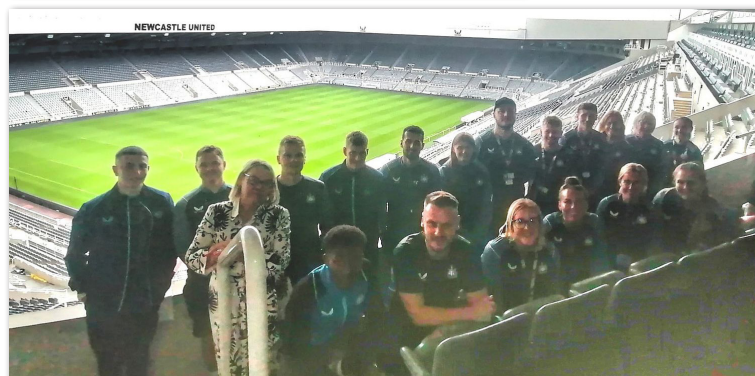


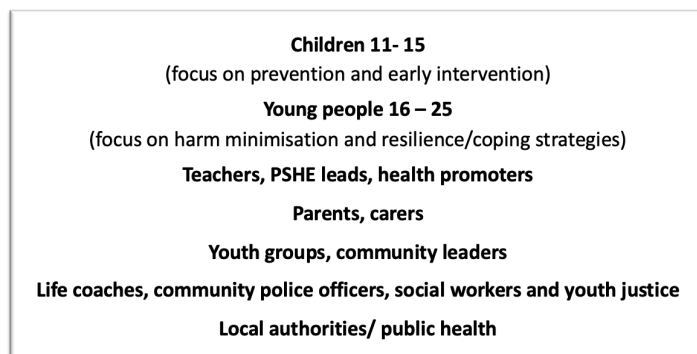
The Alcohol Education Trust

Progress on Strategic Goals and Impact Report 2022



The Alcohol Education Trust (AET) - Theory of change

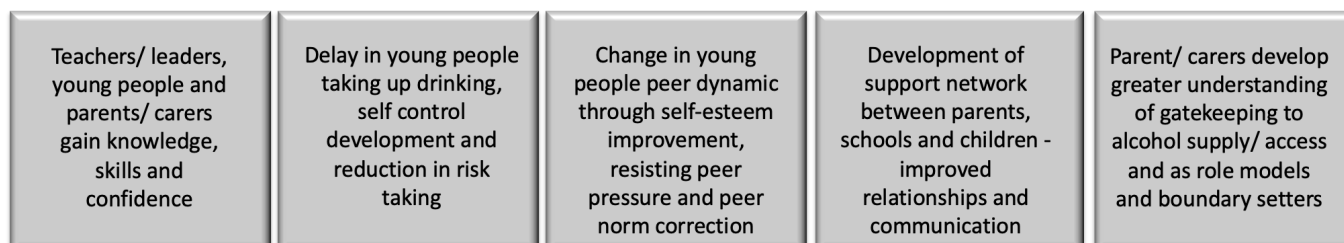
SERVICE USERS



ACTIVITIES



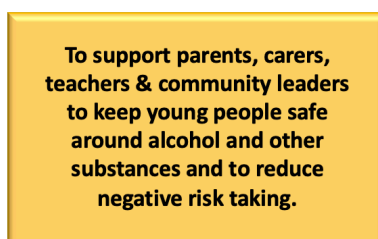
SHORT TERM OUTCOMES



LONG TERM OUTCOMES



MISSION



Introduction from Vicky McDonough, Chair of Trustees

This year has been marked by some important developments in our work. Firstly, our campaign against drink spiking, secondly, the development of cannabis and vaping materials for schools and youth settings and finally the launch of a totally new website for young adults, life-stuff.org.

In terms of expanding our remit, we have welcomed a new member of staff, Shona, in Scotland to expand our 16+ work on alcohol and cannabis to vulnerable young adults, and engaged a schools and youth worker for London and the South East for the first time. Sadly, there is a significant need for our services in the North East where alcohol related harms are highest, so we are thrilled that Kathryn can extend her work in addressing alcohol and cannabis harms across North Yorkshire through PCC funding in 2023-4.

Our CEO, Helena, gave evidence on drink spiking, written and oral, to the House of Commons select committee early in the year. As a result, the DFE issued guidance in August to tackle what is a growing problem for Universities. In August, our Freshers campaign supporting safer nights out was launched. Over 116 FE colleges and Universities were supported across the UK with excellent impact and feedback.

Our dedicated member of staff in our local county of Dorset and across the South West, Karen, has also been extremely busy. A welcome return to face to face training sessions has resulted in her working closely with numerous youth organisations such as the Princes Trust.

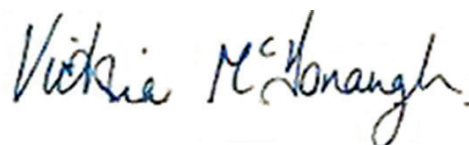
Our café and community space, PIPs has flourished beyond all our expectations and is providing a very popular hub for local community groups to meet in as well as a welcome change from the garden shed where the AET had its office for its first 8 years!

Looking forward, on 21st June 2023, we will hold our 4th 'What works in alcohol and drug education' conference, kindly hosted by Newcastle University and organised jointly with the DSM Foundation. We will also be revitalising our website and branding to incorporate the fact that we support young people around vaping and cannabis and other life choices.

A huge thanks to all our staff and to our CEO for their hard work and commitment in ensuring that every child across England and Scotland has free access to alcohol and substance awareness and to the wonderful donors and funders who make our work possible.

Victoria McDonough MA PGCE

Chair



Our impact and reach 2021/22 academic year

Scotland

As well as supporting children in schools, youth clubs and sports clubs across Scotland, we have trained 95 staff from 3 partnership charities and an additional 103 professionals from 27 organisations that provide training, support and education for young adults across the country

500,000+

Allowing one year group per school, we estimate that over 500,000 children in over 3,000 settings used Talk About Alcohol games, films, activities and lesson plans this year.

1,221

schools, youth clubs, sports clubs special schools, children's homes and charities received AET resources during the 2021/22 year. 923 organisations were provided with the Talk About Alcohol workbook, our powerpoints, games, fact sheets and activities during 2021/22.

21,000+

vulnerable children and children with additional learning needs were supported in 298 new settings such as special schools, children's homes and pupil referral units through activity packs tailored for young people at higher risk of alcohol-related harms.

151,500

returning and new visits were made to our websites, via our youth facing website www.talkaboutalcohol.com and via www.alcholeducationtrust.org, our resource site for teachers and youth professionals. There were 35,000 users of the alcohol clock game and 24,500 parent visits to alcohol and the law.

3,000+

teachers and youth professionals were trained and supported via 337 workshops, conferences and familiarisation sessions. In 2021/22 10,600 teachers and professionals received our bi-termly updates and advice.

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

Who we are

The Alcohol Education Trust (AET) is a small focused charity which works across the UK to keep young people safe around alcohol and other substances. We are a leading early intervention charity that enables young people age 11- 25 to make more informed, safer life choices through the schools and youth organisations we support free of charge with award winning resources and training.

Our mission

To support parents, carers, teachers & community leaders to keep young people safe around alcohol and other substances and to reduce negative risk taking.

Our goals

- o 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 purchase age of 18.
- o Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping and cannabis use among young people.
- o Raise awareness of the lifetime risk of early alcohol and other substance use.
- o Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved.
- o Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- o Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.



Our core objectives

Intervene early

We aim to reach 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 and other risk taking. We build young people's resilience and life skills, helping them make responsible, informed choices as they encounter alcohol and other substances.

Harm reduction

As young adults begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip them 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 and drug 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 and drug misuse, such as care experienced children and victims of childhood trauma.

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, vaping and cannabis. We encourage parents to monitor their children and to understand the risks associated with under age drinking, particularly in unsupervised settings.

Provide diversionary activities

We encourage and facilitate diversionary activities for young people that build community cohesion and so help reduce anti-social behaviour, crime and the onset of drinking and substance use.

Why we are needed



CHILDREN AND YOUNG PEOPLE

The Problems

- 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. Early drinking is also a significant predictor of problematic use in later life.
- o Young people who use drugs when 14 or younger have the greatest risk for drug dependence (34% prevalence rate of lifetime drug use disorders). It is also a significant predictor of lifetime alcohol dependence. The most likely choice of drug by far for young adults is cannabis (1 in 3 have tried, one in 10 use regularly) with vaping use growing rapidly.
- o In 2021, 25% of 15 year-olds thought it was OK to try cannabis, and 14% thought it was OK to use it once a week.
- o The number of young people attending specialist substance misuse services in 2020/21 was 11,0133. In 77% of cases, cannabis was the primary substance. Drugs other than cannabis were the primary substance for only 8% of persons.
- o An estimated 1 in 10 under the age of 25 have experienced having their drink spiked or needle spiking and there were 5,000 cases reported to the police in 2022.
- o Peers may influence other young people to engage in or refrain from substance use directly or indirectly, there is a dramatic rise in levels of use among young people who believe most or all of their friends drink or take drugs.
- o Young people who experience childhood adversity and trauma such as emotional or physical abuse, family breakdown or neglect are particularly at risk. A young person experiencing four traumas is 11 times more likely to smoke cannabis and 4 times more likely to binge drink.
- o It is estimated that 14% of care leavers drink alcohol every day, a third use cannabis and a third use alcohol as ways to cope, deal with anxiety or to help forget trauma.
- o Children with attention deficit hyperactivity disorder (ADHD) are three times more likely to face addiction when older. A diagnosis of ADHD or associated behavioural disorder is the greatest predictor of problematic alcohol or drug use.
- o Children with learning difficulties are three times more likely to be abused, with alcohol a factor in grooming and violence.
- o Young people who drop out of school, are 4 times more likely to be regular cannabis users and 1.2 times more likely to binge drink.
- o Excluded children are five times more likely to have used alcohol or drugs on the last month. In 2019/20, 8,099 children were excluded for a fixed period and 513 were excluded permanently from state schools in England due to alcohol or drugs.
- o Alcohol and Drugs can be both a cause and consequence of homelessness and the homeless population is 10 times more likely to be in treatment for alcohol or drugs. 35% of deaths of homeless people were related to drug poisoning in 2021 and 10% were alcohol-specific deaths.
- o Prison surveys suggest that 40% of inmates were under the influence of alcohol and 45% were under the influence of drugs at the time of committing an offence.
- o Lack of stable employment and lack of stable housing are significant contributors to poor mental health and turning to drink or drugs to cope with deprivation. The most deprived are 7 times more likely to have an alcohol related hospital admission and 16 times more likely to have a drugs related hospital admission.
- o Young people living with alcohol or drug dependent parents/carers report living highly disrupted and chaotic lives, characterised by unpredictability and insecurity. They also experience shame, stigma, and discrimination due to their association with a parent who uses substances.
- o Between 2018/19-2020/21 there were 10,569 alcohol-specific hospital admissions for under 18s in England - that's nearly 30 per day. The UK is one of the few countries in the world where more girls are admitted than boys.

Our Solutions

- o A whole school approach for every child is crucial, so that we can equip all young people with the skills, knowledge and tools to make safer choices before consumption begins. The likelihood of lifetime substance misuse drops 4-5% for each year use is delayed, hence independent evaluation showing that our Talk About Alcohol programme significantly raises the age teenagers choose to drink is paramount to improving young peoples life chances.
- 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 have developed a complex suite of resources and training using proven communication methods for young people with learning difficulties using colours, stories, scenarios, pictures, emojis, cartoons and techniques such as distancing and using characters.
- o We include cannabis and vaping in our early intervention and harm reduction approaches and support young people, schools, youth and sports clubs as well as parents around both cannabis and vaping.
- o We focus our training and support workers in areas of high deprivation where alcohol-related harms are highest.
- o We have targeted streams of work supporting care experienced children and those who face a greater risk of alcohol dependency and misuse.



- o We reduce the potential harms from alcohol and cannabis to 16 – 25 year-olds by equipping them with the knowledge, awareness and life skills to make safer choices and where to go for help and support.
- o We correct social norms – namely the fact that most young people do not use drugs or get drunk.
- o We work closely with partners who ensure disadvantaged young people are given the best chances through building their self esteem, life skills, training and employability. We support staff with training, resources and the skills to support young adults around alcohol and cannabis misuse and vaping.
- o We support young people in alternative education and provide training and resources to those working with them.
- o We work closely with virtual school and foster agencies who support care experienced children and care leavers. We have a bespoke alcohol and cannabis programme for 16 – 25 year olds leaving care or at risk of homelessness living in assisted accommodation. Training and resources enable life coaches to have one to one conversations around higher harms, levels of use, consequences, grooming, consent and other relevant issues.
- o We work very closely with the Youth Offending Teams as well as training staff in pupil referral units being careful not to trigger trauma or stigma at all times.
- o Our staff training and materials at all times avoid stigma and triggering trauma and highlight the importance of being supportive, empathetic, non judgemental and how to offer targeted support and referral to specialist family charities working in this area specifically.





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 In 2019/20, nearly 9,000 exclusions were issued by schools in England due to drugs and alcohol.
- o Schools generally have little budget, training or guidance for RSHE.
- o Charities and commissioned services supporting vulnerable children and young adults lack the expertise, resources and training to support them around alcohol and drugs

Our Solutions

- o 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.
- o We make our evidenced Talk About Alcohol 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 and other substances
- 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.
- o We provide workshops, training and resources to life coaches and mentors of young adults in settings such as Foyers, Housing Associations and for organisations such as The Prince's Trust.



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 Those who use alcohol or drugs have significantly lower parental supervision than those who don't use substances.
- o Parenting that increases alcohol and drug use includes: a lack of parental monitoring, high levels of parent/child conflict and a child's lack of willingness to disclose information to their parents.
- o The greater the number of unsupervised evenings with friends, the greater the likelihood that young people will report having consumed alcohol in the last week and having used drugs in the last month.
- 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'll 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.

Reflections on the year by CEO, Helena Conibear CEO

Thanks to our wonderful staff, trustees and funders, the AET has undergone a period of sustained expansion of its remit over the last three years.

Our main focus will always remain early intervention and our key goal of raising the age of onset of drinking and making evidenced alcohol and other substance education universally available to every young person across the UK. This we do by providing free resources for all abilities, plus training to professionals who support children in schools, youth and sports clubs, children's homes, pupil referral units and alternative settings.

Engaging with young people both online and face to face, and empowering parents and carers to embrace their key role as gate keepers form the other two pillars of our holistic approach that effectively reduces alcohol related harms and other negative risk taking among young people.



Key milestones for 2021-22

Including vaping and cannabis awareness as part of our educational outreach

From 2019 it was decided to expand AET's remit to include cannabis education due to the increase in teen use and the dual effects of using alcohol and cannabis together. 77% of under 18s in treatment for substance misuse are there primarily for cannabis and its derivatives including synthetic cannabis.

This stream of work began with a three year programme to train the life coaches who support vulnerable 16 – 25 year olds living in supported accommodation, and has been successfully rolled out in more than 300 settings across England with over 1,000 professionals trained. Life coaches replace parents to help with cooking skills, job and college applications and day to day living and safer life choices. Young people risk losing their assisted living place if caught using cannabis or being drunk, so our specially designed training and resources enable staff to have timely one to one conversations around higher harms, levels of use, consequences, grooming, consent and other relevant issues and so reduce the risks of displacement and problematic use. We are thrilled that The Longleigh Foundation have extended the programme for a further year (ends April 2024).

This year we have developed a range of materials suitable for use in schools and alternative settings, and

especially 6th forms and colleges, including quizzes, fact sheets, myth busters and presentations on cannabis and vaping to address needs and concerns.

Increasing our geographic reach

Extending our reach to young adults to make safer choices alcohol and cannabis in Scotland

It has been a seminal year for us in Scotland thanks to Inspiring Scotland's Youth Action Fund with the launch of a specialised programme supporting more vulnerable 16 – 25 year olds around alcohol and cannabis in strong partnership with three charities. Shona Johnston joined our team in Spring 2022 to lead on our work with Enable, who support young adults requiring learning support to develop training and employability skills, Street League, who use sport and activities to build the confidence and employability of young people and Aberdeen Foyer, who work across Aberdeenshire as well in their own residential setting to support young people with employment, housing and life skills. We are thrilled that Action for Children and FARE have now joined The Inspiring Scotland Youth Action Fund programme and the training of their staff by Shona has already begun!

London and The South East

Thanks to our long term funder Ansvar Insurance, The Inner London Magistrates and Stewarts Law Foundation, we have been able to appoint a specialist regional member of staff to support children, schools, youth and sports clubs across London and The South East for the first time.

Lynsey has made significant progress this year: PSHE leads from across the whole of East Sussex have been trained and equipped with resources as well as new teachers through Southampton University health training day. We've also been pleased to support schools and youth organisations across The Borough of Newham through funding from Public Health. We have supported a broad range of schools and youth settings across whole of Greater London as well as a Bedfordshire, Cambridgeshire, Norfolk, Suffolk and Essex, for the first time.



Regional reports from our wonderful regional staff will show how we've moved into other new areas in depth too, such as Hull and Humberside through The Lottery Community Fund, and we're also thrilled to have received funding from The North Yorks. Police and Crime Commissioner to extend our 16 – 25 year old outreach across the region with a focus on Drink Spiking over two years.



Expanding our remit from supporting young people from age 11 - 18 to age 25

This has literally doubled our target audience by 7 years and encompasses reaching young adults via University and College. We also partner with organisations who support young adults with employability, opportunity, skills and education. In short, this is because problematic alcohol or drug use is closely interwoven with low attainment, poor self esteem, school exclusions and unemployment with the worst outcomes around alcohol and drugs for the most vulnerable in society.



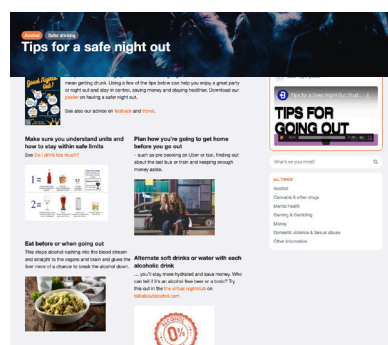
Expanding our digital outreach, training games and interactive materials.

The launch of life-stuff.org

To improve and expand our digital reach to young adults life-stuff.org went live in 2022. It is a supportive non-judgemental advice hub for young people on alcohol, gaming, gambling, cannabis, vaping, money worries and other issues important to young adults.



life-stuff.org has been designed in partnership with young adults and includes short videos, realistic advice and with detailed sign posting. It complements talkaboutalcohol.com for younger teenagers, which has also been enhanced with advice on vaping and cannabis this year.

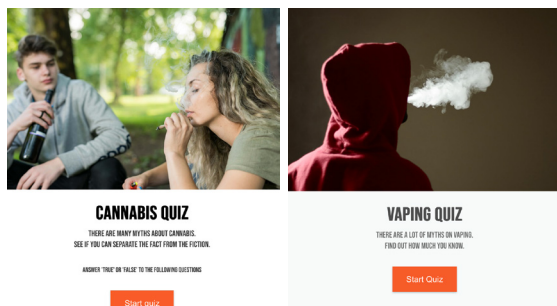


Online quizzes, TikTok and Instagram

Since August 2022, we have begun to communicate directly with young adults directly via social media (TikTok and Instagram) with a campaign using life-stuff.org material. The social media handles for Instagram and TikTok are @life_stuff.Org



We have always provided interactive games and activities via talkaboutalcohol.com to ensure that young people engage with alcohol and drug education in a meaningful and relevant way and life-stuff complements the interactive this with a broader range of topics for a different level of maturity and life experience.



We have also introduced interactive myth busters on alcohol, cannabis and vaping, which have an average of 1,000 visits to each monthly. You can view these on life-stuff.org via the alcohol, vaping and cannabis sections.

A focus on combatting drink spiking

In response to the shocking prevalence of drink spiking and spiking by injection (estimated to affect 1 in 10 students) beginning in November 2021, we have actively campaigned to raise awareness and address spiking in all its forms. With interviews on Sky News, BBC, ITV, Newsbeat, Vice, The Tab and across the printed press with features from Australia to Sweden this has proved effective in driving change. Written and oral evidence was given by the AET to The House of Commons Inquiry into Drink Spiking in January and we will continue to fight for a new offence of Drink Spiking rather than an amendment to the existing Licensing Act. The Police and Crime Commissioners and local police forces are ensuring victims are supported and that reporting of offences is easier with dedicated police officers for spiking incidents in many forces. Many forces have invested in rapid urine testing kits and are committing to testing victims up to a week after a suspected spiking or injecting incident, which are great steps. We are also impressed with training and guidance for staff in many night time venues, bars and clubs and their commitment to gathering evidence to ensure perpetrators are more likely to be caught.

Drink spiking and safer nights out campaign for Freshers

In reaction to our survey that showed students were not confident as to what to do or who to report drink spiking to (60% said they didn't know where to go for help and support) and the SOS-UK/ NUS survey showing just 36% of students felt confident knowing what to do if a friend's drink had been spiked, we launched a proactive awareness campaign for Freshers in August 2022.

We provided 116 Further Education and University settings with our Freshers campaign, designed by young people, to raise awareness of drink spiking and enjoying 'Good Nights out'. Settings supported across the UK included UWE, Bath Spa Uni, Worcester Uni, Cirencester RAC, Salford Uni, Bolton Uni, Liverpool Uni, Durham Uni, Coventry Uni, Warwick Uni, Nottingham Uni, Newman College Birmingham, Walsall College, Hartpury College, Aberystwyth Students' Union, East Lothian College, The University of Oxford, City of Glasgow College, Huddersfield Uni, University of Wales Trinity St David and LSE

The Freshers kits included single drink testing kits from CYD, keyrings, posters and credit cards detailing what to do and who to contact. The campaign has been a huge success and we aim to grow the outreach next September. It has included a TikTok and Instagram campaign linked to the life-stuff.org as well as use of QR codes on resources linking to the website.



Local Community outreach and enhancing community cohesion

In 2021 we opened Pavilion in the Park (PiP), an office, community space and revenue generating café for the AET. This has enabled us to expand our remit to deliver diversionary activities such as summer holiday clubs and teenage hang out days, after school art clubs, whole family activities such as Halloween and Easter events, Jubilee celebrations, family fun days and to provide a space for charities that support families such as Home Start and The You Trust (weekly drop ins and support sessions). The café is providing 10 – 15% of our annual financial needs as well as employment opportunities for vulnerable young adults. PiP has more than met its expectations in its 18 months of operation to date. The wonderful playpark was formally opened by the then HRH Prince of Wales, now King Charles. You can read our full community report of activities, reach and impact [here](#).

Pavilion in the Park (PiP) and its community space are truly at the heart of the Poundbury community. In addition to the sample of events held detailed above, the building hosts a winter supper club, a second hand book swap and champions art by under 25s and local residents. Thanks to the loans and facilities that PiP provides, the Great Field is able to offer a weekly Park run, fun days, sports and exercise classes and now hosts a defibrillator.

None of the above would be possible without support for us to employ a part time community engagement officer to manage and coordinate our volunteers and events which have become so important to the whole community of Dorchester.



Resource distribution and reach 2021-22

Kate Hooper, schools and youth organisation coordinator

Training and workshops

Thanks to the ability to resume face to face sessions, we were able to have many more engagements this year: 349 compared with 274 last year. These include teacher and staff training to a wide range of settings, parent talks and also other engagements such as conferences, meetings and work with young people aged 16+.



Ensuring our work works!

The AET evaluates the impact of its work in ensuring that young people are supported to make safer decisions around alcohol and drugs day to day. From ensuring that teachers and youth workers really are equipped with the confidence, skills and knowledge needed, to ensuring the content of our materials meets evidenced based best practice. This is in addition to independent evaluation of the effectiveness of the Talk About Alcohol programme in raising the age that children choose to start drinking whole drinks, improving their knowledge, resilience and decision making skills.

325 professionals trained in alcohol or cannabis awareness completed an evaluation of our workshops and these showed:

- Attendees' confidence in knowledge and awareness about alcohol increased from 6/10 before the session to 8/10 afterwards.
- Attendees ranked how well-equipped they felt in teaching alcohol education as 5/10 before the session, increasing to 8/10 afterwards.

- Attendees ranked how confident they felt about signposting young people for help and support as 6/10 before the session and this increased to 8/10 afterwards.
- 71% of attendees will change their approaches to social norms when teaching alcohol education following the session.
- 99% will use skills learned in the sessions in their teaching of alcohol education ongoing including more interactive sessions, use of online games and elements and use of film clips as conversation starters.

A few testimonials:

Brilliant, very informative.

Excellent session, interesting activities and brilliant delivery.

It really has been brilliant and increased my confidence levels to start conversations to explore alcohol with young people. The best training I have ever been on.

Feedback from training:

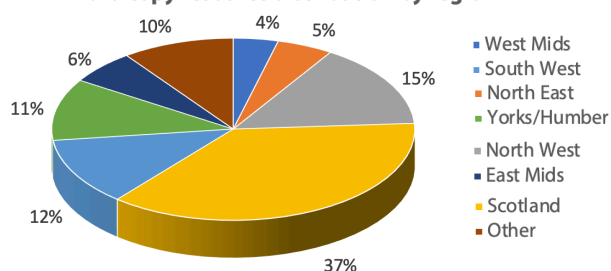


Supporting children in schools and youth organisations

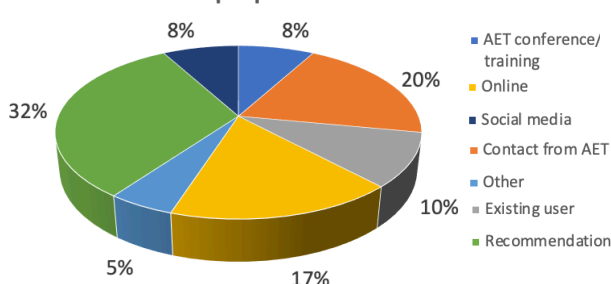
This has felt like a much more regular year following the previous difficult two years due to the pandemic. As such, there has been a noticeable increase in the number of schools and organisations we have supported with hard copies of our resources, 458 this year. There have been particular increases in the number of schools and organisations in Scotland supported as well as schools across Yorkshire and the South West.

If we include the 344 downloads of our 100 teacher workbook and 6 ready to deliver lesson plans and our other resources, schools and organisations using our resources day to day doubles, not to mention the 150,000 website visits (excluding life-stuff.org). This is in addition to the schools and organisations who already have resources – we have an extraordinary 10,600+ teachers and professionals on our database who we support ongoing.

Hard copy resource distribution by region 21-22



How people heard about AET



Supporting young people with additional learning needs

Children with learning difficulties are at significantly higher risk of vulnerability to drugs and alcohol (grooming, county lines and assault, as well as alcohol dependency) so we are also thrilled to have supported 298 settings with our specially designed programme for young people with additional learning needs or for use in alternative settings this year. The four bespoke SEN lesson plans covering important issues such as understanding consent have proved a very popular addition to our suite of resources for use in schools as well. We have also made all our resources available on a USB for the first time for easy use in settings without internet or for more informal settings such as youth and sports clubs.

Supporting 16 – 25 year olds

We are pleased that our relatively new stream of work supporting ages 16+ continues to be in high demand and throughout the year, 221 of our alcohol and cannabis activity boxes were provided and there were 25 downloads of the accompanying 16+ resources.

As always, the type of settings we supported was very wide and included special schools, mainstream schools, PRUs and organisations including YMCA, school nurses, fire and rescue services, police, youth clubs, councils, Barnardo's, The Prince's Trust and foster organisations.

New for this year, we launched an anti-drink spiking campaign which was extremely well-received. We provided posters, keyrings, awareness cards and drink spiking tests to 116 universities, colleges and sixth forms across the country during Freshers' Week and plan to run the campaign again in 2023.

Perhaps the best testament as to the effectiveness and popularity of our programmes, is that the most frequent way in which people requesting our resources had heard about AET was via recommendation from someone else which is great news!



Regional reports from our specialist trainers

We have an invaluable network of employed and consultant PSHE and health professionals based in Scotland, The North, London and The South East plus The Midlands The South and West of England to ensure that teachers and health professionals are shown how to implement the Talk About Alcohol programme, our SEN programme and 16+alcohol and cannabis workshops and in turn cascade their learning to others. The AET regional staff travel throughout England and Scotland. This year we trained over 1,300 teachers and professionals working with young people in a variety of settings including Norfolk, Somerset, Aberdeen, Glasgow, Hull, East Sussex, settings across Lancashire and Hull 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 young people to learn through enjoyment – by providing evidenced but 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 physical and mental wellbeing. By engaging younger people 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, with regular updates and newsletters. 6th formers and students are supported with a comprehensive wellbeing hub life-stuff.org

Having regionally based staff also ensures that the AET reaches more young people in different settings and can effectively target the geographical areas where alcohol-related harms for under 25s 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 young people in areas that need our support most including East Tyneside, Birmingham, Lancashire, Leeds Liverpool and Manchester, Cornwall,

The Isle of Wight, Kent and Dorset, as well as all areas of Scotland where alcohol related deaths are nearly twice those in England.

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/other organisations to reduce risk taking, including under age 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 50,000 page views in 2021/22.

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



Supporting and engaging children and young adults



Supporting and training teachers and health professionals



Empowering parents and carers and to protect young people

This helps fulfil our goals of

- o 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.
- o Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- o Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- o Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.
- o Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking.

The following reports provide a short snapshot of some of our work in the regions.

Kathryn Arnott -Gent, Northern Manager

A fabulous year – such a variety of work spanning across the North of England. I thought that last year I couldn't be any busier, but I was wrong! I love the variety of our work, now including our direct sessions for students attending college and university around spiking. I'm really looking forward to seeing how things develop across Humberside and of course continually searching out new opportunities and partnerships for us to develop.

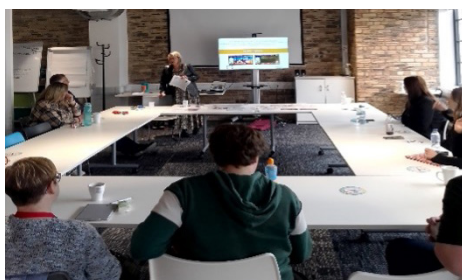


Prince's Trust

Our partnership with the Prince's Trust went from strength to strength – which led to a large scale piece of work across the North of England. We have supported over 100 staff with our training and resources, who work on the Prince's Trust Team and Explore Programmes for unemployed 16-25 year olds, reaching 1,000s of their young people – just amazing!

"The Lancashire Prince's Trust and Blackburn Youth Zone staff attended the education sessions provided by Kathryn, we gained a clear understanding and overview of the resources we can and will use to support our young people across Lancashire & Cumbria so they can reflect and learn. Really looking forward to putting what we have learnt into practice."

"If someone mentions substances I now have the confidence and I won't shy away, but will instead confront the issue with the whole group."



Blackpool

Our work across Blackpool has continued to flourish. We have supported around 200 staff with our resources and training and have worked particularly closely with the Adolescent Service, Leaving Care Team and the Awaken

team which tackles the threat of child exploitation and continues to offer support to care leavers. The training combined both our Talk About Alcohol training for 11-18 year olds as well as our Alcohol & Cannabis training for 16+.

"Kathryn came in to talk to our newly qualified Social Workers to talk about young people and alcohol use. The group found this really interesting and useful, particularly the kits provided which we could use with groups of young people that we are working with to help support and educate them"

Other work across Blackpool has included Connect Care for residential staff working with on a 1-1 basis with children in care; Blackpool Coastal Housing, supported accommodation for 16+; the Boathouse Youth Club, the largest youth provision in Blackpool, who provide high-quality youth work through a variety of educational and recreational activities that will build confidence and restore self-esteem; and RossCon Training.

RossCon Training, are proven for getting young people into work and apprenticeships that are furthest from employment, especially in the NEET 16 to 24 sectors. I delivered training to staff who teach on their 15 week construction carousel (aimed at young people who don't like a classroom environment) which incorporates boxing and healthy living to increase their personal, social and professional skills as well as boosting confidence and resilience.

"Kathryn from the Alcohol Education Trust did two CPD training sessions. The delivery of the sessions were amazing, as some of our staff are from a none education background they are now confident to deliver sessions. The resources for young people was not "talk and chalk." Fantastic insight and all interactive and educational. Great source of information and help" RossCon Training



Lancashire

So much is happening in Lancashire with support for multiple schools, Lancashire Police and youth provision.



One of the largest pieces of partnership work was with Lancashire Targeted Youth. The service prioritises their resources for young people aged 13 to 19 who are facing key transitions in their lives or who have additional needs, I was delighted (as were they) that we were able to fund our Talk About Alcohol activity boxes and virtual training for such important work, with a huge reach for Youth Workers across the whole of Lancashire.



It's also been great to attend multi agency events, one hosted by Fylde AFC where staff attended a Talk About Training event from Fylde AFC, Fylde Rugby, and Streetwise Youth Club.

16+

Our 16+ resource has supported a wide variety of organisations including supported housing projects in the North East, North West and Yorkshire regions, The Prince's Trust and to staff working with vulnerable young people across Blackpool. It's really satisfying to read feedback and see that staff confidence in delivering sessions around cannabis has gone from 3 to 9 out of 10 in multiple cases.

"Great to have access to resources which can be tailored to individual circumstance. Thank you, it was a great training session". Sheffield Foyer

"I have had great feedback from the team and some of the interventions and resources have already been used with clients. Thank you so much for all of your support and input".
Project 3 - Doncaster

Transforming Lives for Good – TGL National Training

It was a pleasure to finally be able to deliver our TAA training. 9 teachers attended the session who representing the 12 TGL schools across England. So pleased that we were able to support these schools with our training and resources.

North Yorkshire

Our work continues to develop across North Yorkshire. Sessions have included training for Police School Liaison Officers, multi agency events, parent information sessions, teacher training, training across North Yorkshire Youth Sector, for Inspire Youth and North Yorkshire Youth as well as full day carousel sessions for 6th form students at Richmond High School and Askham Bryan College.



"Fantastic course and training with very user friendly activities and resources". North Yorkshire Police



"I just wanted to follow up your delivery of the training on Wednesday evening to say thank you from all the team. It has already got the team thinking about how they can implement some of the activities but also consider how they deliver other topics too using the method of scenarios ending with a positive one".
Inspire Youth, Harrogate

"We are very grateful to have had the training opportunity and everyone felt the resources and activities you shared in the session were fantastic".
North Yorkshire Youth



I love working directly with young people and it was a pleasure to deliver sessions for BTEC students attending Askham Bryan College and Richmond High School, as well as students on the Prince's Trust programme. Fantastic students, so engaged and loving our activities!



Community Sports Trusts

Community sports trusts offer such valuable projects for some of the most deprived and vulnerable young people. Some run an alternative education provision for while others provide fantastic diversionary programmes for those at risk of offending or already in the criminal justice system.

I was delighted to deliver face to face training to Newcastle United Foundation, Huddersfield Town Foundation and Clayton Amateur Boxing. Our Talk About Alcohol resources are the perfect fit for the young people they are working with - inclusive, fun and engaging. So good to know that our resources will be used with young people across these areas. We loved taking part in the training and I think we all learned a lot about alcohol ourselves too! The group was so engaged in all of the activities and will definitely be using the materials in their practice.

Humberside

Funding from the Lottery has enabled us to provide training and resources to organisations across Humberside. We have developed some excellent partnerships with Hull Public Health and Humberside Police, with a stream of training booked in. The training across Humberside kicked off with teaching staff at IPaSS, Hull's Integrated Physical and Sensory Service, who teach students with hearing impairments. It was a fabulous session, a first for me, with an interpreter in attendance. I'm really looking forward to delivering further sessions for Hull Training, Humberside Police Teams, Hull Youth Offending Service, Sirius Academy, Astra Youth Centre and more in the coming months.



Karen Perryman, Midlands, South and West Manager

Such exciting work taking place across the whole of the region! A combination of virtual and face to face (according to the school/ organisation's preference) ensures effectiveness and great efficiency. I feel privileged to work for AET. I know that throughout the Midlands and South West, thanks to funding received, we are making a real difference, helping to keep young people safe around alcohol and cannabis.



Highlights of my varied, rewarding and impactful work this year are outlined below.

Teacher Training

206 schools and settings have been supported with the Talk About Alcohol programme, activity boxes for children with additional learning needs and 16+ alcohol and cannabis resources this year. I have trained not only teachers in 60 settings but have held an additional 74 sessions to support safeguarding, pastoral and youth professionals across the region to use AET resources which work well with one to one, in small or large groups. We've been thrilled to support secondary schools across Dorset, Lincolnshire, Derbyshire, Shropshire, Staffordshire and Birmingham this year through healthy schools and RSHE training networks too.

"Loved it all! A really enjoyable and interactive session, the resources are great and Karen was really knowledgeable. Thank you!"

Woodside Group

"All of the course was useful and will be really beneficial in my job role. The resources were very helpful."

Eastwood Grange School, Derbyshire

"Great resources - will plan lessons ASAP!"

Alternative provision Nightingale Home and Hospital Service



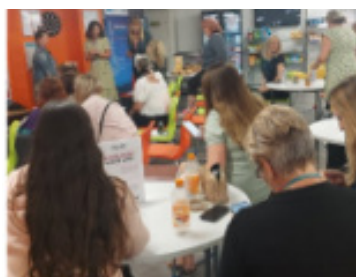
Every year we love hosting workshops for the newly qualified teachers (PGCE) from Southampton University in partnership with NHS Public Health England. This equips new teachers with the skills to teach Health Education in their new roles.

PGCE Health and Wellbeing Conference 2021



Supporting older students face to face

Whereas the evidence shows that well trained teachers who know younger children well are more effective at supporting them around education and support to prevent drugs and alcohol use, older students benefit from us holding frank and interactive sessions.

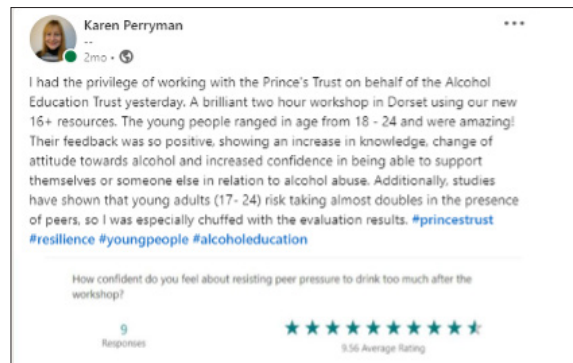


Our sixth form workshops and assemblies are very interactive - communicating social norms messages and harm reduction strategies. Teenagers have been supported at Budmouth College, Weymouth College, The Gryphon, Sherborne Boys, Sherborne Girls, The Thomas Hardy School, Rugby School, Strode College, Huish Episcopi, Plymouth College and at Magna Academy for example – and in informal settings such as Purbeck, SPACE and Dorset Youth Clubs, The YMCA, The Prince's Trust and Young Farmers.



Prince's Trust Team Programmes

We have been privileged to work with Prince's Trust Team Programme, training their coordinators to deliver alcohol and cannabis workshops. We also equip Princes Trust Team participants themselves with the skills to stay safer around alcohol and drugs.



"Thank you so, so much for visiting our online group last night. It was wonderful to have such an informative, easy to understand and clear presentation. Our young people really enjoyed it and said afterwards that you were so lovely and explained everything really well. So, thank you so much."



THE CHATTERBOXES
PART OF YMCA BOURNEMOUTH

Training staff in youth support roles

We have trained youth workers and staff who support young people around alcohol and drugs in a wide range of organisations including:

- o Dorset and Wiltshire Fire Service (for work with the Fire Cadets)
- o Sexual Health Dorset
- o Foyer Federation life coaches supporting young adults in multiple locations
- o Stonewater and Abri Housing association family support staff
- o SPACE LGBT+ Charity (working in multiple locations)
- o The Ucan Project
- o SPEAR Project, Bournemouth (work with 16 – 24 year olds who are not in employment, education or training)
- o Dorset NHS Children in Care Nurses Team
- o Youth Justice Service
- o Children and Family Court Support Service
- o Chesil Education and Early Help Team
- o Birmingham Youth Services

Ella - Spear Programme to Everyone

We received some brilliant training from Karen - thank you!

Sue Dafter to Everyone

Karen's training has enabled our college tutors to empower students to have a better understanding of alcohol and we have a keeping safe during the festive season campaign all next week as a result.

- o 59 staff at Whitehead Ross across The South West (supporting 16 – 24 year olds not in education, employment or training)
- o Wessex local Medical Committees
- o Creative Youth Services Bristol
- o Bungalow Project Devon

"Great training session- thought provoking- great use of resources and information to help within our work. Really useful to know services and support available for young people, carers and professionals."

Dorset NHS CIC Health Team

"Resources will be invaluable during home visits and clinic appointments. I can now be more focused and confident in the discussions I have around alcohol use and awareness."

Birmingham Children in Care Team

What area/s of the course did you find most useful?

"The trends/ what constitutes binge drinking and amazing resources!"

"All of it! It was tailor suited to inform and support our work with young people. I liked the theory around the impact of alcohol on a developing body."

Derbyshire County Council

Acting on Local Alcohol Profile England data, partnership work with Derbyshire Children's services continues and is showing real results.

Indicator	Period	England	East Midlands region	Derby	Derbyshire	Leicester	Leicestershire	Lincolnshire	Northamptonshire	Nottingham	Nottinghamshire
Admission episodes for alcohol-specific conditions - Under 18s (Persons) New data	2017/18 -19/20	30.7	25.6	19.5	39.1	11.9	19.0	21.8	27.5	29.2	28.0
Admission episodes for alcohol-specific conditions - Under 18s (Male) New data	2017/18 -19/20	24.9	20.6	16.3	31.9	7.8	16.2	18.0	15.4	28.3	27.4
Admission episodes for alcohol-specific conditions - Under 18s (Female) New data	2017/18 -19/20	36.7	30.6	17.1	46.6	20.3	22.1	25.7	40.0	30.1	28.7

Indicator	Period	England	East Midlands region	Derby	Derbyshire	Leicester	Leicestershire	Lincolnshire	Northamptonshire	Nottingham	Nottinghamshire
Admission episodes for alcohol-specific conditions - Under 18s (Persons)	2018/19 -20/21	29.3	23.9	13.9	35.7	9.0	18.8	22.8	27.2	21.7	25.9
Admission episodes for alcohol-specific conditions - Under 18s (Male)	2018/19 -20/21	22.8	19.2	10.9	29.6	*	15.0	17.9	18.4	23.4	23.3
Admission episodes for alcohol-specific conditions - Under 18s (Female)	2018/19 -20/21	36.1	28.9	11.4	42.0	16.2	19.4	27.9	38.5	20.0	28.5

We also work very closely with Dorset Youth Association and have equipped all their youth workers with resources and training. It is always great when trainees become advocates of the work that AET do!

THANK YOU!

We wanted to take this opportunity to say thank you for your contribution at the Children's Services Workforce Event.

We were blown away by your subject knowledge and resources you had available to share with the wider workforce.



Hannah Snowdon (She/Her) • 1st

Youth Worker
27m • Edited •

If you're in the South West and are supporting young people, you need to get in touch with [Karen Perryman](#) for alcohol and cannabis training. It's interactive, informative and gives participants not only the resources to support your young people but the confidence to facilitate those sessions! [#YouthWork](#) [#UnlockingPotential](#) [#Alcohol](#) [#Cannabis](#) [#YoungPeople](#) [#Training](#)

Parents/ Carers

With parents and carers being the biggest supply of alcohol to under age drinkers, AET's training greatly helps prevent underage drinking. We have been lucky enough to work with numerous organisations and charities this year.



"I found the content & delivery of this training session, interesting, informative & relevant, not just with regards to my job role but also as a parent!"

"It was good training which refreshed my dated knowledge. It also highlighted how we are quick to assume, from societies norms, without knowing the figures of those who actually drink."

"Some really thought provoking statistics and facts. I enjoyed the style of the session and felt the delivery was very warm, engaging and informative. The time flew by! Thank you."

Foster Care Associates



Shona Johnston, Scotland Manager

We have been lucky enough to work with and train staff from amazing organisations that support young people in incredibly engaging and creative ways. Staff have been trained participating in our fantastic Train the Trainer 16+ Alcohol and Cannabis workshops. They have then benefitted from the interactive and fun resource packs, which they can use with the young people that they support. It is always such a pleasure to meet new organisations and learn about their work.



We are delighted with our impact this year in Scotland, not only in supporting schools, youth clubs, children's homes and other settings with our Talk About Alcohol lesson plans and specialist resources for children with additional learning needs, but also in launching our 16+ alcohol and cannabis programme for young adults aged 16 – 25, and a UK wide campaign to tackle drink spiking in Further Education and University settings taken up widely in Scotland.

It was sad to say goodbye to Brian Gibson as he retired having established The Alcohol Education Trust's work so successfully in Scotland. I joined the AET in March and it has been a seminal year with the launch of a specialised programme supporting more vulnerable 16 – 25 year olds around alcohol and cannabis in strong partnership with three charities (through Inspiring Scotland's Youth Action Fund): Enable who support young adults requiring learning support to develop training and employability skills, Street League who use sport and activities to build the confidence and employability of young people and Aberdeen Foyer who work across Aberdeenshire as well in their own residential setting to support young people with employment, housing and life skills. We are thrilled that Action for Children and FARE have now joined The Inspiring Scotland Youth Action Fund programme.

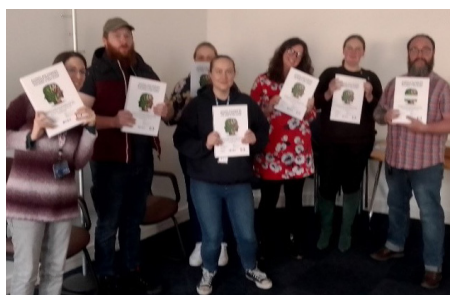


Street League having received the 16+ alcohol and cannabis training

Since March we have built excellent relationships and equipped 95 fantastic staff from the three organisations with the skills and resources to be able to support young people day to day to tackle peer pressure, their social lives, mental health issues and life choices, not only around alcohol, but also Cannabis for the first time. The life-stuff.org website has proved an invaluable addition to supporting young adults ongoing as well.



Enable staff team participating in training



Aberdeen Foyer with their resource packs

"It was an amazing and very enlightening training."

"All good, really well delivered by Shona."

"loved the training, Shona was really relatable and knowledgeable."

"Great content and delivery. Excellent training and made me think differently about alcohol."

Organisations and Youth Professionals

I have thoroughly enjoyed delivering training to an additional 103 professionals in 27 organisations across Scotland that work with vulnerable young people including the Hot Chocolate Trust, The Dean and Cauvin Young People's Trust, PSYV -Alloa , Tulloch, Calman Trust, YoMo and Foster Plus.



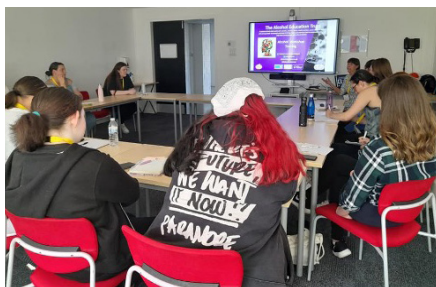
YoMo staff team



Calman Trust team

Partnership working

We have developed some wonderful partnership working opportunities and a real highlight was delivering an input to Youth Workers from across Scotland at Youth Scotland's Big Ideas weekend. There was great participation and discussion, with further training sessions booked in by attending organisations. The training input was well received and we are delighted to be delivering another input at a second Youth Scotland event in November.



Big Ideas weekend at Stirling University organised by Youth Scotland

We are currently in early stages of some great partnership working with Street Assist in Edinburgh, who work within the night time economy supporting young people who have been drinking and look forward to training their volunteers in the coming months.



Schools outreach

We have just launched a fully updated Scottish Teacher workbook with the latest statistics, additional materials and embedded lesson plans via the teacher's area of the AET website.

Schools supported with resources and or teacher training this year include Ayrshire College, Keith Grammar School, Elgin High School, Eastbank Academy, Forth Valley High School, Craigmont High School, Coatbridge High School, Lossiemouth High School, Kinross High school, Milne's High School, Park School Kilmarnack, Mearns, Ellon and Inverurie Academies and Robert Gordon's College in Aberdeen, Skypoint, Glasgow Gaelic School, Jordanhill school and John Paul Academy in Glasgow, The Edinburgh Academy, Boroughmuir, Westerhailes High School, Park School, Royal High School, Casterbrae, Craigroyston Community High School, Knightswood secondary, St Augustines RC High School, Howdenhall School and Forrester High School in Edinburgh.

We have teamed up with Glasgow Girl's Football Club Charity for them to use our fabulous resources in the schools that they deliver activities in as well as with Police Scotland where we have provided training and resources for all of the Edinburgh School Link Officers (SLO's) for them to use in the schools that they support across the City.

Good Nights out and anti drink spiking outreach

The uptake in Scotland in support of safer nights out for Freshers has been excellent, with posters, drink testing kits and what to do and where to go for help and support packs being taken up by: City of Glasgow College, Heriot Watt, Strathclyde University, N E Scotland College, West Lothian College, West College Scotland, Glasgow Caledonian, New College Lanarkshire, Robert Gordon University and The SRUSCA (three campuses) and others.



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 and other substances and to reduce negative risk taking.

Our goals are to:

- o 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.
- o Reduce the prevalence and social acceptability of binge drinking and drunkenness.
- o Ensure the life chances of the children most vulnerable to alcohol harm and abuse are improved.
- o Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol.
- o Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking.

We will work to continue to achieve these goals 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, its websites, games, films and activities across the UK.
- o Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches in all settings
- o Ensure harm minimisation resources for young people to age 25 are freely available on alcohol, cannabis and vaping. Provide workshops, peer to peer training and opportunities for young adults.



SUPPORT SCHOOLS AND ORGANISATIONS

- o Train teachers, health educators (PSHE), youth professionals and community leaders new to the AET programmes face to face and on line on all issues regarding alcohol, cannabis and vaping
- o Support the provision of the Talk About Alcohol programme and other resources, websites, films, games, lesson plans and worksheets and SEN specific activities free of charge to schools and youth supporting organisations.
- o Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with AET programmes through our regionally based specialist staff throughout England and Scotland.



EMPOWER PARENTS AND CARERS

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

ENHANCE OUR SERVICES

- o Extend our remit and reach to young adults up the age of 25, specifically those more vulnerable to alcohol and drug related harms and student populations.
- o Develop our harm minimisation resources for young people age 16+ preparing them for the legal drinking age and its responsibilities.
- o Expand our digital outreach, training games and interactive materials.
- o Expand the range of resources offered to cover the effects of the combined use of alcohol and drugs.
- o Seek to expand our geographical reach to include London and The South East Northern Ireland & Wales.
- 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 that, in turn, reduce anti-social behaviour, crime and onset of drinking and drug use.

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.

Treasurer's report and financial review

The Alcohol Education trust has continued to expand its reach to young adults and more geographical areas this year. We have extended our 16+ work on alcohol & cannabis into Scotland, undertaken a lot of research and campaigns around drink spiking, launched an extremely successful campaign with universities during freshers week, and continued to deliver and extend our training and resources across England & Scotland. Locally, we have firmly established ourselves at the centre of the community with our range of popular diversionary activities for young people and events across the year.

Income for the year amounted to £323,201 (119% of budget) and expenditure amounted to £226,286 (87% of budget). Incoming restricted funds during the year amounted to £162,704. Expenditure from restricted funds during the year amounted to £143,792. This was principally expended on:

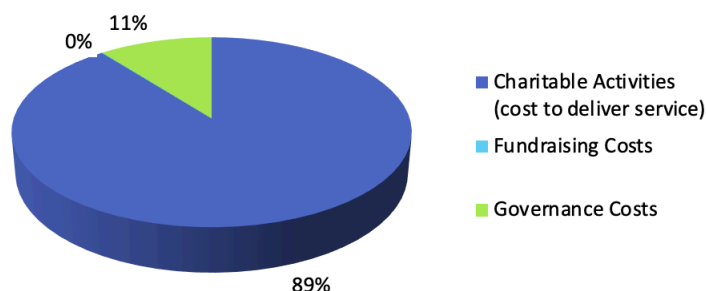
- our 16+ project and extending this work into Scotland.
- the continued delivery of training and resources by our regional co-ordinators for Scotland and the Midlands, South & West regions, and extending this work with a dedicated co-ordinator in London & South East region.
- our targeted work in specific areas of the North (Cumbria, Lancashire & North Yorkshire) and the start of a new project in Humber.
- our continued work with schools and organisations with a high degree of special education needs and looked-after children.
- the launch of a new and highly successful university campaign during freshers week which we hope to repeat and expand in 2023.
- really establishing ourselves in the community with a wide selection of community events at the Pavilion, working with local organisations and schools with a range of activities.
- the completion of our Digital project to enhance our online resources & presence.

Incoming general funds amounted to £160,497. This included £30,449 from PiP Café comprising a donation from their profits of £14,134, rental of £6,000 plus a contribution of £4,938 towards the shared costs of the Pavilion and £5,377 for shared staff costs.

Gross expenditure from general funds during the year amounted to £136,512 with the majority funding our central staff and school and regional co-ordinators (plus their associated travel costs) of £108,971, office expenses and associated ground rent for the Pavilion £10,194, printing and postage of resources of £3,607, IT & Software £2,233, accountancy & other professional fees £2,016 and depreciation of £7,873. This was offset by the cost recovery of £18,738 for resources and £35,280 for staff costs, both relating to the delivery of fully funded training & resources as part of our project work.

Income from resources through commissioning and purchases by organisations (schools, youth and sports clubs are supported free of charge), generated £4,220. We also generated an impressive £4,795 from the hire of the community room and £708 commission on arts and crafts sold in the cafe for local young artists. This brought our total sales figure to £9,723. We also continued to receive an annual contribution of £3,000 from Dorchester Town Council towards the provision of public toilets at the Pavilion.

OPERATING EXPENDITURE 2021-22



AET – SUMMARY OF ANNUAL ACCOUNTS

INCOME	2021-22	2020-21
Grants & Charitable Donations	£219,849	£197,042
Other Donations	£53,563	£33,576
Donation from PiP Café	£14,134	£0
Community Fundraising	£276	£0
Sales	£16,064	£2,379
Rental Income	£6,000	£0
Other Income from PiP Café	£10,315	£0
Other Income (incl. Job Retention Scheme)	£3,000	£19,026
OPERATING INCOME	£323,201	£252,024
Funds received for Pavilion Build Fund	£0	£12,161
TOTAL INCOME	£323,201	£264,185
EXPENDITURE	2021-22	2020-21
Charitable Activities (Cost to Deliver Service)	£202,267	£147,368
Fundraising Costs	£184	£4,384
Governance Costs	£23,834	£20,901
OPERATING EXPENDITURE	£226,286	£172,653
Capital Expenditure on the Pavilion	£0	£1,938
TOTAL EXPENDITURE	£226,286	£174,591

The current economic conditions meant that our investment fell during the year, giving rise to an unrecognised loss of £7,796. However, in the longer term we expect this to recover.

The planned purchase of a Shepherd's Hut for outdoor sales in 2022 was delayed and instead we borrowed a trailer from a local charity. We saw much lower demand than expected from the outdoor sales kiosk over the summer, so the CEO and trustees opted to retain the trailer at a much lower cost. As at the 30th September 2022, we closed the designated build fund and transferred £3k to an Outdoor Kiosk Fund to cover the costs of purchasing and permanently installing the trailer, created a Pavilion Maintenance Fund of £48k for future repairs to our building and the small residual balance was released to general funds. The CEO Succession Reserve remained at £50k 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 and adjusting for Stock, Fixed Assets & our

investment in PiP Café, our balance of 'Free Reserves' at the year-end was £139,444, providing 12 months cover for our gross operating costs of £136,512 which is in line with our reserves policy.

Overall, our operating expenditure increased by over 30% this year to £226k – this was due to the combination of continued underlying growth of the charity, recovery from COVID which had continued to affect our operations in 2020-21 and the impact of some specifically funded large projects (e.g., our 16+ work in England & Scotland, our new work with universities and our community work at the Pavilion). Our budgeted costs for next year are £321k being an increase of 23% on last years' budget – our focus for 2023 is to build on our 16+ work, consolidate and extend our regional work, expand our existing outreach to universities and relaunch our brand and social media presence to make sure it fully encompasses all the new areas of work and remains relevant and engaging for all of our growing range of users.

PIP Café

The charity runs PiP Café via a trading subsidiary called Pavilion in the Park (PiPs) Ltd. We set a modest budget for 2021-22 and café trading continued to exceed expectations by some margin, providing a profit level significantly above our original expectations. Turnover for the year was £241k which was an impressive £79k ahead of budget. Our gross profit was £170k and expenditure amounted to £116k resulting in an operating profit of £54k.

The new playpark, adjacent to the Pavilion, opened in May 2022 which was an incredibly busy time for the staff at PiP Café – business then settled down over the following months but the addition of the park has definitely contributed to the increase in our turnover.

PiP Café is making a significant contribution to the charity. In 2020-21, there was £1,320 towards the shared costs of the Pavilion plus a donation of £14,134 from the 2020-21 profits (which was paid to the charity in the 2021-22 financial year). In 2021-22 this has increased significantly - £4,938 towards the shared costs of the Pavilion, £5,377 for shared staff costs, £6k rental (which will increase to £8k from 2022-23 onwards) plus a donation from the 2021-22 profits of £53,105 (which will be paid in the 2022-23 financial year) making a total of £69,420. PiP Café is generating invaluable income for our work with young people across the UK and provides an incredible return on the original investment.

We are expecting 2022-23 to be a much more challenging year financially for the cafe. Our two biggest costs are staff and suppliers, both of which are steadily increasing. With the current economic conditions, we are also expecting customers to be spending less. We have made some modest increases to our prices and will try to hold prices at a reasonable level but will need to constantly review against our monthly management accounts. As always, we are very reliant on the weather and one of our biggest challenges is getting staffing levels right when trade can vary significantly from day-to-day. We supplement our lower winter income with supper club events which are very popular.

For 2022-23, we have budgeted sales of £214k, gross profit of £145k, expenses of £119k and operating Profit of £26k.

PIP CAFÉ – SUMMARY OF ANNUAL ACCOUNTS		
INCOME	2021-22	2020-21
Sales	£241,235	£96,062
Less Purchases	£71,521	£25,894
GROSS PROFIT	£169,714	£70,168
EXPENDITURE	2021-22	2020-21
Staff Costs	£89,435	£30,644
Other Costs	£21,664	£11,077
Shared Costs from AET	£4,938	£1,320
TOTAL EXPENDITURE	£116,037	£43,041
OPERATING PROFIT	£53,677	£27,127

Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

- o 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).
- o This effect gets significantly stronger as teenagers get older (NFER 2015).
- o It is equally effective for ethnic minorities (NFER 2013).
- o 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 *Talk About Alcohol* programme is selected as best practice by:

Early Intervention Foundation



European Platform for Investment in Children Promising Practice

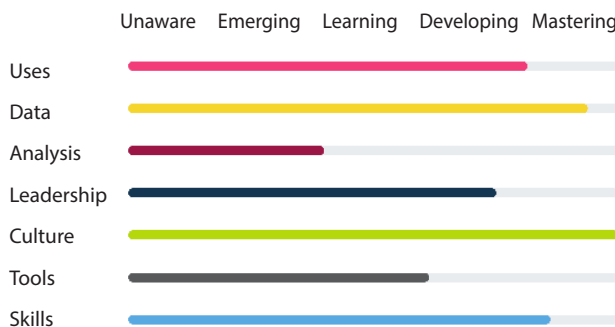


NCVO charity ethical principles

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 AET strictly incorporates the principles of evidenced Health Education which are detailed in the [International Standards on Drug Use Prevention \(unodc.org\)](https://www.unodc.org/).

The standards clearly define the Characteristics of programmes for prevention education based on social competence and influence deemed to be associated with efficacy and/or effectiveness based on expert consultation. Namely:

- ✓ they use interactive methods;
- ✓ they are delivered through a series of structured sessions (typically 10–15 sessions), taking place once a week, often providing booster sessions over multiple years;
- ✓ they are delivered by a trained facilitator (also including trained peers);
- ✓ they provide an opportunity to practise and learn a wide array of personal and social skills, in particular, coping, decision-making and resistance skills, especially in relation to substance use;
- ✓ they change perceptions of the risks associated with substance use, emphasizing the immediate consequences;
- ✓ they dispel misconceptions regarding the normative nature and the expectations linked to substance use.

Approaches are detailed which are associated with lack of efficacy and/or effectiveness or with adverse effects based on expert consultation which we emphatically avoid;

- x they use non-interactive methods, such as lecturing, as a primary delivery strategy;
- x they rely heavily on merely giving information, in particular to elicit fear;
- x they are based on unstructured dialogue sessions; they focus only on the building of self-esteem and emotional education;
- x they address only ethical and moral decision-making or values;
- x they use former drug users to provide testimony of their personal experience.

The principles below from CEOP are also embraced

[icmec.org/wp-content/uploads/2017/03/Key-Principles-of-Effective-Prevention-Education-CEOP-UK.pdf](https://www.icmec.org/wp-content/uploads/2017/03/Key-Principles-of-Effective-Prevention-Education-CEOP-UK.pdf)

Awards and recognition



Children and Young People Now! 2022 Finalist for best early intervention awards



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



Teach Secondary Awards 2021
Best Free Resource



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



Private Education & Development Awards 2019

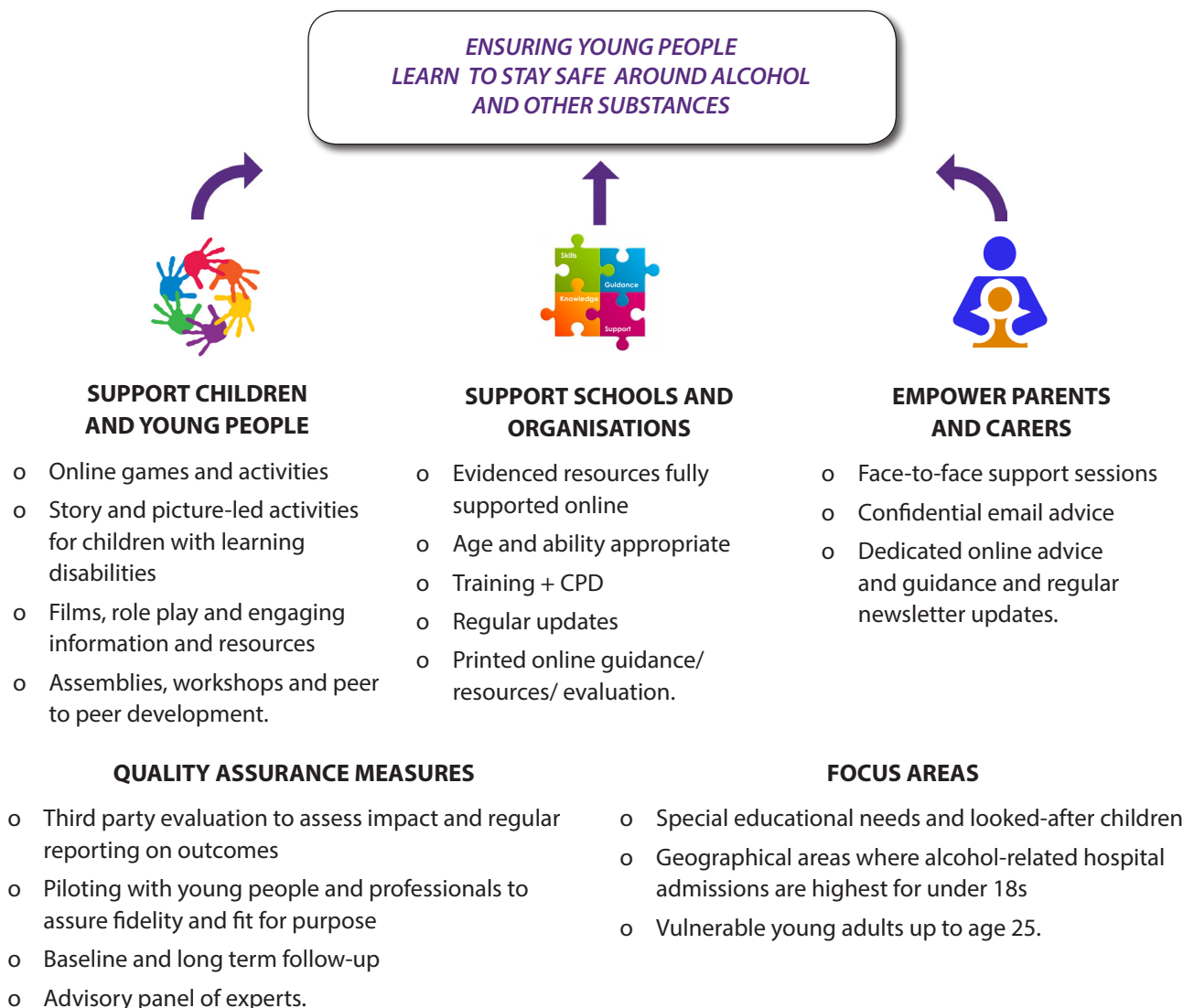


Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing

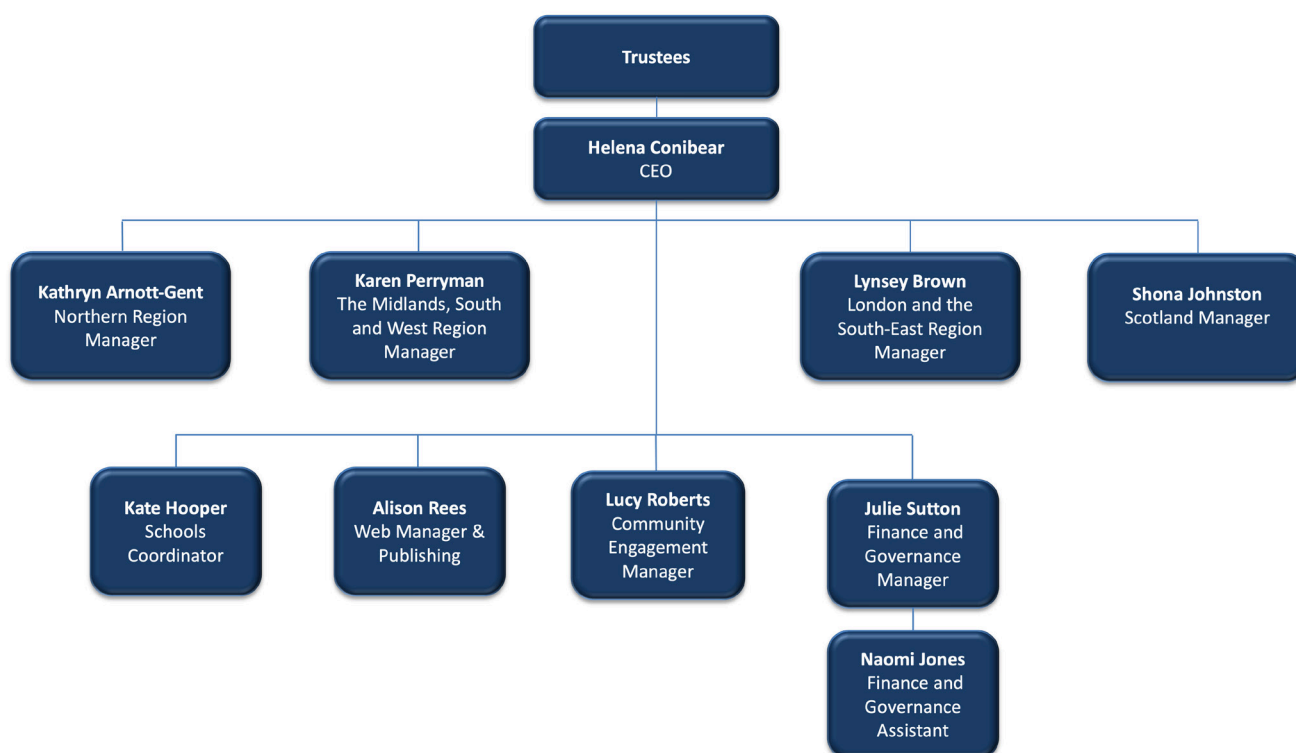


Charity Times Finalist for best small charity of the year 2017

A joined up approach to reduce alcohol and other substance related harms



The AET Team and Trustees 2022



Trustees

Victoria McDonagh 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 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 currently Chairman of the West Country Branch of the Britain-Australia Society (BAS); a Director of the National Britain-Australia Society; a trustee of the BAS Education Trust – BASET; and 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.

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 Hardy School in Dorchester. After retiring, Christina spent some 2 years as a volunteer with the Dorset Youth Offending Team sitting on referral panels for young offenders.

David Cox 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.

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.

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 PIPs 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.

Alison Winsborough BMus, PGCE (Resources, framework and implementation) has strong experience of delivering PSE, previously as Head of PSE and Citizenship at the Sir John Colfox School and currently as Head of Citizenship and Head of Sixth Form at the Isle of Portland Aldridge Community Academy.

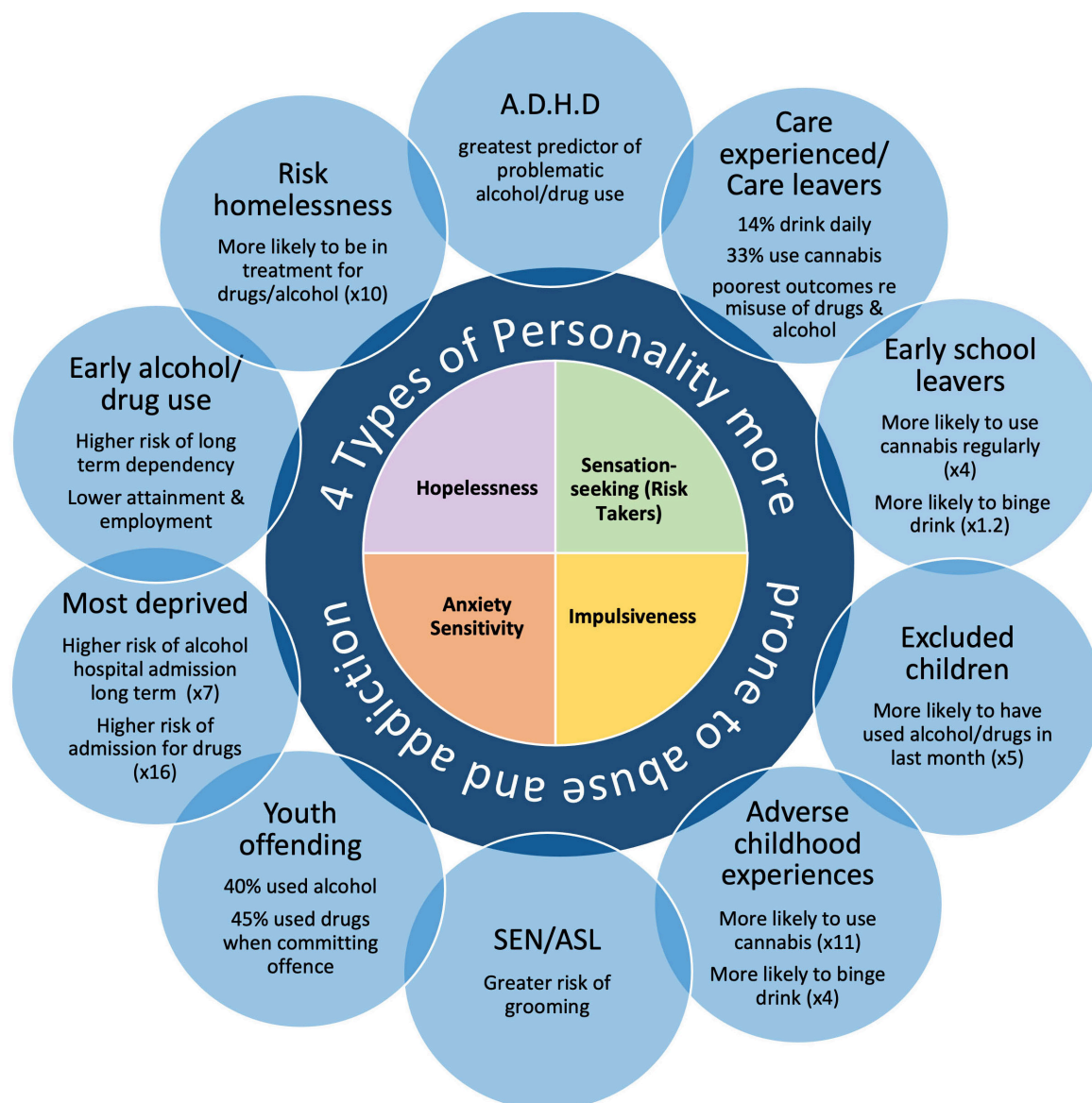
Alison has worked with an abundance of outside agencies such as AA, SSCT, Safer partnerships, healthcare professionals, Ansbury and other local stakeholders. She is currently Designated Safeguarding Lead for the 6th form and part of the Academy’s Safeguarding Team. She has 3 young children.

Dr Lara Jayne Wear MB BS BSc DCH (SA) MRCP (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.



Young people's vulnerabilities for alcohol and other substance related harms

The complexity of the task:



Key AET Intervention points:

- o Transition from Primary to Secondary school
- o Tipping point Age 13
 - Average age of first whole drink
 - Look away from family to peers
- o Transition to college/ university & leaving home

Funding

We are very grateful to our current and past funders and business supporters as well as those who provide support in kind, a range of whom include:

The Alice Ellen Cooper Dean
Charitable Trust

Dorset Health Trust

National Lottery



The Stewarts Foundation

THE STEWARTS
FOUNDATION

Longleigh Foundation



North Yorkshire PCC



Inspiring Scotland



The Distillers' Charity



Inner London Magistrates
Poor Fund

Valentine Charitable Trust

Ansvar Insurance



Wine and Spirit Education
Trust



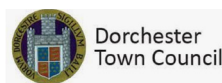
Garfield Weston



Low Carbon Dorset



Dorchester Town Council



Leverhulme Trust



Waitrose Community Matters



Hugh Fraser Foundation



Postcode Neighbourhood
Trust



Clothworkers' Foundation



Dorchester Round Table



Dorchester Rotary Club



Safer Dorset Fund



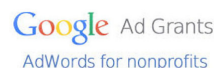
Wessex Water Community
Fund



Catherine Cookson Charitable
Trust



Google Ad Grants



Greater Manchester Fire &
Rescue Service
Youth Aspiration Fund



St James's Place Foundation



Tesco Bags of Help



The Arts Society, Dorset



Poundbury Wealth
Management



Cumbria Constabulary



All Churches



Bernard Sunley Foundation



Savoy Education Trust



Dorset Council



The Cabinet Office



29th May 1961 Charitable
Trust

Duchy of Cornwall

The Whittaker Charitable
Trust

Dorset Council Youth
Opportunity Fund

Lottery Communities Fund



Brigadier DV & Mrs HR Phelps
Charitable Trust

The Forsyth Foundation

Herts Community Foundation



The Childhood Trust



The Loveday Charitable Trust

The Fitton Trust

Virgin Giving Money



The Yusef Foundation

Fairfield Charitable Trust

Tesco Centenary Fund



The Bank of Scotland



Foundation Scotland



The Dorset Shrieval
Charitable Trust

The Charles & Elsie Sykes
Trust

Pocket Parks



Sport England

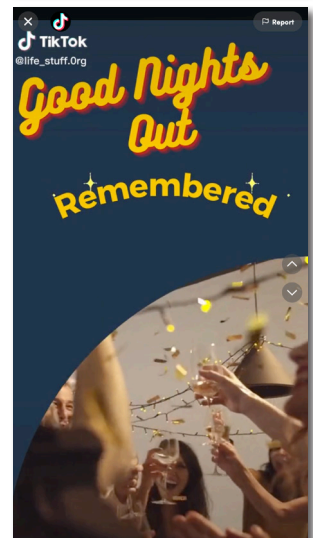
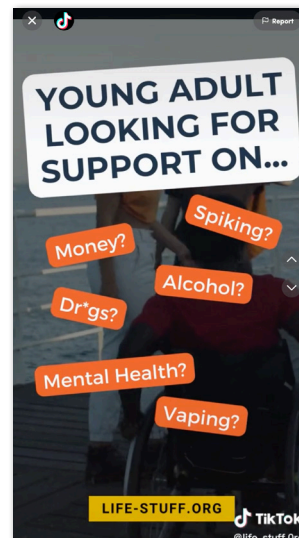
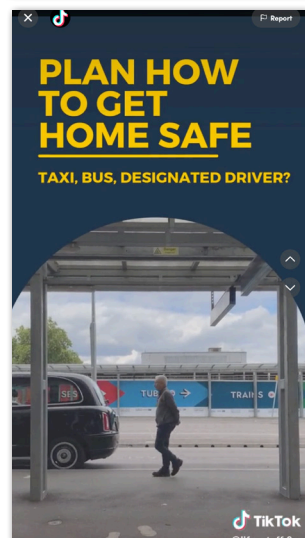
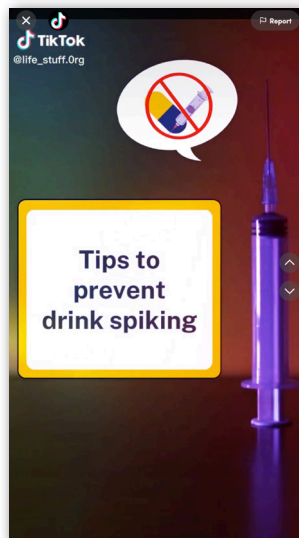
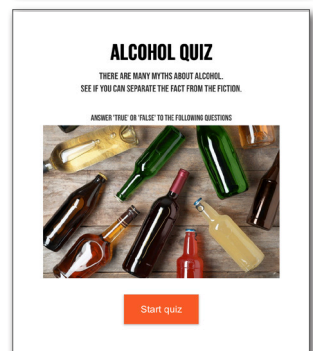
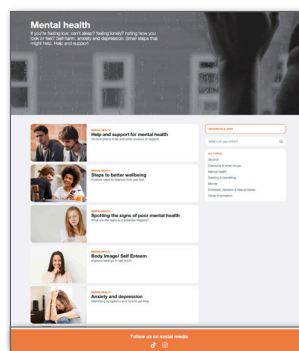
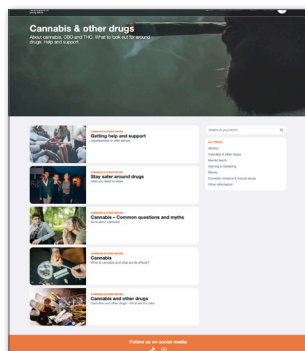
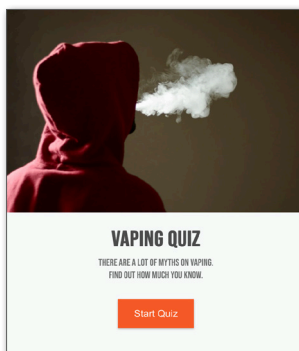
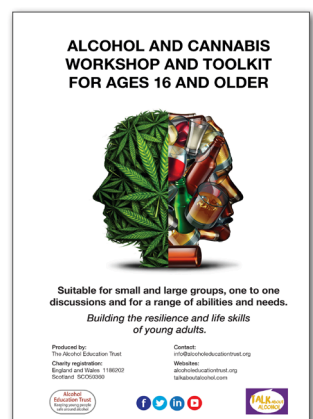
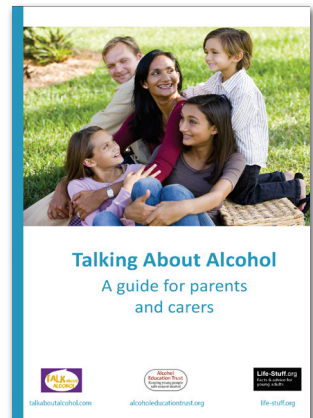
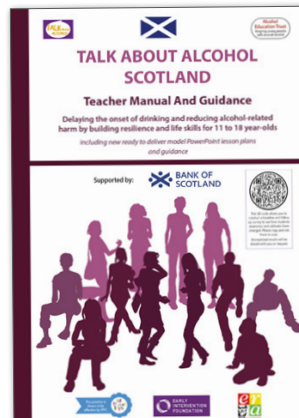
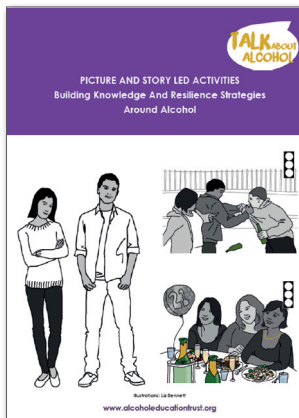


The Merchant Taylors'
Foundation



Cheshire Constabulary's Safer
Schools Partnership funded
through Crimebeat





The Alcohol Education Trust, Pavilion in the Park, St John Way, Poundbury, Dorchester DT1 2FG

01305 259 142

England and Wales charity number: 1186202

Scotland charity number: SCO50360



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