



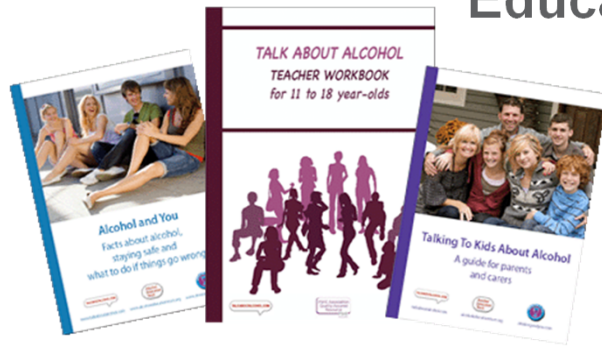
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# Talk About Alcohol

## Impact of the Alcohol Education Trust's school intervention in England

October 2014

Sarah Lynch  
National Foundation for  
Educational Research



● independent ● insights ● breadth ● connections ● outcomes



# Talk About Alcohol

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- Helping 11-18 year olds make informed choices about alcohol
- Lesson plans, games, quizzes, work sheets and website
- Flexible, pick and mix approach
- Created by teachers and parents; evidence-based
- [www.alcoholeducationtrust.org](http://www.alcoholeducationtrust.org)
- [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com)



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# Alcohol Education Trust Resources

Alcohol Education Trust Registered charity no. 1138775

TALKABOUTALCOHOL.COM  
advice and guidance for parents, teachers and 11-16 year olds

Home Contact Us Trustees Resources Facts/Figures Feedback/Testimonials Involve parents Get e news Get involved/Fundraise Case Studies

**About Us**

The Alcohol Education Trust has resources for 11 - 16, their parents and to provide alcohol education. The Alcohol Education Trust has a dedicated website for 11 – 16 year olds via: [www.talkaboutalcohol.com](http://www.talkaboutalcohol.com)

If you would like more information please email: [jane.hutchings@aim-digest.com](mailto:jane.hutchings@aim-digest.com)

*Many thanks for sending the booklet - it is really has lots of information in it. Your website is really seems really young people friendly, I have attached relevant pages on our website. Just Ask No*

**Resources for use in schools:**

*Educational materials and lesson plans are listed by subject to lesson planning simple. Hover on the 'resources' button in the bar above to view more detail.*

Introduce subject/ Assess knowledge

How much do you know about alcohol?

Units and guidelines

Alcohol and its effects

Alcohol and the Law

Staying safe

Talking to kids about alcohol  
A guide for parents and carers  
[www.alcoholmoderation.org.uk](http://www.alcoholmoderation.org.uk)  
[www.drinkingandyou.com](http://www.drinkingandyou.com)  
[www.talkaboutalcohol.com](http://www.talkaboutalcohol.com)

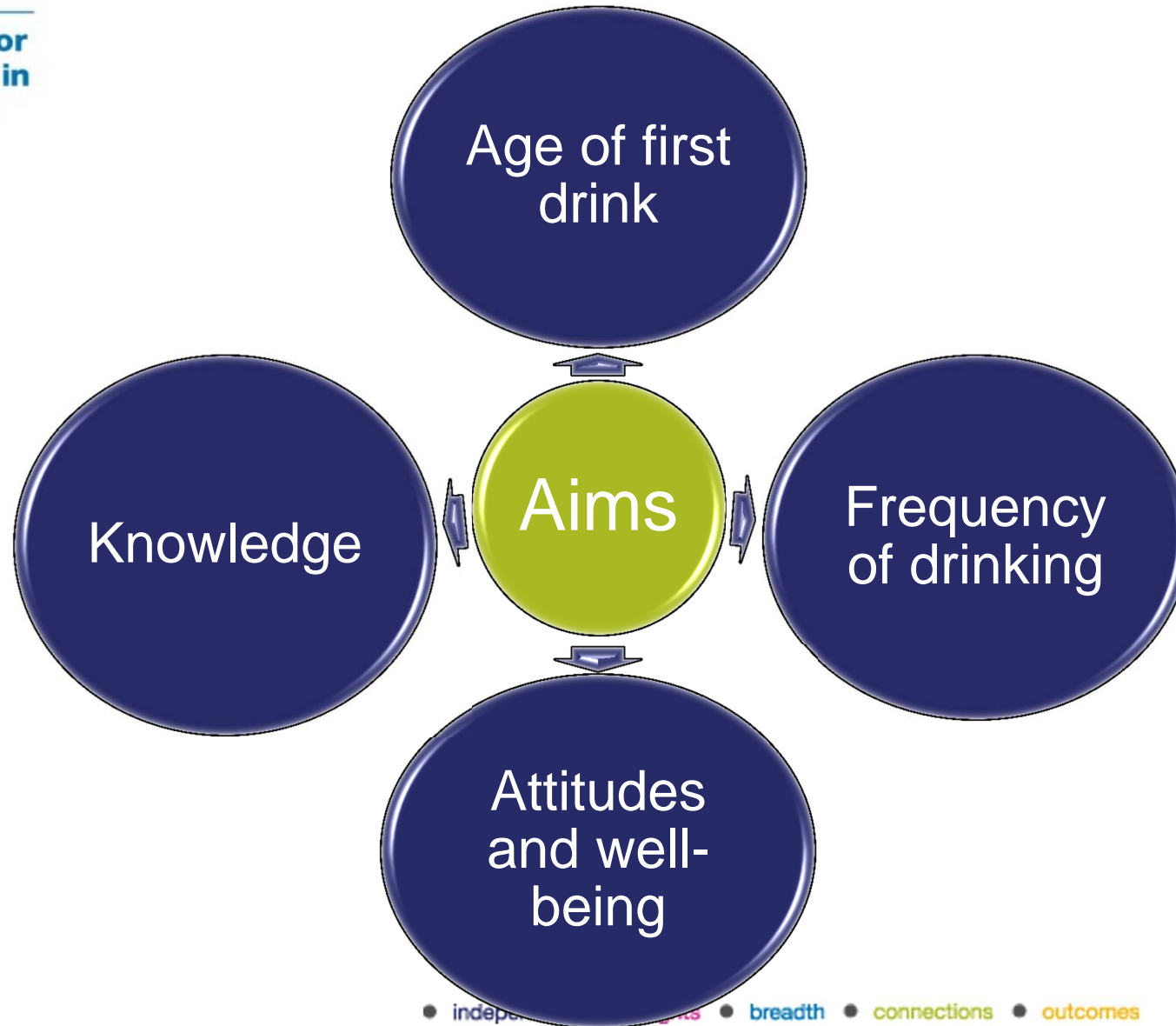
Alcohol and You  
Facts about alcohol, staying safe and what to do if things go wrong

Talking To Kids About Alcohol  
A guide for parents and carers



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# Evaluation aims



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# Methods

Intervention Vs Comparison schools

4 lessons first year; 2 lessons second year

3 surveys – end of 2011 (before lessons); summer 2012; summer 2013

4000 students aged 12-13 then 13-14

Statistical modelling; robust comparisons between groups



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# Summary of response

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	Intervention		Matched comparison	
	N of schools	N of students	N of schools	N of students
Survey 1 (before lessons)	16	2142	17	2268
Survey 2	16	2203	17	2095
Survey 3	15	2015	15	1904



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# The starting point, age 12-13

- Ever had an alcoholic drink: **4 out of 10**
- Life is going well and my health is good: **9 out of 10**
- Drinkers most often drink because it is a special occasion: **9 out of 10**
- Few negative consequences – not big risk takers



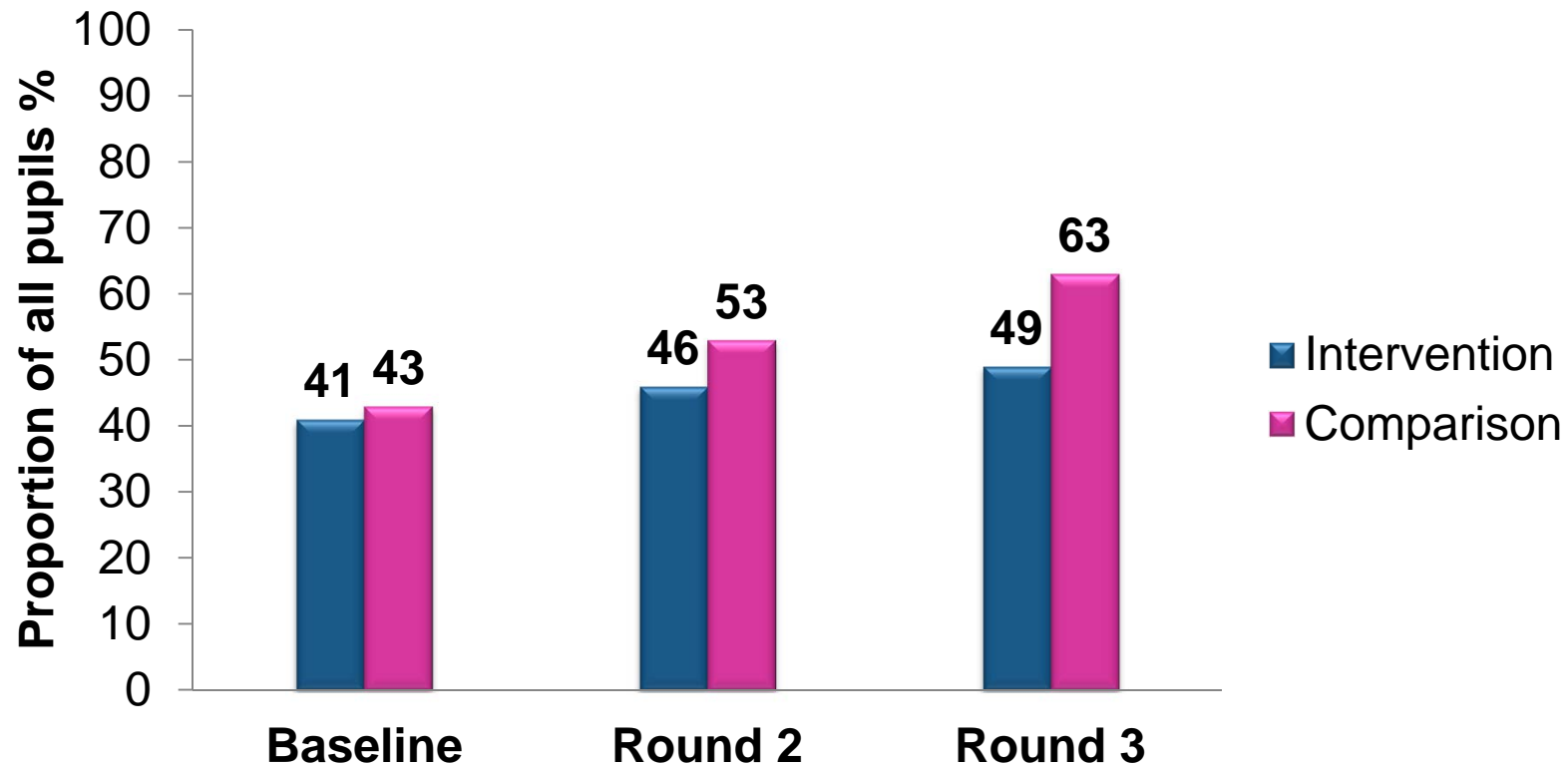
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# Ever had an alcoholic drink?



- Statistically significant difference between groups
- Impact on delaying first alcoholic drink



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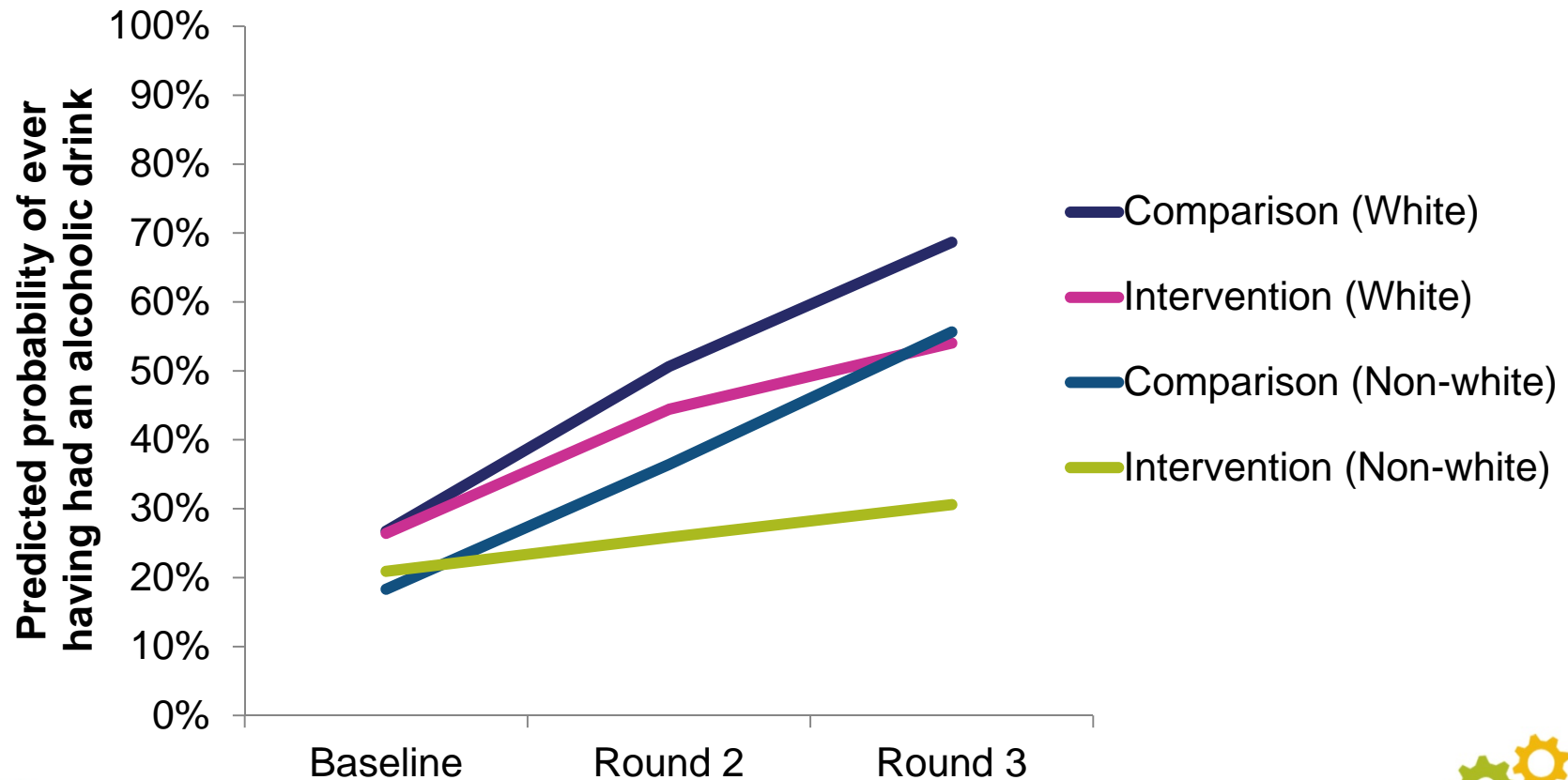






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# Ever had an alcoholic drink and ethnicity



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Significantly stronger impact of intervention on  
non-white students

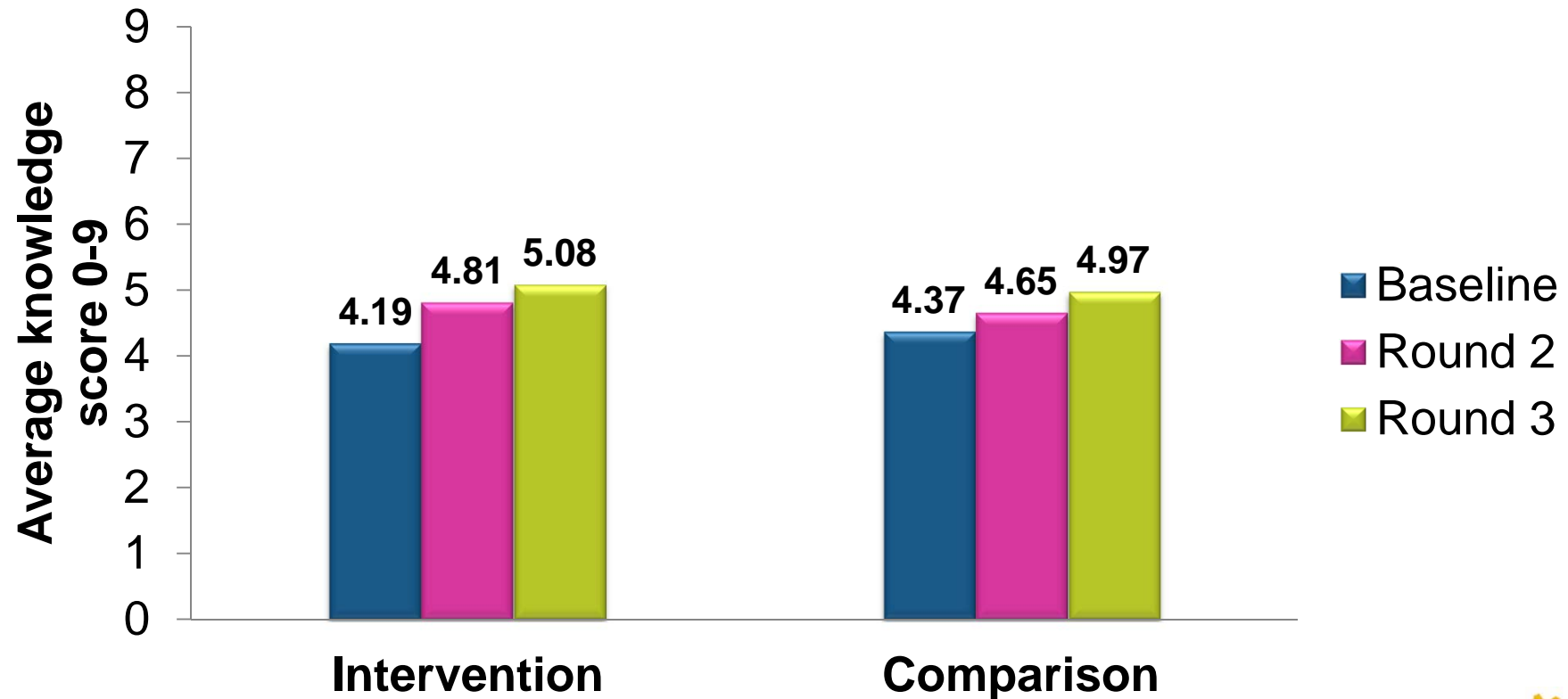
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# Average knowledge scores (0-9)



Statistically significant difference between groups



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## Frequent drinking – once a month or more

- From 7-14% of the intervention sample
- From 8-18% of the comparison sample
- No significant difference between groups



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# Importance of PSHE

- Intervention group most likely to report having received helpful information about alcohol from PSHE
- Intervention group knowledge scores were higher – materials delivered in PSHE
- Other helpful sources of information – parents, written materials, films/TV/radio



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# Messages for teachers/school leaders



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## How much is too much? - Getting the balance right

TALKABOUTALCOHOL.COM



1) Join up the pictures to the smiley face or sad face.



















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## NHS and UK Chief Medical Officer's advice on units and drinking guidelines

What is a unit and how much is too much?

<p><b>Beer and Cider</b></p>  <p>A pint of lower strength (4%) lager, beer or cider <b>2 UNITS</b></p>	<p><b>Beer and Cider</b></p>  <p>A pint of medium strength (5%) lager, beer or cider <b>3 UNITS</b></p>	<p><b>Beer and Cider</b></p>  <p>A 440ml can of medium strength (5%) lager or beer or cider <b>2 UNITS</b></p>	<p><b>Beer and Cider</b></p>  <p>A 500ml can of high strength (7.5-9%) lager or beer or cider <b>4 UNITS</b></p>
<p><b>Alcopops</b></p>  <p>A small bottle (275ml) of lower strength (4%) alcopop <b>1 UNIT</b></p> <p>A large bottle (70cl) of higher strength (5%) alcopop <b>3.5 UNITS</b></p>	<p>The UK Chief Medical Officers recommend that adults do not regularly exceed:</p>  <p><b>2-3 units a day for women</b></p>  <p><b>3-4 units a day for men</b></p>		<p><b>Spirits</b></p>  <p>A single measure of spirit (40%) <b>1 UNIT</b></p>  <p>A double measure of spirit (40%) <b>2 UNITS</b></p>
<p><b>Wine</b></p>  <p>A standard glass (175ml) of lower strength (12%) wine or champagne <b>2 UNITS</b></p>	<p><b>Wine</b></p>  <p>A standard glass (175ml) of higher strength (14%) wine (14%) <b>2.5 UNITS</b></p>	<p><b>Wine</b></p>  <p>A large glass (250ml) of higher strength (14%) wine <b>3.5 UNITS</b></p>	<p><b>Find the number of units in other drinks by visiting the drinkaware unit calculator</b></p> <p>(<a href="http://drinkaware.co.uk/tips-and-tools/drink-diary/">drinkaware.co.uk/tips-and-tools/drink-diary/</a>)</p>

**CMO Guidance :**

- (1) Children and their parents and carers are advised that an alcohol-free childhood is the healthiest and best option. However, if children drink alcohol, it should not be until at least the age of 15 years.
- (2) If young people aged 15 to 17 years consume alcohol it should always be with the guidance of a parent or carer or in a supervised environment.
- (3) Parent and young people should be aware that drinking, even at age 15 or older, can be hazardous to health and that not drinking is the healthiest option for young people. If 15 to 17 year olds do consume alcohol they should do so infrequently and certainly on no more than one day a week. Young people aged 15 to 17 years should never exceed recommended Government guidelines.





## Find out more....

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- The Alcohol Education Trust talkaboutalcohol evaluation among 4000 pupils in 30 schools across England over 2 years (2011 - 2013) can be read in full here: <https://www.nfer.ac.uk/publications/AETE01/AETE01.pdf>
- The Department for Education appointed CAYT has awarded the talkaboutalcohol programme 3 out of 3 for effectiveness and 5/6 for quality of evaluation - top marks! <http://www.ifs.org.uk/publications/6904>
- The Alcohol Education Trust talkaboutalcohol programme is PSHE Association Quality Assured and one of the top 50 most effective early intervention programmes according to The Early Intervention Foundation. <http://guidebook.eif.org.uk>
- The findings are published in the IHPE journal here: <http://www.tandfonline.com/doi/full/10.1080/14635240.2014.915759>