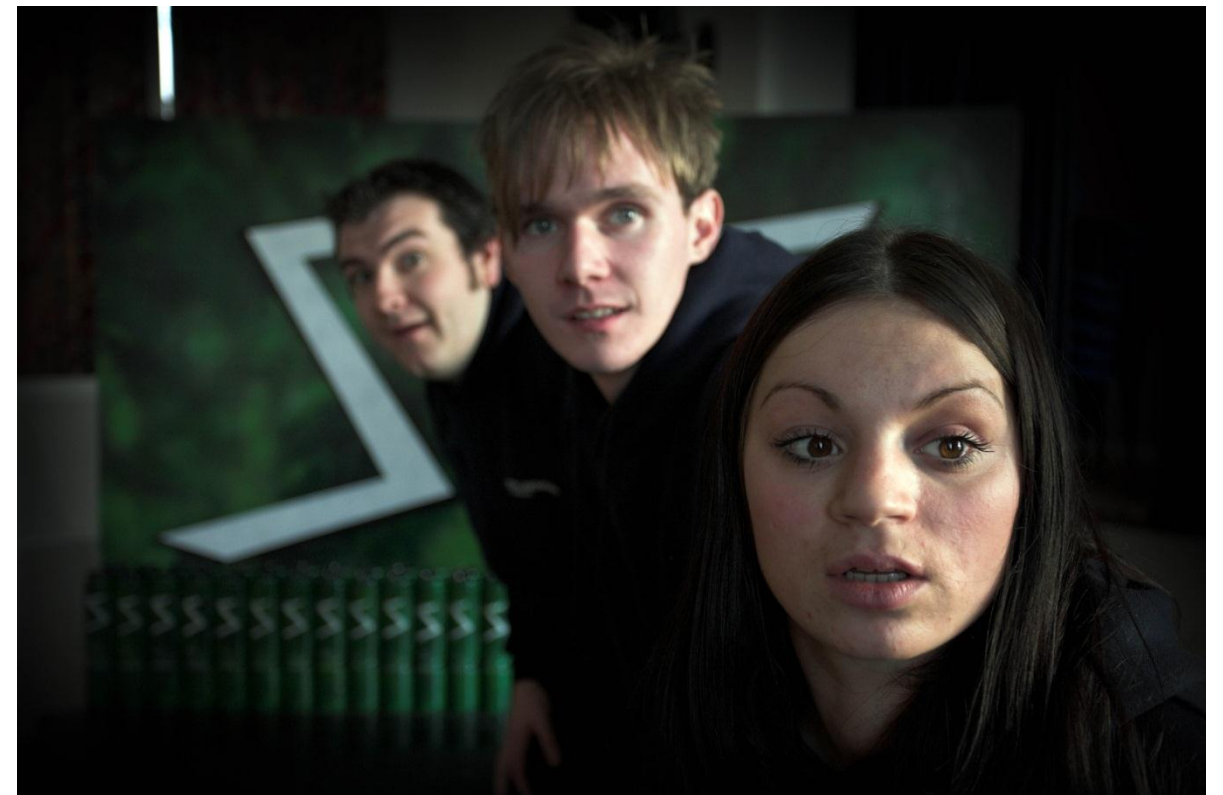


Collingwood  Learning

creative learning ● training ● consultancy

Introduction

- Collingwood and our methodology
- About 'Smashed' Education Programme
- Outcomes



Collingwood

- Work across the UK
- Range of social and educational issues
- 300 schools per year
- 60,000 young people
- Based in Yorkshire
- Our sponsors
- My background



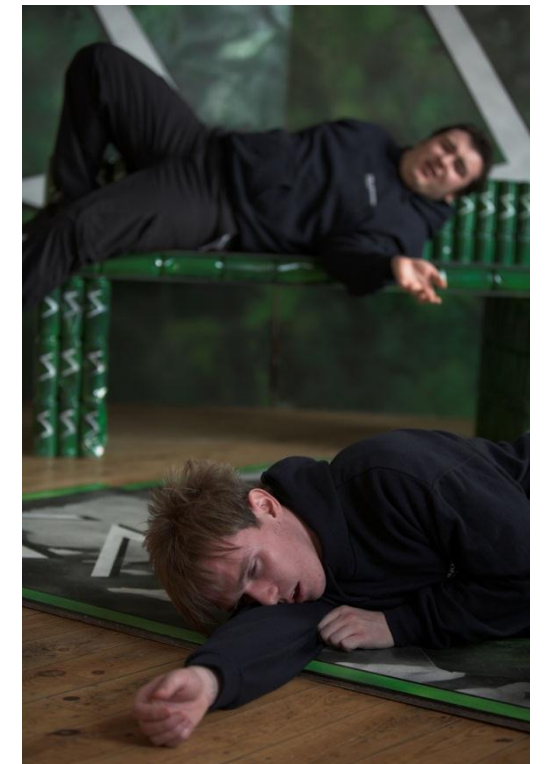
Our Approach

- Theatre Presentation – Emotional engagement
- Interactive Workshop – Embedding / developing skills
- Teaching Resources – School ownership / legacy
- Evaluation – Achieving learning outcomes



Introducing 'Smashed' Education Programme

- Running for eight years
- Visited over 1,000 schools
- Reached over 200,000 young people
- Performance, workshop, teaching materials, and evaluation
- Funded by Diageo GB
- Delivered in areas across the UK
- Year 7&8 (11-13 year olds)



Learning Objectives

- The facts about alcohol
- Causes of alcohol misuse, particularly peer influence
- Risks of alcohol misuse (health, social, academic, relationships, crime)
- Positive behaviours which keep us and other safe
- Who can help? Signposting



The Event



Summary of Learning Outcomes

- 97.3% enjoyed the theatre and workshop
- 90.84% felt they had learnt more about the risks of alcohol misuse
- 97.98% believed that alcohol can be bad for your health
- 95.67% believed that alcohol can affect your relationships
- 97.89% believed that alcohol can cause accidents
- 87.7% understood what peer pressure is
- 90.46% believe that they are responsible for their actions [around alcohol]
- 95.2% believed that their actions could influence others [around alcohol]
- 85.79% know who to go to for help about alcohol issues
- 94.63% intend not to misuse alcohol in the future

Student Feedback

- *“The most important thing I've learnt is to be careful with alcohol. And to not misuse it. And it is very dangerous if not used properly.”*
- *“I think that the show was great and they showed the consequences of alcohol misuse. I loved it.”*
- *“I have learned you need to be careful with alcohol and try to not misuse it because it can cause fatal accidents and you can hurt someone you love!!”*
- *“I learned you're responsible for your life and never give in to peer pressure to impress others and make the right decision.”*
- *“I thought the workshop was really good and informative. It taught me a lot about alcohol misuse and I now know what I need to be aware of.”*

Adult Feedback

- 100% enjoyed the performance
- 95.48% felt the event explored issues pertinent to students
- 95.7% felt the event supported learning on alcohol issues
- 97.42% felt the students responded well to the intervention
- 100% felt the Collingwood team were professional and competent
- 86.45% felt the project supported the curriculum [not all knew]
- 98% felt the event was a valuable learning experience

Adult Feedback

“I just thought i would drop you a quick email thanking your team for the workshops today. It was fantastic, just the right balance between performance but also making sure the students get the message.

Staff and students alike have been stopping me in corridor to say how good it was which is always a good thing, so I wanted to pass that on to you.

The resources on line are also good and we will be using them with both year groups in the next few weeks to build on the groundwork set by yourselves.

Thanks again and I hope to work with you in the future.” Alison Gourlay -
Ferryhill Business & Enterprise College

Adult Feedback

“I have to say that, of the various productions we have had in school over recent years, this rates as one of the best. The pace was brisk, with excellent acting and great empathy with our young people in the question/hot seat sessions.

The workshops generated a lot of interest and positive feedback as expected. This resulted in 89 pupils visiting an Alcohol related drop in at lunchtime the next day.” Mrs A Stagg – Sir Henry Cooper School

What Next?

- Continue to grow the profile and opinion form
- Extend the reach to more schools
- Develop online measurement tools
- Develop an online presence post event
- Facebook and web based tools and activities



This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.