

We hope you've had a relaxing half term –and have returned ready for Alcohol Awareness Week?

The first half of the autumn term is always our busiest month, and this year was no exception. Do you know that during the last academic year we've sent out 640 workbooks on request? There have been a further 800 workbooks downloaded from our website since January, so thank you for spreading the word. We always want to know what else you need – Materials for different age groups? More visual rich resources for ESL and SEND? Do let us know.

The only request that we cannot fulfil, which is asked of us all the time, is to come in and speak to pupils – sadly we do not have the staff or resource – but we can come and train your staff to be more confident in using the Talk About Alcohol resources and we can hold Talking To Kids About Alcohol sessions for parents in your school too. Just email kate@alcoholeducationtrust.org and we can look at diaries! We cover most of the country now, so it doesn't matter where you're located.



New staff

We're thrilled to welcome Kathryn to our team. Kathryn is our schools coordinator for the North West and you can contact her via kathryn@alcoholeducationtrust.org. We also welcome Jodie Smith, based in Bath and North East Somerset who will be holding Talking To Kids About Alcohol sessions for parents in the region for us. You can contact her via jodie@alcoholeducationtrust.org and finally Stephen Blackburn is flying the flag for us in The Ribble Valley and Yorkshire and you can contact him via stephenblackburnassociates@gmail.com

Our Big Give campaign with match funding from The Childhood Trust

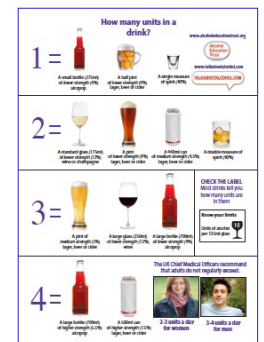
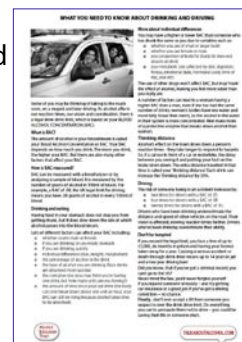
'If every school and organisation who has benefitted from our resources sends £10 by texting DRY £10 to 70660 we will reach our target for match funding.'

As you know, for the last three years we have been fortunate enough to be selected to enter The Big Give Christmas Challenge – Last year we had match funding from The Cabinet Office and this year every penny we raise will be matched by The Childhood Trust. We are hoping to raise enough to support a further 25,000 pupils in 100 schools through this campaign. If every school and organisation that has benefitted from our resources sends £10 by texting DRY £10 to 70660 we will reach our target. Any donation you make is doubled and it will help ensure our valuable work continues. You can read more here: www.thebiggive.org.uk/projects/view/21643

Alcohol Awareness Week, 17th – 23rd November

This offers a great opportunity to highlight units, guidelines, the law and all about alcohol. You will find everything you need here either by topic or by year group. There are film clips to be used as conversation starters and information sheets on the main UK laws relating to those under 18. For older teenagers there are specific resources addressing drink driving and information on proof of age cards. We can also help you by providing leaflets, unit wheels and measure cups – just email kate@alcoholeducationtrust.org and visit www.alcoholeducationtrust.org/Pages/teachers%20homepage.html

We will ask you to make a modest donation, either via mydonate.bt.com/events/dryvember/186071 or by texting 'DRY £' and the amount you would like to donate to 70660.



AET evaluation findings presented at The European Society for Prevention Research meeting



In October Sarah Lynch, principal author of the NFER evaluation of the Alcohol Education Trust Talk About Alcohol programme, presented the findings at The European Society for Prevention Research meeting in October. Although at present, due to the generosity of charitable grants, we are able to support schools with our teacher workbook free of charge, the cost of supporting a school for a year with resources and email/newsletter/web support varies from just £45 to £117, making the programme excellent value.

We are thrilled to say that the conference followed the publication of the Talk About Alcohol evaluation findings in the International Journal of Health Promotion and Education special edition in September on children and young people.

You can read the full paper here: www.tandfonline.com/doi/full/10.1080/14635240.2014.915759

New SEND guidance for schools

The SEND reforms introduced by the Children and Families Act (2014) focus on two key themes: greater cooperation between education, health and social care and a greater focus on the outcomes which will make a real difference to how a child or young person lives their life. The reforms implement a holistic approach to supporting children and young people with SEND in all aspects of their life. A series of guides/materials are available as follows:

www.gov.uk/government/publications/send-guide-for-schools-and-alternative-provision-settings

Children's online behaviour: issues of risk and trust

Although this isn't strictly around alcohol, we found this report really useful. It presents the findings of research with children and young people aged 8 to 17 that examined whether children understand the issues and risks around their own personal data and wider activity online and what, if any, strategies they should employ to manage these issues and risks. The report also investigated how children decide which external information sources to trust online, and what authentication approaches they use. It showed that children and young people were very worried about cyberbullying and knew what it was.

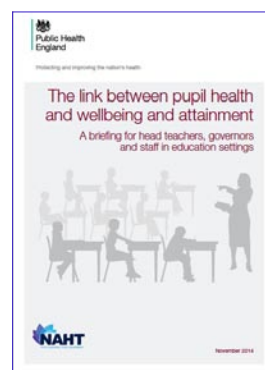
stakeholders.ofcom.org.uk/binaries/research/research-publications/childrens/report.pdf

The link between pupil health and wellbeing and attainment

A briefing for head teachers, school governors and staff in education settings on the link between pupil health and wellbeing and attainment is now available on the gov.uk website. The briefing provides a broad succinct scope of the scientific evidence highlighting the link between health and well being and educational attainment. It underlines the value for schools of promoting health and well being as an integral part of a school effectiveness strategy and highlights the important contribution of a whole school approach.

Eustace de Sousa, National lead, Children, Young People and Families said that promoting the health and wellbeing in schools "has the potential to improve the health and well being of the students themselves and improve their education outcomes".

www.gov.uk/government/publications/the-link-between-pupil-health-and-wellbeing-and-attainment



Partnership working in action...



More parents are set to benefit from our support thanks to partnership working. Working alongside the national Community Alcohol Partnership's (CAP) initiative, we are part of the action plan Safer Hartlepool. Stemming from this action plan, Sandra has delivered a 'Train the Trainer' type session to the whole of the team of Family Support Workers (within Hartlepool Borough Council).



By the end of the session, the team had an increased knowledge and understanding of alcohol and its related issues. The latest HSCIC research data facilitated an interesting discussion around adult perception of underage drinking and this in turn led on to a debate about values and attitudes in relation to alcohol.

This caring group of workers; who support many families and vulnerable youngsters also learned the importance of developing the skills of young people and their parents/carers as they manage alcohol related issues and situations. These Family Support Workers now possess key messages, top tips and signposting information to support them as they support others.

Freebrough Academy lead the way...

Freebrough Academy in Brotton (Redcar & Cleveland) held their 1st Wellbeing Marketplace Event in the autumn term. It was a three hour 'drop-in' event, where a range of partner and external agencies were able to showcase their services. The event was widely promoted across the authority and was attended by representatives from other schools and other community members. During the evening, Sandra was also able to spend time with key members of staff from Freebrough to discuss their PSHE curriculum and identify the various ways that the Alcohol Education Trust can support and complement their teaching and learning. A staff CPD session and workshop session for parents/carers have now been booked.



Leading the way...

The Alcohol Education Trust worked in partnership with North Shore Academy in Stockton to support its parents and carers. A lead academy for Health & Wellbeing (Northern Education Trust), North Shore invited us to attend their Key Stage 3 parents' evenings. More than 100 parents and carers received a copy of our resources as well as some key information and guidance to encourage them to engage their youngsters in meaningful conversations about alcohol and its related issues.



Forward thinking North Shore Academy also invited Sandra to be present at their annual Health Festival; an event that engages their local community. Gill Sangster (Aspirations & Engagement Officer) explained that this event facilitates engagement with a wider audience and is well supported by many external partners. As well as a range of health related information and advice agencies there was a variety of healthy diversionary activities on offer throughout the event; including a range of dance classes and a climbing wall.

This is way to encourage meaningful conversations around alcohol and its consumption in a safe and sensible way. Thank you and well done to North Shore Academy.



AET resources comprise of www.alcoholeducationtrust.org and www.talkaboutalcohol.com, a Teacher Workbook, booklets 'Alcohol and You' for 15yrs+ and 'Talking to Your Kids About Alcohol' parent and carer guide. We offer teacher CPD workshops and parent information talks.

For further information on any of the above please contact

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Follow us on



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