

The Alcohol Education Trust

www.alchoeducationtrust.org and www.talkaboutalcohol.com

Talk about alcohol early intervention programme for schools KS3 and KS4 with additional materials for children with moderate learning disabilities

Project name: Talk about alcohol

Project leader: The Alcohol Education Trust was established as a registered charity in September 2010, with career teachers as trustees. This followed a successful pilot in 30 schools from 2006 of lesson plans and the bespoke website www.talkaboutalcohol.com

Creative and peer review Partners:

- The European Association of Teachers (AEDE)
- The Confederation of Family Organisations in the European Union (COFACE)
- Edcoms Education specialists and consultancy
- Generation Europe Foundation (representing under 18's)
- The programme is PSHE Association quality assured
- The talk about alcohol programme is awarded 3 out of 3 for effectiveness by Mentor Adepis CAYT and 5/6 for the quality of the evaluation
- Talk about alcohol is recognised by The European Platform for Investment in children (EPIC) as promising practice
- Talk about alcohol is listed by The Early Intervention Foundation as one of its 50 recommended early interventions.

Target audience: 11-18 year olds, parents and teachers

Period covered: EU pilot development in 2006 – updated and new materials rolled out as of June 2010. Edited and updated 2011,2012,2014,2015 and 2016

Funding: Through grants, Trusts individual and community funding, including The Cabinet Office and Garfield Weston. Key programme can be commissioned and should be free to schools. Email

kate@alchoeducationtrust.org

Material/support:

- 100 page teacher workbook of lessons and activities with teacher guidance for different ages, abilities and experience
- Online learning zone www.talkaboutalcohol.com
- www.alchoeducationtrust.org includes dedicated teacher and parent areas and a wide variety of resources, lesson plans, worksheets and film clips.
- 'Talking to Kids about Alcohol' guide for parents of older teenagers
- 'Alcohol and You' guide for teenagers
- Bi termly newsletters for both parents and professionals

- Direct presentations and CPD in schools to parents and teachers.
- Set of resources designed for pupils with SEND. This comprises a workbook linking online to lesson plans and resources.

Evaluation:

A longitudinal matched evaluation took place September 2011 – July 2013, funded by CEPS, to test the impact of the programme on the key objectives. The National Foundation for Educational Research (NFER) with Professor David Kerr Professor Citizenship at Bristol University and Dr John Lloyd President of the Institute of Health Promotion and Education as advisors led the evaluation involving 4,000 pupils in 15 intervention schools and 15 control schools across the UK between 2011 - 13.

(4,200 year 8 pupils). A minimum of four lessons were delivered and one hour use of the www.talkaboutalcohol.com website in 2011/12, with two follow up lessons the following year to the intervention schools. The findings show statistical improvement in knowledge in the intervention schools versus the control schools and a significant rise in engagement with PSHE lessons as a source of useful information.

Most importantly the independent evaluation shows a statistically significant difference in the intervention schools, regarding less uptake of first whole drink during follow up than control schools (8% increase in first whole alcohol drink versus 20% take up in control schools).

Significantly, the intervention was as successful in delaying age of first drink for minority ethnic students (representing 1 in 5 students across the UK) as well as for white British.

Finally the intervention schools showed less binge drinking and drunkenness. These figures were not statistically significant due to low numbers exhibiting these behaviours at age 13/14.

<https://www.nfer.ac.uk/publications/AETE01/AETE01.pdf>

Due to the very promising findings of this large and significant evaluation a further follow up of a proportion of the pupils was carried out by NFER in 2015 and found an increasingly significant delay in the uptake of drinking in the intervention schools which strengthened over time, hence once aged 15/16 the prevention effects of the programme were even stronger.

<http://www.alcoholeducationtrust.org/wp-content/uploads/2015/09/TAA-nfer-full-report.pdf>

Objectives:

- ✓ Promote informed dialogue about alcohol between teenagers and their parents and teachers.
- ✓ Increase young people's knowledge, awareness and understanding of alcohol, its effects and the risks associated with its consumption.

Long-term goals:

- ✓ Raise the age of onset of drinking
- ✓ Increase understanding of daily guidelines and responsible drinking
- ✓ Reduce incidence and social acceptability of 'binge drinking' and alcohol related harm

Intervention aims and objectives

The www.talkaboutalcohol.com online learning zone ties in with a range of resources and interventions aimed at ensuring PSHE teachers of 11 – 18 year olds have clear up to date interactive resources, based on the best practice evidence drawn from the experience of The Australia SHARHP and EUDAP unplugged programmes, which showed some success in reducing the amount of alcohol drunk and age of onset of regular drinking. The evidence base also suggests that parents need to be engaged, if alcohol education is to be effective. Hence parents are encouraged to be good role models regarding alcohol, to set boundaries and engage their children in a knowledgeable way via teachers sending home a letter and leaflet when alcohol is covered in school, with an option to hold a parent presentation.

The Alcohol Education Trust has a very specific remit – the provision of alcohol education in different ways, to pupils age 11 - 18, their parents and to provide engaging evidence based resources and lesson plans for teachers. There are five eminent teacher trustees and an extensive review network of over 40 PSHE specialists, head teachers, medics, nurses, healthy school coordinators, governors and parents.

The Trust is bridging a gap identified by a recent OFSTED report on PSHE alcohol education provision where alcohol education provision was deemed to be inadequate in 50% of UK secondary schools assessed by OFSTED in July 2010, improving to 40% in 2013.

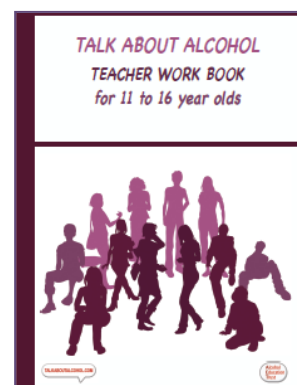
The aim of the Alcohol Education Trust is to:

- improve young people's understanding of alcohol, and its effect on the immature body
- increase knowledge and awareness of the risks associated with alcohol consumption by those who are under age
- raise awareness of the laws restricting the consumption of alcohol, and why these exist
- In the long-term it aims to raise the age of onset, increase understanding of daily guidelines and reduce incidences of 'binge' or harmful drinking.

Intervention methodology

The materials available comprise:

- Online learning zone www.talkaboutalcohol.com. The site supports teaching in the classroom. Aimed at 12 – 15 year olds, the site has quizzes, challenges, games around units and how much is too much, for example, that can be used in school or at home.
- There is a standalone website for teachers www.alcholeducationtrust.org which details resources by year group and by subject, such as alcohol and its effects (social and physical) and staying safe. The site has short film clips as 'conversation starters, facts and figures, worksheets and games.



- There is a detailed teacher work book of lesson plans, quizzes, pictorial rich sheets for less able students all indexed by subject
- There is also a brochure to send home to parents “**Talking to Kids about Alcohol**” and a booklet called “**Alcohol and You**” for 15yrs+ teenagers.
- The Alcohol Education Trust are also able offer a seminar for parents as part of a ‘meet the tutor’ evening or a parents evening. This involves a short PowerPoint, followed by a fun quiz and Q and A.
- A set of resources designed for pupils with SEND has recently been developed. This includes a workbook which links online to lesson plans and resources.
- For information and details for commissioning and costs for teacher training, cpd and parent outreach please email kate@alcoholeducationtrust.org

Extent of outreach to date:

At the end of July 2016, our resources are being used by over 1600 schools and organisations across the UK. The geographical spread is broad, including Cornwall, Kent, Dorset, Birmingham, London, Rotherham, Bedfordshire, Wales, Dumfries and Fermanagh in Northern Ireland. To learn more visit www.alcoholeducationtrust.org or www.talkaboutalcohol.com

