



## The Alcohol Education Trust

The vision of the Alcohol Education Trust is for young people to enter adulthood having a responsible understanding of alcohol. We are trying to achieve this by equipping them with the knowledge and skills they need to make responsible and informed choices. Our goals are to raise the age of onset for youth drinking, to reduce drinking to drunkenness and its associated harms and hence, to reduce the amount of alcohol related illnesses and harm in adulthood.

The mission of the Alcohol Education Trust (AET) is to ensure that teachers, parents and secondary school pupils are supported directly via schools with evaluated alcohol education resources. Our interactive programme has tailored approaches for different age groups, abilities, experience and learning needs. The AET ensures it remains at the forefront of effectiveness through the continued development of resources, digital approaches and training as well as research and advocacy.

Our core values are:

**Research led** – We are a charity that places evidence and research at the heart of our activities. All of our work is based upon strong evidence and our talkaboutalcohol programme has been evaluated among 4,000 pupils in 30 schools across England over 2 years.

**Open and positive** – Many preventative approaches focus on negative behaviour and scare tactics. Many programmes are top down and do not assess knowledge, perceptions or attitudes before teaching. In our programme, bottom up participation encourages young people to share their experiences, worries and attitudes to alcohol resulting in mature dialogue. A social norms approach also highlights that among young people, trends and behaviours for all risk taking including alcohol consumption are improving. By intervening at the tipping point before alcohol consumption begins, pupils are equipped with resilience skills, can develop strategies to avoid and manage risky situations and develop behaviour that encourages positive decisions and choices, for them and their community.

**Holistic** – Through its three pillars (Training and equipping teachers effectively in alcohol education; Ensuring parents are engaged via schools to be good role models and to set boundaries; and Engaging pupils with role play, film clips, information and interactive resources) the AET integrates alcohol education with development around life skills and resilience. We look to the wider community and ways we can support young people's transition into adulthood. We work with schools, local authorities, youth groups, foster agencies, police and parents to provide holistic support to young people throughout society, bringing people together across different communities and settings.

**Innovative** – The AET recognises it must always move forward in order to improve and grow. This includes exploring the latest technology, learning from new evidence and assessing feedback, in order to improve our outreach to hard to reach groups, different cultures and abilities.

**Why alcohol?** The earlier children under 15 start drinking regularly, the less likely they are to do well at school. If kids drink weekly, their GCSE grade predictions drop by 20 points, that's a fall from an A\* to a C. School attendance also drops.

Underage drinkers who consume alcohol regularly are also more likely to smoke and engage in other risky behaviours such as drugs and unprotected sex. They are 7 times more likely to be in a car crash because of drinking and 11 times more likely to suffer unintentional injuries after drinking. So there is every incentive to delay the onset of drinking among our young people.

Follow us on  

Registered Charity Number 1138775

Trustees: Mr Gordon Redley PGCE (CANTAB) Chair of Trustees

Victoria McDonaugh PGCE, Mark Richardson PGCE, Patricia Garven Cert Ed, Dr John Lloyd

[www.alcoholeducationtrust.org](http://www.alcoholeducationtrust.org)

[www.talkaboutalcohol.com](http://www.talkaboutalcohol.com)

## Background of The Alcohol Education Trust

The Alcohol Education Trust has a very specific remit – the provision of alcohol education in different ways, to pupils age 11 – 18 and their parents and to provide engaging and evidence based resources and lesson plans for teachers. There are five eminent teacher trustees and an extensive review network of over 40 PSHE specialists, Head Teachers, medics, nurses, healthy school coordinators, Governors and parents. There are approximately 3.6 million students in the AET target audience and 3,000 schools have been identified as suitable recipients of the AET programme.

### The aims of the Alcohol Education Trust are:

- to increase young people’s knowledge, awareness and understanding of alcohol, its effects on the immature body and the social and physical risks associated with its misuse;
- to raise awareness of the laws restricting the consumption of alcohol, and why these exist;
- to promote dialogue about alcohol between teenagers and their parents and teachers;
- to build young people’s resilience and life skills, to understand personal responsibility, planning ahead and facilitating informed choices;
- to raise the age of onset of drinking (first whole drink) from the current age 13.5 to at least the CMO guidance of age 15 in a supervised environment;
- to increase the understanding of units, guidelines and responsible drinking;
- to reduce the incidence of ‘binge drinking’ and alcohol related harm;
- to ensure parents understand the law, the importance of setting boundaries, being good role models, knowing where their children are and who they are with.

The AET takes a general population approach (i.e. a class wide approach) but has visual rich resources for Special Educational Needs and Disabilities (SEND) and has evidence that its programme works equally well for minority ethnic (1 in 5 students in the UK).

- **Activities** – Pupils are supported with [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com) a five hundred page web resource of interactive games, quizzes and activities for 11 – 16 year olds. 4 BAFTA winning films assist learning and there is an information leaflet for older teenagers.
- There is a standalone website for teachers [www.alcoholeducationtrust.org](http://www.alcoholeducationtrust.org) which details resources by subject and year group, such as alcohol and its effects (social and physical) and staying safe. The site has short film clips as ‘conversation starters, facts and figures, worksheets and games. Teachers are supported with bi-termly newsletters, email and phone support and, if requested, in house training.
- There is a detailed 100 page teacher workbook of lesson plans, implementation advice, pictorial rich sheets for less able students all indexed by subject and year group.
- The Evidence base shows parents need to be engaged, if alcohol education is to be effective. Hence parents are encouraged to be good role models regarding alcohol, to set boundaries and engage their children in a knowledgeable way. Therefore the AET maintains a dedicated parent website, bi-termly newsletter and direct presentations in schools to parents.

The screenshot shows the Alcohol Education Trust website. At the top, there is a navigation bar with the logo, social media icons for Facebook and Twitter, the website name 'talkaboutalcohol.com', and a 'Donate online' button. Below the navigation bar, there is a 'Our Mission' section with a photo of a woman and a child, and text explaining the trust's goal to help young people have a healthy relationship with alcohol. To the right of the mission is a 'The Programme' section with a photo of a woman and a child, and text describing the school-based program. Below these are sections for 'Teachers Area' and 'Parents Area', each with a photo and text describing the resources available. At the bottom, there are sections for 'Impact' and 'Latest News', each with a photo and text describing the program's effectiveness and recent news items.

## How do we know it works?

The Alcohol Education Trust programme is used in a third of secondary schools across the UK, that's over 1,400 as well as by 700 organisations and independent alcohol education providers. Teacher feedback and repeated use assures us that the programme is liked by pupils and teacher, is easy to implement and adapt to differing time frame, abilities, facilities and cultures. Delivery of a programme does not ensure it is effective in meeting its objectives; therefore, the AET talkaboutalcohol programme has been independently evaluated by The National Foundation for Education Research (NFER).

## Evaluation

A longitudinal matched evaluation took place September 2011 - July 2013 to test the impact of the programme on the key objectives. NFER led the evaluation involving 4,000 pupils in 15 intervention schools and 15 control schools between 2011 - 13. The findings show a statistical improvement in knowledge in the intervention schools versus the control schools and a significant rise in engagement with PSHE lessons as a source of useful information. Most importantly, the evaluation shows a statistically significant delay in the onset of drinking (8% increase in first whole alcohol drink over 18 months versus 20% take up in control schools). Finally, the intervention schools showed less binge drinking and drunkenness.

<https://www.nfer.ac.uk/publications/AETE01/AETE01.pdf>

## Endorsements

The AET talkaboutalcohol programme is **PSHE Association Quality Assured**.

**The Department for Education** ranked PSHE programmes on a scale of quality based on external evaluation by **The Centre for Analysis for Youth Transitions**. Talkaboutalcohol was awarded 3/3 for effectiveness and 5/6 for the quality of the evaluation:

<http://www.ifs.org.uk/publications/6904>

Talkaboutalcohol is selected by **The Early Intervention Foundation** in the 50 best early intervention programmes across all disciplines 2014. You can download the ebook here:

<http://guidebook.eif.org.uk/>

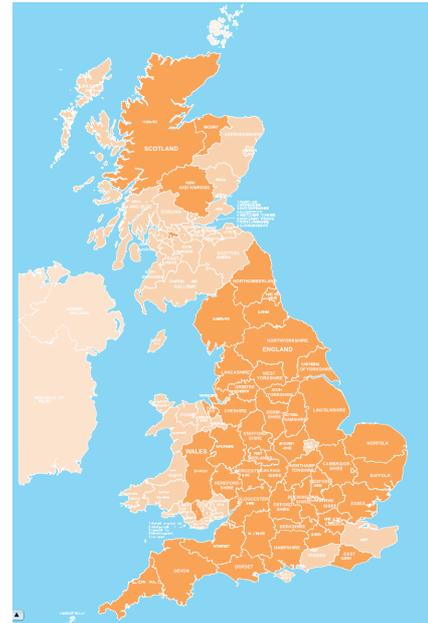
The evaluation findings of the Alcohol Education Trust programme are published in The IHPE Journal here: <http://www.tandfonline.com/doi/full/10.1080/14635240.2014.915759>

## Partnerships and Testimonials

The Alcohol Education Trust talkaboutalcohol programme is used widely in schools across Britain stretching from Ayr to Cornwall. Delivery partners include, local authorities, PSHE leads, groups of academies, Public Health Directorates, Health and Wellbeing boards, commissioned service providers, Healthy school partnerships, youth groups, charities, police forces, community interest companies and school nurses.

The map shows, in red, where our programme is being used (September 2014), with The Highlands to follow in November.

You can read some of the endorsements of our programme here: <http://www.alcholeducationtrust.org/Pages/testimonials.html>



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## What else we need to achieve?

The AET is currently working with 1,400 schools and 700 organisations in delivering alcohol education out of an estimated 3,000 across the UK identified as suitable for the programme.

The AET wishes to ensure that the 20% of students with English as a second language and 10% SEND pupils have access to appropriate visual rich alcohol education.

The AET wishes to ensure specialist Alcohol Education coordinators are based regionally across the UK to deliver parent seminars, teacher CPD and liaise with schools in areas where alcohol related harms for U18 are highest.

The AET wishes to ensure its digital and on line games and interactive resources on the [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com) website are updated and are useable on smart phones and tablets.

The AET wishes to ensure that newly qualified teachers are provided with PSHE and alcohol education as part of ITE.

The AET wishes to ensure that its key resources of a 100 Page teacher workbook, parent and student information leaflets and online offerings remain free of charge for schools. Each school costs an average of £147.50 to support with a workbook and enough information leaflets for one year group per annum.