

The Alcohol Education Trust celebrated its fifth birthday earlier in the month at our AGM. We were established as a charity with just £15,000 income and one part time administrator in 2010, and gosh what we've achieved since then! We now have 8 part time staff covering all aspects of our work – from Kathryn Arnott Gent looking after schools and parents in the North West and Sandra Saint in the North East – to Helen Dougan in the South East who joined us in September and also manages our schools taking part in a new trailing of our work in St Helens, Burnley, East Tyneside and The Isle of Wight.



Trustees and AET staff at the AGM on the 17th November

Our websites now enjoy 160,000 visits a year (www.alcoholeducationtrust.org and www.talkaboutalcohol.com) with over 1,500 downloads of our Teacher Workbook since it was made available online last year! Over 3,000 of our printed Teacher Workbooks have supported 2,400 schools and organisations cumulatively (such as youth clubs, charities and sports clubs). All this on an income of £140,000 now per annum – so at a cost of less than 30p a child, assuming a conservative estimate of 500,000 children using our Talk About Programme each year.

We are extremely proud to have been able to keep our offer free of charge and this is only possible through grants and donations. We have welcomed some important new funders in the 2014/15 year (ending September) including Garfield Weston, The St James Place Foundation, two city livery company charitable trusts, The Childhood Trust and The Funding network.

Thank you to our wonderful Trustees

At the meeting we formally said thank you and goodbye to two Trustees. Mark Richardson has served as Trustee since the AET was formed in 2010. As a teacher at one of the largest secondary schools in the country (The Thomas Hardy school), he has been instrumental in our understanding of supporting teachers with squeezed timetables, non-specialist teachers teaching PSHE and how to get through to hard to reach busy departments!

On stepping down, Dr John Lloyd said how much he has enjoyed working with the trustees over the last 3 years and supporting Helena and the AET for the last five. 'It is truly amazing how the organisation has grown and the impact that it is having in schools nationally, and ultimately on young peoples' health and well-being', he added. John brought us a wealth of expertise from his time at The Department for Education and with the PSHE Association. He was instrumental in finding us the right evaluator (The National Foundation for Education Research) and ensuring our research findings were disseminated and taken up as best practice.

If you would like to be considered as a Trustee for the AET we have one vacancy and are particularly looking for support on governance, government and public policy. Please email helena@alcoholeducationtrust.org

Exclusively pupil-orientated website on alcohol for the classroom

Two important new streams of work have been funded – including the total rebuild of www.talkaboutalcohol.com website to make it purely for teenagers. This exciting project is already underway with phase one, created by Wellbeing People, being nearly complete. We hope to be ready for roll out in Spring 2016.

We are also developing some important partnerships for this website with Bournemouth University (who combine both computing and digital skills with a psychology department with an interest in social norms) and The University of Bangor who have trialled the effect of gaming on behaviour change, for example.

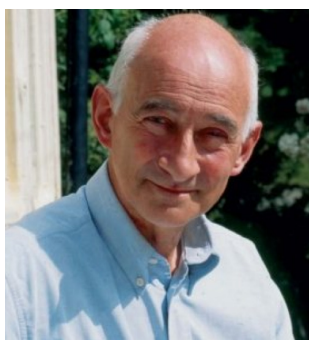
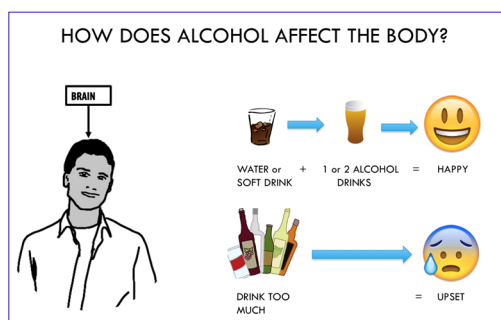


Picture and story led resources



We have also been working in partnership with SEN charity Image in Action to produce a suite of resources for children with Special Educational Needs and Disabilities based around stories, picture and emoji icons, with a particular focus on consent. This has been a much bigger project than envisaged. But they are now with the graphic designers for layout!

We are extremely grateful to the illustrator Liz Bennett for her wonderful illustrations which she has drawn as a volunteer for the Trust. These resources will be available in a password protected area of the website once their trialling and piloting is complete. They will be available for schools in Greater London initially and we are actively seeking funding to finance their roll out for the rest of the UK.



Call my Lot with Paul Atterbury of The Antiques Road Show

We held our first big community fund raising event on the 1st October at Dukes Auction House in Dorchester as part of The Dorchester Literary Festival. This year we were the festival's chosen charity. The event was a complete sell out and over 150 guests enjoyed hearing Paul and two other auctioneers talk about a painting, a quilt and a religious icon – but only one was telling the truth each time! The fun evening raised over £4,000 for the Alcohol Education Trust and we are deeply grateful both to The Literary Festival, to Dukes and to the generous sponsors of the evening!

Please do consider making us one of your charities of the year, or raising money on our behalf by holding a cake or book sale, running a marathon, a coffee morning or whatever - this will help us continue to keep our resources free for schools, youth clubs, other charities and sports clubs. Please send julie@alcoholeducationtrust.org an email if you'd like to volunteer, have an idea or would like to be involved in helping keep young people safe around alcohol.

Parent Engagement project in Halton

The AET have trialled a new approach with a group called Social Sense who run a programme called RU Different? in schools to make young people aware that most young people don't smoke, get drunk or try drugs - we engaged with 9 schools across Halton to involve parents in a fun questionnaire about how many children in their school they thought were drinking and who supplied them with alcohol!

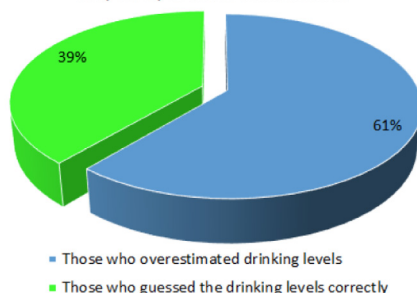
We did this as the research shows that children in year 9 form their drinking habits largely based on the behaviours of parents and carers and the house rules we set them – and whether we stick to them too! Often the problem for parents/guardians is the lack of knowledge of where to set boundaries, or how to begin conversations about alcohol with their children. We often base our expectations on 'what we were doing at that age', when in fact, underage drinking has halved over the past 20 years. Some of us are too laid back and others too strict - which can lead to unsupervised risky drinking – what we need is 'tough love'!

Piloted in 9 schools across Halton, we combined the latest technology with traditional emails and newsletters, to tempt parents to test their perceptions through five questions!

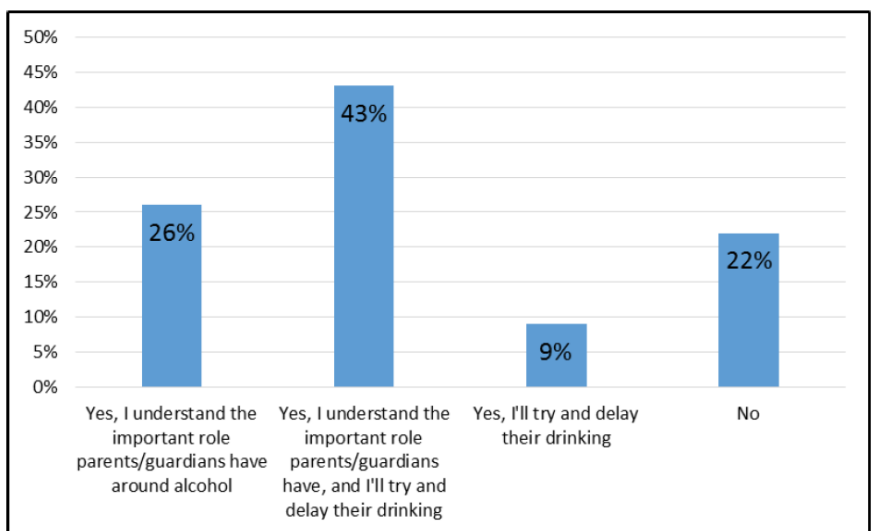
Most encouraging of all is that 78% of parents/guardians said they will now change the way they talk to their children about alcohol!

www.alcoholeducationtrust.org/wp-content/uploads/2015/11/Parent-Engagement-Project-Halton-Final-Report-v3.0-July-2015.pdf

Parents' perception of how many year 9s said that they rarely or never drink alcohol?



3.6 PARENT QUIZ QUESTIONS - QUESTION 6 - AFTER ANSWERING THE QUESTIONS WILL IT CHANGE HOW YOU TALK ABOUT ALCOHOL TO YOUR KIDS? WHAT THE PARENTS SAID



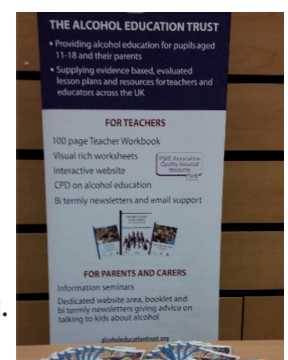
Getting to know you...

The start of the academic year brings with it many new challenges. For many teens it means the start of a new chapter in their lives and with that comes greater independence.

We have been providing information and support at several Fresher's Fairs in relation to keeping safe around alcohol.

The event at Redcar & Cleveland College was a superb example of encouraging new students to socialise and be confident with their new peer group whilst also providing them with lots of important support systems for their health & wellbeing.

Within given time-slots, new students could have fun in the photo booth or on the karaoke; test their reactions and accuracy at the fitness activities; enjoy some popcorn or candyfloss; just sit and chill...interspersed with more serious personal health and 'real life' support stalls where they could have a chat and ask questions or simply take some information to read later.



Can alcohol education fix Europe's underage drinking problems?

An excellent paper by three authors Arrash Arya Yassaee, Jordan Abdi & Thomas Livermore, who form part of The London Forum of Science and Policy, (a student-led think tank founded at Imperial College, London in 2013), looks in depth at the role of alcohol education in solving Europe's underage drinking problems.

The paper is an adaptation of the UK focused publication 'Intoxicated Youth: Can Education Fix Britain's Youth Drinking Problem' by Joseph Barker, Katherine Bettany, Joseph Gafton, Thomas Livermore & Nida Mohmud.

The authors explore the issue that the problem of underage drinking varies across the continent; and find *'alcohol consumption and drinking patterns are determined by the social norms, individual legislative arrangements and diverse cultural contexts specific to each country. No one intervention will be suitable for all of Europe, and instead a tailored approach that accounts for an individual region or nation's demographics and drinking patterns is required. What is common to all European nations is the importance of school and family environments in influencing the behaviour and values of children and young people.*

Schools and those who educate children and young people are well placed to facilitate informative yet sensitive alcohol education sessions that can be tailored to the needs of individual pupils and wider communities.'

www.alcoholeducationtrust.org/wp-content/uploads/2015/11/Yassaee-abdi-report.pdf

Key elements considered essential for a successful alcohol education programme:

- Strong social norms component.
- Skills-based approach that incorporates personal, social and critical thinking skills.
- Delivery that places more emphasis on interactive teaching rather than instructive and passive approaches.
- Age-appropriate goals, with programmes targeting older children more focussed towards a harm-minimisation approach as opposed to a purely abstinence approach.
- Heavy involvement of educational experts and local teaching professionals in programme design.
- Particular consideration of the demographics, social norms, and educational structures of the region and country in question.
- Sufficiently adaptable to allow teachers to adopt them for the individual classroom setting they are delivering the session in.
- Dedicated independent evaluation by a standardised set of criteria.
- Adequate teacher training to ensure that facilitators are able to discuss issues openly and without judgement.

Key Issues remaining for alcohol education in schools:

1. Alcohol education provision is uncoordinated and a wide range of different strategies are used, many of which are unproven or unevaluated.
2. Lack of curriculum time devoted to alcohol education
3. Lack of funding needed to secure resources for the purpose of alcohol education
4. Lack of authoritative, up-to-date resources
5. Success is strongly teacher-dependent, with programmes typically delivered by under-supported generalists. It remains unclear who, from peers to external speakers, is best-placed to deliver programmes
6. School alcohol and drugs policies remain focussed on handling incidents rather than guiding education
7. Primary school teachers in particular, are uncertain about their role and appropriate approaches

Alcohol Awareness Week and Manchester Healthy schools



Resources flew out in time for Alcohol Awareness Week last week. Kathryn partnered with Manchester Healthy Schools to hold three parent sessions across the city. This term we've held Talking To Kids About Alcohol talks for parents in areas as diverse as Surrey, London, Nantwich, Halton, Manchester and Nottingham. Engaging parents is an essential part of effective alcohol education and we ensure parents have an informative and non preachy hour of support on how to keep their children safe around alcohol as they grow up.

We highly recommend you send parents links to our parent website via www.alcoholeducationtrust.org/parent-area/ where they can sign up to our newsletter, ask for advice or download our guidance leaflet. If you would like to organise a session for next year, email kate@alcoholeducationtrust.org

Health Behaviour in School-aged Children (HBSC) reports published for England and Scotland

The Health Behaviour in School-aged Children (HBSC) report for England was published in September. Public Health Minister, Jane Ellison, welcomed the findings, commenting that the survey results identify many health trends for young people are going in the right direction including decreasing levels of participation in risky behaviours such as regular alcohol consumption, and drunkenness.

Overall, 5% of young people reported that they drink alcohol on a weekly basis (6% of boys and 4% of girls). The proportion of those who consume alcohol regularly (weekly) increased with age with boys having slightly higher proportions at all ages (Figure 4.4).

The prevalence of weekly alcohol consumption decreased across all ages from 2002 to 2014, with reported rates in 2014 being less than a quarter of those in 2002 among 15 year olds.

Across all age groups, 11% of young people (11% of boys and 12% of girls) reported that they had ever been drunk two or more times. The prevalence of drinking to excess increased with age; very few 11 year olds reported having ever been drunk, but almost a third of all 15 year olds said that they had been drunk twice or more (Figure 4.6). Among the 10% of 15 year olds who report drinking regularly (weekly), 83% of boys and 57% of girls reported being drunk more than 10 times during last 30 days.

The proportion of 15 year olds that reported having been drunk two or more times has decreased substantially from 2002 to 2014 (Figure 4.7). Still shocking: Around 34% of boys and 28% of girls were 13 years old or younger when they were first drunk.

Figure 4.4: Young people who drink alcohol weekly

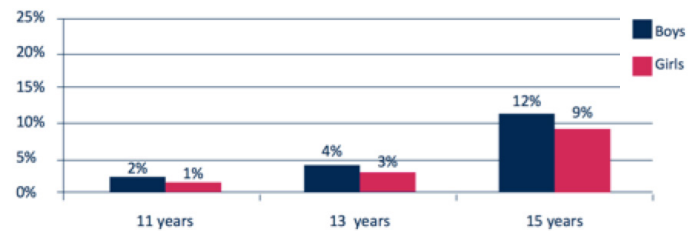


Figure 4.6: Young people who have been drunk two or more times (consumed alcohol to excess)

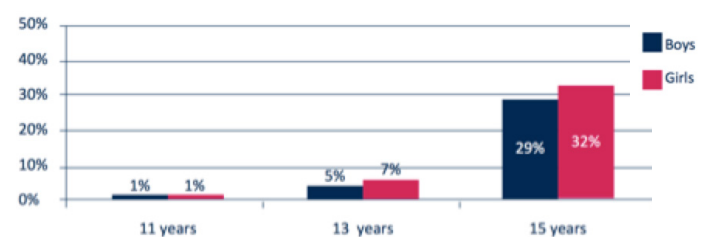
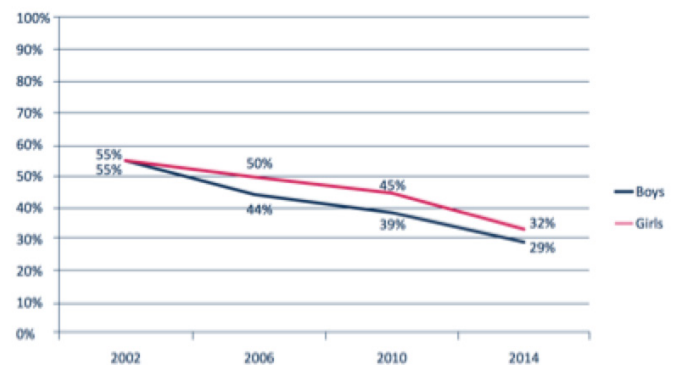


Figure 4.7: 15 year old young people who have been drunk two or more times by gender 2002-2014



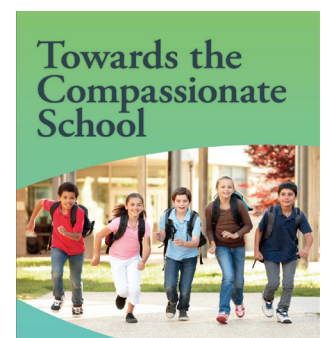
www.alcoholeducationtrust.org/wp-content/uploads/2015/11/HBSC2015.pdf

Towards the Compassionate School

The golden rule – treat everyone as you would be treated yourself – is the basis for a compassionate society. This book shows how to create compassionate schools that embody love in action and can thus help children deal with the difficult issues they face today. It argues for schools worldwide to adopt a compassionate curriculum.

Gilroy Brown, Dr John Lloyd (AET former Trustee), Tamara Russell, Tiago, Tatton-Ramos, Mick Walters, David Woods and Maurice Coles give an overview of what would have to change to instil compassion in schools, and what has been found to work.

The book can be ordered at ioepress.co.uk priced £24.99, ISBN 9781858565262.



Smoking, drinking and drug use amongst young people in England - Survey Consultation Findings

In June 2015 a consultation was held on the HBSC Smoking, drinking and drug use amongst young people in England report. The outcomes report for the consultation is now available at www.hscic.gov.uk/media/18992/SDD-Consultation-Outcomes-Report/pdf/SDDConsultationOutcomesReport.pdf

Forward Thinking at JGPS

Jesmond Road Primary School in Hartlepool is one which, in its own words, likes to do things differently. They pride themselves on thinking creatively in relation to all areas of education and they see 'Personal Development, Behaviour & Welfare' as being a fundamental aspect in the future achievements and attainments of their pupils.



Therefore, we at the Alcohol Education Trust were really pleased when this innovative school wanted to host a parent/carer seminar. Although our alcohol education resources and support are aimed at secondary age students, we realise that our Talking To Kids About Alcohol session for parents/carers is a preventative one and therefore the information and advice which is provided is relevant at all ages.

As pupil wellbeing is one of upmost importance at Jesmond Gardens (Behaviour & Safety being an Outstanding area in their most recent Ofsted inspection) it was decided that as part of their support for parents/carers whose children are about to move on to secondary school, that the most effective way to encourage attendance at a Talking To Kids About Alcohol seminar would be to link it with another existing event. Knowing that parent/carer engagement at the Year 6 leaver's assembly would be extremely high led to the 'creative' decision to schedule our session before this major event at the end of their school year; thus facilitating engagement – attendance would secure a front row seat! This indeed proved to be an effective thing to do; a high engagement rate resulted in some excellent questions, discursive learning and a positively received seminar. They have already booked their session for 2016 and we look forward to our return visit.

Keep Learning

One of the courses offered by Adult Education at Hartlepool LA is the parenting programme 'Safe and Sound'. This course is attended by parents and foster carers and is made up of a range of sessions providing important safety information. Alongside internet safety, fire safety, etc. the Alcohol Education Trust is providing input to reduce the harm caused by alcohol.

Positive role-modelling and talking openly and honestly about the effects of alcohol are hugely important in affecting the future relationship that youngsters have with alcohol in their teenage years and beyond.

During the sessions we discussed and debated, watched 'Just a Few Drinks', explored units and measures, explored some resources, talked about the law and alcohol, shared experiences and anecdotes and best of all is that it was done in a positive, engaging and fun way.

At the end of each session of their 5 week course, the learners complete their workbook.

Do you know the answer to this one?

'What percentage of 15 year olds regularly drink alcohol?'

Not sure? Visit our website to find out more www.alcoholeducationtrust.org



ADEPIS second gathering – Building a community of evidence-based practice around prevention
on Thursday 3rd December, 3pm – 5pm , at CAN Mezzanine, Old Street.
You are invited to attend: Making it work: Systems thinking about prevention

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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