

Drinkaware
Annual Report &
Financial Statements
2021

DRINKAWARE

Company Information

Directors

PJ Timmins (resigned December 2021)
Múirne Laffan
Billy Brophy (resigned December 2021)
Dr Kenneth McKenzie (resigned December 2021)
Dr Teresa Leahy
Maria Cryan
Sean Quigley
Dr Michelle Mary McEvoy
Sean Gill (appointed March 2022)
Peter Dennehy (appointed March 2022)

Secretary

Sheena Horgan

Company number

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Registered Charity Number

20204601

Registered office

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Auditor

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Bankers

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Chair Statement

2021 saw the continuation of the COVID-19 pandemic that altered Irish society irrevocably. The unprecedented change it made to all of our personal and working lives resulted in significant shifts in our behaviours and our attitudes. These shifts, compelled organisations operating in the public health environment to adjust their work accordingly. For Drinkaware, this meant our work escalated rather than pivoted, as the team delivered a work programme that met the changed and emerging needs of the Irish public with regard to information and support regarding alcohol.

Drinkaware continued to deliver valuable research that in 2021 furthered an important deeper understanding of drinking and its impact on a national level. Comparing Drinkaware's annually conducted national surveys, the 2020 and 2021 Barometers identified the problematic behaviours that became entrenched with regard to at-home and binge drinking in particular. These valuable insights then informed the messaging and the advice incorporated into the 2021 communication campaigns that spoke directly to the public about how to, and the benefits of, cutting back on alcohol, doing so, as always, with empathy and understanding so the support was pragmatic and accessible.

2021 saw the completion of Maynooth University's important and independent evaluation of Drinkaware's Junior Cycle Alcohol Education Programme. The positive findings of the report – including the shift from 30% to 50% of students saying they did not intend to drink – reflect the evidence-informed efforts of the team and Education Manager Martha Sweeney in particular, in producing a highly effective student-centred and teacher-friendly alcohol education

programme that is a case study in best-practice. Pandemic-induced changes to the school environment notwithstanding, Drinkaware's Alcohol Education Programme continued in 2021, with teachers trained virtually bringing the total number of teachers trained in the programme to date to circa. 300. The work also included a new TY programme pilot, that will be evaluated in 2022 with plans for a subsequent national roll out.

Once again Drinkaware's positive reputation and reach amongst the general public prevailed in 2021, despite the changing times, with the charity retaining impressive awareness as the trusted source of information on alcohol amongst Irish society – at 85% (B&A, Drinkaware Barometer 2021). The website continued its helpful public health role, signposting HSE and government supports and advice, as well as providing important information on the harms of risky drinking and drink driving, the corresponding pages for which attracted over 40,000 and 80,000 visits respectively.

In spite of the rapidly evolving health, economic and social climate, and indeed on a significantly reduced budget, Drinkaware maintained its presence, its importance, and its resonance and impact on Irish society. Continuing its challenge of the drinking stereotype, and its advocacy of a new narrative and discourse on alcohol, the charity delivered successive effective awareness and information campaigns, workplace alcohol education programmes, made submissions to the Oireachtas Committee, and ran its first public webinar that was a resounding success.

The 2021 Annual Report and Accounts is my first as Chair of Drinkaware. When I joined the Board in

March 2020, I was energised by the powerful purpose and mission of Drinkaware in seeking to address the significant challenge of alcohol misuse, with its negative consequences impacting so many lives. Over the past two years I have seen first-hand the excellent work of Drinkaware under the leadership of our CEO, Sheena Horgan and her highly talented team. The Board continues to work hard to ensure that our strategy is the right one and to constantly review every aspect of its implementation.

At both a Board and Executive level, good governance remained front and centre in 2021, and the charity's administration continued to apply best practice across the organisation. Being shortlisted for a "Most-improved Good Governance Award" for the 2020 Annual Report, is testament to the organisation's unwavering and collective focus on exemplary governance.

Front and centre of all Drinkaware's work is the trust it has earned and the trust it continues to protect and preserve with the general public. Trust is not won easily, and it comes with conditions. It needs to consistently deliver, to demonstrate integrity, and most importantly in times of crisis and challenge, to be benevolent. As a charity, and as a brand, these things are front of mind for everyone involved in Drinkaware. This has also secured the commitment and financial support of its corporate donors, which assures the sustainable continuance of an effective programme that is helping to prevent and reduce the misuse of alcohol.

Education has always been an important aspect of Drinkaware's work, but even more so in 2021, as the highly positive findings of Maynooth University's independent evaluation of our school-based programme illustrates. The programme demonstrates what can be achieved when people come together with a common goal - in this case to deliver essential life skills to young students for the purpose of delaying the age of their first drink. This is a further reason why collaboration and co-operation has been a focus for Drinkaware in 2021, and will continue into the new Strategic Cycle 2022-2024.

In addressing the significant societal issues caused by alcohol misuse, we must be agile and focused, while constantly challenging the status quo and some fixed mindsets. Our purpose and mission will always ensure that we are focused on being the best we can be, because we know what we do makes a real difference to so many.

The long list of outputs and outcomes in this Annual Report reflects this, and is a credit to the small team that consistently delivers work that is of the quality and indeed quantity of a much larger, more resourced organisation. That said the financial support, that is voluntarily given within an explicit hands-off agreement, has sustained the charity despite these difficult times and its constancy is much appreciated.

We have also been working on building the resources in our small but very talented and effective executive team. I would like to compliment our CEO Sheena Horgan on her excellent leadership in creating such a collegiate, committed and productive team, and proactively promoting the work of Drinkaware and its important impact on Irish society.

It is also important to acknowledge the commitment and input of my fellow Board members throughout 2021. In spite of it being a very difficult and busy year for all concerned, their consistent contribution and support was much appreciated by myself as Chair and by the Executive team.

As my predecessor signed off his final Chair Statement in 2020 with a call to all to acknowledge that change needs support, debate and empowerment, my addition to that is bravery. Because change needs fearless proponents who understand that goals worth chasing demand, courage and confidence. Thankfully Drinkaware has both, driven by clearly stated goals and the appetite to deliver them.

Sean Quigley

Sean Quigley
Chairman



CEO

Welcome

2021 was a landmark year for Drinkaware. We closed out our 2019-2021 strategy with some impressive achievements, and despite catastrophic operating conditions.

Huge credit and thanks for this belongs to the team - both past and present members. They rallied with fortitude and focus on what really mattered: how Drinkaware could support and protect the public's health with regard to alcohol in the most difficult of times. Our priority was essentially twofold: to sustain our increasing reach that would ensure important alcohol awareness and education resources would reach more people; and to maintain our relevance that we had nurtured and grown over the years. Both were achieved, and with reduced resource but increased momentum and dedication.

In particular during this period, our research function came into its own under the careful and grounded eye of Dr Ann Stokes. Data is almost meaningless if it cannot be related back to actual lived experiences. And Drinkaware's research programme continued to explore otherwise uncharted territory with regard to the 'why' people drink, as opposed to simply the 'how (much)'. The creation of the Barometer Paper Series allowed us to dig deeper into our annual surveys to identify important emerging patterns of attitude and behaviour that were affecting the nation's alcohol consumption. By extrapolating these insights, and using them to inform our outreach work, Drinkaware was better placed to generate more meaningful engagements with the public, and therefore support broader positive change.

A significant part of our remit is always our outreach and engagement with the public. In 2021 this

progressed its objective to meet people 'where they're at', through a suite of dynamic and targeted social media campaigns and digital content. We tested new digital campaigns such as 'Positive Change' for St Patrick's Day, 'Safe Summer Socialising', and an explainer webpage on 'Minimum Unit Pricing'. And we hosted our first Public Webinar on 'Get the Facts' about alcohol. We continued our sustained stalwart messaging around drink driving and the Low-Risk Weekly Guidelines, both of which are the most sought-after information from the general public on our website. Whilst our budget was culled Irish society's appetite for facts, advice and tips, was not, as evident not just in the numbers who visited www.drinkaware.ie, but in the time they spent on the website site which increased by 18% in 2021.

Maintaining a negative position and stereotype regarding Ireland's drinking culture, in our conversations and in the media, not only does us a disservice from what is actually happening in people's lives and homes, but runs the risk of becoming a self-fulfilling prophecy. Human nature requires hope and self-efficacy, and the value of presenting a sustained picture of reduced and non-consumption, serves us better in the long run. That is why our communications juxtaposes negative and positive messages, so that we talk about benefits (of drinking less or not at all) as well as the harms (of risky drinking). Meeting people where they're at, means speaking to them in their language, and without judgement or fearmongering. Tone is everything, and our pragmatic and empathetic approach pays dividend in securing people's interest and engagement, and most importantly, their trust (85% of the public know Drinkaware as the trusted source of information on alcohol, Drinkaware Barometer 2021, B&A).

But as we close out our 3-year plan, the most spectacular achievement has to sit with Drinkaware's Junior Cycle Alcohol Education Programme. Under the leadership of Education Programme Manager Martha Sweeney, previously of the Dept of Education and Drinkaware's longest serving staff member, the education programme has continued to grow, reaching more students, teachers & parents year on year. It is evidence-based. And it is effective. Maynooth University's independent evaluation is testament to both. But more importantly, it is needed, an assertion made by teachers and parents alike, up and down the country. Because if we as a society, say we want to change our relationship with alcohol, then we have to start with our children. And Drinkaware's Junior Cycle Alcohol Education Programme is the only primary preventive alcohol education programme. This is not a programme about safe drinking but rather is a programme about not drinking and empowering students to delay the age of first drink. Already over 15,000 1st to 3rd year students have gone through the programme. It is nationally available in almost every county. And it needs to be scaled if the necessary protective life skills of alcohol awareness and prevention of misuse and harm, are to be supported.

This is one of the critical points we regularly put to Ireland's elected representatives. To be clear, we do not seek to influence policy, but rather to inform political stakeholders of the complexity of the issue, and the known and in-progress solutions to the issue. In truth, the evidence and the data speak for themselves.

Drinkaware has welcomed the Public Health Alcohol Act and each of its measures as they have gone live over the last three years. We have actively supported the public's understanding of the measures to optimise their environmental impact in line with our mission & values. But we are resolute in our message that there is no silver bullet to the issue of alcohol misuse. The deficit of knowledge and embedded understanding of what alcohol misuse and harm are amongst the public is indisputable in the data - especially the persistent and stark fact that less than 3% of the adult population know what low risk drinking is (Drinkaware Barometers, 2019, 2020, 2021). There is no one agency that can resolve this issue alone. And environmental and legislative interventions need to be furthered with broad public education and awareness to really gain traction and effect. However uncomfortable, the collective efforts of organisations that share a common public health objective, must be sought. That is why our data is open access and our work is transparent.

As a charity, Drinkaware has endured because our approach to public health regarding alcohol education and information is common-sensical and non-didactic. This has earned us the trust of the audience we serve. But on a very practical level, we have also endured thanks to continued and sustained financial support. The formal hands-off agreement Drinkaware has with its funders allows us to scope and scale our work, unencumbered by any distracting dictates other than our public remit and our social contract. The corporate and private donations that have supported Drinkaware over these last three years, are very much appreciated.

Credit is also due to Drinkaware's Board, and especially at the helm, our outgoing and incoming Chairs in 2021, PJ Timmins and Sean Quigley. The support and confidence they have provided to myself and the team, has been much appreciated and reciprocated.

Thanks are also due to those with whom we've worked - Behaviour & Attitudes, Gibney Communications, RSA, Coca Cola, Pádraig Walsh, The Gut Experts, Tidy towns and to the Marie Keating Foundation for their support and guidance.

“
85% of adults
cite Drinkaware
as the leading
source of
trusted alcohol
information in
Ireland

- Behaviour & Attitudes, 2021

”

The Charities Regulator advocates six principles of charity governance with which Drinkaware – both the team and the work – can identify:

Advancing our charitable purpose:

As this and previous Annual Reports show, our work is delivering against its mission to prevent and reduce alcohol misuse.

Behaving with integrity:

Drinkaware's moral compass, which focuses steadfastly on the public whom we serve, assures the integrity of our work.

Leading people:

Effective leadership requires the ambition and vision to forge a path that others may dismiss or not be brave enough to pursue.

Exercising control:

A well maintained and regularly reviewed structure allows for good management and oversight of the critical governance aspects of the organisation.

Working effectively:

The adoption of a Theory of Change approach has allowed Drinkaware to prioritise and sustain our most purposeful and effective work.

Being accountable and transparent:

This report and our website, lays out our motivation, our direction, our work and our results, and it is equally open to criticism and collaboration.

Moving from one three-year cycle to the next, I share a sense of immense pride with the team and Board, on all the outputs and especially the impacts achieved and all the ambitious ones to come. Because as Mahatma Ghandi said "the future depends on what you do today". We have the opportunity today, to create the future we want for tomorrow.



Sheena Horgan
CEO

“

As a charity, Drinkaware has endured because our approach to public health regarding alcohol education and information is common-sensical and non-didactic.

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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 55% of adults drink on a weekly basis (Behaviour & Attitudes 2021), 1 in 3 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

86% of the general public are aware of Drinkaware as a provider of trusted information on alcohol (Behaviour & Attitudes, 2021). 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 third and final 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 2021). 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 and 1 in 3 would like to make positive changes moving forward.

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.

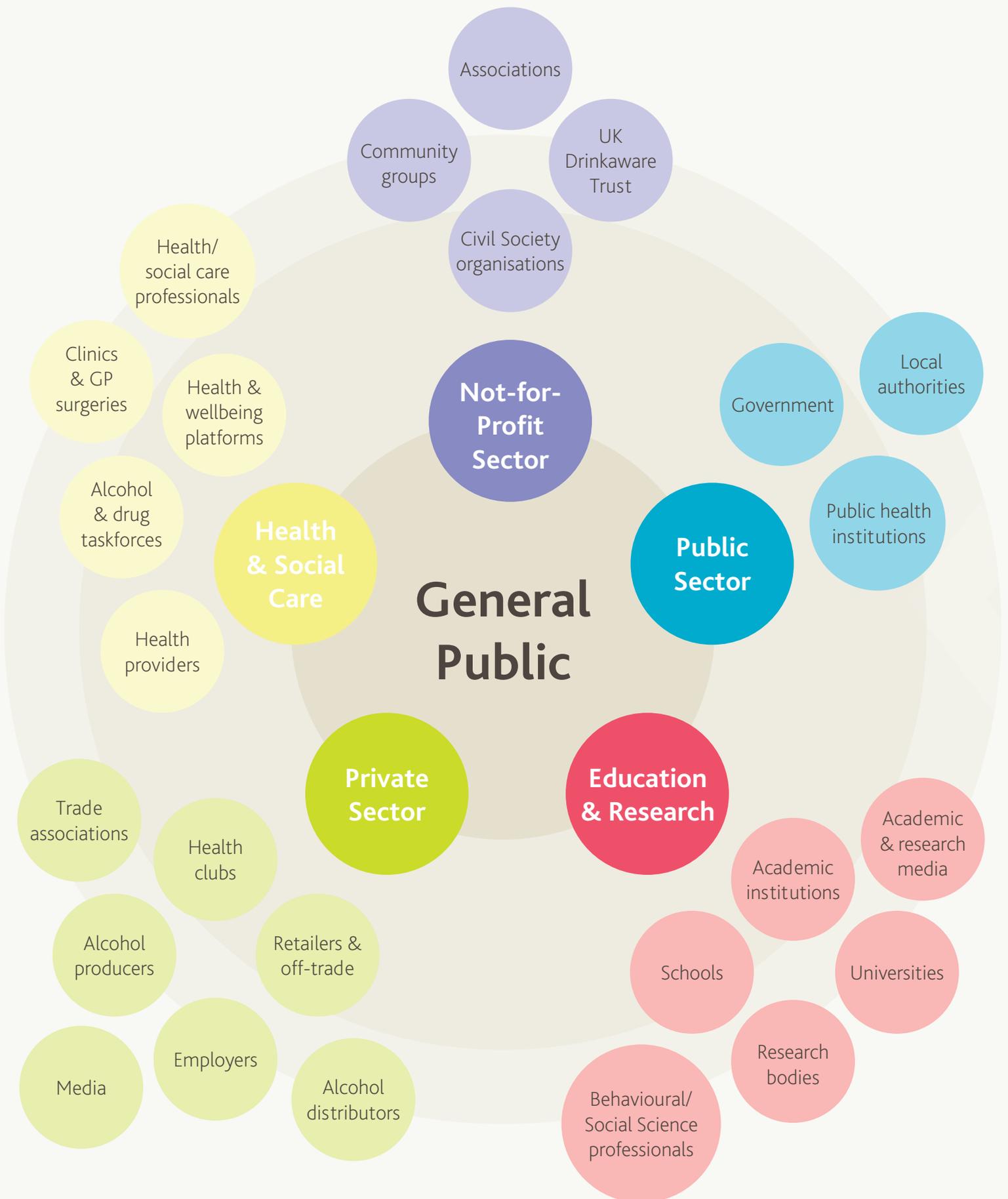
4 The incentive (reward) to change

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 improve health and wellbeing in Irish society by preventing and reducing alcohol misuse and harm.

Fantastic presentation, the material was very relatable, easy to understand, follow and share. I would love to attend another presentation.

– Attendee of Public Webinar, Survey Monkey, 2021

Key Outputs in 2021

Public information media campaigns

Throughout the year Drinkaware makes significant contributions 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 the behaviours, attitudes, and motivational drivers of alcohol consumption in Ireland. In 2021, we contributed to over 410 pieces of coverage across national and regional media with a cumulative reach of over 20 million. Our public information media campaigns are further supported through digital campaigns.

Media Highlights

Junior Cycle Alcohol Education Programme (JC AEP) evaluation

In March 2021, Drinkaware released the summary findings from the 3-year longitudinal evaluation of the JC AEP. The study gained extensive media traction as the key findings highlighted the importance of alcohol education for young people. With over 50 pieces covering the evaluation, Drinkaware reached at least 1.5 million people with information on the value of alcohol education in decreasing the intent to drink, and knowledge of alcohol related harms for young people across Ireland. Full details of the summary report and its findings are available in the Research & Education workstream reports.

Barometer research

June 2021 saw the release of the Families, Alcohol & Covid-19 research paper, receiving regional broadcast and print coverage, highlighting parents as a specific population group requiring support, and the impact COVID-19 has had on parent households.

In July the key findings from the Drinkaware Annual Barometer were released to the media. Increases in weekly consumption, increases in binge drinking and the prevalence of low mental-wellbeing dominated the key findings. The findings also revealed positive shifts in behaviours towards alcohol with increases in both those who would like to drink less and those who had already made small positive changes.

The release of both the 'Families, alcohol & COVID-19 research paper', and the key findings from the Barometer 2021, both of which detailed the impact

of the pandemic on the behaviour and attitudes of Irish adults towards alcohol, reached over 1.5 million people. The coverage in over 70 publications served to stimulate discourse on alcohol's place within the home environment and current trends regarding alcohol use, misuse, mental health and positive shifts in behaviour.

Parental advice

Throughout the year we reached out to parents through the media to support them in having conversations around alcohol and mental health with the young person in their life. Ahead of both the leaving cert examinations and the results, Drinkaware encouraged parents to speak to their children about alcohol, advising parents to engage with them about how to celebrate the end of the leaving cert and the results in a safe manner.

Public health awareness

Raising awareness and knowledge of alcohol related harms is a primary objective for Drinkaware. In 2021, Drinkaware reached out to the media raising awareness of the links between alcohol and certain cancers and alcohol related harms on key public health awareness days throughout the year.

Drink driving

Throughout the year and in particular ahead of bank holiday weekends, Drinkaware spoke to the public about the dangers of driving the morning after drinking. Highlighting the need to allow the body time to process alcohol, and debunking myths around how to 'sober up' before getting behind the wheel.

THE IRISH TIMES Fri, Apr 29, 2022

NEWS SPORT BUSINESS OPINION LIFE & STYLE CULTURE MORE

Editorials Letters Columnists An Irishman's Diary Opinion & Analysis Martyn Turner

Subscriber Only

It is a mistake to focus on alcohol in the night-time economy debate
We are potentially embedding an expectation in public's mind of what night-time economy looks like

© Fri, Oct 1, 2021, 00:39
Sheena Horgan

LISTEN NOW 5:07



Editorials

The Irish Times v... energy supply to E... embargo is now r... Russia's move against Polu appears to be a tactic to try response

The Irish Times v... in Somalia: hangi... Six million people in the im... need of food while \$1,000 is experiencing famine

When it comes to alcohol in Ireland there are many regions, but there are also positives that indicate the potential, the appetite and the willingness to change. Photograph: Getty Images

You are in: > OFFALYEXPRESS > NATIONAL NEWS

'Know the guidelines - protect your pair' - Drinkaware urges public to be aware of link between alcohol and breast cancer




Meet the sober-but-social set: 'It's like going to a regular bar with flirting and exchanging numbers'

With more Irish people cutting back on drink, there's a boom in alcohol-free spaces and events to meet a growing demand. **Tanya Sweeney** reports

It's coming to that time of year when many Irish people typically lurch from one rendezvous to the next, barely stopping to recover from the boozy bonhomie. But as we know only too well, we are no longer dealing with the typical run of things.

drinking habits in 2020. The last couple of years has seen a profound shift in the way we socialise; specifically, in the way we drink. Time once was that the non-drinker on your night out was the designated driver, on antibiotics or pregnant (or using any of the above as an excuse). "It can be quite a challenge when you're

movement workshops outdoors, in areas like the Dublin Mountains. It opened up a whole new way of enjoying a night out. "Once people are told the event is non-alcoholic, most people are like, 'okay, that takes away any anxiety for me,' he says. "Most of them want a mindful sober experience — that's most definitely why they're there."

Irish Examiner

Almost one-third of Irish people say they would like to drink alcohol less often



THU, 16 SEP, 2022 - 19:24 STEVEN HENRY

Almost one in three Irish people say they would like to drink alcohol less often.

That is just one of the findings of a survey carried out by drinkaware.ie, which said demand for its services reached record highs during the Covid-19 pandemic. According to the charity, 552,194 people visited its website last year - a 5% increase on 2019's total.

Low-risk Weekly Guidelines

With a particular emphasis in the run up to Christmas 2021, the Drinkaware team focused many media opportunities on the lack of awareness and understanding of the low-risk weekly alcohol guidelines, which is consistently reported at 2-3% in the Drinkaware Annual Barometer. Drinkaware believes that understanding, awareness, and compliance with the guidelines is a key driver in achieving its mission of an Ireland where alcohol is not misused, and thus the low-risk weekly guidelines formed an integral part of most media communications throughout 2021. Our Christmas campaign and coverage in Q4 of 2021 reached over 7 million people through 138 articles and saw over 100,000 people visit Drinkaware for more information.

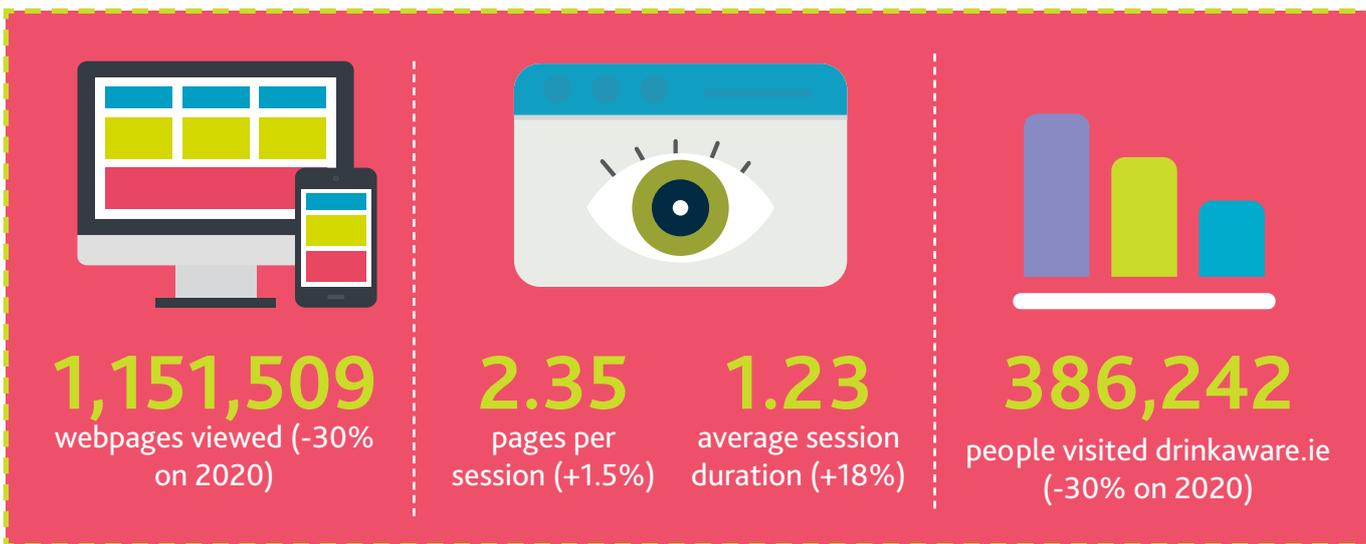
» Looking Forward

Our stated target for 2021 was to sustain our media coverage and build on the depth and breadth of the messaging and quality of the coverage. This has been achieved and moving into our new three-year strategic cycle, our 2022 messaging will evolve to reflect our new strategic plan and shifts in trends regarding alcohol use and misuse. With key areas of work and specific target populations in need of support providing the focus for our media activities.

Digital health promotion

Drinkaware runs regular, timely campaigns across Drinkaware.ie and our social media channels to inform & educate the public on alcohol related harms, drinking behaviours, tips and advice while empowering and increasing access to practical tools to facilitate positive behaviour change.

In 2021, decreases in budget as a result of COVID-19 saw decreases in digital metrics. However, the results in 2021 continue to demonstrate our unrivalled reach, engagement and trust with the public and other stakeholders regarding alcohol education in Ireland:



Decreases in budget did impact the vanity metrics for the website in 2021, but key metrics also saw improvements as pages per session increased and average session duration also saw an increase, illustrating a more engaged audience. The users who visited Drinkaware.ie were more interested and engaged than in 2020, suggesting more effective communication and budget allocation.

The top webpages viewed in 2021 were the 'Drinks Calculator', 'Drink Driving', the 'Low-risk Weekly Guidelines', 'What is a Standard Drink' and 'The Benefits of Cutting Down/Out' - which is a clear indication of people looking for information on safety, weekly limits and changing behaviours for the better.

We saw traffic from Pay Per Click (PPC) increase from 10% up to 16% (+60% YoY) making PPC the third largest contributor of traffic, compared to fourth in 2020.

In 2021, 47% of traffic came from organic search, which is a return to the same level as 2019 - up from 32% in 2020. 30% of our pageviews were to the 'Drinks Calculator' - up 23% YoY. Traffic to the 'Drink Driving' page increased from 4% of total pageviews to 7%. Traffic to the 'Low-risk Weekly Guidelines' page increased from 2% of total pageviews to 3%. These three were priority webpages for 2021, and the increases in metrics to these pages indicates a successful shift in strategy.

In 2020, the Alcohol & COVID-19 pages were the 5th most visited on-site, whereas in 2021, these pages failed to feature in the top 20. This shift also affected metrics such as sessions and users, as this content was a big driver of traffic when we were in the midst of the most restrictive lockdowns.

The digital strategy for 2021 aimed to provide people with clear information and facts to help facilitate positive behaviour change. The year came with many uncertainties including the locking down and reopening of society throughout the year, these uncertainties were reflected in our digital campaigns - 'Positive Change', 'Safe Summer Socialising' and the low-risk weekly guidelines messaging in the run up to Christmas.

Social media

Drinkaware's social media remained the second highest contributor of traffic to the website in 2021 at 19%. Although some numbers decreased, it is important to note that in 2020, 6.7 million social media impressions were a result of our COVID-19 content. As we entered a 'new normal' in 2021, COVID related content and demand for information on alcohol & health reduced as people looked to the reopening of society and the return to usual routines.

Social media is an ever-changing landscape and in order to achieve our objectives in the latter half of 2021, we implemented new styles of communication to engage with our community – including but not limited to, increased video content and Instagram- themed stories. Through collaborations we increased the reach of our message. More information on social media collaborations can be found below.

	Followers/Likes	Impressions	Engagements
Facebook (@DrinkawareIE)	76,896 (-1.5% 2020)	12,190,074 (-36% 2020)	250,859 (-44.6% 2020)
Instagram (@Drinkaware_ie)	1,537 (+30% 2020)	7,002,414 (-27.7% 2020)	1,016 (-13.5% 2020)

2020 was an unprecedented year in terms of impressions and engagements with our social media channels as we saw large increases across the board, so it is no surprise that these figures would drop. However, this does not mean that 2021 was without success. Drinkaware increased social media posts by 47%. Our following on Twitter grew by 148% and our engagement on Twitter surged by 416%.

Drinkaware
Published by Ebow the digital agency · January 23, 2021 · ...

It's never too late to make a New Year's Resolution. Why not start today to make a change that could have positive benefits for the rest of your life? If you're thinking about cutting down on your drinking, check out the health benefits and top tips on our website. #2021 #TimeForYou

Instagram
drinkaware_irl

Instagram
drinkaware_irl

DRINKAWARE
DISCOVER THE IMPACT OF ALCOHOL ON OUR HEALTH

DRINKAWARE
Alcohol is linked to 1 in 8 breast cancers in Ireland

4% of people think drinking to excess is just part of Irish culture'

DRINKAWARE.IE
Alcohol's impact on health - Drinkaware
Explore the calorie and sugar content of differ...

drinkaware_irl Did you know there are more than 3,700 diagnoses of breast cancer every year in Irelan... more

Digital campaigns

'Positive Change' & 'Safe Summer Socialising'

A key message for Drinkaware in 2021 was 'positive change'. In the run up to St Patrick's Day we launched a digital campaign, comprising of both organic and paid social media activity. A series of video conversations with Behavioural Psychologist Pádraig Walsh, providing advice and tips on how to enable and maintain positive change, were created using user-generated content to provide the questions posed to Pádraig. The conversations were recorded and shared via the Drinkaware Instagram channel. The organic videos reached over 450 people and provided a new form of content for our channel. This activity was supported with a press release calling on the public to share their positive change story which landed in Buzz.ie and social media posts encouraging positive change. The campaign provided us with a space to engage with the public, calling on them to reflect on the positive changes they had made during the various lockdowns. The campaign led to a 1% increase in our Instagram following and was an evolution on our St Patrick's Day message from 2020, while also serving as the precursor for the upcoming summer digital campaign on safe summer socialising.

With the easing of restrictions announced in the Summer of 2021, the Drinkaware team supported the public with information on how to safely socialise during the summer months. A new webpage was launched in June 2021 with tips and advice on a variety of outdoor activities. This webpage provided important information on the rules and regulations for outdoor drinking along with advice on how to cut down/out alcohol, the low-risk weekly guidelines, mindful drinking, BBQ, swimming and sun safety. A series of infographic images were created and shared with local authorities, hotels, tourism boards and Tidy Towns. The campaign resulted in over 1,000 visits to the new webpage with visitors spending on average over 2 minutes reading through the information.

Minimum Unit Pricing

Implementation of Minimum Unit Pricing (MUP) was announced in May 2021 to be enacted on January 4th, 2022. In advance of the measure coming into effect and owing to clear public demand for information, Drinkaware provided information to the public in the form of a new webpage. The webpage clearly went through what the legislation would mean for the public and how prices would change. The webpage also outlined the benefits and the limitations of the

legislation. It is planned to further update the page ahead of the legislation coming into effect, with updated and new video content. **The MUP explainer page received over 10,000 page views in 2021 with the average time spent on page was over 5 minutes, indicating a high desire from the public in understanding the measure.**

Christmas and the Low-Risk Weekly Guidelines

The primary focus for Q4 and Christmas was the low-risk weekly guidelines. Our yearly research consistently reveals that only 2-3% of the adult population are aware of the HSE low-risk weekly guidelines and the 2021 Barometer revealed that although people are unaware of the guidelines, over 50% agreed they are reasonable when made aware of them and 42% of adult drinkers claimed they would follow the guidelines if they were aware of them. With these research findings in mind, a decision was made to focus on the guidelines in the run up to Christmas. Key webpages saw dramatic increases throughout the campaign with visits to the low-risk weekly guidelines page increasing by 29% and the low-risk weekly guidelines quiz page increasing by 45% in comparison to Q3 of 2021.

Newsletters

As per the stated targets, 5 General Newsletters were sent out in 2021, the same number as in 2020, and the average open rate of 31.8% was also consistent with 2020. Drinkaware subscribers increased by 1,176, from 44,497 subscribers to 46,143 subscribers. Our newsletters provide subscribers with information about our campaigns, research and resources, as well as events and public health reminders. In 2022, we hope to create two new newsletters. One will focus on Education, and the other on Research.

DRINKAWARE Minimum unit pricing explainer

What is minimum pricing?
Minimum unit pricing aims to stop strong alcohol from being sold in supermarkets and shops at very low prices. The minimum price of any alcoholic drink will be dependent on how much alcohol (in grams) is in it.

1 gram of alcohol = €0.10 cent minimum

What is a standard drink?
A standard drink is a measure of alcohol. In Ireland, one standard drink contains 10 grams of pure alcohol. The lowest price therefore that could be charged for one standard drink once the law is in operation would be €1. Here are some common examples:

What will cost more?
The legislation does not mean that the price of all alcohol will increase. Alcohol that is currently being sold above the minimum price is unlikely to cost more when the legislation is enacted - most premium brands will see no price change. The price of alcohol sold in public clubs or restaurants will not be impacted.

Drink	Alcohol Content	Price
Glass of white wine	12.5% volume	€1.49
Half pint of lager	4.5% volume	€1.29
Pub measure of spirits	40% volume	€1.00
Bottle of Wine	750ml, 12.5% (74g of alcohol)	€1.49
Can of Beer	500ml, 4.5% (17g of alcohol)	€1.29
Bottle of Spirits	700ml, 40% (280g of alcohol)	€2.00

Does Drinkaware support minimum unit pricing?
It is intended that minimum unit pricing, when enacted alongside other interventions, such as those in the Public Health Alcohol Act 2018 as well as comprehensive education and awareness programmes, will reduce alcohol-related harm in Ireland. Our mission is to prevent and reduce the misuse of alcohol, and Drinkaware supports public health initiatives that will assist in achieving this important mission.

Blogs

Drinkaware published 36 blogs in 2021, surpassing the stated goal of 24 blogs. Blogs give the Drinkaware team the opportunity to share research, education, news and tips/ advice. Our blogs are also a great opportunity to share the voice of mission aligned organisation through the 'Guest Blogs' series. Our guest bloggers for 2021 included behavioural specialist, Pádraig Walsh, engaged teachers from the Drinkaware Alcohol Education Programme and 'The Accidental Soberista', Kate Gunn. Our guest bloggers shared their thoughts and expertise on a variety of topics, including:

Guest Blogs

- » Kate Gunn. Parenting as a "normal" drinker
- » Pádraig Walsh. How Can I Make My New Exercise Routine More Appealing?
- » Bernardine Ryan Shares Her Experience Delivering the Junior Cycle Alcohol Education Programme
- » The Gut Experts' View on Alcohol and the Gut.

Guest Blog: The Gut Experts' view on Alcohol and the Gut

Posted on April 14, 2021



The Gut Experts

In moderation, alcohol can be an enjoyable addition to a social occasion or a nice meal. However, more and more we are seeing the effects of excess alcohol consumption on people's physical, mental and specifically, their gut health.

Guest Blog: Kate Gunn. Parenting as a "normal" drinker

Posted on August 5, 2021



I was a normal drinker. A social drinker. A mid-lane drinker. A grey area drinker. Which is to say I drank like most people in Ireland. I never drank to worrying levels and I never hit rock bottom.

» Looking Forward

Throughout 2022 we plan to continue updating the website with relevant, timely and engaging content that supports the public in making positive behavioural changes regarding alcohol.

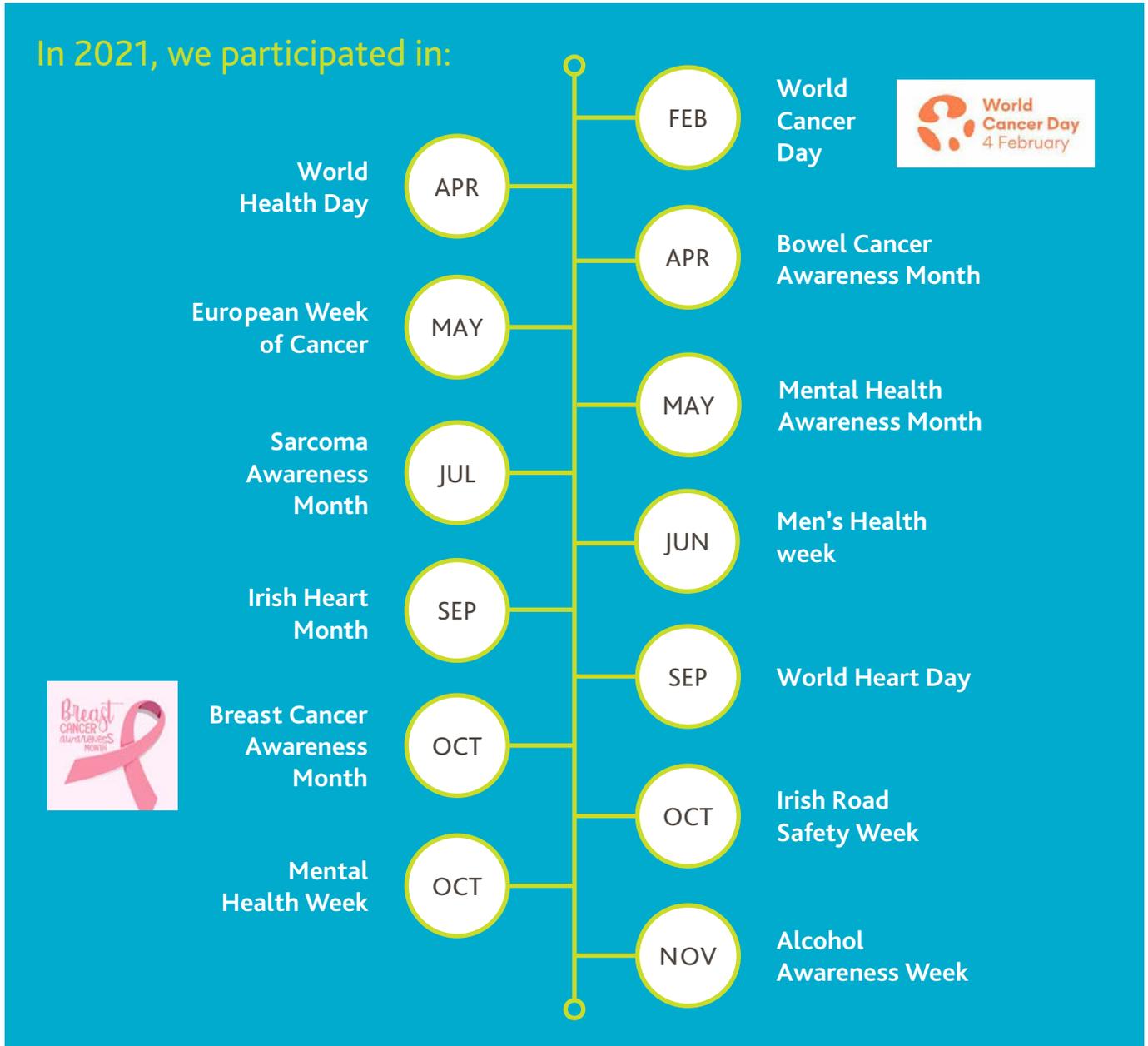
Newsletter targets for 2021 were delivered and will be maintained for 2022, with an ambition to increase, or at least sustain, current impressive open rates of circa 32%.

In 2022 our digital strategy will focus on four key themes throughout the year, namely, the low-risk weekly guidelines, Parents, Young adults & Mental Health and what is a Standard Drink. We hope to increase our video content and increase visits to drinkaware.ie where people can access more detailed information. We will launch YouTube advertising and explore joining new social media channels such as Pinterest and TikTok. We surpassed our goals in terms of blogs and in 2022 will continue to focus and prioritise the sharing of relevant, timely and engaging content with the public.

Social media targets set for 2021 were reached, with our Facebook following being maintained and over exceeding our target across our three other social media channels. Twitter increased by 148% (the stated target was to maintain levels). The Instagram target of a 10% increase was exceeded three-fold, and similar for LinkedIn our following grew by 37% compared with our target of 10%. For 2022, we hope to maintain our following across Facebook & Twitter and continue to grow Instagram and LinkedIn with a target of 10% growth.

Public health awareness support

Drinkaware recognises the links between alcohol misuse, public health and wellbeing. This is why we proudly support national and international health awareness campaigns. By working together to raise awareness of these campaigns, the Irish public is made aware of the link between alcohol and various health problems, such as poor mental health, bowel cancer and heart disease. Additionally, Drinkaware uses these campaigns to direct the public to resources that empower people to make healthier choices.



>> Looking Forward

We were delighted to increase our support of these 13 public health awareness campaigns in 2021 (9 were supported in 2020). And proud to deliver our stated goal of more health experts' input into our support, with the collaboration and cooperative input from the Gut Experts and the Marie Keating Foundation, to whom we would like to thank for their support in the development of our content in 2021. In 2022 we will continue to support the above-mentioned events and seek out opportunities to engage with organisations in raising awareness of alcohol harms and its impact on health and wellbeing.

Collaborations and co-operative activity

Gut Experts

In 2021 we worked with the Gut Experts to provide information on how alcohol can impact your gut. Working together, through our digital channels we supported Bowel Cancer Awareness month with a guest blog from the Gut Experts. We continued our support for their work in 2021, promoting their new website and book which was published late in 2021.

Tidy towns

The 'Safe Summer Socialising' poster was shared in the SuperValu tidy towns newsletter which is administered by the Department of Rural and Community Development.

Partnerships and guest blogs

Behavioural Specialist Pádraig Walsh joined us for our 'Positive Change' campaign in March which kicked off with live videos shared on Instagram, sharing tips for how to create, sustain and maintain positive behaviour changes. We continued to work with Pádraig throughout the year, and he kindly agreed to co-host our public webinar in November.

Kate Gunn author of 'The Accidental Soberista' chatted with the Drinkaware team about her journey, and also provided two guest blogs in 2021. Kate focused on how cutting out alcohol changed her life, and on how her experience of parenting has changed since she started her journey.

Galway Public Library & Healthy Ireland

In September we were invited to host a public webinar in partnership with Healthy Ireland and Galway Public Library. The focus of the webinar was 'Get the facts you need to make healthy choices about alcohol'.

Coca Cola Hellenic & the RSA Designated Driver campaign

Continuing a long tradition of support, Drinkaware was invited alongside Minister of State at the Department of Transport Hildegard Naughton, Sam Waide Chief Executive of the Road Safety Authority and representatives from An Garda Síochána, the VFI, RAI, HFI and LVA, to attend the press launch of the annual Christmas campaign that rewards those who stay sober on nights out to ensure their friends and family members get home safely.



Low-risk weekly guidelines campaign and social partnerships

In Q4 of 2021 the focus for the outreach and engagement team was to increase awareness of the low-risk weekly guidelines. KPI's including increased calculator conversion (+18%), increased visits to the low-risk weekly guidelines webpage (+29%) and increases in public health resource orders (+2,382%)- provided the focus for the campaign. We also saw an overall increase of 39% in users to the site and a 30% increase in page views. These results could not have been achieved without the support and collaborative efforts from Lidl, Coca Cola Hellenic, Bulmers, Retail Ireland and Diageo – who all shared our content across their social media channels, increasing the reach of the campaign.

>> Looking Forward

Targets related to collaborative work in 2021 were met as stated, and the campaign metrics set were exceeded.

Drinkaware will continue to strive to collaborate both formally and informally with mission aligned organisations in 2022. A key focus for the outreach and engagement team for 2022 will be to increase these collaborations and reach more people in a face-to-face capacity, with resources, prompts and helpful materials in-situ where alcohol is being consumed.

On-the-ground public engagement

Drinkaware prides itself on delivering a public benefit. This is what drives the priorities for our small but dedicated team. Over the past two years on-the-ground public engagement has not been possible, and the team is aware that we have missed valuable opportunities to meet with the public face-to-face. Public engagement provides the team and the public with the opportunity to explore the topics of most interest and value, while also providing the welcome chance to hear feedback on our resources and programmes.

2021, as with 2020, presented challenges for the team for on-the-ground public engagement. With that said the team explored new avenues for engagement. Sheena Horgan joined the in-person panel at the Ibec KeepWell summit, and we responded virtually through their system to attendees' questions.

Public webinar

2021 saw the outreach and engagement team launch its inaugural Drinkaware Public Webinar titled, 'Get the Facts', it focussed on raising awareness of the low-risk

weekly guidelines and what a standard drink and binge/ risky drinking are. Pádraig Walsh joined Drinkaware CEO Sheena Horgan to discuss positive behaviour change and how the low-risk weekly guidelines can be incorporated into a persons' day to day life. 58 people attended the webinar, and we received positive responses through our post webinar survey:

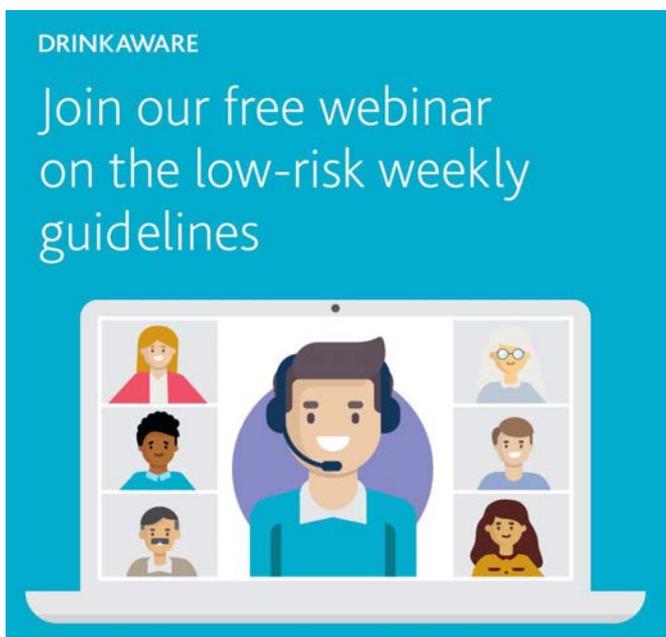
“The webinar was brilliant, speakers were excellent. I have greater awareness of the damage alcohol can do after attending the webinar.”

(Public webinar attendee, Survey Monkey 2021)

Stakeholder day

The Drinkaware Annual Stakeholder Day returned for 2021. On September 16th, stakeholders and funders were invited to attend a virtual stakeholder event. The stakeholder event provides an opportunity for the Drinkaware team to give an overview of their work to date and their plans moving forward. Keeping to a tight time schedule of 90 minutes, the individual team managers presented on their work, with CEO Sheena Horgan delivering the 2020 annual report and accounts.

Speaking on the importance of clear governance structures and reflecting Drinkaware's position on same, Prof Niamh Brennan, Michael MacCormac Professor of Management, UCD and former Drinkaware board member, also joined the Drinkaware team to present on what 'Good Governance looks like'.



» Looking Forward

2022 will see the return of in person activities and events for the Drinkaware team and we plan to make the most of it. From the Ploughing Championships, to sporting events and festivals. Drinkaware hopes to engage with the public in as many face-to-face on the ground engagements as possible and trial/ test the best engagements for achieving our mission and vision.

The 2022 stakeholder event will take place in person and will focus on the new strategic cycle 2022-2024.

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. In 2021 the Drinkaware 'Measuring Cup' continued to be the most popular resource, followed by the 'Alcohol & You' booklet and the 'Drinkaware Calculator Wheel'. The Drinkaware public health resources are popular with the public, health care professionals, parents and educators.

2020 saw an unprecedented demand for our resources and in 2021, steps were taken to manage this demand in line with team capacity and budgetary restrictions. Demand remained high with thousands of orders placed in the run up to Christmas, highlighting a clear

desire from the public for information on alcohol use, and the efficacy of our resources in helping to facilitate positive changes in drinking habits.



Our resources in 2021



6,872

orders were placed for our resources (-38% on 2020)



33,130

measure cups, booklets, calculators and posters were distributed nationwide (-65% on 2020)

Although orders decreased in 2021, this was a deliberate decision by the Drinkaware team. Promotion of the resources was limited to the months in the run up to Christmas. To help manage demand and resource availability the decision was made in 2021 to refrain from the promotion of the resources. In the run up to Christmas, a promotion was initiated as part of the low-risk weekly guidelines campaign, with 94% of resources ordered in Q4 of 2021, and 77% of people placed their orders in Q4 of 2021.

“ Very helpful tools to educate people to be more aware of their drinking habits.

– User feedback via Survey Monkey

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>> Looking Forward

In 2022 we hope to continue to steadily supply public health resources, with the process becoming more streamlined. We hope to deliver more public health resources through collaborations with workplaces, health care centers, and at public engagement events. As the resources are provided for free, they incur significant increases in Drinkaware's overheads regarding post & packaging.

Workplace Wellness Programme (WWP)



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, and a willingness/intent to change behaviour. A number of options are available to employers and in 2021 we saw the programme transform into a full digital offering.

Employers have the option of pre-recorded webinars that cover various topics, alcohol awareness for parents, alcohol mental health & sleep, remote working alcohol & wellness. These webinars are available free of charge. We also offered a package of live webinars in 2021 that includes the availability of bespoke webinars based on a topic of the employers' choice, which saw the creation of a new workplace wellness webinar based on social and cultural attitudes towards alcohol and alcohol impacts on health.

"Great workshop, I thought I knew a lot about alcohol awareness but I learned so much!" (Workplace wellness webinar attendee, Survey Monkey 2021)

"Very informative, some great tips on avoiding social peer pressure to drink. (Workplace wellness webinar attendee, Survey Monkey 2021)

In terms of numbers, pre-recorded webinars were sent to 5 companies with over 100 views of the webinars. Drinkaware delivered 12 live webinars across the year to various companies including SKY & Fidelity International.

A manned stand was provided for St Vincent's Private Hospital and Bus Éireann was provided with multiple resources for staff.

Many workshops towards the end of the year were postponed due to COVID-19 and will be picked up in 2022.

In June we were delighted to attend the Ibec Keep Well Summit where we joined the panel discussion on wellbeing in the era of hybrid working.

» Looking Forward

Our target for 2021 was to continue to respond to the needs of employers and employees via online pre-recorded and live webinars, and this has been achieved, we have maintained our online engagement with 9 companies being reached in 2021, although this is below our stated target of 13 companies, many events/webinars were postponed in the latter end of the year.

In 2022 we hope to increase our engagement and meet the growing demand for workplace wellness programmes. This will likely remain largely online due to team capacity.

Key Outcomes in 2021

Listed below are the **ten key outcomes** that resulted from our Outreach & Engagement activity in 2021 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. Through our Positive Change campaign, we highlighted the demonstrated desire from the Irish public to make healthy changes in their attitudes and behaviours towards alcohol.
2. Increased stimulating public discourse on alcohol use, misuse, binge drinking and alcohol harms.
3. Increased knowledge and awareness amongst the general public on how to cut down or out alcohol. Emphasising the low awareness of the HSE low-risk weekly guidelines, and what constitutes harm.
4. Sustained our unrivalled reach and public engagement through traditional and digital media channels both owned and earned.
5. Increased advocacy of behaviour change best practice regarding alcohol.
6. Highlighted key information needs for the public, be it, drink driving, talking to your child about alcohol, safe socialising or what binge drinking is.
7. Increased collaborations and interest from a wide pool of stakeholders in collaborative opportunities to deliver change.
8. Sustained public interest and discourse on alcohol misuse, harm and positive behaviour change, stimulated by our research evidence and campaigns.
9. Told the evolving story of alcohol use in Ireland, providing the public with an alternative narrative regarding alcohol consumption.
10. Maintained trust of Drinkaware as the leading provider of information on alcohol among adults in Ireland.

“

The workshop generated a lot of conversation afterwards around different aspects of drinking culture in Ireland, our individual drinking habits and really just made us think a little bit differently about how we interact with alcohol.

– Workplace Wellness Programme participant

”

Key Impacts in 2021

Listed below are the **nine key impacts**, the measurable positive effect, of our Outreach & Engagement activities in 2021 detailed in this report:

Increased

1. The breadth of the national conversation telling the evolving story of alcohol use in Ireland and its complexities, discussing MUP, challenging alcohol's place in Irish culture and speaking to the growing demand for a positive alternative. Our pragmatic tone, high quality research and empowering supports which provide relatable and practical advice and information to the public increased our reach with specific population groups in need of support in 2021.
2. A consumer-friendly and helpful narrative on alcohol that provides the facts and tangible actions to put behaviour change into practice. Through our public webinar, digital activities on positive change, safe summer socialising and collaborations, 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.
3. Increased interest/intent and also capacity to change as indicated by the 2021 Barometer, where both positive changes have already taken place and intent to make positive changes increased by 6% amongst Irish adults, Drinkaware is acutely aware of the demand for our work, resources and support.
4. Awareness of the harms associated with alcohol, as demonstrated by the over 40,000 pageviews on Drinkaware.ie, relating to alcohol's impact on health. Through support of public health awareness days and cooperation with leading charities in the area of public health, Drinkaware provided key information to the public on alcohol and the potential health risks. We also provide critical advice and information on drink driving in Ireland with over 80,000 visits to our drink driving webpage in 2021.

5. Co-operative and collaborative work. Drinkaware is passionate about achieving the mission to prevent and reduce alcohol misuse, but we are aware that this is an ambitious goal, with that in mind cooperation and collaboration with mission aligned organisations is a necessity that Drinkaware openly engages and encourages. To achieve an Ireland where alcohol is not misused involves a whole society approach and 2021 saw increases in our collaborations with organisations seeking to achieve our vision, mission and goals.

Maintained/Established

1. High levels of public awareness of Drinkaware to provide trusted alcohol information at 86% (Behaviour & Attitudes 2021).
2. Maintained unrivalled reach and engagements with the public, through both media coverage and digital activities as seen with over 410 individual media pieces, appearances on Ireland AM, online and broadcast (national and regional), demonstrates the evolving work of Drinkaware as a leading charity on alcohol use, misuse and empowerment for change.
3. Listened and responded proactively to the changing needs of the public. With various content targeting the specific needs of the public, the Drinkaware team responded to the continuously changing landscape of 2021, providing information the public needed throughout pinnacle points of the year.
4. High levels of interest in the Drinkaware Workplace Wellness programme, delivering to the needs of employers through online webinars and public health resources.

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.



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. We put research at the centre of everything we do to prevent and reduce alcohol misuse in Ireland.

– Dr Ann Stokes – Research Manager, Drinkaware



Key Outputs in 2021

Published research and papers

In 2021, Drinkaware commissioned, analysed and reported on three statistical studies. A comprehensive overview of each is detailed in this section of the report.

Families, Alcohol and COVID-19 - A detailed analysis of the drinking practices of adults in households with children during the ongoing pandemic Barometer 2020 Research Paper

Overview

In April 2020, we commissioned research agency B&A to undertake its latest in a series of Barometers examining Irish adults' behaviour and attitudes towards alcohol. Using a nationally representative sample of 1,000 people aged 18+ and internationally recognised and standardised question models, the information gathered in our study was broken down further by life stage/household type (single -45, single 45+, pre-family, family pre-school, family pre-teen, family teen, empty nester) thus allowing us to further examine impacts in the unique context of COVID-19. In June 2021, we published the first paper in the Barometer Research Papers Series, focusing on analysis of data from the 2020 Barometer specifically on the drinking practices of adults in households with children during the ongoing pandemic.

Objective

The 2020 Barometer examined 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. This Barometer Research Paper utilised this data to examine some of the key determinants of the public's attitude and behaviour regarding alcohol, and the 'wider picture' in which adults experienced the initial lockdown period in Ireland e.g., stress/ tension, mental health, economic impact, and especially the impact of household make-up. A sample of 356 Irish households with children (total sample size = 1015) are broken down further into three categories:

1. Pre-school (households with children aged 0-5 that have yet to start primary education (n=138)
2. Primary school (households with children generally aged 5-12 that are attending primary level education) (n=150)
3. Teenagers (households with children generally aged between 13-18 and that are attending full-time secondary level education) (n=68)



Key findings

The key findings of the study are presented below under 8 themes:

- 1. Patterns of alcohol consumption** - Families with teenagers were the most likely across the three households with children to report consuming alcohol over the past month, with over 3 out of 4 doing so (78%). However, they were less likely to report weekly consumption of alcohol at 42%, compared with over half of households with pre-school children (56%) and primary school children (53%) doing so. One third of pre-school and pre-teen (primary school) family households say they are drinking more. These households also reported the highest levels of other adults in their household drinking more.
- 2. Prevalence of hazardous drinking** - 1 in 5 (21%) households with pre-school-aged children reported binge drinking on at least a weekly basis i.e., four occasions in the past month. This level of binge drinking is notably higher than reported in homes with primary school children (10%) and teenagers (6%) and versus the national average (15%).
- 3. Household stress and tension** - 47% of all households reported an increase in stress/tension at home during the initial lockdown phase and households with pre-school children reported the highest increase across all household types with nearly 6 in 10 (58%) doing so.
- 4. Economic impact** - The occurrence of any actual or likely negative economic impact such as job loss, salary reduction and/or working fewer hours as a result of the initial lockdown was higher across all households with children.
- 5. Motivations for drinking alcohol** - Coping was the main type of motivation reported for drinking among households with children, peaking among households with pre-school children at 77%.
- 6. Occasions for consumption** - Households with pre-school children were most likely to report having a small number of drinks at home with others in the household during the day or night on a weekly basis across all household types including those without children, with over 4 in 10 doing so (45%).
- 7. Mental health** - Family households were more likely to report low mental wellbeing than other households. Whilst teenage households were less likely to report alcohol consumption and using alcohol as a coping strategy compared to pre-teen families, low mental health peaked among families with teenagers with over half reporting a low score (56%) versus national average of 37%.
- 8. Drinking less / positive changes** - While at least one in five Irish adults would like to drink alcohol less often, up to one in three pre-school family households would like to do so (31%). At 36%, primary school households are the most likely among families to say that they have made small positive changes to their drinking habits by drinking less in the initial lockdown phase.

Full report available at drinkaware.ie/research

Research Implications



Who is drinking more

Much of the research says circa 25% are drinking more, but the Barometer and this paper explain 'who' that 25% are and the social practices involved i.e. how they are drinking as well as providing key indicators as to why they are drinking. The findings provided in this paper are in keeping with both national and international research regarding families, alcohol and COVID-19.

How much these households drink

Volume becomes more important than frequency i.e. how often they drink. Similar trends were reported among pre-family and families with younger age children and this may reflect the adjustments that they are making, such as changes in lifestyles and transition to parenthood.



This research shows concerning contradictions where families with younger age children (pre and primary school ages) report lower levels of consumption but higher levels of excessive or binge drinking during lockdown than any other households with children, and also than the national household average.



Looking beyond average

Other data talks of averages, which can obscure what's really happening, and therefore this study looks beyond average. It is also too easy to dismiss homogenous data of 'households with children' so the household profiles provided in this paper, help to tell a clear story of the pressures on the various family segments and of the impact on families and specific family grouping as an unintended consequence of restrictions.

COVID-19 a new determinant of alcohol consumption

The paper clearly demonstrates the interplay between the pandemic crisis, the ensuing restrictions, and the determinants of alcohol consumption. Stress plays a significant role in alcohol consumption for households with children. Data provided also elucidates the already known and proven negative connection between wellbeing and binge drinking.



Embedding 'drinking less' is an opportunity

On a positive note, there is a clear opportunity, that is consistent across time, where 1 in 4 adults are drinking less – an indication of the potential to speed up the re-writing of Ireland's relationship with alcohol.

Role modelling is critical

Whether parents are drinking more or not, their children are more likely to see them drink simply because we are all at home during 2020 and much of 2021. This has in turn the potential to influence future intergenerational transmission of habits and attitudes regarding positive or negative effects of alcohol and warrants further research investigation that we look forward to exploring during 2021.



New habits may be long term

The evidence reported here is crucial and cautionary: If the short-term changes that were reported during the initial lockdown phase become more entrenched, then longer-term habits may form as the restrictions continued into 2021, and in turn negatively impact Irish adults' health and wellbeing post-COVID-19.

Evaluation of Drinkaware's Junior Cycle Alcohol Education Programme 2018-2020 by Maynooth University

Overview

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, was completed in 2020 and a summary report of findings was published in March 2021.

This significant study, for the first time, tracks 1st to 3rd year students' experiences of alcohol education in Ireland in real time. As the national charity working to reduce and prevent alcohol misuse in Ireland, Drinkaware commissioned Maynooth University's Centre for Mental Health and Community Research to investigate the programme's effectiveness and, in particular, its primary prevention goal to delay the age of first drink.

13,000 students have participated in the programme to date and over 350 Junior Cycle students from 19 schools across the country, were surveyed as they participated in the programme over a three-year period (2018-2020). The study also collated the experiences and views of approximately 132 teachers who were involved in delivering the JC AEP.

Objective

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 students and teachers.

Alcohol education: a positive prevention & intervention on underage drinking



13,000

students have participated in the Junior Cycle Alcohol Education Programme to date



350

Over 350 Junior Cycle students from 19 schools participated in the evaluation



132

teachers who were involved in delivering the JC AEP contributed to the study.

Key findings

Increase in the number of those with 'No intention or interest in drinking'



Increase in the number of those with 'Knowledge of the impact of alcohol on overall health and wellbeing'



38%

of 3rd year students who drink already experienced one or more **negative effects** of alcohol consumption (such as arguments, injury and/or being sick)

Maynooth University's 3-year longitudinal study shows positive impact for Drinkaware's Junior Cycle Alcohol Education Programme



Tipping Point for Underage Drinking is 2nd - 3rd Year

never drunk alcohol : stable at 60% in 1st and 2nd year: dropped by 17% in 3rd year.

Parents can be protective and/or enabling underage drinking (stats relate to 3rd yr students)

- » 57% first consumed alcohol either in their own or someone else's home
- » 44% said parents didn't mind them drinking

A Maynooth University conducted an independent longitudinal evaluation of Drinkaware's Junior Cycle Alcohol Education Programme which for the first time, tracks 1st to 3rd year students' experiences of alcohol education in Ireland in real time.

DRINKAWARE

Key findings

1. The key findings of the three-year evaluation were published in March 2021, while the publication of results across the year three period were published between 2019 and 2021. This information can be accessed at <https://drinkaware.ie/research/drinkaware-research-reports/>.
2. **Alcohol education in schools can prevent and intervene in underage drinking.**
3. Maynooth University's 3-year longitudinal study shows **positive impact** for Drinkaware's Junior Cycle Alcohol Education Programme.
4. Increase in 'intent not to drink' & improved understanding of impact of alcohol.
5. The report found that as the students progressed through the JC AEP, the proportion who expressed no intention or interest in drinking, rose from **30% in 1st year to 54% in 3rd year**. The findings also show that participation led to substantial and sustained improvements in students' **knowledge and understanding** of alcohol when compared with pre-programme delivery data.
6. Students' knowledge of the impact of alcohol on overall health and wellbeing increased substantially and progressively from **22% pre-programme to 50% in 3rd year**. A similar increase was found regarding students who reported 'knowing a lot' about alcohol's impact on mental health which also doubled from **23% pre-programme to 46%** in 3rd year. Furthermore, nearly half (46%) of participating students identified the **negative impact of alcohol on physical and mental health** as a reason why teenagers do not drink.
7. The tipping point for underage drinking is **2nd – 3rd Year**.
8. **As the study followed participating students through their three formative years of secondary school, there was a marked shift across some of the results when comparing 2nd and 3rd year data. For instance, the 60% (approx.) of students who indicated that they had never drunk alcohol remained fairly stable between 1st and 2nd year, but then decreased sharply by 17% as students went from 2nd to 3rd year.**
9. A disturbing result revealed in the study was that **38% of 3rd year participating students who drink, have already experienced one or more negative effects of alcohol consumption**, such as physical fights, arguments, accidents/injury, and/or feeling physically sick/vomiting.
10. Parents are an **enabling and/or protective** factor in underage drinking.
11. A recurring theme identified within the report, was that of parents' role in underage drinking. Parental permissiveness – even if this is only perceived by the student – and the ease with which alcohol can be accessed in the home setting, may either inhibit or enable underage drinking. For instance, **57% of 3rd year students had first consumed alcohol either in their own or someone else's home, most saying they did so with little difficulty whilst only 1 in 4 said they got into trouble with parents for drinking.**
12. In contrast to the **44% in 3rd year** who cited tolerant parental views regarding alcohol, **19%** indicated that their parents do not like to see them drinking, and **17%** of those in 3rd year who had not started drinking cited concerns over their parents' reaction as a deterrent to drinking.
13. Junior Cycle Alcohol Education Programme **welcomed by teachers and students alike.**
14. The findings on the views of teachers, reflected a general consensus that parents/guardians should take primary responsibility for alcohol education (**63%**) and that they either were not fulfilling this role or needed support to do so.
15. With regard to the participating students and teachers' views of the JC AEP, the study reveals consistently high proportions of students in each year of the evaluation, rated the JC AEP highly; for example, **63% of students in Year 3** rated it as 'excellent', 'very good' or 'good'. **60%** also said that they would recommend the programme to other students/schools.
16. On average across the 3 years **96% of the teachers thought that the programme was 'excellent', 'very good' or 'good' and 93% would recommend it to other schools.** Teachers also, in increasing numbers, enjoyed delivering the programme as it progressed across the three years (**94%** in year 3, **89%** in Year 2, and **86%** in year 1).

The summary report can be accessed at drinkaware.ie/research

Barometer 2021 - A year on - Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19

Overview

2021 saw the sixth iteration of the national behaviour and attitudes omnibus survey conducted by Behaviour & Attitudes on behalf of Drinkaware. The timing of our 2021 Barometer was crucial as it provided a unique context in which to continue to examine the experiences of a nationally representative sample of 1,000 adults 18+ one year on from the initial lockdown phases and following the sudden and dramatic change to the daily routines brought on by COVID-19 in 2020.

Objective

The Barometer's objective is to assess the attitudes and behaviours towards alcohol among Irish adults. As well as providing time-tracked data regarding the general public's knowledge of low-risk guidelines, the Barometer measures awareness of Drinkaware as a 'trusted source of information on alcohol'. A further objective of this study in 2021 was to understand the impact of the pandemic on Irish adults' drinking one year on from restrictions imposed at the onset of COVID-19. We were specifically interested in understanding the who, what, where, when how and why of drinking in Ireland one year into the COVID-19 pandemic.

Key findings

Significant shifts regarding alcohol consumption were identified in Barometer 2021 and the topline findings were as follows:

1. 55% adults reported drinking on a weekly basis (52% in 2020)
2. 49% indicated binge drinking in the past 30 days (46% in 2020)
3. 61% indicated drinking for coping reasons (60% in 2020)
4. Low mental wellbeing peaked among 25–34-year old's (43%), and those that increased consumption in the past twelve months
5. Binge drinking for 18–24-year old's almost doubled (16% to 31%)
6. Positive results included an increase in those wanting to drink alcohol less often (24% to 30%) and those already making small positive changes (31% to 37%)
7. Findings reveal which behaviours formed in the initial lockdown became established a year on and are crucial to anticipating sustainability of shifts. The disparity between consumption increases and desire to drink less indicates a need for public education & engagement if positive changes are to be enabled and sustained post COVID-19.

>> Looking Forward

Barometer 2021 Research Paper Series A year on - Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19 was under way in 2021. Further segmentation/extensive analysis of the Barometer datasets has been conducted by research team during 2021. We look forward to sharing a detailed overview of 2021 and 2020 findings as part of the 2nd in the series of Barometer Research Paper in early 2022.

It is hoped that in 2022 we will complete data collection on a Parents Qualitative research project with key findings to be released in Q2 of 2022.

It's anticipated that the annual national omnibus Barometer survey, will also be conducted in April/May 2022 with the first round of findings to be released in Q3 of 2022.

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 2021.

SPHeRE (Structured Population and Health Services Research Education) Conference 2021



The Drinkaware team was delighted to attend (virtually) and give a poster presentation at the 7th Annual SPHeRE Conference: The Value of Research Evidence in a Crisis that was facilitated by the RCSI, Dublin on 23rd February 2021 following successful submission of an abstract that focused on key findings from our Barometer 2020 study.

Poster title: Drinking behaviours and attitudes in Ireland in the context of COVID-19

This poster provided a comprehensive overview of the aims, objectives, methodology and key findings of Barometer 2020 study.

KBS (Kettil Bruun Society Symposium) 2021

The Drinkaware team made two successful submissions to the 46th Annual Alcohol Epidemiology Symposium of the Kettil Bruun Society and presented (virtually) on two papers during this international event that took place online 31st May – 3rd June 2021.

Paper 1 title: Understanding (intentional/unintentional) binge drinking at home among Irish adults was presented by CEO, Sheena Horgan.

This oral presentation and accompanying paper 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.

Paper 2 title: Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19 was presented by Research Manager, Dr Ann Stokes. This oral presentation and accompanying paper provided a comprehensive overview of the aims, objectives, methodology and key findings of Barometer 2020 study.



European Society for Prevention Research Conference 2021

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 30th September – 1st October 2021 following successful submission of an abstract.

Poster title: Drinking behaviours and attitudes in Ireland in the context of the initial COVID-19 lockdown phase.

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.

» Looking Forward

European Social Marketing Conference 2022. The Drinkaware team made three successful submissions to the 5th European Social Marketing Conference due to take place in Thessaloniki, Greece in June 2022. (Note due to the ongoing pandemic, the ESMC Conference was originally due to take place in October 2020).

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

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

Poster title: A year on - Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19

The Drinkaware Research and Communications teams will continue to make submissions to relevant conferences in 2022.

Active & additional research projects

Transition Year Alcohol Education Programme (TY AEP) pilot evaluation

In 2021 we commenced focus group discussions with a sample of teachers and are due to undertake another series of discussions during 2022 and complete the write up of the evaluation.

Inequities

In 2021, the Drinkaware research team commenced an initial scoping exercise and review of literature on young adults and wellbeing, inequities and the alcohol harm paradox, this will provide important evidence as part of future development for the new three-year strategic cycle commencing in 2022.

Research bank and website

The Drinkaware research bank development was initiated in 2020 and throughout 2021 we built upon the work that took place in 2020. The aim of the research bank is 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. In November 2021, the consumption sections of the website were updated to reflect the most up to date data/publications.

The research bank can be accessed at drinkaware.ie/research

2022 Barometer planning

As the national charity working to prevent and reduce the misuse of alcohol in Ireland, it is imperative that we continue to gather and analyse evidence-informed research on the COVID-19 experiences for adults and the wide-ranging and significant impact it has had (and is continuing to have) on many aspects of their lives and livelihood and in turn behaviours including alcohol consumption. We look forward to working with B&A in 2022 as we carefully consider development of the questionnaire in the context of emergent issues, changes and progresses in Irish society, including the continued implementation of the Public Health Act of 2018.

Irish Research Council 'New Foundations' scheme 2021

Drinkaware is included as a registered charity expressing an interest under the Irish Research Council 'New Foundations' scheme 2021.

>> Looking Forward

We will continue to gather data and insights on the behaviours and attitudes of Irish Adults towards alcohol and delve deeper into areas in need of extra insights/reporting. Our work on young adults and inequities will be further explored as part of our new three-year strategic cycle.

Drinkaware 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 continue to build this series and hosted three research briefing events during in 2021. Due to COVID-19 restrictions, our research events continued to take place 'online' via Zoom, which proved as a fantastic opportunity for stakeholders to attend remotely. During 2021 over 100 (Total =110) stakeholders attended the series, which represents a 10% increase on 2020 attendee numbers.

Spring 2021

Alcohol use among teenagers: Evidence from the 3-year independent evaluation of the Junior-Cycle Alcohol Education Programme

Talk 1: *Human behaviour and the importance of storytelling in research*

Speaker: [David McWilliams](#), renowned global economist, broadcaster, author and Adjunct Professor at Trinity College Dublin.

Talk 2: *Key findings from the Evaluation of Drinkaware's Junior Cycle Alcohol Education Programme*

Speaker: [Professor Sinead McGilloway](#), Founder and Director Centre for Mental Health and Community Research, Department of Psychology Maynooth University

[Read](#) the summary report.
[Read](#) the key takeaways.

Summer 2021

A year on – drinking behaviours and attitudes in Ireland in the context of COVID-19 in 2021

John O'Mahony, Director at [Behaviour & Attitudes](#), presented a detailed overview of findings from our 2020 Alcohol & COVID-19 Barometer.

[Read](#) the topline findings.
[Read](#) the key takeaways.

Winter 2021

Wellbeing and behaviour change

Talk 1: *Promoting wellbeing and behaviour change using prompts*

Speaker: [Dr David Comerford](#), Behavioural Economist and Senior Lecturer, University of Stirling. Dr Comerford considered the implications for behaviour and how a simple prompt may be effective in helping us to identify and choose what is in our best interest.

Talk 2: Young adults' relationships with alcohol

Speaker: [Donal Kiernan](#), Addiction Counsellor, University College Dublin. Donal spoke about his experiences of being an advocate for young adults, building relationships with students and how they manage their relationships with alcohol.

[Read](#) the key takeaways

>> Looking Forward

Continued development/building of the research briefing series is planned for 2022 with open calls to any interested researchers to present in the series. We also hope that the research briefings can return to in-person events.

Key Outcomes in 2021

Listed below are the **twelve key outcomes** that resulted from our Research work in 2021 as detailed in this report.

1. Current, unique and relevant data regarding behaviour, attitudes towards and motivational drivers of alcohol consumption among adults in Ireland.
 - a. This includes data in the context of COVID-19 and how the ongoing stages of its impact on people's behaviour and attitudes towards alcohol one year on from the initial lockdown phase.
2. Improved efficacy and integrity of all Drinkaware work arising from core research principles embedded into our research studies
 - a. As reflected in our success rate regarding both national and international 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
 - a. e.g. AUDIT-C; Drinking Motive Questionnaire: Revised Short Form (DMQ-R SF); Short Warwick-Edinburgh Mental Wellbeing Scale.
5. A rounded and grounded perspective with regard to alcohol in Ireland from correlated own, national and international data
 - a. Accommodated by the breadth of the lifestyle and attitudinal as well as consumption data gathered, analysed and regularly updated.
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
 - a. 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
 - a. The growing depth and credibility of our research supports and expands the reputation and integrity of Drinkaware's public health work.
12. Further development and leveraging of the research arm as an organisational asset for Drinkaware
 - a. The growing depth and credibility of our research supports and expands the reputation and integrity of Drinkaware's public health work.

Key Impacts in 2021

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

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 Positive Change, Safe Summer Socialising and Christmas low-risk weekly guidelines campaigns, which all responded to needs identified from our 2021 barometer and the reality of increased at home drinking due to COVID-19 as well as some patterns and trends in behaviour that may have become sustained one year on.
2. **Signposted emerging trends** that merit further research to add to the existing knowledge base of drinking patterns, including but not limited to, further exploration of parents' role and their experiences of COVID-19, Young Adults, and inequities.
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 continued submission and inclusion of our organisation details as a registered charity expressing an interest under the Irish Research Council 'New Foundations' scheme 2021.
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. **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 2021 at national and international conferences.
7. 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 2021 Barometer key findings and the Families, alcohol and COVID-19 research paper publication which combined reached almost 3 million across June and July and the research briefing series that attracted 110 people from various industries/professions an increase on 2020 attendance.
8. **Greater knowledge exchange** in order to address alcohol misuse and related harm. This 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.
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

Delaying the age of first drink can contribute to a reduction in disease and the risks associated with harmful drinking. Parents, teachers, students, and wider society need to believe and be aware that an alcohol-free childhood is the best and healthiest option.

Drinkaware works to reduce alcohol misuse in Ireland which includes tackling underage drinking and delaying the age of first drink which is currently 15.8 years (Drinkaware, Barometer 2022).

The need to educate and inform young people about alcohol is a priority for Drinkaware and a societal imperative. 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. Through collaboration and the collective efforts of Irish society from educators and parents to charities and government, Drinkaware believes we can make a lasting difference to the next generation's relationship with alcohol.

Education has a clear role to play in the social determinants of health. Drinkaware provides support and resources to those in the strongest position to positively shape the attitudes and future behaviours of young people - teachers and parents. Drinkaware's school-based work includes parent workshops, the Junior Cycle Alcohol Education Programme (JC AEP) and the newly developed and piloted Transition Year Alcohol Education Programme (TY AEP). Teachers are trained in delivering these programmes to students by Drinkaware's highly experienced Education Programme Manager.

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 promote communication between parents, adolescents, and teachers about alcohol.
- d. To empower young people to develop strategies to resist peer pressure, change behaviours and engage in alternatives to alcohol use.

Goal

Delaying the age of first drink is a key goal for Drinkaware. Our school alcohol education programmes are designed to prevent the start of underage drinking and reduce the number of young people who drink through effective alcohol education that challenges the normalised expectations and fact-based knowledge of young people. We also support parents in the key role they play in reducing and preventing underage drinking.

Key Outputs in 2021

Drinkaware's Junior Cycle alcohol education Programme (JC AEP)

The newly revised in 2021 Drinkaware Junior Cycle Alcohol Education Programme (JC AEP) is an evidence-informed eleven-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.

Alcohol plays a significant role in the determinants of health and wellbeing, therefore, effective, evidence-led and informed educational interventions and preventions are critical. Our JC AEP is led and informed by research, evidence and best practice in alcohol education. It encompasses life skills, explores and challenges social norms and influences, and engages parents and guardians while providing balanced information in an unbiased way. It was developed as a result of research carried out with parents (Behaviour & Attitudes, 2015 and 2017) teachers and management (small scale research in 2015), students (Behaviour & Attitudes, 2016) and guided by best practice (2015, Cregan Professor of Education and Psychology at St Patrick's College, Mark Morgan).

A three-year independent longitudinal evaluation of the JC AEP was completed by Professor Sinead McGilloway, Director, Centre for Mental Health, and Community Research at Maynooth University Department of Psychology, in collaboration with Dr John Weafer of Weafer and Associates. This involved assessing 1st to 3rd year students' experiences, knowledge and attitudes regarding alcohol and the effectiveness of the programme. The programme has been updated and enhanced by the findings and feedback from both students and teachers, at each stage of the research study.

Updated manual

Considering the findings from Maynooth University's three-year evaluation of Drinkaware's JC AEP, the manual was revised in 2021 with six new lessons added - two in each year. The manual now has 11 lessons across each year, which are spiral and developmental. Each year includes a review lesson after the first four lessons and after lessons 6 to 9. The final lesson in each year is a summary lesson, providing an opportunity for students to reflect on and recall and review their learning over the course of the programme. PowerPoint presentations were developed for each lesson and are available to teachers on a USB together with student worksheets and video links.

New lessons

New lessons were developed in light of the findings from the Maynooth University research, under the themes "Influences" and "Coping." While the lessons on the theme "Influences" were developed in 2020, they were included in the revised manual in 2021.

New lesson on 'Coping'

The reasons why adolescents try alcohol are many, but behaviour patterns established during adolescence can have long lasting effects which impact on health and wellbeing. Coping skills are important during adolescence, for dealing with difficult feelings, peer pressure, anxiety and stressful situations. Learning healthy coping mechanisms in adolescence will enable young people to develop resilience. The Coping lessons over the three years of the programme deal with acceptance of difference and self-acceptance, supporting diversity and inclusion and coping with change.

Drinkaware collaborated with BeLonGTo's CEO and Drug and Alcohol Youth worker, Shane Smart, who reviewed Year 2 Lesson 7 Coping- Acceptance of Difference and Self-acceptance.

New lesson on 'Influences'

Understanding and being aware of the influences in our lives enables us to be in control of them and to make rational decisions. We are all influenced by others and our environment. We also influence others. Both internal and external factors influence our behaviours and decisions, including legislation, media, friends, peers, family and our own needs and perceptions. The new lessons on 'Influences' aim to enable students to be critically aware of significant influences in their lives and how these might affect decisions about alcohol. These address the impact of social media and messaging around alcohol, marketing and advertising with reference to underage alcohol use, staying safe and the role of alcohol.

» Looking Forward

Our stated goal for 2021 was to update the JC AEP manual in line with the findings from the Maynooth University evaluation, this has been completed. Continual development of the JC AEP will take place throughout 2022 with the commission of three short videos, capturing the voices of young people on the topics of, alcohol harm and risks, peer pressure, and how to be happy and alcohol free, and will support Year 1 lessons 1, 2 and 3 of the JC AEP.

Promotion of Drinkaware's Alcohol Education Programmes

To raise awareness of the JC AEP, the Education Programme Manager produced and sent videos to all 135 engaged schools, where she spoke about the JC AEP and the findings from Maynooth University's research. A copy of the report was also shared with schools. Interviews regarding the Maynooth University study took across national and local media.

A new Education Brochure was developed outlining Drinkaware's Alcohol Education Programmes for JC and TY, and the workshops available to school staff, and parents plus the resources available. This brochure was shared with both engaged and non-engaged schools.

Teacher blogs

Two teachers, Mary Kelleher, Newtown School Waterford and Bernadine Ryan, Our Lady's School, Galway City, wrote blogs on their experience of the training they received to deliver the JC AEP and their experience of delivering the programme in the classroom.

These blogs were published on the Drinkaware website and were later emailed to all teachers who had attended training.

Mary described the training as *"a whole new way of teaching."* On the delivery of the programme she said, *"The variety the programme offers, including quizzes, video clips, reflective learning exercises, home tasks and case studies, really resonates with the young people I teach. They have told me that as a result of the programme, they have learned a variety of skills such as the ability to say, 'no thanks' and the concept of the 'one good adult' who they can confide in if they find themselves in a difficult situation involving alcohol or other substances."*

Bernadine commented on programme layout and delivery. *"The well laid out lesson plans and supporting resources are very effective and informative with clear learning intentions and success criteria. The students are given a voice and empowered with the relevant knowledge enhancing their social and emotional skills."*

» Looking Forward

In 2022, it is planned that an education pack leave-behind for school visits to promote Drinkaware's programmes and workshops to engage teachers in training, will be developed and will also be distributed at education conferences. The voices of two Principals outlining their views on the need for JC AEP or their experience of JC AEP delivery will either be delivered through a video or Blog.

Teacher Training

A unique aspect of Drinkaware's AEPs is teacher training. The JC AEP and TY AEP (pilot) programmes are only available to teachers who register for and attend training. This means that the programme is delivered in the classroom by the teacher who is best placed to do so, who knows the students and has a relationship with them. Training is essential as alcohol can be a sensitive area for many people including students. The focus of the training is experiential learning which is central to Drinkaware's alcohol education programmes. Experiential learning is learning by doing, reflecting on what was done, is being done or will be done and how. Changing attitudes and knowledge requires critical reflection. Learning becomes a collaborative, social interaction exploring attitudes and beliefs while building skills and knowledge. The learning moves from teacher centered to student centered.

Teacher training

COVID-19 continued to impact on the training of teachers in 2021 and changes made in 2020 to the delivery of training were implemented again in 2021, in line with government restrictions. Of the 22 schools who availed of training in the JCAEP, 20 were new to the Programme. To date over 15,000 first-to-third year students have received the Programme.

“ I was at the best educational workshop that I was at since 1999, your one last year in Athlone. ”
(Mayo Teacher, 2019 training)

Total number of teachers who received training in 2021	Total number of teachers who received training in 2020	Total number of teachers who received training to date
35 teachers from 22 schools	27 teachers from 21 schools	295 teachers from 155 schools

While recognising that training in real-time is the preferred option due to the experiential nature of training delivery, teachers indicated that they found the online training engaging and resourceful.

Additional training

Testament to the strength and value of the training provided Drinkaware is often recommended to other post-primary schools and third level institutions by teachers who have attended AEP training. Such adhoc requests are fulfilled as often as possible.

St Angela's College, Sligo Graduate Students: Each year a number of 4th/5th year students in St Angela's College attend training in the First Year of the JC AEP. This enables them to get an understanding of the programme and the skills, attitudes and knowledge to deliver it effectively to students. Once qualified and in a school teaching, they can then register to attend the training which covers the three years.

In 2021 the training was delivered virtually to 20 students.

“ The interaction, and the empathy/compassion element (in the training) it's so important when educating adolescents that you are able to walk a mile in their shoes. Very important element of any in service for educators! ”
(2021 online training)

» Looking Forward

Due to demand, additional training for teachers in JC AEP will be implemented, possibly online, or in locations where existing training venues are inaccessible due to distance.

To support schools who have sent teachers to training but require more teachers to be trained, in-school training will be provided where possible.

Transition Year Alcohol Education Programme (TY AEP)

Alcohol can be an issue for young people during middle adolescence. The average age of first drink in Ireland is 15 years (MU Report and Index data 2019). While middle adolescence can be a time full of excitement and opportunity, it can also be a time of vulnerability, and risk - a time when many lifestyle behaviours are established which can last a lifetime. These behaviours will impact not only the health of the individual but their community and society.

The draft Transition Year Alcohol Education Programme builds on the JC AEP. The aims of the draft TY AEP are informed by and consistent with the aims of Transition Year. The structure, layout, skills focus, themes, and cross-curricular links within TY AEP meet the overall vision of Transition Year. There are 14 lessons in total

TY AEP teacher training

Three separate online training workshops took place for teachers wishing to deliver the Pilot TY AEP. 23 teachers from 19 schools (in total) including 2 Youthreach centres, attended the 1.30-hour training, having previously attended the required JC AEP training.



I like the extensive amount of information/ lesson plans that are available. It is clear much preparation has gone into putting it together.

(Teacher, post training, Survey Monkey, 2021)



» Looking Forward

Teachers who delivered the programme in two of the schools participated in a Focus Group with Dr Ann Stokes, Drinkaware's Research and Impacts Manager in 2021. An additional number of schools will be recruited to pilot the programme to participate in a Focus group in 2022. The findings from these focus groups will be collated and will then inform programme revision.

It is envisaged that once the programme is piloted, feedback collated, and revisions are made that the programme will be made available to interested schools.

Whole school approach

Overview

Alcohol education in schools' endeavours to play an important role in delaying the age of first drink but on its own may not be effective as it requires a committed whole school approach with all the partners in education working together for the betterment of the young person.

The Department of Education and Skills recognises that *"Promoting the wellbeing of our children and young people is a shared community responsibility and is everyone's business", with current research indicating "that what is most beneficial in promoting wellbeing in education is to adopt a multi-component, whole school and evidence-informed approach."*

Drinkaware's Alcohol Education programmes involve a whole school approach in the context of health and wellbeing. It endorses and supports the role played by parents, teachers, and the wider community in the alcohol education of young people, enabling young people to develop appropriate behaviour and skills through sustained activity and conversations both in school and at home

The Drinkaware School Handbook (draft) is designed to support schools in developing a whole school approach to alcohol education. It aims to support adults in the school community in the education of young people about alcohol and in recognising the wellbeing of students should be supported by all engaged in the school community.

Whole staff workshop

A whole staff workshop on alcohol education is important as all staff play a role in being influencers of young people. It enables clarification on what constitutes effective alcohol education, helping build staff knowledge of alcohol and its impact on young people. It also helps promote health and wellbeing for all in the school community. Effective alcohol education requires a safe and supportive school environment, positive collaborative relationships and a positive classroom climate. With a holistic view of alcohol education, all staff endeavour to enable students to build life skills, develop resilience, and deal with conflict. Modelling positive behaviours and values influence young people's attitudes to alcohol.

“

I think it's great, I am in Youthreach and I feel it really needs to be on the timetable for our learners. Really benefits the centre and learners.

(Teacher, post training, Survey Monkey, 2021)

”

» Looking Forward

The draft School Handbook was disseminated to Principals of all engaged schools in early 2021 together with a revised copy of JC AEP Manual and MU Summary Report. Teachers attending JC AEP Training will also receive a copy.

It is hoped to deliver 3 staff workshops in 2022-2023 school year when Covid restrictions have lifted. It is also envisaged to offer workshops to students in those schools (only) where JC AEP and/or TY AEP is being delivered with the aim being to reiterate and complement what they are already learning.

Parents

Drinkaware recognises the significant role of parents in the alcohol education of young people. Parents are the primary educators. The role of parents/ guardians was a recurring theme over the three years of the Maynooth University evaluation. Parents and the home, the research findings indicated, play a significant role in either facilitating or protecting young people from consuming alcohol. The largest proportion of students (48%-49% in years 1 and 3 and 57% in year 2) had first consumed alcohol either in their own home or someone else's home. Significantly young people had no difficulty accessing alcohol, especially as they got older. However, of note also, 17% of year 3 students who had not yet started drinking, indicated they had not done so due to concerns about how their parents would react.

Parent workshops

Drinkaware's school-based work includes parents' workshops.

In 2021, an online parent workshop was presented at Royal School, Cavan, Parent AGM with approximately 30 in attendance.

"Fantastic workshop which every parent/guardian should attend. The delivery of the presentation was fantastic and was both engaging and informative."
(Mayo Parent, 2021, Survey Monkey)

Blogs for parents

Over 10 Blogs were posted for parents and educators on drinkaware.ie in 2021. The blogs focused on the importance of alcohol education, how to speak to your teen about alcohol and guest blogs provided by teachers who deliver the JC AEP shared their experiences of delivering the alcohol education programme. A Blog was also written for Grandparents, recognising their role and impact on the lives of their Grandchildren, especially with regards to role modelling, attitudes to and behaviour around alcohol.

- Guest Blog: Bernardine Ryan shares her experience delivering the Junior Cycle Alcohol Education Programme
- Parenting Teens-A Call to Action
- How Relationships Affect Adolescents Drinking
- Why Junior Cycle School Alcohol Education matters!



I believe that parental attitudes to alcohol in the home and at events where teenagers are present, can impact on whether a child develops a positive relationship with alcohol.

(Parent, MU Report)



>> Looking Forward

Dependent on Drinkaware's capacity, it is intended that Parent Workshops will be delivered in 2022 either online or in-person. Relevant blogs, and specific content, speaking to parents will also be included in website content and pushed out through social media.

In 2022 the booklet, "Your Child and Alcohol" will be revised, informed by findings from Drinkaware's qualitative research with parents which is planned to take place in 2022.

3rd Level institutions

At Drinkaware we believe that educating Third level students about alcohol and its effects can help to prevent misuse and reduce the incidence of binge drinking. Our workshop provides an opportunity for students to reflect on their attitudes, their beliefs and understanding about alcohol and its effects. In 2021 a virtual workshop was facilitated for 70 students in Drogheda Institute of Further Education.

A workshop was also delivered online to 20 students in Sligo IT.

"Reliance on alcohol to 'improve' your mood is a very unhealthy way to view alcohol and is not a good coping mechanism "(2020 Drogheda Inst FE)

» Looking Forward

In 2022, it is envisaged that workshops will be provided to more IFEs and Technological Universities with a target of 2-3.

Drinkaware Education Steering Group

Drinkaware's Education Steering Group was formed in 2015 and consists of eleven members, from the Drinkaware Board, education community including teachers, Third level personnel, principals, and school management bodies. In 2021 all members of the group were sent hard copies of the Maynooth University Research Report.

The Education Steering Group meets annually. An end of year meeting was scheduled in 2021 but it was postponed due to the unavailability of members and has been rescheduled for early 2022.

Stakeholders' engagement

BeLonG TO

The new lessons on coping were discussed with CEO, Moninne Griffin and Shane Smart, Drug and Alcohol Youth worker at BeLonG TO, with further related content to be provided in Blog format by the organisation. Drinkaware is very grateful and appreciative to Moninne and Shane for this collaboration which strengthens our work.

National Centre for Special Education

In 2021 the Drinkaware Education Team liaised with NCSE to enhance our work with teachers delivering programmes to students who have special education needs. This work is still in progress.

» Looking Forward

BeLonG TO's Blog will serve as an additional resource which will support our work and also the new lessons on Coping. In 2022, further collaboration will take place with BeLonG To and other organisations with a view to develop content that will form part of the teacher training in 2022 supporting our lessons on diversity and inclusion.

The Drinkaware Education Team plans to attend and deliver information at national education conferences in 2022.

Key Outcomes in 2021

Listed below are the **ten key outcomes** that resulted from our education work in 2021 detailed in this report.

1. A fit-for-purpose primary prevention, evidence led programme in 155 schools (+21 since 2020) which actively encourages and supports the delay of first drink
 - a. As students progressed from 1st to 3rd year, students expressing no interest of intention to drink rose from 30% in Year 1 to 54% in Year 3.
2. An independent evaluation of the Junior Cycle Alcohol Education Programme
 - a. The publication of the Summary Report (2021) on the independent evaluation of JC AEP and dissemination to key stakeholders.
 - b. The findings indicate the positive impact of the programme in real-time.
 - c. Implementation of recommendations found within the evaluation.
3. A fit for purpose Junior Cycle alcohol education resource
 - a. Updated and revised lessons for each of the three years of Junior Cycle.
 - b. Responding to the needs of schools, students and communities
 - c. Teachers were overwhelmingly positive about the programme. 94% in Year 3 rated the programme as "excellent", "very good", or "good".
4. Positive Collaboration with key education stakeholders and agencies which informs the work and progress of Drinkaware, such as BelongTo & the National Centre for Special Education needs
 - a. Enabling collaboration and much valued support to ensure our work encompasses all students and leaves no one behind.
5. Ongoing engagement with and support and shared insights from Education Steering Group comprising representatives of management Bodies, Third Level, Post Primary Principals and Teachers, informs Drinkaware's education work.
6. Adherence to best practice principals for alcohol education including interactive teaching methodologies with focus on facilitation and giving students a voice, teacher training, parent engagement and whole school approach.
7. Continued development of the Transition Year Alcohol Education Programme (TY AEP)
 - a. The high demand from teachers for the TY AEP draft phase, is indicative of their interest in delivering such a programme.
8. Positive impact on students' knowledge and awareness towards alcohol
 - a. With marked increases in knowledge amongst students who engaged in the programme on the impact of alcohol on overall health and wellbeing, which rose from 22% pre-programme to 50% in Year 3.
9. For alcohol education to be effective a "Whole School Approach" is essential
 - a. The development & roll out of the Handbook on a Whole School Approach to Alcohol Education which has been sent to all schools that have sent teachers to JC AEP training.
10. Engagement with Parents as key protectors or enablers of young people's engagement or not with alcohol.

Key Impacts in 2021

Listed below are the **key impacts**, the measurably positive effect, of our education work in 2021 detailed in this report.

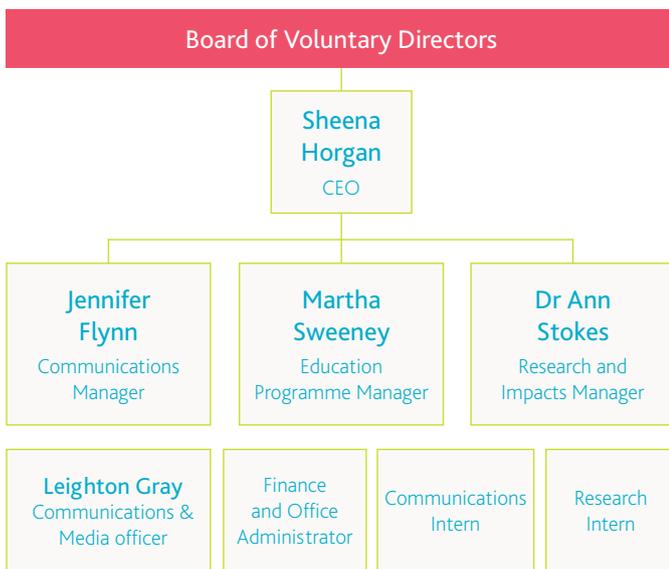
1. Increased capacity to impact behaviour and attitudes during early adolescence with Professor Mc Gilloway describing the JC AEP, (considering its 3-year longitudinal evaluation) as "a useful, feasible, high-quality programme which is successfully addressing a high-level need for alcohol education. 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).
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 35 new teachers trained in JC AEP from 22 schools (including 20 new schools), and from schools that in 2021 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, need and demand of alcohol education, Maynooth University's final Summary report builds on Professor Morgan's best practice study, demonstrating the validity and important of independently evaluated and fit-for purpose alcohol education resource. The steady increase in demand from schools and teachers for training and delivery of the JC AEP & the TY AEP indicates the need and the demand for alcohol education in schools.
5. Increased engagement with stakeholders to ensure that the needs of students are met throughout the JC & TY AEP programmes. Drinkaware aims to leave no student behind and collaboration with stakeholders working in the areas of inclusion and diversity is necessary to make sure that all students are being considered in revision of the educational resources.
6. Increased intention, motivation and capability of parents to speak with their children about alcohol as indicated by parents' and schools' feedback. This work is further supported by the Parent's hub on Drinkaware.ie which received over 14,471 views in 2021, an increase of 2% from 2021 and an increase for education and parent resources of 297%.
7. Increased growth and reach of the Drinkaware Alcohol Education Programme, as indicated in the year-on-year increase in schools signing up to the programme.
8. Increased continuous development of the Drinkaware Alcohol Education Programme, responding to the needs of students, teachers, schools, and communities as evidenced through the development of video recordings, PowerPoint presentations, updated lessons and themes.

Structure

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 in 2021 is set out in the chart below.



HR and Staffing

At any given time in 2021, Drinkaware had four full-time and three part-time staff with expertise specific to the delivery of Drinkaware’s strategy. 2021 staffing was as follows:

- CEO
- Communications and Marketing Manager
- Research and Impacts Manager (part-time)
- Education Programme Manager
- Finance and Office Administrator (part-time)
- Research Intern (to Feb 2021)
- Communications Intern (Mar-Aug 2021)
- Communications & Media Officer (October 2021)

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 employee goals and objectives with organisational goals and objectives.

Drinkaware does not employ any volunteers.

Staff costs & employer pension scheme

Wages and salaries	€	270,024
Employers PRSI	€	23,996
Retirement benefit	€	5,623
	€	<u>299,643</u>

Retirement benefit costs include employer contributions and operating costs for the defined contribution scheme of €5,623 (2021 contribution was €10,436). 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 2021 Drinkaware retained the professional HR support services of Adare HR who completed a review and overhaul of the charity’s Staff Handbook and Policies. The newly updated handbook was circulated to staff in 2021.

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.

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.

Board of Directors

Drinkaware is governed by a voluntary Board of seven 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 chair 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.

In 2021, Directors of the Company were:

Board Directors in 2020	Appointed	Resigned	Attendance
PJ Timmins (Chair) Managing Director, The Alternative Board	6 Mar 2016	31 Dec 2021	5 of 5
Múirne Laffan Non-Executive Director, Chief Digital Office, RTE (FMR)	2 Nov 2017		4 of 5
Billy Brophy Partner, O'Grady's Solicitors	2 Nov 2017	31 Dec 2021	1 of 5
Dr Treasa Leahy Principal, Mercy Secondary School (FMR)	11 Dec 2018		3 of 5
Maria Cryan Managing Director, Hume Brophy	11 Dec 2018		5 of 5
Sean Quigley (post AGM Chair) Non-Executive Director and Executive & Team Coach	March 2020		5 of 5
Dr Michelle McEvoy MB, BCh, BAO(NUI), LRSI, MRCPI, FRCPCH, DRCOG, DCH, MMedSc, MD (Medical Education), MBA Health Consultant, PWC Ireland	April 2020		4 of 5

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

The Board Chair tenure ended the AGM in July 2021, and the new Chair took up the role from then.

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:

1. Strategic plan
2. Governance framework
3. Monitoring of performance
4. Adoption of the Annual Financial Statements
5. Adoption of the Annual Report
6. Approval of the annual budget
7. Approval of acquisitions of land and property
8. Approval of disposals of land and property
9. Approval of acquisitions and disposals of land and property which are below market value
10. Approval of contracts and expenditure in excess of €10,000
11. Approval of expenditure exceeding that previously approved by the Board
12. Appointment and removal of the Chief Executive Officer
13. Delegation of Board functions
14. Creation and dissolution of Board Committees
15. Appointment and removal of members of Board Committees
16. Approval of changes to the corporate structure of Drinkaware
17. Approval of bank arrangements, including the opening of all new bank accounts
18. Appointment of External Auditors.

Five Board meetings took place in 2021. 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. A fuller externally-led review is scheduled for 2022.

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 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 our programmes' demonstrable impact, means that relevant government departments, ministers and committees are briefed on Drinkaware's evidence-informed behaviour change programmes and research that are informing and addressing alcohol misuse and harm in Ireland. In the interests of transparency Drinkaware is registered with the Register of Lobbyists. AAFI made 3 returns to the Lobbying Register in 2021 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, 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 2021. The Code of Conduct was updated and approved by the Board in 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.

Two key identified risks in 2021 are detailed below:

Area of risk	Counter measures being taken
Financial sustainability	<p>The reduction in income in 2021 was anticipated by agreement with core corporate funders in 2020. The budget and work programme was therefore adjusted accordingly to allow for reduced income.</p> <p>Also agreed was that a level of incremental figures for 2022 and going forward would be discussed in September of 2022 to allow for appropriate work planning for the year ahead.</p> <p>(See Financial Sustainability Pg 57)</p>
Operations and HR	<p>Drinkaware's operations were maintained and evolved despite financial cuts in 2021 owing to clear priorities being agreed and implemented at Board and staff level. And also because of the highly-functioning team at Drinkaware.</p> <p>However the turnover of bookkeeping and administration support meant this workload was carried by senior staff and was unsustainable. A Note to the Board, and the proposed Strategy and Budget for 2022 (both presented on 30/11/2021), addressed the need for critical investment in human resources to counter this identified critical risk going forward.</p>

Sub Committees

Drinkaware's Governance Framework allows for the creation of committees, as specified in section 2.10 Board committees, 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. 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 renamed to Operations Sub-Committee.

Owing to the size of the charity and the Board, this Sub-Committee was not required to convene in 2021 to support Board decisions, as it was deemed important to maintain HR and operational oversight and discussion at Board level.

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 2021 were received from the following 29 organisations: Aldi, *Bird, *Bulmers, Coca-Cola Hellenic, Coca-Cola Services, Clonakilty Distillery, Diageo, Dublin Liberties Distillery, Edward Dillon, First Ireland Spirits, Grace O'Malley Whiskey, Heineken Ireland, Hi-Spirits Ireland, Irish Distillers Pernod-Ricard, Lambay Irish Whiskey, Lidl, MacIvor's Cider Co., McAllister Distillers Ltd., Molson Coors, Oscar Wilde Spirits Ltd., Outcast Brands, Pearse Lyons Distillery, Proximo Spirits, Quintessential Brands, *Richmond Marketing, Rye River Brewing Company, Sliabh Liag Distillers, Walsh Whiskey, William Grant.

**new funders in 2021*

Income

In 2021, Drinkaware received €659,848 in unrestricted funding, which was a decrease from 2020 (€750,582), owing to a decrease in the value of individual corporate donations because of the difficult trading environment in 2020 and 2021.

Drinkaware's Workplace Wellness Programme, which delivers alcohol education workshops, webinars and resources (cups and booklets) to organisations for a small fee, continued on-line and made an 'earned income' of €3,550 in 2021, in line with the 2020 figure (€3,700).

Expenditure

Total expenditure in 2021 was €718,312, reflecting the reduction in administrative and programme costs in

line with the adjusted budgets re-calculated in light of COVID-19 (expenditure in 2020 was €736,418). Details can be found in the Statement of Financial Activities section of this report (pg 63)

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

Drinkaware Reserves Policy was formally ratified by the Board in 2021.

It was agreed a Drinkaware Reserves Policy would require:

- Reserves be maintained at a level which ensures that Drinkaware's 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.

Whilst approved the Reserve Policy was not required to be enacted in 2021.

Drinkaware does not currently have an investment policy.

Financial sustainability

Drinkaware's financial stability pre-COVID-19, was largely down to corporate organisations' commitment to Drinkaware's mission and to funding the charity under the strict terms of the Agreements. The negative impact of COVID-19, specifically with regard to the closures and restrictions on the hospitality sector, on many of Drinkaware's donators/funders intensified in 2021. Despite this Drinkaware retained the majority of its donators/ funders, reflecting their continued commitment to the charity and its work.

In recognition of the very changed economic environment, agreements were discussed with some funders regarding temporary reductions in donations for 2021. This allowed for effective financial planning and economic resilience, and supported the continuance of a reduced work programme. Importantly, a progressive return to pre-COVID-19 donation levels was agreed with larger donators/ funders towards the end of 2021.

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 (increased distribution costs notwithstanding) 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.

Following the significant rise in costs related to resource handling, fulfilment and distribution at the end of 2021, Drinkaware has put in place measures to monitor and streamline its resource management in 2022, and the related 2022 budget is being closely reviewed in this regard.

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 received helps more people in Ireland to access facts, evidence-informed resources and practical tools to support positive behaviour change regarding alcohol.

Results and dividends

The results for the year are set out on page 63.

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

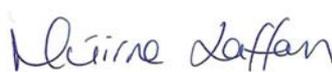
The Covid pandemic created challenges for organisations worldwide. The Board of Drinkaware took a proactive approach to addressing the challenges posed as a result of COVID to ensure the financial viability of Drinkaware for the foreseeable future.

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 2021 were approved by the Board
- At the end of 2021 the cash balance was circa €290,000 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 2022 budgets reflecting the continued challenging circumstances posed by the COVID 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



Muirne Laffan
Director



Sean Quigley
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.

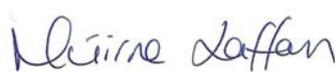
The directors are responsible for ensuring that the

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

On behalf of the board



Muirne Laffan
Director



Sean Quigley
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 2021 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 2021 and of its net movement in 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.

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

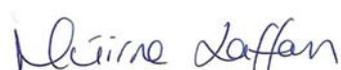
Date: 27th July 2022

Statement of Financial Activities

For the year ended 31 December 2021

	31 December 2021	31 December 2021	31 December 2021
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned income	3,550	-	3,550
Charitable donations - normal	656,298	-	656,298
Total Incoming Resources	659,848	-	659,848
Resources expended			
Project costs	(340,586)	-	(340,586)
Administrative expenses	(377,726)	-	(377,726)
Total resources expended	(718,312)	-	(718,312)
Net movement in funds in the period	(58,464)	-	(58,464)
	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)

Approved by the board of directors on 27th July 2022 and are signed on its behalf by:



Muirne Laffan
Director



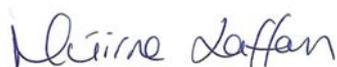
Sean Quigley
Director

Balance Sheet

As at 31 December 2021

		2021		2020	
		€	€	€	€
	Notes				
Current assets					
Debtors	5	150,498		53,383	
Cash at bank and in hand		289,137		405,870	
		<u>439,635</u>		<u>459,253</u>	
Creditors: amounts falling due within one year					
	6	<u>(157,040)</u>		<u>(118,194)</u>	
Net current assets			<u>282,595</u>		<u>341,059</u>
Funds					
Unrestricted funds			<u>282,595</u>		<u>341,059</u>

Approved by the board of directors on 27th July 2022 and are signed on its behalf by:



Muirne Laffan
Director



Sean Quigley
Director

Statement of cash flows

For the year ended 31 December 2021

	2021		2020	
	€	€	€	€
Notes				
Cash flows from operating activities				
Cash (absorbed by)/ generated from operations		(58,464)		47,864
Movement in Debtors		(97,115)		39,090
Movement in Creditors		38,846		36,026
		<u> </u>		<u> </u>
Net cash (outflow)/inflow from operating activities		(116,733)		122,980
Net cash used in investing activities		-		-
Net cash used in financing activities		-		-
		<u> </u>		<u> </u>
Net (decrease)/increase in cash and cash equivalents		(116,733)		122,980
Cash and cash equivalents at beginning of year		405,870		282,890
		<u> </u>		<u> </u>
Cash and cash equivalents at end of year		<u>289,137</u>		<u>405,870</u>

Notes to the financial statements

For the year ended 31 December 2021

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:

	2021 Number	2020 Number
Adminstration	6	6
	<u>6</u>	<u>6</u>
Their aggregate remuneration comprised:	2021	2020
	€	€
Wages and salaries	270,024	283,718
Remote working allowance	2,760	2,200
Employers PRSI	23,996	30,460
Pension costs	5,623	10,436
	<u>302,403</u>	<u>326,814</u>
Breakdown of wages and salaries:		
General and Finance	63,563	60,357
Outreach and Engagement	113,398	120,867
Education	59,019	71,624
Research and Impacts	61,679	54,841
Workplace Wellness	4,744	19,125
	<u>302,403</u>	<u>326,814</u>

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

	2021	2020
€50,000 - €60,000	1	2
€60,000 - €70,000	0	0
>€70,000	1	1

Remuneration of key management personnel, which includes one person, total € 107,112. 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

	2021	2020
	€	€
Amounts falling due within one year:		
Contributions due	122,023	19,364
Other debtors	1,990	-
Taxation	555	15,196
Prepayments and accrued income	25,930	18,823
	<u>150,498</u>	<u>53,383</u>

6. Creditors: amounts falling due within one year

	2021	2020
	€	€
Trade creditors	131,113	75,867
PAYE and social security	10,658	9,417
Accruals	15,269	32,910
	<u>157,040</u>	<u>118,194</u>

7. Retirement contribution schemes

	2021	2020
	€	€
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	<u>14,824</u>	<u>10,436</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 2021 €	31 December 2020 €
Due:		
Within one year	36,000	33,000
Between one and five years	15,000	-
	<u>51,000</u>	<u>33,000</u>

At 31 December 2021 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 was renewed on 30 November 2021 for a further period of 18 months.

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 July 2022.

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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