The Alcohol Education Trust

A national charity that supports schools, parents, carers, health educators and youth outreach teams to ensure that young people of all abilities learn to stay safe around alcohol.

Developing and delivering holistic, life skill and evidence-based approaches that build resilience and reduce underage drinking and alcohol related harms.

HELPING YOUNG PEOPLE

STAY SAFE

AROUND ALCOHOL

facebook.com/talkaboutalcohol/
@talkalcohol
alcoholeducationtrust.org
talkaboutalcohol.com
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.
Our impact and reach each year

In the last academic year:

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

1,435
schools, youth clubs, sports clubs, special schools, children’s homes and charities received AET resources during the 2018/19 year. 1,128 of those were provided with the 100-page Talk About Alcohol workbook of over 30 lesson plans, games and activities.

223,900
unique visits were made to our websites with 63,900 using online games through our youth facing website, talkaboutalcohol.com, and 160,000 accessing resources and advice via the professional resources website, alcoholeducationtrust.org

1,500
teachers and professionals were trained and supported through 153 workshops, conferences and familiarisation sessions including 57 in Scotland and 32 across the South West. 12,500 teachers and professionals received our bi – termly updates and advice.

5,000+
vulnerable children and children with additional learning needs were supported in 190 new settings such as special schools children’s homes and pupil referral units with 265 activity packs tailored for young people at higher risk of alcohol related harms.

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

Working in every county across England and Scotland
(All impact figures from AET outreach during 2018/2019 academic year)
Why we’re needed

CHILDREN AND YOUNG PEOPLE

The Problems

◊ The average age at which young people first consume a whole alcoholic drink is just 13 in Britain. Early and regular use of alcohol can affect brain development and increases the risk of dependency later in life.

◊ Children who drink regularly and heavily before the age of 15 are significantly more likely to try drugs, smoke, engage in unprotected or risky sex, be injured or assaulted. GCSE predictions fall by 20 points, the difference between a grade 9 and a grade 5.

◊ Children who experience childhood adversity are twice as likely to binge drink and children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.

◊ Between 2015/16 - 2017/18 there were 11,610 alcohol-specific hospital admissions for under 18s in England - that’s 10 per day. The UK is one of the few countries in the world where more girls are admitted than boys.

◊ In 2016/17, 9,075 children were excluded for a fixed period and 565 were excluded permanently from state schools in England due to alcohol or drugs.

Our Solutions

◊ We engage children with an interactive online platform talkaboutalcohol.com that encourages them to build knowledge and find out in a fun way, through games and quizzes, about the effects of alcohol on their physical and mental wellbeing.

◊ Our activities, rehearsal strategies and role play allow young people to work out for themselves the effect of impulsive behaviour or drinking too much, enabling them to make more responsible, informed choices.

◊ We focus our training and support workers in areas of high deprivation where alcohol-related harms are highest. We have developed story and picture-led activities and games around alcohol for those who find reading a barrier to learning. We have targeted streams of work supporting looked-after children and those with learning difficulties who face a greater risk of alcohol dependency and misuse.
SCHOOLS AND HEALTH PROFESSIONALS

The Problems

◊ OFSTED found alcohol education to be inadequate in 40% of secondary schools in 2013. Teachers cite not having enough time and not being subject experts as barriers to improvement.
◊ The time dedicated to health education (PSHE) decreased by 32% in KS3/KS4 between 2011-15.
◊ A record number of school exclusions were issued in 2016/17 in England due to drugs and alcohol.
◊ PSHE from 2020 is statutory, but schools have little budget, training or guidance.

Our Solutions

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

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.
Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

◊ The Talk About Alcohol programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
◊ This effect gets significantly stronger as teenagers get older (NFER 2015).
◊ It is equally effective for ethnic minorities (NFER 2013).
◊ It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).

The AET Talk About Alcohol programme is selected as best practice by

- European Platform for Investment in Children Promising Practice
- Centre for Analysis for Youth Transitions
- PSHE Association Quality Assured
- Early Intervention Foundation

Awards and recognition

- Private Education & Development Awards 2019
- Alcohol Awareness for Young People Award (2018) from the Chris Donovan Trust
- Education Resource Awards 2019 highly commended for best secondary school resource
- Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing
- Charity Times Finalist for best small charity of the year 2017
- Children and Young People Now! 2017 Finalist for best early intervention awards
- GSK King’s Fund Health Impact runner-up award 2016
A joined up approach to reduce alcohol related harm

ENSURING YOUNG PEOPLE
LEARN
TO STAY SAFE
AROUND ALCOHOL

QUALITY ASSURANCE MEASURES
◊ Third party evaluation to assess impact and regular reporting on outcomes
◊ Piloting with young people and professionals to assure fidelity and fit for purpose
◊ Baseline and long term follow-up
◊ Advisory panel of experts.

FOCUS AREAS
◊ Special educational needs (SEN) and looked-after children (LAC)
◊ Geographical areas where alcohol related hospital admissions are highest for under 18s.

SUPPORT CHILDREN AND YOUNG PEOPLE
◊ Online games and activities
◊ Story and picture-led activities for children with learning disabilities
◊ Films, role play and engaging information and resources.

SUPPORT SCHOOLS AND ORGANISATIONS
◊ Evidenced resources fully supported online
◊ Age and ability appropriate
◊ Training + CPD
◊ Regular updates
◊ Printed online guidance/ resources/ evaluation.

EMPOWER PARENTS AND CARERS
◊ Face-to-face support sessions
◊ Confidential email advice
◊ Dedicated online advice and regular newsletter updates.
How will the Alcohol Education Trust continue to improve outcomes for young people around alcohol?

Over the three years (2018-20) our goals are to:

**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.

**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.

**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.

**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.
The AET has to raise £200,000 annually to support the production of its free award-winning school resources, to employ its regionally based specialist trainers who work with parents, teachers and community leaders and to develop and maintain the digital and game-based online platforms for young people, parents and professionals.

**INDIVIDUAL DONORS**
You can support your local school with our award-winning Talk About Alcohol resource for just £90, or fund training of youth leaders at your sports or youth club for £300, making a huge difference at community level in reducing children’s risk taking. If you cycle, run, hold coffee mornings or book sales, please think of us as a worthy cause. To learn more or for marketing resources, please email kate@alcoholeducationtrust.org

**CORPORATE PARTNERS**
We welcome responsible corporate partners who wish to improve the health and wellbeing of children locally or across Britain. The AET programmes are used in over 2,000 schools and organisations and can demonstrate evidence of impact, behaviour change, fidelity, sustainability and value for money. Please invite us to make a presentation by emailing helena@alcoholeducationtrust.org

**KEY SPONSOR**
The AET resources are used in schools, youth and sports clubs across the UK, reaching 500,000 children, 110,000 parents and 12,000 teachers and health editors each year. The alcoholeducationtrust.org website enjoyed 194,000 unique visitors in 2018. Organisations such as youth and sports clubs use our resources too. The right sponsor could help ensure that our resources remain available to our key users free of charge and, if appropriate, raise awareness of their goods or services to a broad audience.

**AMBASSADOR OR MENTOR**
As a small charity of just ten part time staff with such a broad remit we welcome and need ambassadors and mentors to guide and support our work, from joining our group of 40 PSHE, school nurse, medical and professional advisors, to becoming a trustee. Please do contact us via kate@alcoholeducationtrust.org if you’d like to be involved.

**VOLUNTEER**
From helping to organise local community fundraising events, to bid writing, research, marketing or piloting our resources, we need volunteers at many levels. Please do contact us via kate@alcoholeducationtrust.org

**With thanks**
Donations and grants are made to The Trust from a range of funders and grant making bodies. We are extremely grateful to have received grants, donations and pro bono support. We would also like to thank the friends and advisors of AET, those who have given their time, donated or attended our various fundraising events and to Epic Printing Services, Dorchester for their sponsorship of this publication.
The resources from AET have been hugely appreciated, they have enabled our pupils to review their thoughts and misconceptions around alcohol in an interactive and engaging way that has fuelled positive and reflective discussions. Pupils have been able to access the resources independently to support them to come to their own answers on how they could better lead healthier lifestyles and make more informed choices around the use of alcohol."

Assistant Head Teacher, The Compass School (Alternative Learning Provision)
Southampton

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

S5 pupils

I was shocked to learn that we, the parents, are the main suppliers of alcohol and give children alcohol as young as 13. We honestly thought it was their friends. I’ve learnt so much this evening and feel much more confident in talking to my teenager about parties, peer pressure and that it’s OK to say no sometimes.

Year 10 parent

The resource allowed me to feel confident when delivering these lessons as it is backed up with evidence and statistics. I found my students liked having the facts. It also used language that my students understood and allowed me to feel sure that I was giving the correct information.

The links to the website mean that the resource is ‘live’ and can be kept current. This is essential for any PSHE resource. I would recommend this resource to other teachers.

Christ the King College,
Isle of Wight

The materials are very accessible for a range of pupils and learning styles and are enjoyed by the students.

We particularly like the AET approach which is based on best evidence and which has a social norms approach.

Since we have been using the AET resources in B&NES we have seen a considerable reduction in alcohol use and misuse, as evidenced by our regular SHEU surveys of schools.

The resource makes life so much easier for teachers and support staff – everything is there and instructions are easy to understand.

PSHE Coordinator for B&NES Council

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PSHE Coordinator for B&NES Council
NB: The Talk About Alcohol resources and online support are available to all schools in the UK free of charge, but we don't have regional coordinators and training /parent support in unfunded areas.

We are seeking a funding partner to adapt the Talk About Alcohol programme for Wales and also for Northern Ireland.

Children with moderate learning difficulties are also supported nationwide, with a grant for story and picture-led resources. The fully funded areas have enhanced support thanks to local funding for resources, teacher training and parent support sessions.
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