

The background of the entire page is a repeating pattern of blue chevrons, creating a sense of movement and depth. The chevrons are in two shades of blue, with the lighter shade forming the primary pattern and the darker shade creating a secondary, slightly offset pattern.

Drinkaware Annual Report & Financial Statements 2020

DRINKAWARE

Company Information

Directors

PJ Timmins
Múirne Laffan
Billy Brophy
Dr Kenneth McKenzie
Dr Teresa Leahy
Maria Cryan
Sean Quigley
Dr Michelle Mary McEvoy

Secretary

Sheena Horgan

Company number

578361

Registered Charity Number

20204601

Registered office

13 Merrion Square North, Dublin 2

Auditor

McInerney Saunders, Chartered Accountants
and Statutory Audit Firm

38 Main Street,
Swords,
Co. Dublin.

Bankers

Allied Irish Bank,
100/101 Grafton Street,
Dublin 2.

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Chair Statement

2020 was a year of unique challenges as we faced a frightening pandemic that gave rise to unprecedented change in all of our daily personal and working lives. The arising shifts in Irish society, affected us all. At Drinkaware we created contingency and continuity plans, revised budgets and operations, and throughout the year of crisis and change, the charity and its good work prevailed.

Over the course of the year, Drinkaware continued to deliver valuable and increasingly significant research regarding behaviour and attitudes to alcohol as the nation's restricted movements saw shifts in at-home drinking, and supermarket alcohol sales. The value of the growing research repository is evident in the inclusion of several Drinkaware submissions and reports in global conferences including EUSPR20 and also the Health Research Board's listings.

Drinkaware's positive reputation and reach amongst the general public was sustained and its relevance in turbulent times was reflected in the huge numbers that visited the website and in particular the COVID-19 hub.

Governance remained key to the charity's administration and being shortlisted for a Good Governance Award was an achievement we hope to repeat going forward.

The 2020 Accounts & Annual Report is my final sign off as Chair of Drinkaware. Since 2016 it has been my pride and pleasure to sit on the Board of a charity that is demonstrably making a difference through its hundreds of thousands of interactions with the public. And a public that is increasingly interested in making positive change, which Drinkaware encourages, supports and enables.

Over my six years, there has been many highlights and also many learnings:

The level of public trust in the Drinkaware brand has not just been maintained over that time, but also grown. The charity has retained its independence and fought hard to convey this independence in the face of intermittent opposition. It has also secured the commitment and financial support of its industry donors, which assures the sustainable continuance of an effective programme that is helping to prevent and reduce the misuse of alcohol.

If prevention is the destination then education is the journey. The Junior Cycle Alcohol Education Programme trialled at the start of my tenure, has developed into a robust programme that delivers on all fronts: schools respect it; teachers like delivering it; and most importantly students embrace it. With Maynooth University's now published evaluation of the Programme, it is also a proven delayer of first drink, which is a singularly critical goal of Drinkaware, and one of which I am personally immensely proud.

In seeking to solve the major, complex and multifaceted societal challenge of excessive alcohol consumption, it is vital that all stakeholders with a contribution to make in addressing this issue, work collaboratively towards solving this problem.

It is not on ideologies but rather on evidence and on public need that Drinkaware operates. And it is both that determine the target outputs and outcomes of the organisation, which are the priorities and metrics of success on which we focus. The measure of an organisation is how it lives its values, and under the stewardship of the CEO, Drinkaware's focus on

evidence and education, conveyed with transparency and integrity, has been open to scrutiny and has been validated.

The expertise of Drinkaware's formidable team of passionate professionals in the areas of research, education, communications and administration, is guided by the diverse range of experiences and views from the Board. I am very grateful to have had the opportunity to work with these impressive groups of individuals who come together as a cohesive collective for a clear and important purpose.

In my six years the Drinkaware brand has affirmed itself as a truly national entity, adapting its outreach and engagement far beyond the mass marketing on which the charity launched. The public will, and the public trust in Drinkaware, it's work, its intentions and its motivations, is our greatest triumph. What COVID-19 has taught us, is that together we really are stronger, and we are all partners in this shared society with a role to play that will benefit us all.

So I sign off my final Chair Statement with a call to all reformers, all proponents of progressive thinking, and advocates of change for the better: Change needs support, debate and empowerment. But most importantly it needs the will to recognise shared goals and the appetite to deliver them collaboratively.



PJ Timmins
Chairman

“

The public will, and the public trust in Drinkaware, it's work, its intentions and its motivations, is our greatest triumph.

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CEO Overview

In 2019 Drinkaware challenged Ireland's social norms and stereotypes regarding alcohol. In 2020 we witnessed measurable in-roads regarding the re-writing of that script:

At the half a million mark, visits to the website are a clear indication that the public's interest in getting the facts regarding alcohol is gathering apace. The quarter of a million uses of the Drinkaware drinks calculator in the year, also reflect people's appetite for a better understanding of their drinking habits.

Our social media reach of nearly 2 million was up 80% on 2019, but of particular importance were the engagements which were up exponentially – 392% on Facebook (453,501).

The key question of course, is how sustainable is the public's interest that is reflected in these figures? It is not overly optimistic to say this interest has the potential to endure, because there are several proof points in the overall picture to consider: awareness and trust in Drinkaware has grown year-on-year, and in 2020 stood at 89% (Barometer 2020, B&A); the top 5 most visited pages of the website are consistently about making better and healthier decisions; and the narrative in the media coverage in 2020 has certainly moved on from stereotypes towards a more discursive 'how can we change?' discussion.

Attracting and holding the public's attention is no mean feat. Nor is securing the public's trust. Drinkaware's high levels of both, and their retention, is the social contract that belies the charity's work.

At the start of 2020, Drinkaware's strategic priority was to maintain and build on our relevance, reach and reputation.

Our swift and reactive creation of a COVID-19 Hub on drinkaware.ie and the regularity with which we updated its content, certainly ensured we were relevant at a time when people were looking for facts, information and advice. It's important to note that throughout the pandemic all of our digital content has mirrored public health guidelines and where appropriate we signposted followers and visitors to the HSE and other state websites.

In 2020 we added pertinent questions to our annual national survey, the Drinkaware Barometer, so we could capture valuable 'live' information regarding the attitudes, behaviour and motivations of the nation regarding alcohol and indeed broader aspects related to lifestyle and health and wellbeing during the initial lockdown phase. Also included was a 'research first', analysis by household-type. This unique and up-to-date data provided insights that assured our messaging and our content went to the heart of people's concerns and actions, all for the purpose of promoting and provoking a positive behaviour shift where necessary.

We expanded Drinkaware's social media reach in 2020 to include Instagram - reaching a different and younger audience to our regular Facebook followers - who participated in polls and quizzes and our first Insta Live with the Virgin Mary Pub.

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The high level of public attention and trust in Drinkaware is the social contract that belies the Charity's work

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Put simply, alcohol has no place in childhood. And the prevalence of underage drinking in Ireland – even if it is moving in the right direction - should no longer be accepted, expected or facilitated by our social norms.



Our successful Workplace Wellness Programme that relied on in-person 'events' pre-COVID-19, shifted to webinars and continued to deliver alcohol education and awareness programmes as part of companies' health and wellbeing packages.

Amongst the public our reputation maintained its trusted position, and our collaborative work whilst somewhat hampered by restrictions and capacity issues, was indicative of the charity's reputation as experts in accessible and pragmatic alcohol education. Webinars were delivered, we submitted to and participated in the Road Safety Authority's Strategic Consultation and Retail Ireland carried our logo on top tips to reduce drinking in the home, encouraging people to visit the COVID-19 hub and information on the HSE low-risk weekly guidelines.

Several new and significant collaborative opportunities also arose in 2020 that will come to fruition in 2021... watch this space.

A core focus of the Strategic Plan 2019-2021, our research's credibility and gravitas continued to grow in 2020. Successful submissions at important conferences such as Structured Population Health Services Research Education Conference 2020 (SPHeRE) and European Society for Prevention Research Conference 2020(EUSPR), and our inclusion in research listings reflect the integrity and robustness of our research arm, under the watchful professional eye of Dr Stokes.

Drinkaware's mission is to prevent and reduce the misuse of alcohol, and a critical aspect of prevention is tackling underage drinking. Our Alcohol Education Programme (AEP) has gone from strength to strength since its roll out in 2017, with new lessons being added and additional resource and guidance to teachers provided. Despite the pandemic and the restriction of our Education Manager Martha Sweeney's usual in-person visits and engagements with schools across the country, new schools and teachers took up the programme in 2020, and it was delivered to hundreds of students across Ireland over the year.

Few activities are more important, more worthy and more complex, than the education of our children. In its adherence to best practice in alcohol education, Drinkaware's Alcohol Education Programme is a formidable deterrent to underage drinking, as substantiated by the findings in the Maynooth University's three-year evaluation of the Programme, which it completed in 2020 (and the results published in 2021).

Our Programme has reached over 13,000 1st, 2nd and 3rd year students so far, but with its now independently proven efficacy, it can and should reach more.

The learnings from the Programme, including those from the TY AEP pilot in 2020, are there to be shared with other mission-aligned programmes. Healthy Ireland's Strategic Plan 2021-2025 rightly notes the importance of an education and prevention programme. An open and unreserved invitation to access Drinkaware's data and work in this field has been offered to Healthy Ireland and is extended to all organisations with the shared goal of preventing and reducing the misuse of alcohol and tackling under drinking.

In almost every international and national best practice with regard to public health and education paper, the critical importance of co-operation and collaboration is emphasised. Collaboration may be at the heart of positive health outcomes, but it can be easier to write than to deliver. Drinkaware appreciates the politics and practicalities of collaborations and has therefore always been open to informal as well as formal conversations.

Our mission in 2020 is straight forward and unchanged – prevent and reduce the misuse of alcohol. To do that we need to define, clarify and communicate what "misuse" is, in clear and relatable terms. No dictates. No scaremongering. No finger pointing. No shaming. And "to prevent and reduce" we need to promote and enable behaviour change. Again: No dictates. No scaremongering. No finger pointing. No shaming. I think above all else, this is what makes Drinkaware

stand out. It is also invariably one of the reasons why, when it comes to the general public, Drinkaware has 89% awareness as a trusted source of information on alcohol (B&A 2020). This has grown year-on-year and is down to the resilience of our message, our work and our people.

In Ireland there is a widespread assumption that alcohol misuse and harm relate almost exclusively to dependent or "heavy" drinkers. But most people's definition of "heavy" or "excessive" drinking is flawed as only 3% of the population know what risky drinking is. This has to be addressed if change, and a reduction in harm, is to happen.

But a further exacerbation of addressing the issue, is that the distribution of risk and harm is not even. It is important to acknowledge that alcohol-related harm, whilst evident across all sectors of society, is not equally experienced. Rather the reality, what's known as the Alcohol Harm Paradox, is that even when consumption levels are similar, or in fact often lower, the harm experienced by those already disadvantaged can be greater. Health inequities have grown during the pandemic and our work regarding how they relate to alcohol consumption needs to, and will, incorporate this critical issue in 2021 and specifically in the new Strategic Cycle 2022-2024.

The 2020 Annual Report illustrates Drinkaware's resilience, at a time when all organisations, especially those in public health, have been under enormous pressure whilst faced with a growing need for more public health information and services.

If we struggle with anything at Drinkaware, it is summarising the breadth and depth of the work we do. Because it is extraordinary. And I often ponder how much we might achieve with more resource, support and access to other organisations. In the meantime, we will continue to provide essential evidence-informed support that is valued and trusted by Irish society, and we will continue to report on our work with integrity, transparency and accountability.

Good governance requires dedication, vigilance and a diligent Board. Throughout the unprecedented year that was 2020, the Drinkaware Board struck the right balance between forensic scrutiny and holistic oversight. Their guidance and governance of the charity's financial and strategic decisions is much appreciated by the Executive, and is an important contributing factor to the charity's work.

On a personal note, I am immensely proud of Drinkaware's work. And I am privileged to work alongside such a focused, dedicated and professional team, who although small in number, are big in results. As Anita Roddick put it so well: "If you think you're too small to have an impact, try going to bed with a mosquito".



Sheena Horgan
CEO

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Few activities are more important, more worthy and more complex, than the education of our children.

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About Drinkaware



Our vision

An Ireland where alcohol is not misused.



Our mission

To prevent and reduce the misuse of alcohol in Ireland and delay the age of first drink.



Our values

Achieving this mission requires ambition, trust, credibility, collaboration and value for money. These are our values. They act as our guiding principles and our ethical pillars, and they have underpinned Drinkaware's work since the charity's inception in 2016.

Ambition

In a society where 52% of adults drink on a weekly basis (Behaviour & Attitudes 2020), 1 in 5 binge drink and at 15 years, our children have their first alcoholic drink three years under the legal age of 18 years, our vision is certainly ambitious, but we believe Ireland can write a different story and we are singularly focused on supporting it.

Trust

89% of the general public are aware of Drinkaware as a provider of trusted information on alcohol (Behaviour & Attitudes, 2020). We take that trust very seriously as the basis of our social contract to deliver on our vision.

Credibility

Our campaigns and programmes are shaped by evidence and grounded by rigorous evaluation. We deal in facts, not conjecture or myths. Our programmes are delivered by experienced professionals in the fields of education, research, health promotion and communication. And our credibility is fortified by our independence – our unequivocal governance that separates our Executive from our funding. In addition to our Board, we have an independent Education Steering group to support our education programme.

Collaboration

No societal issue can be solved in isolation. Positive change can only happen through persistent and continuous collective efforts, so at Drinkaware collaboration is not a destination but a journey. We seek to partner, share, and confer on everything we do because only then can we contribute to the change we seek.

Value for money

To be effective as a charity, Drinkaware must be efficient and must be sustainable. The rigour we apply to our programmes therefore is the same that we apply to our finances so that we can demonstrate value for money in terms of the cost benefit i.e. impact.

Our Strategy in Summary

At the end of 2018, Drinkaware applied the Theory of Change to the development of the charity's new Strategic Plan 2019-2021, building on the achievements of its first strategic plan (2016-2018).

In its second year the critical question remains the same, what is the change we want to see? For Drinkaware this is, as it always was, an Ireland where alcohol is not misused. Our vision and mission are our driving force, continually prompting us to reflect on how we can use our resources and expertise to meaningfully contribute to this ambitious societal change.

Through our Strategic Plan 2019-2021, our contribution to change is focused on delivering five identified Levers of Change:

Levers of Change

1 An understanding of misuse

If people are not aware of what constitutes alcohol misuse, they cannot know that they are drinking to a level that may cause harm to their health. Our research tells us that knowledge of the HSE low-risk weekly guidelines among adults in Ireland remains critically low (2-3% of people can correctly identify the guidelines (B&A 2020). There is much work to do to improve this understanding but without this baseline knowledge, unintentional alcohol-related harm in Ireland will continue.

2 A desire and willingness to change

Positive societal change requires a checklist of traits to be sustainable and achievable. Drinkaware will facilitate an inclusive movement that can bring people along the journey towards change together, informed by our data which shows that a consistent 1 in 3 adults have already made positive changes to their drinking habits.

3 The know-how to change

Change must also be accessible. The language we use is relatable and personable, not scaremongering or didactic. The practical, evidence-informed tools we produce are easy to use and free to access to individuals, organisations and communities nationwide. We constantly strive to work collaboratively and share our information, research and tools to support wider reach, access and engagement.

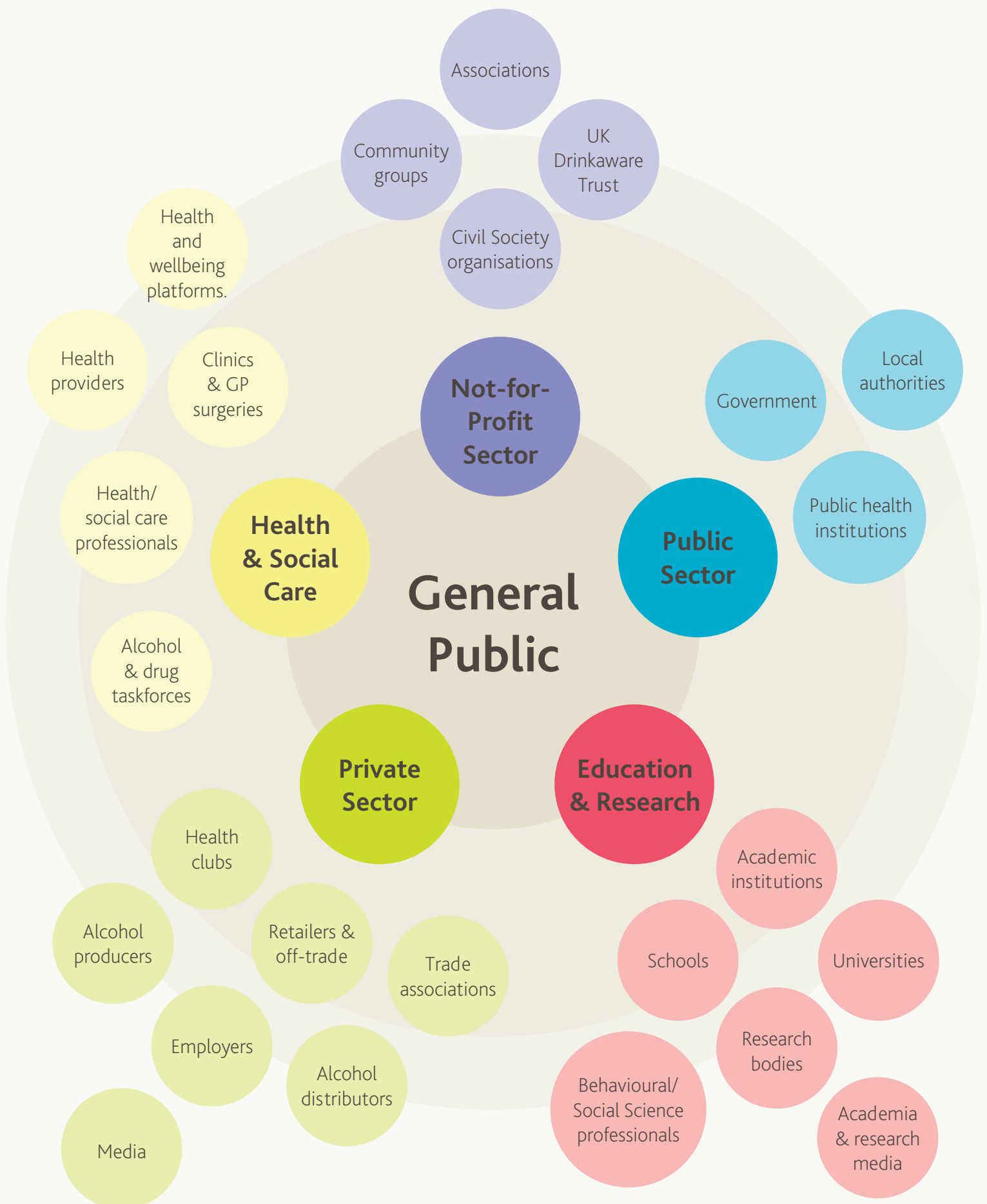
4 The incentive (reward) to change

It is Drinkaware's role to ignite and nurture a willingness to change by demonstrating the benefits that can be gained from drinking within the guidelines, or indeed cutting out alcohol, to protect health and wellbeing. Crucial to this is conveying the message that the benefits can extend beyond the individual person making the change, to communities, society at large and future generations.

5 Push-back on the age of first drink

It is widely accepted in Ireland that most young people will drink alcohol before the legal age of 18 years. Drinkaware does not accept this, and we are resolute that it cannot continue. The health and wellbeing of future generations depends on a shift in public narrative that challenges Irish society, parents, guardians, siblings and all adults to rethink the normalisation of providing alcohol to under 18-year-olds under supervision.

Stakeholder Map



Outreach & Engagement



Overview

Drinkaware runs regular media and digital campaigns and produces evidence-informed tools and resources for the general public. The resources and campaigns are also widely utilised by community, health, youth and education organisations. Our work in this area is led by an experienced team and utilises Drinkaware's extensive social marketing and communications knowledge.

Objectives

- to support greater awareness and understanding of alcohol misuse and harm
- to provide practical supports to empower and enable people to drink less or cut out alcohol.

Goal

To protect and promote health and wellbeing in Irish society by preventing and reducing alcohol misuse and harm.

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They are visually appealing. The measure is a very effective way of showing how much is in a standard unit

– User feedback via Survey Monkey

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Key Outputs in 2020

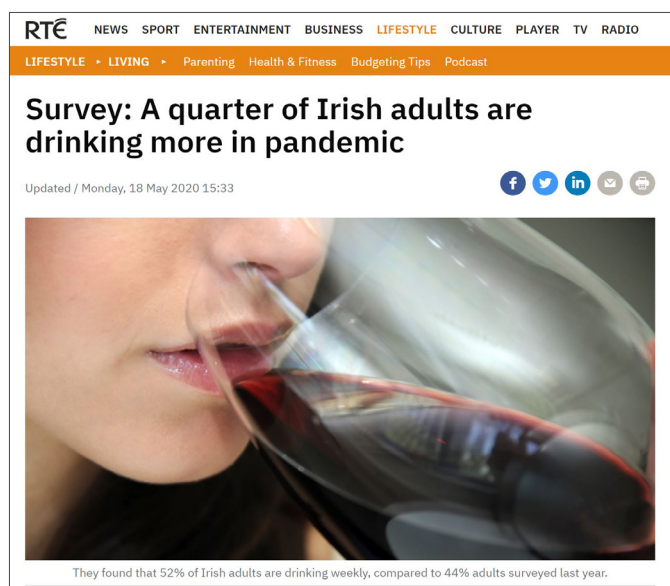
Public information media campaigns

Drinkaware makes a significant contribution to the ongoing public discourse around alcohol misuse in Irish society. Much of this is achieved through our regular media campaigns focused on sharing up-to-date national data relating to behaviours, attitudes and motivational drivers of alcohol consumption in Ireland. In 2020, we contributed to over 460 pieces of coverage across national and regional media with a cumulative reach of over 26 million.

Media Highlights

Alcohol and COVID-19 Barometer

In May 2020, we released key findings from our annual Barometer revealing how the onset of COVID-19 had impacted drinking patterns. The 2020 Barometer explored the behaviours and also the attitudes and motivations that were driving alcohol consumption among adults in Ireland since the introduction of COVID-19 restrictions. The findings prompted extensive national coverage and discussion in the media, including in The Irish Times, The Irish Independent, national and regional radio. We received 47 pieces of coverage with a reach of over 2.8 million.



Parental advice

During a year like no other, we reached out to parents encouraging them to speak openly with the young people in their lives about alcohol. Topics included, house parties, mental health, the sober curious movement and the Drinkaware alcohol education programmes. In June and September, we urged parents to speak to their teenagers about how to celebrate safely, the completion, and also the results, of the Junior and Leaving Certificates, advising parents to talk openly with their young adults on how deal with stress, anxiety and peer pressure.



» Looking Forward

Our stated target to build on the depth and breadth of the messaging and quality of the coverage, was to increase our media coverage by 10%. This has been achieved and will be the replicated target for 2021.

DRINKAWARE

Alcohol and your mental health

Facts about alcohol's impact on mental health, and advice to develop healthy coping strategies without alcohol



Alcohol & Mental health booklet launch

With over 18,000 pageviews on drinkaware.ie relating to mental health in 2020, and to mark Alcohol Awareness Week in November, we launched our 'Alcohol & your mental health' booklet. The booklet was created to help adults recognise the importance of developing healthy ways to cope without alcohol, with helpful explanatory information and advice on alcohol and anxiety, sleep, building resilience and how alcohol can impact on depression.

Christmas


The 2020 Barometer revealed that parents of young children were more likely to drink or to have increased their drinking since lockdown and that 1 in 5 households with pre-school children reported binge drinking on at least a weekly basis. During November and December, we highlighted these findings through a media campaign, urging adults especially parents to develop healthy coping strategies that do not involve alcohol. Behavioural psychologist, Padraig Walsh joined us to speak to the public, advising them to change their habits one by one to live a healthier lifestyle.

The campaign received coverage from national, regional press and broadcast with a reach of over 1.4 million.

her

Health | Sex | Relationships | Life | Eating Well | Period | Periods

10 months ago



Most women not aware drinking more can increase breast cancer risk

8 Shares

[f](#) [t](#) [w](#) [r](#) [in](#) [p](#) Save

Breast Cancer Awareness month

In October for Breast Cancer Awareness Month, we encouraged women to be aware of the link between drinking alcohol and breast cancer, providing tips to cut down or out alcohol and a reminder to be mindful of the HSE low- risk weekly guidelines.

≡ Independent.ie  [Subscribe](#)

Health

Families with young children drinking more due to lockdown, as charity urges parents to change alcohol habits

National charity Drinkaware is urging parents to change their drinking habits



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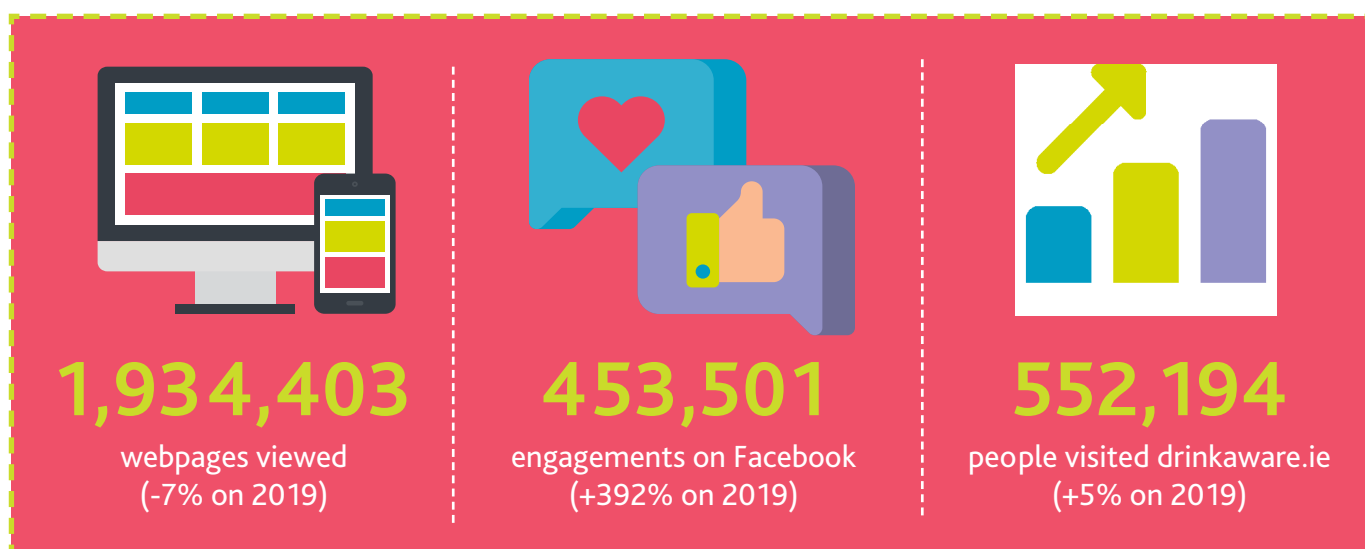
Parents with younger children reported drinking more due to lockdown.

Digital health promotion

Drinkaware runs regular, timely campaigns across our social media channels to inform, educate and increase access to practical tools to facilitate positive behaviour change.

In 2020 these activities became even more important as Irish society looked to digital channels for information and advice in unprecedented numbers as a consequence of COVID-19. The focus of our 2020 digital programme was to maintain relevance in a rapidly evolving landscape in terms of public health information, and to sustain our reach.

Our results in 2020 demonstrate unrivalled reach, engagement and trust with the public and other stakeholders regarding alcohol education in Ireland:



The percentage of new users to the website was consistent with 2019 but we did see a dramatic drop in organic search. This drop in organic search may be a result of changing audience needs, interests and behaviour throughout the pandemic. We saw that the pandemic impacted traffic to the website. Our COVID-19 related pages and pages related to the immune system and alcohol were both in our top ten for page views/visits, illustrating that people's needs in terms of information about alcohol shifted during the pandemic.

At the start of the year, our 2020 social strategy was in line to increase reach and brand awareness for Drinkaware in Ireland. With social activity to spread information on alcohol information, targeting under 34-year-old males with the 'Change the Trend' messaging, reaching out to parents and increasing Drinks Calculator conversions. Our strategy shifted from pre-COVID-19 conversions/action-based content to COVID-19 awareness-raising and longer-form information-sharing. We recognised the changing needs of the public and responded to this change rapidly, creating content related to COVID-19 – this change of strategy is reflected in the slight decrease in the webpages viewed and the shift in top pages viewed - although at 205,790 uses the drinks calculator is still significant and important 'go to' content.

Maintaining circa 2m webpage views in 2020 in light of the competition for content during a pandemic, is a remarkable achievement. In particular, the 5% increase in people visiting drinkaware.ie. The pandemic saw an increase in digital activity from the public, but notably the needs and the interests of the public also changed.

Social media

In March 2020, the COVID-19 pandemic changed the course of our social media strategy as we shifted our messaging to drive awareness around mental health, drinking at home, alcohol and the immune system and driving traffic to the COVID-19 hub. To this end we focused our efforts on the more public -facing platforms, increasing our engagements on Facebook and establishing a presence on Instagram.

	Followers/Likes	Impressions	Engagements
Facebook (@DrinkawareIE)	78,157 (-1% 2019)	19,016,944 (+280% 2019)	453,501 (+392% 2019)
Instagram (@Drinkaware_ie)	1,181 (+120% 2019)	9,691,215 (+1,948.4%)	1,221 (+163% 2019)

In 2020 the increases in followers, impressions and engagements on Facebook and Instagram highlight Drinkaware's focus on digital engagements with the public with the removal of face-to-face interactions. Instagram is an increasingly significant platform to reach a younger (adult) audience, in line with our data that these audiences are crucial in achieving our mission and are traditionally difficult to reach and engage with.

Drinkaware
Sponsored · ✨

Drinking at home this Christmas? A hot whiskey here, a mulled wine there... Use our calculator to see how quickly it all adds up.

DRINKWARE.IE
Calculate the impact of alcohol

LEARN MORE

Drinkaware
Sponsored · ✨

"I only meant to have one..." Cosying up with a winter warmer at home on a cold and dark evening can seem like a great

DRINKWARE.IE
Order a free Alcohol Measure Cup

LEARN MORE

Drinkaware
Sponsored · ✨

Having a weak immune system may put you at a higher risk of serious illness from coronavirus. Find out about the

DRINKWARE.IE
Alcohol and the immune system

LEARN MORE

Drinkaware
Sponsored · ✨

Don't invite people to a social event in your home, and don't go to one. Practice social distancing and help to slow the

DRINKWARE.IE
Stay Safe. Stay Home.
Play your part

LEARN MORE

Drinkaware
Sponsored · ✨

Your kids learn a lot in school, but their biggest influence will always be you. Find out how you can be a positive role

BE THE BEST INFLUENCE

DRINKWARE.IE
Your influence is greater than alcohol's

LEARN MORE

Drinkaware
Sponsored · ✨

Our Alcohol & Covid-19 hub has information about alcohol's impact on mental health and the immune system. You'll also

INFORMATION, FACTS AND ADVICE ABOUT ALCOHOL AND COVID-19
WE'RE HERE TO HELP

DRINKWARE.IE
Alcohol and Covid-19
Get the Facts. Be Drinkaware.

LEARN MORE

Drinkaware
Sponsored · ✨

Drinking more than usual? Let's be mindful of how much and why we are drinking during isolation, be sober curious and

A new attitude towards alcohol
We're here to help

DRINKWARE.IE
Drinking at home during COVID-19

LEARN MORE

COVID-19 Hub

In response to COVID-19, a series of new webpages went live from March onwards as the team rapidly responded to the 'new normal' and its impact on the public. With over 117,000 page views of our COVID-19 digital content, we showed a timely response to the needs of the public. The content was updated regularly in line with each phase of the pandemic with advice regarding protecting your mental health, parenting during a pandemic, alcohol & your immune system and how to stay well while working from home.

New Website

In 2020 we completed a new website which was launched in November. The new website presents great opportunities for engaging with the public through its intuitive design and easy to navigate features. There are unavoidable downsides to launching a new website, which we were affected by in the later months of 2020. Numerous areas are altered during redesigns including code and pages. These changes can negatively impact the website's SEO (Search Engine Optimisation) in the short-term and affect the long-term growth of the site if not addressed. In 2021 the SEO impacts will be addressed to help increase our search engine optimisation and improve the public's access to our information. We saw a decrease of -35% from November – December post the website launch (159,279 2019 users V 103,128 2020 users).

Blogs

Covering a wide range of topics, blogs give the Drinkaware team the opportunity to speak directly to the public on various issues regarding alcohol. Our blogs in 2020 covered topics from, education, research, public awareness days and we published numerous blogs with information on COVID-19:

- Drinkaware Urges Restraint on Alcohol Use at Home amid COVID-19 Pandemic
- We Need New Habits in this 'New Norm'
- Two-thirds of Men Drinking to Cope – COVID-19 Research

Newletters

5 general newsletters were sent out in 2020, with an average open rate of 32%. 44,947 people are subscribed to the Drinkaware general newsletter which provides information on campaigns, updates on our work in education and resources along with tips and advice regarding alcohol use. In 2021 we hope to send out our general newsletter quarterly, with information on campaigns and updates on our work, maintaining a consistent communication with our subscribers.

>> Looking Forward

As stated in 2019, key performance metrics reflect changing strategy. The stability of website visits and views remain important metrics but engagement is also key. The 2020 target was to increase KPIs by 10%. Our visits and views moved slightly owing to the new website and SEO changes. But the shifted focus on engagement delivered substantial lift in these metrics, especially on our social channels.

In 2021 we plan to continue updating the website with relevant, timely and engaging content that supports the public in making positive behavioural changes regarding alcohol. We will also undergo an SEO review of the website to increase organic search and ensure that our content is available to those who seek it as easily as possible.

Our social media strategy will focus on driving people to the website, with timely engaging content. We hope to see a 5% increase in visits to the website and to maintain the number of webpages viewed, an increase of 10% in following on Instagram and LinkedIn with Facebook and Twitter following maintained.

In 2021 we will maintain the distribution of 4-5 general newsletters, aiming to increase distribution by 5%. We also aim in 2021 to publish 2 blogs a month and invite at least 4 guest writers to provide blogs.

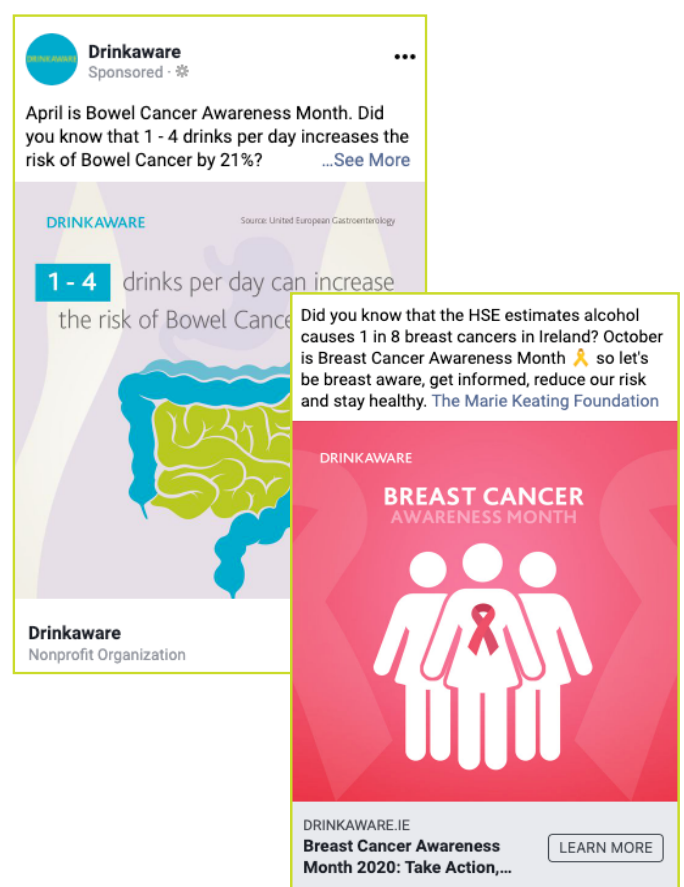
Public health awareness support

As a national charity working to prevent and reduce alcohol misuse, protecting health and wellbeing is a core message evident in everything we do. We proudly support national and international awareness events to encourage the public to recognise the link between alcohol and different health problems including cancer, heart disease and mental health, and enable positive changes to reduce risks. In 2020, this included:



Below are examples of blogs published in 2020 that support public health awareness:

- » World Cancer Day
- » Bowel Cancer Awareness Month
- » Breast Cancer Awareness Month
- » Alcohol Awareness week



» Looking Forward

The 2020 target was to expand the 'days' supported and the calendar shows 3 new additions including Global Day of Parents and International Men's Health Day. The target for 2021 is to continue supporting these 'events' and include additional relevant public health awareness dates into Drinkaware's communications calendar. We also hope to invite experts to write guest blogs on various topics to further support the public.

Collaborative and co-operative activity

Collaboration is one of our core values and in 2020 we continued to seek opportunities to work with mission aligned organisations to further amplify our public health work. To support the public through the difficulties of the pandemic, the increase in at home drinking and offer supports to empower people to make healthy decisions around their alcohol use. Highlights from our collaborations in 2020 are detailed below.

Retail Ireland

During May we produced dual branded graphics of our tops tips to reduce home drinking in partnership with Retail Ireland. These were shared across Twitter encouraging people to visit the COVID-19 hub on drinkaware.ie, information on the HSE low-risk weekly guidelines, and information on how to order our free measure cup resource online.



Drink Driving

For the development of its 2021-2030 strategy, the Road Safety Authority had a public consultation in which Drinkaware took part, commenting on the priority of the strategy in relation to drink driving, and how this issue may be addressed through targeted communications to young males in particular, prevention (youth) education, and the need for a multi-faceted approach.

Drinkaware CEO Sheena Horgan was also invited to and attended the RSA's Strategy workshop, participating in a high-level multi-stakeholder debate.

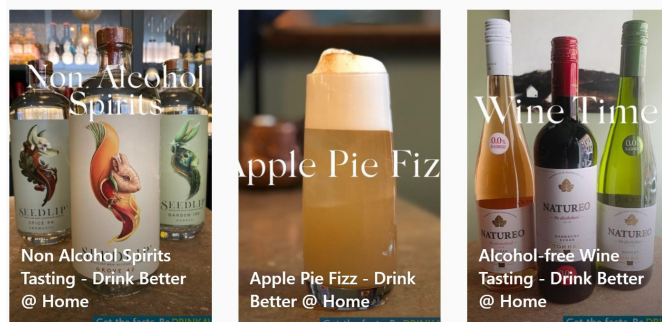


Drink Better at Home campaign with The Virgin Mary Bar

Taking place during the summer and winter (Christmas) months over Instagram our partnership with the Virgin Mary bar, Ireland's first alcohol free bar, aimed to support people to try out alcohol-free drinks at home during COVID-19. This campaign was in response to rising alcohol use in the home during the pandemic. The Virgin Mary bar produced short videos featuring demos of their alcohol-free drinks and no-alcohol drinks tastings.

Sheena Horgan hosted an Instagram Live with Vaughan Yates from The Virgin Mary in December to discuss the rise of the sober curious/mindful drinking movement in Ireland.

The Drink Better at Home campaign was a hugely successful digital campaign with a total of 2,219,349 impressions, 17,410 website clicks, 104 Drinks calculator conversions and 30,323 video views.



Leopardstown Racecourse

Drinkaware was approached by Leopardstown Race Course to collaborate on an alcohol education and awareness campaign for Spin1038's Student Race Day on 1st April 2020. Unfortunately due to the restrictions the event and campaign were cancelled.

» Looking Forward

The 2020 target was achieved with the delivery of drinking driving co-operations, a Christmas campaign and two other collaborations. The target for 2021 is to continue Drinkaware's co-operative collaborations, in particular a campaign on the HSE low-risk guidelines.

On-the-ground public engagement

Drinkaware prides itself on delivering a public benefit. This is what drives the priorities of our small but dedicated team. Participating in, and exhibiting at, public-facing events across the country supports this, and provides valuable and numerous opportunities for the public to ask questions directly to our team, as well as giving us a welcome chance to hear feedback on our resources and programmes, and on the topics of most interest and value to the general public.

2020 presented challenges for the team in terms of on the ground public engagement, many events that we would typically attend were cancelled, moved online, or postponed due to restrictions.

We exhibited at the fully immersive virtual IBEC Keep Well Summit in September, and 236 people visited our booth throughout the day, with over 140 clicks on our resources and we provided additional information through the 'chat room'. Information on our Workplace Wellness programme was the most popular topic and we spoke with attendees in the 'chat room', detailing the programme and the resources we offer.

Public submissions

- Drinkaware responded to the World Health Organisation (WHO) Working Document on an Action Plan to Strengthen the Implementation of the WHO Global Strategy to Reduce the Harmful Use of Alcohol, sharing data from our 2020 Barometer and highlighting the COVID-19 context, youth populations, health inequalities and the low acceptance of the health-related harms associated with alcohol amongst the public.

In addition:

- In April CEO Sheena Horgan wrote a guest blog for the youth-focused website of the charity Lust for Life. Lust for Life uses content, campaigns, and events to facilitate young people to be effective guardians of their own mind - and to be the leaders that drive our society towards a better future. The Charity's board was also written to offering co-operation and collaboration based on both charity's shared beliefs in empowerment through education.
- In July Drinkaware wrote to the Licensed Vintners Association (LVA) /Vintners Federation of Ireland (VFI) / Restaurants Association of Ireland (RAI) /Irish Hotels Federation (IHF) with regards to the reopening of society as restrictions eased over the summer months. The letter commended the organisations on promoting and calling for a safe reopening in line with government guidelines and offered Drinkaware's support in communicating to the public how to safely socialise.

>> Looking Forward

In 2021 we hope that later in the year on the ground engagement can resume and we look forward to meeting with the public again at events across the country. We will also continue in 2021 to input into relevant public and stakeholder debates and discussions by way of submissions and consultations.

Health promotion resources

Drinkaware's extensive range of evidence-informed tools and resources offer practical ways to drink less or cut out alcohol to protect health and wellbeing. The most popular tools ordered by the general public and health professionals are the standard drink measure cup and drinks, calorie and sugar calculator. Our information booklets include Alcohol and You, Your Children and Alcohol and Young People, Alcohol and Mental Health. Many of our resources are available in both Irish and Polish.

In 2020 there was unprecedented levels of demand for our resources, with thousands of orders placed in the run up to Christmas. This highlights the increased desire from the public for information on alcohol use, and the efficacy of our resources in helping to facilitate positive changes to drinking habits.

The Behavioural Insights Team (UK) were commissioned by Drinkaware in 2017 to assess the behaviour change potential of the measure cup and calculator. We used these recommendations to update our resources in 2020 to ensure their continued value and ability to facilitate positive changes to drinking habits.



Our resources in 2020



11,134

orders were placed
for our resources
(+156% on 2019)



+96,000

measure cups,
booklets, calculators
and posters distributed
nationwide

Who ordered our resources?

Individuals	Parents	Education	Health
95%	3%	2%	1%

>> Looking Forward

Our stated 2020 target to increase orders placed by 15% was exceeded tenfold. The 2021 target will be to maintain 2020 levels (resources permitting). They are, however, provided free and so an increase in their uptake will incur a significant increase in Drinkaware's overheads. As these resources are a critical part of delivering our mission, we will be looking at innovative ways to streamline both the ordering and the distribution process in 2021.

Workplace Wellness Programme (WWP)

Pre-COVID-19
Restrictions:
Jan-Mar 2020



900
employees reached
in person



7
workshops
delivered



9
information
stands

In keeping with our health and wellbeing remit, guided by a logic model (Kellogg Foundation 2006), Drinkaware's Workplace Wellness Programme is an evidence-informed intervention that aims to reduce the misuse of alcohol by providing education and support to workplaces. The anticipated outcomes include increased awareness of what alcohol misuse is (i.e., HSE low-risk guidelines), and a willingness/intent to change behaviour. A number of options are available to employers, including interactive workshops, newly developed pre-recorded and/or bespoke webinars.

In the first quarter of 2020, the Workplace Wellness programme got off to a great start with over 900 employees reached between January and March. A total of seven workshops took place and nine information stands were held.

In April, and in response to the pandemic and restrictions on workplaces, the Drinkaware team responded to the needs of employees and employers by creating a suite of online workplace wellness webinars. Three pre-recorded Workplace Wellness webinars were made available free of charge.

Live and/or bespoke Workplace Wellness webinars, on subjects that covered mental health, sleep and the immune system were also created and delivered throughout the year, for 13 interested organisations including the National Transport Authority and the VHI.

Drinkaware also supported National Workplace Wellbeing Day (May 2020), through digital communications and exhibiting at the IBEC Keep Well Virtual Summit.

Two Drinkaware Workplace Wellness newsletters were sent out to subscribers in 2020 with an average open rate of 40%, 62 people are subscribed to our workplace wellness newsletter.

Benefits to the workplace



Healthier
employees



More engaged
workforce



Positive wider
social benefits



Reduced
absenteeism



Increased
productivity



Reduced incidence
of accidents/injury

» Looking Forward

The 2020 target to engage with at least 10 companies has been reached and in 2021, Drinkaware will continue to respond to the needs of employers and employees via online pre-recorded and live webinars to interested organisations. In 2021 we hope to maintain our 2020 Workplace Wellness resources supporting at least 13 organisations.

Key Outcomes in 2020

Listed below are the **ten key outcomes** that resulted from our Outreach & Engagement activity in 2020 detailed in this report.

1. Continued to challenge the widely accepted stereotype regarding Irish society and alcohol, and the complacent and complicit attitudes towards alcohol misuse.
2. Established an alternative narrative regarding alcohol consumption in Ireland.
3. Increased advocacy of behaviour change best practice regarding alcohol.
4. Increased year-on-year reach and public engagement with our health promotion campaigns, programmes and resources.
5. Increased knowledge and awareness amongst the general public of how to cut down or cut out alcohol (with an emphasis on the HSE low-risk weekly guidelines).
6. Increased knowledge and awareness amongst the general public of what constitutes misuse and the harms associated with alcohol.
7. Increased awareness of access to and take-up of evidence-informed health promotion resources available to implement positive behaviour change with regard to alcohol.
8. Sustained public interest and discourse on alcohol misuse, harm and positive behaviour change, stimulated by our research evidence and campaigns.
9. Increased awareness and trust of Drinkaware as the leading provider of information on alcohol among adults in Ireland.
10. Maintained interest from a wide pool of stakeholders in collaborative opportunities to deliver change.

“ 89% of adults cite Drinkaware as the leading source of trusted alcohol information in Ireland ”

- Behaviour & Attitudes, 2020

Key Impacts in 2020

Listed below are the **nine key impacts**, the measurably positive effect, of our Outreach & Engagement activity in 2020 detailed in this report.

Increased

1. **High levels of public awareness** of Drinkaware to provide **trusted alcohol information** - increased to 89% from 80% in 2019 (Behaviour & Attitudes).
2. **A broad national conversation** that not only challenges alcohol's place in Irish culture but speaks to a growing and positive alternative, is well established as evident in the rise in Drinkaware's media coverage – over 460 individual pieces across print, online and broadcast (national and regional). This is demonstrated by our relevant and high-quality research, our pragmatic tone, and our desire to empower people with relatable, practical advice and information.
3. **A consumer-friendly and helpful narrative** on alcohol that provides the facts and tangible actions to put behaviour change into practice. Drinkaware's **reputation as a credible and pragmatic expert on alcohol consumption and behaviour change** means the charity is a key called upon contributor to media debates on alcohol, and our research and messaging are regularly cited.
4. **Increase in interest/intent to change** as indicated by the sustained growth in engagement with Drinkaware. In 2020, visits to drinkaware.ie averaged over 45,000 people a month, totalling 552,194 (+5% on 2019), and just under 2 million pages were viewed.
5. **Increase in capacity to change** across the general population demonstrated by the 204,790 uses of Drinkaware's online drinks calculator, the 96,096 Drinkaware health promotion resources proactively ordered by individuals, parents and education and health professionals in 2020 (almost double the number of orders in 2019). Feedback obtained via Survey Monkey found that 92% of those who have used Drinkaware's resources agree that they will help them to drink less.

6. **Awareness of the harms associated with alcohol misuse** in relation to 'own' consumption amongst the general public through Drinkaware's support and promotion of the various national health awareness campaigns including World Cancer Day and Irish Heart Month. The increases in following, engagements and impressions on Facebook and Instagram, our main social channels to speak to the public, highlight the increased awareness of the harms associated with alcohol misuse. Each national health awareness campaign was accompanied with a social media campaign and or blogs/press releases – aiding in achieving increased awareness of the harms associated with alcohol misuse. We also consistently see our information on Drink Driving appearing in our top 10 visited webpage across 2020, informing the public on the harms of drink driving in Ireland.

Maintained/Established

7. **Responding proactively to the changing needs of the public.** With over 117,000 views of our COVID-19 related content we responded to the needs of the public with information focusing on mental wellbeing, at home drinking, parenting in a pandemic etc. Providing relevant content in an ever changing, difficult environment.
8. **Positioning of alcohol education as part of the wellbeing narrative in the workplace setting.** Although 2020 saw disruptions to the Workplace Wellness programme inroads were still made and we look forward to reengaging proactively with workplaces in 2021. 90% of employees would recommend the Drinkaware Workplace Wellness Programme (via Survey Monkey).
9. **Collaborations that amplified the reach of positive public health messaging.** This included working with Retail Ireland and the Virgin Mary bar to reach people with relevant information about alcohol alternatives and advice for at home drinking.

Research



Overview

Research plays a critical strategic role in Drinkaware and is viewed as an organisational asset. The charity is committed to ongoing investment in relevant and timely research that is applied to our education and outreach activity and shared with stakeholders to progress collaborative efforts to improve the nation's health. This ensures each programme we deliver and every resource we produce is evidence-informed and subject to robust independent evaluation to achieve the organisation's public health goals.

Drinkaware's research is overseen by a highly competent, experienced and professional team, and is both rigorously analysed and cross-referenced against other available national and international data to deliver significant and constructive reports and studies.

Objective

To use our research to encourage a greater and deeper understanding of alcohol consumption and its impact on a national level, which in turn serves three purposes:

- a. ensures the validity, relevance and efficacy of our other work and programmes
- b. supports our stakeholder engagement with other civil society and health organisations
- c. increases our national and EU collaborative and shared learning opportunities.

Goal

For Drinkaware's research and its implications for health promotion and alcohol harm reduction to be recognised as making a valuable and valued contribution to the issue of alcohol misuse and harm.

“

As the national charity working to prevent and reduce alcohol misuse in Ireland, our work is, as it must be, grounded in research evidence and rigorous evaluation.... to enrich understanding, and expertise available for enabling positive behaviour change.

”

Key Outputs in 2020

Published research and papers

In 2020 Drinkaware commissioned, analysed and reported on four substantial research studies. A comprehensive overview from each is detailed in this section of the report.

Understanding (intentional/unintentional) Binge Drinking in the Home in Ireland

In 2019, we began a programme of research to explore the views and experiences of at-home drinking and (intentional/unintentional) binge drinking at home among Irish adults.

The qualitative study, Understanding (intentional/unintentional) Binge Drinking in the Home in Ireland, was supported with funding from Spirits Europe, which we received in 2019 under the Funding Call Support for Prevention Programmes Aiming to Reduce Alcohol-Related Harm.

The results of this study were crucial to informing the development and delivery of national information campaigns on drinking in the home setting and the harms associated with binge drinking, and the development and roll out of tools and collaterals to assist with reducing consumption in the home (i.e. provide adults with both knowledge and skills to change behaviour). The empirical evidence gathered was key to understanding the mindset of Irish adults' at-home drinking prior to the current COVID-19 crisis as well as providing data on how it may be better managed during and post-crisis.

Objective

The objective was to further investigate the data from the Drinkaware Index (2019) by gathering insight into the experiences of at-home drinking to create a better understanding of its prevalence and drivers exploring the gaps in knowledge among Irish adults on binge drinking.

In collaboration with research agency Amárach, a series of qualitative, semi-structured focus group discussions were conducted with a sample of Irish adults (n=39) between October and November 2019. The full report was published in June 2020.

Key findings

Thematic analysis was applied to examine the data in order to identify common themes and topics that were coming up repeatedly across the six focus groups and interpret key patterns of meaning. Five core themes were identified across the six focus groups:

1. Attitudes to At-Home Drinking – seen as convenient, comfortable and easy, as well as being affordable, accessible and acceptable; an alternative to going out
2. Motivations regarding Drinking At-Home – socially-driven and habit-forming
3. Intention-knowledge Gap - people are conscious of their drinking, but lack of the correct or sufficient knowledge, along with self-serving biases, can make it difficult to deliver on good intentions; misconceptions of the difference between 'moderate' and 'binge' drinking
4. Moderation in Action - how intent translates (or not) into moderate consumption, the techniques used and how "moderate" is interpreted
5. Impacts – there can be both unintended and intentional consumption and consequences.

The findings provide an extensive suite of qualitative data on Irish adults' experiences of at-home drinking, and their intentions surrounding at home drinking. They provide vital learnings into the specific gaps in knowledge on binge drinking among a sample of Irish adults.

Full report available at
drinkaware.ie/research

Year Two Evaluation of Drinkaware's Alcohol Education Programme - Maynooth University Evaluation

Led by Professor Sinéad McGilloway, Founder and Director of the Centre for Mental Health and Community Research at Maynooth University Department of Psychology, in collaboration with Dr John Weafer of Weafer and Associates, the three-year independent longitudinal study on the effectiveness of Drinkaware's manualised Junior Cycle programme began in 2018 and was completed in 2020.

Objectives

1. Assess the nature, extent and experience of alcohol use amongst a sample of junior cycle students in post-primary schools throughout Ireland.
2. Investigate attitudes and beliefs towards, and knowledge of, alcohol amongst the students.
3. Assess the perceived effectiveness, experience and acceptability of the AEP in the school setting amongst both students and teachers.

Timeline of evaluation over three-year period:

Year 1

- data collection undertaken 2018 > write up/ publication of results 2019

Year 2

- data collection undertaken 2019 > write up/ publication of results 2020

Year 3

- data collection undertaken 2020 > write up/ publication of results 2021

Key findings (Year Two of the Evaluation published in 2020)

- 50% of students said they "know a lot about the consequences of underage drinking" vs 38% baseline (pre-programme)
- 43% of students said they "know a lot about the impact of alcohol on individual's mental health", almost double the baseline 23%
- 28-30% of students said they "know a lot about the facts about alcohol", three times higher than the baseline 10%
- 90% of teachers who participated in the Year Two evaluation rated the programme highly or very highly
- When asked to explain why they were so positive towards the programme, teachers mentioned the following: '...excellent resources'; 'It is a well-thought-out programme, which has a lot of topics that students would not have connected with alcohol (e.g. social skills, communication, resilience etc.)'; 'It is a practical programme that is well researched and presented'; '... incorporates a refreshing approach; the videos are very useful' and 'It is one of the best training programmes around'
- However, the findings did show attitudes towards alcohol changing in a negative direction in a small minority of students such as: Students who said they would never start drinking dropped from 11% to 7% between years one and two, possibly indicating their progression from 13 years to 14 years (i.e. the typical age of first drink in Ireland is 15 years). In addition, the main reasons why students said young people drink (both of which have increased since) are "peer pressure" and "for fun".

Year 2 Commentary report available at drinkaware.ie/research

2020 Drinkaware Barometer (Behaviour & Attitudes)

2020 saw the fifth iteration of a national behaviour and attitudes omnibus survey conducted by Behaviour & Attitudes on behalf of Drinkaware to assess attitudes and behaviours towards alcohol among Irish adults. As well as providing time-tracked data regarding the general public's knowledge of the HSE low-risk guidelines, the Barometer measures awareness of Drinkaware as a 'trusted source of information on alcohol'.

The timing of our 2020 Barometer was crucial as it provided a unique context in which to examine the initial lockdown experience of a nationally representative sample of 1,000 adults 18+ following the sudden and dramatic change to the daily routines brought on by COVID-19.

Objective

The objective of this study was to examine Irish adults' behaviour and attitudes towards alcohol in the unique context of the initial Lockdown phase of COVID-19 during 2020, as the public were required to stay at home and be socially distant.

The data collected tells a story of how Ireland's adult population spent the month of April 2020 at home during lockdown. Looking in-depth at drinking habits during the height of the first COVID-19 lockdown provided crucial evidence during 2020 as we planned ahead while entering new phases of the ongoing pandemic, which is vitally important for public health.

Key findings

- One in four (25%) adults report that they are drinking 'more' since COVID-19, while 29% indicate either they or someone in their household is drinking 'more'
- 52% of adults are drinking alcohol on a weekly basis
- Frequency has increased – 14% drink four or more times each week in the past 30 days
- Coping was the main motivation cited for drinking with 60% of current drinkers indicating that they are frequently doing so (always/most/half the time). Main reason for drinking is 'to relax and unwind' with 54% reporting doing so always/most/half the time during the initial lockdown
- Almost half of all households indicated that levels of stress and tension have increased (47%)
- 46% Irish adults reported that they have binge drank in lockdown and rises to nearly 60% of males
- Over four out of ten adults (42%) had scores of 5+ AUDIT-C positive, a classification that indicates a propensity to increasing, or hazardous drinking
- At the same time, 25% of adults reported drinking less and 31% have made positive changes to their drinking habits during lockdown
- 20% of adults reported their mental wellbeing as 'high', while one third of Irish adults (37%) reported a 'low' mental wellbeing score.

Further information on our 2020 Barometer is available at drinkaware.ie/research

Literature Review of Behavioural Insights Regarding Reducing Alcohol Consumption

Drinkaware's vision is an Ireland where alcohol is not misused. An important step towards this vision is reducing the number of adults who drink above HSE guidelines. We commissioned the Behavioural Insights Team in the UK to conduct a review of behavioural change theory and evidence relevant to reducing the number of adults exceeding the HSE guidelines. The key findings from the literature review of behavioural insights regarding reducing alcohol consumption that the Behavioural Insights Team (UK) conducted were published in 2020.

Objective

The objective of this review was to to evaluate behavioural change theories specific to alcohol consumption and in so doing, assess the behaviour change potential of interventions. It was envisaged that the findings from this evaluation would provide valuable insights on the use of our resources and tools such as the measure cup and calculator and overall public benefit.

Key findings

- **The COM-B (Capability, Opportunity, Motivation – Behaviour) model** provides a complete picture - no evidence was found to suggest that one behavioural theory best explains drinking behaviour. The COM-B model includes key aspects of behavioural theories and is designed to inform intervention design.
- **High quality evidence is lacking** - Systematic reviews of alcohol interventions find that the existing evidence base is of moderate to low quality.
- **Individual behavioural interventions (IBA or similar) show promise** – Identification and Brief Advice (IBA) has been found to lead to long-term reduction in consumption among heavier drinkers. This suggests that multi-component interventions may be more effective than single components.
- **Education and information alone are unlikely to reduce consumption** - Information about standard drinks and intake guidelines informs consumers but is unlikely to change long term drinking behaviour. However, supporting this information with evidence-based resources should help people to implement them.

Behaviour Insights Team literature review is available at drinkaware.ie/research

» Looking Forward

Maynooth University's evaluation of the JC AEP was conducted in 2020 as stated in the 2019 Annual Report and the 3rd year and full report will be concluded and published in 2021.

The Barometer is an ongoing annual survey and will be repeated (with relevant additions as required) in 2021. We will continue to build evidence on the influence of the home environment in both contributing and inhibiting harmful alcohol use as well as alcohol harm to others namely children and their own future behaviour during 2021.

Conference presentations

Conference presentations provide Drinkaware with an opportunity to disseminate our research work, facilitate networking among peers, as well as creating opportunities for future collaborations. The Drinkaware team made a number of successful submissions to both national and international conferences during 2020.



SPHeRE (Structured Population and Health Services Research Education) Conference 2020

The Drinkaware Team was delighted to attend and give a poster presentation at the 6th Annual SPHeRE Conference: Data to Policy that was held in RCSI, Dublin on 25th February 2020 following the successful submission of an abstract that focused on key findings from our Index study published in 2019.

Poster title: Defining Irish alcohol consumption by behaviours and attitudes and profiling hazardous drinkers.

This poster provided a comprehensive overview of the aims, objectives, methodology and key findings of the Drinkaware Index study.



European Social Marketing Conference 2020

The Drinkaware team made two successful submissions to the 5th European Social Marketing Conference due to take place in Thessaloniki, Greece in October 2020. (Note due to the ongoing pandemic, the ESMC Conference has been postponed and will now take place 6th – 8th April 2022). An additional successful submission was made during a second call in 2021).

Poster title: Understanding (intentional/unintentional) binge drinking at home among Irish adults.

This poster will provide a comprehensive overview of the aims, objectives, methodology and key findings of

the qualitative explorative study on at-home drinking and (intentional/unintentional) binge drinking at home among Irish adults.

Poster title: Evaluation of a workplace wellbeing programme to improve alcohol awareness in Ireland

This poster will provide a comprehensive overview of the aims, objectives, methodology and key findings of the evaluation on the roll out of the workplace wellbeing programme over a 4-month period (September-December 2019).

European Society for Prevention Research Conference 2020

The Drinkaware team was delighted to give a poster presentation and attend the 12th EUSPR Annual conference (Prevention in a COVID Recovery Society) that was held virtually in late September and early October 2020 following successful submission of an abstract.



Poster title: Understanding (intentional/unintentional) binge drinking at home among Irish adults

This poster provided a comprehensive overview of the aims, objectives, methodology and key findings of the qualitative explorative study on at-home drinking and (intentional/unintentional) binge drinking at home among Irish adults.

Further information is available at drinkaware.ie

» Looking Forward

The 2020 target of two successful submissions was exceeded with two delivered and two deferred to 2021. The 2021 target will be four successful submissions including these two.

Submission to Irish Research Council 'New Foundations' Scheme' 2020

In September 2020, Drinkaware was delighted to have the opportunity to complete and submit an expression of interest form for inclusion in the publicly available list of Charity/NGO organisations expressing an interest in partnering with a researcher under Strand 1 of the New Foundations 2020 Scheme. The Irish Research Council 'New Foundations' scheme supports eligible researchers who intend to pursue research, networking and/or dissemination activities within and across the diversity of disciplines. This 'Engaging Civic Society' strand will support small, discrete collaborative projects between postdoctoral or senior researchers (acting as the applicant to the Council) and a CVO or NGO.

Active & additional research projects

Research Bank

In 2020 we developed and initiated a Research Bank on our website with the intention to create the opportunity to increase the re-use of data. We aim to encourage understanding, support and trust in the importance of continued research on alcohol consumption, misuse and harm, and on related areas of positive behaviour change. The first section of our research bank focuses on Alcohol Consumption and provides information on the latest national and international data relating to alcohol consumption in Ireland. The research bank can be accessed at drinkaware.ie/research.

Barometer Research Paper Series

Following completion of our annual Barometer in May 2020, we continued working in collaboration with B&A on further analysis examining drinking behaviours and attitudes in Ireland in the context of COVID-19. During 2020 we began work on the development of a series of papers on key issues/topics (i.e. families, young adults

etc.) in order to provide a fuller picture of the impact of the pandemic on alcohol consumption in Ireland.

2021 Barometer planning

Rapidly emerging research and evidence into the current impacts and longer-term consequences of the global pandemic continue to gather pace. The research team carefully monitored both national and international data during 2020 in beginning to plan for our Barometer in 2021 in providing evidence *A year on - How COVID-19 has affected the behaviours and attitudes towards alcohol*.

Parents as role models

Building on evidence gathered as part of the Barometer series and the ongoing Maynooth University Evaluation, the research team commenced a scoping exercise reviewing literature on the role of parents in preventing and delaying the age of the first drink, as well as examining youth perspectives on parental approaches. It is envisaged that information gathered as part of this scoping exercise will provide important evidence alongside findings from year 3 of the Maynooth University Evaluation with a view to undertake qualitative research with parents during 2021 that explores parents' own behaviours and attitudes to their own drinking as well as parents' tolerance to their teenagers' drinking alongside the impact of COVID-19.

Evaluation of Drinkaware's Alcohol Education Programme, conducted by Maynooth University - Year Three and final report

The final year of a three-year independent longitudinal study on the effectiveness of Drinkaware's manualised junior cycle programme was conducted during 2020. The evaluation is led by Professor Sinéad McGilloway, Founder and Director of the Centre for Mental Health and Community Research at Maynooth University Department of Psychology, in collaboration with Dr John Weafer of Weafer and Associates.

» Looking Forward

In 2021 we will continue to add new topics and issue areas to the drinkaware.ie research bank to provide a comprehensive understanding of the many facets of alcohol misuse and harm. The first paper in the Barometer Research paper series will be published and we will continue to further develop the parents-related study, building on the scoping paper produced in 2020. The findings from the full three-year evaluation of the JC AEP by Maynooth University to be published in 2021.

Key points on data collection for Year 3 JC AEP Evaluation conducted during 2020

A total of 351 students from the same schools (or 61% of the original Year One sample) took part in this final stage of the study. Unfortunately, some schools were unable to participate in Year 3 following the unexpected closure of schools in March 2020 due to the COVID-19 pandemic.

132 teachers who had participated in one-day training provided by Drinkaware - and who subsequently delivered the programme in participating schools – responded to an online survey during the evaluation.

88 students from 9 schools also agreed to take

part in a series of in-class focus group discussions conducted across all three phases/years of the research. In addition, 22 teachers (from 10 schools also participated in focus group discussions during the same three-year period. Ten key informants or 'interested contributors' also agreed to participate in one-to-one interviews during Year 3 of the evaluation, including six educationalists in managerial roles, two parents (none associated with the programme or the evaluation), and two Drinkaware senior staff/programme developers.

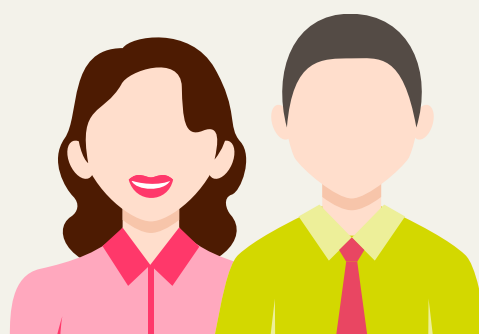
The summary report will be available in early 2021.



351 Students
took part in the study

88 Students

took part in class focus groups



132 Teachers
responded to survey

22 Teachers

took part in focus groups

Identifying psychological characteristics. In collaboration with Trinity College Dublin Institute of Neurosciences (TCIN)

Identifying psychological characteristics associated with heavy alcohol use, in collaboration with Trinity College Institute of Neurosciences (TCIN)

The aim of this proposed collaboration was to provide further research evidence on psychological characteristics associated with heavy alcohol use among young adults). With planning commenced

in 2019 it was envisaged that TCIN researchers, led by Professor Robert Whelan, would undertake further analysis on data from the 2019 Drinkaware Index alongside their own existing datasets. It was not possible for this project to progress throughout 2020, due to a range of factors including the ongoing COVID-19 pandemic and resource issues.

Research Briefings

In 2019 we launched a new series of research events - the Drinkaware Research Breakfast Briefing series. We created this series to reach out to all stakeholders to build a community of active and interested researchers in the health and behaviour change space. We encourage collaboration both with us and each other through creating an opportunity where we can collectively discuss issues relating to alcohol in Ireland and in so doing, contribute to sharing learnings and knowledge.

We were delighted to build this series and facilitated/hosted four research briefing events during 2020, three of which took place virtually. Due to COVID-19 restrictions, our research events went 'online' via Zoom, for stakeholders to attend remotely. During 2020 over 80 (total n = 82) stakeholders attended the series.



Spring 2020

The role of law as part of a comprehensive alcohol strategy

In February, Dr Ollie Bartlett, Assistant Professor at the Department of Law, Maynooth University presented a paper on the role of law as part of a comprehensive alcohol strategy.



Summer 2020

Understanding (intentional/unintentional) binge drinking at home in Ireland

In June 2020, Dr Ann Stokes, Drinkaware Research & Impacts Manager, discussed the findings from our qualitative study exploring at-home drinking in Ireland.



Autumn 2020

Drinking behaviours and attitudes in Ireland in the context of COVID-19 at home in Ireland

In September 2020, John O'Mahony, Director at Behaviour & Attitudes, presented a detailed overview of findings from our 2020 Alcohol & COVID-19 Barometer



Winter 2020

Why don't we do what we know is good for us? How can we change that?

In November 2020 and to mark Alcohol Awareness Week, we hosted a seminar with two presentations from Pdraig Walsh, Behavioural Psychologist, Director ChangeAble Behaviour Solutions Ltd. And Ben Caspersz, Behaviour Change Expert, Founder and Managing Director Clarmont Comms (UK))

Read more information on the Research Briefing Series to date at drinkaware.ie/research

>> Looking Forward

The stated target for 2020 was to continue the Briefing Series either in-person or virtually with 3-4 'events'. This has been achieved and will be sustained in 2021, with the continuation of quarterly briefings on a range of alcohol, health, behaviour change-related topics with interesting contributors and speakers. The continued pursuit of the highest standards of professionalism and research excellence was maintained in 2020 and will be throughout 2021. Recognition of our work in this regard – via the inclusion in credible research bodies' conferences, citations and listings – was established in 2020 and will be maintained in 2021.

Key Outcomes in 2020

Listed below are the **twelve key outcomes** that resulted from our Research work in 2020 detailed in this report.

1. Current, unique and relevant data regarding behaviour, attitudes towards and motivational drivers of alcohol consumption among adults in Ireland
 - This includes data in the context of COVID-19 and the early stages of its impact on people's behaviour and attitudes towards alcohol.
2. Improved efficacy and integrity of all Drinkaware work arising from core research principles embedded into our research studies
 - As reflected in our success rate regarding conference submissions.
3. Set of benchmarks on the Irish adult drinking population's attitudes and behaviours towards alcohol that allow for progress and trends to be identified and tracked.
4. Ability to cross-analyse Irish data with international counterparts through the utilisation of standardised question models
 - e.g. AUDIT-C; Drinking Motive Questionnaire: Revised Short Form (DMQ-RSF); ShortWarwick-Edinburgh Mental Wellbeing Scale.
5. A rounded and grounded perspective with regard to alcohol in Ireland from correlated own, national and international data
 - Accommodated by the breadth of the lifestyle and attitudinal as well as consumption data gathered and analysed.
6. Data, insight and ideation opportunities created through research-initiated dialogue.
7. Recognition (national and EU-wide) of the valuable contribution Drinkaware's research and data can make to the issue of alcohol misuse.
8. Knowledge and awareness (national and EU-wide) of our research & its implications for health promotion and alcohol harm reduction.
9. Development of new national collaborative and shared learning opportunities to progress national research projects.
10. Public debate has been stimulated, and also informed, by Drinkaware's research
 - Drinkaware data is regularly included in media coverage on related topics.
11. Open access to Drinkaware data sets for use by other mission-aligned organisations and academic institutions.
12. Further development and leveraging of the research arm as an organisational asset for Drinkaware
 - The growing depth and credibility of our research supports and expands the reputation and integrity of Drinkaware's public health work.

“It is vital that our research is open, accessible and usable to all and in a format that is clear and easy to follow so it can have the greatest possible impact in enabling positive behaviour change”

Key Impacts in 2020

Listed below are the **nine key impacts**, the measurably positive effect, of our Research work in 2020 detailed in this report.

Increased

1. **Unique and current data** that depicts the true extent of alcohol misuse and harm among the adult population in Ireland. This data allows Drinkaware to understand the demographic groups most at-risk of experiencing alcohol harm and informs the ongoing development of targeted behaviour change interventions, including the drink better at home campaign, Alcohol & Mental Health booklet launch and our Christmas campaign, which all responded to needs identified from our 2020 barometer and the new reality of increased at home drinking due to COVID-19.
2. **Signposted emerging trends** that merit further research to add to the existing knowledge base of drinking patterns. Barometer Research paper series and scoping exercise on parents are two cases in point.
3. **Increased open access to data and learnings resulting in new collaborations** with other research-focused groups that will expand the depth of knowledge on the attitudes, behaviours and motivations driving alcohol consumption in Ireland. This commitment to sharing data is demonstrated through submission and inclusion of our organisation details as a registered charity expressing an interest under the Irish Research Council 'New Foundations' scheme 2020.
4. **Useful and important knowledge** regarding alcohol in Ireland is utilised by Drinkaware to increase our work's resonance with the desired audience and especially its efficacy. For example, our digital and social media messaging references the motivations and barriers identified in the research and has improved our engagement figures. This knowledge can also be utilised by other stakeholders engaged in health and wellbeing education and promotion.

5. **Delivered new evidence-informed preventions and interventions** as indicated by Maynooth University's evaluation that includes positive metrics for example, raising awareness of the facts about and harms caused by alcohol amongst junior cycle students.
6. **Greater knowledge exchange** in order to address alcohol misuse and related harm. This is evidenced by both the continued and growing representation at our Research Briefing series of stakeholders from diverse backgrounds across wider health promotion space including NGOs, semi-states and academics including early researchers.

Maintained/established

7. **Good practice in research** with regard to behaviour and attitudes regarding alcohol has been established and shared as indicated in our successful poster submissions in 2020 at national and international conferences.
8. The establishment of Drinkaware's **reputation for credible and valuable research**, that delivers evidence-informed interventions, as indicated by Drinkaware's extensive coverage of our research, in particular, the annual Barometer which in 2020 received both national and regional coverage reaching over 2 million people and our Research Briefing series that attracted over 80 people from various industries/professions.
9. Our research gives Drinkaware a **legitimate and compelling reason to communicate with all stakeholders** with the shared objective to reduce and prevent the misuse of alcohol, to further collaboration and co-operation in the longer term.

Education



Professor Mark Morgan (DCU), Martha Sweeney (Drinkaware Education Programme Manager) & Professor Sinéad McGilloway (Maynooth University)

Overview

Drinkaware's public health remit includes tackling underage drinking, which we do by empowering teachers and parents to support their students and children to have a better awareness and understanding of the facts regarding alcohol. Primary prevention, stopping early alcohol use before it starts, requires significant changes in attitudes, beliefs, knowledge and behaviour, all of which can be supported by effective alcohol education.

Informed by the need for alcohol education for young people, expressed by parents (Behaviour and Attitudes research in 2015 and 2017), teachers and management (small scale research in 2015), and students (Behaviour and Attitudes 2016 research) and guided by best practice (2015, Cregan Professor of Education and Psychology at St. Patrick's College, Mark Morgan) Drinkaware's school-based work includes parents' workshops, the Junior Cycle Alcohol Education Programme (JC AEP), and the newly developed Transition Year Alcohol Education Programme (TY AEP). It utilises Drinkaware's expertise as educators, and teachers are trained by Drinkaware's highly experienced Education Programme Manager in how to deliver the AEP to their students.

There is no place for alcohol in childhood, and through the collective efforts of Irish society from educators and parents to charities and government, we can make a lasting difference to the next generation's relationship with alcohol.

Objectives

The objectives of the Alcohol Education Programme are:

- a. to promote awareness among students, teachers, schools, and parents of the effects of alcohol
- b. to support the development of personal and social skills which encourage independent decision making about alcohol
- c. to empower young people to develop strategies to resist peer pressure, change behaviours and engage in alternatives to alcohol use
- d. to promote communication between parents, adolescents, and teachers about alcohol.

Goal

Drinkaware's work with parents and schools aim to delay the age at which Irish young people take their first drink - currently 15.5 years old (Drinkaware Index 2019).

Key Outputs in 2020

Drinkaware's Junior Cycle Alcohol Education Programme (JC AEP)

The Drinkaware Junior Cycle Alcohol Education Programme (JC AEP) is an evidence-informed nine-week manualised resource for junior cycle students. In line with best practice, we provide training to support teachers to deliver the programme to students as intended. The JC AEP was developed within the context of the Framework for Junior Cycle and Social, Personal and Health Education (SPHE), and has a strong focus on wellbeing. It supports and aligns with the Department of Education's Wellbeing Policy Statement and Framework for Practice 2018–2023.

While the plan for 2020 was to sustain and expand the reach of the programme regarding the number of teachers trained and the number of students to whom the programme was delivered, COVID-19 impacted on this and changes to the delivery of training were developed in line with government restrictions.

Updated lessons

In 2020 the JC AEP manual was updated with the inclusion of a new theme "Influences". It was decided to include this theme as decisions we make and the way we act and behave are influenced by many factors, both internal and external, positive and negative. Our beliefs, attitudes and behaviours are shaped by the influences in our lives and having an awareness and understanding of these influences enables us to have control over them and to make rational decisions. It is important for adolescents to become critically aware of and be able to examine influences, especially in the context of alcohol. The update involved a new lesson for each of the three years of Junior Cycle:

Our research indicates that coping can be a reason for young people to drink, and the Drinkaware Index (2019) also found that pre-COVID-19, 50% of Irish (adult) drinkers cited "coping" as a reason for drinking. In 2020, work started on a lesson theme "Coping", that will be completed and included in 2021. The lessons will deal with self-acceptance, diversity, inclusion and change.



» Looking Forward

Our goal for 2021 is to update the JC AEP manual, informed by the findings from the evaluation by Maynooth University with power point presentations and easy to access video clips for each lesson.



We train teachers and teachers deliver the programme!

Teacher training

A key and unique aspect of the JC AEP, which is also one of the resounding reasons for teachers' high regard for the programme, is the teacher training. The JC AEP is not delivered by Drinkaware, but by teachers who are trained in the programme via a full day off-site training session.

This usually takes place in November in both Athlone and Cork, but due to COVID-19 took place online over Zoom instead. Registration was required and substitution cover offered to schools. The format involved an obligatory context-setting session which was recorded with presentations by Sheena Horgan, Drinkaware CEO, Professor Sinéad McGilloway and Martha Sweeney, Drinkaware Education Programme Manager. Session 2 was planned and delivered by the Education Programme Manager. Whilst not the same as on-site training, the team were creative in the design

and delivery of the training which was still to a degree interactive and experiential. Manuals - which include lessons, teacher notes and student worksheets - that would previously have been distributed at the training, were posted after the event.

There were two separate JC AEP online training events with a total of 22 teachers from 18 schools, including 2 Youthreach Centres, attending.

Responses by the teachers to the online training (Survey Monkey) were very positive with 100% of those who responded stating they found it excellent or very good, showing that the programme is sustainable and reflecting the resilience of the team in pivoting the programme on-line in response to COVID-19. Some teachers did express a preference for in-person training and the plan going forward will be to deliver a hybrid of options where possible.

ALCOHOL EDUCATION PROGRAMME

TEACHER MANUAL

DRINKAWARE

TEST YOUR KNOWLEDGE

Choose from the words below to fill in the blanks and complete the sentences.

1. Drinking underage can often lead to young people engaging in behaviour.
2. Being able to identify people I can talk to in an emergency is called my _____.
3. The legal age for drinking in Ireland is _____.
4. Self-_____ is the term given to how we value ourselves.
5. Drinking underage can impact on a young person's _____ health.
6. When I am able to bounce back from disappointment it shows I have _____.
7. There are always _____ activities to underage drinking.
8. A person's _____ is developing right up in to their early twenties.
9. Drinking alcohol can have both _____ and _____ term effects.
10. It is best to _____ your first drink until you are old enough to deal with the consequences.

18 delay mental short risky long brain alternative resilience esteem support network

Year 1, Lesson 7

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Reflective Learning Exercise:

List three things that you can do for your community and three things that your community can do for you.

REFLECTIVE LEARNING WORKSHEET

You and your community

Home task

Design a poster for incoming first years to tell them about this course, highlighting the areas they will learn about.

DRINK AWARE

Year 2, Lesson 6

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Teacher Training in JC AEP

Although COVID-19 brought challenges to our three-year longitudinal evaluation of the JC AEP, we were pleased with the ability and dedication of teachers in schools where students were participating in the 3-year evaluation of JC AEP by Maynooth University, to return completed questionnaires to Professor McGilloway, at a time when schools were required to close (March 2020). 354 completed questionnaires for year 3 were returned and while that was much reduced from over 500 returned in years 1 and 2, it still was a great achievement and shows the commitment of those involved, despite the challenging circumstances.

“

Training was informative, delivered with enthusiasm, well planned, plenty of resources, training seamless and flowed well.

(Teacher Online Training, Survey Monkey)

”

Total number of teachers who received training in 2020	Total number of teachers who received training in 2019	Total number of teachers who received training to date
27 teachers from 21 schools	54 teachers from 36 schools	266 teachers from 134 schools

Additional training

Drinkaware is often recommended to other secondary schools and third-level institutions by teachers who have attended an AEP training day, this is a testament to the strength and value of the training provided. We endeavour to fulfil as many of these ad-hoc requests as possible, given our small team.

In 2020, we were pleased to facilitate a workshop for 25 first year students in Carlow Institute of Technology (Jan 2020), Bachelor of Science (Hons) Brewing and Distilling Course. The presentation gave an overview of alcohol consumption in Ireland, its effects and the impact of alcohol misuse, information on the HSE low-risk Guidelines and a standard drink.

We also facilitated a workshop with a further 35 students in Drogheda Institute of Further Education (March 2020) with students ranging in ages from 18-35 years. The Drinkaware presentation (virtual) was part of a week dedicated to Health and Wellness. The presentation gave an overview of alcohol consumption in Ireland, its effects and the impact of alcohol misuse, information on the HSE low-risk Guidelines and a standard drink.

Drinkaware's Education Programme Manager facilitated two online workshops in St Angela's College (Nov 2020). The first one was for fifth year students with 8 in attendance. The second workshop was for fourth year students with 34 in attendance.

» Looking Forward

In 2021 it is envisioned that virtual training will take place in the Autumn with the hope of a return to in-person training at the beginning of 2022. Our goal is to train 35-40 teachers in 2021.

Transition Year Alcohol Education Programme (TY AEP)

Due to requests from principals and teachers, a Transition Year Alcohol Education Programme (TY AEP) with fourteen lessons was developed in 2020. The aims of TY AEP are informed by and consistent with the aims of Transition Year with the structure, layout, skills focus, themes and cross-curricular links within the programme, in line with the overall Transition Year vision. It is hoped that the programme will contribute to students making healthy choices, enabling them to live healthy lives and be able to respond to various pressures around alcohol and avoid harmful risk taking as they progress through adolescence.

Teachers will be recruited from schools to attend training and pilot the TY AEP during 2021. Those teachers attending TY AEP training (online) are required to have firstly attended the JC AEP training.

Whole School Approach

School based alcohol education is not a stand-alone area but develops within a particular school and its unique environment. Prevention and education need to be continuous and knitted into the culture of the school. Best practice suggests that there should be a whole school approach in the planning and delivery of a programme rather than a reliance on individual teachers. This involves engaging the whole staff with the programme including principals and school management, being guided by cross-curricular links and aligning the programme with school policy. A whole school approach requires all the partners in education to work together for the betterment of the young person. It incorporates school culture, curriculum, structures, attitudes and values.

School handbook

Drinkaware's school handbook on a whole school approach to alcohol education was updated in 2020 and will be disseminated to all teachers attending training going forward.

Whole staff workshop

A whole staff workshop has been developed and is facilitated by Drinkaware's Alcohol Education Programme Manager. This workshop is important as all staff play a role in being influencers of young people. It aims to explore with staff how they see their role in a whole school approach to alcohol education and to explore attitudes and beliefs around alcohol using interactive methodologies. It is hoped to deliver this workshop to school staff in 2021-2022 school year

Workshop for students

Drinkaware has developed a workshop for students, arising from a number of requests from schools. The workshop aims to present an overview of research regarding the impacts of alcohol on underage drinkers. In line with best practice i.e. that parents and teachers are the people best placed to deliver effective alcohol education and that once-off stand-alone talks are in the main, ineffective (Stead, M. & Angus, K. (2004), Mentor / ADEPIS (2014)). Drinkaware will only facilitate student workshops in schools that are delivering the JC AEP and the teacher must be present during Drinkaware's delivery. The aim of the workshop is to reinforce the message delivered in the JC AEP and to support schools on health awareness days. One workshop was delivered to two different classes in Naas Community College in 2020 and involved two classes of approx. 25 students each.

» Looking Forward

In 2021 the 14 lesson TY AEP will be piloted and evaluated with up to 6 schools with the intention that if successful the programme can be offered to schools nationwide.

Whilst the planned numbers could not be achieved in 2020, a whole school handbook will be provided to all teachers attending training in 2021. Student workshops will be offered to schools that have/are delivering the JC AEP in 2021.

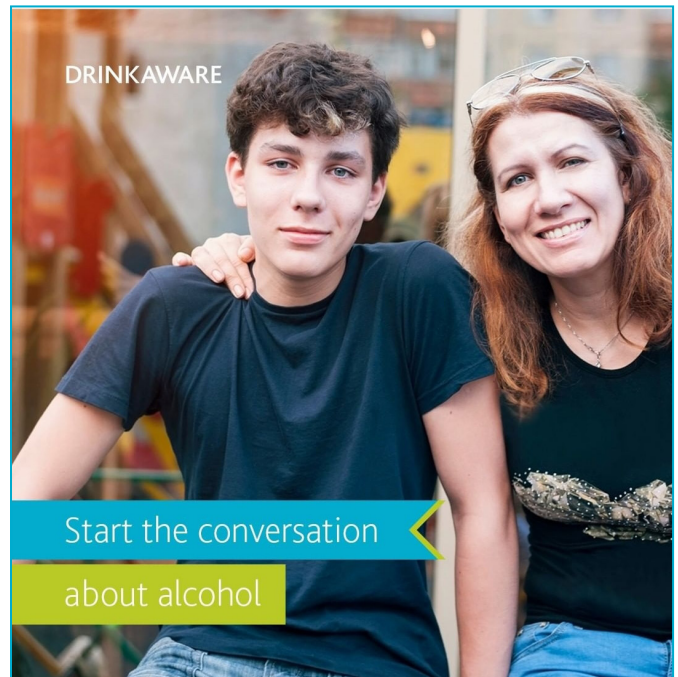
Parent Workshops

Four parent workshops were facilitated in 2020 to support parents to have informed, timely and regular conversations about alcohol with their children. The workshops consisted of two in Munster, one in Connaught, one in Leinster with 83 parents in total attending. This interactive workshop features the latest research about young people and alcohol in Ireland, strategies parents can use to start the conversation about alcohol, age-appropriate advice for parents to continue the conversation and advice for parents on being role models, boundaries, consequences and active communication. Each parent in attendance received a copy of our 'Your Children & Alcohol' and 'Young People, Alcohol & Mental Health' booklets.

Blogs for Parents

Blogs were posted for parents on drinkaware.ie. This was to acknowledge and support the challenges faced by parents regarding COVID-19 and the restrictions on parent workshops in 2020. Topics included:

- Parenting during a pandemic
- Fathers and role modelling around alcohol
- Looking after young people's wellbeing
- Positive role modelling tips for parents and adults family members at Christmas



“

An informative and research-based workshop.
Everyone is having the same struggle as you, at home,
and we are all doing our best.

(Parent workshop attendee)

”

» Looking Forward

The anticipated 9+ parent workshops could not be achieved in 2020, but the 4 delivered in the first three months indicate their potential. We hope to deliver 3 Parent Workshops in 2021 as these were disrupted in 2020 due to COVID-19.

In 2021 continued support for parents will be provided through physical and virtual workshops, presenting at school AGMs, website content, blogs, and digital campaigns.

Drinkaware Education Steering Group

Drinkaware's Education Steering Group was formed in 2015 and consists of eleven members, from the broad, education community including teachers, Third level personnel, principals and school management bodies.

The Education Steering Group meets at least once a year and the 2020 meeting took place in October with Dr John Weafer presenting on Maynooth University's 3-year longitudinal evaluation of JC AEP. The 2021 Meeting of the steering group is set to take place in December.

Conferences & Webinars attended

Drinkaware is committed to continuous learning and the maintenance and acquisition of new and emerging information and knowledge in the area of education is a key element of our work. To this end the following events were attended by our Education Manager:

- ETBI (Education and Training Board Ireland) Principals and Deputy Principals Conference
- ACCS (Association of Comprehensive and Community Schools) (Association of Comprehensive and Community Schools) Conference
- Féilte- Teaching Council Conference
- EU-DAP European Society for Prevention Research
- Championing Prevention and Early intervention in Government
- Alcohol Forum: Moving beyond Blame -Alcohol and Sexual Consent
- Alcohol Forum- Children's Rights- Alcohol and other Drugs
- Action Learning Training- Attended 2 sessions, remaining 3 cancelled due to COVID-19

» Looking Forward

We will continue to attend conferences and webinars in 2021. These enable us to have a wide reach and to be updated on relevant, timely information, research and skills in the education field. Attendance also enhances development both professionally and personally and has educational and social benefits, providing networking opportunities, presenting on Drinkaware's education resources and programme development while also gaining new insights, resources and tools.

Key Outcomes in 2020

Listed below are the **eleven key outcomes** that resulted from our Education work in 2020 detailed in this report.

1. A fit-for-purpose primary prevention, evaluation-led programme in 134 schools that actively encourages the delay of children's first drink.
 - As students progressed from 1st to 3rd year, students expressing no interest in or intention to drink rose from 30% in Year 1 to 54% in Year 3.
2. A fit for purpose junior cycle alcohol education resource.
 - Teachers were overwhelmingly positive about the programme: 94% in Year 3 thought the programme was "excellent," "very good," or "good," (compared to 98% in Year 2 and 96% in Year 1).
 - More than three quarters said they would recommend the programme to other schools "without hesitation."
3. An independent evaluation of the JC AEP.
 - This significant evaluation by Maynooth University, for the first time, tracked 1st to 3rd year students' experiences of alcohol education in Ireland. Impendent evaluation ensures transparency. The findings show the positive impact of the programme in real time.
4. Improved knowledge and awareness amongst participating students on the facts about alcohol.
 - There were substantial and sustained improvements in Year 3 in students' self-reported knowledge and understanding of alcohol with an almost four-fold increase from baseline to follow up in Y3, increasing marginally from Year 2 to Year 3.
5. Increased knowledge of alcohol consequences and harm amongst students.
 - 82% of Year 3 students thought the programme in its entirety had helped them to make informed choices and decisions in relation to consuming alcohol.
6. Greater understanding and acceptance of the law regarding underage alcohol use in Ireland and a stability over time regarding healthy (i.e. negative) student attitudes toward alcohol.
7. Development of life skills including resilience amongst participating students
 - There were significant post-programme improvements in how much students felt they knew about the importance of self-esteem, having a support network and managing and describing feelings in appropriate ways.
8. Positive impact on students' knowledge and awareness towards alcohol.
 - 85% of teachers over the 3-year evaluation believed that the lessons within the AEP had Positive impact on students' knowledge and awareness towards alcohol.
9. Adherence to best practice principles for alcohol education including interactive teaching methodologies with focus on facilitation and giving students a voice, teacher training, parent engagement and a whole school approach.
 - 95% of teachers over the 3-year evaluation rated the training they received in advance of programme delivery as excellent, very good or good.
10. Improved capacity amongst parents to talk to their children about alcohol as parents are more informed regarding the facts, myths and implications of underage drinking and the importance of delaying first drink and self-reflecting on their own alcohol consumption and role modelling.
 - The important role of parents was highlighted through Parent workshops, JC AEP Home tasks involving engaging with parents and Drinkaware parent resources including Parenting blogs during COVID-19
11. A demand-driven TY AEP resource.
 - Responding to the needs of and requests from schools a TY AEP resource was developed in 2020.

Key Impacts in 2020

Listed below are the **eight key impacts**, the measurably positive effect, of our Education work in 2020 detailed in this report.

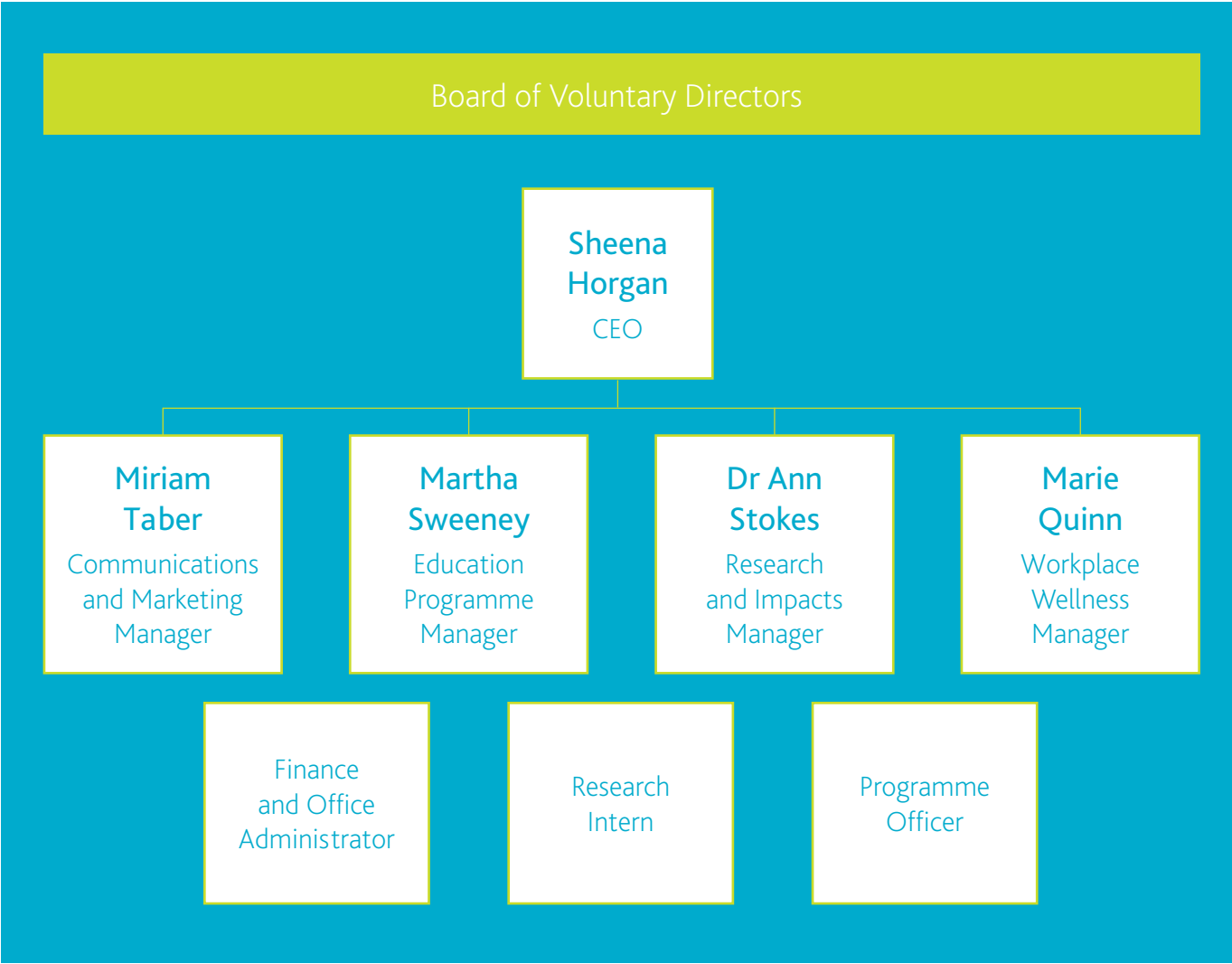
1. **Increased potential to change behaviour and attitudes during early adolescence.** Professor McGilloway believes (the results of the 3 year longitudinal evaluation) that the, albeit still evolving, JC AEP is "a useful, feasible, high-quality programme which is successfully addressing a high-level need for alcohol education. A central feature of this programme involves engaging and empowering young people to develop knowledge, understanding, confidence and appropriate decision making skills to navigate more safely in a world where alcohol is widely available." (Professor Sinéad McGilloway, Founder and Director of the Centre for Mental Health and Community Research at Maynooth University Department of Psychology, Year 1-3 Evaluation, Executive Summary, page 12).
2. **Increased capacity building** amongst teachers and schools to deliver much needed evidence-informed and current alcohol education as indicated by the participation of and feedback from the 22 new teachers trained in JC AEP from 18 schools, 15 of them new to the training and from schools who in 2020 expressed interest in attending training in TY AEP.
3. **Increased good decision making amongst students** via the acquisition and development of social and life skills, evident in the indications of intent, at least, to delay the age for first drink and increased consciousness of the harms associated with alcohol. The vast majority of students in the 3-year evaluation thought that the programme in its entirety had (to a greater or lesser extent) helped them make informed decisions and choices in relation to consuming alcohol. Approximately two thirds (67%) felt the impact of the programme in this regard had been moderate to large with almost three quarters indicating it had positively impacted their levels of confidence and assertiveness regarding their alcohol consumption with over half in each case indicating a moderate to large impact (52% and 53% respectively)
4. **Increased evidence of the efficacy of alcohol education,** Maynooth University's report builds on Professor Morgan's best practice study, demonstrating the validity and importance of an independently evaluated and fit-for-purpose alcohol education resource.
5. **Increased best practice principles for effective alcohol education** which are firmly established and demonstrated in the programme, with the potential to be shared with other organisations with similar goals.
6. **Increased intention, motivation and capability of parents** to have a conversation with their children about alcohol as indicated by parents' and schools' feedback. These are further supported by the 14,214 visits to the parents' pages on drinkaware.ie.
7. **Increased awareness and consciousness of parents regarding role modelling and alcohol** as evident from our survey results from parents posts workshop attendance: "The parent is the role model so be very mindful of drinking habits." "Influence of parent's actions is relevant." "It is never ok to allow kids drink alcohol. Set expectations."
8. **Increased/sustained growth, in terms of development and reach,** of the Drinkaware Alcohol Education Programme, as indicated in the year-on-year increase in schools signing up for the Programme, and the dissemination of a Whole School Approach to Alcohol Education resource to a number of schools, with a view to facilitating a whole school workshop and /or student workshop to interested schools in 2021/22.

Structure

The Alcohol Awareness Foundation Ireland (AAFI) is incorporated as a company limited by guarantee (Company Number 578361), without share capital and trades as Drinkaware, with third party licensing rights to the name and logo in the Republic of Ireland.

The company has received charitable status from the Charities Regulator (20204601) and operates out of its registered address in central Dublin.

The organisational structure of the charity is set out in the chart below.



HR and Staffing

In 2020, at any given time, Drinkaware had no more than four full-time and three part-time staff with expertise specific to the delivery of Drinkaware's strategy. 2020 staffing was as follows:

- CEO
- Communications and Marketing Manager
- Research and Impacts Manager (part-time)
- Education Programme Manager
- Workplace Wellness Manager (part-time, Jan to June 2020)
- Finance and Office Administrator (part-time)
- Programme Officer (Jan to August 2020)
- Research Intern (Joined Sept 2020, part-time)

Remuneration is considered from a sector perspective, utilising the Community Foundation of Ireland's National Pay & Benefits Survey for Community, Voluntary and Charitable Organisations. Employee's pay scale and package are reviewed at the annual performance appraisal.

Staff performance is reviewed and managed on an annual basis through a formal process. Drinkaware is committed to supporting every employee to reach their potential and achieve their personal goals, which in turn will assist the organisation to achieve its objectives.

The Staff Handbook outlines the performance appraisal policy which applies to all employees who have successfully passed their probationary period. The appraisal is a formal process centred on an annual meeting of each employee and their line manager to discuss their work.

The purpose of the meeting is to review the previous year's achievements and to set objectives for the following year. These should align individual Employees' goals and objectives with Organisational goals and objectives.

Drinkaware does not employ any volunteers.

Staff costs & employer pension scheme

Wages and salaries	€ 285,918
Employers PRSI	€ 30,460
Retirement benefit	€ 10,436
	€ 326,814

Retirement benefit costs include employer contributions and operating costs for the defined contribution scheme of €10,436 (2019 contribution was €14,824). Drinkaware contributes up to 5% of the employee's pensionable pay to the scheme. All staff can opt to make personal contributions once they have passed their probation.

Staff policies

In keeping with HR best practice guidelines, Drinkaware has a suite of appropriate HR procedures and policies that include but are not limited to: Health & Safety; Internal Financial Procedures, Employment Policy/ Contract; Data Protection; Equal Opportunities; Working from Home; Political Activities; Bullying & Harassment; and Disciplinary & Grievance Procedure; amongst other topics.

In 2020 Drinkaware retained the professional HR support services of Adare HR who conducted a review and overhaul of the charity's Staff Handbook and Policies. The newly updated handbook is to be circulated to staff in 2021.

In addition, a suite of COVID-19 related policies and procedures regarding health & safety, remote working, sick leave and other related protocols and procedures were drafted and Board-approved. A return-to-work plan that followed public health guidelines was drafted and discussed with the Board and all employees. This was, and is still being continuously reviewed in line with public health directives, and the team kept informed on a regular basis.

Governance

Drinkaware is a national charity governed by an independent voluntary Board of Directors and regulated by the Charities Regulator. Drinkaware is committed to maintaining the highest governance and transparency standards, as outlined in the Strategic Plan 2019-2021. We comply with the Governance Code for Community, Voluntary and Charitable Organisations. We review and report on this compliance annually.

In line with the new Charities Regulator Governance Code for Charities, the Board reviewed and assured full compliance with and adoption of this code in 2020. Drinkaware's financial statements are prepared in keeping with the Charities Statement of Recommended Practice (SORP) in accordance with FRS 102 (effective January 2015) and the requirements of the Companies Act 2014.

Drinkaware submitted its 2018 Annual Report to the Carmichael Good Governance Awards and acted on the detailed best practice feedback provided. This resulted in the 2019 Annual Report receiving a Most Improved shortlisting. The further feedback on the improved report has been applied to this 2020 Annual Report to assure continuous improvement and commitment to transparent reporting and accountability.

Board of Directors

Drinkaware is governed by a voluntary Board of eight Directors from the education, business, finance,

communications, health, sociology, legal and behaviour change communities who oversee our operations and strategic progress. Our Board Members do not receive remuneration.

Each member of Drinkaware's Board is required to agree and adhere to the charity's Governance Terms of Reference. Individual commitment to upholding these terms is recorded during the on-boarding process.

Board make-up

Board Directors are appointed by the members of the company under the provisions of its Constitution. They are recruited in line with a competency framework that takes account of the company's mission and values. Drinkaware CEO, Sheena Horgan, is the Company Secretary. The person holding of Chief Executive Officer is not a Board Member.

The Board consists of a maximum of nine board members (including the chairperson and eight ordinary Board Members) appointed by co-option. Board Members are the members of the company as per the Articles of Association. The term of office is typically three years and Board Members are eligible for reappointment to the Board but may not serve for more than two consecutive terms.

This is the current Chair's second and final term. Dr McKenzie having completed his three year term in December 2020 resigns from the Board at the end of the year.

Board Directors in 2020	Appointed	Attendance	Specific skills area
PJ Timmins (Chair) Managing Director, The Alternative Board	6 Mar 2016	5 of 5	Business management, leadership
Múirne Laffan Chief Digital Office, RTE (FMR)	2 Nov 2017	4 of 5	Digital communications
Billy Brophy Partner, O'Grady's Solicitors	2 Nov 2017	3 of 5	Legal
Dr Kenneth McKenzie Research Lead, Accenture Global Centre for Innovation	10 Jan 2018	5 of 5	Behaviour change, research, sociology
Dr Treasa Leahy Principal, Mercy Secondary School (FMR)	11 Dec 2018	3 of 5	Education, youth
Maria Cryan Managing Director, Hume Brophy	11 Dec 2018	4 of 5	Public affairs, communications
Sean Quigley Non-Executive Director and Executive & Team Coach	March 2020	4 of 4	Finance
Dr Michelle McEvoy MB, BCh, BAO(NUI), LRSI, MRCPI, FRCPC, DRCOG, DCH, MMedSc, MD (Medical Education), MBA Health Consultant, PWC Ireland	April 2020	1 of 3	Health/Medical

Full biographical information of company directors is published at <https://drinkaware.ie/about/meet-our-team-and-board/>

Board reporting & decision making

The Board delegates operational responsibility for the day-to-day running of Drinkaware to the Chief Executive Officer.

As per the Board Terms of Reference, the Board is responsible for reviewing and approving of the following:

- Strategic plan
- Governance framework
- Monitoring of performance
- Adoption of the Annual Financial Statements
- Adoption of the Annual Report
- Approval of the annual budget
- Approval of acquisitions of land and property
- Approval of disposals of land and property
- Approval of acquisitions and disposals of land and property which are below market value
- Approval of contracts and expenditure in excess of €10,000
- Approval of expenditure exceeding that previously approved by the Board
- Appointment and removal of the Chief Executive Officer
- Delegation of Board functions
- Creation and dissolution of Board Committees
- Appointment and removal of members of Board Committees
- Approval of changes to the corporate structure of Drinkaware
- Approval of bank arrangements, including the opening of all new bank accounts
- Appointment of External Auditors.

Five Board meetings took place in 2020. The Chair, supported by the Secretary, is responsible for setting the agenda of the Board and the standing Board agenda includes:

- Approval of minutes from previous meeting
- Conflicts of interest
- Consideration of matters arising/unresolved items from the previous meeting
- Written operational report from the Chief Executive Officer
- Budget and Finance reports
- Governance and Risk reports

Board recruitment and induction

The Board annually conducts a review, which includes Drinkaware's Board Competency Framework, an expertise/competency mapping exercise, to identify any gaps in expertise that would enhance organisational oversight.

With Board-approval, the CEO and Chair initiate recruitment drives as required, to fulfil specific and identified roles. Previously this has included engaging the services of Boardmatch and attending Charity Trustee Speed-Dating events. Other avenues open to and considered by Drinkaware are advertising the role on Activelink, the Wheel, CII and LinkedIn. And also considering suggestions from Board members, in keeping with the specific identified requirements.

On the basis of the 2019 review, two new Directors with medical, finance and governance experience joined in 2020.

On appointment of new Directors, Drinkaware provides a comprehensive, formal and tailored induction – virtually or in-person as appropriate. At this the CEO presents Drinkaware's 3-year Strategic Plan, the organisational structure and background, an overview of current and key operations, finances, governance and the Risk & Resilience Register.

A comprehensive Board Pack is provided that includes:

- Formal letter of appointment
- Copies of Drinkaware's Governance Framework and Board Terms of Reference for the Governance of Drinkaware
- Drinkaware's Constitution / Memorandum of Association
- Job Description – Board Member
- Code of Conduct
- Copy of the Charity Regulator's document - 'Governance for Charity Trustees'
- Most recent and relevant Board papers and CEO Report
- Latest Drinkaware Risk Register
- AAFI accounts
- Board-approved budget
- Funding model
- New Director form

Board trustee-specific training is also made available to all Board Members on a regular basis.

Guiding principles

The Drinkaware Board is responsible for the direction and oversight of Drinkaware on behalf of the company. The Drinkaware Board believes that good governance involves clarity of roles and responsibilities, and the proper utilisation of distinct skills and processes. The Board therefore focuses on activities that enable it to promote the objects of the company, such as the active consideration of long-term strategy, the monitoring of management action, and ongoing Board and executive management succession.

The Board believes that the governance of Drinkaware is best achieved by the delegation of its authority for the management to the Chief Executive subject to defined limits and monitoring by the Board.

Standards of governance should be underpinned by a set of key principles which promote transparency, efficiency and effectiveness, are consistent with the regulatory environment, and clearly articulate the division of roles and responsibilities within the organisation.

To reflect this approach and position, the Drinkaware Board deploys Governance Guiding Principles designed to enable the Board and management to operate within a clear governance framework.

Governance standards

The Board is committed to high quality and governance standards. In addition to the principles and guides referred to above, the Board applies rigorous oversight of the financial procedures and controls. Drinkaware's Annual Accounts and Financial Statements are published annually on the website (drinkaware.ie) to ensure transparency with the public and stakeholders.

Drinkaware is an active member of several umbrella organisations for the community and voluntary sector in Ireland specifically The Wheel and Charities Institute Ireland. These memberships further demonstrate the charity's commitment to collaboration, shared learning and keeping abreast of sector developments.

Drinkaware is not a lobby group. However, the very nature of our work and in particular our research and demonstrated impact means that all relevant government departments, ministers and committees should be briefed on evidence-informed behaviour change programmes that are addressing alcohol misuse and harm in Ireland. In the interests of transparency Drinkaware is registered with the Register of Lobbyists. The AAFI made 3 returns to the Lobbying Register in 2020 which are available on www.lobbying.ie.

Conflict of interest / Code of conduct

The Board of Directors offers guidance, support, challenge, expertise and an objective perspective on the key matters of strategy, risk management, people/human resources, operational management, organisational structure and development and financial matters.

To support and sustain this, the objectives of Drinkaware Board's Code of Conduct are to allow for:

- the adoption of an agreed set of ethical principles
- the promotion and maintenance of confidence and trust in Drinkaware including the protection of the good name of the charity; and
- the prevention of the development or acceptance of unethical practices.

Clearly stated in the Code of Conduct are a lengthy set of conditions including: guiding principles, policy approach, duty of care, proprietary and copyright information, communicating information to the public, gifts and entertainment, standards of behaviour, and conflict of interest.

Specifically with regard to the Conflicts of Interest or of loyalty, register of Interests, the Code of Conduct states: Board members will declare any private, voluntary, charitable or political interest that might be material or relevant to the business of Drinkaware.

On appointment to the Board, each furnishes to the Secretary details relating to his/her/their employment and all other business interests including shareholdings, professional relationships etc., which could involve a conflict of interest or could materially influence the member in relation to the performance of his/her functions as a member of the Board. These interests extend to those of a member's family also.

Conflict of Interest is also a regular agenda item at Board meetings.

Where necessary, each Board member will maintain an entry on a register of interests and the definitions of same are clearly stated in this section of the Code of Conduct.

The Code outlines the required steps to be taken should a conflict of interest arise. No conflicts of interest were noted in 2020. The Code of Conduct was updated at the end of 2020 and brought to the Board in January 2021.

Risk Management

A risk management plan is prepared annually and reviewed every six months by the Board.

The environment in which Drinkaware operates is constantly under review. Where an update to the plan is made based on identified shift in the environment, any changes to the level of risk is brought to the Chair

of the Board's attention to agree a plan of action. The plan identifies the key risks to Drinkaware and scores these risks by how likely they are to happen, the impact they would have and the risk score (low, medium, high). The plan also outlines the mitigating steps that should/could be taken against each risk, alongside actions already underway to reduce the level of risk further.

Three key risks in 2020 are detailed below:

Area of risk	Counter measures being taken
Financial sustainability	In March 2020 a Cautious Budget and Worst-case Scenario Budget were drafted to pre-empt any financial fall out from the pandemic
	Rigorous and regular attention was paid to these budgets, and all financial transactions and obligations throughout 2020 with 'live' budget tracking and updates
Reputation – misinformation & disinformation regarding the charity	Forthright and factual information on the charity's work and impact is reported widely and regularly via the website, the media and all communication vehicles.
	Drinkaware's independence is strictly maintained by its Board and Executive
	Drinkaware is transparently compliant with the Charities Regulator's Governance Code
	Drinkaware's research and education work follows best practice and is based on evidence
	Alcohol and Drinkaware-related coverage is monitored daily and where the charity, its governance or work is mis-represented, steps are taken to correct this and to inform/educate the information's originator
Resource management eg productivity and retention of staff in a changing work environment	Drinkaware submits its Annual Report (2018 and 2019) to the Carmichael Good Governance Awards and acts on the detailed best practice feedback provided, which resulted in a shortlisting for the Most Improved Annual Report for our 2019 report. This is a clear demonstration of accountability and transparency in practice.
	A Continuity & Contingency Plan was drafted at the outset of COVID-19 and regularly updated with the Board to ensure HR and operational stability
	Remote Working principles were discussed and agreed with all employees regarding new ways of working that would protect the individual's health & wellbeing as well as organisational productivity
	Weekly all-employee update meetings ensure knowledge and information is shared in a timely way, and weekly all-employee coffee mornings ensure non-work interactions are encouraged to build and maintain good relationships
	Quarterly check-ins regarding 2020 operations plans assures priorities are maintained.
	A research intern programme was initiated to provide additional support.

Sub Committees

Drinkaware's Governance Framework allows for the creation of committees, as specified in section 2.10, which states: 'the Board may, from time to time, establish such committees of the Board as are necessary to assist it in the performance of its duties'.

To oversee and support the Executive regarding COVID-19-related HR protocols, policies and requirements, an HR/COVID-19 Sub-Committee was convened in 2020 with terms of reference agreed and approved by the Board

It was agreed that the Committee would:

- a. support the Executive in the making of HR-related decisions that do not require Board-approval
- b. make recommendations to the Board for those decisions that need to be ratified by the Board (as per the Board's Terms of Reference)
- c. provide updates to the Board on the organisation's HR-related management of COVID-19 protocols.

At the December 2020 Board meeting, it was agreed and approved that this Committee's remit extends to include operational issues with updated Terms of Reference circulated to the Committee and re-named to Operations Sub-Committee.

The original Committee was made up of two Board members and the CEO and will be reviewed in 2021.

Financial review

Funding

Drinkaware is funded predominantly by voluntary donations from the private sector including retailers, producers, distributors.

The current funding model has seven categories

Category	
Tier 1 - Core funders	Companies with significant (>5%) market share and global footprint
Tier 2 – Large producer & distributor funders	Companies whose (ABFI/ Nielsen) market share is more than 2% and less than 5%
Tier 3 – Producer & distributor funders	Companies whose (ABFI/ Nielsen) market share is less than 2%
Tier 4 – Retailers	2 levels, for those with 15%+ market share and those under this share
Tier 5 – Smaller/ one product distributors	Large organisations who are distributors of a single alcohol brand, or small distributors of niche/low volume alcohol brands.
Tier 6 – Associations	Business associations eg off licences, hotel groups, restaurants
Tier 7 – Distilleries	Small local distilleries

Organisations that donate to Drinkaware are allowed use of the Drinkaware logo under license with specific guidelines on its usage and the context of its usage. Organisations are asked to adhere to these guidelines with approval needed for any deviations.

Organisations must formally agree to a set of strict standards within our Constitution that exists to safeguard the integrity, efficacy and impact of our work to contribute to the achievement of our mission and vision. This includes:

- Drinkaware is governed by an independent voluntary board of directors who are appointed by the Chairman and CEO with all necessary due diligence.
- Drinkaware is an autonomous charity with

operational oversight by its voluntary board of directors. Drinkaware will not tolerate attempts to influence our work, policies or operations and any effort to do so will be referred to the board of directors for intervention and resolution.

- Drinkaware retains control, with board oversight, to spend unrestricted funding to develop mission-aligned programmes, messaging and resources without any regard for opposing positions from donors. Drinkaware's charitable object is for public benefit and all activity must be undertaken solely for the betterment of society.
- Drinkaware, like all charities in Ireland, takes seriously its responsibility to be accountable and transparent in operations, finance and governance and is committed to adhering to the Charities Regulator's Governance Code.

Donations to Drinkaware in 2020 were received from the following organisations: Aldi, Coca-Cola Hellenic, *Coca-Cola Services, Counterpoint, Clonakilty Distillery, Diageo, Dublin Beer Factory, Dublin Liberties Distillery, Edward Dillon, First Ireland Spirits, Galway Craft Beers, Grace O'Malley Whiskey, Heineken Ireland, Hi-Spirits Ireland, Irish Distillers Pernod-Ricard, Lambay Irish Whiskey, Lidl, MacIvor's Cider Co., McAllister Distillers Ltd., Marks and Spencer (Ireland), Molson Coors, Oscar Wilde Spirits Ltd., Outcast Brands, Pearse Lyons Distillery, Proximo Spirits, Quintessential Brands, Rye River Brewing Company, *Sliabh Liag Distillers, *Walsh Whiskey, William Grant.

**new funders in 2020*

Income

In 2020, Drinkaware received €750,582 in unrestricted funding, which was an increase from 2019 (€740,168).

Drinkaware also received €30,000 in restricted funding in 2020, specifically for the creation and delivery of Drinkaware's Workplace Wellness Programme. The sum in 2019 was €59,167.

Drinkaware's Workplace Wellness Programme, which delivers alcohol education workshops, webinars and resources (cups and booklets) to organisations for a small fee, made an 'earned income' of €3,700 in 2020. This was substantially less than in 2019 (€24,620) owing to the changed work environment because of COVID-19, and the cessation of in-person programme delivery.

Expenditure

Total expenditure in 2020 was €736,418 reflecting the reduction in administrative and Workplace Wellness Programme costs in line with the adjusted budgets re-calculated in light of COVID-19 - expenditure in 2019 was € 751,177. Details can be found in the Statement of Financial Activities section of this report (pg 62) The expenditure allocation (including an appropriate proportion of salaries) across the three workstreams is as follows:

Outreach & Engagement – 52%

Research – 14%

Education – 13%

The remaining costs are attributable to support costs such as rent, financial and legal expenses.

Reserves

In 2020 Drinkaware did not have a 'live' Reserves Policy but one was discussed and progressed at Board level for ratification in early 2021.

It was agreed a Drinkaware Reserves Policy would require:

- Reserves be maintained at a level which ensures that the organisation's core activity could continue during a period of unforeseen difficulty.
- A proportion of reserves be maintained in a readily realisable form.

The calculation of the required level of reserves would take into account:

1. Risks associated with each stream of income and expenditure being different from that budgeted.
2. Planned activity level including consideration of increasing activity and increased expenditure base.
3. Organisation's commitments

The Board agree it would be prudent and good governance for Drinkaware to have a reserves level that would allow the organisation to continue to operate during a period of crisis or uncertainty and not force it into significantly altering staff levels, programme delivery or future activities and plans.

The Reserve Policy will be finalised by the Board and implemented in 2021.

Drinkaware does not currently have an investment policy.

Financial sustainability

Pre-COVID-19 Drinkaware's financial stability was because of corporate organisations' commitment to Drinkaware's mission and to funding the charity under the terms of the Agreements.

Whilst 2020 impacted negatively on many of these companies, this commitment, and therefore the charity's financial resilience, has prevailed. Through the continuance of the charity's sustained delivery of impactful and measurable programmes, and the need to maintain Drinkaware's valuable work for individuals and Irish society, the expectation is that this financial support will continue into 2022 and beyond.

The proven resilience of the small team, the efficiency in terms of resource management and outputs, as well as the efficacy of these outputs, in what has been a difficult year, is further assurance of Drinkaware's financial and operational sustainability.

Drinkaware funding is structured so that the monies paid occur on an annual or bi-annual basis, which allows Drinkaware to plan a year's activities in advance, and to manage a viable cashflow.

Drinkaware is grateful to all its funders. Their continued support enables our team to deliver on our social contract to prevent and reduce alcohol misuse. Every donation we receive helps more people in Ireland to access facts, evidence-informed resources and practical tools to support positive behaviour change regarding alcohol.

In 2019, the board considered strategies to enable the charity to diversify income with a wider funder base. In addition to previously secured and identified research grants, there are also clear opportunities for other corporate sectors such as hospitality and entertainment, to engage with and support the charity. Whilst other tasks took precedence in 2020, these opportunities will be explored going forward.

Results and dividends

The results for the year are set out on page 62.

Supplier payment policy

The directors acknowledge their responsibility for ensuring compliance, in all material respects, with the provisions of the European Communities (Late Payment in Commercial Transactions) Regulations 2012. Procedures have been implemented to identify the dates upon which invoices fall due for payment and to

ensure that payments are made by such dates. Such procedures provide reasonable assurance against material noncompliance with the Regulations. The payment policy during the year under review was to comply with the requirements of the Regulations.

Accounting records

The company's directors are aware of their responsibilities, under sections 281 to 285 of the Companies Act 2014 as to whether in their opinion, the accounting records of the company are sufficient to permit the financial statements to be readily and properly audited and are discharging their responsibility by employing qualified experienced staff, ensuring that sufficient company resources are available for the task, and liaising with the company's auditors & accountants

The accounting records are held at the company's registered office, 13 Merrion Square North, Dublin 2.

Auditor

McInerney Saunders (Chartered Accountants and Statutory Audit Firm) have expressed their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

Statement of disclosure to auditor

Each of the directors in office at the date of approval of this annual report confirms that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that he / she ought to have taken as a director in order to make himself / herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of section 330 of the Companies Act 2014.

Post balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

COVID-19

- The COVID-19 pandemic created challenges for organisations worldwide. The Board of Drinkaware took a proactive approach to addressing the challenges posed as a result of COVID-19 to ensure the financial viability of Drinkaware for the foreseeable future. In particular the following actions were taken:
- There has been extensive engagement with current funders, who have committed to specified levels of funding for the foreseeable future
- Adjusted budgets reflecting the risks and challenges posed in 2020 were approved by the Board
- At the end of 2020 the cash balance was circa €405,000 which is the equivalent of 5-6 months operating costs in line with adjusted budgets.
- A Reserves Policy is now in place and as part of that figures have been agreed regarding the minimum red flag and 'wind down' cash levels associated with the organisation.
- Approved 2021 budgets reflecting the continued challenging circumstances posed by the COVID-19 pandemic have been approved by the Board of Drinkaware. This reflects a prudent approach which balances possible reduced funding with reduced levels of operating costs.
- The Board continues to take a cautious approach with continuous vigilant oversight

The Board of Drinkaware is satisfied that the company can continue to meet its financial obligations for the foreseeable future.

On behalf of the board



PJ Timmins
Director



Billy Brophy
Director

Directors' Responsibilities Statement

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under that law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council.

Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company financial statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and surplus or deficit of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.


In so far as the directors are aware :

- there is no relevant audit information (information needed by the company's auditor in connection with
- preparing the auditors report) of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken to make themselves aware of any
- relevant audit information and to establish that the company's auditor is aware of the information.

On behalf of the board



PJ Timmins
Director



Billy Brophy
Director

Independent Auditor's Report

To the members of Alcohol Awareness Foundation Ireland T/A Drinkaware

Opinion

We have audited the financial statements of Alcohol Awareness Foundation Ireland T/A Drinkaware ('the company') for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes to the financial statements, including a summary of significant accounting policies set out in note 1. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2020 and of its net movement funds for the year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion..

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to the going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operation, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as going concerns. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's report to the related disclosures in the financial

statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the company to cease to continue as going concerns.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Donagh Waters for and on behalf of

MCINERNEY SAUNDERS
Chartered Accountants and
Statutory Audit Firm
38 Main Street,
Swords,
Co. Dublin

Date: 29th June 2021

Statement of Financial Activities

For the year ended 31 December 2020

	31 December 2020	31 December 2020	31 December 2020
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned income	3,700	-	3,700
Charitable donations - normal	750,582	30,000	780,582
Total Incoming Resources	754,282	30,000	784,282
Resources expended			
Project costs	(333,850)	(3,320)	(337,170)
Administrative expenses	(372,568)	(26,680)	(399,248)
Total resources expended	(706,418)	(30,000)	(736,418)
Net movement in funds in the period	47,864	-	47,864

	31 December 2019	31 December 2019	31 December 2019
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned income	24,620	-	24,620
Charitable donations - normal	740,168	59,167	799,335
Total Incoming Resources	764,788	59,167	823,955
Resources expended			
Project costs	(355,392)	(9,281)	(364,673)
Administrative expenses	(336,618)	(49,886)	(386,504)
Total resources expended	(692,010)	(59,167)	(751,177)
Net movement in funds in the period	72,778	-	72,778

Approved by the board of directors on 29th June 2021 and are signed on its behalf by:



PJ Timmins
Director



Billy Brophy
Director

Balance Sheet

As at 31 December 2020

		2020	2019
		€	€
	Notes		
Current assets			
Debtors	5	53,383	92,473
Cash at bank and in hand		405,870	282,890
		<u>459,253</u>	<u>375,363</u>
Creditors: amounts falling due within one year	6	<u>(118,194)</u>	<u>(82,168)</u>
Net current assets		<u>341,059</u>	<u>293,195</u>
Funds			
Unrestricted funds		<u>341,059</u>	<u>293,195</u>

Approved by the board of directors on 26th June 2021 and are signed on its behalf by:



PJ Timmins
Director



Billy Brophy
Director

Statement of cash flows

For the year ended 31 December 2020

	2020	2019
	€	€
Notes		
Cash flows from operating activities		
Cash generated from/(absorbed by) operations	47,864	72,778
Movement in Debtors	39,090	(54,307)
Movement in Creditors	39,026	23,153
Movement in Stock	-	14,950
	<hr/>	<hr/>
Net cash inflow from operating activities	122,980	56,574
Net cash used in investing activities	-	-
Net cash used in financing activities	-	-
	<hr/>	<hr/>
Net increase in cash and cash equivalents	122,980	56,574
Cash and cash equivalents at beginning of year	282,890	226,316
	<hr/>	<hr/>
Cash and cash equivalents at end of year	<u>405,870</u>	<u>282,890</u>

Notes to the financial statements

For the year ended 31 December 2020

1. Accounting policies

Company information

Alcohol Awareness Foundation Ireland T/A Drinkaware is a limited company domiciled and incorporated in Ireland. The registered office is 13 Merrion Square North, Dublin 2 and its company registration number is 578361.

1.1 Accounting convention

These financial statements have been prepared in accordance with the charities Statement of Recommended Practice (SORP) in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying section 1A, effective January 2015, and the requirements of the Companies Act 2014.

The financial statements are prepared in euros, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest €.

1.2 Fund accounting

The following are the categories of funds maintained:

Restricted funds

Restricted funds represent income received which can only be used for particular purposes, as specified by the donors. Such purposes are within the overall objectives of the company.

Unrestricted funds

Unrestricted funds consist of General and Designated funds.

- General funds represent amounts which are expendable at the discretion of the board, in furtherance of the objectives of the company.
- Designated funds comprise unrestricted funds that the board has, at its discretion, set aside for particular purposes. These designations have an administrative purpose only, and do not legally restrict the board's discretion to apply the fund.

Income

Income is recognised by inclusion in the Statement of Financial Activities only when the company is legally entitled to the income, performance conditions attached to the item(s) of income have been met, the amounts involved can be measured with sufficient reliability and it is probable that the income will be received by the company.

Income from charitable activities

Income from charitable activities include income earned from the supply of services under contractual arrangements and from performance related grants which have conditions that specify the provision of particular services to be provided by the company. Income from government and other co-funders is recognised when the company is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreements. Where a grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors.

Grants from governments and other co-funders typically include one of the following types of conditions:

- Performance based conditions: whereby the company is contractually entitled to funding only to the extent that the core objectives of the grant agreement are achieved. Where the company is meeting the core objectives of a grant agreement, it recognises the related expenditure, to the extent that it is reimbursable by the donor, as income.

1. Accounting policies (continued)

- Time based conditions: whereby the company is contractually entitled to funding on the condition that it is utilised in a particular period. In these cases the company recognises the income to the extent it is utilised within the period specified in the agreement.

In the absence of such conditions, assuming that receipt is probable and the amount can be reliably measured, grant income is recognised once the company is notified of entitlement.

Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable, whichever is earlier.

Expenditure

Expenditure is analysed between costs of charitable activities and raising funds. The costs of each activity are separately accumulated and disclosed, and analysed according to their major components.

Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured. Support costs are those functions that assist the work of the company but cannot be attributed to one activity. Such costs are allocated to activities in proportion to staff time spent or other suitable measure for each activity.

1.3 Financial Instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.4 Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

2. Incoming resources

The total incoming resources of the company for the year has been derived from its principal activity wholly undertaken in Ireland.

3. Employees

No directors' remuneration was paid during the period.

The average monthly number of persons (including directors) employed by the company during the year was:

	2020 Number	2019 Number
Administration	6	6
	<u>6</u>	<u>6</u>
Their aggregate remuneration comprised:	2020	2019
	€	€
Wages and salaries	285,918	262,272
Employers PRSI	30,460	28,922
Pension costs	10,436	14,824
	<u>326,814</u>	<u>306,018</u>
Breakdown of wages and salaries:		
General and Finance	60,357	45,840
Outreach and Engagement	120,867	90,228
Education	71,624	78,572
Research and Impacts	54,841	51,023
Workplace Wellness	19,125	40,355
	<u>326,814</u>	<u>306,018</u>

The number of employees with remuneration in the following brackets are set out below;

	2020	2019
€50,000 - €60,000	2	2
€60,000 - €70,000	0	0
>€70,000	1	0

Remuneration of key management personnel, which includes one person, total € 104,500. The remuneration of key management personnel is set by the board of directors.

4. Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

5. Debtors

	2020	2019
	€	€
Amounts falling due within one year:		
Contributions due	19,364	37,178
Other debtors	15,196	36,472
Prepayments and accrued income	18,823	18,823
	<u>53,383</u>	<u>92,473</u>

6. Creditors: amounts falling due within one year

	2020	2019
	€	€
Trade creditors	75,867	57,422
PAYE and social security	9,417	10,498
Accruals	32,910	14,248
	<u>118,194</u>	<u>82,168</u>

7. Retirement contribution schemes

	2020	2019
	€	€
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	<u>10,436</u>	<u>14,824</u>

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

8. Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding €1.

9. Financial commitments

Total future minimum lease payments under non-cancellable operating leases are as follows:

	31 December 2020 €	31 December 2019 €
Due:		
Within one year	33,000	36,000
Between one and five years	-	33,000
	<u>33,000</u>	<u>69,000</u>

At 31 December 2020, the company had rental commitments with regards to its premises at 13 Merrion Square North, Dublin 2 in the amount of €33,000. The lease expires on 30 November 2021.

10. Post balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

11. Approval of financial statements

The directors approved the financial statements on the 26th June 2021.

Drinkaware is the national charity working to prevent and reduce alcohol misuse in Ireland, governed by an independent board and regulated by the Charities Regulator.

DRINKAWARE

Web: drinkaware.ie

Email: info@drinkaware.ie

Registered Charity Number: 20204601

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