

LDAN 2006

Matthew Bradby
Grants and Campaigns Manager

The Drinkaware Trust

The Drinkaware Trust

- Created initially in 2002 as a small grant giving charity with income of £30k p.a.
- Now assuming role of 'Producers' Fund' identified in the NAHRS
- Principal source of income is drinks industry; also Big Lottery Fund, European Union
- Income of £2-3m in 2007 and rising to £5m (projected).

Governance

- Entirely new trustee body being created early in 2007, eight continuing staff
- Five trustees from industry, five from health sector, two independent, plus independent chair
- Appointments Panel and Interim Chief Executive seconded from DCMS overseeing appointments.

Continuing activities

- Grant giving for local initiatives - £110k in 2006, £120k in 2007
- ‘Drink or Drive, you decide’ campaign - £150k over Christmas/New Year period
- www.drinkaware.co.uk website and printed educational resources
- ‘Streetwise’ secondary schools resource
- ‘Drinkaware Challenge’ – Youth Achievement Award with UK Youth

Partnership working

- With voluntary sector, health sector, schools, police, licensed trade, student unions and others
- National strategies, local deliveries
- Shared learning – improved campaigns
- Efficiency and effectiveness – greater reach, more targeted.

Grant giving

- For educational projects or to combat misuse, **not** treatment or counselling
- Any age or population group
- Maximum grant £2500
- Approx 60 grants in 2006
- BLF funding especially for peer led young people's projects

Grant Applications

- Application Form
- Evaluation Form
- Contact Andy Law, Grants Officer - alaw@drinkawaretrust.org.uk for more information
- Soon will be available at to download at www.drinkawaretrust.org.uk

'Drink or Drive, you decide'

- Created in 2006 to replace 'I'll be DES'
- Retains idea of 'Designated Driver'
- 3 million beer mats of six designs distributed to pubs, bars, golf clubs
- 200k posters, 100k window stickers, 100k postcards
- Vital local support from police, local authorities and pub companies

Drink or Drive, you decide

- www.drinkordrive.co.uk
- Radio and magazine advertising
- Appeal to 17-25 year old drivers
- Male emphasis (risk x6)
- Accident risk - statistics
- Punishment risk – sentences
- Factual – real probability.

Streetwise resource



STREETWISE/SUBJECT ZONE/ACTIVITY
How does alcohol affect the body?

HUMAN BODY

Drag the labels below to the correct location on the body.

STREETWISE LEVEL 2 SUBJECT ZONE

- ▶ **WHAT IS ALCOHOL?**
- ▶ **WHY DO PEOPLE DRINK ALCOHOL?**
- ▶ **WHAT ARE THE EFFECTS OF DRINKING ALCOHOL?**
- ▶ **PROBLEMS FROM DRINKING TOO MUCH ALCOHOL**
- ▶ **ALCOHOL, THE LAW AND YOUNG PEOPLE**
- ▶ **DRINKING AND DRIVING**

BACK

DRINKAWARE.CO.UK

- Based on DoH guidelines
- Logo on more than 3 billion containers and POS material
- £150m+ of advertising
- Used by private, voluntary and statutory sector
- Passed 2 million hits last month



How many units?

Click on the drinks to add up the units you had last night...

TOTAL UNITS : 8.4

RESET

REMEMBER

The UK government recommends a maximum daily drinks allowance of 3-4 units for men.

Over the limit? Check out our [Hints & tips](#)
Drinking too much? Then why not [check your drinking](#)



How many units?

Don't just guess how much you drink - work it out with our quick and accurate [unit calculator](#).



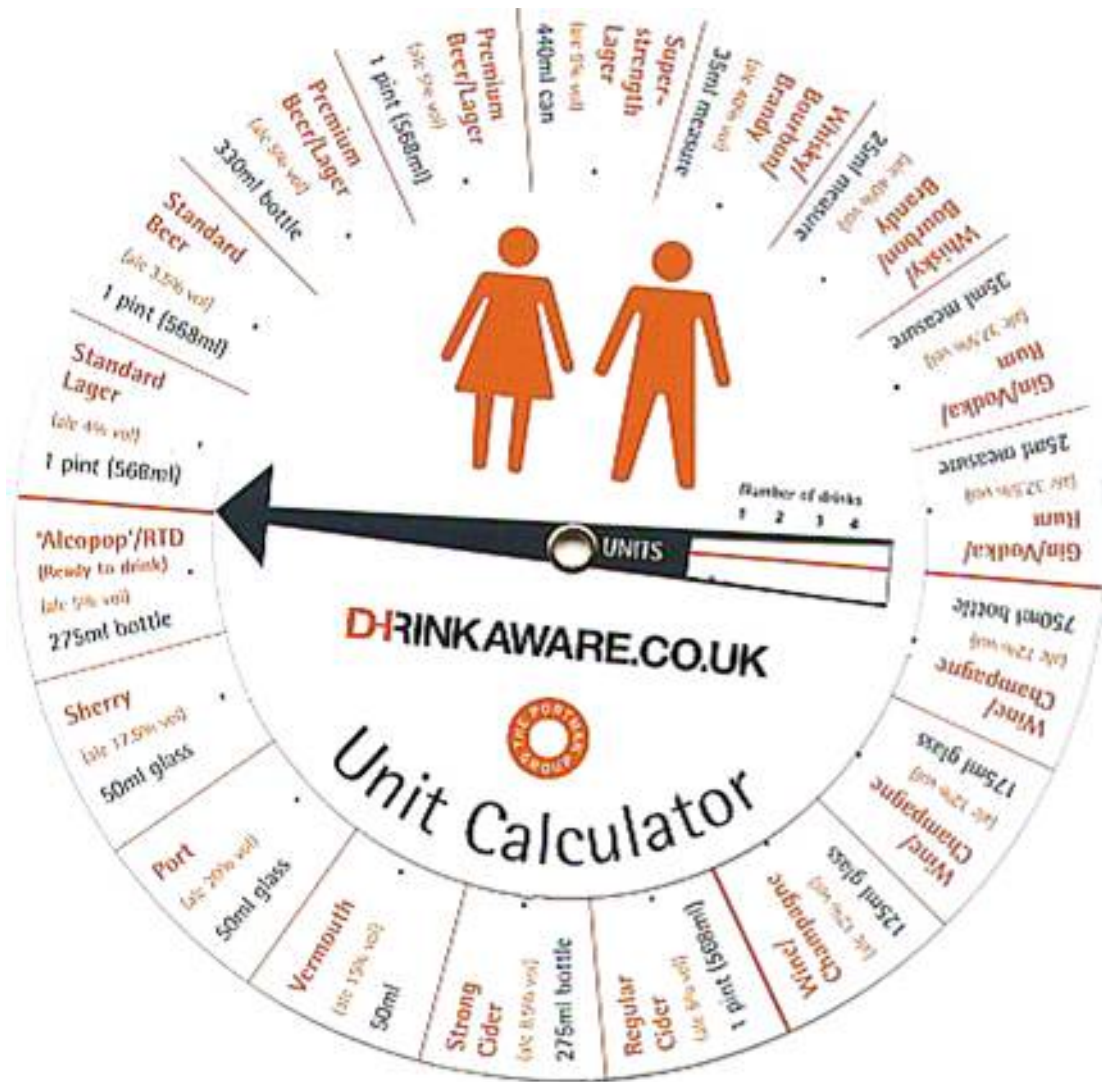
Be aware

Whatever your circumstances - young or old, pregnant or taking medication, [find out how alcohol affects you here](#).



Hints & tips

[Top tips for every occasion](#), from summer holidays to Christmas time.



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