



The Alcohol Education Trust
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Dear

As we sign off our annual report and accounts for the year ending September 2013, we felt it was important to tell you what the Alcohol Education Trust has achieved in its first three years of operation.

It is a daunting task to set up a charity from scratch, but with a dedicated team, generous donors, much good will, expertise and time given by over 100 teachers, governors, parents, PSHE specialists, school nurses, community police officers and specialists working in the field, we have achieved more than we could have imagined in September 2010 when we were officially established as a charity.

Having a very clear objective - that is to provide evidence based alcohol education to 11-18 year olds, to train and inform teachers and to reach out to parents via schools has helped us remain focused.

There are 3.78 million pupils in state funded (over 3,200 schools alone) and private secondary schools in England alone according to the ONS (January 2013) and as we cover Wales, Scotland and Northern Ireland too, this means achieving our objectives is no mean feat. We could not have developed so efficiently without the commitment of our Trustees who are all career teachers or specialists in PSHE.

So to what degree have we met our goals?

As at September 2013 over 1,550 100 page teacher workbooks (version 1 and 2) have been distributed to 950 schools and organisations across the UK - 710 in the last academic year alone. In addition to schools, we have supported organisations which include youth groups, children's homes, foster parent groups, prison services, local authorities, PSHE specialists, NHS Departments, doctors surgeries and school nurses. Our third edition (1,000 copies) will be ready in mid-February.

The www.alcholeducationtrust.org website enjoys over 7,000 visits a month, and is growing rapidly. There were 100 downloads of our teacher workbook in September alone, as some teachers prefer a digital to a paper approach and all lesson plans and resources as well as film clips are available free of charge online.

We have delivered teacher training in Cornwall, Dorset, Wiltshire, across Hampshire, Bath and North East Somerset, Bedfordshire, Shropshire, Staffordshire, South Gloucestershire,

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Registered Charity Number 1138775

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

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

www.alcholeducationtrust.org

www.talkaboutalcohol.com

Gateshead, Hartlepool and Essex ensuring that teachers are familiar with and confident in delivering our programme and resources.

We have delivered 'talking to kids about alcohol' sessions for parents in schools in areas as diverse as Dorset, Gloucestershire, Essex, Bedfordshire, Sutton, Upminster, South Gloucestershire, Hartlepool and Cornwall. 67,000 Talking to Kids about Alcohol leaflets have been sent home to parents by schools during the last year alone, encouraging them to be good role models, to know where their kids are and who they are with and to set boundaries. In addition we distribute an e-newsletter for parents each half term with tips and hints. We now have a dedicated parent coordinator based in the North East of England to extend the outreach of this work in the most needed areas.

We maintain a free email and phone service for teachers to contact us with any worries or concerns about alcohol education. This is complemented with a half termly e-newsletter sent out to over 2,000 teachers and specialists each half term.

During the last academic year 74,500 Alcohol and You information leaflets have been used and distributed by schools to older teenagers. Although the key intervention time for alcohol education is in Years 8 and 9, what we call the 'tipping point', continuing education in Years 10 and 11 is key, with more of an emphasis on staying safe and the law for example.

However, delivering a programme is not enough! We had to prove it worked. Hence we have invested in evaluating the effectiveness of our resources among 4,000 pupils in 30 schools over 2 years. You can read the findings via: www.alcoholeducationtrust.org/Pages/peer.html. We are thrilled to find that delivering 4 lessons in Year 8 and two in Year 9 significantly delays the age of onset of drinking, significantly improves pupil knowledge and perhaps most importantly of all, the sessions are enjoyed by pupils and teachers. Importantly, as 24% of pupils in secondary schools are minority ethnic the evaluation showed the programme was as effective for these pupils as for white British pupils.

Future goals

- We would like to have a regional network of Alcohol Education Trust staff able to work with schools across the UK.
- We would like to work with teacher training colleges to equip new teachers in PSHE and alcohol education.
- We would like to re-launch the www.talkaboutalcohol.com website, last updated in 2009.
- We would like to adapt our resources for Wales, Scotland and Northern Ireland with local norms and statistics.
- We would like our programme to be the gold standard used in every secondary school across the UK and to maintain it as a free resource.
- We would like to continue to follow our cohort of 4,000 pupils for another year or even two to see if our programme is effective as more pupils encounter binge drinking and drunkenness.

The Alcohol Education Trust is completely delivery driven, with very low overheads and outgoings. We will need to raise substantial funds however to increase our outreach and achieve our future objectives.

We now feel equipped to make this leap forward and hope you will support us by spreading the word about our work and supporting us in whatever way you are able.

Kind regards

Helena

Helena Conibear

Director

The Alcohol Education Trust

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