



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

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



talkaboutalcohol.com



life-stuff.org

instagram.com/life_stuff.0rg/



tiktok.com/@life_stuff.0rg



OUR VISION

The Talk About Trust is a small, focused charity established in 2010, which works across the UK to young people safe around alcohol and drugs, improve life chances and reduce negative risk taking.

We are a leading early intervention charity that enables young people age 8 – 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.

The TALK ABOUT Trust work is built around three pillars: supporting young people, their parents and carers and the professionals who work with them:



Early intervention and prevention approaches for children and young people

Ensuring we equip young people with the knowledge and life skills to make safer choices before any potential problems begin. This primary goal has been enhanced with targeted work for children most vulnerable to alcohol and drug misuse, plus harm reduction approaches for older teenagers and young adults including support on cannabis and vaping.



Supporting teachers and youth professionals with everything they need to deliver effective and engaging alcohol and drug education (training and resources)

Evidence shows that trusted adults who know the children well are best equipped to deliver health education. The TALK ABOUT Trust therefore provides workshops, training, online and face-to-face support and resources for teachers, youth workers, health professionals and those working day-to-day with 8 to 25 year-olds of all abilities and backgrounds. This is both an affordable and sustainable model as those trained are then confident and equipped to use positive life skill approaches and can cascade their learning to others.



Empower parents and carers

Parents and carers are the key suppliers of alcohol to young people (70%) and play an essential part in setting boundaries and being good role models. These 'tough love' skills delay the age that young people drink or use other substances and the amount that they drink or experiment. The TALK ABOUT Trust therefore facilitates workshops and seminars and has a dedicated web area for parents and carers, with advice varying from the law, the physical and mental effects of early alcohol use to hosting parties.

WHAT WE DO

Intervene early

We aim to reach children before they begin drinking or experimenting with vaping or drugs 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, online grooming and county lines.



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 drugs. We have specific programmes addressing 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, pupil 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 enhance 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 targeted 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 underage drinking and experimentation, particularly in unsupervised settings.

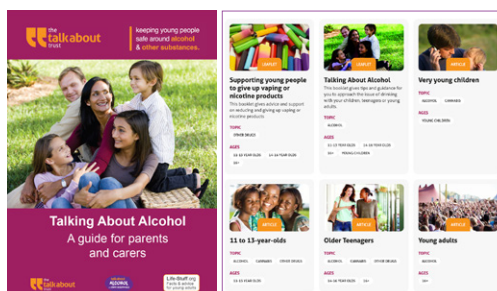
Provide diversionary activities

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 online that build young people's decision-making skills, resilience and ability to resist peer pressure and so make informed, safer choices.



MISSION

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

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 under 25.

CORE OBJECTIVES



SUPPORT CHILDREN AND YOUNG PEOPLE

- Ensure that young people of all abilities (aged 8 to 18) 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 and activities in all 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 to 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 online support, workshops, peer to peer training and opportunities for young adults.



SUPPORT SCHOOLS AND ORGANISATIONS

- Train teachers, health educators (RSHE), youth professionals and community leaders new to the TALK ABOUT Trust programmes face to face and online on all issues regarding alcohol, cannabis, vaping and other substances.
- Support the provision of the Talk About Alcohol programme and other substance 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 Trust programmes through our regionally based specialist staff throughout England and Scotland.



EMPOWER PARENTS AND CARERS

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



ENHANCE COMMUNITY COHESION

- Enhance local community cohesion in Dorset through our community hub Pavilion in The Park, to include partnership delivery of diversionary activities and opportunities for training and skills for young people, that in turn reduce anti-social behaviour, crime and onset of drinking and drug use.

OUR IMPACT & REACH 2023/24

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.

6,000+

teachers and youth professionals were trained and supported via 346 workshops, conferences and familiarisation sessions. In 2023/24 10,311 teachers and professionals received our bi-termly updates and advice.

500,000 +

Allowing one year group per school, we estimate that over 500,000 children in over 2,100 settings used Talk About Alcohol games, films, activities and lesson plans this year.

20,800 +

Young adults (16 – 25 year olds) in 416 settings such as Foyers, YMCA, and Princes Trust have been provided with workshops and resources on alcohol and cannabis, higher harms, county lines, consent.

Scotland

As well as supporting children in schools, youth clubs and sports clubs across Scotland, we have trained 162 staff from 5 partnership charities and an additional 623 professionals from 28 organisations that provide training, support and education for young adults across the country.

110,000 +

active users on our youth facing websites talkaboutalcohol.com and life-stuff.org, and our resource site for teachers and youth professionals, talkabouttrust.org.

There were 27,000 users of talk about alcohol and 13,000 visits to safer nights out and drink spiking on life-stuff.org

18,000 +

vulnerable children and children with additional learning needs were supported in 170 new and via existing 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.

960 +

schools, youth clubs, sports clubs special schools, children's homes and charities received Talk About Trust resources during the 2023/24 year.

DELIVERING AN EVIDENCED-BASED PROGRAMME THAT
REDUCES ALCOHOL AND 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 three times more likely to face addiction when older.



40% of inmates were under the influence of alcohol and 45% were under the influence of drugs at the time of committing an offence.



Of the 16,212 under 18's in treatment, 87% are there predominantly for cannabis and its derivatives, followed by alcohol (36%) – 62% were young males



It is estimated that 14% of care leavers drink alcohol every day, a third use cannabis and a third use alcohol as ways to cope, deal with anxiety or to help forget trauma.



Young people who drop out of school, are 4 times more likely to be regular cannabis users and 1.2 times more likely to binge drink.



Excluded children are five times more likely to have used alcohol or drugs in the last month and the National Crime Agency found that 100% of children involved in County Lines had been excluded from school. They also found that being excluded from school is a contributing factor leading to a young person's risk of criminal exploitation.



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 2025.**

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:

EARLY INTERVENTION
FOUNDATION



EUROPEAN PLATFORM FOR
INVESTMENT IN CHILDREN
PROMISING PRACTICE



AWARDS AND RECOGNITION



BETTER SOCIETY AWARDS
2024



TEACH SECONDARY
AWARDS 2024
Highly commended SEN
resource



EDUCATION RESOURCE
AWARDS 2025
Best secondary resource for RSE



TEACH SECONDARY
AWARDS 2024
Winner - best free resource



CHILDREN AND YOUNG
PEOPLE NOW! 2022
Finalist for best early
intervention awards

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

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

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. There were 110,000 active users on our youth facing websites talkaboutalcohol.com and life-stuff.org, and our resource site for teachers and youth professionals, talkabouttrust.org. 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. Please do contact us via helena@talkabouttrust.org

AMBASSADOR OR MENTOR

As a small charity of just eleven 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

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 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 2025**.

Donate

To make a donation, please contact helena@talkabouttrust.org or use the QR code on the back page to donate on our website.



"I thought this session was absolutely amazing, excellent resources and delivery and genuinely super informative". Thank you

Family Action Stockton

Your willingness to share your expertise, insight, and real-world experience makes a genuine difference to our learners. Many of our students have expressed how valuable and inspiring they found your sessions, and it's clear that your involvement has helped broaden their understanding of future pathways and opportunities.

We truly appreciate the energy, kindness, and professionalism you brought to each interaction. Partnerships like this enrich our college community, and we are incredibly grateful for your ongoing support."

Rosemary Simpson, Student Service Manager, Craven College

"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

"Really informative session, the interactive elements of breaking up the session with videos and getting us to think about statistics etc was a good way to maintain interest."

Shirebrook Academy

Your session on tobacco, drugs, and the risks facing young people was incredibly powerful.. you brought a wealth of information and insights into the trends and statistics of the current usage of tobacco, vapes and drugs by young people. Your passion, understanding and knowledge of the subject were clear to everyone in the room. ..The feedback from our attendees was very positive with many asking for more!

**Conference November 2025
Escape Line County Lines**

"Fantastic session. The interactive resources, demonstrations through questioning and the interactive discussion were all very helpful and informative."

Derbyshire County Council

"I feel confident in my new knowledge and the resources supplied during the session to talk to young people about alcohol and get them thinking about the choices they make."

Dorset Council Foster Carer

"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

"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

A massive thank you for your session yesterday! It was absolutely brilliant and you managed to keep all of the Modern Apprentices engaged and captivated throughout. The range of topics was so diverse and I found I came away with lots of new knowledge, especially on pouches!"

"Really useful training that will help me deliver more confidently to young people."

"Very informative training. I came away with practical ideas & resources I can use straight away."

Scotland Training evaluations

"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 Hardye School, Dorchester

OUTREACH FROM THE TALK ABOUT TRUST'S COMMUNITY HUB, PAVILION IN THE PARK

Pavilion in The Park (PiP) our office community hub and café continues to thrive at the heart of the Poundbury community. PiP not only allows us to deliver diversionary activities for young people and cohesion in the local community, but provides our charity with a valued income stream, covering a high proportion of our core funding needs and reducing the pressure on us as a charity in a tough fund raising environment.

We achieved a long term ambition in 2025 with the launch of the Poundbury Youth Club in partnership with Dorset Youth Community Centre. Following a pilot, this has proved a huge success with local young people who love the Great Field and our café environment. We now host some 20 clubs and groups – from chess and table top games to a senior social café to holiday clubs, after school art and teen hang out days. You can read our **community outreach report**.

KING'S AWARD FOR OUTSTANDING CONTRIBUTION TO COMMUNITY

In recognition of our community outreach, we were absolutely thrilled to have been awarded The King's Foundation's 'Building a Legacy' outstanding contribution to community award for 2025. The award recognises one organisation a year that has been created in a new development and has brought cohesion, bonding and created a place where people feel welcomed and want to be.

'PiP is the embodiment of what can happen when you bring people together to brainstorm what a new community needs. At Poundbury it was a space that was inclusive offering free events and clubs for everyone of all ages, incomes and abilities who live here or in the local villages around. Consultation with residents and local school children also showed they wanted PiP to be eco friendly, to offer good value refreshments, shelter and supervision of the planned park to ensure it would be a safe and welcoming community space. We're proud to say that with more than 20 clubs and groups running from PiP, from the weekly park run, to the digital drop in, the senior social, teen hang out, youth club and holiday clubs we are delivering on that vision thanks to the wonderful volunteers, partners and organisations as well as the staff at PiP that make it not only possible, but a joy to provide.'

Helena Conibear, Founder of The TALK ABOUT Trust



the heart of the park



The Talk About Trust

England and Wales charity number: 1186202

Scotland charity number: SCO50360

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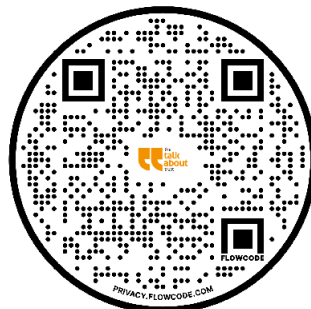
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To volunteer locally or learn more about

Pavilion in The Park please contact

kerry@pipspoundbury.com

**To make a donation, get involved or
volunteer at a national level, please
contact helena@talkabouttrust.org**



Donate now!



talkabouttrust.org



talkaboutalcohol.com

Life-Stuff.org
Facts & advice
for young adults

life-stuff.org

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