



SCOTCH WHISKY
ACTION FUND

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Organisation: **Absafe**
 Date of Award: **2019**
 Amount of Award: **£13,260**
 Project Name: **Alcohol Safety**



Absafe exists to ensure that young people in the Northeast can lead a healthy life free from unintentional injury and harm. At their Aberdeen facility, 'The Safe', they have created a series of safety adventure sets which give young people the experience of managing the perils of life and learning vital safety skills. This is done using technology and innovation to provide an interactive and immersive real-life experience in different settings in a fun and engaging way, giving context for learning, and enhancing risk decision making.

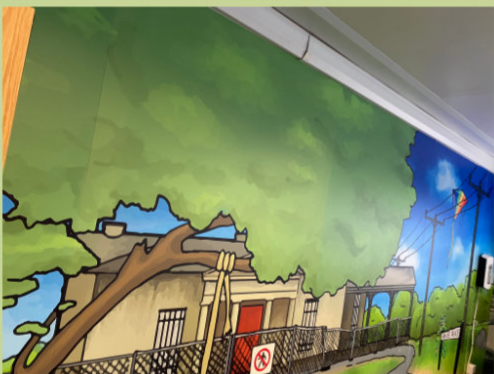
The SWAF funding contributed towards developing and running a newly designed alcohol safety education 'set' for pupils by creating a new pro-social behaviour room with a park environment setting. Using a number of visual exercises to engage young people in discussions on peer pressure and the impact of alcohol on communities and families, young people learn how to recognise the dangers of drinking alcohol, consider the myths of alcohol and practice informed decision making. The aim being to empower young people with the confidence and resilience they need to understand alcohol and some of the challenges they may face among peers, as well as understand the negative effect alcohol consumption can have on communities.

Outcomes and Impact

As a result of the COVID crisis the plans for the project had to be amended significantly. The SAFE was unable to open and therefore Absafe acted quickly to move online. Working with the Psychology Department of Aberdeen University and three very talented students to design and deliver unique learning materials for use on online platforms. These were shared with all the primary schools in Aberdeen and Aberdeenshire area. The target audience for these alcohol awareness materials is P5-P7. This was a huge learning curve for Absafe which was met head-on working with the curriculum for excellence officers and headteachers.

The image displays three educational posters developed by Absafe. The top poster is titled 'Alcohol' and focuses on 'The Law and Its Effects', featuring the Absafe logo and the tagline 'Don't learn safety by accident'. The middle poster is titled 'Alcohol and handling peer pressure' and shows an illustration of two people talking. The bottom poster is titled 'The Effects of Alcohol on the Body' and features an illustration of beer bottles on ice. All posters include the Absafe logo and tagline.

Examples of the alcohol awareness materials that were developed



Images of the new pro social behaviour room

Working with volunteers remotely gave Absafe another perspective and exposure to working in new and creative ways. It encouraged Absafe to be more innovative and review their social media platforms to increase the audience for the alcohol education materials. They were able to be flexible in the crisis, supporting young people to understand how alcohol can impact your judgement and actions, which can lead to other risks and dangers. The challenges due to COVID were substantial but overall positive and gave Absafe an opportunity to look at sustainable improvement and implement some 'change' ideas. For example, working flexibly using innovation and young people to lead the teaching of younger people kept the work relevant and focused on the needs of the younger people.

Outcomes

- By delivering online 3000 pupils were reached.
- The materials developed are now on Google Classroom and other learning platforms for both Aberdeen and Aberdeenshire Councils, through their education departments.
- 500 hours of education was provided.
- The pro social behaviour room was completed and is now available for either face to face (when restrictions are lifted) or online learning.
- Commissioned a play by young people to discuss the dangers of consuming alcohol and how it affects the decision making and inhibits the ability to make good safe decisions. This will be performed at 'The Safe' or in schools with the learning materials.

Absafe received continuation funding from the Scotch Whisky Action Fund in April 2021 to further support delivery of this initiative.

Alison Robertson, Curriculum for Excellence Officer at Aberdeen City Council, stated the materials shared "...were of a high quality..."

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