



SCOTCH WHISKY  
**ACTION FUND**

# TACKLING ALCOHOL-RELATED HARM

**Update and Impact  
Report**



## SCOTCH WHISKY ACTION FUND

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# Foreword

**The launch of the Scotch Whisky Action Fund (SWAF) has been a significant development for the Scotch Whisky Association in its work to promote responsible alcohol consumption and tackle alcohol-related harm in Scotland.**

It is a five year commitment with the aim of supporting innovative projects to tackle alcohol-related harm and support capacity building for projects which are showing emerging and successful practice.

As a trade body, operating a fund is outwith our core business. We are very grateful for the support and services of Foundation Scotland, who manage the fund on our behalf.

We are publishing this report following the third round of awards announced in September 2016. It is still early days but we hope the report gives a flavour of the types of projects and interventions we are proud to have been supporting.

A description of each of the projects is given under our three themes: **Young people (aged under18), families** and **communities**. For those projects that have completed their work we have incorporated the key outcomes achieved. As we receive the final evaluation reports from each of the individual projects we will update this report.

**Julie Hesketh-Laird**  
Acting Chief Executive  
The Scotch Whisky Association



*“the SWAF would expect to make awards in the region of £10,000 for new or innovative projects”*

# Background to the fund

**The Scotch Whisky Action Fund was launched in December 2013. The aim of the fund is to support projects in Scotland working to reduce alcohol-related harm. The £500,000 fund is allocating £100,000 each year from 2014 to 2018.**

The fund aims to support and develop projects delivering targeted interventions to tackle alcohol-related harm across three themes:

 **U18 Young people (aged under 18)**

 **Families**

 **Communities**

Research commissioned by the SWA suggested there are gaps in provision across each of these themes and that the range of interventions and good practice is not fully developed.

The fund particularly welcomes applications from innovative or pilot initiatives which aim to test new approaches within these themes and offer learning that others can use. Awards of up to £25,000 for a one year period can be made through the fund. There are two categories of award:

**Seed Corn:** Awards can fund new initiatives and test out innovative approaches designed to

reduce alcohol-related harm. Applications for this type of award must explain how the project will be evaluated. While it is possible to apply for up to £25,000 under this strand, an award of this level would only be granted in exceptional circumstances. In practice, the SWAF would expect to make awards in the region of £10,000 for new or innovative projects.

**Growth and Development:** Awards can fund projects that are seeking to consolidate and build on emerging, successful practice in relation to the reduction of alcohol related harm. For this type of award applicants must be able to provide evidence of evaluation.

Applications must be submitted by the end of June, with the Independent Awards Panel, chaired by Dame Joan Stringer, meeting in September to make the awards.

The fund is managed by Foundation Scotland, an independent charity. Full details of the fund, including guidance on how to apply can be found here. <https://www.foundationscotland.org.uk/programmes/scotch-whisky-action-fund.aspx>

Foundation Scotland monitors the projects and our impact report is drawn from progress reports submitted by projects.

# Overview

In the three years the fund has operated it has generated a significant amount of interest, being heavily oversubscribed. To date a total of 22 awards have been made. The table below sets out the break down under the three themes:

Year	No. of Projects funded 	U18s 	Families 	Communities 
2014	8	5	1	2
2015	7	3	3	1
2016	7	6	0	1
<b>Total</b>	<b>22</b>	<b>14</b>	<b>4</b>	<b>4</b>

The U18s is the theme that has attracted the highest number of applications and awards to date.

The seed corn and growth & development award categories were introduced in 2015. Of the 14 projects that received awards since 2015, four received seed corn awards and 10 growth and development awards.

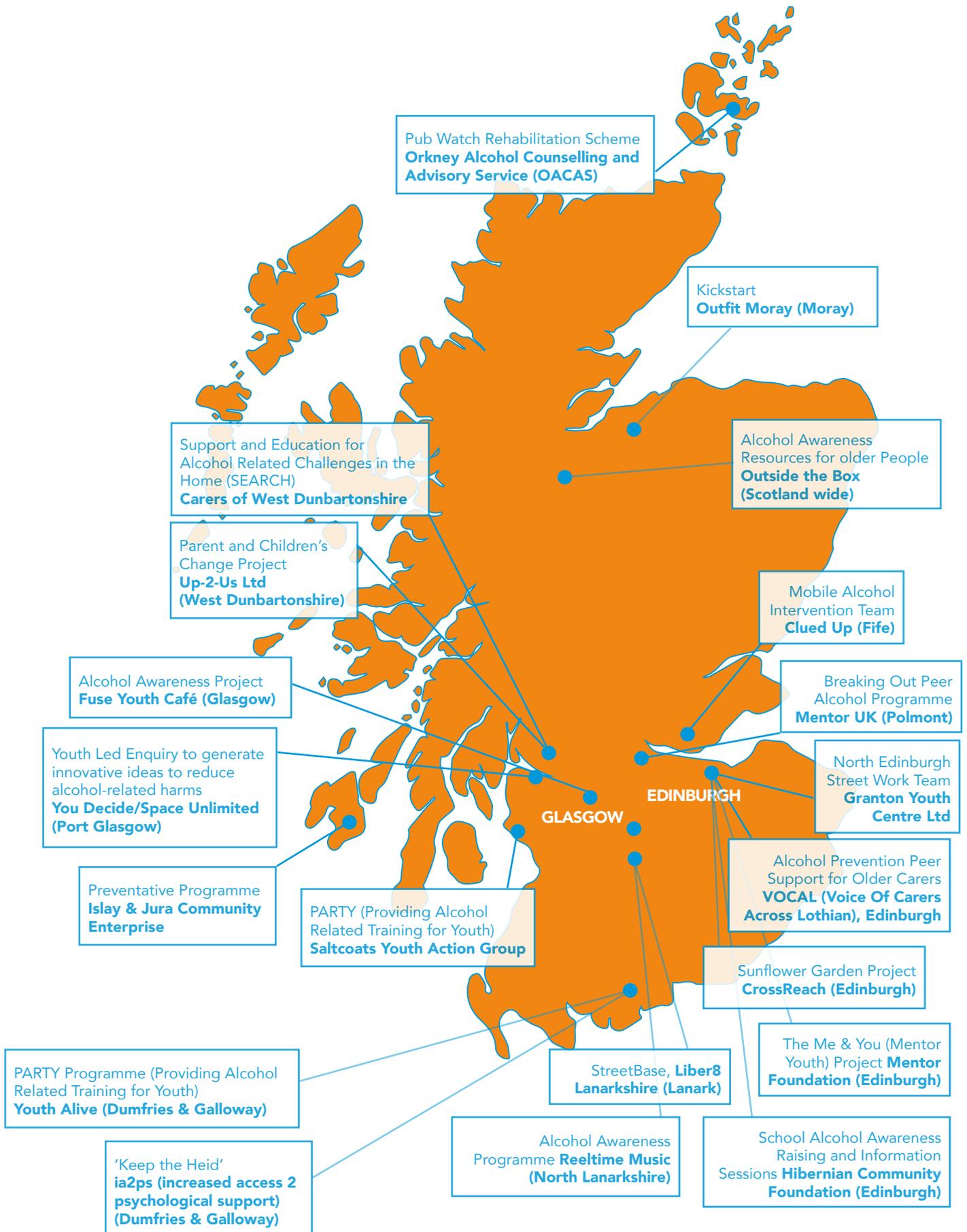
Two projects: the Youth Led Enquiry to generate innovative ideas to reduce alcohol-related harms delivered by You Decide/Space Unlimited and Orkney Alcohol Counselling and Advisory Service

(OACAS) Pub Watch Rehabilitation Scheme have both received two awards. This allowed the projects to build on their initial work and reflects the philosophy of the fund.

The remainder of the report gives details of each of the projects supported to date, including a description of the project, what the funding was used for, the year the award was granted and, for completed projects, details of the outcomes with case studies.



The map shows the location of the various projects the fund is supporting across Scotland.



## PARTY (Providing Alcohol Related Training for Youth) Programme

### Youth Alive (Dumfries & Galloway)

Date of Award: 2014

Amount £24,985



**The funding allowed the group to update and roll out their award winning PARTY and Nithsdalers programmes to a wider geographical area. Both programmes deliver alcohol education to young people from Dumfries and Galloway alongside fun diversionary activities incorporating skills for employment.**

The organisation sought funding to update and roll out their award winning PARTY programme which provides a twin track intervention by offering alcohol education alongside fun, diversionary activities incorporating skills for employment. They had been running this programme with schools and community groups in Dumfries for a number of years. Youth Alive wished to modernise the programme, refresh the materials used and begin to equip organisations in other areas of Scotland with the skills and tools required to extend the reach of the programme.

The funding supported the salary costs of a new Senior Youth Worker (Alcohol Misuse) and additional resource materials( i.e. workbooks, DVDs, dry bar kits, training materials) to support the delivery of the programme and to train other youth organisations.

One element of the PARTY programme is targeted at Primary 7 school children whilst a complementary and age appropriate video based programme, called 'Nithsdalers' is targeted at children and young people aged 13 and up in secondary schools. Both elements of the programme cover a range of alcohol education topics over a six week period and can be delivered in classroom settings within schools or in more informal settings.

The final element of the project focused on training youth workers in other geographical areas to deliver the programme in their local communities.

The programme delivered 'train the trainer' sessions to 17 youth workers; five from Dumfries, seven from Granton, Edinburgh and five from Bellshill in Lanarkshire.

The programme was delivered in five schools instead of the initial target of six. Three schools requested the project deliver to the whole of their S2. All together 344 young people were engaged in the programme. They were equipped and empowered to be physically, mentally and emotionally more resilient to peer and cultural pressures towards alcohol misuse. There was also success in changing attitudes and increasing knowledge.



Youth Alive Party Programme: making mocktails

**80% of young people admitted that their feelings about alcohol had changed since completing the program. 278 out of 344 young people said on their evaluation forms that they felt differently about alcohol since completing the program. The reasons why were varied, some examples: 'yes because I know what alcohol can do to your body' 'yes I feel more informed' 'yes because I know the effects of it now'.**

**Out of the 66 students who answered 'no' that their feelings had not changed, over 50% stated that it was because they had not planned to misuse alcohol anyway. Another 29% stated no because they knew all of the information we were teaching and the remaining students had varied answers everything from 'No I have been warned about alcohol' to just a simple 'no'**

In addition, the programme provided diversionary activities that promoted responsible citizenship and deterred anti-social behaviours, in particular the late Friday night football sessions for the most hard to reach young people in the community. Feedback from the Community Police team noted a significant reduction in the number of young people involved in anti-social behaviour incidents.

The project also successfully supported five young people through serious alcohol misuse issues where the young people had been hospitalised, in trouble with the law or have admitted they have addiction problems. These individuals received a one to one version of the program which proved successful.

## Case Study

Boy X aged 19 came to us through an employability scheme. It was very evident from day one that he had an issue with substance misuse. He would often turn up to work still drunk from the night before or extremely hung over. We didn't address this issue head on we decided it was best if we allowed him to come to us about his issues, although there were a few occasions where we had to have a word with him for the sake of the other volunteers.

Within a couple of weeks Boy X had opened up to one of our youth workers explaining how he knew he had a problem and he wanted to sort it, but wasn't sure how.

During conversations with Boy X it was discovered that he did not have an addiction problem but that he did have a problem knowing when to stop drinking and a problem saying no to his friends. Peer pressure was one of Boy X's biggest problems as he was known to be the life and soul of the party and he felt a certain level of expectation to live up to his reputation.

He was engaged on the programme and the late night football on a Friday. Within two months Boy X had completed the main aspects of the programme and was much more informed, which had a major impact on his decisions. Although he didn't stop drinking he cut down dramatically, he was no longer able to drink on a Friday night as he was working. This meant his alcohol use was limited to a Saturday night only and although he still misused from time to time, it no longer ruled his daily life.

He went on from here to get employment with a roofing company.

## Breaking Out Peer Alcohol Programme

### **Mentor UK (Polmont)**

Date of Award: 2014

Amount £22,342

**The funding allowed this accredited alcohol training programme aimed at addressing misuse and offending behaviour to be piloted with youth offenders under the age of 18 within HMP Polmont Young Offenders Institute. Participants on the programme were given the opportunity to join a development group. This played an integral role in the project's development, providing training and support for those who wished to become mentors for other young offenders.**

The programme was focussed on personal and social development, active engagement and citizenship providing a basis for the reintegration of the young offenders back into the community.

Since 2012, Mentor UK has been working in Polmont Prison to deliver a programme called the 'Breaking Out Peer Alcohol Programme' with 18-21 Year olds. The programme involves running a series of 12 week training sessions that address alcohol misuse and offending behaviours. 95% of

inmates aged 18-21 have been involved in this project. Those serving longer sentences are encouraged to be involved in the development of the project and in delivering sessions to the next group of participants. This gives them personal skills in communication, team work and confidence and helps them to develop a greater awareness and understanding of the issues and links between alcohol and offending. The success of the work led to the development of this project to extend the work to a younger age group within the prison i.e. those under 18.

To test the need for and level of interest in this project, Mentor ran three pilot programmes with young offenders during 2013. Feedback showed that participants were better informed about the risks of misusing alcohol but thought that they would return to previous patterns of behaviour



once they returned to their communities. The reasons given related to peer pressure, boredom and lack of new opportunities. To address this, the organisation built in involvement with the Dynamic Youth Achievement Awards to this new project. This allowed the volunteers that took part as peer mentors to be accredited thereby recognising the input of the participants.

During their time at Polmont, young people are forced to abstain from alcohol. As such, they are alcohol free at the point of project delivery and part of the aim is to encourage them to return to the community with a healthier attitude to appropriate alcohol use.

The SWAF grant funded a part time Project Officer based at Polmont Prison to run the pilot as well as fund the provision of course related materials and staff travel costs.

The original plan was to deliver

*“A total of 114 sessions were delivered to 409 participants.”*

12 programmes across the year. Each programme was to run Monday to Friday on a daily basis for a one to 1.5 hour period. However, it soon became clear this model of delivery would not work and the programme was delivered as a series of drop-in sessions.



*Wrist bands used to promote the programme*

A total of 114 sessions were delivered to 409 participants. The programme was developed and evolved over time based on feedback from participants. Delivering the service has increased young people's access to alcohol education. Evaluation of the sessions has shown a considerable increase in participant's knowledge and awareness regarding the key elements of the programme. The service became well established with Scottish Prison Service staff and other third sector staff referring young people. Eight young people completed their Dynamic Youth Achievement Awards, with four progressing on to their Youth Achievement Awards.

This pilot project helped to develop an approach that effectively engaged young offenders aged 16-18 in alcohol education and personal development. It has contributed towards the development of an evidence base to highlight best practice for alcohol intervention in this group.

## Case Study

BW engaged with the service from the initial drop-in sessions that were run in Blair Hall. Initially he was very disruptive during the sessions, not really engaging and preventing others from learning. Once we introduced the peer educator to the programme he began to calm down and his behaviour improved significantly. He developed an interest in becoming a peer educator himself. He attended additional training and one-to-one support and successfully completed his Dynamic Youth Award and became a trained peer educator.

BW progressed to working towards his Youth Achievement Award by running sessions in Blair Hall. These awards are the only recognised form of qualification BW has undertaken. Gaining these awards have helped to build BW's confidence in his own ability to learn. BW also progressed to attending literacy and numeracy classes.

***‘The project worker helped me see that I can learn if I want to, it's up to me’***

BW recognises the harm that can be caused by alcohol and how it plays a part in offending behaviour. Using his peer education role has enabled him to question his own attitudes and think about how his behaviour. Getting respect from his peer group for being responsible (as a peer educator) is a huge step towards the development of pro-social attitudes and involvement in pro-social activities that can contribute towards reducing alcohol related re-offending.

## Preventative Programme

### **Islay & Jura Community Enterprise**

Date of Award: 2014

Amount £9,000



**The aim of the project was to develop a new preventative programme of sporting, vocational, leisure, educational and social activities for young people aged 10-18 years from Islay and Jura. Peer education and alcohol awareness training were to be integral throughout all elements of the project.**

Funding was provided towards the cost of employing a Youth Co-ordinator to develop the programme.

A programme of diversionary activities was “rolled out” for children and young people. These included swimming lessons, after school gym & homework clubs, rookies junior lifeguard club, canoeing, Seascooters and IT games. Six

young people were “mentored” by qualified instructors and became involved in the delivery of the programme, becoming role models to inspire and motivate other young people. 125 children and young people benefitted from increased physical activity levels, positive interests, skill acquisition and increased self-confidence and self-esteem.

The intention of the project was to train a local young person in areas of alcohol awareness and peer education who would then “cascade”, train and mentor young people to achieve longer term sustainability for the project. However, in reality this proved a challenge due to the lack of training available in mainland Argyll, despite the project being registered with all the relevant agencies.

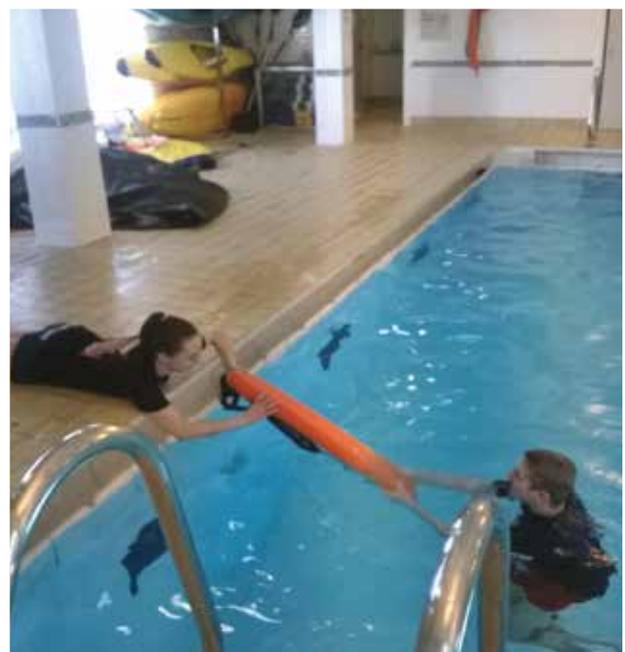


Examples of diversionary activities

*“125 children and young people benefitted from increased physical activity levels”*



The next phase of the project, dependent on funding, will focus on the development of the Youth Coordinator. Although experienced in instructing, organising and delivering of diversionary activities she was not trained in “Youth Work” and its principles. It is the intention that SQA Youth Work Training is undertaken early in the next phase in order that a “new model” of youth work can be rolled out on Islay and build capacity.



Examples of diversionary activities

## Mobile Alcohol Intervention Team (MAIT)

### Clued Up (Fife)

Date of Award: 2014

Amount £6,981



**MAIT is a partnership initiative between Clued Up, NHS Fife, Fife Council and Police Scotland providing alcohol brief interventions to young people under 18 on a Friday evening on the streets, bringing advice on alcohol related issues to young people within their own community.**

In the custom built mobile unit a team consisting of a nurse, police officer, detached youth worker and specialist substance misuse workers target hot spots across Fife, where young people are known to drink on the streets. Alcohol brief interventions (ABIs) are delivered which include, a CRAFFT assessment (a behavioral health screening tool) and a follow up session. The follow up is done to measure any benefit the young person has received from the ABI and to provide fuller assessment of any identified need.

The project wanted to expand this service to be offered on a Fife-wide basis. The grant contributed towards the staffing costs of a nurse, detached youth worker and a substance misuse worker, plus additional resources and running costs.



#### The intended outcomes were to:-

- **Reduce** the negative impact of underage drinking on under 18's and the wider community.
- **Increase** awareness of young people about their own drinking and the potential effects it has on their health and wellbeing.
- **Reduce** alcohol related harm for young people.
- **Assess** young people's alcohol intake. Provide information and advice to young people on potential alcohol related harm.
- **Offer** appropriate support and onward referrals. Assessment involves a number of MAIT sessions, number of ABIs delivered and the number of follow ups done. Levels of alcohol consumption are monitored at ABI and then at follow up to indicate whether there has been any reduction in intake. Three behaviour change options are chosen by the young person at ABI and then monitored whether they have been put in place at follow up to ascertain decreased risk taking behaviour and improved health.



During the period July 2014 to July 2015:

- **49 MAIT** sessions were provided across the region
- **60 new** Alcohol Brief Interventions were provided
- **28 follow up** sessions were undertaken with young people who had received an ABI. Of the 28 follow up sessions, 14 young people (50%) had reduced their alcohol intake.

**14 (50%)** showed no reduction, of those, 13 were retained for further in-depth support from Clued Up on a one-to-one basis and one was offered further support but declined.

**22 (79%)** of those followed up had used their positive lifestyle choices

**1080 young people** who did not receive an ABI were engaged across Fife during the MAIT sessions. This type of informal engagement on the streets is particularly useful in raising awareness as well as enabling general discussion around any issues that may be affecting the young people, such as substance misuse, alcohol, health, etc. It also allows workers to gradually build up relationships with young people.

Some comments from the young people MAIT interact with:

*"I stopped drinking completely as a direct result of MAIT and the follow up with Clued Up."*

*"I was a follower who always surrendered to peer pressure. I didn't drink that much but pretended to drink loads then act drunk. I would drink about half a can and pour away the other 3½ cans! This made me feel like part of the group. MAIT gave me the confidence to say no to drink."*

All partners have made a commitment to continue running MAIT.

Clued Up was successful in gaining a contract from the Fife Alcohol and Drug Partnership to expand their Young Person's Outreach Service to Glenrothes and North East Fife from 1st April 2015 for 3 years.



Laura Crombie, service manager at the Clued Up Project said:

*"The grant allowed the Mobile Alcohol Intervention Team to have the expert staff required to provide alcohol brief interventions to young people on the streets. This initiative is unique in relation to the partnership between Clued Up, NHS Fife, Fife Council and Police Scotland all working together to have a presence within the young people's own community providing them with support and information on alcohol use allowing them to make informed choices. It is important for us to be in these communities talking to young people and not just expecting them to go to specialist services."*

**PARTY (Providing Alcohol Related Training for Youth) Programme****Saltcoats Youth Action Group**

Date of Award: 2014

Amount £6,981

**The award contributed towards sessional staff costs, venue hire and dry bar consumables and equipment to enable the organisation to roll out the PARTY programme at the Bevy and Boke Bar pilot initiative which they ran in 2013 in North Ayrshire. The pilot initiative engaged 448 young people in a six week alcohol education programme utilising a mobile bar which was taken from area to area to train young people in making mocktails and engaging them in fun and serious discussion about the dangers of alcohol misuse.**

The pilot sought to change attitudes towards alcohol and binge drinking and the results from the pilot indicated that young people did know more about alcohol and the risks involved and that young people also shared concerns over their parents and guardians drinking habits. Through the roll out of the pilot it was anticipated the project would be able to engage with more young people (c.1,000) across further areas of North Ayrshire.

The organisation received two days training from Dumfries and Galloway Alcohol and Drugs Partnership when establishing the pilot programme. This drew on the resources of the PARTY programme which has been operating in Dumfries and Galloway through Youth Alive! (Dumfries and Galloway) see above.

Disappointingly, and even though Foundation Scotland made significant efforts, we have had no feedback on how this project performed to date.

## Youth Led Enquiry to generate innovative ideas to reduce alcohol-related harms and put them into action

### You Decide/Space Unlimited (Port Glasgow)

Date of Award: 2014 and 2015

Amount £3,222 and £9,124 respectively



**The Project took place in two phases covering 2014-15 and 2015-16. The initial phase of work facilitated the recruitment of 15 to 20 secondary school age young people from Port Glasgow in Inverclyde to lead an enquiry to gather young people's ideas on how they could play an active role in reducing alcohol related harm in the area. These young people undertook a wider school consultation process before generating insights and ideas for potential solutions which they fed into a community dialogue. Subsequently these ideas were published in a report which recommended offering support to the young people and local adults to turn those ideas into action.**

Space Unlimited successfully applied for further funding to proceed in this second phase, supporting the implementation of the potential solutions to alcohol misuse that were identified by the young people during the youth-led enquiry. These ideas were both school and community based and as such the project fell within both our U18s and communities themes.

Owen Cook, project manager at Space Unlimited said: *"The funding granted to Space Unlimited has enabled a group of teenagers in Port Glasgow to explore the role young people themselves can play in reducing alcohol-related harm in their lives and communities. We've been supporting them to lead their own unique enquiry, generating fresh insights and new ideas that they felt confident and motivated to implement in collaboration with others in their community, including services, parents and schools, and then to experience the challenges of putting ideas into action."*



Young people try out their ideas for a youth-led PSE (Personal and Social Education) class on their peers while enjoying some rare sunshine.

The outcomes for the most recent phase of the project were focused on building confidence and capacity in young people and adults to work collaboratively to make change happen at a local level, and on influencing wider thinking and practice about the role that young people can play in designing and delivering services to tackle alcohol related harm.

The young people formed two groups: one focussed on community interventions the other on schooled-based interventions.



A small group discussion revisiting the various ideas the young people generated and why they chose to prioritise the ones they took forward.

## PROJECTS: Young People (U18)

### Outcome 1 - Young people are actively using their own resources to pilot interventions for their peers/wider community to reduce alcohol related harm.

**The community-focused group** actively used their own resources, in collaboration with community-based adults, to put their ideas into practice. They designed a 'young people's' page for the council website which is now 'live'. The page provides information and support re alcohol use, and they selected content that they felt other young people were likely to engage with, based on their own experience. There has been discussion about how to provide the option for visitors to provide feedback on the website, or at least to be able to track how many 'visits' it has had. They have advertised the website page at the Izone (local youth club) and on the school information screens and through notices given at registration, to try to ensure that every young person in the school is now aware of the web page.

They have also planned and facilitated an event at the Izone to raise young people's awareness of the issues related to alcohol consumption and the support available for them. Not as many young people attended the event as they were hoping, but those that did attend gave them positive verbal feedback. The youth workers at the Izone are keen for the group and other young people to be more involved in running events at the Izone. The Principle Teacher of Health and Wellbeing attended the event and asked the group to run their activities as part of a Health and Wellbeing initiative in the school.

**The school-focused group** spent their own lunch times and after school time designing an interactive, fun and informative lesson plan for their younger peers based on alcohol misuse. They discussed the plan with a PSE (Personal and Social Education) class teacher and the head of PSE, and ran through the plan with a small group of their peers beforehand to check how it would work. The feedback received from the students and the PSE teachers was very positive and the idea of students



Young people from Port Glasgow High School prepare to meet funders, stakeholders, school and council staff.

taking on more of this work with younger year groups and other topics has been welcomed in the school.

The group agreed that young people would be influenced by conversations with their parents, and their exposure to alcohol at home. Therefore they decided to run a 'mocktail' stand at school events – including shows and parents evenings – providing people with non-alcoholic drinks, their recipes and information on alcohol misuse. Their presence generated a lot of interest in the project and their ideas, with positive verbal feedback coming from teachers, parents, other young people and adults from the local community.

They designed Alcohol Misuse Posters that were broadcast on school information screens.

**80% of young participants said they developed their confidence and skills**

*"The group agreed that young people would be influenced by conversations with their parents, and their exposure to alcohol at home."*

*“young people and adults have expressed their feeling that this process has helped them overcome anxieties and barriers”*

**Outcome 2 - Young people and local stakeholders (including educators, parents and community service providers) are building new/stronger relationships that will help them address alcohol misuse.**

**The community-focused group** and community-based adults remained committed to working together throughout the project. Both young people and adults expressed their feeling that this process helped them overcome anxieties and barriers around working with each other. They added that they can see the benefits of this kind of collaborative working and would want to be involved in future opportunities to do so.

Ideas for continuing and sustaining these relationships include: more external support with PSE inputs in school from professionals in the community; the opportunity for some PSE classes to take place in community venues (e.g. the Izone); and a group of young people and professionals in the community working together on the development and provision of services and information.

The head teacher is keen that some of these ideas become a part of the school's Health and Wellbeing initiative.

**The school-focused group** developed a good working relationship specifically with the local youth-alcohol worker who has a school-based remit. They tapped into this relationship for input to their mocktail and information stand at the school shows. Also they sought advice and suggestions on how to run their lesson plan in the PSE class.

Many of the group developed new or improved relationships with various school staff. This included gaining the level of trust needed for teachers to let them run PSE classes, having direct access to the school information screens to add and refresh their poster content and getting both permission and encouragement to run their mocktail and information stands at future school events.



## PROJECTS:

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### Outcome 3 - Young people leading the project are more aware of their individual strengths and skills – and more confident in their capacity to bring about change in their communities and in their own lives more broadly.

Young people involved in the project have expressed an increase in their confidence to make changes happen in what they often see as the 'adult world'.

*“Young people involved in the project have expressed an increase in their confidence”*

They repeatedly stated they appreciated how the adults listened to their ideas and what they had to offer.

They have stated that they feel 'listened to' and 'taken seriously'.

They recognised a shift in their confidence to 'just go and ask' when they want to do something, and to follow through and deliver on it.

This group of young people are also very aware of the challenges associated with trying to make change happen: how long it can take, and how much energy and persistence is needed.

100% of young participants felt they'd been able to use their ideas and strengths.  
70% of young participants feel more confident in their ability to lead change

### Outcome 4 - More adults are making sure that young people are part of learning and change in their community. More organisations are involving young people in co-designing services to tackle social and economic need.

The local youth alcohol worker, youth club and council employees are all committed to this end, as are the adults in the school – seeing these young people and others in the future as a key part of the design and delivery of this type of learning and change in the community and the school. An asset that remains under-utilised at present, and one which will grow in impact when given the chance.

As mentioned in Outcome 2, there are specific aims to include young people in the further development of web based information, the delivery of educational learning, both in school through PSE classes and school events, and in the community through the development and running of events for young people.

Youth workers at the Izone are keen for young people to be involved in running events there. The principle teacher of Health and Wellbeing attended the event and asked the group to run their activities as part of a Health and Wellbeing initiative in the school.

**Outcome 5 - Young people and adults participating in the pilot experiences develop greater awareness of the issues surrounding alcohol related harm and local support available.**

Young people who participated in the project report being very aware of the issues around alcohol related harm:

***"The approach of this project has been so valuable. Not just having young people attending our meetings to comment on our ideas, but instead having young people leading us. It's proper participation for young people, not just a token gesture."***

**Margaret McConnachie, Inverclyde Alcohol & Drug Partnership co-ordinator**

**80% of young participants said this had been a positive learning experience.**

***"My views (on alcohol) haven't really changed because of this...I already thought it was a pretty dangerous thing if you don't respect it...and now I'm just even surer of that."***

***"It's not put me off the idea of drinking alcohol, but I feel like I'll be a lot more careful with it when I'm old enough."***

***"It's a quite scary what can happen to you actually (when you drink)...I've never been fussed by the idea of 'getting drunk' but now I really don't want to."***

As demonstrated through the activity undertaken, the participants on the project have been interacting directly with service providers in the local area, and are very aware of the help and support that is available. This information has also formed a part of their activities – with their aim being to share that with other young people and families.

***"...oh yeah, I've talked to my mum about it, quite a lot...I think she understands, but I think I'm annoying her too as I mention it every time she has a glass of wine (laughing)."***

# North Edinburgh Street Work Team

## Granton Youth Centre Ltd

Date of Award: 2015

Amount £10,226



**Granton Youth Centre is a community based youth organisation in North Edinburgh. Its aim is to raise the aspirations of local young people and encourage active participation and citizenship.**

The SWAF grant was used for sessional staff costs which enabled the organisation to expand their current North Edinburgh Streetwork programme of alcohol based interventions with young people from three evenings per week to five. The programme supports the engagement of young people in developing awareness, alternative participation and support around peer pressure when it comes to alcohol and the wider issues of substance misuse, involvement in crime, participation in risky sexual behaviour and anti-social behaviour.

Between October 2015 and March 2016 75 sessions were run, engaging 2044 young people on the street. During this period a total of 74 Universal Brief interventions and ABIs were delivered. The project also opened StreetBase in Muirhouse library, a safe space where young people are happy to open up to project staff.



### Case Study

SR was a young girl described by social work as a 'firecracker, bully and trouble maker'

She was referred to YoungSmith via the Streetwork Team.

YoungSmith is a personal and social development programme enabling young people to 'get ready' for studies or working and is directed to support the most excluded young people aged 15-26 years old.

SR has completed YoungSmith. She now has a pathway to the 'Childcare Academy' This will offer her on-site training, relevant qualifications and a weekly income. She now has a better understanding of herself, her abilities and the impact of her behaviour on the community. She is confident and engaging in her own future. Through her work with the Community Project aspect she can now see how she best fits, for herself and the wider community. SR is now less likely to be involved in crime or anti-social behaviour. She now has a pathway and trust and she feels that there is more for her than depending on benefits. She feels empowered to have control over her future. She is confident now that she can progress.

Her peer group have seen a big change in her and some of them are now interested in the next YoungSmith programme.

## Alcohol Awareness Project

### **Fuse Youth Café (Glasgow)**

**Date of Award: 2015**

**Amount £24,242**



**Fuse Youth Café is a community based youth provider which offers services and support to children and families in the Shettleston area of Glasgow.**

The project delivers workshops on alcohol to young people and their families from the Shettleston area. Shettleston is an area where alcohol use amongst young people is particularly problematic. The addition of a specific alcohol focused worker allowed the organisation to focus on prevention, education and information platforms which will see the families of the young people benefit as well as the young people themselves.

During the period from November 2015 to November 2016 direct workshops have been delivered to 220 young people and 112 adults and have taken place over a variety of settings including junior and senior drop in clubs at the Fuse café, primary and secondary schools, employability programmes and family activities.

55 adults have been supported on a 1-to-1 basis through ABIs. Wider engagement and information sharing has taken place at local events within Fuse, schools and other community services and across social media.



*Alcohol Youth Worker David Purcell delivers an alcohol awareness workshop at the Fuse Café*

### **Case Study**

A 12 year old boy who attends our junior club has taken part in a number of issue based workshops and he really got involved in the alcohol session. He was recognising that his dad was drinking a lot of the different types of alcohol that were being shown on the cards. He was keen to take resources home that showed his dad how many units of alcohol were in them and what the recommended allowance was. He had reported that he didn't spend much time with his dad since his mum died. His dad was just staying in the house or going to the pub and drinking. He was often staying with his uncle due to the negative environment at home.

The alcohol worker was able to support the young boy to communicate with his dad and explain how he was feeling. Following this his dad came into Fuse to speak to the worker and to get a bit of support. His dad has now reduced his drinking considerably and is taking the young boy to school and Fuse and picking him up. They now spend a lot more time together and the young boy has shown a lot of positive changes, he is happier and able to be a child again.

## StreetBase

### **Liber8 Lanarkshire – Lanark**

Date of Award: 2016

Amount £18,285



**The organisation will deliver a targeted detached youth work intervention for young people in South Lanarkshire to tackle high levels of anti-social behaviour and underage drinking. They will provide support, intervention, counselling, prevention and education mixed with alternative and diversionary approaches designed to minimise the harmful effects of drugs and alcohol on hard to reach children and young people.**

The funding is towards staff costs, diversionary activities and transport, to enable the organisation to deliver their successful StreetBase project in one additional area in South Lanarkshire, namely Lanark.

The StreetBase model involves targeted detached youth work whereby a team of skilled and trained detached youth development workers are tasked to engage and develop relationships with young people.

The service will be provided at key times usually 6.30pm-9.30pm, predominately Thursday through

to Sunday when young people are most likely to be involved in alcohol and or substance misuse and linked issues. The service is delivered on a consistent and on-going basis throughout the year three nights per week. Through the project young people will be encouraged to get involved in a wide range of educational and diversionary activities which offer individual and group support.

StreetBase Diversionary Activities will also be offered through the project as will the Trading Post educational tool box which was developed by StreetBase to provide tailored education, prevention and support. This includes educational and awareness raising sessions and can be tailored to provide 4, 6, 8 and 12 week courses. The elements are adaptable, reflecting the needs of the group and can include sessions delivered on alcohol and consequences; sexual health and safety; physical and mental health and relationships. The overall aim of the project is to address young people's issues concerning a range of matters including alcohol misuse. They anticipate that they will work with around 120 young people over the course of the project.

*“Liber8 is delighted to have been one of the projects to receive an award from the Scotch Whisky Action Fund. The award will provide vulnerable, hard to reach young people with diversionary activities and programmes which provide prevention and educational awareness in addition to evidence based interventions where needed.”*

**Margaret Halbert, Chief Executive at Liber8 Lanarkshire**

## Sunflower Garden Project

### **CrossReach – Edinburgh**

Date of Award: 2016

Amount £15,000

**CROSSREACH**  
providing a caring future

The project will run three age appropriate group work programmes (aged 7-10, 9-11 and 11-14) that specifically meet the needs of children and young people who have been affected by problematic parental alcohol use in their families. The group work programmes will run for a period of 12 weeks, on a weekly basis, at CrossReach's Sunflower Garden Service (SFG) with the majority of referrals to the service coming from the Pilton, Muirhouse and Wester Hailes areas of Edinburgh. Volunteer travel buddies, volunteer group assistants and a student will support the Children's Worker to deliver the project. The project plans to support a total of 18 young people affected by parental alcohol abuse.



The aim is that these young people can become more confident and resilient individuals, which will lead to improved behaviour both at school and in the community. Some of the topics covered will include understanding addiction and exploring techniques to relieve stress and express emotion.

Funding will contribute towards the cost of a children's worker, service leader, admin support, volunteer training, taxi and bus costs, art and activity materials.

*"The aim is that these young people can become more confident and resilient individuals"*

## The Me & You (Mentor Youth) Project

### Mentor Foundation – Edinburgh

Date of Award: 2016

Amount £21,465



**Working across Edinburgh and the Lothians, which includes a number of areas of high social deprivation, Me & You will deliver alcohol and health workshops to vulnerable and hard-to-reach young people, adopting a peer-led approach that builds confidence and ambition, and inspires positive life choices.**

The project represents a development of the Breaking Out Peer-led Alcohol Programme which reached over 400 young offenders in HMYOI Polmont (see page 8). Mentor UK now seeks to bring this learning to community settings, to influence young people before alcohol-related and offending behaviours develop. Young people will have ownership of the Me & You project; they will take on responsibility for delivering, developing and driving the project forward, generating a vitality and resonance that is only possible when young people are at the helm. Peer-led learning is particularly effective among vulnerable and socially excluded young people who do not engage with formal education.

Three mentor Team Leaders will recruit young mentors (aged 14-18) to undertake an initial 12-week training course. After completing the training, mentors will deliver one-off alcohol workshops in schools and youth settings in their local area and across Edinburgh. Once they have gained experience of facilitating workshops, mentors will be supported to develop and deliver a range of alcohol based education sessions including a six-week alcohol and health intervention – designed to build confidence, develop group-work and communication skills, and improve knowledge around alcohol-related risk-taking behaviour – to groups of young people (aged between 12-16).

After the first six weeks, participants will have the opportunity to continue their development by undertaking a further four-week programme, which will focus on developing the knowledge, skills and confidence to become peer educators. Peer educators will then shadow mentors until they are fully prepared to deliver their own peer-led workshops to groups of young people in their own local communities. Once they have developed skills as peer educators they can progress and join the mentor team. The project anticipates it will benefit 129 young people.

The funding is to support the salary costs of a Project Manager, Team Leader travel costs, mentor and peer educator expenses, recruitment materials, training, workshop and evaluation materials and Dynamic Youth/Youth Achievement Awards.

***“Funding from the SWAF will enable us to offer young people aged 14-17 an opportunity to become trained mentors. Mentors will be responsible for providing a range of alcohol interventions in schools and youth clubs as well as delivering a training programme for young people who wish to become peer educators.”***

**Gez Lawson, development manager,  
Mentor UK**

## School Alcohol Awareness Raising and Information Sessions

### **Hibernian Community Foundation, Edinburgh**

Date of Award: 2016

Amount £9,500



**The Foundation plans to deliver a preventative alcohol education project to P5, P6 and P7 pupils via 20 schools in Leith and North Edinburgh. The project will educate children in the upper primaries on alcohol and its effects whilst promoting positive lifestyle messages of physical activity and healthy eating.**

The project will be delivered across eight weekly sessions from Hibernian Community Foundation coaches with input by Hibernian FC players and coaches who will act as positive role models for the young children taking part. Each weekly session will last 90 minutes and consist of three components broken into first half, half time and second half. The first half will consist of a classroom session covering the topic of the week and will include a visit to Easter Road and an introduction to the programme, how much do you know about alcohol, units and guidelines, alcohol and its effects (physical and social), alcohol and the law, staying safe, talking to your parents about alcohol and a celebration event and certificate presentation. Half time will consist of a drink and a piece of fruit whilst the second half will consist of a physical activity session which can include football, dance, tai chi, etc. The sessions will be interactive using games, discussion based work and learning resources developed specifically for the programme. It is anticipated that around 1,800 primary school pupils will benefit from the project.

The funding is contributing towards the cost of sessional coaches, learning materials and healthy snacks



*Cheque presentation to Hibernian Community Foundation*

*“The sessions will be interactive using games, discussion based work and learning resources developed specifically for the programme”*

## Alcohol Awareness Programme

### **Reeltime Music, North Lanarkshire**

Date of Award: 2016

Amount £11,996



**The project will engage young people who are vulnerable or at risk of engaging in anti-social behaviour and/or disengaging from mainstream education using an informal youth work approach, which allows participants to lead the creative activity, learn new skills and grow in confidence. The target beneficiaries will demonstrate multiple barriers to positive development including social issues, challenging behaviour or mental health issues. Many of the young people are known to social work and have been identified as most at risk of developing issues with alcohol and drugs.**



*Creative music session*

The project is a partnership between Reeltime, LANDED peer education service and North Lanarkshire Learning and Leisure Services and was piloted in four schools between 2015 and 2016. The pilot demonstrated that over 90% of young people enjoyed the programme and 60% had an increased awareness of alcohol. The organisation applied under the Growth and Development strand of the fund to deliver the programme in ten more schools in the Cumbernauld, Motherwell and Airdrie areas of North Lanarkshire. Through the project young people will receive preparatory sessions on alcohol misuse prior to taking part in six creative sessions which will involve hands on music and media activities designed to increase young people's knowledge and motivations around alcohol misuse. It is anticipated that at least 60 young people will benefit from the project.

SWAF funding is contributing towards sessional staff costs, discs and organisational overheads.

## KickStart

### **Outfit Moray, Moray**

Date of Award: 2016

Amount £9,284



**This pilot project in Moray for young people aged 13 to 18 will combine the benefits of outdoor education with the expertise of another local charity in working with vulnerable young people at risk of alcohol-related harm.**

They will develop a 4-week programme for young people at risk of alcohol-related harm that will build their confidence, help them take responsibility for their actions, increase their awareness of alcohol-related harm, and improve their mental and physical health and well-being. The programme, called Kickstart, will involve four outdoor education sessions (one a week for four weeks) for six vulnerable young people who have been identified as at risk. The focus will be on building confidence, leadership and teamwork skills, taking responsibility for their actions and discovering new and alternative leisure activities that are exciting and adventurous. At one of the activity sessions, there will be a workshop carried out by Quarriers Arrows Drug and Alcohol Support Service which will take place in an appropriate outdoor setting, and which will provide a targeted education session about the dangers and consequences of misusing alcohol. The sessions will be run at evenings and weekends in order to tie in with times that young people may otherwise be drinking with others. The organisation will run seven sets of these programmes over 12 months, and young people will be referred by local schools and other local organisations supporting vulnerable young people. It is anticipated that a total of 42 young people will be supported through the project.



Examples of diversionary activities



#### **The project has four key outcomes:**

- 1. To build young people's confidence and self-esteem so that they better understand themselves, and feel able to take control of their lives rather than being influenced by others.**
- 2. To increase the awareness and understanding of young people of the dangers associated with alcohol-related harm.**
- 3. To improve young people's physical and mental health through outdoor activity.**
- 4. To increase young people's awareness of alternative leisure activities that are accessible and exciting.**

SWAF funding is contributing towards the cost of two qualified outdoor instructors, transport, administration and insurance, specialist clothing and outdoor equipment, publicity costs and staff training.



### Support and Education for Alcohol Related Challenges in the Home (SEARCH)

#### **Carers of West Dunbartonshire**

Date of Award: 2014

Amount £11,340



**This project is developing an alcohol education programme for carers and establishing an emotional support network. The project targets younger adults aged 18-25 years who are at risk of using alcohol as a coping mechanism for carer related stress and older adults aged 65 and above who are emerging as a 'hidden' group of people with alcohol related issues.**

The funding was towards the staffing costs for a new part-time Care Support Worker for a period of 24 months to implement the SEARCH (Support and Education for Alcohol Related Challenges in the Home).

#### **The target outcomes for the project are:**

- 1. To improve the identification of carers affected by alcohol related problems.**
- 2. To ensure that carers are being offered appropriate support through the SEARCH project which will increase their level of awareness about alcohol, increase their skills and knowledge of dealing with alcohol related issues and support sustainable caring roles.**
- 3. Reduce the instances where alcohol is used as a coping mechanism and signpost other healthier alternatives.**
- 4. To provide education and support that will create safer communities.**

The project worker was actually recruited for 18 hours per week. This additional funding came from West Dunbartonshire Health and Social Care Partnership. An education programme was developed for carers to deal with a variety of issues including, carers health, understanding and

dealing with alcohol issues, coping mechanisms, making healthy choices and staying safe. The emotional support system offers peer support, social opportunities, short breaks and other activities to carers. The support group will ultimately be facilitated by volunteers who will be recruited and trained throughout the time of the project.

A key element of the project was to influence practice and policy. In September 2015 the post of support worker became co-located between the Carers' Centre and the Community Addictions Team. This partnership model with the local Community Addictions Team ensures that carers support is embedded within the practice of health and social work staff. The Care Support Worker has a presence within the team two half days per week.

The Care Support Worker also works closely with colleagues within other voluntary organisations and the emergency services to raise awareness of the project to help them identify those with alcohol related issues.

50 carers were referred to the project between February 2015 and August 2016; meaning the project has already achieved the target set. This includes:

- **4 Young adult carers**
- **46 older carers or other age group**
- **13 male carers**
- **15 carers are dealing with their own alcohol issues**
- **35 carers are looking after someone with an alcohol problem.**

All carers are provided with information about



carer services, offered a carers assessment and a welfare benefits check. The Care Support Worker provides support to carers on a one-to-one basis as well as signposting them to other support services within the Carers Centre. Services include, short breaks, complimentary therapies and social activities.

The peer support group which was established in June 2015 has gone from strength to strength. The group meets once a month and is an opportunity for carers to get information and advice from staff, access peer support and reduce isolation. Three times per year the group has a social event.

Carers' Services Manager Kim McNab said:

***"We are delighted to have been successful with the award from the Scotch Whisky Action Fund. Carers of West Dunbartonshire has been supporting carers within the area for many years. This funding allowed us to extend our services to carry out a much needed piece of work. The issue of alcohol misuse in West Dunbartonshire is significant and it is our belief that the process of developing the SEARCH project has enhanced our service overall. The experience has had a positive influence on the organisation as a whole and how we approach the issue of alcohol use with carers in general. We now have a much more open approach within our team regarding discussing alcohol issues with carers. It has been tremendously valuable"***

A carer who has been supported by the project from the beginning said:

***"You have no idea how much the SEARCH Project has helped me. The support has been wonderful"***



### That's Life Alcohol Prevention Peer Support for Older Carers

#### **VOCAL**

Date of Award: 2015

Amount £20,000



**That's Life provides one to one and group support to carers who are at risk of harmful alcohol consumption. A carer is defined as someone who provides regular unpaid help to a family member, partner or friend with a long-term disability, physical or mental health problem or an addiction, who without this support would be unable to live independently.**

**Using solution focussed approaches staff support carers to identify personal goals and plan positive steps to make meaningful changes. A key element of this is the identification of behavioural and situational triggers which can increase the likelihood of using alcohol in a harmful way. Commonly these have included boredom, stress and social isolation.**

**That's Life uses a range of tools to help carers develop strategies to manage these risk factors and motivate positive steps to change. These have included weekly drinking**

**diaries, cost benefits analysis and supporting access to mainstream leisure, social and cultural activities in the local community.**

The funding provided was towards the cost of a part-time support worker to implement the project.

To date 150 carers have been given the opportunity to discuss their alcohol consumption. 35 carers have been involved in one-to-one work and 16 in group work sessions. Outcomes achieved:

- **92% of carers reported improved social well-being.**
- **85% of carers accessing 'That's Life' reported an improvement in their health and well-being.**
- **80% reported an improvement in their ability to manage relationship changes.**
- **67% said their economic well-being had improved.**



*Carers sharing their experiences around ways to manage stress*



*Rachael Honeyman, Supports Worker, offering one to one telephone support*



*"They will work with people to identify positive steps which could improve their lives"*

## Case Study

Andrea, 58, cares for her son who experiences mental health issues. She works full time.

Andrea reported that she often relies on a drink to ensure she manages to get some sleep.

Andrea knows the guidelines have changed and worries about what she is doing to her health.

" Andrea: I feel Rachael (support worker) just made me realise that having a drink every night was more of a habit, and I would like to say she gave me the support and determination to try and have a few drink free nights. Which I am still doing and feel great about this, she gave me the nudge I needed to make the changes I wanted to make."

Chris, 51, cares for his elderly mum who has dementia. He lives on his own and no longer works. Chris has suffered from anxiety and depression for much of his adult life. Chris describes his evenings at home as often empty, he finds drinking is means to escape this.

"Chris: Becoming a carer is something that crept up on me. And with the pressures that come with being a carer, something else crept up on me as well - my increasing reliance on alcohol.

Working with Rachael has helped me start to look at the impact of drinking on my health and take steps towards finding other, more positive ways of looking after myself while dealing with stresses of caring for my mum."



### Parent and Children's Change Project

#### **Up-2-Us Ltd (West Dunbartonshire)**

Date of Award: 2015

Amount £13,536



**The funding allowed the organisation to provide one-to-one enhanced mentoring support to young people and their families where the alcohol consumption of a parent was having an impact on the young person's life. The project worker visited families in their home and worked with them to improve relationships, provide family mediation and improve parenting skills. Parents also had the opportunity to take part in group work activities that improve their awareness of the impact that drinking can have on their child's life. The young people had the opportunity to receive support to join activities and groups locally to minimise the risk of them turning to alcohol.**

Three parenting support programmes, including one held in a recovery café for parents who have had their children returned to their care following a period of absence, were delivered.

One-to-one focussed mentoring with 20 parents and 31 children and young people was delivered. Mentoring included looking at areas such as behaviour at home, in school and in the community; managing school attendance and routines and boundaries at bedtimes.

A parent & child cookery class where healthier lifestyles and doing things together were promoted. There was also access to Up-2-Us football training activity teaching skills alongside getting badges for team work, respecting others and discipline, including completing homework before going to training, healthy eating and drinking.

Throughout the year the project provided trips for young people to Hampden Park, Transport museum, Falkirk Wheel and ended the year with a family trip to Blair Drummond Safari Park.

*"Mentoring included looking at areas such as behaviour at home, in school and in the community"*

Each case was different and had a different support plan which was developed in agreement with the referring agency, the child or young person and the parent/carer.

- **95% of children** involved benefited from mentoring. 82% reported a positive change in school attendance and behaviour with 88% saying they were more capable of solving problems.
- **68% of referrers** reported improvements in progress in education.
- **97% of referred children** discussed problems with project workers - two refused to engage though parents did. Support plans were devised to address specific issues. Addiction may have been the original issue for referral but often other issues came to the fore as the case progressed.
- **85% of cases** referrers reported that young people were more confident and able to communicate with them at closure.
- **90% of young people** reported feeling more confident to engage with professionals which was reflected in review meetings, school & social work meetings.
- **90% of parents** reported making changes to their parenting. Feedback from evaluation forms reported 82% were more confident discussing their children at school meetings or with social workers and 95% felt more confident in themselves as parents.
- **95% of parents** reported learning and trying new strategies with their children from group work sessions or one-to-one with project workers or mentors. 88% of young people said life at home was 'better' and 80% of referrers reported seeing more settled, safer homes.

## Case Study

One case referred was a mother with an issue with alcohol. She was pregnant and had two primary school children at home. Mum alerted professionals that she was drinking again as she was lonely and struggling with the pregnancy and her other children. Previously this mum had passed out in a taxi after drinking 2-3 bottles of wine at a party and had to be helped into the house by her children. The taxi driver alerted police who alerted social work who passed her onto addiction services. Addiction services disengaged after a period of time but contacted us the following year when mum advised she was pregnant.

At point of referral no statutory agencies were involved as mum's alcohol abuse was the previous year but her pregnancy and her admitting she was having a few glasses of wine a couple of times per week was serious and could have serious consequences for the baby. She was an ideal referral for this project.

Initially mum was reluctant to work with us but happy for us to work with the two children. The project worker kept contact with mum informally and worked with the children. Both children were happy to meet the project worker weekly and discussed their feelings about the pregnancy, mum's relationship with alcohol and school. One child was also assigned a sessional worker for additional support as she had additional issues which she was not discussing with anyone. We were able to raise this issue with her mother and support mum in finding a way of supporting her daughter in this issue.

Mum engaged fully as time progressed and through the one-to-one mentoring recognised that her relationship with alcohol was distracting her from her role as mother.



### 'Keep the Heid'

#### **ia2ps (increased access 2 psychological support)**

Date of Award: 2015

Amount £10,823

ia2ps

**Targeted at new parents living in Stewarty and Nithsdale, the initiative delivers a 10-week Mindfulness Based Living and Responsible Alcohol Awareness Programme to new parents to raise awareness, and prevent, excessive or inappropriate alcohol consumption post-birth. The project also taught new parents about the practice of mindfulness and encouraged them to adopt mindfulness in their day to day lives.**

Each session lasts approximately three hours, with a one day session (typically at week five), focusing on responsible alcohol awareness and Mindfulness Based Living Practice.

#### **The main aims of the project are:**

- **to help** new/existing parents develop an in depth knowledge and practical skills of Mindfulness Based Living
- **to help** new/existing parents develop an understanding of the negative impact that alcohol can have on their lives and to promote responsible attitudes towards alcohol consumption
- **to help** new/existing parents to develop alternative leisure and lifestyle choices that are not solely reliant on alcohol consumption

#### **The main outcomes the programme aims to deliver are:**

- 1. adopt an attitude of openness and curiosity towards practicing Mindfulness Based Living Practice***
- 2. be aware of the evidence base (at a local level) underpinning the delivery of 'Keep the Heid!' with regard to Alcohol and Mindfulness Based Living***
- 3. recognise own and others feelings about and attitudes towards alcohol and drinkers***
- 4. be aware of the impact of excessive alcohol consumption on the individual, their family, friends in terms of physical and mental health, inequalities, crime and the economy***
- 5. understand unit measures of alcohol and their limitations***
- 6. to work out approximately how long it takes alcohol to leave the body after consumption***

*“Based on the initial interviews and assessments all course participants were suffering from varying degrees of anxiety and depression”*

Fifteen female and six males were offered a place on the programmes. Based on the initial interviews and assessments all course participants were suffering from varying degrees of anxiety and depression. Three of the twenty one participants were referred from the Criminal Justice System, five from GP’s, seven self-referred and six from third sector organisations. Participants ranged in age from 16 to 45.

The Mindfulness Based Psychotherapists interviewed (structured interview) each course participant prior to joining the programme and (informal interview) at weeks 5 and 10, as well as individual and group observations/interactions.

Participants were tested at weeks 1, 5 and 10 of the programme with:

- The Patient Health Questionnaire (PHQ-9)
- Generalised Anxiety Disorder 7 (GAD-7)
- The Mindful Attention Awareness Scale (MAAS)
- Fast Alcohol Screening Test (FAST)

All of the main outcomes (1-6) were achieved or partly achieved as a result of the delivery of the programme. The case studies and psychometric test results support this.





### Alcohol Awareness Resources for Older People

#### **Outside the Box**

Date of Award: 2014

Amount £4,100



**The aim was to develop and test a new approach to increasing alcohol awareness among older people around Scotland. The organisation worked with groups of older people in six local areas across Scotland to develop information for members about alcohol and the changing risks that it can bring to people as they age.**

**The project resulted in the production of two short, practical hints & tips: one for groups that are in touch with older people, the other for their friends and family. These resources give advice on the safe use of alcohol and point to sources of help and advice for people who need it.**

The team then followed up with participating groups to assess the impact of the tips in raising people's understanding about safe use of alcohol and/or in influencing people's use of alcohol to help evaluate their usefulness. Since then, there has been more feedback, especially from people in professional roles.

The feedback showed that it would take time for the impact on the patterns of alcohol use by individuals to build up. People had used the hints to help them raise concerns with a friend or relative whose drinking was becoming a problem or where there was already a risk of harm, although people were not certain if other person had then reduced their use of alcohol. A few people were confident that this had led to the other person reducing their alcohol use, at least to a small extent. The others said there was no noticeable impact yet, but they expected it would take longer to get someone to change their behaviour. A few people said it had led to

a reduction in their own use of alcohol. This was by prompting them to use measures at home or to just drink smaller amounts and less often when they were at home.

The main response was that the material had been useful in raising the issue of people's use of alcohol as they get older. Several groups described how they had used the hints to discuss the topic and then follow up with individual people who were concerned about someone else's or – rarely – their own drinking. Half said they had then agreed to change what they did as a group, to make it easier for members to avoid or reduce drinking. Examples are having 'dry' tables when they have other celebrations, and serving 'mocktails' instead of wine at celebrations.

There was a larger shift in the action or plans for some professional teams.

- Services supporting older people are using the tips and find they open up constructive conversations
- More people are getting help with their alcohol use as a result.
- There are services for older people that have made contact with Alcohol & Drug Partnership (ADPs) and specialist alcohol services in their area to look at joint training.
- Outside the Box staff have continued to be invited to talk to staff teams about the contribution of peer support among older people around alcohol use.
- Several ADPs have made the issue of preventative support to older people a priority as a result of the tips and other material from the project.

There was a larger shift in the action or plans for some professional teams.

- There are services for older people that have made contact with Alcohol & Drug Partnership (ADPs) and specialist alcohol services in their area to look at joint training.
- Outside the Box staff were invited to talk to staff teams about the tips.
- Falkirk ADP is working on plans to make older people a priority for their work over the next year.
- Two other ADPs have told us that the draft hints have raised the issue of preventative support to older people for them.

The hints & tips booklets are available for download from the Outside the Box website <http://otbds.org/projects/older-people-and-alcohol/>

## ENJOYING A DRINK AND STAYING SAFE AS WE GET OLDER

Hints and tips for people and their families and friends 

### Why we have written these hints and tips

Most older people have enjoyed a drink throughout their adult lives and know how to keep well. But as we get older it sometimes becomes harder to find the best balance.

- Our bodies respond differently to alcohol as we get older.
- We often take more medication and pills and alcohol don't always mix well.
- We may have more problems with our balance or poorer eyesight.

## ENJOYING A DRINK AND STAYING SAFE AS WE GET OLDER

Hints and tips for groups 

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## Pub Watch Rehabilitation Scheme

### **Orkney Alcohol Counselling and Advisory Service (OACAS)**

Date of Award: 2015 and 2016

Amount £12,048 and £14,500 respectively



**The funding supported the cost of designing and delivering an alcohol rehabilitative education programme for individuals subject to banning orders by the “Pub Watch” scheme in Orkney. The introduction of the programme has provided an opportunity to improve/educate the banned individuals on alcohol misuse risks and consequences so that they are less likely to repeat their unacceptable behaviour in future. The Orkney Pub Watch educational programme delivers in depth knowledge on the effects of alcohol use, the differing strengths of alcoholic drinks and the health, social and personal consequences of alcohol misuse.**

In the first year the programme worker worked with 13 individuals who were subject to Pub Watch barring. All 13 have improved understanding of

alcohol and its affects. Consequently improvements have been shown by all 13 when drinking in public (based on self-reporting, observation of worker and comments from licensees that their behaviour is now vastly improved, as a result of taking part in the course).

The OACAS enhanced Orkney Pub Watch service was short listed for a National Pub Watch Award 2016.

Building on the success of this pilot OACAS applied for and was successful in securing a further award from the SWAF towards the costs of continuing, extending and developing the current now established “Pub Watch” rehabilitative education programme.

As well as continuing to deliver the programme to referred individuals OACAS will expand the service more overtly into a preventative service. In

*“The Orkney Pub Watch educational programme delivers in depth knowledge on the effects of alcohol use”*

order to achieve this they plan to deliver educational presentations to S5 classes at local Secondary Schools as to what is and what is not acceptable behaviour in local hostelrys/restaurants and their immediate environments. In addition, OACAS plan to deliver similar courses at Orkney College including a licensing law course, and how to avoid/react to potential trouble. The organisation will involve the emergency services in the work in schools and the college to provide direct examples of the dangers and consequences of misusing alcohol. They will particularly target those at the college following hospitality courses as students prepare to enter the workplace in a licensed environment. They also plan to deliver courses to local taxi drivers to help them to cope with handling inebriated passengers whilst avoiding potentially troublesome situations.

## Case Study

This case study relates to a young woman who was referred as a result of her alcohol-related unacceptable behaviour in two of Kirkwall's licenced premises that are members of the local Pubwatch Scheme and who received a 12 month period of exclusion.

Through the work carried out with her over five sessions it was established her behaviour that led to her ban was totally out of character. Also, there had been some underlying personal problems that probably had triggered the incidents although she fully accepted that she should have known better not to drink in the frame of mind that she was in.

Given the circumstances the Pubwatch Scheme reviewed her period of exclusion earlier than expected and she was permitted back into the participating premises.

The client also asked permission to use the OACAS report for court use and after six months of good behaviour she was admonished by the Sheriff. Through the contact with the Orkney Pubwatch and OACAS Partnership other avenues of help have been made available to her, which she may not have accessed otherwise.

# Progress to date

**The creation and development of the Scotch Whisky Action Fund has been a significant development in the Scotch Whisky industry's commitment to tackle alcohol-related harm and promote responsible consumption.**

We believe the initiative takes a unique approach; we are unaware of any other alcoholic drinks trade association which has established such as fund. It has been and remains a learning experience and we are at the beginning of a journey.

We are pleased with how the fund is operating, which would not be possible without the expert services and guidance of Foundation Scotland who manage the fund on our behalf. The fund is still relatively new and there is ongoing work to be done to increase awareness of its aims, and the philosophy and criteria that it applies to the projects it supports.

A key aim of the fund is to support innovative approaches and pilot initiatives with an understanding that not everything will work or be successful. However, we will gain experience and learning through this process. We are pleased that we have two examples of projects - the Youth Led Enquiry Project delivered by You Decide/Space Unlimited and the OACAS Pub Watch Rehabilitation Scheme - both of which applied under the seed corn funding strand of the fund to pilot and test a new approach. They both showed such promise they were successful in receiving an additional award under the growth and development strand of the fund, allowing these projects to consolidate and build on their emerging success.

Helping to build capacity and develop projects and initiatives that are demonstrating signs of impact are also important aspects the fund aims to support. Whether that be, for example, through



*Delegates discussing initiatives at the 2015 learning event.*



*Students from the You Decide Project Port Glasgow presenting at the 2015 learning event*



*SWAF learning event 2015*

supporting the extension of an initiative, targeting a different group or helping evaluate impact. The bulk of the funding provided to date has been in this area.



Now to the big questions: is the fund having an impact? Is it making a difference? While changing Scotland's relationship with alcohol is a generational issue and requires a holistic, multi-component approach, our assessment at this early stage is that the signs are promising. We believe there is a need for such a fund; the fact it is heavily oversubscribed supports this.

While in some cases the financial awards are relatively modest, they do help leverage other sources of funding, which is important in the current difficult climate.

Indeed, over 7,000 individuals will have been reached when the 2016 projects have completed.

Another ambition we have for the fund is for it to facilitate the sharing of learning. We aim to help develop and promote best practice and encourage contacts and connections between the

various initiatives and groups where this would be beneficial. To date we have held two learning events to support this process.

We are also pleased that a number of the projects we have supported are contributing to policy and practice - SEARCH programme - and the evidence base - Breaking Out Peer Alcohol Programme.

Companies, small and large, across the Scotch Whisky industry are engaged in initiatives that promote responsible attitudes to alcohol. As an Association, we are proud to build on that work through the Scotch Whisky Action Fund. Looking ahead, we believe that such a partnership approach will have an important role to play in tackling alcohol-related harm.





# SCOTCH WHISKY ACTION FUND

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