



Registered Charity 1138775

NEWSLETTER

January 2012 Ed 2

WHY ALCOHOL EDUCATION IS SO IMPORTANT

'It is not a simple case of identifying young people at a single point in time who may develop problems later. Rather, the study points to the importance of reducing the average levels of drinking among young adolescents in order to reduce hazardous drinking at age 16 - as young adolescents in the high classes of alcohol consumption and frequency were 9 -10 times more likely to be hazardous drinkers later in adolescence.'

Jon Heron and Colleagues from the School of Social and Community Medicine and the School of experimental psychology at the University of Bristol, studied the patterns of alcohol use in early adolescence and relate these to hazardous and harmful alcohol use at age 16. The 7,000 children were from the Avon Longitudinal Study of Parents and Children, an ongoing population-based cohort study in the South-West of England.

In line with National figures, 80% of 13 year olds haven't drunk at all, with a further 16% having one or two units on occasions, leaving 4% drinking 3 units or more or regularly. By age 15, the balance tips and 30% are drinking 3 units or more when they drink and 20% of 15 year olds are drinking weekly – emphasising the importance of 13 – 14 year olds being taught about responsible drinking.

14.2% of 16 year olds found to be drinking frequently and 5.6% at harmful levels

14.2% of 16 year olds were classified as high frequency drinkers in the study. The majority of them had been drinking to some degree throughout the time period with almost two-thirds of them drinking weekly by age 15. The high consumption class of 8.9% consumed to a higher level throughout the time period with three quarters drinking 3+ units per occasion by age 15 with a third of that 9% drinking 7+ units in one sitting. At age 16, 29% of the whole sample were defined as drinking hazardously and a further 5.6% were assessed as harmful drinkers.

Young people in the high drinking frequency or consumption class at age 13, 14 and 15 had a 9-fold increased risk of reporting harmful drinking at age 16, reinforcing The Chief Medical Officers' guidance to parents of delaying the age of drinking to age 15.

Setting a good example

The study showed strong associations between mothers' substance use and their children's' alcohol use. Maternal alcohol consumption demonstrates a weak gradient effect. Associations were stronger for tobacco and cannabis, particularly the latter with double the odds of being in the high-drinking frequency and high-consumption classes for young people with cannabis using mothers at age 9.


Importance of parental example

Hosting a talk about alcohol seminar in school for parents can really help – this informal talk and Q and A session will help parents share their concerns and feel better equipped and empowered to talk to their kids about alcohol. Parents of children in Years 8 and 9 are the ones to catch ideally.

Evaluation of www.talkaboutalcohol.com and the Alcohol Education Trust

The evaluation of our resources began in September. In all, The National Foundation for Education Research has had responses from 4,200 pupils from 34 schools across England in year 8!

We will be following progress of these pupils until 2013 and are measuring their changes in knowledge and attitudes over that time. Let us know if you would like to know more, or be involved, please email jane.hutchings@aim-digest.com



ALCOHOL IN MODERATION
21ST ANNIVERSARY CONFERENCE

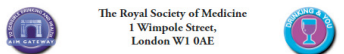
AIM, Alcohol in Moderation, was founded in 1991 and with its Council of 20 medical and professors has worked tirelessly over the last two decades to ensure that if alcohol is consumed, it is drunk responsibly and in moderation. AIM has critiqued and peer reviewed the evidence base of emerging papers on social, scientific and medical research daily.

This forum focuses on two globally important themes:
‘Alcohol Education, what works?’ and
The development of lower alcohol beverages, with a spotlight on successful

Thursday, 18th October 2012

Registration from 9.15am,
Conference commences at 9.45am

VENUE:
The Royal Society of Medicine
1 Wimpole Street,
London W1 0AE

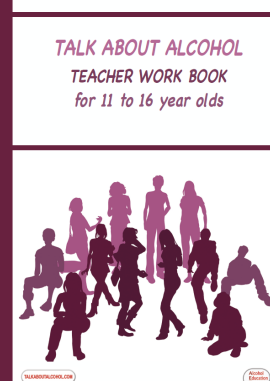


Ever wondered how other countries tackle alcohol education in the classroom?

On the 18th October this year, the Alcohol Education Trust is taking part in a Forum on ‘Alcohol Education what works?’ with speakers from programmes being taught in Australia, France, Spain, Sweden and the US coming to share their experiences. The Alcohol Education Trust will be sharing its evaluation of its teacher workbook, DVD, leaflets and website being trialled in 15 schools across the UK as we speak.

The Cabinet Office will also be talking about the importance of Behaviour Change and ‘Nudge’ strategies, such an important part of the ‘Lifeskills’ approach of PSHE, with The Rt Hon. Oliver Letwin, Minister of State for Cabinet, speaking.

For more information email: helena.Conibear@aim-digest.com



TALK ABOUT ALCOHOL
TEACHER WORK BOOK
for 11 to 16 year olds

Have you ordered your teacher workbook and DVD?

Our teacher work book, crammed full of worksheets, lesson plans and guidance is available to order free of charge from Jane (jane.hutchings@aim-digest.com).

Chapters include **assessing knowledge, units and guidelines, the law and staying safe**. There are ideas for games and workshops and we are always on the end of the phone if you need help getting started, on 01300 320869.

The workbook also has an accompanying DVD so you can now access our resources on line via www.alcoholeducationtrust.org in print or via DVD.

‘Alcohol and You’ and ‘Talking to Kids about Alcohol’ a sell out!



Alcohol and You
Facts about alcohol,
staying safe and
what to do if things go wrong

www.talkaboutalcohol.com www.alcoholeducationtrust.org www.drinkandyou.com

Our information leaflets for older teenagers and guide to send home to parents, were a complete sell out at the beginning of term – happily we have now reprinted.

If you haven’t ordered this year, schools are entitled to 250 of each free of charge. For larger orders, we do ask for a donation of £50 to help us cover printing and carriage costs.

The guides can be viewed on line via www.alcoholeducationtrust.org - just send us an email if you would like to order some.

Visitors from 167 countries visit www.talkaboutalcohol.com website

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Although www.talkaboutalcohol.com is for pupils, their parents and teachers in the UK, the site had visitors from 167 different countries and territories in 2011! This demonstrates the very high level of interest in alcohol education globally.

www.talkaboutalcohol.com is an interactive website about alcohol, with games, quizzes, facts, an interactive body, myth busters and is designed to form part of your lessons. Pupils can test their knowledge, learn resistance to peer pressure through choice scenarios and scroll over an interactive body which tells you about alcohol and its effects.

Please add www.talkaboutalcohol.com to your school website to encourage parents and pupils to access the information at home.

www.talkaboutalcohol.com - a great on-line resource to recommend to pupils and parents



www.talkaboutalcohol.com can really help pupils develop their decision making skills and think about the consequences of rash decisions in their own time - by playing various games on the website, doing the quizzes, looking at myth busters and learning more in an interactive way.

Do try it out!

For further information please do not hesitate to contact either

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www.talkaboutalcohol.com

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