

We can't quite believe how quickly the first weeks of term have gone – nearly half term already! We've delayed sending you our first newsletter of the year, as we've been awaiting the results of a prestigious health award. We know we've been shortlisted in the top 20 out of 400 entrants, but we're still waiting to hear, so keep your fingers crossed for us!

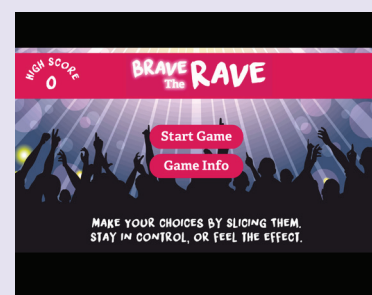
We've had an incredibly busy start to the year, with parent and teacher training sessions held all over the country, from Somerset to Gloucestershire, The Isle of Wight and Nantwich to Lanchester. We're ensuring our new SEND resources are available to all schools across Greater London and we're beginning Phase 2 of the build for our all new [talkaboutalcohol.com](http://talkaboutalcohol.com) website. It will look quite different to how it is currently!



HARM REDUCTION EQUATIONS



Our Director is also completing PSHE CPD training to ensure she is fully aware of all the complexities facing PSHE Leads in schools and is finding it quite hard going back to school!



## Talk About Alcohol trial in three regions where alcohol related harms for young people are highest

*"The AET's Talk About Alcohol Programme equips schools with the resources and training that staff need to be able to offer a comprehensive alcohol education curriculum to their pupils. In addition, this supports a Public Health priority to see a reduction in the number of young people drinking alcohol and ensures they have the skills and guidance to make informed choices,"* Christina Hardy, Public Health Practitioner, Tyneside.

September 2015 saw the start of a new project working specifically with schools in 3 areas across the country, The Isle of Wight, Burnley and East Tyneside. These areas were selected to take part in the AET Talk About Alcohol intervention because their alcohol specific hospital admissions rates for under 18yrs were among the highest in England.

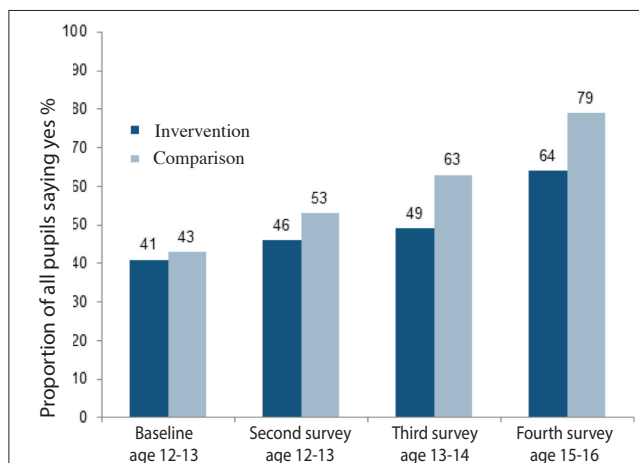
Helen Dougan, Project Manager, has recruited 4 secondary schools from The Isle of Wight, together with 5 schools from East Tyneside and 2 from Burnley. In the Isle of Wight, we have been working in conjunction with the local Public Health Team who identified the issue of alcohol and young people as a priority in their "Health and Wellbeing Plan", with a key outcome for young people in 2015/16 of: "A sustained reduction in both the numbers of 11-15yrs drinking alcohol and the amounts consumed".

The focus for the project is to utilise the independently evaluated Talk About Alcohol programme with Yr8 pupils. The National Federation for Educational Research (NFER) followed the work of the programme between 2011-15 and was able to demonstrate that in schools using the Talk About Alcohol programme, after 4 lessons in Year 8 and 2 lessons in Year 9, 64% of pupils had consumed a whole drink versus 79% in schools without the intervention.

*Have you ever had a whole alcoholic drink?*

Delaying the onset of drinking by delivering the intervention in Year 8, before unsupervised consumption begins, improves the chances of academic success, lifelong aspiration and reduces other risk taking. The Talk About Alcohol programme is also the only whole school programme to have been independently evaluated in England with positive results to date.

The first stage, currently underway, involves all Year 8s completing a pupil survey that provides a unique dataset of findings about the behaviour, attitudes and aspirations of pupils before they receive any information. Concurrently, Helen is supporting the schools with free training for PSHE leads and non-specialist teachers, with guidance on the easy to use lesson plans in the Teacher Workbook. Staff will then deliver 4 lessons to the pupils focussing specifically on Assessing Knowledge, the Social and Physical Effects of Alcohol, Units and Guidelines and the use of the Just A Few Drinks video clips.



In one school, Ryde Academy, Helen trained over 50 members of staff during an INSET day in January. Helen commented on the project to date, "All staff have been very keen to engage with the issues and demonstrate a good understanding of their pupils' needs. While PSHE provision is different in each school, all recognise the contribution this makes towards safeguarding. Ofsted states that "safeguarding cannot be good or outstanding unless PSHE is integral to the whole school ethos".



Our aim is to develop resilience, self-confidence and informed, healthy decision making in an inclusive 'bottom up' engaging way among children before they begin drinking. This significantly delays the age of onset for drinking and improves children's knowledge and engagement with PSHE.

Feedback so far reveals that teaching and support staff are very enthusiastic about addressing this topic and have been delighted to be given the opportunity to work with some excellent resources. In particular, the downloadable Teacher Workbook makes planning, preparation and sharing the resources quick and easy. In

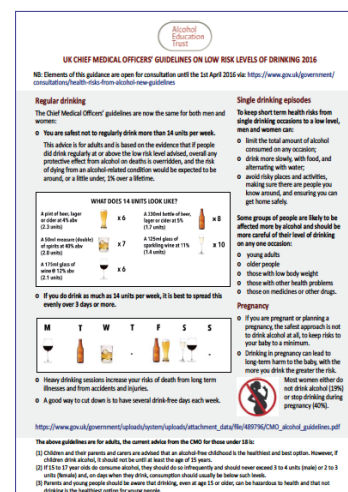
addition, staff feel that the short films and games will be really helpful to facilitate class discussion and ensure pupil engagement and enjoyment."

Helen is looking forward to continuing to work with the schools on the Isle of Wight, Burnley and East Tyneside over this coming year, and hopes that the impact of the project with Year 8 pupils will encourage the use of AET resources across the whole school. A follow up survey at the end of Year 8, assessed by The University College London (UCL) Institute of Education, will gather indices of behaviour change and attitudes and we hope to continue the evaluation into year 9.

## New low risk drinking guidelines issued by The Chief Medical Officer

As we're sure you will have heard, in early January The Chief Medical Officer, Dame Sally Davies, issued revised guidelines around how much alcohol we can safely drink. Since 1995, we have had daily guidelines of 2-3 units for women and 3-4 units for men. The reason the guidelines have changed, is that they are now based on our lifetime risk of contracting an alcohol related illness due to our drinking. So, if we drink 14 units a week or less, our risk as men or women is 1% or less. We have drawn up a new sheet on the recommendations, which you can access [here](#).

We would ask you to circulate the information to all staff engaged in teaching PSHE or alcohol education, as the new guidelines superseded the old ones with immediate effect. We have updated guidance on our websites, but not yet in our printed materials.



## Have a go at our five questions about young people and alcohol!

How often do you reckon teenagers get drunk? - and what is the average age of a whole drink?

Have a go at the five simple questions via the parent area of our website ([alcoholeducationtrust.org/parent-area/](http://alcoholeducationtrust.org/parent-area/)) and see if you're right! Or you can link directly [here](#).

We've also got some great voting handsets now so that we can ask parents to have a go at the questions during our talks! It's taken us a while to get used to the technology, but they're great fun and very clever!

Contact [kate@alcoholeducationtrust.org](mailto:kate@alcoholeducationtrust.org) if you'd like to book a session with either Sandra (in the North East), Kathryn (in the North West) or Helen (in the South East).

## Parent Info website

Do take a minute to visit the website Parent Info, which is a collaboration between Parent Zone and The Child Exploitation and Online Protection Centre (CEOP) - part of the National Crime Agency.

CEOP reaches over three million children and young people a year through its ThinkUknow education programme and regularly conveys its vital online safety messages to over 100,000 practitioners (such as social workers, teachers and police officers) registered to their network. Practitioners then cascade these messages directly to children and young people.

Parent Info provides high quality information to parents and carers about their children's wellbeing and resilience. Schools can host the content on their own website and use it in any other ways that they want (in letters to parents etc.)



This service is free and ranges across a wide range of subjects, from difficult topics about sex, relationships and the internet or body image and peer pressure to broader parenting topics like 'how much sleep do teenagers need?'


There's lots of advice including how to keep kids safe on line, sex and relationships and how to stay safe around alcohol, based on our work – do take a moment to [have a look](#). The main website address is: [www.parentinfo.org](http://www.parentinfo.org).

## New charity champion!

We are thrilled to welcome Ansvar as a new supporter of our work. Ansvar means 'responsibility' in Swedish. Dating back to 1932, the company is a specialist in commercial policies for the not-for-profit sector – charities, churches and voluntary groups who make a positive contribution to society.

Commenting on their support of the AET, Ansvar stated "We have developed to become one of the UK's leading charity insurers, donating a share of our profits to charities involved in alcohol and drug education and rehabilitation, particularly for young people".



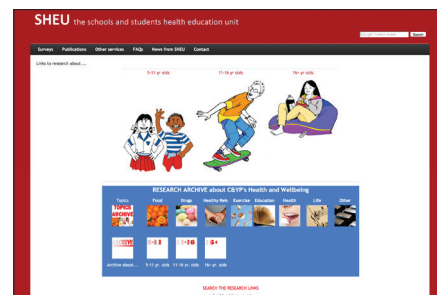

Test your knowledge on young people's drinking in the UK
Question 1 of 5
How many 11-15 year-olds say they haven't tried alcohol? (i.e. consumed a whole alcoholic drink)
<input type="radio"/> A) 71%
<input type="radio"/> B) 62%
<input type="radio"/> C) 43%
<input type="radio"/> D) 34%
<a href="#">Next ▶</a>



## SHEU continue to offer interesting research for schools on young people

The Schools Health Education Unit (SHEU) offer free findings for schools on the behaviour and attitudes around wellbeing of pupils. Follow the link below to health and wellbeing research on the internet about children and young people. Topics include Food, Drugs, RSE, Exercise, Health, Education, and are categorised by age groups : 5-11, 11-16 and 16+ .

[sheu.org.uk/links\\_to\\_research/reslink/0116=4811](http://sheu.org.uk/links_to_research/reslink/0116=4811)



## Consultation on the What About Youth? (WAY) survey from (HSCIC) – have your say!

The Health and Social Care Information Centre (HSCIC) was commissioned by the Department of Health to run the What About Youth (WAY) survey in direct response to the Children and Young People's Health Outcomes Forum. This Forum identified gaps in the Public Health Outcomes Framework (PHOF) and other key health behaviour measures relating to young people.

WAY 2014 is the first survey to be conducted of its kind and it is hoped that it will be repeated in order to form a time series of comparable data on a range of indicators for 15 year-olds across England. Data have been collected on general health, diet, use of free time, physical activity, smoking, drinking, emotional wellbeing, drugs and bullying.

WAY 2014 was a postal survey and took place between 22nd September 2014 and 9th January 2014. Participants also had the option to complete the survey online.

### *Health and Wellbeing of 15-year-olds in England - What About YOUTH (WAY) survey: Consultation Exercise*

The HSCIC launched a consultation exercise on the WAY survey on 18th January 2016. It will run for 6 weeks and close on 28th February 2016. The HSCIC is undertaking this consultation to find out more about how useful the survey findings are, how the survey data are being used and your views on the content. They would also like your feedback on the outputs from the survey (e.g. the report, the tables and the dataset) and any ideas you may have to improve these.

Your views will help determine whether the survey is repeated in the future and, if so, the content of the survey and how the findings are reported. The questionnaire and full details of the consultation are available on the Health and Social Care Information Centre website.

[www.hscic.gov.uk/article/6914/What-About-YOUTH](http://www.hscic.gov.uk/article/6914/What-About-YOUTH)

AET resources comprise of [www.alcoholeducationtrust.org](http://www.alcoholeducationtrust.org) and [www.talkaboutalcohol.com](http://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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