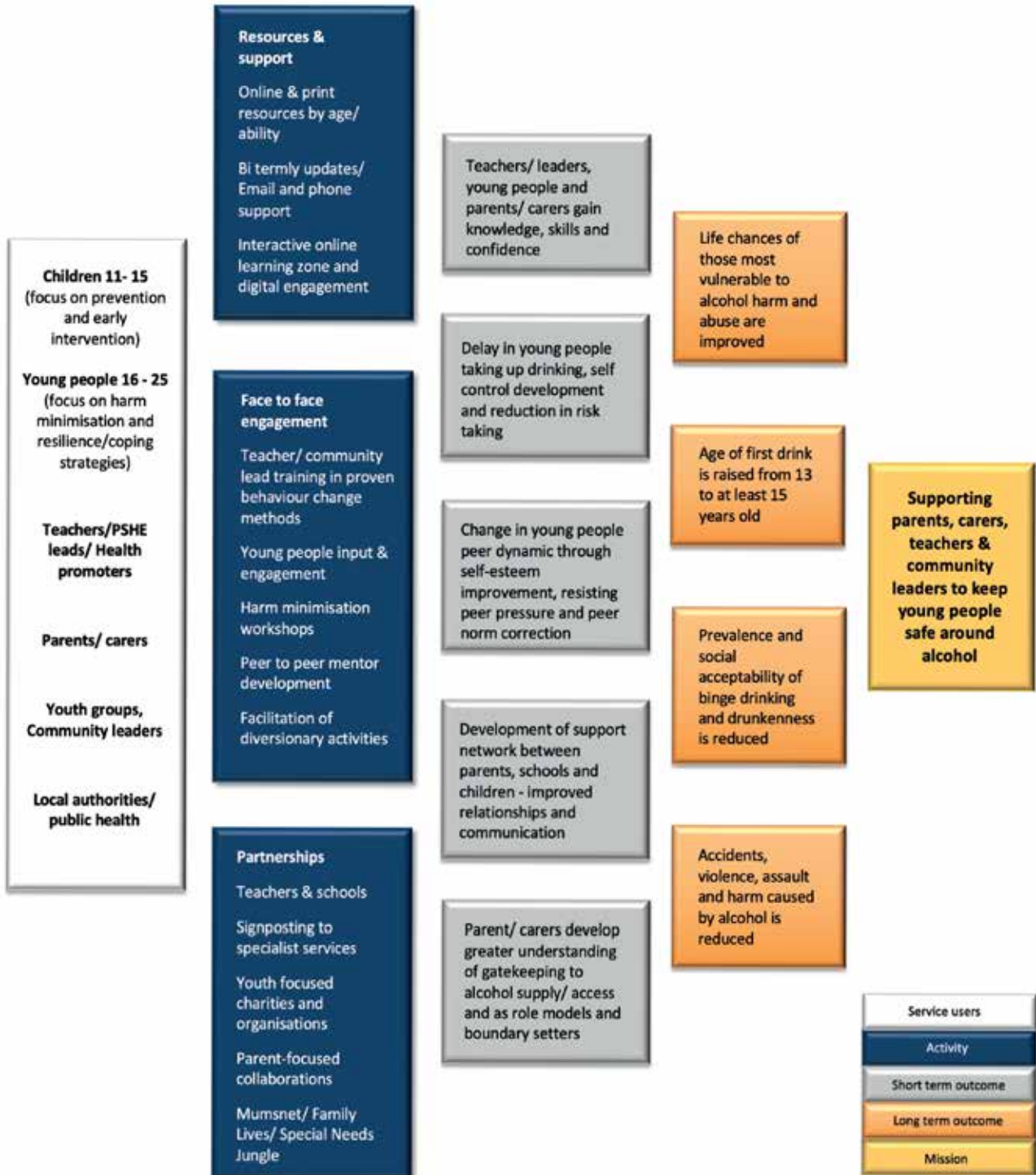


The Alcohol Education Trust

Progress on Strategic Goals and Impact Report 2020



Alcohol Education Trust Theory of Change



Introduction from Vicky McDonaugh, Chair of Trustees

We are looking forward to 2021 for two good reasons. The first being the completion of our office and cafe in Dorchester to be known as PIPS. The second, the expansion of our work to include 18-25 year olds.

Reading this report, I am struck by just how much our staff have managed to achieve. I want to take this opportunity to thank them and our CEO, for their tireless efforts in difficult circumstances.

Successive lockdowns have made the work of the AET even more important this year as evidence emerges showing increased consumption of alcohol by some at home plus the perils of excess parental drinking for children. The statistics showing an increase in domestic abuse during lockdown are deeply worrying, a significant proportion will have been fuelled by alcohol.



Vickie McDonaugh

This year has tested the resilience and adaptability of organisations across the world. The AET is no exception and we have continued to support schools and settings that remained open looking after the children of key workers and the most vulnerable throughout successive lockdown. As a result, we have increased the number of vulnerable young people we have helped to make wise life choices this year, in more settings than ever. We have also, of course, all increased our digital and on line presenting and training skills – which puts us in good stead moving forward, but we cannot wait to return to face to face work with professionals and young people alike, empowering and inspiring people through interaction and developing life skills across England and Scotland.

Helena Conibear, CEO, The Alcohol Education Trust

Our Impact and reach 2019/20 academic year

700,000+

Allowing 1 year group per school, we estimate that over 700,000 children in over 4,500 settings used Talk About Alcohol games, films, lesson plans. This includes 54 new schools in Scotland, 63 new settings in the Midlands and a further 162 across the South and West during the 2019/20 academic year.

1,043

schools, youth clubs, sports clubs, special schools, children's homes and charities received AET resources during the 2019/20 year. 640 organisations were provided with the 100-page Talk About Alcohol workbook of over 30 lesson plans, games and activities.

7,500+

vulnerable children and children with additional learning needs were supported in 282 new settings such as special schools children's homes and pupil referral units through 265 activity packs tailored for young people at higher risk of alcohol related harms.

116,000

unique visits were made to our websites through our youth facing website, talkaboutalcohol.com, and accessing resources and advice via the professional resources website, alcoholeducationtrust.org including 36,000 visits to pages on alcohol and the law and 31,300 on unit guidelines.

1,300

teachers and professionals were trained and supported through 119 workshops, conferences and familiarisation sessions. In 2019/20 13,370 teachers and professionals received our bi-temly updates and advice.

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

Who we are

Established in 2010, The Alcohol Education Trust is a small focused charity which works across the UK to keep young people safe around alcohol. We are a leading early intervention charity that supports young people aged 11 – 25 in making more informed life choices through the 4,500 schools and youth organisations we support free of charge with our award-winning resources and training.

Our mission

To support parents, carers, teachers and community leaders to keep young people safe around alcohol.

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.

HARM REDUCTION

As young people begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip young adults with the knowledge, awareness and strategies needed to stay safer around alcohol and drugs.

TRAIN THE WORKFORCE

We train teachers and professionals working with children and young people in how to deliver evidence-based, interactive and enjoyable alcohol awareness 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 are needed



CHILDREN AND YOUNG PEOPLE

The Problems

- o 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.
- o 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.
- o 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.
- o Between 2016/17-2018/19 there were 11,233 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.
- o In 2018/19, 11,492 children were excluded for a fixed period and 688 were excluded permanently from state schools in England due to alcohol or drugs.



Our Solutions

- o 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.
- o 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.
- o 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.
- o From 2021 we will reduce the potential harms from alcohol to 16 – 25 year olds by equipping them with the knowledge awareness and life skills to prepare them for the legal drinking age and its risks and responsibilities.





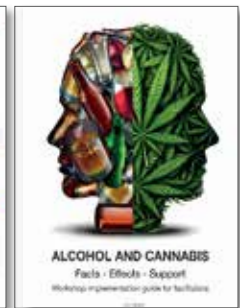
SCHOOLS AND YOUTH PROFESSIONALS

The Problems

- o Health Education became a statutory requirement for schools to deliver in September 2020, including alcohol and drug education. Teachers and youth workers cite not having enough time and not being subject experts as barriers to delivering effective health education.
- o The time dedicated to health education (RSHE) decreased by 32% in KS3/KS4 between 2011-15.
- o A record number of school exclusions were issued in 2018/19 in England due to drugs and alcohol.
- o RSHE from 2020 is statutory, but schools have little budget, training or guidance.

Our Solutions

- o We provide an easy one stop shop for busy, time-poor teachers where they can download lessons plans, PowerPoints, implementation and evaluation guidance by topic or by ability for each year group.
- o We make our evidenced programme available free of charge to all secondary schools across Britain.
- o We train teachers and provide ongoing guidance so they feel confident and knowledgeable in teaching about alcohol.
- o We provide games, one to one and small group activities suitable for use with young people in alternative settings, sports and youth clubs together with free training.



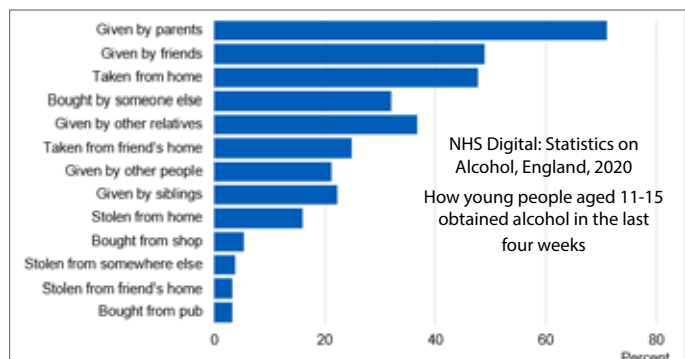
COMMUNITIES AND FAMILIES

The Problems

- o Parents and carers are the prime suppliers of alcohol to under 18s.
- o Children living in households where parents drink to excess are more likely to drink early and problematically.
- o 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

- o 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.
- o We correct perceived social norms with positive messages on how teenagers are drinking and getting drunk far less than they were 10 years ago.
- o 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.
- o We empower parents to resist teen pressure and manipulation.



A year like no other – reflecting on the 2019-20 academic year and our three year strategic plan, Helena Conibear CEO and Founder The Alcohol Education Trust



On the Great Field, Poundbury

What a contrast 2020 has been to our action packed 10th Anniversary year of 2019. Who could have foreseen that the pandemic would transform how most of us work or how quickly we would adapt to new technologies to allow us to continue our work proactively.

Our year was very much one of two halves, full of face to face training and youth work until March, where we moved into new areas such as The East Midlands for the first time including Coventry, Wolverhampton and Derby as well as extending our face to face outreaches in Cumbria, Lancashire and North Yorkshire, in particular. The demand for our resources and training for young people more vulnerable to alcohol related harms, who we support with a hands on activity pack, met unprecedented demand and we reached 282 new settings such as children's homes, pupil referral units and youth zones this year. In addition, we have launched new resources, especially for age 16+, plus new films and 'ready to deliver' PowerPoints suitable for remote delivery.

On March 1st everything began to be cancelled, and our first introduction that week to zoom was to present to UCL Behaviour Change Masters Students on *Talk About Alcohol* and to record a powerpoint presentation usually made face to face to over 100 parents at Sherborne Boys School each year. Well, we are pros now, but we certainly weren't then!

We made the difficult decision to furlough Kathryn who looks after The North and Brian in Scotland as well as Kate who is our Schools Coordinator, until July and Karen and myself then covered all online training and support. Furlough has proved a Godsend to us as a charity so that funds for supporting young people weren't spent on overheads. As a result, with permission from funders we have been able to extend many of our projects into 2021 as we hope that schools and youth settings open up to visitors again. On the positive side, many youth professionals, police school link officers and school nurses for example, have had more time for CPD and to improve their knowledge and skills, so we have delivered some brilliant virtual and face to face seminars and workshops to all these groups.

However, mindful that most of us are 'zoomed out' we decided to postpone our 3rd National conference on Drugs and Alcohol Education, this time organised in partnership with the DSM foundation. It was due to be held in June 2020 and is now scheduled for June 28th 2021 at The London Guildhall. We look forward to seeing colleagues face to face for hands on workshops and networking.

The Alcohol Education Trust work was, and continues to be, built around three pillars of supporting young people, their parents and carers and the professionals who work with them:



Early intervention and prevention approaches for children and young people

Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol harm plus harm reduction approaches for older teenagers and young adults.



Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. 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- 25 year olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then 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 part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink and the amount that they drink. The AET therefore holds workshops and seminars, and has a dedicated web area for parents and carers, with advice varying from the law to hosting parties and top parenting tips.

The AET's three year strategic plan 2018-2020



The end of 2020 marks the end of our 3 year strategic plan. We have achieved most of our objectives, in spite of the restrictions we have faced this year.

Building resilience, knowledge and skills: 1.5 million children helped to delay the age they chose to begin drinking

We have, unbelievably, supported the planned 1.5 million children we aimed for - a conservative estimate is that 700,000 children in over 4,500 settings use the *Talk About Alcohol* programme each year: This includes children in over 100 new schools and organisations in Scotland, 101 across the North East and 116 in the North West, 64 new settings in the Midlands and a further 162 across the South and West during the 2019/20 academic year alone. In fact, children in 1,083 schools, youth clubs, sports clubs, special schools, children's homes and charities were provided with the *Talk About Alcohol* programme and bespoke resources during this year.

Empowering older teenagers to make safer choices

One of our goals was to support older teenagers face to face as they prepare to leave school, head off to College or work, or leave home to go to university or on a gap year. Whereas younger children benefit from people they know and trust delivering health education (hence our train the trainer approach), by age 16, young people appreciate specialists supporting them. Our bespoke assembly, work shop and attendance at health fairs and career days is proving very popular and successful and it will be extended further in 2021-2022. We have not yet developed a bespoke initiative for primary age children and their parents transitioning to secondary schools and this remains an ambition.

10,000 young people more vulnerable to alcohol harms sensitively supported

We hoped to provide targeted materials for one to one and small group support for 20,000 more vulnerable young people over three years. We are thrilled to have massively exceeded this target, providing the highly acclaimed activity box of picture and story led resources, one to one discussion cards, films and training to 282 new alternative settings for children with additional learning needs or in care this year alone.

1,500 more schools and youth organisations equipped with resources, skills and confidence

We aimed to provide our resources and training to an additional 1,500 schools and youth settings 2018-20, which we have more than achieved, supporting 1,083 settings this academic year alone. There are also more than 13,000 teachers and professionals on our database who we support ongoing with advice, updates and free access to all our resources on line and in print. These new settings are in addition to the existing 5,200 who have already received our resources or support. This has all been achieved on an income of under £220,000 p.a., so at a cost of under 50p a child.

150,000 parents and carers made aware of their vital role as role models and gatekeepers

We set out to equip 150,000 more parents and carers face to face and on line between 2018-20. This again we have more than achieved with 36,200 visits to the parental guidance on teenage parties and the law alone this year. We have cumulatively provided 35,600 guidance leaflets on how to talk to children about alcohol via the parent talks and events we have supported nationwide. We had hoped to be able to support parents and carers who struggle with literacy with more bespoke approaches, but that has not been achieved to date as we have no specific funding to support our parental outreach.

AET in Scotland, but not yet in Wales or Northern Ireland

Thanks to the wonderful support of Foundation Scotland, The Royal Bank of Scotland and The Distillers Charity, we are achieving our dream of making *Talk About Alcohol* available, with a dedicated coordinator, to every child in schools and organisations free of charge across Scotland. Since 2019, Brian has delivered over 80 training and support sessions in that time and reached over ½ the schools across Scotland to date. We have been able to extend our outreach for teenagers more vulnerable to alcohol related harms in 2020 as well.

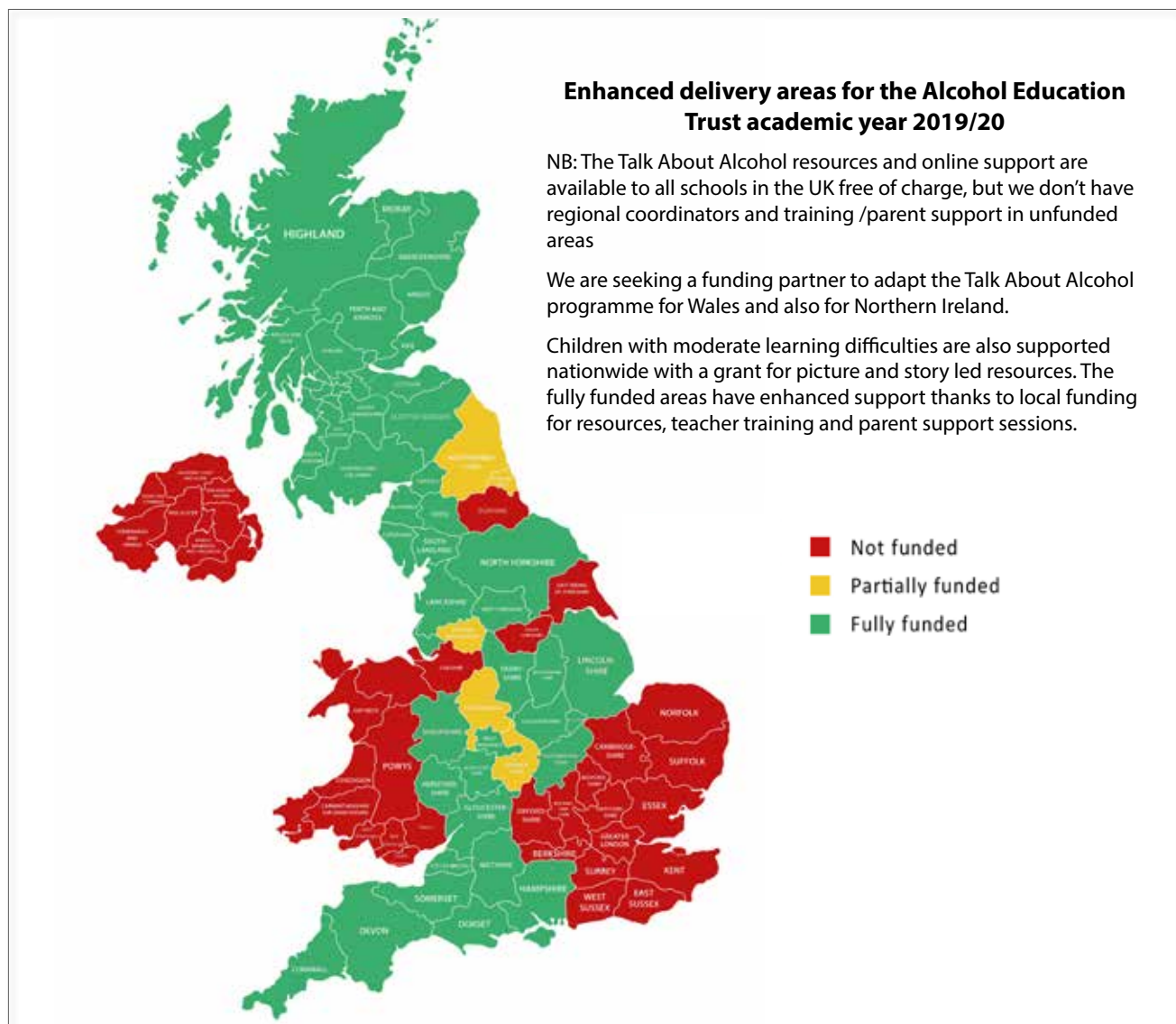
Although we provide free access to all our resources for all schools and youth settings across the UK, we have not achieved our goal of having dedicated AET coordinators in the East of England, Northern Ireland or Wales. We hope one day this will become a reality. We do, however, have 8 part time staff, three of whom are dedicated regional coordinators supporting all youth settings with training and working with local children across the whole of the North of England, The South, South West and Midlands and Scotland.

New resources – always moving with technology and needs

As well as constantly updating our teacher workbook and materials with the latest DfE guidance, statistics and research, the AET continues to respond to the requests and needs of teachers, professionals and young people. July 2020 therefore saw the launch of 6 ready to deliver power points for time-poor teachers as Health Education became a 'must teach' in September. In addition, during Alcohol Awareness Week, we launched two filmed case studies for ages 16 plus carefully covering the issues of how alcohol affects consent and the links of drinking too much and injury, violence and assault. These films, presented by two young lawyers who deal with criminal cases, with an audience of teenagers, bring to life what could be difficult subjects to discuss.

The Alcohol Education Trust Charity guiding principles:

- o Follow best practice of no scaremongering or lectures.
- o Tailor approaches to children's age, ability and experience.
- o Model our work on the best evidenced global programmes.
- o Ensure that any programme we develop undergoes rigorous piloting and evaluation.
- o Ensure our work is sustainable, affordable and realistic.
- o Ensure our programmes are enjoyable and interactive – and reflect children's lives by using games, role play, websites and gaming
- o Make alcohol education available to every young person across the UK free of charge.



The next three years (2021-23)

Being mindful of our mission and values, we have done more than 'survive' this extraordinary year and have moved forward in a very proactive and constructive way. Although we expect our income to drop in 2021 we have positive plans. Planning in detail our next three years in such uncertain times is difficult, but we have made some important commitments that increase our remit, impact and reach significantly going forward.

Additional goals for 2021-23 approved by our Trustees are to:

- o Maintain and expand our digital and web engagement offer to young people across the UK including reaching 16-25 year olds.
- o Develop our harm minimisation resources for young people age 16+ preparing them for the legal drinking age and its responsibilities.
- o Extend our remit and reach to young adults up to the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- o Expand the range of resources offered to cover the effects of the combined use of alcohol and drugs.
- o Encourage diversionary activities for young people that reduce anti-social behaviour, crime and onset of drinking.

Harm minimisation for 18 – 25 year olds

Extending our harm minimisation approaches to age 25

Thanks to the wonderful support of The Lingleigh Foundation and Stonewater Housing we have committed to extending our reach up to age of 25, starting with vulnerable young adults living in settings such as Foyers. Foyers offer homes for young adults at risk of homelessness or leaving care, where life coaches help with job applications, college and life skills. The approach will continue to embody our goals of being activity led, non-preachy, avoiding scare mongering and focusing on facts and strategies that enable young people to make wiser choices. The project includes an opportunity for accreditation, helping build employability as well as knowledge and skills.

This extension of our work to cover an additional 7 years, effectively doubles the young people we are able to support nationally, and this ambitious work has already begun. This project extends our ability to deliver harm minimisation approaches to complement our fundamental early intervention and prevention work.

Improve and expand our digital reach to young people

Thanks to a wonderful grant from the Postcode Neighbourhood Trust, we have launched a competition for young people age 16 + to make short films on how to look after each other and stay safer on nights out. This will be in addition to short guidance videos by our team on how to use our games and interactive techniques to bring alcohol education to life for teachers and youth professionals. These will greatly enhance our reach through youtube and other channels.



A new platform for 16-25

Through the growth of our work with 6th forms and FE colleges and extensive surveys we have carried out with older teenagers and university students, we have identified the need for a website on alcohol plus general wellbeing aimed at 16-24 year olds to help prepare this age group for the stresses that leaving school, friends and home can bring as they head off to college, work or travel. The site will help young people recognise the triggers for binge drinking and problematic drinking and offer practical tips and advice for safer drinking and other wellbeing topics.

Our final new goal is, through partnership, to be able encourage diversionary activities and opportunities for training and skills for young people. This will now be possible through the moving of The Alcohol Education Trust office from a garden garage to a purpose built office, community and training space and revenue generating café in March 2021.

Pavilion in The Park – PiP's a new era for The Alcohol Education Trust

The greatest landmark of 2020 has to be the realisation of our hopes to raise enough money to build a revenue generating building, providing a proper office for our work for the first time. To have raised £300,000 to enable our build to go ahead is truly humbling and we are so grateful to the individuals, companies, grant makers and volunteers who have made it possible.

PiP's (the Pavilion in the Park), which will be completed, ready for fit out, in January 2021, will provide an office, community/training space and revenue generating café in the heart of a park packed with free play and sports facilities. It is within walking distance of 5,000 children in 5 schools in Poundbury/Dorchester, Dorset.

Our Crowdfunding target was reached in just nine days with over 100 generous donors both on and off line and our 10th Anniversary Ball and London Dinner both exceeded our hopes due to everyone's huge generosity. Local organisations such as the Rotary and Round Table, Town and County Council, Housing Associations and The Police and Crime Commissioner have been fantastic, as have national funders such as The Clothworkers Foundation, The National Lottery, The Ministry of Housing, Communities and Local Government and Sport England. The rigour and scrutiny required for winning these awards makes us feel very confident about our structure, governance, impact and objectives going forward. The delay to the beginning of the build (scheduled for March, but beginning in July due to COVID 19) has led to a wonderful extra benefit, in that we were able to apply for grants for solar and air source heating. Thanks to The Duchy of Cornwall and Low Carbon Dorset, we will very much match the green setting of the Park!

We plan to be open by April 2021. Do, please get in touch if you'd like to be involved in any way.



The Pavilion in the final stages of construction



Great Field play area plan



Damer's First School 'What we would like at PiP's'

"The Duchy of Cornwall is delighted to see the new headquarters of the AET, with associated café, nearing completion. The Pavilion (PiP), is the result of a major planning and fund raising exercise by the Trust. Construction has been undertaken during a time of quite unforeseeable restrictions and it is a credit to both the Trustees and CG Fry and Son, that such a high quality and valuable resource has been delivered. PiP's will complement the major works undertaken by the Duchy on the Great Field over recent years, providing a wonderfully diverse area for both visitors and residents of Dorchester. The Duchy is pleased to have been able to support the project and looks forward to welcoming the AET to their new home in the Spring."

Estates Development Manager at Duchy of Cornwall

"DYCC are very much looking forward to the opening of the new community facility at Poundbury. DYCC will be looking to strengthen our partnership with AET in 2021; it will be a great opportunity to develop new and existing services for the Poundbury area of Dorchester."

Kate Parkman, Youth Work Manager, Dorchester Youth and Community Centre

"As a Rotarian, Dorchester Youth and Community Center Trustee, grandparent and citizen, I thank you all in AET – keep up the good work!"

"The café space and community space will be a wonderful addition to the local area. Young people at the school have long requested such facilities and this is borne out by your own research with focus groups. It provides a safe and welcoming place for youngsters in this age group to meet and I am excited by the range of activities you are considering. This age-group are particularly vulnerable to the lure of the pub because there is nowhere else to go to meet friends and to socialise. I am confident that the investment in these facilities will make a distinct and sustainable difference to the lives of young people for many years to come."

Mike Foley, Headteacher, Thomas Hardy School

"The results of our public consultation told us there were not enough facilities or activities for young people on this side of Dorchester and so we welcome this opportunity for the AET to become established in Poundbury, in a facility that will provide space for youth groups and the wider community"

Ben Murphy, Estate Director for Poundbury

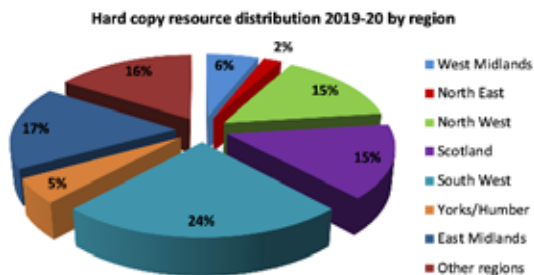
"Having this facility will encourage a friendly and good place for the youth to go and even something new to get involved with at the parkour equipment."

Travis Verkaik, Dorchester Free Runner

Resource distribution and reach 2019 – 20

Kate Hooper, schools and youth organisation coordinator

What a challenging year this has been for everyone! We had a great six months until the effects of the coronavirus pandemic hit us in March. The resulting lockdown, the pressure on schools and the impact on youth and sports clubs have had a significant impact on our work, compounded by the necessary furlough of some key staff. However, despite the challenges we have faced –we have managed to adapt very effectively to provide online support, training and additional resources and have even managed to increase our reach in some areas and for more vulnerable young people!



Not surprisingly, our distribution of hard copies of resources in some regions was lower this year compared to last, but amazingly there was increased distribution to both schools and organisations within the North West, to organisations in the South West and to both schools and organisations in the East Midlands.

Schools and organisations across Britain were supported with 641 copies of our Teacher Workbook, many digitally, an inevitable change in balance due to remote delivery to many pupils.

In total, we supported young people in over 1,000 settings (1,083 schools and organisations) this academic year with our resources (excluding the thousands of direct website downloads) so we are very pleased.

In the light of schools staying open for vulnerable children, as well as for key workers, it is unsurprising that the number of settings we have supported with activity boxes for those more at risk of alcohol related harms has risen from 265 to 282 this year. The activities and workshop materials are especially designed to support support children with additional learning needs and those most vulnerable to alcohol harms. As always, the range of settings we support with this resource is hugely varied and includes children's homes, pupil referral units (PRUs), special schools, the police, young offender institutes, and secure children's homes. It is wonderful to know that, despite the challenges this year, we have actually increased our support for the most vulnerable young people who are likely to be most at risk of alcohol related harms.

We were delighted to launch an exciting new set of six lessons with accompanying PowerPoints in July. The aim of these is to provide teachers with six ready-prepared topics, such as alcohol and the law, providing engaging and effective alcohol lessons with minimal planning and preparation. This was especially important with Health Education becoming mandatory in September 2020 and remote delivery. We were delighted with the demand for these lessons and received 131 requests from mid-July to September!



When professionals download our Teacher Workbook and Six Lessons/PowerPoints, we ask them a number of questions to help us to understand more about their setting and how PSHE is taught. The chart (right) shows how people found out about us and it is reassuring to see that 45% of people come to us following a recommendation from a colleague or other organisation! This information also showed us that 72% of settings deliver health education during



weekly PSHE sessions and 82% have timetabled PSHE lessons which is great news. 29% of people ask for further support which includes other resources, advice and information about our teacher training and parent sessions. 88% of those downloading the resources are currently teaching PSHE.

It was disappointing that we had to postpone our Drugs and Alcohol Education Conference which should have taken place in June but this is now rescheduled for June 28th 2021 when we should be able to meet face to face at last.

It has been amazing to see how quickly and impressively schools and organisations have been able to adapt to the challenges faced in order to overcome frustrating barriers and continue their essential work, being able to support young people in staying safe during this difficult time.

The issues faced have changed short term for young people, with less direct socialising, but more of a move to virtual challenges, on line drinking and nomination challenges through platforms such as House Party. There have also been more unregulated gatherings/raves in private and public places to replace festivals for example, with the associated risks. Finally, although we don't have concrete evidence of effect, we believe increases in anxiety and loneliness due to isolation and the fall in diversionary activities available during lockdown may be leading to more problematic drinking for those at already high risk of harmful alcohol use and dependency. The extension of our remit to support students and young adults is therefore very timely for 2021.

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 teachers and professionals working with young people in a variety of settings including North Yorkshire, Gloucestershire, Glasgow, Cumbria and Wolverhampton as well as via conference workshops in areas such as Southampton and London. Teachers and health professionals are given an insight into 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 *Talk About Alcohol* programme ensures that 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 Local Alcohol Profiles for England (LAPE) hospital admissions for U18s in England, we focus our resource on children in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Devon and Dorset, as well as all areas of Scotland where alcohol related deaths are nearly twice those in England. 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 young people in need all over the country, supporting 282 new settings in 2019/20. 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 100,000 page views in 2019/20.

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



Supporting and engaging children



Supporting and training teachers and health professionals



Empowering parents and carers and young people

This helps fulfil our goals of

- o 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.
- o Reducing the prevalence and social acceptability of binge drinking and drunkenness.
- o Ensuring the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- o 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.

Karen Perryman, South West and Midlands Region Coordinator



A very interesting and busy year, face to face until March and then moving mostly online for the rest of the academic year. Lots of new digital skills learnt!

With expansion into new areas such as the East Midlands, providing resources and training to new settings throughout my region and continuing support for the plethora of schools and organisations already using our award winning services - I have certainly been kept on my toes. Lots of training has been delivered in various formats to guarantee that the Alcohol Education Trust and the *Talk About Alcohol* programme have maximum impact. I have thoroughly enjoyed working directly with the over 16 age group as well as holding workshops for newly qualified teachers at Southampton University.

Teacher Training

Teacher training sessions took place throughout Cornwall, Devon, Dorset, Hampshire Gloucestershire and Wolverhampton, including 12 teachers at Penrice Academy in Cornwall and 12 tutors at Gloucester College.

Tutors representing all seven colleges of the Cornwall College Group were trained virtually, where the strength of our interactive online games and quizzes on talkaboutalcohol.com really came into play.

An important part of our work is working with groups of young people who are at higher risk of alcohol dependency and harm, which includes those excluded from school, looked after children and those in alternative education. We use tailored resources that can be used on a one to one basis or in small groups. Harbour Vale School, Dorset found the support I gave them really helpful and realistic for the young people they support, many of whom have been permanently excluded, been on managed moves to avoid exclusion, or who are with the school for medical grounds, with emotional or mental health issues - many vulnerable youngsters.

"A very clear presentation with useful information."

Penrice Academy

"This training was very useful. Karen delivered it in a very friendly relaxed manner and I was able to discuss freely thoughts on the topic and find answers. I am pleased to have website addresses for those who need help as these are great resources for our students."

Cornwall College Group



Penrice Academy



Harbour Vale School



Southampton Public Health

Other Training

In addition to teachers, I have provided a wealth of training to other professionals who work with young people, such as youth professionals through Southampton Public Health. This ensures that lots of partner agencies are now in a position to use our resources effectively. In Somerset two workshops took place through LIFEBeat - collaborating with Somerset County Council and the Public Health Team re Relationship, Personal, Social and Health Education throughout the County.

The School Nurse Teams in both Penwith and Saltash, Cornwall received training. Both sessions were done virtually and received excellent feedback.

Training with the Gloucestershire Police Schoolbeat Team sparked a load of really interesting discussion. 100% agreed that the session was well tutored. This was a great relief as for the previous six months my training had been delivered virtually, it was lovely to be face to face again.



Kingston Maurward

Notable presentations to students included Atlantic Academy (Portland), Oak Academy (Bournemouth), Thomas Hardy School and Kingston Maurward (both Dorchester).



Lifebeat

"The training was useful, helpful, enjoyable and informative."

Southampton Public Health

"....dispelled myths and some biases that people have of teens and supposed alcohol consumption."

Lifebeat

"Everything was useful and interesting."

Cornwall School Nurses

"Great input/ trust and great resources for us... Very helpful for our lessons"

Gloucestershire Police Schoolbeat Team

"Good open atmosphere."

"Lots of useful info and glad to have a leaflet to take home."

Sherborne Boys School

Parents Evening / Talks

With parents and carers being the main suppliers of alcohol to underage drinkers, supporting them through talks and workshops is an integral part of our work. Examples this year include Kesteven and Sleaford High School in Lincolnshire, Sherborne Boys School, Dorset and through Cityparents.

Partnership Working

Partnership working with several Community Alcohol Partnerships has taken place including Spalding (Lincolnshire), Clipstone (Nottinghamshire), Bolsover (Derbyshire) and Bournemouth (Dorset).

We have actively developed our relationship with Housing Associations this year, such as with Stonewater and Yarlington (now Abri). As well as running accommodation for young adults under age 25, they invest in the health and wellbeing of their clients, staff and families, this is resulting in some excellent partnership work.

Finally, as part of our outreach, we work in partnership with a wide variety of networks. These include the Young Person Substance Misuse Group (Bath and North East Somerset), Dorset Public Health, Dorset 0-25 VCS Forum, Southampton PSHE Network, Derbyshire PSHE Network and Cornwall Healthy Schools.

Amazingly, I have reached more young people in more settings this year than ever, and the continued support throughout lockdown has been really appreciated and valued.



Gloucestershire Police Schoolbeat Team



Karen



Sherborne School

Kathryn Arnott-Gent, Northern Region Coordinator



Despite the challenges we have faced this year, I am still astounded at what we have managed to achieve. Up until April, 20 staff training sessions were delivered to schools, football clubs, police, parents and youth organisations. In addition, I have spoken at conferences, attended strategic partnership meetings, and continued to develop our partnerships in new geographical areas.

It was a particular pleasure to deliver our session on Alcohol Education for schools with our 11 tips for effective and meaningful alcohol education at the Delivering Outstanding PSHE Teaching in Schools Conference in London.

Isle of Man

At the beginning of this year, I was absolutely delighted to visit the Isle of Man to deliver a training session to 30 staff across a variety of organisations. With some of the highest levels of alcohol-related harms, our resources and training being used on the island is a positive step. They loved the interactive and fresh resources and innovative ways to deliver alcohol awareness.

North Yorkshire

Our funding from North Yorkshire PCC has continued to be used to engage some of the most vulnerable young people. I was pleased to deliver a session in collaboration with York and North Yorkshire Youth Commission for Wensleydale Young Farmers who participated enthusiastically in our activities. We discussed units, drinking driving laws and played the alcohol clock game – in preparation for the Young Farmers' annual Christmas dinner dance. It was an eye opening activity for many of them with some important lessons learned.

2 further sessions, in Scarborough and in Northallerton, included training for North Yorkshire school nurses, who attended from across the county. They were delighted to receive up to date resources, which they felt would be excellent for working on a 1-1 or small group basis.

Foster Carers from North Yorkshire attended a support session, a really great event with lots of questions, tips and sharing of ideas when talking to looked after young people. There was also a very interesting discussion around Foetal Alcohol Syndrome Disorder, the challenges that this can bring and ways to overcome it.

Liverpool PSHE Conference

SEN schools at the Liverpool PSHE Conference attended a workshop on the *Talk About Alcohol* bespoke materials. It was an excellent session with 5 out of 5 feedback given all round. The schools were all totally engaged, the only negative feedback was that the session wasn't long enough!

Workshops in Northumbria and Durham were postponed due to the pandemic, but I am looking forward to delivering multiple sessions to schools on a virtual platform over the coming months.

I was, however delighted to host training for staff at Dame Allen's School in Newcastle for 3 local schools. The feedback was excellent, they were so grateful for up to date resources that they felt would engage their students in multiple settings.

Cumbria & Lancashire

Development across Cumbria and Lancashire has been second to none, helped hugely by the Tesco Centenary Bags for Help funding.

It has been an excellent start to the project and in the 3 months from January up until March, 33 schools and organisations received our Teacher workbook and Activity boxes. In addition, 10 training sessions have been delivered across Cumbria and Lancashire, with attendance from multiple schools and organisations, including the police, youth centres, school nurses and parents.



Isle of Man



North Yorkshire School Nurses



Scarborough Foster carers

I am delighted to have developed a partnership with Lancashire School Nurses, part of Virgin Care. There are 4 school nurse teams and within each a further 10 sub teams who cover every school across Lancashire. We were able to offer each team an activity pack and 3 training sessions. This was to take place during May, but due to the pandemic it was postponed to a virtual training held in November and resources were sent out to each team.

Walton le Dale Arts College and High School hosted a fabulous teacher training session in March where 6 Lancashire schools attended and took away our award winning resources. 5 out of 5 evaluation of the training too!



Walton le Dale Arts College and High School

Supporting those most vulnerable to alcohol related harms

Athena is an Alternative Education Provider for the most deprived young people in Blackpool, almost the last resort after other provision has been unsuccessful. Around 12 staff attended our *Talk About Alcohol* workshop with bespoke toolkits provided for staff working with young people on a 1-1 basis in their homes.

Drop Zone Youth Project in Barrow hosted 2 staff training sessions, one on behalf of Cumbria Police and a further session for their teaching staff. Their Alternative Education Program provides support to young people who find engagement in mainstream education difficult. By working in small groups they are able to tailor provision to meet the needs of young people with the ultimate goal of reintegration back into mainstream education. A variety of different agencies attended including

Cumbria Police, who work with young people at risk of offending, representatives from the school nursing team, a Young Health Champion and a number of teaching staff who cover the 7 centres in and around Barrow in Furness.

In addition to this, there have been 3 rounds of training for Cumbria Police, in Kendal, Carlisle and Whitehaven. Cadet leaders and Police Community Support Officers (PCSOs) attended the sessions which focussed around using our activity packs and PCSOs in Kendal were particularly pleased to have been upskilled with the training and to receive new and up to date resources to use with young people in schools.

St Benedict's School in Whitehaven were also delighted to receive our activity pack and training for their SEN support staff, pastoral staff and school nurse.

Approximately 20,000 young people across Lancashire and Cumbria are now benefiting our *Talk About Alcohol* resources, and they will receive quality assured, evaluated sessions around alcohol delivered to them by, confident, knowledgeable, and fully trained staff.

Youth Development Work

Our youth development work is continuing to flourish. An additional session was delivered for new starters at Everton Football Club and new partnerships have been made with DropZone Youth Project in Cumbria, The Factory Youth Zone in Manchester, Chorley Youth Zone, the Princes Trust Lancashire, Accrington Stanley Football Club, Blackburn Rovers Football Club, Rochdale Football Club and Blackpool Boys & Girls Club. Again, due to closures our training was put on hold, but I can not wait to see everyone virtually very soon for our online training session, and of course our resources will be making their way to you.

"The visual impact of some exercises such as the how many units games is astonishing, really opening the eyes of the young people to how much they are drinking and the longer term effects of this... That experience seeing young people engaged and wanting to learn cannot be understated".

Cumbria Police

"Through out work with our local CAP, we have used the resources on the AET website regularly... the website, workbook and activity box has always provided age appropriate, useful material that has benefited our young people and also our staff".

Drop Zone Youth Projects



The Grange, Blackpool - Parent session



Cumbria Police



Everton in the Community - Staff training

Our work in Scotland, Brian Gibson

Considering how locked down Scotland has been for so long, we are extremely pleased with the level of support we have been able to offer schools and youth organisations this year.

Following on from the 137 schools directly engaged in year one, it is estimated that a further 70,000 young people will have directly learnt to stay safe around alcohol this year. I hosted 21 training sessions for schools, police school officers and other groups and we have managed to support over 100 new settings during this extremely difficult year.

Some highlights include engagement with six schools in South Lanarkshire, with the Deputy Head Teacher lead for PSE introducing us to the remaining twelve to engage with their pupil support teams and an introduction to the North Lanarkshire local authority.

Bearsden Academy have introduced our six ready to deliver lesson plans across the school and are taking part in the evaluation of their effectiveness following their launch in July.

20 staff at Jordonhill School in Glasgow attended a workshop which took their PSE teachers through the AET resources both on and off line and New School Link Officers at Tynecastle High School will plan how best to take *Talk About Alcohol* into the schools in Edinburgh who have not already engaged with us.

In support of children with additional learning needs, training took place for the staff involved in PSE delivery in Park School, an Additional Support Needs school in East Ayrshire. There were 21 teachers from this secondary school in the workshop who really loved the Toolkit which uses colours, emojis and games to cover all aspects of alcohol.

A highlight of the year included the vice-president of the Scottish Guidance Association of Teachers inviting me to present to the pupil support team at her school.

It's also been interesting to work with ADPs, such as Dumfries and Galloway's Alcohol and Drug Partnership. 10 Youth Engagement Officers based within the Secondary schools across the area attended a workshop with engagement planned with all the schools. I've also enjoyed reaching out to community organisations working with young people such as Edinburgh City Council's life-long learning team and Edinburgh South West training providers group.

Angus was a new local authority area for us in 2020 and the Principal Teacher for pupil support and care at Forfar Academy as well as his equivalent from Arbroath High school, took their teams through *Talk About Alcohol* during respective training sessions.

It was great to deliver a very successful session at Elgin High School in Moray during Alcohol Awareness Week with 24 staff from all 8 secondary schools in the Local Authority in attendance.

The AET's work in Scotland has never been more needed, as confirmed by the new SALSUS (Schools Adolescent Lifestyle and Substance Use Survey) figures released this year. These show that drinking is on the rise again among Scottish teenagers. The key findings were that 36% of 13-year olds and 71% of 15-year olds have had an alcoholic drink. The mean age that 15-year olds first had a drink was 13.3 years. The Scottish Government said it was determined to 'go further to protect children and young people from alcohol harm,' and we will do our utmost to support this goal.

The academic year finished strongly with meetings with the Principal Teacher (PT) for the Faculty of Health and Wellbeing and North Lanarkshire's Local Authority's Lead for PSE resource development. This PT has a Team of PSE Leads from across 37 schools in that Authority area which includes 4 ASN schools.

Contact has also been established with The Chair of Argyll & Bute's Alcohol & Drug Partnership (ADP) and their Lead on education. They have 10 secondary schools across the Local Authority area and they are very keen to have AET resources embedded within their curriculum.



Park School, East Ayrshire



Teachers from all schools in Moray Local Authority



Training staff at Arbroath High School



St Mungo's High School, Falkirk

"We have been using the AET resources at the recommended stages in S1-S4. The resources are really informative, up to date and interesting. It's also particularly useful that the resources are specific to Scotland. The resources are really accessible for teachers to use directly from the website, but also very easy to adapt and mix and match different activities. The pupils have been really engaged with the lessons and there is a really good variety of activities. We are now looking at ensuring we include the resources in our senior PSE curriculum".

St Mungo's High School, Falkirk, Moray

It has been a tough year, with many meetings and schools visits postponed due to travel restrictions and Covid, but I really look forward to supporting young people across Scotland to make safer decisions around alcohol more proactively in 2021!

Our goals and priorities for 2020-2023

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.
- ◇ Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking (new).

We will work to continue to achieve these goals over the next three years by focusing on the following core objectives:



SUPPORT CHILDREN AND YOUNG PEOPLE

- o Continue to ensure that all young people (aged 11-18) have free access to the *Talk About Alcohol* programme across the UK.
- o Support 30,000 vulnerable young people at higher risk of alcohol related harms with targeted approaches.
- o Expand our harm minimisation resources for young people. Provide workshops, peer to peer training and opportunities for young adults.

QUALITY ASSURANCE

- o Ensure all our training and resources are evaluated for their impact and produce regular reports on the outcomes of our work.
- o Seek evaluation by academic specialists of our key programmes and to only deliver evidenced approaches that prevent or reduce alcohol related harm.



SUPPORT SCHOOLS AND ORGANISATIONS

- o Train 1,000 more teachers, health educators (PSHE), professionals and community leaders each year and support support 100,000 on line.
- o Support the provision of the *Talk About Alcohol* resources free of charge to 1,500 schools and organisations.
- o Provide ongoing guidance, updates, new resources and training to the 5,000 plus settings provided with *Talk About Alcohol* and training ongoing.
- o Offer training and support to teachers and youth professionals by regionally based AET specialists throughout England and Scotland.



EMPOWER PARENTS AND CARERS

- o Equip 150,000 more parents and carers, face-to-face and online, with the necessary skills to keep their children safe around alcohol.

ENHANCE OUR SERVICES

- o Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol related harms and student populations.
- o Expand our digital outreach, training games and interactive materials.
- o Develop the range of resources offered to cover the effects of using alcohol and drugs (poly use).
- o Enhance local community cohesion in Dorset through our new facilities to include partnership delivery of diversionary activities and opportunities for training and skills for young people.
- o Seek to expand our geographical reach to include Northern Ireland and Wales.

Treasurer's report and financial review

This has been a very different and challenging year for the Alcohol Education Trust as we responded and adapted to the impact of the COVID-19 pandemic, changed our legal status from a Trust to a Charitable Incorporated Organisation (which recognises us as a separate legal identity and permits us to hold property and provide greater protection to our trustees as we move into new ventures) and created a trading subsidiary, Pavilion in the Park (PiPs) Ltd. Being a CIO allows us to operate the Pavilion café in a tax efficient way, with all profits being donated back to the charity, which will hopefully provide us with a welcome and sustainable future source of income.

The inability to visit schools and other settings as we entered the first lockdown in March led to the difficult decision to furlough three staff and then gradually bring them back via the part-time furlough scheme through the summer term as the restrictions began to ease slightly. Most of our project work due to take place in the second half of the financial year was deferred with the funding being rolled-over into 2020-21 and the Job Retention Scheme payments really helped to minimise the impact on our core reserves. Given the circumstances, we ended the financial year in a good financial position. Alongside our core work, the very exciting building development of our new office, community space and café began in July with regular monthly site visits to assess interim payments.

Income for the year amounted to £218,766 (102% of budget) which excludes income of £210,963 going directly to our designated building fund for the Pavilion capital project. Expenditure amounted to £148,368 which was well below budget (80% of budget).

Incoming restricted funds during the year amounted to £99,250. Expenditure from restricted funds during the year amounted to £58,857 and was principally expended on the delivery of training and resources by our regional co-ordinators for Scotland and the Midlands, South & West regions, our targeted work in specific areas of the North (Cumbria, Lancashire & North Yorkshire) and our continued work with schools and organisations with a high degree of special education needs and looked-after children. Due to COVID-19 we were unable to fully deliver all of our regional work which has been partially deferred until 2020-21. We also started a new 3 year project in April 2020 to extend our harm minimisation approaches to age 25.

Incoming unrestricted funds amounted to £119,516 which included £19,065 from the Job Retention Scheme. Expenditure from unrestricted funds during the year amounted to £89,511 with the majority funding our school and regional co-ordinators and associated travel costs of £92,390, printing and postage of resources of £8,252 and offset by the cost recovery of £17,633 relating to the delivery of fully funded training & resources.

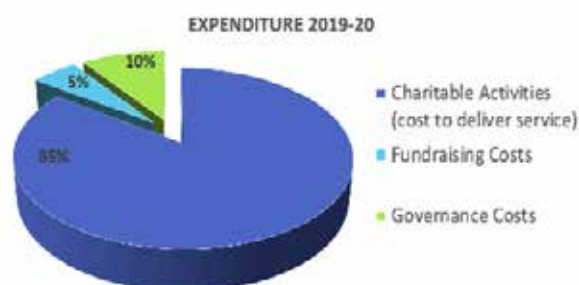
With little opportunity for community fundraising activities this produced just £2,901 this year. Income from the sale of our resources to commercial organisations (other than schools, youth and sports clubs who we support free of charge), amounted to £4,070 this year which was well under budget.

Work on the new Pavilion building finally got underway in July 2020 and in total we have raised an amazing £368k from a variety of sources to cover the capital build project (incl. fit-out costs & exterior landscaping and furniture) plus an additional £25k to fund the working capital requirements for the new trading subsidiary.

As at the 30th September 2020, the designated build fund stood at £356k and we continue to hold £25k in 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 designated funds aside, our balance of unrestricted funds at the year-end amounted to £71,163. Following the adjustment for stock, this equates to 'Free Reserves' of £58,961, providing just under seven months cover for our gross operating costs of £107,174 which is in line with our reserves policy.

Our key financial areas for 2021 are completion of the Pavilion in the Park and the launch of the new café, extending our harm minimisation approaches to age 25, developing our digital capabilities and resources and delivering the projects deferred from 2020. Our budgeted costs for next year are £210k being an increase of just over 10% on last years' budget.

SUMMARY OF ANNUAL ACCOUNTS		
INCOME	2019-20	2018-19
Grants & Charitable Donations	£147,653	£117,381
Corporate Partnerships	£45,075	£50,220
Community Fundraising & Other Income (incl. Gift Aid)	£2,902	£56,326
Sales of Resources	£4,070	£6,045
Other Income (Job Retention Scheme)	£19,066	£0
TOTAL INCOME	£218,766	£229,972
EXPENDITURE	2019-20	2018-19
Charitable Activities (Cost to Deliver Service)	£125,867	£136,411
Fundraising Costs	£7,961	£39,226
Governance Costs	£14,541	£13,788
TOTAL EXPENDITURE	£148,368	£189,425



Impacts and outcomes

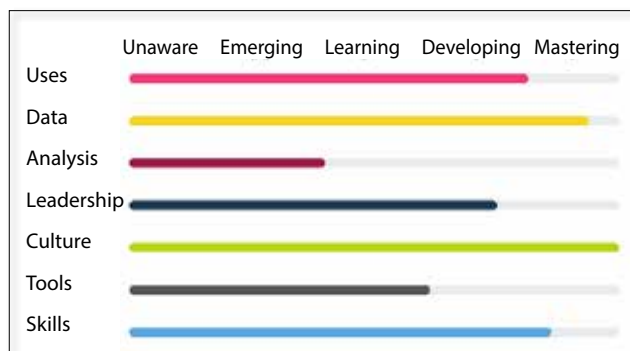
Independent evaluation of our impact, fidelity and effectiveness

- ◇ 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).



NCVO charity ethical principles

The trustees carried out their annual review of the NCVO Charity Ethical Principles which provide a framework for the ethical execution of charitable purpose and help guide decision-making and development of policies and procedures. The trustees report that they are confident that the charity is upholding the Guiding Principles to put Beneficiaries First, act with Integrity and Openness & protect everybody's Right to be Safe.



Data maturity

The AET has scored 3.8 out of 5 on data maturity, based on the average across the seven themes.

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



Early Intervention Foundation



European Platform for Investment in Children Promising Practice

Evidence review and recommendations, PSHE Association and Child Exploitation and Online Protection Command (CEOPS)

The AET embrace the principles of evidenced Health Education which are:

1. Varied teaching styles addressing a range of factors
2. A whole-school approach including multicomponent interventions
3. Active skills-based learning
4. Psychosocial aspects and normative education
5. A developmental programme which is appropriate to pupils' age and maturity
6. Differential approaches for pupils with learning disabilities who are often more vulnerable to both online and offline abuse
7. Learning which is inclusive of difference and socio culturally relevant
8. Well-trained teachers
9. Theory/research-based and factual
10. A positive approach, avoiding 'scare tactics' or confrontational strategies
11. Clear goals and outcomes, and effective monitoring and evaluation
12. Community, parent and pupil engagement
13. Intervention must be of adequate length or intensity

There is considerable consensus on the hallmarks of effective programmes, including a focus on a developmental approach, skill-building and active learning; engagement of stakeholders including pupils, parents, teachers and the broader community; and clarity on intended outcomes and ongoing evaluation of these.

[PSHE Association report to CEOP April 2016.](#)

Awards and recognition



Private Education & Development Awards 2019



Education Resource Awards 2019, Highly Commended for best secondary school resource



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



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



SUPPORT CHILDREN AND YOUNG PEOPLE

- o Online games and activities
- o Story and picture-led activities for children with learning disabilities
- o Films, role play and engaging information and resources
- o Assemblies, workshops and peer to peer development.

SUPPORT SCHOOLS AND ORGANISATIONS

- o Evidenced resources fully supported online
- o Age and ability appropriate
- o Training + CPD
- o Regular updates
- o Printed online guidance/ resources/ evaluation.

EMPOWER PARENTS AND CARERS

- o Face-to-face support sessions
- o Confidential email advice
- o Dedicated online advice and guidance and regular newsletter updates.

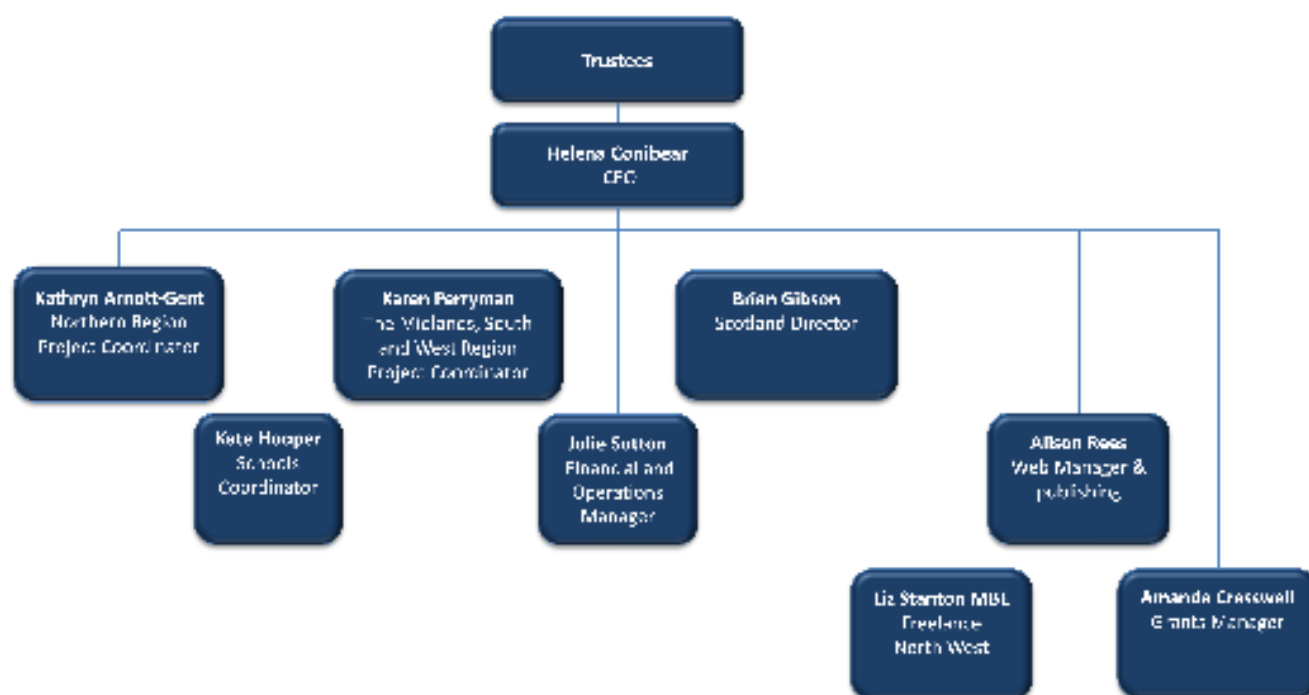
QUALITY ASSURANCE MEASURES

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

FOCUS AREAS

- o Special educational needs and looked-after children
- o Geographical areas where alcohol-related hospital admissions are highest for under 18s
- o Vulnerable young adults up to age 25.

The AET Team and Trustees 2020



Trustees

Victoria McDonaugh 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.

Keith Newton ACA, (Finance and PIP Director), is a member of the Australian Institute of Chartered Accountants. In a career of 33 years at Accenture he worked as a global management consultant specialising in strategic and technology consulting for large scale private and public sector organisations working in Sydney, Chicago, Seoul and Hong Kong. He is a company director, an investor, and advisor to a number of UK and international businesses and charities. He is an advisor to the board of an English public school having previously served as a Member of the Board and Chairmen of the Finance and General Purpose committee. He serves as a charity trustee with a specialty in finance.

Alison Winsborough BMus, PGCE (Resources, framework and implementation) has strong experience of delivering PSE, previously as Head of PSHE and Citizenship at the Sir John Colfox School and then in the same role at IPACA on the Isle of Portland. Alison continues to teach PSE and Citizenship as well as Music and is Assistant Principal in charge of Teaching and Learning at Atlantic Academy Portland. Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is part of the Academy Safeguarding Team and has 3 children, 17, 14 and 8.

Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCGP (Medical content and safeguarding) trained at Imperial College London including a BSc in Physiology, qualifying in 2007. Lara moved on to hospital rotations at Frimley Park, Surrey and Brighton, Sussex. She lectured in Anatomy at Brighton Medical School before moving to Cape Town where she specialised in Paediatrics and gained the Diploma in Child Health in 2011. Lara decided to pursue her career in General Practice from this point and enrolled in the Wessex GP training programme which brought her to Dorchester, Dorset in 2012. She completed her GP specialist training in 2015 and has been working as a GP in Dorset since this time, becoming a GP Partner at The Prince of Wales Surgery, Poundbury in 2019.

Stephen Foster (Legal) 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.

Christina Benjamin BSc (Hons) PGCE (Legal and Governance) studied German and Law at Surrey University. She went on to qualify as a solicitor and worked in local government and industry for 15 years. Following a spell living in Germany, Christina returned to the UK in 1996 and obtained a PGCE from Cambridge University. She then 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 Hardye 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.

Kate Larard MSc, HV, RM, SRN (safeguarding and policy) 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.

Andrew Morse BSc (Hons) (Project management and PIP’s Director) recently retired from the Royal Navy after 35 years as an officer in the Fleet Air Arm flying and instructing on the Lynx helicopter and simulators before transferring into Programme/Project/Requirements Management in 2004. He brings a range of skills to the AET including project development and management, an understanding of evaluation, training, support and infrastructure, plus time, budget and cost management skills. Andy continues to work part-time as a Reservist in the field of procurement and programme management for the Wildcat helicopter. Having served in the RN and as a father of two, he has an excellent understanding of the need for life skills education to ensure young people are able to make more informed responsible choices about alcohol.

David Cox retired as the Chief Executive of The Benevolent charity (now named The Drinks Trust) at the end of 2018, a role he took up in April 2013. The Drinks Trust 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.

Funding

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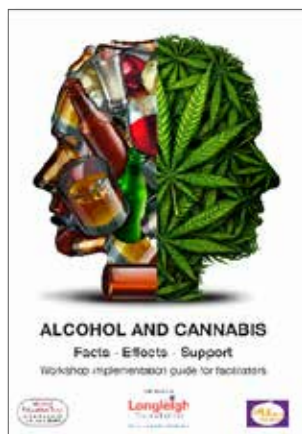
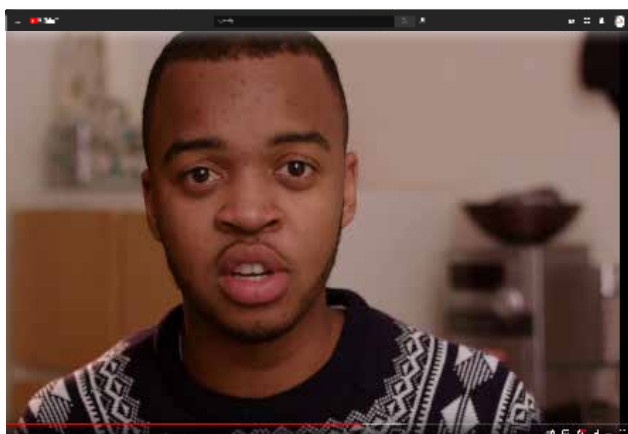
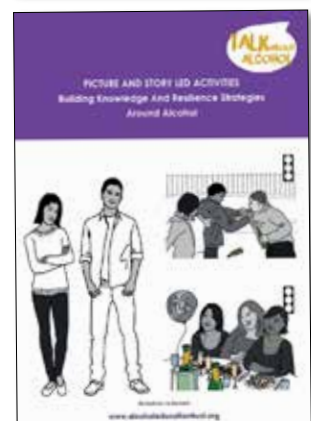
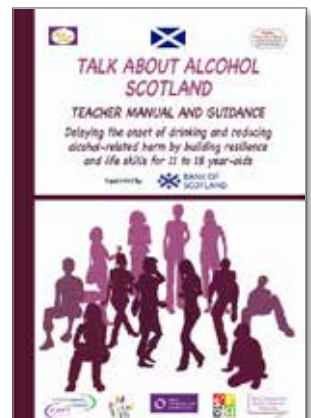
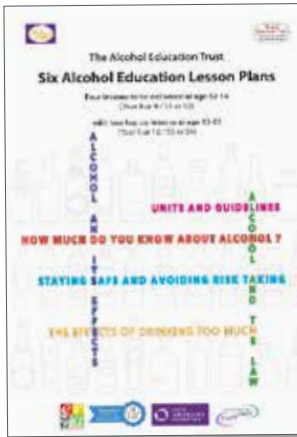


The Childhood Trust



Tesco Bags of Help





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