

## Speech Notes

How wonderful to welcome so many of you here this afternoon to celebrate our 10<sup>th</sup> Birthday. Friends, patrons, funders, volunteers, trustees and staff. We wouldn't be here without you. Thank you for your commitment and belief in the work that we do.

10 years - how do you encapsulate the hard work of so many? The number of grey hairs? Miles travelled? Partnerships developed? Testimonials received?

Well, 10 years ago, we had a very clear vision from the outset, namely that we should follow:

- best practice of no scaremongering or lectures,
- tailoring approaches to children's age ability and experience
- Modelling our work on best global programmes
- Ensuring any programme we develop undergoes rigorous pilot/evaluation
- Our work should be sustainable/affordable/ and realistic
- Most importantly – our work should be enjoyable and interactive – ensuring we reflect children's lives by using games, role play, websites and gaming.
- Our goal was to make alcohol education available to every child across the UK free of charge

### **The Alcohol Education Trust was built around three pillars**

**Early intervention support children and young people** – ensuring we equip children with the knowledge and life skills to make safer choices before any potential problems begin. This was to be enhanced with targeted work with children most vulnerable to alcohol harm

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

**Empower parents and carers** parents are the key suppliers of alcohol to young people (70%) and play an essential role in delaying the age that young people drink and the amount that they drink. The AET therefore holds workshops and seminars, has a dedicated web area for parents and carers enjoying over 80,000 visits a year with advice on the law parties and top parenting tips.

### **So how have we done, what is our Impact and reach?**

We began life with a grant of £15,000 and a part time administrator, we now have 9 part time staff and the award winning 'talk about alcohol' suite of resources is available to every school across Britain free of charge. We have three dedicated regional coordinators supporting all youth settings and parents across the whole of the North of England, The South, South West and Midlands and Scotland now too.

A conservative estimate is that 500,000 children in over 2,300 settings use 'talk about alcohol' each year now: such as 130 new schools in Scotland, 141 new settings in the Midlands and a further 237 across the South and West during the 2018/19 academic year. 1435 schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during this year

including 190 new alternative settings for children with additional learning needs or in care. – this is on top of the existing 3,500 users– all achieved on income of under £200,000 pa, so at a cost of under 50p a child.

Demand has risen by over 48% this year with PSHE becoming compulsory for alcohol education in September 2020, which is excellent news. However, there is little or no budget to meet provision, or training or a curriculum, meaning our support is more vital than ever. We are working hard to meet this huge increase in need and will be launching ‘ready to deliver’ power point presentations after Christmas to support time poor teachers who do not have the time or resource to plan lessons themselves.

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

## **Landmarks in this our 10<sup>th</sup> Birthday year**

### **Scotland and Midlands and The South and South West**

Thanks to wonderful grants and support from individuals, charities, businesses and our community fund raising, we have been able to extend our work into Scotland (twice the level of alcohol related deaths to England) for the first time, appointing Brian Gibson as our Director for Scotland. We’ve also been able to employ a dedicated coordinator for the South, West and West Midlands for the first time. Karen Perryman, a secondary school teacher and life skills specialist, brings a wealth of knowledge to the role and has freed up valuable time for our CEO who previously delivered all training in the area.

### **New resources**

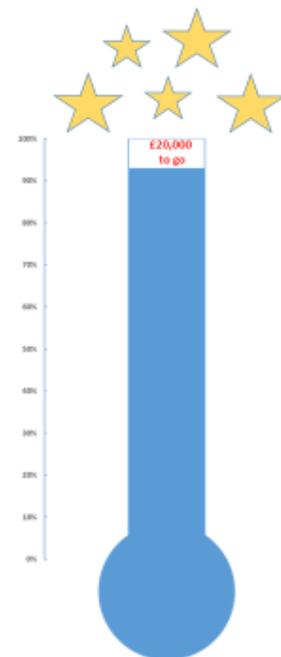
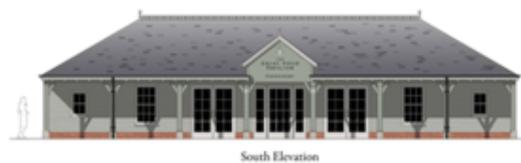
We also launched a standalone activity box of games and activities for use in non-school settings such as youth clubs or for early help teams and school nurses to use. Driven by our increasing work in children’s homes who wanted more activities and not lesson plans, we piloted and trialed the pack and have already supported 190 alternative settings with these this academic year.

### **After 10 years working out of a garden garage!**

We have now raised the funds to build an office, community/training space and revenue generating café in the heart of a park packed with play and sports equipment, which will be built next year! – Importantly, this will allow us to provide diversionary activities as a charity for the first time. It is in walking distance of 5,000 children in 5 schools in an area with 33% social housing, Poundbury in Dorset.

We are deeply grateful to The Duchy of Cornwall, Dorset Council, the Town Council those who supported us via crowd funding, those who supported our Ball and London Dinner, held events on our behalf – you have made it happen!

We are also thrilled to have been awarded Funding by Sport England and the National Lottery Community Fund for the first time – the rigour and scrutiny required for winning these awards makes us feel very confident about our structure, governance, impact and objectives. We begin building in March 2020 and hope to be open late Summer!



#### Amount raised so far

Funder	Amount	Funder	Amount
AET Funds & Reserves	75,000	National Lottery Community Fund	10,000
Sport England Community Asset Fund	40,499	Lord Leverhulme Trust	8,000
Dorset Council 5106 Community Interest Levy Funding	30,000	Crowdfunding	4,975
Midsummer Ball Fundraiser	25,000	Yarlington Community Fund	3,000
Clothworkers Foundation	25,000	Safer Dorset Fund Police Community Grant	3,000
Dorchester Town Council Matched Funding	12,500	Crowdfunding Gift Aid	1,250
Pocket Parks Plus	12,150	Dorchester Round Table	1,000
Alice Cooper Dean Charitable Trust	10,000	Waitrose Community Matters	663
Dorset County Council Youth Opportunity Fund	10,000	Other	856
<b>Total Raised</b>			<b>£272,893</b>
<b>Target</b>			<b>£293,283</b>

### Going forward - our naivety, The size of the task

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

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

## **Trends and the size of the problems -**

It is important to emphasise that underage drinking is falling dramatically and we hope that our endeavours over the last ten years have played a significant role in ensuring that that is the case. Teenagers (11-15) that have ever drunk alcohol has fallen from 60% to 40%, Those drinking in the last week has fallen from one in four to less than one in ten during the same period.

Under 18 hospital admissions have fallen by a massive 46% since 2006/07 and total drink driving convictions have fallen by 41% since 2000

## **So are we at risk of making ourselves redundant ? I wish that were so...**

Very sadly there were a record number of exclusions from school for drugs and or alcohol, more than 9000 in 2016/17 . In addition, there were still 11,610 alcohol-specific hospital admissions for under 18's between 2016-18 .The UK is one of the few countries in the world, where more girls are admitted than boys. That's 10 children a day.

The average age of first whole drink is still age 13, consumed overwhelmingly in a family setting - early regular drinking (especially binge drinking) is linked to increased risk of smoking, taking drugs, being involved in violence, being injured, engaging in unprotected or risky sex, truancy and reduced life chances. There is also increasing evidence of an increased likelihood of alcohol dependency in adulthood, Those teenagers drinking are consuming an average of 10 units per occasion. 30% of supply is via proxy purchase, 71% say they were given alcohol by parents or guardians, 49% were given alcohol it by friends and 48% stole alcohol from home.

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

Finally,93% of parents over estimate the number of U18 drinking or getting drunk as well as being the main source of supply. Hence our work in equipping parents and carers to understand their role and responsibilities in protecting their children is key.

## **So, what are we doing to address these issues?**

### **The next three to five years**

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

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

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

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

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

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

**Helena Conibear**  
**November 2019**