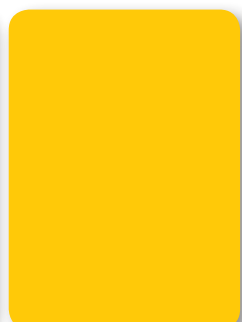
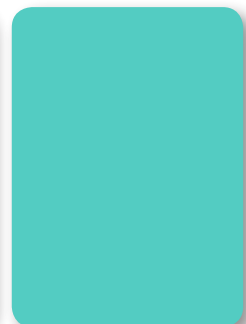
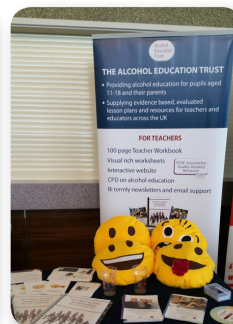
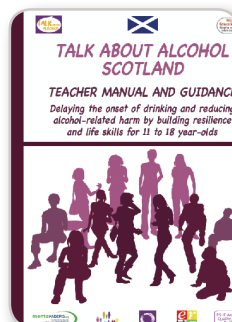
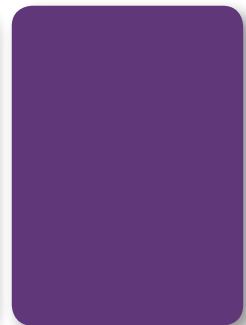




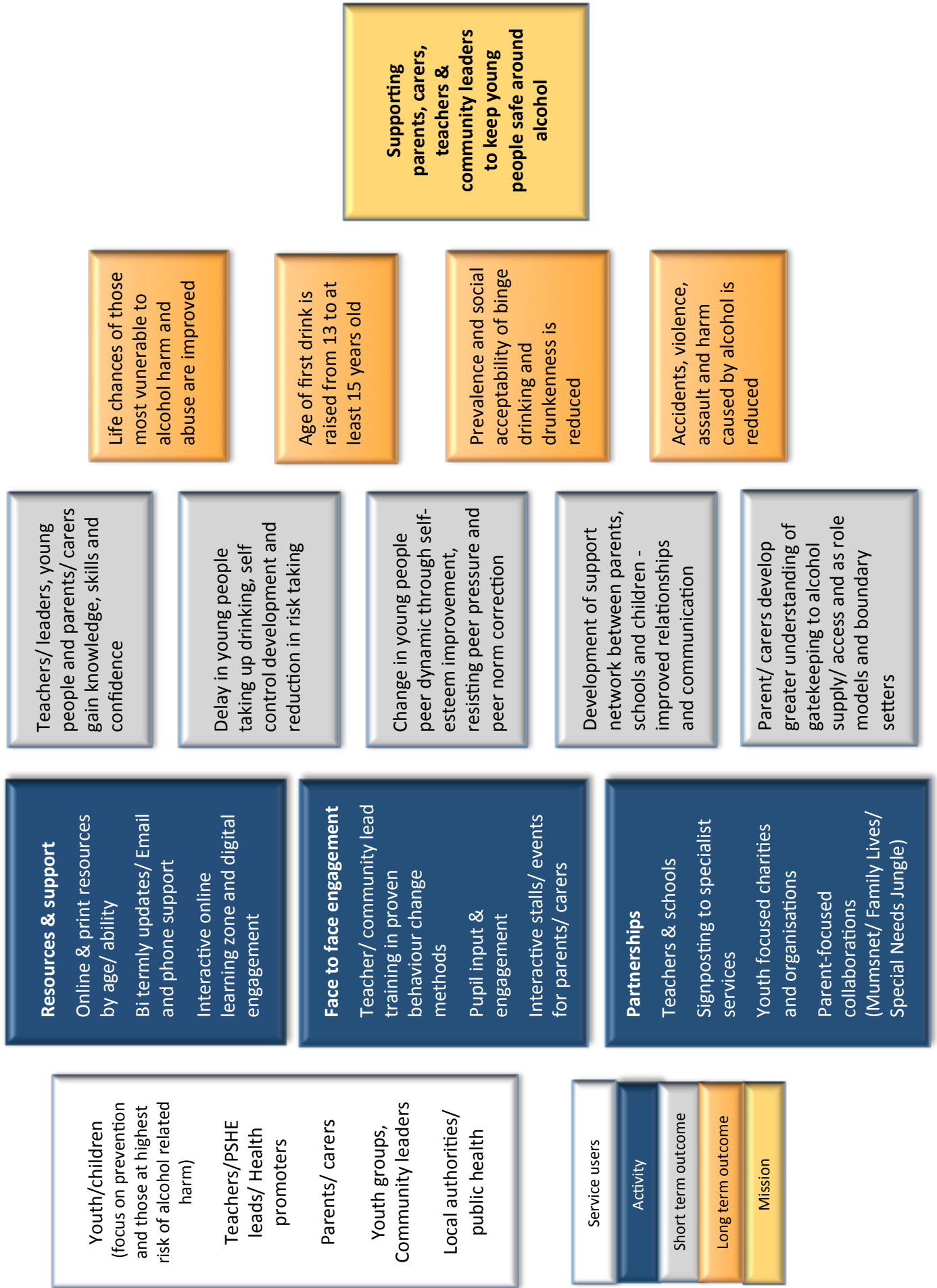
The Alcohol Education Trust



Progress On Strategic Goals And Impact Report 2018



The Alcohol Education Theory of Change Strategy Impact Map



Introduction from Vicky McDonough, Chair of Trustees



As we approach our 10th Anniversary in 2019, what a wonderful opportunity to reflect on the work of The Alcohol Education Trust during that time. I have been a Trustee of the AET since its first beginnings in 2009 and am amazed at the journey we've made.

The charity started with just one part time administrator who wrote to schools about the importance of including alcohol education in PSHE as a means of equipping children to make safer choices as they get older and to reduce negative risk taking. We now support over 1,500 schools across Britain free of charge, as well as a further 700 youth clubs, sports clubs, children's homes, pupil referral units, police and fire cadet groups – in fact any setting where there's an opportunity to engage children to talk about alcohol. Indeed, we supported 997 of them with our 100 page Talk About Alcohol resource for 11- 18 year-olds this year alone.

We are thrilled to be expanding into new geographical areas in 2019, namely Scotland, The Midlands, South and West. Previously, we have been unable to provide training and support from our regionally based school and parent support coordinators in these areas.

Finally, we hope to have a permanent home at last, our poor staff having worked out of a converted garden garage for the last nine years! By having a café, community space and office in a park setting we will be ensuring we have a sustainable and revenue generating space where we can provide training and youth opportunity in a healthy setting. What a wonderful way to mark our 10th Birthday!

Having spent my working life as a Head of Department in a busy London Comprehensive, and as a mother of four myself, I fully understand how important it is to support children in making healthier choices. Adolescence is a time of experimentation and pushing boundaries where thoughtless decisions can have life changing consequences. Our work here at the Trust is to equip children with the skills and resilience that reduce all negative risk taking, to support busy, time poor and non-specialist teachers and other professionals to provide alcohol awareness in a non-preachy, effective way and to ensure parents and carers are prepared for teenagers too. The AET's impact and reach in achieving these objectives has never swerved or faltered and with new children becoming teenagers every day the need and demand for our work is ever present.

Vickie McDonough

Our impact and reach in the last academic year

1,200

teachers and professionals were trained and supported through our National Conference and regional events across the country.

12,300 teachers and professionals received our bi termly updates and advice.

500,000+

Allowing 1 year group per school, we estimate in excess of 500,000 children used AET games, films, lesson plans and activities.

234,000

unique visits to our websites, with 40,000 users of online games through talkaboutalcohol.com and 194,000 unique visitors accessed resources via alcholeducationtrust.org



994

schools and organisations were provided with our 100 page talk about alcohol workbook or extended story and picture-led resource pack.

1,000+

parents and carers were advised face to face through 47 parental engagement events with 110,000 accessing advice for parents online.

3,500+

looked-after children and children with learning difficulties were supported in special schools, children's homes and pupil referral units with targeted resources and bespoke training for their staff.

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

Working in all counties across England and Scotland
(All impact figures from AET outreach during 2017/2018 academic year)

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're needed



CHILDREN AND YOUNG PEOPLE

The Problems

- ◇ The average age of a whole alcoholic drink is just 13 in Britain. Early and regular use of alcohol can affect brain development and increases the risk of dependency later in life.
- ◇ Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between an A* and a C grade (9 to 4).
- ◇ Children who experience childhood adversity are twice as likely to binge drink and children with 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 2013/4 -2016/17 there were 11,987 alcohol-specific hospital admissions for under 18s (rates were higher among girls 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.

STOP! No
Don't rush. Say 'No' if you're not happy

Think and Decide
Is it safe? Yes or No?

OK, Yes!
If you're happy and sure you've thought the decision through

How much alcohol do you think would lead to these things happening?

No alcohol:

2 drinks:

4 drinks:

6+ drinks:



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.

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 suitability 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.

Year 8 – Suggested resources

It is key to assess knowledge and experience before delivering alcohol education – See pages 7 – 12 of the Teacher Workbook.

Units and guidelines

Initial Activity

This session involves you demonstrating units with bottles and glasses – Look at the blank and completed worksheets (or the simplified version) pages 24 – 26 Teacher Workbook.

You need to read the worksheet on responsible drinking (pages 32 – 33 Teacher Workbook) and view one of the recommended short film clips.

We suggest you use unit calculators and a unit measure cup that can be ordered from resources.drinkaware.co.uk/products (These are available free of charge).

Bring in glasses of different sizes and shapes and save empty containers and bottles of well known brands and drinks.

If you have internet access the pupils can try using one of the unit calculator apps.



Anna

Anna, now 17, fell out with her friends after drunkenly kissing her best friend's ex-boyfriend at a party, and they haven't spoken since.

Divide the film into segments and freeze before any negative consequences have happened. Set the scene, Anna is quite shy and felt alcohol made her more confident, her Mum provided her with the large bottle of cider...



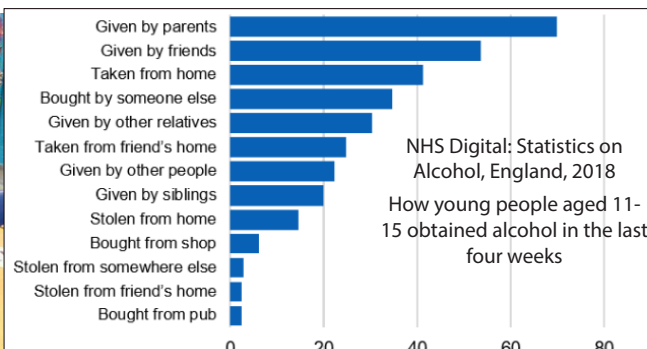
COMMUNITIES AND FAMILIES

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.



Talking To Kids About Alcohol
A guide for parents and carers



Reflections on the year, Helena Conibear, CEO

It is always a relief to sign off the end of year accounts and to be able to share our achievements with our friends, partners and funders. This year has perhaps seen us make some of the biggest decisions to date as a charity, agreeing our three to five year plan and reflecting on where we would like to be in 2020 and beyond.

Our remit has not changed, from what may seem the simple goals of pushing up the age of first whole drink from the current age of just 13 in Britain to at least the CMO guidance of age 15 and reducing both the social acceptability and negative consequences of excessive drinking.

As we have matured as a charity, our understanding of the need for varied and targeted approaches for children, according to their age, ability and experience, in different settings, has grown. Our work has therefore expanded beyond our original objective of making alcohol education available free of charge to every school across Britain. We are still doing that of course, via our free to access alcoholeducationtrust.org and talkaboutalcohol.com websites, printed resources, advice, guidance and training. Demand grows year on year as school budgets are squeezed and the awareness of early alcohol use on mental health and life chances grows.

Alternative settings and reaching more vulnerable children



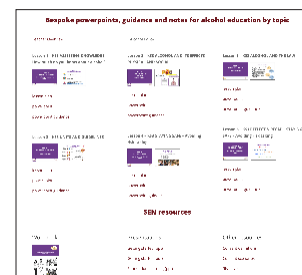
What we did not envisage was how much demand there would be for our expertise and support in other settings. Through a grant specifically targeting looked-after children and children with learning difficulties, we have, in the last two years, created specific resources and have trained staff in children's homes, pupil referral units, police and fire cadet centres and also community outreach workers - in football and youth clubs, for example.

This has led to us developing a suite of activities, games and discussion cards that can be used anywhere to enable conversations around topics

such as consent, grooming, drinking in public places, drink spiking, vulnerability and risk. A new focus moving forward, is a 'brief intervention' suitable for a one to one approach, where a professional suspects a teenager is drinking harmfully. In the Spring term, therefore, we are launching a Talk About Alcohol games and activities set that stands separately from our highly evaluated and widely used Talk About Alcohol teacher workbook.

Supporting time poor and non-specialist teachers

In recognition of how little time some schools have for PSHE and how they might lack trained staff to deliver alcohol education, in June, we launched a subscription area of 'ready to go' powerpoints and notes by topic, age and ability. At £99 for a three year subscription, this saves hours of preparation time, searching for visuals, facts and figures and is fully linked to all our existing free resources, such as the interactive body or virtual nightclub on talkaboutalcohol.com. This is the first time we've charged for a service, but we emphasise that our core elements for schools remain free.



2nd National Alcohol and Drugs Conference 2018 - schools' role in prevention



Also in recognition of how little budget is available for PSHE in schools, we held our second National Conference of talks and workshops, free for teachers and health practitioners. This year the conference was generously hosted by The Liverpool John Moores School of Public Health in partnership with Mentor. With a mix of policy keynotes, academic and practical presentations combined with take away 'how to' workshops and resources, teachers left with practical resources and skills, as well as confidence, in how to deliver effective and engaging preventative

alcohol and drug education to young people.

A Conference delegate commented, "I am massively grateful to have had the opportunity to attend the conference and workshop. It has given me inspiration and renewed energy to shake up 'the dreaded' PSHE/ Life Skills lessons."

Alcohol Awareness Week

Alcohol awareness week offers us an opportunity to work in depth with schools who really want to focus on reducing alcohol-related harm in a holistic way. This year, as well as supporting art workshops in The Isle of Wight, participating in a PSHE conference in Birmingham and a workshop for Health and Social care and young health champions at Weymouth College, we worked in depth with the largest sixth form in the Country at the Thomas Hardy school, Dorchester. There were drama workshops, a public performance by a professional theatre company, an assembly, as well as staff, student union and parent workshops.

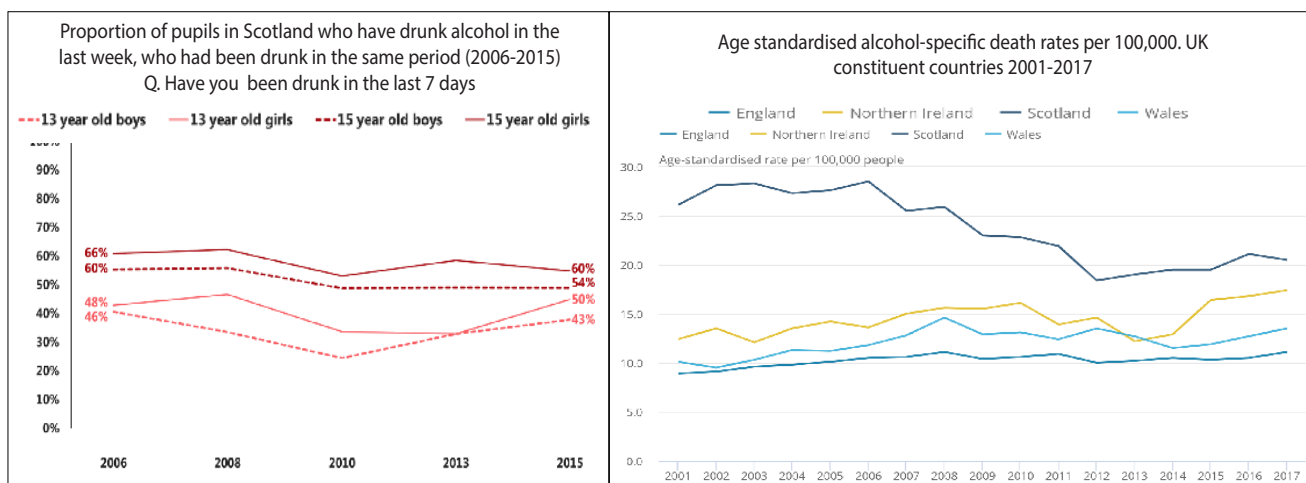
Deputy Headteacher, Natasha Ullah, commented: "Alcohol Awareness Week was carefully designed to provide useful guidance and promote wider thinking around alcohol. This resulted in some serious 'myth busting' with our students realising that perceived social norms around teenage alcohol consumption were wholly inaccurate... Students have commented that it was great to know that most young people drink alcohol responsibly. The Alcohol Educational Trust pitched each of the sessions and the assembly perfectly in order to engage audiences but also to provide vital information and helpful tips for the future".



Scotland



It has long been a dream of The Alcohol Education Trust to be able to support schools across Scotland with the training and support offered to English schools through our regionally based school and parent coordinators. Thanks to two wonderful grants we are now able to embark on this work. Scotland has twice as many alcohol-related deaths than England, and the average age of first drunkenness among those who do drink is age just 13.



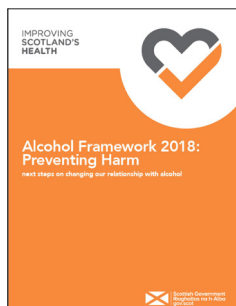
We have carefully adapted our talk about alcohol workbook to include Scottish facts and figures, laws and culture (alcoholeducationtrust.org/download-teacher-workbook-scotland/). We are establishing a Council of Advisors to inform our work in Scotland. Please do contact brian@alcoholeducationtrust.org if you would like to be involved.

The South West

As CEO, I have always believed it essential to continue to work at grassroots in delivering teacher training and parent support sessions across the South West. The growth in demand and remit of the AET together with 10 staff now means I cannot do this solo anymore. We are therefore thrilled to have secured funding to enable us to have a dedicated schools and parents coordinator for The Midlands, South and West for the first time! This will enable us to be more proactive rather than reactive in the region and to take our support to new areas for us, such as Birmingham, for the first time.



Policy



This has been a very important year in terms of raising the profile and status of PSHE in schools within the Department for Education. We currently await the final details following consultation, but elements of PSHE are expected to become statutory from September 2019 (SRE) with drugs and alcohol following in September 2020. This elevates elements of PSHE to a 'must teach' rather than the 'should teach' status that we have at present in England, which is great news.

Health Education is already statutory in Scotland, but a new Alcohol Strategy published this Autumn is placing much greater emphasis on prevention and early intervention in schools, which is welcome.

NICE have also been reviewing the evidence of existing Alcohol Education programmes for Schools, from the UK and around the world. Again, we await consultation following the expert panels findings and publication is expected in August 2019.

We also await a new Alcohol Strategy for England from The Home Office, but it appears to have a narrow remit that may not cover alcohol education. However, Public Health England is increasing its commitment to prevention and early intervention, which currently only accounts for 5% of spend and has outlined potential pathways in a paper 'Prevention is better than cure'.

Grants and fund raising

Of course, none of our work would be possible without the support and generosity of the grant-making foundations, charities, individual and corporate donations given to us each year. We pride ourselves on building long term relationships with our funders, meaning projects such as our work with looked-after children and working in depth in geographical areas where alcohol harms are high can continue ongoing. We have welcomed a record number of new funders and supporters in 2018 and are particularly proud to say His Royal Highness The Prince of Wales, Duke of Cornwall is supporting our work in Cornwall for the first time in 2019. A huge thank you to you all! Half a million children are able to learn to stay safe around alcohol each year in over 1,800 settings thanks to your support.

10th Anniversary Year

As some of you know, The AET has operated out of a converted domestic garden garage for the last nine years. As we approach our 10th Birthday our Trustees felt we should have a public facing premises, that would be sustainable and preferably revenue generating for us.

We are thrilled to say that our 10th Anniversary project, therefore, is to raise funds for a café and community/training space and office in a park setting, in an area with 33% social housing, which currently doesn't have any youth provision. The Great Field at Poundbury will have a Parkour area for teenagers a running track, a multi purpose all weather pitch and will be the largest park in Dorset. It is next to The Damers First School. We have raised half of the funds needed to date. If you would like to help us in any way, please do email me via helena@alcoholeducationtrust.org

We will have a Midsummer 10th Anniversary Ball on the 22nd June and a London Dinner on the 25th September 2019 to raise further funding for this project.

Helena Conibear, CEO



Kate Hooper – Schools Coordinator

The reach and impact of the Talk About Alcohol Interventions

This financial year, we have supported 358 schools and 103 organisations with hard copies of our resources. A further 592 have downloaded the free online version. It's great that of these, 97 schools and 25 organisations (including some local authorities who support many more schools) are using our resources for the first time. Overall, more than 2,500 schools and organisations have now been supported with hard copies of our award winning Talk About Alcohol teacher workbook out of the estimated 3,500 secondary schools eligible. In addition, we are supporting 41 new special schools and pupil referral units and 25 new organisations such as children's centres and youth justice centres; this is thanks to a dedicated funding source for children with moderated learning difficulties and for looked-after children, who are particularly vulnerable to alcohol harms.

The geographical spread is wide with the largest area of distribution in the South East followed by the North West, Yorkshire and Humberside. It is wonderful news that we now have funding to extend our training and parental support into the Midlands, the South and West England and Scotland with dedicated regional coordinators based in these regions for the first time.

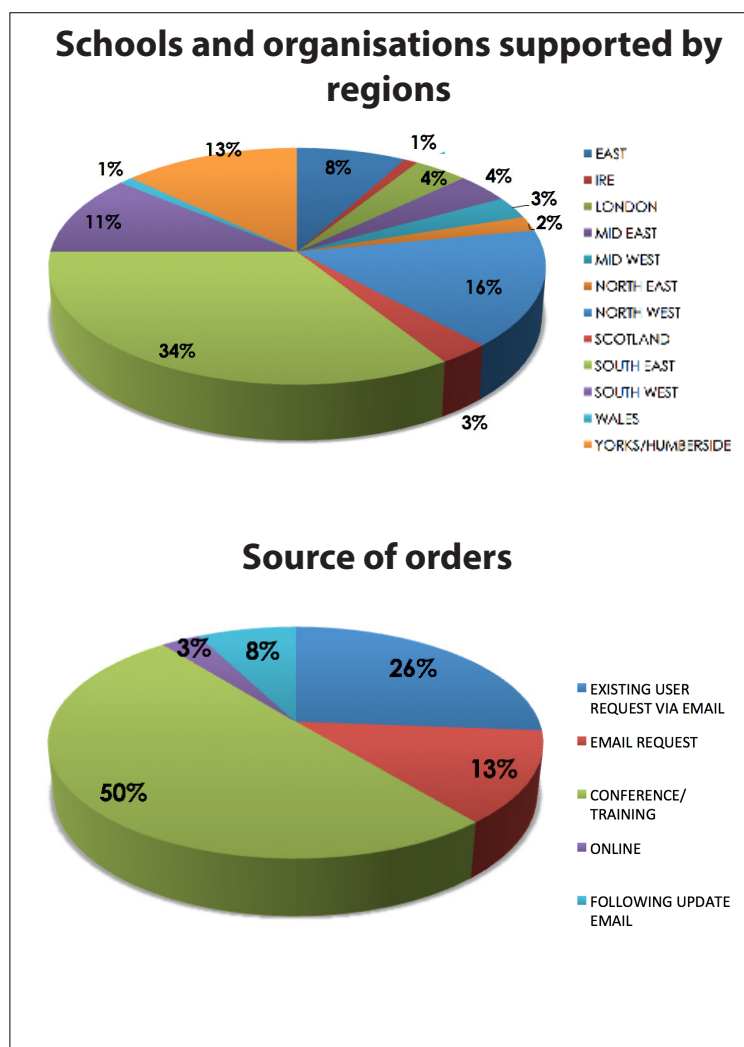
Furthermore, we now have over 7,000 schools and relevant organisations that we update regularly with facts, figures, the law

and resources across the UK. In fact, we have over 12,000 on our database in total.

The AET distributes its resources through a variety of methods including direct contact with schools, through parent organisations, national organisations (PSHE Association, Citizenship, Governors and Head Teacher Associations), through local authorities and PSHE specialists. Half of our resource distribution is as a result of our training sessions, 13% via email requests and 8% as a result of our email updates.

I have enjoyed attending a range of events this year including the Southampton University Health Conference, two sessions at Weymouth College and a drama performance at The Thomas Hardy School.

I am looking forward to seeing our reach increase across Scotland, the South, West and Midlands and hope we will eventually be able to support Wales and Northern Ireland, with locally based specialist trainers and school/parent coordinators as well as further weak spots across England.



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 1,000 staff in a variety of settings including Leeds, East Tyneside, North Yorkshire, South Gloucestershire, Liverpool, Hampshire and Dorset as well as via conference workshops in areas such as the Taunton and Liverpool.

Teachers and health professionals are shown 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 TAA programme ensures 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 alcoholeducationtrust.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 have focused our resource on children in areas which need our support most including the Isle of Wight, Burnley, Tyneside, Halton, Liverpool, Manchester, Portland and Hartlepool.

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 children in need all over the country. 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 93,000 page views in 2017, together with a bi-termly newsletter to encourage engagement with parents across the UK, plus a Facebook page and Twitter account.

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



Supporting and engaging children and young people



Supporting and training teachers and health professionals



Empowering parents and carers

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



This has been a year of development and delivery across The North, following successful funding from the North Yorkshire PCC and The Greater Manchester Combined Authority, in particular. It has been a great year in terms of developing partnerships in the North East and for parent engagement with 27 parent sessions delivered across the region. It has also been very rewarding to develop partnership work with some of the Premier League football clubs.

North Yorkshire

Funding received from North Yorkshire PCC has enabled us to provide every Secondary School, including SEN schools and Pupil Referral Units with our Talk About Alcohol workbooks, bespoke SEN resources, teacher training and parent sessions. 25 schools are now fully equipped with resources, training and support. In addition, the funding has also enabled us to support both North Yorkshire and York Youth Offending Services with our full resources and training for staff working with the most vulnerable young people across the region. Training for York schools and the Youth Offending Service will be taking place in the New Year. The funding has also meant that foster carers have been engaged via 5 support sessions covering Harrogate, Skipton, Northallerton and Selby with further sessions planned for Scarborough and Whitby.



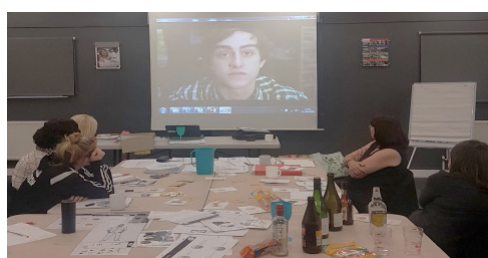
North Yorkshire Virtual Schools

North Yorkshire Virtual Schools have been supported with bespoke resources and training session for staff. The resource was well received and the mentors could see it working well both in a group work setting and on a 1-1 basis with looked-after children. Julie Bunn, the Virtual Head for North Yorkshire felt the resources and training were "invaluable."

Greater Manchester Fire & Rescue – Cadets

Through our funding from the Greater Manchester Combined Authority we have been able to support the Fire Cadets based in Bury with our full resource and training for leaders. This offer has now been expanded to Greater Manchester Police, who run a cadet scheme and other projects with young people. The training will take place in January and will be offered to Cadet Leaders, as well as Police Community Support Officers and staff working with young people completing the Duke of Edinburgh award.

Kirklees



The Charles & Elsie Sykes Trust is supporting resources and training for 12 schools in Kirklees and 18 schools across Leeds. The training for Kirklees took place in October with the training for Leeds at the beginning of 2019, targeting schools from the most deprived areas.

"[The training] really gave me some great ideas and the confidence to do this subject well and made me reflect on the importance of good delivery." Kirklees training feedback

North Tyneside

Thanks to funding from the Catherine Cookson Foundation we offered a training session to 20 Secondary High schools and SEN schools across North Tyneside this year, a region with some of the highest alcohol-related harms in England.

"My knowledge surrounding alcohol has increased - I'm more confident in subject delivery."

"It's great to have evaluated sessions ready to deliver to students."
North Tyneside Training Feedback



Redcar/Cleveland/Middlesbrough

We were pleased to have the opportunity to engage with 16 schools with 2 sessions of training from Redcar, Cleveland and Middlesbrough. Schools received training as well as our Talk About Alcohol teacher workbook. SEN schools and PRUs were also supported with additional interactive resources and powerpoints thanks to our SEN grant, now in its third year.

Leeds SEN Schools Training



We were able to support 5 SEN schools with our full resource and training, utilising our grant for children with learning difficulties. This was a very engaging session and a highlight of my year as the group were so innovative in how they would/could use the resource.

"A fantastic range of interactive lessons and ideas".

"Great knowledge and pace to the training. Hit all the objectives. Great delivery, great resources. Thank you!" Leeds SEN school training feedback

Autistic Society, Greater Manchester

We were delighted to work in partnership and support the Autistic Society for Greater Manchester (ASGM) with our fully funded SEND resource packs and training. ASGM provides support for parents & carers through their Autism Information and Family Support Project and provides direct support for young people with autistic spectrum conditions, through their Aspirations Project and Autism Lifeskills Project.

Football Club Development

Manchester United Foundation

Through working with the Manchester United Foundation I have learnt about the work they do with young people, opening my eyes to new ways in which we could support young people in settings other than schools, ensuring they learn to stay safe around alcohol.

Manchester United Foundation supported the training and resources for the Clubs Community Development and Street Reds staff. Community Development staff work with 19 schools across Greater Manchester and their objectives are to take Manchester United into the heart of the community, developing young people's skills and building their resilience to achieve their potential with their Partner Schools programme. The Community Development Officers have now received full training and will be able to take our full TAA resource into schools. The Street Reds staff use the power of football to give young people an opportunity to pursue their interest in playing, leading and coaching the game. They offer free sessions and alternative activities for young people aged 8 -18 across Manchester, with the opportunity to learn new skills and gain qualifications in a supportive and positive environment outside of the school environment.



"The training our staff undertook with Kathryn was great. She was very knowledgeable and was able to field any questions we had throughout. The resources provided will allow our staff to educate the young people we work with every day on a very important subject."

Burnley



I was delighted to attend Burnley FC to deliver a training session around our full SEND resource. Staff who attended work for Burnley FC in the Community on a variety of programmes such as: It's Your Turf - a package which incorporates offending behaviour work and education with a holistic approach to tackling violence displayed by young people. Achieve Moor - a 12 week programme delivered between Turf Moor and Schools, builds confidence and self esteem and covers a variety of related topics. Turf Works - an 8 week course which uses the power of football to engage young people who are

not in employment, education or training (NEET). NCS - working with young people, helping them to build skills for life and finally Premier League Kicks - which holds free football and activity sessions in the community for young people age 8-19. The Youth Engagement team support young people in preventing the negative influences that so often impact on the transition into adulthood.

“Getting to try the different activities that we would be asking the young people to do, rather than it just being a course where you sit and listen throughout was great.”

“I had very little understanding of how to teach it before the programme and after the session I feel confident that I could deliver the sessions to the correct age ranges, being able to pitch it at the right level for the audience.” Burnley FC Feedback

Parent Sessions

Another great year for parent engagement, including foster carer sessions, parents evenings, stand alone parent sessions, and wellbeing evenings and these have run all over the North from the North East down to Cheshire.

I’m excited to see what 2019 brings, with so many new pathways opening up, enabling us to support the most vulnerable, at risk young people. Our work with North Yorkshire will continue to develop, working closely with the Youth Offending Service and Fostering Team as it will in the North East with further training for North Tyneside Schools. In addition to this, I’m looking forward to developing further relationships with football clubs, with training booked in for Everton early in the New Year and Liverpool later in the year.



Helen Dougan, South Central Region Coordinator



It’s been another busy year with a wide range of activities happening; some have involved working with new contacts, while others have further strengthened and built up our work with existing partners. All this has further progressed the core aim of delivering our evidence-based Talk About Alcohol programme to reduce alcohol-related harm in young people.

Teacher training and networks

Teacher training and support has been delivered at several schools offering staff guidance on good practice and evidence-based lesson planning. It was especially rewarding to work in partnership with Hampshire Public Health Team, initially contributing to the 3 Hampshire Schools Substance Misuse Workshops alongside other local agencies. This led to some excellent links with two local pupil referral units, Greenwood School and Lakeside School, where I delivered training sessions equipping staff with our full resource pack and guidance on the best way to use our resources with their pupils.

“Thank you so much for the training .. it was extremely informative and many staff have fed back that they now feel much better prepared for delivering SMSC around the topic of alcohol and its misuse. Despite it being a twilight session after a hard day’s work, your interactive style and delivery certainly engaged staff, which really was much appreciated. It was especially useful the way you took us through the exceptional resources, which really has equipped us for future delivery of the topic ourselves.” Peter Washington, Deputy Headteacher Lakeside School

Equipping new teachers to deliver PSHE

Once again, I had the pleasure of facilitating four workshops at the ITE Health and Wellbeing Conference at Southampton University, providing information and resources for trainee teachers who are often expected to teach PSHE from the outset to pupils, which can be daunting. This is a valuable opportunity to inform new teachers about the importance of alcohol education and the support that AET can provide on-going with resources, training and regular updates. All new teachers attending our workshops leave equipped with knowledge on how to use games and activities to engage young people, as well as our award-winning Talk About Alcohol workbook.

I have continued to contribute towards local PSHE Networks across the region raising awareness and offering support and guidance to local school staff.



School Nursing

I was also delighted to have been able to develop closer links with some of the School Nursing Teams across the region, in particular the service in Portsmouth. School nursing has an important role to play within health education and especially for vulnerable young people. I spent a morning providing training and guidance on the use of our resources both for small group work and one to one sessions. It is hoped this model can be replicated with other School Nursing services, and this has already taken place across Dorset this year.

Community Alcohol Partnerships

2018 has seen good engagement with Hayling CAP and the newly launched Ryde CAP on the Isle of Wight. I contributed to the Hayling CAP Year 9 Focus Day at Hayling College, where students took part in activities such as our True/False Emoji game and the Alcohol Clock game. The pupils were very engaged, learnt a lot and enjoyed the interactive style of the AET resources. I have also supported the Ryde Cap launch day and several events that have taken place, particularly around Alcohol Awareness Week. Feedback from one of the Youth Workers who used our resources was encouraging.

“The session went well as we used the resources you gave us, which helped massively! It gave the young people some knowledge and they went away with good ideas for the project. Thank you.”

Youth Worker, Network Ryde

Children's Homes

Alongside our core work within schools, it has been good to develop some new links with other organisations working with young people, such as Children's Homes. Within Hampshire, many of the homes have taken up our offer of free resources and several have also requested training. It was good to see how flexible the AET resources are and what a valuable intervention they can be in a variety of settings. These sessions highlighted that some organisations may not need the full teacher workbook but value the activities and resources that AET produce. This feedback has enabled us to start to develop a games and activities pack especially for this purpose.

Rock Challenge

During the year I attended several of the popular Rock Challenge events in Southampton and Portsmouth. Once again, it was an excellent way to engage with young people encouraging them to take part in quizzes and interactive games. The pupil data we collated helps to guide our future planning, development of resources and provides feedback on what we use at present.

Sadly I leave the AET at the end of the Year to take up the post of Senior Practitioner with the Southampton Public Health Team.



Brian Gibson, Scotland Director

Context & Aspiration

AET's Scottish office has been newly established at the end of 2018 and our aim is to support parents, carers, teachers and community leaders across Scotland to keep young people safe around alcohol. We will achieve this by setting up an effective Advisory Council with high profile individuals who are well networked to support the Scotland Director to develop future strategy.

A key strategic aim is to ensure AET Scotland's costs are met 100% by funds raised in Scotland. We also aim to create a stronger identity for the Alcohol Education Trust in Scotland and establish a more robust presence within the environment in which we operate.

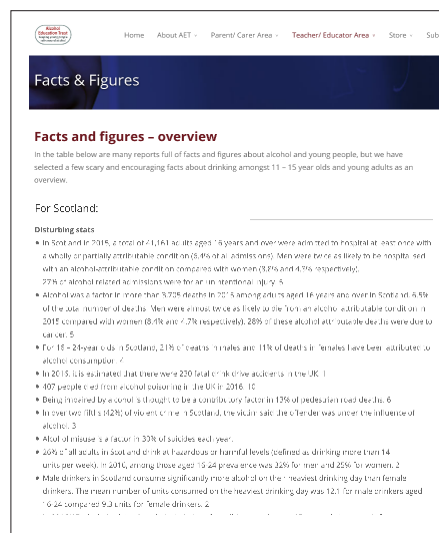
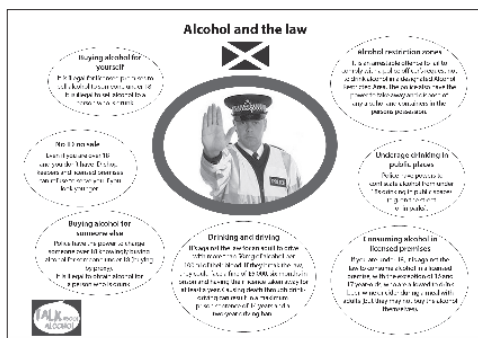
At the end of 2018 the Scottish Government (SG) will be launching its new alcohol and drug strategy 'All Together Now' which will have a specific Framework on Alcohol Prevention. Following the release of the Framework SG will be looking next year to procure an evidence-based schools service delivery intervention that meets the SG's recommended quality standards; AET's Talk About Alcohol programme is a great fit.

Elaine Tod, public health intelligence adviser at NHS Health Scotland, said: "Overall, the results tell us that alcohol consumption has a significant impact on health in Scotland – in fact, it contributed to over 100,000 years of life lost due to early death or living in poor health in 2015. This research shows that alcohol causes around one in 16 deaths in Scotland.

"Reducing harmful alcohol consumption will reduce this impact and that would benefit everyone: drinkers and non-drinkers, children and families, communities, the NHS and emergency services, employers and the economy.

"Preventative action is necessary if Scotland is to make long-term reductions in alcohol-related harm."

Therefore, AET's aspiration will be to reach 110 schools and 30 community organisations annually, to allow trained teachers and community leaders to be able to implement and disseminate the Talk About Alcohol programme. Our target will be to offer the intervention to all schools across Scotland during the next two to three years and then sustain, update and support schools and organisations as we move forward.



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.



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 in line with our objective, with 97 new schools and 25 new organisations supporting groups of schools using our printed resources in 2017/18. With 100 schools in Scotland to be supported per annum and a new South and West Coordinator mandated to reach 100 schools a year, we will be growing into fully funded new areas for the AET in 2019. New areas such as Herts, Cumbria, South Gloucestershire and Leeds were successfully reached 2017/18. 194,000 unique visitors accessed resources from the alcoholeducationtrust.org website with 40,000 unique visitors to the talkaboutalcohol.com website. This is a total of 234,000 unique visitors up from 174,000 2016/17 an increase of 60,000.

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

- We had 40,000 unique visitors to TAA. The challenge zone had 20,000 visits, the interactive body 19,400, the fact zone 15,000 and the alcohol clock 14,000. 3,500 visits came via the AET website the rest via online searches

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

- As more and more children engage digitally our paper guidance is used less, we distributed just under 15,000 in 2017/18

Supporting teenagers face to face through the Rock Challenge partnership where we engage participating children with activities and information in 12 locations nationally and speaking directly to sixth form students as they prepare for transition

- Successfully delivered 2017/18 and we will support children via Rock Challenge across Scotland in 2019 extending this reach.

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.

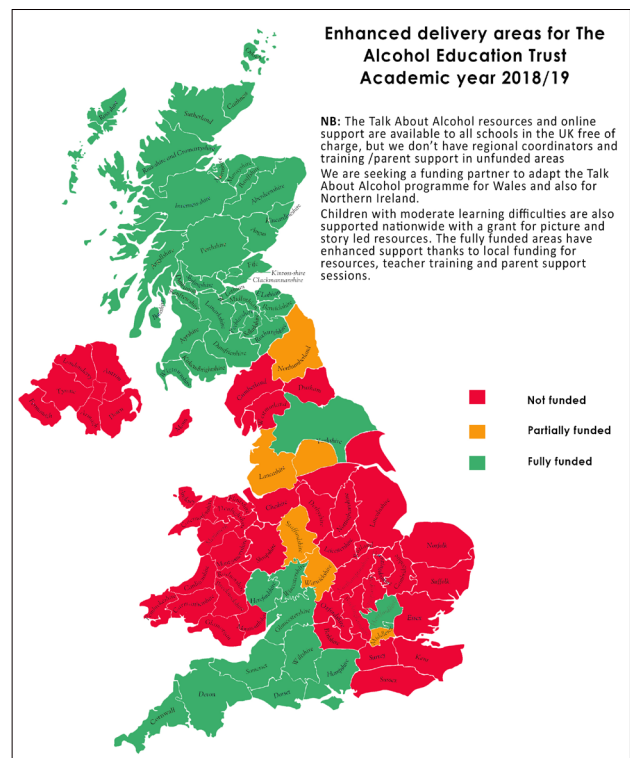
- A growing emphasis is being put on engaging with 6th formers face to face, over 2,000 will have been supported via assemblies and workshops in 2018 (Thomas Hardy School, Weymouth College, Kingston Maurward College). Data has been collected from over 300 6th formers on what their worries are as they come to leave school, which will inform our offer in supporting transition moving forward.

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.
- New picture-rich resources have been developed for children who may be engaging in harmful drinking. More culturally inclusive BME food and characters are being added to resources ready for the Spring term 2019.

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

This grant has been used effectively to support SEN and LAC children across South Gloucestershire, children's homes in Hants, Foster carers and the Teaching Alliance for special schools in Dorset, the Autistic Society for



Greater Manchester, SEN schools across Leeds, Redcar, Cleveland, North Yorks and Middlesborough, for example. It is hard to estimate how many children are benefiting precisely, but well in excess of the 3,300 per annum are targeted. The Two funders have both renewed their donations for us to continue this crucial outreach in 2018/19.

1.3 Increase our regional focus on geographical areas and local alcohol action areas where alcohol-related harms are highest for under 18s.

The securing of funding to have a dedicated regional coordinator for The Midlands, South and West beginning in January 2019 will greatly enhance our ability to deliver on this objective. Weston Super Mare, Exeter, Cornwall are Local Alcohol Action Areas (LAAAs) with Somerset, Devon and Birmingham having areas in the highest areas of deprivation. Breakthroughs have been made in Blackpool for the first time and considerable progress made in LAAAs such as Burnley and The Isle of Wight. 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.

Face to face: The AET will continue to commit to host a minimum of 36 presentations to parents and carers in a variety of settings across England each year.

Although parent face to face meetings are costly and often poorly attended, they are never the less a core pillar of our work as parents/carers are the prime providers of alcohol to U18s, host parties and are the gatekeepers to children making safer choices. This is backed up with newsletters and online guidance. This year we delivered 47 face-to-face sessions. With two new coordinators, we are on track to exceed our goal moving forward.

Online and social media – the AET will continue to expand the bespoke area for parents on alcoholeducationtrust.org website with a view to achieving 80,000 unique visits per annum.

We have exceeded this goal with 110,000 unique visits, with a 104,700 unique page views on alcohol and the law and 12,600 on teenage parties

We have added new advice on drink spiking with preparing your teenagers for College and University coming next year. We have 1,465 followers on twitter (up from 1,374) and 443 on facebook (up from 410).

Bespoke guidance leaflets 'Talking to your children about alcohol'. The AET commits to making the 24 page guidance for parents available in print for distribution via schools and online.

In line with growth of parents and carers seeking advice online, our distribution of paper guidance is declining, but still significant with 8,000 Talking to Kids About Alcohol leaflets distributed this academic year. We will continue to keep the guides available as a pdf and in print form.

Through partnerships

Building partnerships with parent support groups and charities is a key way to ensure the cascading of good advice beyond the AET's network. Through guest articles and blogs and making our resources and newsletters available to organisations we aim to reach many more parents and carers indirectly.

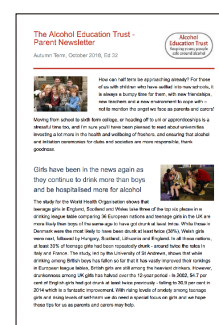
The AET continues to contribute to radio/TV media with high profile features with BBC Devon and Cornwall plus Scotland and Wessex FM this year as well as articles for professionals and the public. We continue to support parent facing partners such as The Be Your Best Foundation with Rock Challenge, Family Lives, Safe and Sound and Foster carers.

Regular parent newsletters and updates:

6 newsletters are produced per annum specifically for parents and carers that are full of helpful advice. 11,500 received the parent newsletters directly in 2018 and we aim to grow this to 13,000.

2.2 Support parents and carers who struggle with literacy with bespoke approaches

We have not moved this project forward with EASYREAD literature this year as the AET team is at full capacity with other priorities. This objective will forward to 2019/20 year and a funder will be sought.



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 across England and to support a further 90,000 online.

This has been an excellent year for training teachers and health professionals. The conference at Liverpool John Moores University in June 2018 enabled 90 professionals to attend workshops and presentations. 17 received 2 hour training in how to deliver TAA with an additional 70 attending shorter sessions. A conference hosted by Public Health England SW enabled us to reach 190 teachers and PSHE leads; Swindon Healthy schools trained 23 PSHE leads; The Teaching Alliance for Dorset Special Schools conference provided training in TAA for all SEN schools across Dorset; Southampton ITE teacher training day provided information and workshops for all new graduates and Dorset school nurses were trained across the County. Multiple teachers/youth professional training sessions have been held across the country from teachers in Hertfordshire, to Middlesbrough risk and resilience team, to Manchester United school outreach teams and many more including sessions in Redcar/Cleveland and The Isle of Wight. In addition, by securing funding for Midlands/South and West and Scottish regional coordinators, our ability to train will be increased by 50%.



We had 194,000 unique visits to our resource website alcoholeducationtrust.org, a significant increase on 2017.

Development of a subscription area

The subscription area went live in June with membership kept at just £99 for three years. Resources and powerpoints are added regularly. The new resources for the complete resource pack will be added one by one in the Spring term to tease in new subscriptions.

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 lower this academic year, suggesting some saturation in areas where we are currently in operation, however 97 new schools received TAA resources directly for the first time, many more schools were supported indirectly via local authorities or partners, for example 17 schools were supported for the first time via South Gloucestershire Council (listed as one organisation) as well as schools across North Yorkshire and Hertfordshire. There were 994 downloads of the teacher workbook or orders for the workbook or full pack over the year, so this objective is on track for the three years.

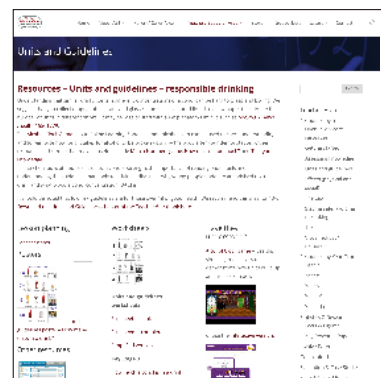
The focus on two new geographical areas (Midlands/SW and Scotland) has already led to meetings in Birmingham, serving 100 eligible schools for example.

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 12,300 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 site had 131,000 unique users during the 2016/17 academic year growing to 194,000 this year. Units and guidelines was the most popular page with 35,000 visits. There were 592 teacher workbook downloads and school staff are also supported ongoing by email and phone for advice and guidance as well as by the regional coordinators.

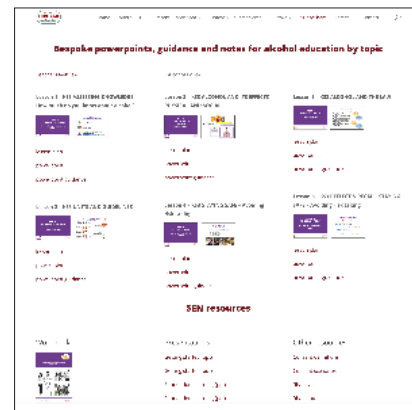


We will Develop and expand the number of schools we work with by:

Supporting schools who do not excel in PSHE

Emphasis will be put on developing our influence and support in areas where alcohol-related harms for under 18s are highest and where our presence is weakest, including areas of the North East and far South West. Often schools struggling with OFSTED will give little or no priority to PSHE or non-curriculum core subjects. The AET therefore plans to build a subscription area (£99 for three years) where teachers can download 'off the shelf' lesson plans and associated guidance so less planning time or expertise is needed.

The new subscription area was launched in June 2018. Under developed regions will receive a huge impetus from our two new 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 will help 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. These schools will be entitled to the same level of free annual support as State schools.

An approach has been made to Independent schools 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 may change if it becomes a statutory subject. We are finding 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 are being 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. Prototypes are being made for trialling in the field with a view to having the packs ready for The Spring Term.



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

Progress has been made by including BME characters in the new resource box and well as ethnically diverse foods. We are exploring potential partnerships in this area and Birmingham would be a perfect place to develop this stream of work. It is in the 2018/19 and 2019/20 scheme of work.

4.2 Expand our digital outreach, games and interactive materials

No new online games or activities have been developed in 2018/19, although the online subscription area is now live. A check and update of the TAA site and its functioning is scheduled 2019.

Interactive interventions have been developed in a different way through partnering with The Fluid Motion Theatre Company to bring drama workshops and performance into schools. In this way we work 'deeply' with a selected school. The Thomas Hardy school, with the biggest sixth form in the country has worked well for this. We would like to work with The Atlantic Academy in 2018/19.

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. We are partnering with the Daniel Spargo Mabbs Foundation (primarily drugs). 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

A grant from Foundation Scotland has completed our funding needs for 2018/19, with 50% still to obtain for 2020. The new coordinator for Scotland, Brian Gibson is now in place and began working with schools in November. 2 months have been spent securing partnerships and contacts in Scotland. The Scottish workbook is now printed and available online and Brian is taking bookings for teacher training via brian@alcoholeducationtrust.org.

Scotland has the worse levels of alcohol misuse in the UK, so having a dedicated schools and parents coordinator here will help support schools nationally, with a particular focus on Glasgow and other highly deprived areas.

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

The AET has worked in partnership to deliver Theatre in Education for the first time, a detailed and costly intervention, so only possible where fully funded.

5 Quality Assurance

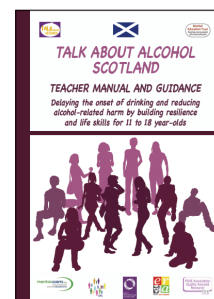
5.1 Ensure all our training and resources are evaluated for their impact and produce evidence based regular reports on the outcomes of our work.

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.

Two awards have been received this year, A Wellbeing Award for 'outstanding contribution to wellbeing 2018' and an 'Alcohol Awareness for Young People Award 2018' from The Chris Donovan Trust.

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 The Be Your Best Foundation Rock Challenge, where we will be working in Scotland with them for the first time in 2019, with Community Alcohol Partnerships (CAPS), The Mentor Foundation (joint conference June 2018). For the first time we are developing work with the Daniel Spargo Mabbs Foundation who work in schools in helping children make safer decisions, especially around drugs.

The Wise Group, who work to help build employment prospects for disadvantaged youth across Scotland, are hosting the AET in Scotland. We have supported youth organisations and providers all over England, with a particular focus of football club school outreach workers and cadets for the fire service and police.

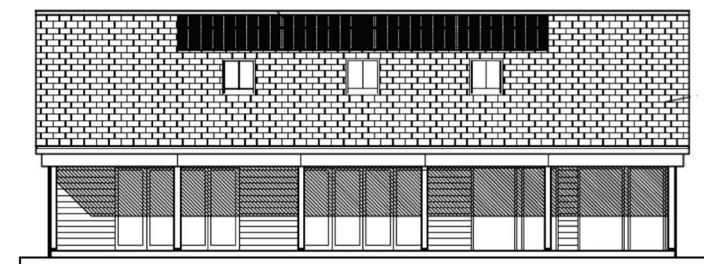
5.3 To continue to build an affordable but sustainable future for alcohol education

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.

5.4 Funding a premises: The Pavilion in The Park

Following the establishment of an extremely supportive office sub committee a range of alternatives for the AET were explored in 2018, from sharing space with other charities, renting a space within a youth setting or building our own premises if it could be income generating for the Trust. The AET took part in consultations with The Duchy of Cornwall on the future of The Jubilee Hall and The Great Field. The Great Field at Poundbury consultation requested provision for older youth and their supervision as well as public loos.

The AET have negotiated with the Duchy of Cornwall that they will provide all services to the site, and that CG Fry will build at cost. Half of the required funding has been secured to date due to AET restricted reserves and grants from The Alice Ellen Cooper Dean Charitable Trust and Dorchester Rotary Club. The focus of our 10th Anniversary events being to raise the balance.



Pavilion on The Great Field, Poundbury

Treasurer's report and financial review

Total income for the year amounted to £173,699 (108% of budget) and total expenditure amounted to £128,810 (88% of budget).

Incoming restricted funds during the year amounted to £42,200. Expenditure from restricted funds during the year amounted to £26,072 and was principally expended on the provision of our new resource pack to schools and organisations with a high degree of special education needs and looked-after children, and also towards the set-up of a new satellite office in Scotland, with these projects/spends continuing in 2019.

Incoming unrestricted funds amounted to £131,499. Expenditure from unrestricted funds during the year amounted to £102,738 with the majority funding our school and parent coordinators and associated travel costs of £49,497 and printing and postage of resources of £9,435.

Community fundraising events generated £5,764 (after associated costs) and income from the sale of our resources mainly to organisations other than schools, youth and sports clubs for the year amounted to £11,255.

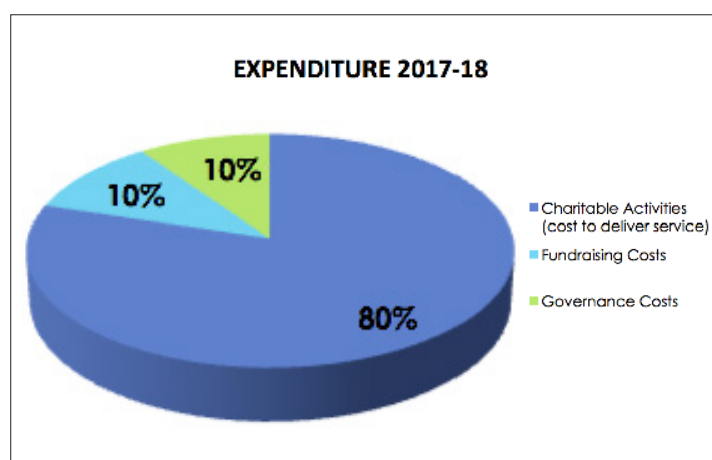
The AET continues to operate from a converted garage at the Chief Executive's home but plans are in place to relocate to a purpose built premises to be built during Autumn 2019 and in preparation, the trustees put aside a further £25,000 to the designated building fund, bringing the total to £50,000. The trustees also set aside £25,000 to create a 'CEO Succession Reserve' recognising that the true market cost of replacing the current CEO would be significantly higher than the existing CEO remuneration.

After placing these funds aside, our unrestricted funds balance at the end of the year amounted to £69,126. After adjusting for stock, this equates to 'Free Reserves' of £56,868 providing 7 months cover for our operating costs of £102,738. This is in line with our reserves policy to cover operating costs of between 6 to 12 months and is 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.

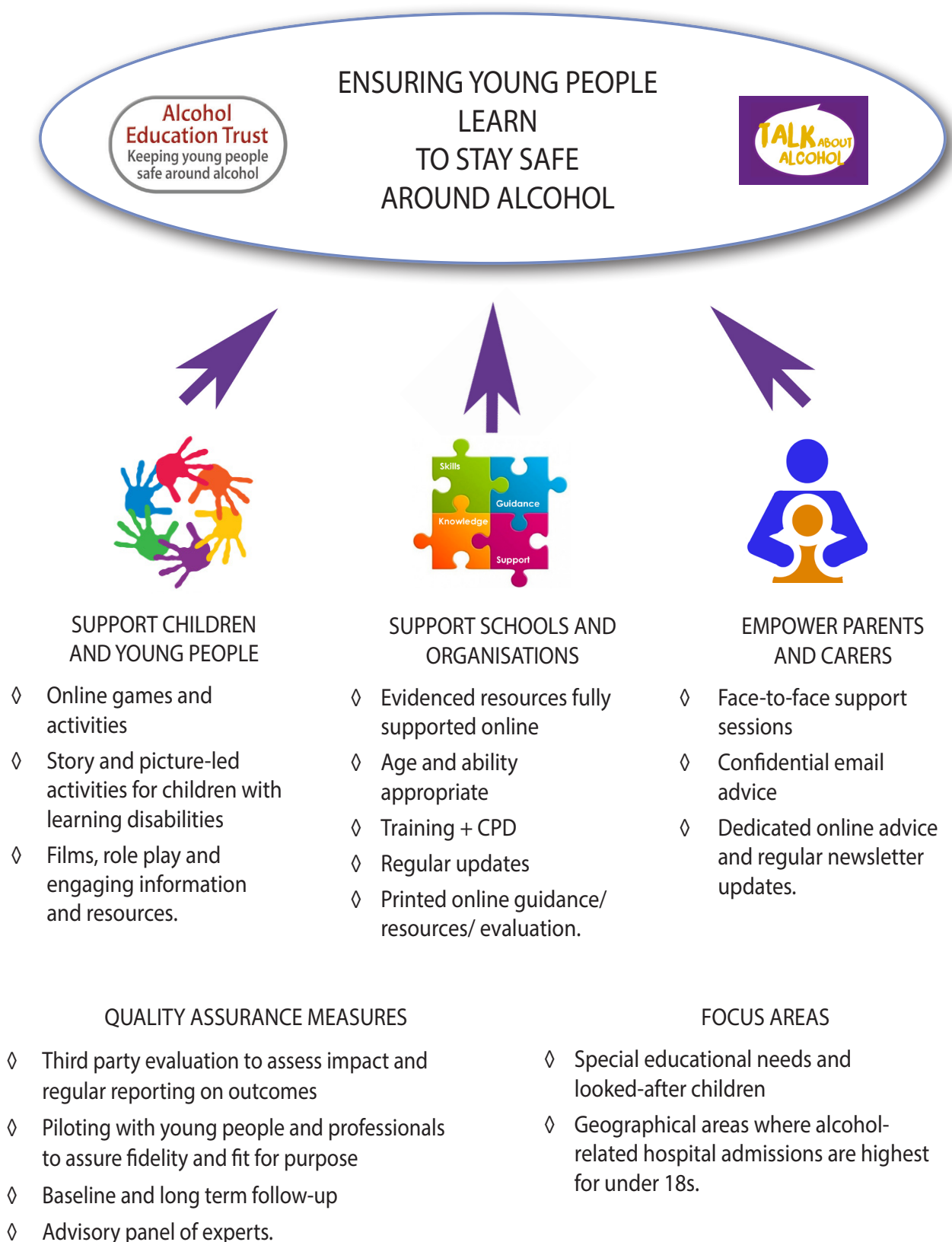
Sustainability of the trust continues to be a focus, with our key financial areas being securing a new premises, establishing our satellite office in Scotland and maintaining diversification of our income streams. The split of our income source this year is in alignment with our strategic goal with £81k from Grants & Charitable Donations (46%), £69k from Corporate Partnerships (40%), £11k from Sales (7%), £11k from Community Fundraising (6%) and other Income of £2k (1%).

We expect a sustainable increase in income next year to £186k with costs expected to increase by £50k to £179k with 80% of that increase relating to staff costs reflecting the employment of a Scottish Operations Director and the recruitment of a dedicated schools and parent coordinator for The Midlands, South and West. Both posts are fully funded and will extend our ability to offer training and support across the UK.

SUMMARY OF ANNUAL ACCOUNTS		
INCOME	2017-18	2016-17
Grants & Charitable Donations	£80,581	£44,490
Corporate Partnerships	£68,628	£70,730
Community Fundraising & Other Income (incl. Gift Aid)	£13,236	£13,493
Sales of Resources	£11,255	£12,806
TOTAL INCOME	£173,699	£141,519
EXPENDITURE	2017-18	2016-17
Charitable Activities (Cost to Deliver Service)	£102,697	£106,563
Fundraising Costs	£13,530	£3,253
Governance Costs	£12,584	£12,915
TOTAL EXPENDITURE	£128,810	£122,731



A joined up approach to reduce alcohol-related harm



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



Inspiring Wellbeing
Awards 2018
Outstanding
contribution to
Wellbeing



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



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



Charity Times Finalist
for best small charity
of the year 2017



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



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

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:

Ansvar Insurance



The Alice Ellen Cooper Dean Charitable Trust

Golding Vision (a division of Golding Homes)



The Garfield Weston Foundation



29th May 1961 Charitable Trust

The Charles & Elsie Sykes Trust

The Funding Network



GSK Impact Awards



Valentine Charitable trust

Dorset Health Trust

Kings Fund Cascading Leadership
TheKingsFund

Foundation Scotland



Greater Manchester Fire & Rescue Service – Youth Aspiration Fund



Poundbury Wealth Management



North Yorkshire PCC



Yarlington Housing Group



The Cabinet Office



The Childhood Trust



Safer Dorset Fund



Pilotlight



Cheshire Constabulary's Safer Schools Partnership



Tesco Bags of Help



St James's Place Wealth Management



Herts Community Foundation



Catherine Cookson Charitable Trust

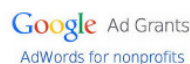


His Royal Highness, The Prince of Wales, Duke of Cornwall

Merchant Taylors



Google Ad Grants



Duke's Auctioneers



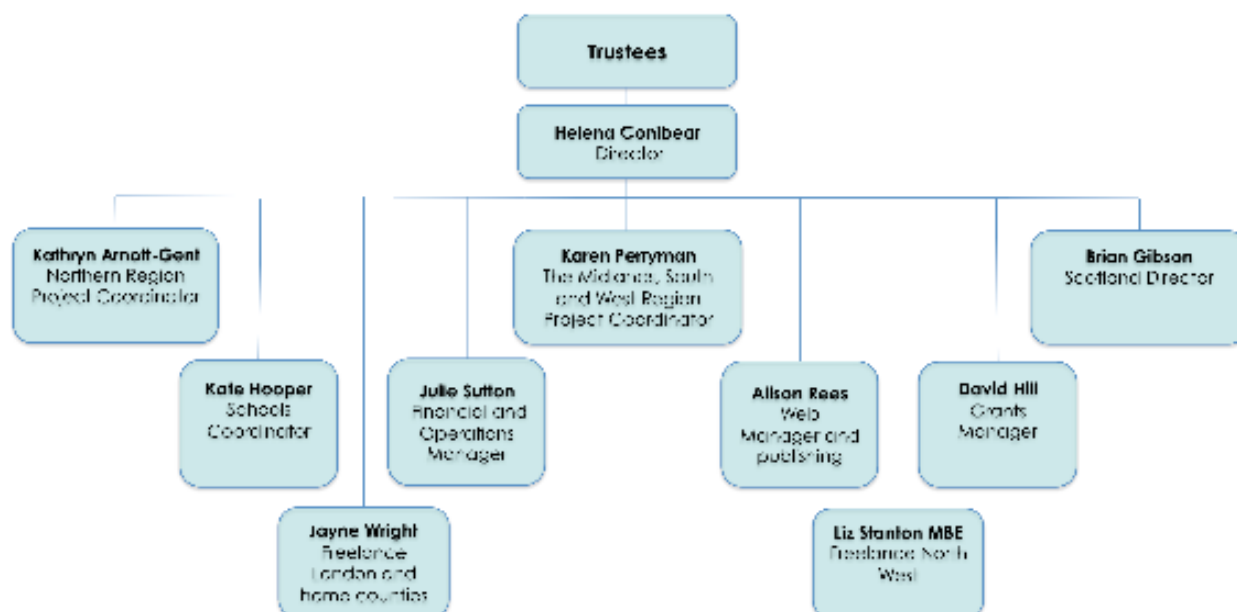
The Reed Education Foundation



Epic Printing Services, Dorchester



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.

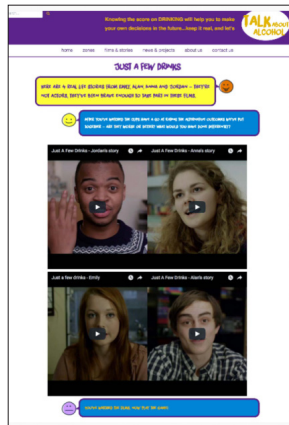
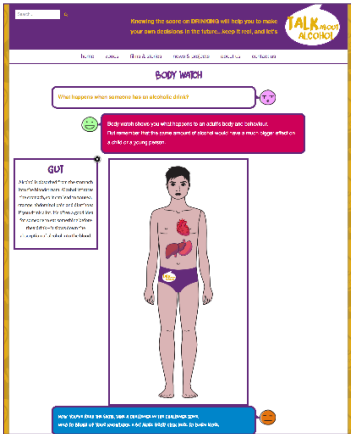
David Cox has just retired as the Chief Executive of The Benevolent charity, a role he took up in April 2013. The Benevolent supports current and past employees of the UK drinks trade with practical, emotional and financial help when faced with a variety of difficult circumstances, including serious 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.

Keith Newton ACA is a member of the Australian Institute of Chartered Accountants. He retired in 2009 from Accenture as Managing Partner, Asia Pacific. In his 33 years career at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations. He is currently a member of a school Finance and General Purpose committee, is advisor to the board and 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 currently 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 Designated Safeguarding Lead for the 6th form and part of the Academy's Safeguarding Team. She has 3 young children.



The Alcohol Education Trust
 Frampton House, Frampton, Dorset DT2 9NH
 01300 320 869
 Registered Charity 1138775
 facebook.com/talkaboutalcohol/
 @talkalcohol
 alcoholeducationtrust.org

