version of the Teacher Workbook now available

The re-edited version of our highly successful teacher workbook has been reprinted and is now ready for distribution – free of charge – to all schools/colleges and youth supporting organisations.

We have updated facts and figures with recent statistics and made some of the editorial notes clearer, plus moved advice and resources more applicable for 16yrs+ into its own section.

To order your new copy plus further booklets if required just email jane@alcoholeducationtrust.org

Help is at hand with incorporating alcohol education into your PSHE curriculum

The AET offers schools the opportunity to assist their PSHE teachers and tutors with help and guidance in delivering the sometimes delicate and tricky topic of alcohol awareness, staying safe and the law to their students. **Teacher training sessions** are available where we will go through our resources and discuss ways of how they can be incorporated into your PSHE curriculum plus giving teachers more confidence. Combining a teacher training session on alcohol with a **parents information evening** on 'talking to kids about alcohol' on the same day is a clear way of letting the school community know that you are committed to informing all those involved with your school about the effects of alcohol and how as a whole unit you can work together to improve your young people's future.

For further information on teacher training sessions and/or hosting a parent information evening please contact jane@alcoholeducationtrust.org.

Help us to help you

TALKABOUTALCOHOL.COM

Please take a few moments to complete a two minute questionnaire on our resources at:

<http://www.surveymonkey.com/s/YB5PRLS>.

As with any service provider we need to make sure that we are providing useful and informative products and also to know how we can improve – and we can only do this with your help! Thank you in advance for helping us to help you.

The Alcohol Education Trust and online fundraising schemes



To help us ensure that all the secondary schools in our home county of Dorset can continue to receive our support and resources free of charge, please consider joining the online fundraising 'Grow your Tenner' campaign supported by the Dorset Community Foundation and LocalGiving.com opening on 25th September 2012

By donating just £10 online the Dorset Community Foundation and LocalGiving.com will match this donation turning it into £20 for the Alcohol Education Trust.

Go to <http://localgiving.com/charity/alcoholeducationtrust> to donate with ease.

The **BigGive.org** has also introduced their Christmas Challenge match funding scheme.

If you would like to make a pledge (min £100) to the Alcohol Education Trust towards our target of £1500 you have until 14th October 2012 to do so online at:



<http://new.thebiggive.org.uk/pledge/thealcoholeducationtrust>

Or you can make a donation (min £5) when the challenge opens on the 6 December 2012 where we need to raise £3,000 to be eligible to receive the pledges and the funds matched by our 'Charity Champion'.

Whatever you decide – thank you for your support

Studies by the Joseph Rowntree Foundation

A positive choice: Young people who drink little or no alcohol

A study by the Joseph Rowntree Foundation, 'What shapes the lives of young non-drinkers in the UK?' examined the lives of young people who drink little or no alcohol, and found that:

- getting drunk is not an automatic rite of passage for young people;
- young people who drink little or no alcohol tend to prefer activities where drinking alcohol rarely plays a role;
- the immediate effects of drinking alcohol (e.g. hangovers) concern young people more than longer term health effects.

The report recommends that 'alcohol education and advice aimed at young people and their parents should present the option of not drinking as a valid choice. Choosing to drink little or no alcohol needs to be highlighted as commonplace and information on strategies used successfully by young people who do not drink or drink lightly needs to be available.

There should be more opportunities for young people to socialise without alcohol, or without it being the focus of the event. Further and higher education institutions can play a role in providing such opportunities and ensure that bars stock a wide array of soft drinks that are attractively priced and actively promoted.

Such steps would help support individuals who choose not to drink and foster a culture where heavy drinking is not seen as essential to a good night out. For such changes to be effective, they would need to be replicated widely and be part of broader efforts to shift social and cultural attitudes and perceptions’.

The full and summary reports are available at
www.jrf.org.uk/sites/files/jrf/young-people-drinking-choices-full.pdf
and www.jrf.org.uk/sites/files/jrf/young-people-drinking-choices-summary.pdf

Local variations in youth drinking cultures

The Joseph Rowntree Foundation has also produced a report which explores the lives of young people, aged 15-24, in two study areas located in regions of England where the harm caused by alcohol is markedly different. The aim of the research was to explore whether living in these places influenced young people’s drinking.

Key points in the report are:

- Significant differences in alcohol-related harms have been observed between English regions. The north has a higher degree of reported indicators of harms than the south-east and the south-west.
- Despite these variations, young people’s drinking behaviour in the two areas studied followed similar patterns with regard to their choice of drink, where they drank, and the days of the week and times at which they drank.
- The differences between young people’s behaviour in the case study areas was subtle and related to how those places had developed over long periods of time.
- The primary motivation for drinking at all ages was sociability, having a good time and avoiding trouble. On a ‘good night out’, laughter and fun were important. In the case of the north-eastern city, this was a significant part of local culture.
- Young people rarely drank on their own. Young people actively sought out ‘clusters’ of youth-orientated bars. A concentration of ‘clusters’ in the north east formed part of the impetus for young people to drink more than they originally intended.
- In the south east, young people below the legal age of drinking engaged in a wider range of leisure activities, sports and hobbies.
- In the north east, adult drinking was more visible both in the city centre and in streets and parks. There were more spaces where young people drank alongside adults.
- Despite a wish to limit the number of licensed premises in the north east, planning authorities had been unable to resist commercial pressures to allow clubs and bars to fill units that would otherwise be vacant.

For further details from the report go to
www.jrf.org.uk/sites/files/jrf/young-people-alcohol-England-summary.pdf

For further information and/or to request resources please contact

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