



**talkabout** | county lines    **about** | alcohol  
**talkabout** | cannabis    **about** | MDMA    **talkabout** | NOS  
**talkabout** | life chances    **about** | vaping    **about** | ketamine  
**talkabout** | drink spiking    **talkabout** | consent

# The Talk About Trust

A national charity that supports schools, parents, carers, health educators and youth outreach teams to ensure that young people of all abilities learn to stay safe around alcohol, vaping, cannabis and other substances

Developing and delivering holistic, life skill and evidence-based approaches that build resilience and reduce underage substance use and harm

## keeping young people safe around alcohol and other substances

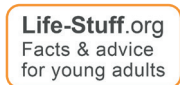


[talkabouttrust.org](http://talkabouttrust.org)

[instagram.com/life\\_stuff.Org/](https://www.instagram.com/life_stuff.Org/)



[talkaboutalcohol.com](http://talkaboutalcohol.com)



[life-stuff.org](http://life-stuff.org)

[tiktok.com/@life\\_stuff.Org](https://www.tiktok.com/@life_stuff.Org)

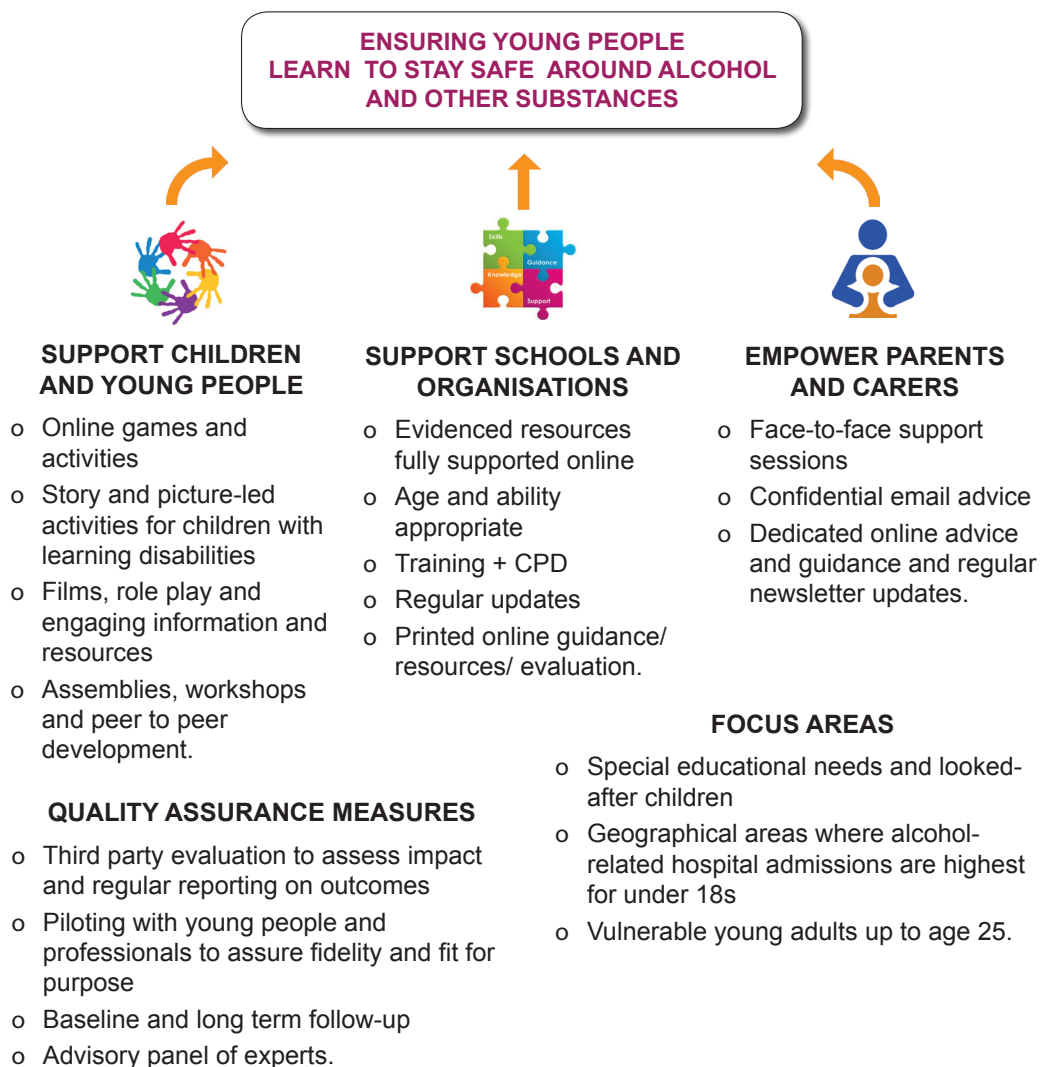


The Talk About Trust is a small, focused charity established in 2010, which works across the UK to keep young people safe around alcohol, vaping, cannabis and other substances. We are a leading early intervention charity that enables young people age 11- 25 to make more informed, safer life choices through the provision of interactive evidenced resources and workshops for young people, training and CPD for professionals and parental support.

## Our mission

To keep young people safe around alcohol and other substances, improve life chances and reduce negative risk taking. We support teachers, parents, carers, community leaders and those under 25.

## A joined up approach to reduce substance-related harm



# What we do

## Intervene early

We aim to reach children before they begin drinking or experimenting and help them work out why it makes sense to wait until they are older (if they choose to drink) and how early and heavy drinking or substance use increases their risk of injury, accidents, health harms, grooming, exploitation and assault and makes them more vulnerable to others. We use evidenced approaches to build young people's knowledge, resilience and life skills, helping them make more responsible, informed choices as they encounter alcohol and other substances. A new key focus is working with younger children to raise awareness of vaping.



## Harm reduction

As young adults begin to navigate the world of parties, pubs, clubs, festivals and independence, we equip them with the knowledge, awareness and strategies needed to stay safer around alcohol and other substances such as cannabis and vaping. We have specific programmes addressing drink spiking and safer nights out as well as how alcohol and substance use affects consent and increases other vulnerabilities



## Train the workforce

We train teachers and professionals to deliver evidence-based, interactive and enjoyable alcohol and drug awareness to children and young people of different abilities and backgrounds in a variety of settings. This includes schools, special schools, pupils referral units, alternative education, sports and youth clubs, school nurses, the police and youth justice teams.



## Improve learning and life chances

Our interactive activity-based and award-winning Talk About Alcohol programme for schools with additional elements for SEN settings is proven to improve knowledge and significantly delay the age that teenagers choose to drink whole drinks, so reducing harms and improving health outcomes. We have also applied our knowledge and resilience approaches to vaping, cannabis, ketamine and other substance education for all abilities and youth settings. We focus our support in regions where alcohol and drug related harms are highest and have targetted approaches for those most vulnerable to alcohol and drug misuse, such as care experienced children and victims of childhood trauma.



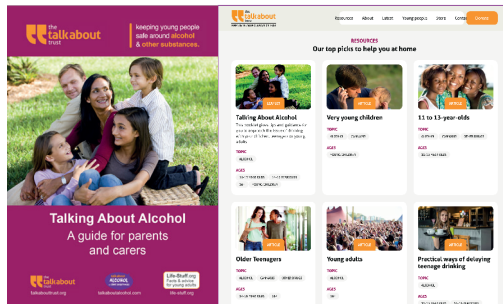
## Sustainable, affordable legacy

The teachers and youth professionals that we equip with the knowledge, skills and resources to support young people ongoing around alcohol, cannabis and vaping become our ambassadors and cascade their learning to others. This means our programmes cost under £1 per young person. We continue to mentor those we train with new and updated resources, provide professional development and ongoing phone/email support via our highly experienced and regionally based staff.



## Strengthen role models and boundary setting

We build parental confidence, knowledge and skills to talk and support their children around alcohol, vaping, cannabis and other illicit substances. We encourage parents and carers to be good role models, to set and stick to boundaries, to monitor their children and to understand the risks associated with under age drinking and experimentation, particularly in unsupervised settings.



## Provide diversionary activities

We encourage and facilitate diversionary activities for young people that build community cohesion and so help reduce anti-social behaviour, crime and the onset of drinking and substance use.



## Provide engaging evidenced based information, workshops and online resources for young people

Lecturing, scare mongering and 'just say no' messages are proven to be ineffective in changing young peoples' attitudes and behaviours to alcohol and drug use.

The TALK ABOUT Trust uses highly evaluated discussion-based activities, rehearsal strategies and interactive approaches with young people in a variety of settings both face to face and on line that build young people's decision-making skills, resilience and ability to resist peer pressure and so make informed, safer choices.



## Our goals

- Raise the age of onset of drinking whole drinks from the current age of 13 to at least the UK Chief Medical Officers' Guidance of age 15 with a long-term goal of the legal purchase age of 18.
- Reduce the prevalence of vaping, cannabis and other substance use through early intervention and prevention
- Reduce the prevalence and social acceptability of binge drinking and drunkenness, vaping, cannabis and other substance use among young people to the age of 25
- Raise awareness of the lifetime risk of early alcohol and other substance use.
- Ensure the life chances of young people most vulnerable to alcohol and drug harm and abuse are improved
- Reduce the accidents, violence, assault and harm caused to young people and the community by alcohol and drug use.
- Encourage diversionary activities for young people that reduce anti-social behaviour crime and onset of drinking and drug use.
- Support young adults to the age of 25 in University and other settings and reduce the prevalence of spiking

### Our core objectives

#### SUPPORT CHILDREN AND YOUNG PEOPLE



Ensure that children and young people of all abilities are provided with the information, skills and resilience to make safer choices around alcohol and other substances by providing free access to evidenced alcohol and drug education via websites, games, lessons, films, social media and activities in all education and youth settings across the UK.

Support vulnerable young people at higher risk of alcohol and drug related harms with targeted approaches.

Support young adults up the age of 25, specifically those more vulnerable to alcohol and drug related harms and student populations.

Ensure harm minimisation resources on alcohol and other substances for young people to age 25 are freely available. Provide on line support, workshops, peer to peer training and opportunities for young adults.



#### SUPPORT SCHOOLS AND YOUTH ORGANISATIONS

Train teachers, health educators (RSHE), youth professionals and community leaders new to the 'Talk About' programmes face to face and on line on all issues regarding alcohol, cannabis, vaping and other substances.

Support the provision of Talk About resources, websites, films, games, lesson plans and worksheets and SEN specific activities free of charge to schools and youth supporting organisations.

Provide ongoing guidance, training, updates, signposting and new resources to settings currently provided with Talk About programmes through our regionally based specialist staff throughout England and Scotland.

Ensure all resources are mapped to statutory guidance and best evidence based principles.

#### EMPOWER PARENTS AND CARERS



Equip parents and carers, face-to-face and online, with the necessary skills to keep their children safe.

## Our impact and reach each year

Early intervention reduces alcohol and drug related harms. The Talk About Trust work is evidenced to reduce prevalence, raise the onset of use, improve knowledge and engagement with drug education. It is equally effective in areas of high deprivation and for ethnic minorities so improving young people's resilience and life chances.

**4,000+**

teachers and youth professionals were trained and supported via 427 workshops, conferences and familiarisation sessions. In 2022/23 10,140 teachers and professionals received our bi-terminly updates and advice.

**500,000+**

Allowing one year group per school, we estimate that over 500,000 children in over 3,000 settings used Talk About Alcohol games, films, activities and lesson plans this year.

## Scotland

As well as supporting children in schools, youth clubs and sports clubs across Scotland, we have trained 95 staff from 5 partnership charities and an additional 103 professionals from 27 organisations that provide training, support and education for young adults across the country.

**16,020 +**

Young adults (16 to 25-year-olds) in 356 settings such as Foyers, YMCA, and Princes Trust have been provided with workshops and resources on alcohol and cannabis, higher harms, county lines, consent.

**21,000+**

vulnerable children and children with additional learning needs were supported in 311 new settings such as special schools, children's homes and pupil referral units through activity packs tailored for young people at higher risk of alcohol-related harms.

**131,200**

returning and new visits were made to our websites, via our youth facing website [talkaboutalcohol.com](http://talkaboutalcohol.com), [life-stuff.org](http://life-stuff.org) & [alcoholeducationtrust.org](http://alcoholeducationtrust.org) our resource site for teachers and youth professionals.

There were 40,600 users of the alcohol clock game and 13,000 visits to safer night out. There were also an average of 3,692 Tik Tok video views reaching an audience of and 3,458 per month.

**1,230**

schools, youth clubs, sports clubs special schools, children's homes and charities received Talk ABOUT Trust resources during the 2022/23 year.

Delivering an evidenced-based programme that reduces substance-related harm nationwide for less than £1 a child

## Why we're needed



Early regular use of alcohol or drugs is the biggest predictor for dependency for under 18s and 34% of those who use when under 14 will develop life time disorders



Children with ADHD are 3 x times more likely to face problems with alcohol or drug use



40% of prisoners were under the influence of alcohol and 45% under the influence of drugs when committing an offence



11,326 young people needed treatment for substance misuse in 2022, 88% for cannabis and 46% for alcohol



14% of care leavers drink alcohol everyday and 30% use cannabis to self medicate



Young people who drop out of school are 4 x more likely to be a regular cannabis user



Excluded children are 5X more likely to have used alcohol or drugs in the last month and the National Crime Agency found 100% of children exploited by county lines had been excluded from school



There were 6,732 spiking cases in the UK 2022/23 of which 957 were needle spiking. An estimated 1 in 10 under 25s are victims of spiking and 8 in 10 don't report it

Learn more about the problems and our solutions in our [Progress and impact report for 2023](#)

## Impacts and outcomes

Independent evaluation of our impact, fidelity and effectiveness

- The Talk About Alcohol programme is evidenced to significantly raise the age of onset of drinking through the delivery of 4 lessons in Year 8 and 2 top up lessons in Year 9 (NFER 2013).
- This effect gets significantly stronger as teenagers get older (NFER 2015).
- It is equally effective for ethnic minorities (NFER 2013).
- It is effective in areas of multiple deprivation where alcohol-related harms for under 18s are highest in England (2016 UCL Institute of Education).



## The Talk About Alcohol programme is selected as best practice by



European Platform for Investment in Children Promising Practice



Early Intervention Foundation

## Awards and recognition



Children and Young People Now! 2022 Finalist for best early intervention awards



Teach Secondary Awards 2021 Best Free Resource



Private Education & Development Awards 2019



Education Resource Awards 2019, Highly Commended for best secondary school resource



Alcohol Awareness for Young People Award (2018) from the Chris Donovan Trust



Inspiring Wellbeing Awards 2018 - Outstanding contribution to Wellbeing



Charity Times Finalist for best small charity of the year 2017

## How you can help

The Talk About Trust has to raise £300,000 annually to support the production of its free award-winning school resources, to employ its regionally based specialist trainers who work with parents, teachers and community leaders and to develop and maintain the digital and game-based online platforms for young people, parents and professionals.

### INDIVIDUAL DONORS

You can support your local school with our award-winning Talk About Trust resource for just £99, or fund a youth awareness session or training of youth leaders at your sports or youth club for £180, making a huge difference at community level in reducing children's risk taking. If you cycle, run, hold coffee mornings or book sales, please think of us as a worthy cause. To learn more or for marketing resources, please email [kate@talkabouttrust.org](mailto:kate@talkabouttrust.org)

### CORPORATE PARTNERS

We welcome responsible corporate partners who wish to improve the health and wellbeing of children locally or across Britain. The Talk About Trust programmes are used in over 5,000 schools and organisations and can demonstrate evidence of impact, behaviour change, fidelity, sustainability and value for money. Please invite us to make a presentation by emailing [helena@talkabouttrust.org](mailto:helena@talkabouttrust.org)

### KEY SPONSOR

The Talk About Trust resources are used in schools, youth and sports clubs across the UK, reaching an estimated 500,000 children and 13,000 teachers and youth professionals each year. The [talkabouttrust.org](http://talkabouttrust.org) website enjoyed 131,000 unique page views in 2023. Organisations such as youth and sports clubs use our resources too. The right sponsor could help ensure that our resources remain available to our key users free of charge and, if appropriate, raise awareness of their goods or services to a broad audience.

### AMBASSADOR OR MENTOR

As a small charity of just ten part time staff with such a broad remit we welcome and need ambassadors and mentors to guide and support our work, from joining our Board

of Trustees or our advisory group of RSHE leads, school nurses and medical specialists, to becoming a Director of our trading arm. If you'd like to be involved, please do contact [kate@talkabouttrust.org](mailto:kate@talkabouttrust.org)

### VOLUNTEER

From helping to organise local community fundraising events, to bid writing, research, marketing or piloting our resources, we need volunteers at many levels. We also have opportunities to volunteer for our community outreach events or in the café - both at the Pavilion in the Park. Please do contact [kate@talkabouttrust.org](mailto:kate@talkabouttrust.org) for more information.

### With thanks

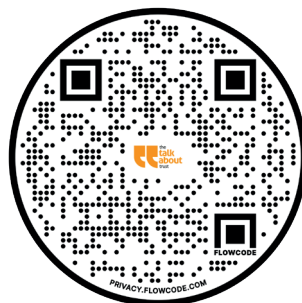
Donations and grants are made to The Trust from a range of funders and grant making bodies. We are extremely grateful to have received grants, donations and pro bono support. We would also like to thank the friends and advisors of Talk About Trust, those who have given their time, donated or attended our various fundraising events.

### Find out more...

Read about our work in the past year in our **Progress and impact report for 2023.**



To make a donation, please contact [helena@talkabouttrust.org](mailto:helena@talkabouttrust.org) or use the QR code below to donate on our website.



**Donate now!**

“Great informative course with excellent tools ideal to better engage our young people.”

**Parkwood Care Home Manchester**

“Great insight into new trends, the training was informative and interaction with colleagues was really good in the training ..... It was a relaxed atmosphere and interactive with some really useful tools.”

**Bedspace**

“This training was so engaging and I learnt so much. Kathryn was so engaging. It was so useful!”

**Inicio Group**

“You are really an inspiration on all the amazing work you do both professionally and personally. The session was also really great and the students loved the active participation.”

**UCL Centre for Behaviour Change**

“The workshop was interactive and presented a clear pathway to present ideas on alcohol beyond ‘it is bad for you’. I will be using the resources as a way of helping students identify potential issues with the people in their spheres rather than fall into the trap of targeting alcohol warnings at them personally.”

**Co-Op Academy, Stoke-on-Trent**

“It is a rare thing to find an organisation who really understands how to reach young people in different year groups effectively. The Talk About Trust’s resources are pitched brilliantly for different age groups & the activities are just the sort of active and engaging activities which make for effective PSHE.”

**Chew Valley School, Bristol**

“Great training session- thought provoking- great use of resources and information to help within our work. Really useful to know services and support available for young people, carers and professionals.”

**Dorset NHS CIC Health Team**

“Resources will be invaluable during home visits and clinic appointments. I can now be more focused and confident in the discussions I have around alcohol use and awareness.”

**Birmingham Children in Care Team**

“Informative training with good facts backed up with figures. Signposted to resources and good ideas for interactive activities in the lessons. Well worth the time to get a great foundation to deliver Alcohol awareness to young people.”

**Sheringham Police**

“Love that we get a pack and this will be so useful in the groups I work with. Shona was so knowledgeable and experienced and helped me understand without any issues”

**Action for Children, Glasgow**

“Training was very informative, educational and interactive. Shona was great and kept us all interested and involved”

**Aberdeen Foyer**

“Great content and delivery, Excellent training and made me think differently about alcohol”

**Enable Works, Dundee**

“I think one of the key strengths of the Talk About Trust’s approach is that it is realistic and does not patronise parents or students. The information is delivered in an unbiased way that is clear and succinct.”

**Thomas Hardy School, Dorchester**

## Outreach from The Talk About Trust's community hub, Pavilion in The Park

Our charity provides invaluable diversionary activities, employment and placement opportunities for diverse abilities and community outreach from our café, meeting hub and office on The Great Field, Poundbury. Located in the heart of a play park with an outside gym, a mile of walks and multi surface court, PiP café and community hub provides clubs and activities for all ages as well as a regular space for the NHS Midwives, social prescribing, Home Educators, a deaf community group, a chess club, walkers, The Park Run and Junior Park Run for example. The Talk About Trust organises free holiday clubs (including a hot lunch), an after school art club, regular live Music in the Park, an annual teen hang out day, Easter and Halloween crafts and activities, a Christmas lunch and activities for local families, a monthly senior social coffee morning, digital support and creative clay classes. In addition we host regular supper clubs, a book swap and feature local arts and crafts.

This wouldn't be possible without our wonderful volunteers, local sponsors and local grants and donations, enabling us to employ a part time community engagement officer, Do email [kerry@pipspoundbury.com](mailto:kerry@pipspoundbury.com) to learn more, or you can read our community outreach report [here](#).

*"I just wanted to thank you for our wonderful Christmas dinner experience yesterday it was honestly such a wonderful, festive and beautiful experience and one that my body mind and soul needed, I have felt very flat, tired and run down after studying so much and then looking after a poorly E and B (and I then became poorly myself) it was such a nice and very unusual experience to be looked after and cooked for for a few hours and the children had a wonderful time too, they were so thrilled to meet Father Christmas and had such fun playing with their presents and snuggling with their blankets when they got home."*



*the heart of the park*





# The Talk About Trust

England and Wales charity number: 1186202

Scotland charity number: SCO50360

## Contact details

Pavilion in the Park, St John Way, Poundbury, Dorchester DT1 2FG

Tel: 01305 259 142

For general enquiries  
[kate@talkabouttrust.org](mailto:kate@talkabouttrust.org)

For North England  
[kathryn@talkabouttrust.org](mailto:kathryn@talkabouttrust.org)

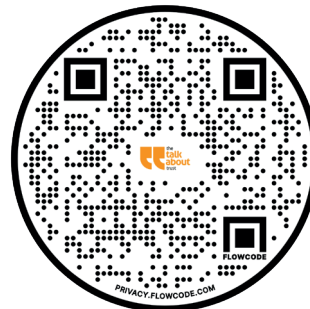
For the South, West and Midlands  
[karen@talkabouttrust.org](mailto:karen@talkabouttrust.org)

For London, South East England  
[soraya@talkabouttrust.org](mailto:soraya@talkabouttrust.org)

For Scotland  
[shona@talkabouttrust.org](mailto:shona@talkabouttrust.org)

To volunteer locally or learn more about Pavilion in The Park please contact [kerry@pipspondbury.com](mailto:kerry@pipspondbury.com)

To make a donation, get involved or volunteer at a national level, please contact [helena@talkabouttrust.org](mailto:helena@talkabouttrust.org)



**Donate now!**

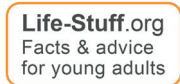


[talkabouttrust.org](http://talkabouttrust.org)

[instagram.com/life\\_stuff.0rg/](https://www.instagram.com/life_stuff.0rg/)



[talkaboutalcohol.com](http://talkaboutalcohol.com)



[life-stuff.org](http://life-stuff.org)

[tiktok.com/@life\\_stuff.0rg](https://www.tiktok.com/@life_stuff.0rg)



Illustrations: Liz Bennett