



Registered Charity 1138775

# Newsletter

May 2012 Ed4

## Teacher Training

The Alcohol Education Trust has had another busy half term undertaking Teacher Training sessions and parent seminars at schools and also a training seminar hosted by the Gosport and Havant Community Alcohol Partnership (CAP) scheme.



Norton Hill School near Bath held a successful and informative teacher-training workshop for 32 members of staff on implementing alcohol education into their current PSHE curriculum, across years 7 to 11, utilising the Alcohol Education Trust's resources. A parent

information evening was held afterwards and as always was well received by those parents who attended.



**Community Alcohol Partnerships (CAP)** aim to tackle public underage drinking through co-operation between alcohol retailers and local stakeholders such as Trading Standards, police, local authority licensing teams, schools and health networks. CAP addresses both the demand and supply side of underage drinking through enforcement, education and public perception. The Alcohol Education Trust is the chosen partner to assist CAP with the educational element of their projects.



Gosport and Havant have recently started to implement a CAP and as part of their educational element they invited the PSHE coordinators from the local schools to attend an afternoon briefing on CAP and how schools can further enhance their alcohol education lessons using AET resources and how together they can tackle underage drinking within the area.

The AET are working with several schools within CAP projects – there are currently over 35 CAPs in operation across the country. If you are interested to find out further information about CAP's go to their website at [www.communityalcoholpartnerships.co.uk](http://www.communityalcoholpartnerships.co.uk).



## New Ofsted criteria for PSHE Education

Having highlighted the new Ofsted inspection arrangements for PSHE education in our March Newsletter do go to the Ofsted web page <http://www.ofsted.gov.uk/inspection-reports/our-expert-knowledge/personal-social-and-health-education-pshe> and access their copy of the new Ofsted criteria for PSHE Education subject survey inspections - [additional guidance specific to PSHE](#)

## Become a Chartered Teacher for PSHE Education

The PSHE Association is launching a fantastic new opportunity to become a **Chartered Teacher of the PSHE Association** (free to Association members). Through the process you can evidence your professional practice against standards matched to the principles of effective PSHE education. The Association will recognise your success by issuing you with a certificate and the right to use the associated logo. Becoming a Chartered Teacher could prove valuable for your professional development.



For further information log on to: [www.pshe-association.org.uk](http://www.pshe-association.org.uk)  
(<http://www.pshe-association.org.uk/content.aspx?CategoryID=1129&ArticleID=1088>)

## Parent Channel TV

Parentchannel.tv is an online service designed to support and encourage parents and carers of children aged 5-19, with a great collection of videos addressing day-to-day questions and concerns spanning wellbeing, behaviour and learning. [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com) is a recommended source of further information listed next to the following alcohol related videos:

<http://www.parentchannel.tv/video/alcohol-home>  
<http://www.parentchannel.tv/video/alcohol-don't-delay-talking-about-it>  
<http://www.parentchannel.tv/video/teenage-drinking-culture>  
<http://www.parentchannel.tv/video/teen-parties>  
<http://www.parentchannel.tv/video/staying-out-late>

We recommend the promotion of **Parent Channel TV** to your parents and also to read the Guest Editor's Blog from DrinkAware, which echoes our advice for parents on how to talk about alcohol. You could help parents further by holding an information evening on 'talking about alcohol' hosted by the Alcohol Education Trust that can also be combined with other topic providers.

## Alcohol Education - What Works? Conference - 18 October 2012



On the 18th October, the Alcohol Education Trust is presenting the findings of its first year of evaluation of its resources, currently being assessed by The National Foundation for Education Research among 4,400 Year 8 pupils in 34 schools across England. The conference, Alcohol Education What Works? is looking at School and College based alcohol education programmes from France, Spain, Sweden, the US, Australia and the UK of course. **There are reduced rates available for those working in Education or PSHE, please email [helena.conibear@aim-digest.com](mailto:helena.conibear@aim-digest.com) if you would like to attend.** For further

details on the conference schedule please go to <http://www.aim-digest.com/gateway/prog%20forum2012.pdf>

## Time to start thinking about September 2012

We don't want the summer to rush by too quickly but we do want to be of assistance to help you plan the alcohol education content of your PSHE Curriculum for the new academic year in September.

### Remember:

- If you haven't already received a copy of our **Teacher Workbook and DVD/CD** order yours now - it's FREE! The workbook complements the resources available on [www.alchooleducationtrust.org](http://www.alchooleducationtrust.org) where lesson plans and worksheets can be downloaded or used with Internet access.
- We offer each school an allowance of up to 250 FREE copies, or enough for one year group, of both our **booklets per year** - 'Alcohol and You' a teen guide for 14yrs+ and 'Talking to Kids about Alcohol' a parent guide.
- Diarise a date for hosting a **parent information evening** on alcohol - 'talking to kids about alcohol' or combine it with another issue (i.e. drugs/internet etc). Over 70% of Year 8 pupils from stage one of our evaluation project stated that they liked to get helpful information from their parents and PSHE lessons on alcohol - let us help you and your parents advise their children with accurate information.

To order any of our resources or request a seminar date contact [jane.hutchings@aim-digest.com](mailto:jane.hutchings@aim-digest.com)

## New area for 16yrs+ added to [www.alchooleducationtrust.org](http://www.alchooleducationtrust.org)

In response to demand for alcohol education resources suitable for 16 years plus, a new area has been added to the [www.alchooleducationtrust.org](http://www.alchooleducationtrust.org) website with materials on drink drive, staying safe, etc, suitable for teaching and using with students over 16. A section will be added to the new edition of the Teacher Workbook that will be available in September.

## Health Behaviour in School-Aged Children Study (HBSC) 2009/2010 report

The HBSC is a cross-national study that has been researching the health behaviour of 11-15 year olds across Europe and North America for 30 years. Data is collected every 4 years and the research is conducted in collaboration with WHO (World Health Organisation). The 2009/2010 survey data has just been published covering 39 countries and regions across Europe and North America, examining 60 topics and involving over 200,000 children and young people.

There are some interesting key findings that demonstrate the variance in health and inequalities between countries, for example:

- Rates of overweight and obesity for girls, range from 30% in the United States to only 5% in Switzerland
- Smoking rates, although fairly similar at age 11 (less than 1%), differ dramatically across countries by age 15.
- Girls are more likely to engage in health-promoting behaviours such as eating fruit, brushing their teeth and limiting soft drink intake, but almost 10% skip breakfast daily by age 15 and 40% are unsatisfied with their bodies – almost double the rate for boys

As regards drinking, it is interesting to compare the trends in 2009/10 against 2005/6 when the survey was last carried out, for example:

### 11 year olds - Trends in the right direction

- Very few 11 year olds have experienced being drunk - an average of 2% across the countries surveyed - a fall of 1% in four years (1% of girls in England and Scotland and 3% of boys).
- In 2005/6 12% of boys in England drank weekly but this has fallen dramatically to 5% in 2009/10 and to 1% of girls.

### 13 year olds - Rates of weekly drinking fall significantly

- 17% of 13-year-old girls and 20% of boys in England were drinking weekly in England in 2005/6; this has fallen to just 10% for boys and girls by 2009/10.
- The number of 13 year olds who have been drunk at least twice has also fallen; Wales had led this table in 2005/6 with levels of 26% and 27% for girls and boys, falling to 18% and 17% in 2010. Scotland has fallen from second in the league table to 7th, with rates declining from 21/22% to 16/14%, and England falls to 8th in the ranking from 4th place with an improvement from 19/21% (2005/6) to 15% for girls and boys in 2009/10.

### 15 year olds

- Again, across the UK, levels of weekly drinking among 15 year olds has fallen significantly from 38% of girls and 41% of boys in 2005/6 in England to 22% and 31%. In Wales it has fallen from 38/42% to 29/35% and in Scotland from 36/39% to 25/29%.
- Levels of drunkenness (at least twice) have also fallen. Wales 54/52% falling to 50 and 47%, England 50/44% falling to 43 and 38% and Scotland 48/43% falling to 46 and 40%.

To read further information on this report follow the link to <http://www.alcoholeducationtrust.org/> and click on **Facts and Figures** to read a full summary of the report and to also access the whole HBSC study.

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## talkaboutalcohol.com - six times level of traffic to website in 18 months

The [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com) website, with its interactive human body, facts and figures, games, quizzes and separate areas for pupils and parents, has increased its monthly visitors from 1,000 a month 18 months ago to 6,000 in January 2012. 56,445 unique visitors have spent time on the site in that period, with 9,665 using the site on a regular basis.

With 3,500 secondary schools and colleges in the UK and a very specific target audience (PSHE lessons via school), the Alcohol Education Trust are very pleased with the growth of traffic and of the regular use of the site. AET has created [www.alcoholeducationtrust.org](http://www.alcoholeducationtrust.org) as a resource specific site just for teachers with resources catalogued by subject such as 'assessing knowledge, alcohol and its effects social and physical, alcohol and the law and staying safe'. In addition to lesson plans and worksheets links are provided to engaging icebreaker film clips and other approved peer reviewed resources.

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For further information and/or to request resources please contact  
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[www.alcholeducationtrust.org](http://www.alcholeducationtrust.org)

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



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