

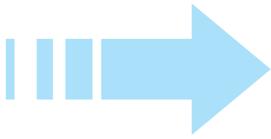


## **A SUMMARY OF THE EVALUATION OF THE EXPLORING ALCOHOL ACTIVITY PACK**

A partnership project between Greater Glasgow NHS Board  
and Greater Easterhouse Alcohol Awareness Project

**MAY 2003** 

A summary publication disseminating research and evaluation findings  
produced by the Health Promotion Department, Greater Glasgow NHS Board



## BACKGROUND TO THE PROJECT | AIM OF PACK | DESCRIPTION OF PACK



### THIS PAPER PROVIDES A SUMMARY EVALUATION OF THE EXPLORING ALCOHOL ACTIVITY PACK, OFFERED TO ALL PRIMARY SCHOOLS IN GREATER GLASGOW DURING 2001.

This evaluation was carried out by the Research and Evaluation Team and the Addictions Team of the Health Promotion Department, Greater Glasgow NHS Board, with support from the Greater Easterhouse Alcohol Awareness Project.

#### ➡ BACKGROUND TO THE PROJECT

By the age of 13, many young people have started to experiment with a range of alcoholic drinks. The situation in which young people often choose to drink, coupled with their low tolerance put them at increased risk from their consumption of alcohol.

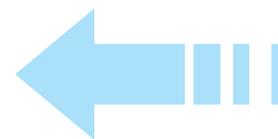
At the time of embarking on the development of the Exploring Alcohol pack in 1998/1999, there were very few commercial packs available that addressed alcohol issues. No packs were identified which were Scottish focused, relatively up to date and targeted primary school aged children. The Exploring Alcohol pack was developed jointly by the Health Promotion Department of Greater Glasgow NHS Board and the outreach team of Greater Easterhouse Alcohol Awareness Project to fill this gap.

#### ➡ AIM OF PACK

The aim of the pack was to support teachers in the delivery of alcohol education. The activities sought to improve knowledge, to discuss and challenge pupils' attitudes to alcohol related issues and to promote a culture of personal responsibility for behaviour under the influence of alcohol.

#### ➡ DESCRIPTION OF PACK

The target population for the pack was primarily young people between 10 and 12 years of age. The pack contained 8 separate teaching sessions, each devised to be 'stand alone' so that teachers could select individual sessions based upon pupil need. Each session included an optional computer activity that aimed to reinforce and further develop a pupil's understanding of the issues raised. The use of all eight sessions provided the basis for a comprehensive project on alcohol that combined the teaching methods of class discussion, individual or group worksheet activities and group computer activities.



## RESEARCH PLAN: PUPIL EXERCISES AND DISCUSSION



ALL SCHOOLS THAT PARTICIPATED IN THE RESEARCH WERE ASKED IF THEIR PUPILS WOULD BE PERMITTED TO TAKE PART IN THE EVALUATION PROCESS. TWO CLASSES WERE CHOSEN AT RANDOM (33 PUPILS IN TOTAL) TO PARTICIPATE. THIS PART OF THE EVALUATION WAS BASED ON THREE SECTIONS (DRAW & WRITE, WALL OF WORDS AND A GROUP DISCUSSION).

### ► PUPIL EXERCISES AND DISCUSSION

#### Draw and Write Technique

Pupils were given a blank sheet of paper. On one side they were asked to draw a picture of what they liked most about working through the Exploring Alcohol pack and write a short sentence to explain the picture they had drawn. On the other side they were asked to draw and describe what they liked least.

The parts of the project that the pupils enjoyed most were: [the CD ROM](#) (because of the graphics, characters and sound effects); the section 'Boyclone' (a board game and quiz), because it brought a humorous and fun aspect to the work and the [class discussions](#) as they allowed the pupils to talk about something that is normally a taboo subject.

The least favourite aspects of the project were: having to fill in the worksheets and not having enough time to do everything. The section on Alcohol and the Body was mentioned as both a favourite part and a least favourite part. It was a least favourite part for some, as they didn't like looking at body parts because it was too gruesome. However others enjoyed it as it explained how alcohol affects the body.

#### Wall of Words

Pupils were given a sheet of paper with a range of adjectives describing feelings. The words were a mixture of both positive and negative feelings. They were asked to circle all the feelings they experienced whilst working on the pack. From the responses obtained, it was evident that working on the pack had been an enjoyable

experience for the majority of pupils. There were a total of 161 positive feelings chosen compared with 61 negative ones. The positive feelings most commonly chosen were happy, clever, interested and having fun. The negative feelings most commonly chosen were confused, bored and wanted it to end sooner.

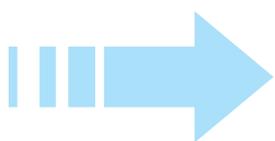
#### Group Discussion

Pupils were asked what they thought of the different components of the pack. They were also asked what they believed was the most important thing they had learned.

The layout and design was regarded as visually appealing. The characters appealed to the age group and the pupils found it easy to relate to them. The worksheets, though not liked by all of the pupils, were considered well designed and laid out and easy to follow. The pupils enjoyed using the CD-ROM, especially because it didn't involve any writing. This was a new way of learning for many of them.

Many pupils cited that the most important thing they learned from the work was how dangerous alcohol can be. The information on how alcohol affects the body and the impact this can have on your life was particularly valuable to them. Some pupils said they recognised that as long as people were sensible and stuck to safe limits, then drinking alcohol could be okay.

Overall, the pupils enjoyed working on the Exploring Alcohol Activity Pack. It gave them an opportunity to learn about a traditionally adult subject in a way that was interesting, informative and most of all, fun.



## RESEARCH PLAN: INITIAL ASSESSMENT | PUPIL QUESTIONNAIRE



**TO DETERMINE THE EFFECTIVENESS AND EASE OF USE OF THE EXPLORING ALCOHOL PACK, SEVERAL METHODS WERE EMPLOYED TO PROVIDE A COMPREHENSIVE EVALUATION. THESE METHODS WERE: AN INITIAL ASSESSMENT BY TEACHERS; A PUPIL QUESTIONNAIRE; A FOCUS GROUP OF TEACHERS AND EXERCISES AND DISCUSSION WITH PUPILS**

### INITIAL ASSESSMENT

Initial assessment forms were included in the Exploring Alcohol Activity Pack. The form consisted of several questions that assessed the teachers' initial impressions of the pack and how they thought they would use it. A total of 123 primary schools returned the form out of 221 originally distributed (response rate 56%).

Overall, teachers responded very favourably to the Exploring Alcohol Activity Pack. Ninety eight percent of the teachers said that they found the pack attractive (121/123). Teachers from most of the schools (99/123 [81%]) planned to use selected sections and activities from the pack, and 14% (17/123) of the teachers said they planned to use the pack in its entirety. Of those who said they would use the pack, most (102/119 [86%]) said they would use both the activity workbook and the CD-ROM included in the pack. Many schools that planned to use the pack also reported a willingness to attend a training course on the use of the pack (75/119 [63%]).

Schools were selected to participate in further research based on three criteria identified from the initial assessment, these being:

- 1) Intent to use the pack,
- 2) Use of both the activity workbook and CD-ROM, and
- 3) Willingness to attend training.

From these criteria, six schools were randomly chosen (where possible) to participate in the research process, with two schools from DEPCAT\* 1 & 2, two from DEPCAT 3, 4 and 5, and two from DEPCAT 6 & 7 each chosen, giving a

\*DEPCATS are a measure of relative affluence or deprivation of an area. DEPCATS are measured on a scale of 1 to 7, with 1 being the most affluent and 7 being the most deprived.

total of six schools involved in more detailed research. To be a part of the research process, schools were required to agree to:

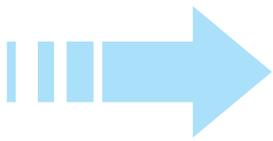
- 1) Participate in training;
- 2) To administer three sections of the pack (Alcohol and the Body, Alcohol and the Law, and Alcohol Choices) in a standardised manner;
- 3) To administer the pack over an agreed period of time, and
- 4) To administer a pupil questionnaire before the pack, one week after finishing the pack, and 6 weeks after finishing the pack.

In addition, teachers from the chosen schools were asked to participate in a focus group, and two classes were selected for additional qualitative research with pupils.

### PUPIL QUESTIONNAIRE

A brief questionnaire of twelve questions was designed to assess the impact of the pack on pupil knowledge and whether that knowledge was retained after six weeks. Pupils filled out the questionnaire immediately before use of the pack (n=236), a week after finishing the pack (n=231), and 6 weeks after finishing the pack (n=222).

Statistical analyses using the ANOVA procedure were conducted to determine whether there were any statistically significant changes in knowledge after using the pack and whether that knowledge was retained. Figure 1 illustrates the average scores on each section and overall for each of the three questionnaires.



## RESEARCH PLAN: PUPIL QUESTIONNAIRE | TEACHER FOCUS GROUP



### THE RESULTS INDICATED THAT THERE WERE STATISTICALLY SIGNIFICANT CHANGES IN KNOWLEDGE FOR EACH OF THE THREE SECTIONS IN THE EXPLORING ALCOHOL PACK AS WELL AS FOR THE OVERALL SCORE.

The increased knowledge obtained after administration of the pack was mostly retained on all three sections, as indicated by the score on the third questionnaire. The mean overall score increased from 7.8 to 9.9 to 10.2 ( $F=162.4, p<.001$ ), indicating that alcohol knowledge increased after administration of the pack.

This increase in knowledge was not only retained, but also increased again after six weeks. The pack also proved to be effective at increasing knowledge among pupils from a variety of socio-economic backgrounds.

#### TEACHER FOCUS GROUP

The teacher focus group (involving three teachers) was held approximately 6 weeks after completion of the delivery of the various sections of the pack. All teachers reported that their pupils had a very open attitude towards the pack.

It generated much discussion around family use of alcohol and significant disclosure of drinking habits. The teachers found that this pack gave the pupils an opportunity to discuss something they normally would not explore. The pack was very teacher friendly with everything well laid out and easy to use. There was very little preparation needed, which the teachers welcomed as it did not increase their workload greatly.

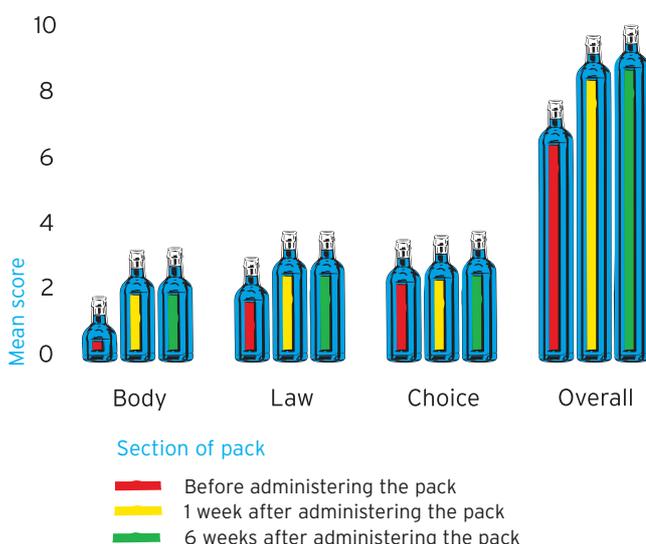
The CD-ROM was thought to be a very good teaching method as it was well received by the pupils as a new and different way to learn.

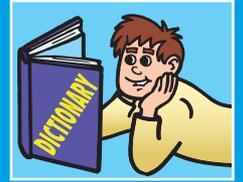
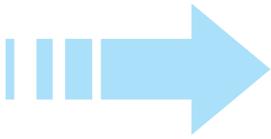
*"I even think they would have liked more on the CD-ROM, it's a real motivator..."*

From discussion with the teachers, it became apparent that some parents had concerns over the content of the teaching and what would be covered. However, after being invited to come in and look through the pack, parents were satisfied that the material being taught was appropriate and worthwhile.

It was clear from some of the class discussions that the pupils were relating the information they were learning to their own lives and the people in them. The teachers believed that there was enough information contained in the pack to allow them to effectively deal with the issues and concerns that were being raised.

Figure 1. Mean scores on tests of knowledge





## RECOMMENDATIONS | FURTHER CONTACT DETAILS



### THERE ARE SEVERAL RECOMMENDATIONS THAT SHOULD BE CONSIDERED AS A RESULT OF THE EVALUATION OF THIS PROJECT:

#### RECOMMENDATIONS

- ➡ The options to make 'Exploring Alcohol' available throughout Scotland should be explored.
- ➡ Schools in Greater Glasgow should be encouraged and supported to continue to make use of the pack as part of the Health Education element of the curriculum.
- ➡ Minor revisions should be made to the pack if it is reprinted.
- ➡ Additional CD's should be included in the pack if it is reprinted.

For further information on the Exploring Alcohol activity pack, or for a copy of the full evaluation report concerning this project, please contact:

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A 'pdf' version of this document is available to download at the above website.

Click on the 'NHS Board' icon, click onto 'visit site' then go to 'Publications & Reports' to locate the Exploring Alcohol document.

All images that appear in this summary publication are taken from the Exploring Alcohol Activity Pack, produced by:

