



Registered Charity 1138775

# Newsletter

Spring Term  
Feb 2013 Ed7

## 'Talking to Kids about Alcohol' and 'Alcohol and You' booklets back in stock!



Following a rush of orders over the last six weeks, we are very pleased to say we have printed another 40,000 booklets for teenagers and 30,000 for parents. Schools are entitled to a free order of 250 'Alcohol and You' booklets, or enough to cover one year group (recommended for year 9 or 10), per annum. And we highly recommend that the 'Talking to Kids about Alcohol' booklet is sent home to parents with a letter when alcohol is being covered in PSHE - **parents backing up schools by setting boundaries, conferring with other parents about parties and sleepovers and being good role models, helps reduce all risk taking and not only drinking.**

If you would like pdf versions to put on the parent's area of the school website, please email [jane@alcoholeducationtrust.org](mailto:jane@alcoholeducationtrust.org) Please also encourage parents to visit [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com) or to join our parent newsletter by emailing [info@alcoholeducationtrust.org](mailto:info@alcoholeducationtrust.org).

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## Results from the Smoking, Drinking and Drug use among Young People in England 2011 Survey

Less than half (45%) of pupils aged between 11 and 15 have had at least one alcoholic drink in their lifetimes. The proportion of pupils in this age group who had never drunk alcohol has risen in recent years, from 39% in 2003 to 55% in 2011.

The proportion of pupils who drank alcohol in the last week has fallen from 26% in 2001 to 12% in 2011. Similar proportions of boys and girls drank alcohol in the last seven days, and older pupils were more likely to have done so than younger pupils (from 1% of 11 year olds to 28% of 15 year olds). White pupils were more likely to have drunk alcohol recently than pupils of Black or Asian ethnicity. Among those who had drunk in the last week, the average drunk was 10.4 units, and the median was 7.0 units.

The survey sample represents an estimated population of around 3.0 million young people aged between 11 and 15 in England. Findings from this survey indicate that in England in 2011 around 140,000 young people aged between 11 and 15 were regular smokers, around 360,000 drank alcohol in the last week, and around 180,000 had taken drugs (including glue, gas and other volatile substances) in the last month. Pupils aged 11 to 15 were more likely to have drunk alcohol at least once (45%) than to have tried smoking (25%) or taking drugs (17%). The proportion of pupils who had done at least one of these increased with age from 20% of 11 year olds to 80% of 15 year olds.

Less than half of pupils who had tried smoking, drinking or drug use had done so recently. 12% of 11 to 15 year olds had drunk alcohol in the last week, 8% had smoked in the last week and 6% had taken drugs in the last month.

You can read the whole paper (Smoking, Drinking and Drug use among young people in England 2011) at [www.alcoholeducationtrust.org](http://www.alcoholeducationtrust.org) **Key Research Papers**

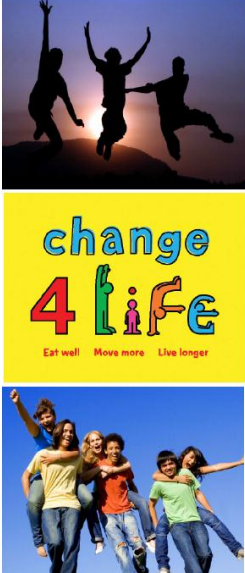
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## Championing a social norms approach

**The Toilet Times**  
BATH & NORTH EAST SOMERSET'S FAVOURITE TOILET PAPER

Printed on recycled paper 1st Edition  
December 2012

**DID YOU KNOW.....**



- 70% of 11 to 15 year olds in B&NES **don't** drink alcohol regularly
- 9 out of 10 11 to 15 year olds **don't** get drunk every week
- Most young people **do** know how to put someone in the recovery position
- Most young people **would** call an ambulance if their friend had passed out

**NHS**  
Bath and North East Somerset

'The Toilet Times' is a partnership campaign being developed by NHS BANES and Bath & North East Somerset Council. The campaign will build on the positive work that is already being carried out within B&NES to reduce the harm from alcohol among young people.

This new initiative, inspired from a talk by Dr Jim Turner from The Social Norms Institute at The AIM Alcohol Education what works for young people? Conference in October, will support key harm minimisation messages. But the latest poster campaign will use a social norming approach to reinforce positive attitudes and behaviour around alcohol. The design will be in the form of a newspaper and will include praising positive behaviours that students are displaying rather than focusing on the negative. This will aim to challenge perceptions that all young people are drinking excessively and behaving badly.

The toilet door advertising frames will be provided free of charge to display the posters and will be displayed in all toilet blocks across the campus/school, and in the student's halls.

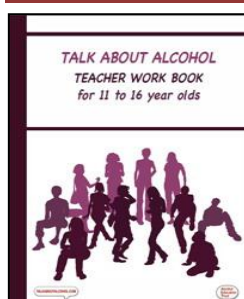
Research has shown that advertising in toilets has been particularly effective in conveying key messages to the public, and in particular the social norms approach to health promotion has been well evaluated when conducted in other schools/universities. The campaign is part of a wider programme of alcohol awareness initiatives planned for the schools/universities/colleges within the B&NES area.

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## Alcohol Education Trust Trustee is new President of The Institute of Health Promotion and Education

The Institute of Health Promotion and Education is pleased to announce Dr. John Lloyd PhD., B.Ed., M.Ed., Cert Ed., FRSPH, MIHPE, as its new President.

John Lloyd is a Consultant in Public Health Education and until recently acted as Policy Adviser to the PSHE Association. Until 2007 he was Adviser for PSHE and Citizenship Education at the DCSF. He was formerly a senior adviser with responsibility for projects and equalities at Birmingham Advisory and Support Service. John was a member of the PSHE Advisory Group and Citizenship Working Party contributing to both the PSHE Framework and statutory Citizenship curriculum in England and their further development during the last ten years. An author and writer, and formerly adviser to Channel 4 Schools 'All About Us' series, he is a trustee of the University of the First Age (UFA) and the Alcohol Education Trust (AET) and has worked internationally on citizenship and PSHE.



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### New version of the Teacher Workbook available

The re-edited version of our highly successful teacher workbook has been reprinted and is ready for distribution – free of charge – to all schools/colleges and youth supporting organisations. We have updated facts and figures with recent statistics and made some of the editorial notes clearer, plus moved advice and resources more applicable for 16yrs+ into its own section. To order your new copy, plus further booklets if required, just email [jane@alcoholeducationtrust.org](mailto:jane@alcoholeducationtrust.org)

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## **Early drunkenness is a risk factor for problem behaviours among adolescents from 38 European and North American countries**

Some studies have reported that the earlier the age at first drink (whether supervised or not), the higher the later drinking levels and related problems. This review, based on 44,800 alcohol-experienced 15 year olds, suggests that unless adolescents proceed into drunkenness, consuming small quantities at an early age should not lead to later problems. The study was unable to identify whether the age of the first whole drink was at home with parents and the AET would emphasise that there is a world of difference between a supervised part drink with parents or relations at a celebration or gathering, and unsupervised teenager drinking at parties or with friends.

The study by Emmanuel Kuntsche of the Behavioural Science Institute, Radboud University Nijmegen in the Netherlands and colleagues, investigated the link between age at first drink and problem behaviours (smoking, cannabis use, injuries, fights, and low academic performance) among 15-year-olds who did and did not proceed into drunkenness. Among those with drunkenness experience, the researchers tested whether age at first drink predicted problem behaviours over and above the age at first drunkenness.

The analysis was based on a sample of 44,801 alcohol-experienced 15-year-olds from 38 North American and European countries and regions who participated in the Health Behaviour in School-aged Children cross-national survey.

Overall, there was a significant association between age at first drink and all 5 problem behaviours, but only amongst those with drunkenness experiences but not amongst those never drunk. For the former group, age at first drunkenness was a strong predictor for all 5 problem behaviours, but time from first drink to first drunk did not predict problem behaviours.

The authors conclude that not early alcohol initiation but early drunkenness was a risk factor for various adolescent problem behaviours at the age of 15, that is, there was not consistent relationship for the time before the first drunkenness (i.e., since first drinking). The authors state that besides targeting early drinking, particular efforts are needed to impede early drunkenness to prevent associated harm in adolescence and beyond.

Source: Kuntsche E; Rossow I; Simons Morton B; Ter Bogt T; Kokkevi A; Godeau E, "Not early drinking but early drunkenness is a risk factor for problem behaviours among adolescents from 38 European and North American countries", *Alcoholism: Clinical and Experimental Research*, Published early online 14 December 2012

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The logo for TALKABOUTALCOHOL.COM is a speech bubble with a tail pointing downwards and to the right. The text "TALKABOUTALCOHOL.COM" is written in red, uppercase letters inside the bubble.

### **The Alcohol Education Trust is seeking to employ a part-time coordinator to lead its parental outreach via schools across the UK**

Part of AET's remit is to offer schools the opportunity to host a 'talking to kids about alcohol' in-school event, either as part of a meet the tutor evening, parents evening or via Parent Teacher Associations or Governors events. The role will also involve reaching out to local PSHE professionals, associations and relevant social media networks and groups.

The position will be home based, but the candidate must be willing to travel and to make evening presentations. Being a parent with children of a relevant age would also be ideal. 15 - 21 hours a week with a bonus for each seminar organised.

Please submit a CV and covering letter to [helena@alcoholeducationtrust.org](mailto:helena@alcoholeducationtrust.org)

Closing date: 27th February 2013

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Thank you to everyone who kindly donated money last year through the LocalGiving.com and Big Give Christmas Challenge match funding schemes. We raised over £6,000! A fantastic boost to our funds, that will help us continue to provide free alcohol educational resources to schools.



Donations can still be made online via [LocalGiving.com](http://LocalGiving.com) & [Alcohol Education Trust](http://Alcohol Education Trust) and/or [BigGive.org](http://BigGive.org) and [Alcohol Education Trust](http://Alcohol Education Trust)

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For further information and/or to request resources please contact

Helena Conibear, Founder/Director  
[helena@alcoholeducationtrust.org](mailto:helena@alcoholeducationtrust.org)

Jane Hutchings, Schools Coordinator  
[jane@alcoholeducationtrust.org](mailto:jane@alcoholeducationtrust.org)

The Alcohol Education Trust  
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