

"I am now more aware of why people can become addicted to alcohol"

Young People and Alcohol Awareness - a solution that really delivers!

Independent evaluation carried out by University College Birmingham has proved that the BIIAB Level 1 Award in Alcohol Awareness is **raising awareness of alcohol and its effects**, and **modifying behaviour towards alcohol** among young people.

We spoke to **170** 16 and 17 year old candidates that had recently completed the course.

What did they say?

95% said they drink and of those 17% drink to get drunk

89% agreed that the course raised awareness of the possible long-term effects of alcohol on the body

77% agreed that, if they choose to drink, they are now more likely to be a responsible drinker

64% agreed that, if they choose to drink, they are now less likely to binge drink

92% agreed that the course raised awareness of the dangers of drink-driving and drug-driving

71% said they will positively modify their behaviour in relation to alcohol

"I am more aware now of what and when I drink"



What does the course cover?

The nature of alcohol and strengths of alcoholic drinks

How alcohol affects the body

The dangers of drinking too much

How the licensed retail sector promotes responsible drinking

How the licensed retail sector contributes to the local and national economy

What did we measure?

Self perceived awareness and modified behaviour as a result of studying the course

"The course has made me realise that you don't have to drink that much to get drunk"

"I did know some of what the course showed me but it made me look again"

Why is this course effective?

It has a very direct, factual approach. The training provides candidates with the raw, often hard-hitting, facts, shows them respect as intelligent young adults and empowers them to make their own decisions and develop personal responsibility

To view the full report of findings visit www.biiab.org
For further info on the BIIAB Award in Alcohol Awareness, call 01276 684449 or email quals@bii.org