

Drinkaware  
Annual Report &  
Financial Statements  
2019

**DRINKAWARE**

# Company Information

## Directors

PJ Timmins  
Múirne Laffan  
Billy Brophy  
Dr Kenneth McKenzie  
Dr Treasa Leahy  
Maria Cryan  
Sean Quigley (appointed February 2020)  
Dr Michelle Mary McEvoy (appointed April 2020)

## Secretary

Sheena Horgan

## Company number

578361

## Registered Charity Number

20204601

## Registered office

13 Merrion Square North, Dublin 2

## Auditor

McInerney Saunders, Chartered Accountants  
and Statutory Audit Firm

38 Main Street,  
Swords,  
Co. Dublin.

## Bankers

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

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# Chair Statement

**In the first year of the Strategic Plan 2019-2021, Drinkaware has built on the successes of the previous three-year cycle, furthering its mission to prevent and reduce the misuse of alcohol.**

2019 marked a distinct evolution in Drinkaware's progress with the organisation expanding on all fronts – reach, engagement, insight, collaborations and funding. Most importantly, Drinkaware continued to grow in terms of public trust, and in 2019 reached 80% awareness amongst Irish adults as the leading source of trusted alcohol information in Ireland (Behaviour and Attitudes, 2019), a positive reflection of Drinkaware's delivery of its social contract.

Trust is not easily won, but requires continuous and consistent engagement, and a demonstrable commitment to pragmatism and empathy. Both of which are the focus of Drinkaware's strategic and operational outputs, and the bedrock and facilitators of positive behaviour change with regard to alcohol.

The Strategic Plan 2019-2021 refers to five Levers for Change – knowledge, motivation, capacity, reward and push back on the age of the first drink. It also re-iterates Drinkaware's values – trust, ambition, credibility and collaboration. Both are discernible in Drinkaware's Research, Education and Outreach & Engagement workstreams. Under the new plan, each workstream was assigned a specific set of priorities, outputs and impacts, and 2019 saw good progress being made in each area as detailed in this report.

The continued investment in independent research, with organisations such as Maynooth University and Behaviour & Attitudes, was fundamental to providing

unique insight and data, and assuring behaviour change. Drinkaware's dedicated research resource was leveraged to ensure all programmes were evidence-informed. In 2019, the Research Breakfast Briefing Series was launched as part of Drinkaware's 'open access' position. The inaugural event was well attended by multiple stakeholder groups with the keynote delivered by Ed Flahavan of the UK Behavioural Insights Team.

In 2019 Maynooth University delivered year two of its three-year independent evaluation of Drinkaware's Alcohol Education Programme for 1st to 3rd year students, 15,000 of whom have received the programme since 2016. As well as being highly rated by teachers, the results clearly indicate the programme's potential to deliver positive attitude and behavioural intent and fortify its importance as a primary prevention programme to tackle underage drinking.

The Drinkaware Index, formally launched in 2019, is a landmark research study that quantified attitudes, behaviours and profiles of the Irish adult population with regard to alcohol. This rich source of insight adds to existing data to provide a unique account of the 'at risk' culture that exists in Ireland today, and articulate the barriers to be addressed in order to prevent and reduce alcohol misuse and harm. The findings were applied to the 2019 Outreach & Engagement programme, shaping its content and messaging, and targeting specific audiences to good effect. The 30% increase in those who visited [www.drinkaware.ie](http://www.drinkaware.ie) and 68% increase in those who used the drinks calculator in 2019, reflect the increase in public interest and appetite to cut down or out alcohol.

Drinkaware's charity status was confirmed in 2019. Our independent governance is reflected in our Board membership, the charity's structure and procedures, and our compliance with the Charities Regulator's Governance Code.

Drinkaware's delivery of its critical work, that is proactively sought and trusted by the public, is possible because of the voluntary corporate donations it receives. These are provided within an agreement that explicitly keeps donators "at arm's length" and separate to our operations, executive and Board, and allows the charity to make a positive and important contribution to Irish society, and public health and wellbeing.

The charity's six-strong Board in 2019 includes significant and valuable experience in the areas of social psychology, governance and finance, legal, education, digital, communications and public affairs. I'm proud to say this has been further strengthened with two additional members joining in 2020 bringing important health and finance expertise to the charity.

The Public Health (Alcohol) Act 2018 was written into the statute in 2019. Drinkaware's objectives are aligned with the Act's objectives, which include the reduction of harm through misuse, the reduction of consumption by individuals and delaying the age of the first drink. Drinkaware has publicly welcomed the Act and in 2019 formally congratulated the Minister for Health on the implementation of the Act's first measures and re-iterated the charity's support of these and other measures. We look forward to seeing the legislation enacted and will continue our support in 2020 and beyond.

Drinkaware's executive delivered a stellar performance in 2019, punching well above its weight for a three full-time and three part-time team. Sharp strategic focus and exemplary productivity has seen every programme and aspect of the charity grow in reach, quality and gravitas. The team has shown itself to be efficient, resilient and collaborative, working with an increasing number of both new and long standing stakeholders, and also reacting with precision and decision to the ever-changing consumer and public health environment.

2019's successes represent a positive start to the 2019-2021 strategic plan, and a significant and solid base on which to build over the next two years. This is especially important in light of the challenges of the COVID-19 crisis. Having furthered a different media narrative regarding alcohol, and

also an interest and willingness amongst the public to re-consider their drinking habits, Drinkaware has amplified these important health and wellbeing messages in the increasing content of its digital and social channels. Drinkaware programmes have also migrated successfully to online platforms to ensure this content is accessible to all, at this time. Growing the collaborations instigated in 2019 and creating new ones adds to this reach and engagement.

It is clear that Drinkaware's relevance is heightened during this crisis as people turn to known and trusted sources. We take that role very seriously. The signposting to related health and wellbeing organisations, which Drinkaware has always done, has therefore increased substantially in 2020, along with the continued reiteration of the HSE's and Department of Health's COVID-19 messages. Our priority, as per our Constitution and our mission, is public health, and Drinkaware will continue to do all that we can in this regard. My thanks to the team who have been resilient in the now virtual delivery of this important work, and to the Board for its support at this difficult time.

I would also like to thank on behalf of the Drinkaware Board, CEO Sheena Horgan. Her application of thoroughness, advocacy and strategic oversight, has made significant and positive inroads on the organisation's profile, reputation and impact. I look forward to its continued success.



**PJ Timmins**  
**Chairman**





# CEO

# Welcome

## 2019 was a significant year for Drinkaware.

It marked the start of a new strategic cycle and three-year strategy, one that focuses on impact and a clearly defined set of deliverables that are stated and measurable. On the basis that you manage what you measure, it is vitally important that we measure what matters - and this includes attitudinal as well as behaviour shifts, and also emerging trends.

The new strategy embarked on in 2019 also heralded a new narrative, one where we challenged the drinking stereotype, calling on society and also the media to consider a different story. Alcohol misuse is an issue in Ireland, but there are burgeoning indications of change and it is crucial that we support their emergence and growth.

We made considerable progress in 2019, reaching out to and engaging with the general public on the subject of alcohol with half a million visits via our website alone. When you add our interactions through our growing social media platforms, Alcohol Education Programme, Workplace Wellness Programme and our face-to-face presence at events like The Ploughing, it is easy to see why we have 80% awareness as the trusted source of information on alcohol (Behaviour & Attitudes, 2019).

We are proud of this discernible achievement at a time when cutting through the health and consumer messaging is so difficult. We are also immensely proud of our national charity status attained in 2019 that reflects our singular objective which is to prevent and reduce the misuse of alcohol.

As is invariably the case with all public health organisations, Drinkaware's purpose was tested in 2019. But the conspicuous public benefit of all that we do is evident. Our resources help people to consider their drinking habits in a pragmatic way. Our feedback on the resources is universally positive and their take up within the healthcare sector – hospitals, clinics, surgeries, communities – is further testament to this. And two years into the study, the independent evaluation by Maynooth University of our Alcohol Education Programme shows positive knowledge, attitudinal and behavioural shifts amongst student regarding alcohol consumption.

Drinkaware is a distinct health promotion charity in that we specialise in behaviour change. Utilising best practice, literature reviews, benchmarking, and robust evaluation and research, Drinkaware uses a combination of the COM-B and Behavioural Insights Team's EAST models. These models are best suited for interventions and especially for bridging the intention-action gap, which we know from the data is one of the key challenges for those wanting to cut down or cut out alcohol.

As a truly national organisation, our work reaches all demographics across the country. That said, through our research we know there are societal constituencies that are more negatively impacted by alcohol. Men, especially young men, over index across all statistics regarding frequency and volume of consumption, and harms experienced. Acting on the findings in our Index (2019) we created the Change the Trend campaign specifically to address this.

At 15 years the average age for the first drink is too young. Our continued development of the Alcohol Education Programme in secondary schools, and our resources and messaging for parents, are supporting change on this issue. It is our intention going forward to amplify our work with both of these groups, and also to include other identified discrete groups in 2020 and 2021.

Of course, there is no silver bullet to deliver Drinkaware's vision of an Ireland where alcohol is not misused. As with all complex societal issues there are multiple determinants and multiple actors with a part to play, and we proactively invite and seek to co-operate and collaborate with other charities, academic and research institutions, semi-state and state bodies. The work detailed in this Report reflects this and we intend to expand on this in the years ahead.

Transparency and accountability should be the watchwords of any charity, and Drinkaware is no different. We take our charitable status very seriously and work tirelessly with the Board to ensure our governance and independence is above reproach. Our agreements with our funders, our infrastructure and processes, and most importantly our metrics, reflect this.

2019 has been a remarkable year for Drinkaware to the credit of the hard working, dedicated team. Their collective commitment to the charity's mission and purpose assured its delivery. Drinkaware's diverse and focused Board are also to be applauded. Their vigilant oversight and sage direction safeguard the integrity, credibility and success of the charity, and the team and I look forward to this continuing into 2020 and beyond.



**Sheena Horgan**  
CEO

“

80% of adults  
cite Drinkaware  
as the leading  
source of  
trusted alcohol  
information in  
Ireland

- Behaviour & Attitudes, 2019

”





# About Drinkaware



## Our vision

An Ireland where alcohol is not misused.



## Our mission

To prevent and reduce the misuse of alcohol in Ireland.



## 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 44% of adults drink on a weekly basis, almost 1 in 5 binge drink and at 15 years, our children have their first alcoholic drink three years under the legal age of 18 years, our vision is certainly ambitious, but we believe Ireland can write a different story and we are singularly focused on supporting it.

### Trust

80% of the general public are aware of Drinkaware as a provider of trusted information on alcohol (Behaviour & Attitudes, 2019). 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 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).

This process started with the critical question, what is the change we want to see? For Drinkaware this is, as it always was, **an Ireland where alcohol is not misused**. Our mission is 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 the five identified Levers of Change outlined below.

## 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%). There is much work to do to improve this understanding because without this baseline knowledge, unintentional alcohol-related harm in Ireland will continue.

### 2 A desire and willingness to change

Having the appetite and desire to change is a prerequisite to positive behaviour change. And that willingness to behave differently is influenced by people's perception that the change is achievable. By promoting and demonstrating change Drinkaware will facilitate this movement, that is informed by our data that 1 in 3 adults have already made positive changes to their drinking habits.

### 3 The know-how (capacity) 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 by 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.

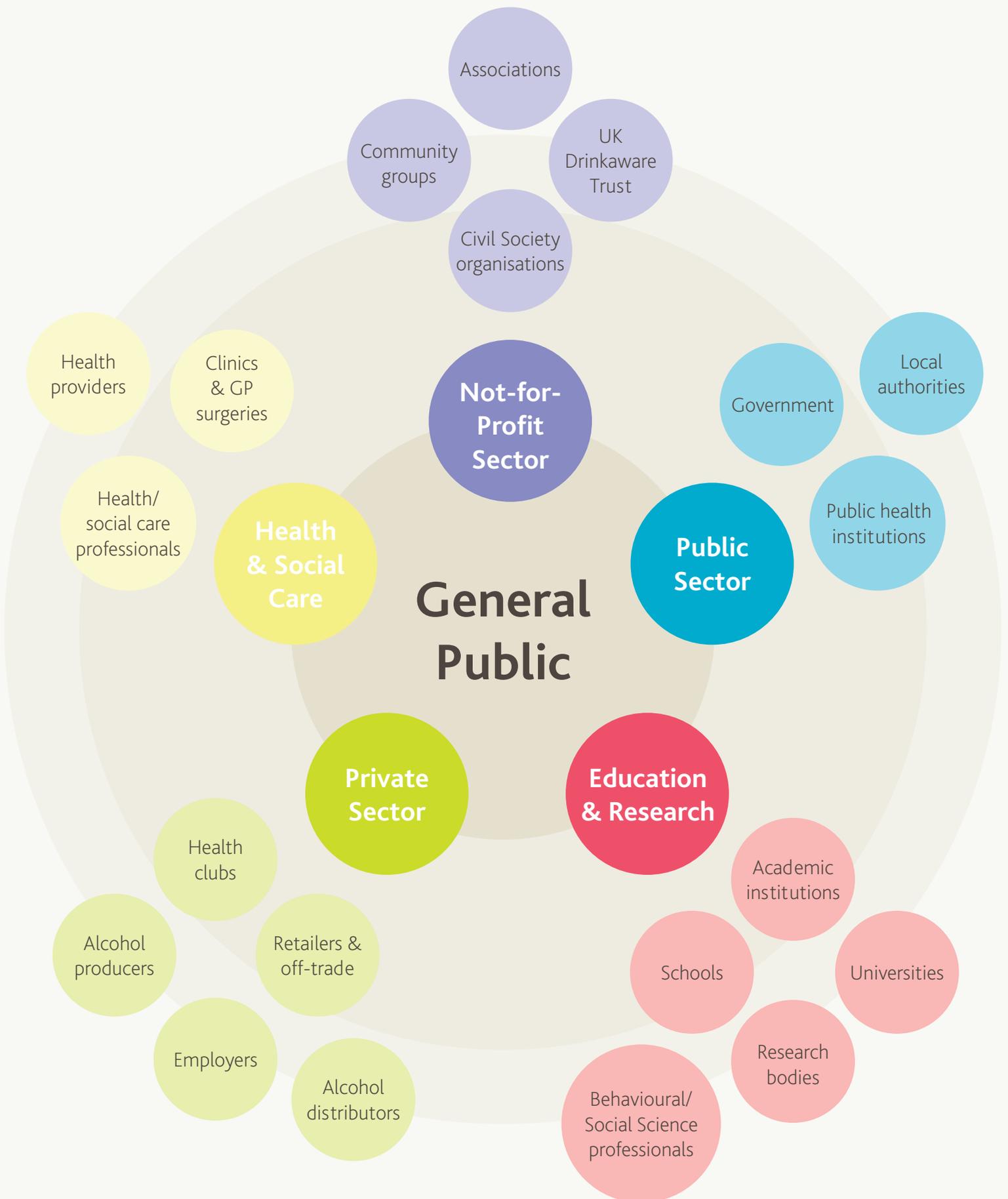
### 4 The incentive (reward) to change

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 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 facilitating underage drinking.

# Stakeholder Map





# Outreach & Engagement



## Overview

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

## Objectives

- a. To support greater awareness and understanding of alcohol misuse and harm.
- b. 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.

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92% of people who ordered our health promotion resources agree that they will help them to drink less.

– User feedback via Survey Monkey

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# Key Outputs in 2019

## Public information media campaigns

Drinkaware contributes significant value 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 2019, we contributed to over 400 pieces of coverage across national, regional and local print, radio and television.

### Media Highlights

#### 2019 Drinkaware Index launch

In May, we launched our 2019 Drinkaware Index report to universal acclaim. This landmark study quantifies and exposes, for the first time, the collective complacency and cultural acceptance surrounding Irish drinking patterns. Extensive national coverage included RTÉ Drivetime, The Elaine Show and Irish Times.

#### Change the Trend campaign

During Men's Health Week we launched our new evidence-informed digital campaign, Change the Trend, to improve the health and wellbeing of young men in Ireland by providing facts, advice and tools to empower men to understand and make positive choices around their drinking habits. We developed this in response to the Drinkaware Index findings that young men, particularly under-34s, exhibit consistent hazardous and potentially harmful drinking patterns. Coverage highlights include Newstalk, Irish Examiner and Joe.ie.

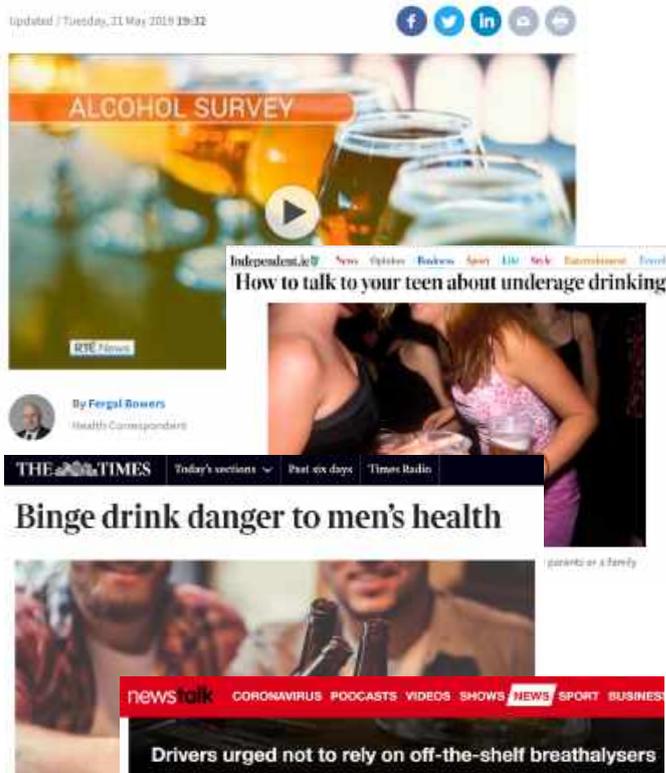
#### Parental advice and tools

The unique position of parents and other adult family members to influence young people's attitudes and future behaviours towards alcohol is of critical importance. Prior to Leaving Cert results and college offers in August, we encouraged parents to advocate for sober curiosity and a more mindful attitude to alcohol. While in October, we provided tips and resources to highlight the importance of pushing back on the normalisation of allowing young people to drink alcohol at home under parental supervision ahead of delayed Junior Cert celebrations.

#### Christmas

Throughout December, we provided tips for mindful drinking at festive celebrations and a call for parents and adult family members to be positive role models at home. We also raised awareness of alcohol's significant impact on mental health and Drinkaware Index data noting the extent to which Irish adults, particularly young men, drink to cope.

#### ▶ One in five adults classified as a hazardous drinker - report



A selection of our coverage in 2019

### » Looking Forward

The target for 2020 is to sustain our media coverage and increase it by 10%. We also aim to build on the depth and breadth of our messaging and sustain the quality of coverage secured.

# Digital health promotion

Drinkaware runs regular, timely campaigns across our social media channels to inform, educate and increase access to practical tools to facilitate positive behaviour change. Our results in 2019 demonstrate unrivalled reach, engagement and trust with the public and other stakeholders regarding alcohol education in Ireland.



	Followers/Likes	Impressions	Engagements
Facebook (@DrinkawareIE)	79,133	4,996,289	92,178
Instagram (@Drinkaware_ie)	538	473,084	464
Twitter (@drinkaware_irl)	2,000	60,733	1,010



Examples of our social media activity in 2019

## » Looking Forward

In 2020, we plan to undertake a review of our digital strategy and all digital health promotion activity to identify gaps, which content is engaging people and which content needs updating to reach key audiences. Our KPIs will be updated to reflect the new strategy but we intend to increase key performance metrics by 10%.

# Public health awareness support

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



**Drinkaware IRL** @Drinkaware\_ie · May 29, 2019  
 The @WHO estimates that 1/2 of all cancers could be prevented if everyone followed all 12 actions in the European Code Against Cancer @cancercode, including drinking less alcohol. This European Week Against Cancer, find out more: [bit.ly/2MeYqEp](https://bit.ly/2MeYqEp) #EWAC2019



**Drinkaware** Published 2 April 2019  
 April is #BowelCancerAwarenessMonth. Bowel cancer is the second-highest cause of cancer death in Ireland, but it's highly preventable if caught early. Drinking less alcohol is just one of the ways Irish Cancer Society recommends to help reduce your risk.



**Drinkaware IRL** @Drinkaware\_ie · Sep 2, 2019  
 Did you know that 80% of heart disease & stroke is preventable through lifestyle changes? This includes drinking less or no alcohol. September is #IrishHeartMonth - a great time to think about your drinking habits & make a change to keep your heart healthy [bit.ly/2FtevSR](https://bit.ly/2FtevSR)



Some of the events we supported in 2019

## » Looking Forward

The target for 2020 is to continue supporting these important initiatives and include additional relevant public health awareness dates into Drinkaware's communications calendar.

# Collaborations and partnerships

Collaboration is one of our core values and in 2019, we continued to seek opportunities to work with mission-aligned organisations to further amplify our public health work. In 2019, we worked collaboratively with academic (TCD), semi-state (RSA), trade body (VFI) and media (Newstalk) organisations. Highlights and impacts from our collaborations in 2019 are detailed below.

## Drink driving

In February, we partnered with the **Vintners' Federation of Ireland (VFI)**, on a public awareness campaign about driving safely the morning after drinking alcohol. The resulting short educational video outlined standard drinks, how long it takes to process alcohol and current drink driving legislation in a clear and concise way. During the three-week campaign, the video was viewed 840,000 times.

In March, we joined the **Road Safety Authority** to support a public appeal by the Minister for Transport, Tourism and Sport, Shane Ross T.D. to encourage all road users to do their bit to promote road safety. This appeal followed 32 fatalities on Irish roads in the first two months of 2019, representing an increase of ten deaths compared to 2018.

Drinkaware was proud to once again partner with the Road Safety Authority and An Garda Síochána on the 15th annual **Coca-Cola Designated Driver** campaign. This yearly campaign shines a spotlight on those who help to keep our roads safe over the festive season by choosing not to drink alcohol before driving.



Collective support for the 2019 Coca-Cola Designated Driver campaign

It takes your body  
**1 hour**   
to process one standard drink

Screenshot from our road safety video created in partnership with the VFI

## Christmas

Rethink Your Drink, our partnership with **Newstalk**, challenged listeners to explore their drinking habits and relationship with alcohol over the festive period. Across all shows including Moncrieff and the Pat Kenny Show, we joined presenters to demonstrate the benefits of a 'less is more' attitude to drinking and showed how easy this can be with simple tips and advice. The week culminated in a live recording of Lunchtime Live with Ciara Kelly in the alcohol-free The Virgin Mary Bar, Dublin. The editorial reached an audience of 344,000, and in addition the station ran 30 promotions featuring Drinkaware's tips across the week.



Sheena Horgan (Drinkaware CEO) speaks with Dr Ciara Kelly at our Rethink your Drink live event

## » Looking Forward

The target for 2020 is to continue Drinkaware's co-operative collaborations regarding drink driving. We also intend to deliver a Christmas campaign partnership and two additional collaborations.

# Drinkaware Stakeholder Day 2019

This annual Stakeholder Day brought together NGOs, communicators, partners, health and wellness specialists and funders.

The theme 'How do you sustain a movement for change?' was chosen to reflect Drinkaware's new strategic plan which is based on the Theory of Change, and more specifically, on how we as an organisation can deliver the change we seek – an Ireland where alcohol is not misused. The inspiring panel featured some of Ireland's best-known changemakers:

- Craig Dwyer, ForaChange
- Liz Yeates, CEO, Marie Keating Foundation
- Adam Harris, CEO, AsIAm
- Treasa Leahy, Principal of Mercy Convent Secondary School, Inchicore (and Drinkaware Board Member)

[Read a summary blog at drinkaware.ie](#)

## » Looking Forward

Due to COVID-19, the in-person 2020 Stakeholder Day originally planned for April has been changed to a virtual event later in the year.



Panel discussion



Liz Yeates (Marie Keating Foundation), PJ Timmins (Drinkaware Chair) & Adam Harris (As I Am)



2019 Stakeholder Day in full swing

# On-the-ground public engagement

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

## » Looking Forward

As a result of the COVID-19 pandemic, the 5,900 face-to-face engagements with the public in 2019 will not be repeatable in 2020 and will instead be replaced by virtual public engagement as much as possible.

In 2019, we exhibited at:

- ◀ **Diabetes Ireland Conference**  
(February, est. reach 200)
- ◀ **Tullamore Show**  
(August, est. reach 1,000)
- ◀ **Ploughing Championships**  
(September, est. reach 4,000)
- ◀ **Over 50s Show**  
(October, est. reach 500)
- ◀ **Mental Health & Wellbeing Summit**  
(October, est. reach 200)

# 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 2019, 4,342 orders were placed for our resources via our website and over 65,000 were distributed throughout the year. These resources are critical to support positive behaviour change as they address two of the previously noted Levers for Change – 'an understanding of misuse' and 'the know-how to change'.

The most popular tools ordered by the general public and health professionals are the standard drink measure and drinks, calorie and sugar calculator. Our information booklets include *Alcohol and You*, *Your Children and Alcohol* and *Young People, Alcohol and Mental Health*. Many of our resources are also available in the Irish and Polish languages.

We commissioned the Behavioural Insights Team in the UK to assess the behaviour change potential of our measure cup and calculator. This evaluation will provide valuable insights on their use and overall public benefit.



## Our resources in 2019



**4,342**

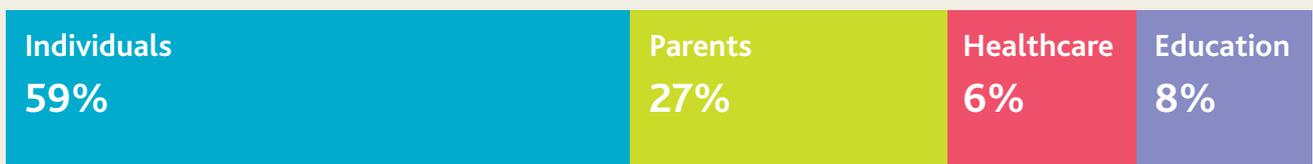
orders were placed for our resources (+90% on 2018)



**+65,000**

measure cups, booklets, calculators and posters distributed nationwide

## Who ordered our resources?



“ Very helpful tools to educate people to be more aware of their drinking habits. ”  
– User feedback via Survey Monkey

### » Looking Forward

In 2020, we will use the Behavioural Insights Team recommendations to update our resources to ensure their continued value and ability to facilitate positive changes to drinking habits. Our target for 2020 is to increase the number of orders placed by 15%. However, due to COVID-19, a severe reduction in resource distribution is expected.

# 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 within the workplace setting. The intended outcomes include increased knowledge of alcohol misuse and the HSE low-risk guidelines, and intention to change behaviour. A range of options are available to employers, including interactive workshops, intranet content and manned information stands.

Initiated in 2018, the programme gathered further momentum in 2019, delivering educational workshops and distributing health promotion resources in almost 40 diverse employer settings. These include St Vincent's Private Hospital, Dublin Airport Authority, Boston Scientific, Accenture, Irish Rail, National Transport Authority and Bons Secours Hospital.

Drinkaware also supported National Workplace Wellbeing Day (April), exhibited at the IBEC Keep Well Summit and Legal Island HR conference, and published articles in the Keep Well Summit online magazine.



## Case Study: Irish Rail

### Background

The Health Promotion Officer and the Health and Safety Manager for Irish Rail identified that there was a need for improved alcohol awareness for staff. In particular, there was a need for understanding about the "morning after" effect and binge drinking.

The decision was made to provide training for health and safety reps and line managers. Following a discussion with Drinkaware's Workplace Wellness Manager, a workshop providing interactive training on alcohol awareness was planned. This workshop was facilitated by Drinkaware to Irish Rail employees.

To assess impact, a pre and post knowledge questionnaire was provided. Staff were asked six questions the week before the workshop and then again immediately after the workshop. In addition, staff were asked if they intended making small positive changes to their drinking habits following the workshop.

### Key Results

- The percentage of staff who were able to identify the low-risk guidelines for maximum number of drinks per week doubled
- The percentage who could identify the correct number of standard drinks which constitutes binge drinking increased from 69% to 100%
- All staff stated that they would make small positive changes to their drinking following the workshop.

### Conclusion

This case study shows that interactive training for alcohol awareness can improve knowledge level and encourage behaviour change.

## Impact Evaluation of the Workplace Wellness Programme 2019

Base: 18 companies/111 participants

- 77% of participants noted that the content of the workshop '**challenged my current thinking about alcohol**'
- 98% agreed that they **understand 'binge drinking'** following the workshop
- 96% agreed that they **will pass on some of what they have learnt** to friends/family
- 99% agreed that the **content/workshop was useful**
- 74% agreed that they **will use the Drinkaware resources provided to make small changes** to their drinking habits

### Knowledge score of low-risk guidelines

1-10 scale rating where 1=no knowledge, 10=fully aware

- 4.5 BEFORE the workshop
- 8.0 AFTER the workshop



Marie Quinn (Drinkaware Workplace Wellness Manager) hosting an information stand at the Dublin Airport Authority

## » Looking Forward

Drinkaware's Workplace Wellness Programme has migrated to an online platform in 2020 so that the needs of employees and employers regarding educating the workforce about alcohol can continue with a revised engagement target of at least 10 companies. Recorded webinars and live interactive virtual workshops will cover subjects including alcohol and wellbeing, remote working and parenting.

## Public submissions

Drinkaware submitted responses to two public consultations relating to the harmful use of alcohol. It is important that we continue to share our learnings, insights and expertise to support collective national and international efforts to reduce alcohol misuse and harm.

- Food Safety Authority of Ireland, September 2019: Public Consultation in respect of regulations to be made under sections 12 and 13 of the Public Health (Alcohol) Act 2018.
- World Health Organisation, November 2019: Web-based consultation on the implementation of the WHO global strategy to reduce the harmful use of alcohol since its endorsement, and the way forward.

**These consultation responses are available to view at [drinkaware.ie](https://www.drinkaware.ie).**

# Key Outcomes in 2019

Listed below are the **ten key outcomes** that resulted from our Outreach & Engagement activity in 2019 detailed in this report.

1. Advocated **behaviour change best practice** regarding alcohol
2. **Increased year-on-year reach and public engagement** with our health promotion campaigns and programmes
3. **Challenged the widely accepted stereotype regarding Irish society and alcohol**, and complacent and complicit attitudes towards alcohol misuse
4. **Increased knowledge and awareness amongst the general public** of how to cut down or cut out alcohol (with an emphasis on the HSE low-risk weekly guidelines)
5. Increased knowledge and awareness amongst the general public of **what constitutes misuse and the harms associated with alcohol**
6. Increased awareness of, access to and take-up of **evidence-informed health promotion resources available** to implement positive behaviour change with regard to alcohol
7. Broader and more regular **factual knowledge around alcohol consumption delivered** through face-to-face engagements and strong editorial
8. Public interest and **sustained discourse on alcohol misuse, harm and positive behaviour change**, stimulated by our research evidence and campaigns
9. Increased awareness and trust of **Drinkaware as the leading provider of information on alcohol** among adults in Ireland
10. **Direct interest from a wider pool of stakeholders** in collaborative opportunities to deliver change

“

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 2019

Listed below are the **eight key impacts**, the measurably positive effect, of our Outreach & Engagement activity in 2019 detailed in this report.

1. **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. In 2019, public awareness of Drinkaware to provide trusted alcohol information reached 80% (up from 76% in 2018, Behaviour & Attitudes).
2. A **broad national conversation** challenging alcohol's place in Irish culture, as evident in the rise in Drinkaware's media coverage – over 400 individual pieces across print, online, television and broadcast (national and regional), compared to over 200 in 2018. This is demonstrated by the thought leadership of our 'change the stereotype' messaging initiated on St Patrick's Day and continued throughout the year following the launch of the Index report.
3. A **consumer-friendly and helpful narrative** on alcohol that provides the facts and tangible actions to put behaviour change into practice. An example of this is the 'Rethink your Drink' campaign with Newstalk (editorial reach of over 344,000) which offered tips to reduce alcohol consumption or cut out alcohol during the Christmas season. This can also be seen in by the circa 5,000 face-to-face conversations with members of the public at the 2019 Ploughing Championships and Tullamore Show.
4. **Increase in interest/intent to change** as indicated by the sustained growth in engagement with Drinkaware. In 2019, visits to [www.drinkaware.ie](http://www.drinkaware.ie) averaged approx. 45,000 people a month, totalling 530,251 (+31% on 2018), and over 2 million pages were viewed (+46% on 2018). In addition, 77% of participants noted that the content of the workplace wellness workshop 'challenged my current thinking about alcohol' (via Survey Monkey feedback).
5. **Increase in capacity to change** across the general population demonstrated by the 314,653 uses of Drinkaware's online drinks calculator (+68% on 2018), the over 65,000 Drinkaware health promotion resources proactively ordered by individuals, parents and education and health professionals and distributed by the charity in 2019 (double the number of orders in 2018). Feedback obtained via Survey Monkey found that 92% of those who have used Drinkaware's resources agree that they will help them to drink less.
6. **Awareness of the harms associated with alcohol misuse** in relation to 'own' consumption amongst the general public through Drinkaware's support and promotion of the various national health awareness campaigns including World Cancer Day and Irish Heart Month.
7. **Positioning of alcohol education as part of the wellbeing narrative in the workplace** setting. In 2019, Drinkaware delivered 33 workshops and 63 events (manned stand, intranet content) as part of the Workplace Wellness Programme, engaging with over 2,615 employees. As the year progressed the interest in the resources increased so that the Programme was booked out in November and December. 90% of employees who participated in a Drinkaware event, would recommend the Drinkaware Workplace Wellness Programme (via Survey Monkey).
8. **Collaborations that amplified the reach of positive public health messaging.** This included campaigns and work with the Road Safety Authority, Coca-Cola Ireland and Department of Transport, Tourism and Sport, and Workplace Wellness Programme employers – Irish Rail, St John of God's, Aldi, St Vincent's Private Hospital, Dublin Bus, Irish Aviation Authority, and the Central Bank of Ireland, amongst others.

# Research



## Overview

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.

“

The resources are very helpful and informative. An easy way to start discussions and promote visual understanding of alcohol.

– User feedback via Survey Monkey

”

# Key Outputs in 2019

## Published research and papers

In 2019 Drinkaware commissioned, analysed and reported on three substantial research studies: Drinkaware Index, Alcohol Education Programme Evaluation Study and Drinkaware Barometer. A comprehensive overview and key findings from each are detailed in this section of the report.

### Drinkaware Index (Behaviour & Attitudes, 2019)

The Drinkaware Index is a nationally representative study providing the most up-to-date and comprehensive picture of alcohol consumption in Ireland. This research delves deeper into drinking habits among Irish adults, analysing attitudes and behaviours regarding alcohol as well as motivations and moderation techniques utilised.

#### Objective

To ascertain the facts and drivers behind the behaviour and attitudes of the Irish population regarding alcohol consumption. And in particular to identify who the 'at risk drinkers' are using internationally recognised tests for alcohol use disorders.

The questionnaire design for the Drinkaware Index incorporated seven internationally recognised and standardised question models (including the World Health Organisation's AUDIT-C), making it possible to corroborate and cross-analyse with international research.

#### Key findings

1. The Drinkaware Index is a ground-breaking, risk-based configuration of the Irish drinking population. It has, for the first time, mapped two key groups within the drinking population that appear most at risk due to their potentially harmful level of alcohol consumption:
  - Hazardous/increasing risk drinkers (21% of the drinking population), and
  - A subset of drinkers within the low risk group who can be classified as at potential risk, and who constitute 23% of the drinking population.
2. The Drinkaware Index also quantified and exposed, for the first time, the collective complacency and cultural acceptance surrounding Irish drinking patterns.

#### Additional findings



44% of adults in Ireland report weekly drinking



19% exceed binge drinking levels on a typical drinking occasion



'Future health problems'

24% acknowledge that their current drinking levels may cause future health problems



50% cite 'coping' as a motivation for drinking alcohol



'Just a part of Irish culture'

74% believe drinking to excess is 'just a part of Irish culture'

The full report is available to download at [drinkaware.ie](http://drinkaware.ie)

## Year One Evaluation of Drinkaware's Alcohol Education Programme, conducted by Maynooth University

In 2019, the first of a three-year independent longitudinal study of Drinkaware's Alcohol Education Programme in secondary schools was completed and a summary published.

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 mixed methods study evaluated the effectiveness of Drinkaware's manualised junior cycle programme.

### 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 both students and teachers.

### Key findings

- 81% of teachers felt there is a strong need in schools for a programme such as the Drinkaware AEP
- Two-thirds of students said that they would recommend the AEP to other schools
- 62% of students rated the AEP as 'good', 'very good' or 'excellent'
- 84% of teachers thought the training provided was 'very good' or 'good'
- 88% of teachers thought the programme content was 'very good' or 'good'
- Two-thirds of teachers believed that the AEP had a positive impact on their students' attitudes towards alcohol.

**The summary report is available to download at [drinkaware.ie](http://drinkaware.ie).**

## Drinkaware Barometer (Behaviour & Attitudes, 2019)

2019 saw the fourth iteration of a national behaviour and attitudes omnibus survey conducted by Behaviour & Attitudes on behalf of Drinkaware. The Barometer has particular significance as a tracking and identifying study of drinking patterns, as a consistent set of data has been captured over a number of years.

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'.

### Objective

To assess and track the attitudes and behaviours towards alcohol among adults in Ireland.

### Key findings

- 44% of adults in Ireland reported that they have 'made small positive changes to my drinking habits (i.e. drink less)'
- 68% have become 'much more aware of how excessive drinking affects my health and wellbeing'
- 44% agree that 'when I drink alcohol at home, I am less likely to track how much I drink'
- 64% agree 'there should be an official recommended breathalyser for personal use'
- 2% of adults know the low-risk weekly guidelines

### » Looking Forward

- The conclusion of the second- and third-years' evaluation of the Alcohol Education Programme by Maynooth University will continue into 2020.
- The Barometer will also be repeated, with additional questions being asked of current significance regarding COVID-19. We also aim to sustain or increase public awareness and trust of Drinkaware from the 80% reported in 2019.

# 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 four successful submissions to and presented at the World Social Marketing Conference in Edinburgh in June 2019.

Defining Irish alcohol consumption, behaviours and attitudes, and analysing those who are currently, or are on the cusp of, drinking in a harmful or hazardous manner.

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

We were also pleased to present this research poster at the below events in Europe.

- The Lugano Summer School in Public Health Policy, Economics and Management (August 2019)
- Beer and Health Symposium (in absentia), Brussels (September 2019)



Drinkaware research presentations in 2019

Social marketing to reduce the impact of alcohol misuse at Christmas in Ireland.

This poster outlined the targeted approaches we used to develop and implement our 2019 Christmas digital health promotion campaign with the aim of reducing alcohol misuse, particularly in the home setting.

Bringing alcohol education to the classroom and whole school community.

This presentation offered a detailed look at the evidence base for our junior cycle Alcohol Education Programme, an exploration of age-appropriate alcohol education and the need for a whole school approach.

Is it appropriate for industry/commercial organisations to fund not-for-profit programmes that address 'sensitive' social issues?

This interactive session encouraged discussion and consensus on the appropriateness of private sector funding of social change organisations, the parameters of acceptability of this funding and the ethical considerations.

All conference presentations are available to download at [drinkaware.ie](http://drinkaware.ie).

## » Looking Forward

Drinkaware's research team will build on the success of conference participation in 2020, and aim to secure at least two relevant submissions.

## Active research projects

### Understanding (intentional/unintentional) Binge Drinking in the Home in Ireland, with support from Amárach Research

In 2019, we began a programme of research to explore the views and experiences of at-home drinking and (intentional/unintentional) binge drinking at home among Irish adults. The objective was to further investigate the data from the Drinkaware Index (2019) by gathering insight into the experiences of at-home drinking to create a better understanding of its prevalence and drivers, and exploring the gaps in knowledge among Irish adults on binge drinking.

A series of qualitative, semi-structured focus group discussions were conducted with a sample of Irish adults (n=39) between October and November 2019. Spirits Europe provided part funding in 2019 under the Funding Call "Support or Prevention Programmes aiming to Reduce Alcohol-Related Harm".

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

The aim of this collaboration is to provide further research evidence on psychological characteristics associated with heavy alcohol use among young adults. TCIN researchers, led by Professor Robert Whelan, will undertake further analysis on data from the Drinkaware Index (2019) alongside their own existing datasets.

### Year Two Evaluation of Drinkaware's Alcohol Education Programme, conducted by Maynooth University

The second of the three-year independent longitudinal study outlined on page 26 was conducted in 2019. Key findings, insights and recommendations from the evaluation were used to update the year two lessons in the teacher manual.

#### Initial findings

- Students reported a three-fold increase in knowledge of the facts about alcohol (10% pre-programme in 2018, 30% in Year Two)
- The number of students who reported having 'no interest or intention of drinking' has increased to 47% from 30% pre-programme
- 98% of teachers rated the AEP as 'good', 'very good' or 'excellent' (an increase from 81% in Year One)

“If we didn't do this course, we would never know about the effects of alcohol. It is so important to know about peer pressure and alcohol.”  
- Student, Maynooth University evaluation study

#### » Looking Forward

- We will publish the full report of findings from our at-home drinking study in 2020, which will then be used to engage and share with stakeholders.
- Our research collaboration with Trinity College Institute of Neurosciences will progress throughout 2020.
- The final year of the Alcohol Education Programme evaluation by Maynooth University was initiated in 2019. The summary reports of the evaluation for years two and three will be available in 2020.



*Ed Flahavan speaking at our inaugural Research Breakfast Briefing*

## Research Breakfast Briefings

2019 saw another first for Drinkaware as we launched a new series of research events. We created the Drinkaware Research Breakfast Briefing series to reach out to all stakeholders to build a community of active and interested researchers in the health and behaviour change space.

Drinkaware encourages collaboration by creating an opportunity for issues relating to alcohol in Ireland to be discussed, and in doing so, contribute to shared learnings and knowledge. We strongly believe that this will in turn help to enrich the knowledge and expertise available for both addressing and enabling positive behaviour change.

Ed Flahavan, Policy Advisor, Behavioural Insights Team (UK) delivered the keynote presentation at our inaugural briefing in October 2019. Ed navigated attendees through an interactive presentation on behaviour change theory, how it translates into practice and its application to reducing alcohol misuse.

**Read the key takeaways at [drinkaware.ie](https://www.drinkaware.ie).**

## Recognition of our research

The Drinkaware Index 2019 was shortlisted for a **Research Excellence Award** in the competitive Public Policy and Social Research category.

While the report didn't win, it was an honour to be shortlisted alongside other ground-breaking studies that will contribute to societal good. We would like to extend our congratulations to our partner research agency, Behaviour & Attitudes, on their Grand Prix win.

### » Looking Forward

- The new Research Breakfast Briefing Series will continue into 2020. They will cover a range of useful topics in the area of behaviour change and research. Presentations will be made by a mixture of relevant and interesting guest speakers and also Drinkaware staff when presenting our own research. The intention for the series is to host three or four briefings a year, and where these cannot be in person we will run them virtually.
- Drinkaware will continue to pursue the highest standards of professionalism and research excellence in 2020 and will seek to attain recognition amongst professional research bodies for same.

# Key Outcomes in 2019

Listed below are the **twelve key outcomes** that resulted from our Research work in 2019 detailed in this report.

1. **Current, unique and relevant (high quality and impartial) data** regarding behaviour, attitudes towards and motivational drivers of alcohol consumption among adults in Ireland
2. Improved **efficacy and integrity of all Drinkaware work** arising from core research principles embedded into our research studies
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. Creation of future **opportunities to cross-analyse Irish data with international counterparts** through the utilisation of standardised question models
5. A **rounded and grounded perspective with regard to alcohol in Ireland** from correlated own, national and international data
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** and 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
11. **Free and open access to Drinkaware data sets** for use by other mission-aligned organisations and academic institutions
12. Further development and leveraging of the research arm as an **organisational asset for Drinkaware.**

“

I would highly recommend this programme to other teachers. It was a great success with my class. Both myself and the students enjoyed the activities and discussions.

”

- Teacher, Maynooth University evaluation study

# Key Impacts in 2019

Listed below are the **nine key impacts**, the measurably positive effect, of our Research work in 2019 detailed in this report.

1. **Articulated actual context by capturing 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, most recently Change the Trend which has reached thousands of men on social media since launching in 2019.
2. **Signposted emerging trends** that merit further research to add to the existing knowledge base of drinking patterns. The research funding grant secured for additional research into alcohol consumption in the home, as raised in the Index, is a case in point.
3. **Increased open access to data and learnings resulting in new collaborations** with other research-focused groups that will expand the depth of knowledge on the attitudes, behaviours and motivations driving alcohol consumption in Ireland. This commitment to sharing data is demonstrated through our collaboration with Trinity College Institute of Neurosciences which will build on Index data to provide further evidence on the psychological effects associated with heavy alcohol use among young adults.
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. **Monitoring of programme progress, and evidence of effectiveness** through conducting and publishing evaluations. Increasing understanding of what works by using theory-based impact evaluations (AEP and WWP) in order to understand the effectiveness of our programmes and what specific elements require further testing/adaptations.
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 at 2019 World Social Marketing Conference and Drinkaware's short-listing for a 2019 Research Excellence Award in the competitive Public Policy and Social Research category.
7. The establishment of Drinkaware's reputation for credible and valuable research, that delivers **evidence-informed interventions**, as indicated by the extensive media coverage of our research, in particular the Drinkaware Index.
8. **Greater knowledge exchange** in order to address alcohol misuse and related harm. This is evidenced by the representation at our inaugural Research Breakfast Briefing of stakeholders from diverse backgrounds across the 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 prevent and reduce the misuse of alcohol, and to further **collaboration and co-operation in the longer term**.

# Education



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

## Overview

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

Informed by the need for alcohol education for young people, as expressed by parents, teachers, and students, and guided by best practice (2015, Cregan Professor of Education and Psychology at St. Patrick's College, Mark Morgan), Drinkaware's school-based work includes parents workshops and the Alcohol Education Programme (AEP). It utilises Drinkaware's expertise as educators, and teachers are trained by Drinkaware's highly experienced Education Programme Manager in how to deliver the AEP to their students.

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

## Objectives

The objectives of the Alcohol Education Programme are:

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

## Goal

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

“An amazing programme with fantastic research behind it - massively needed in today's society for young and old. My students were extremely engaged, and it should be embraced by all schools.”  
- Teacher, Maynooth University evaluation study

# Alcohol Education Programme (AEP)

The Drinkaware Alcohol Education Programme (AEP) is an evidence-informed eight-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 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.

## Updated teacher manual

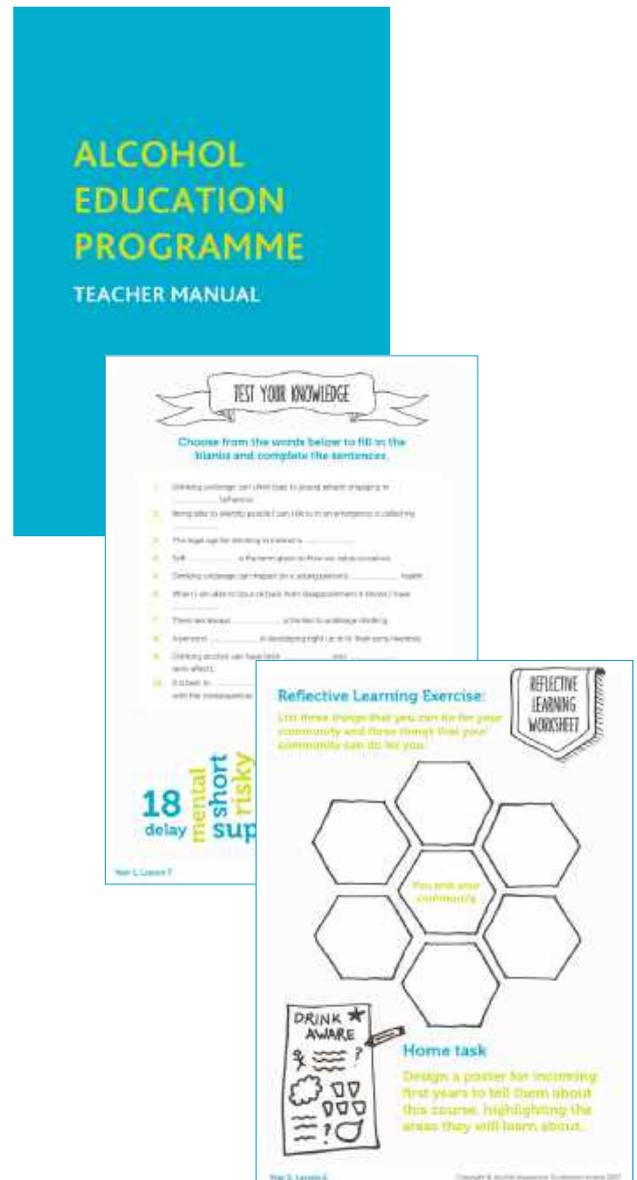
In 2019, we updated the AEP manual to support teachers to facilitate the best possible learning outcomes. Lessons were revised based on year two of Maynooth University's independent external evaluation (the same was done in 2018 following the year one evaluation, see page 26 for more detail). Further reflective learning activities for students were added in line with Framework for Junior Cycle guidance.

## Teacher training

63 new teachers were trained to deliver Drinkaware's AEP at two separate training days held in Athlone and Cork. All teachers in attendance receive an updated copy of the teacher manual which includes lessons, teacher notes and student worksheets.

The all-day training sessions were delivered by Drinkaware's Education Programme Manager with supportive presentations by Professor Mark Morgan, Cregan Professor of Education and Psychology at St. Patrick's College, Professor Sinéad McGilloway, Founder and Director of the Centre for Mental Health and Community Research at Maynooth University Department of Psychology, and Dr John Weafer of Weafer and Associates.

This brings the total number of teachers trained to 238 since 2016 and to date, almost 15,000 first-third year students have received our programme.



## » Looking Forward

The plan in 2020 is to at least sustain and at best expand the reach of the programme in relation to the number of teachers trained and students to whom the programme is delivered. This will be subject to interest and funding. It is also anticipated, due to teachers' requests, that a Transition Year add-on will be developed and piloted in late 2020.

## Whole School Approach

Best practice suggests that there should be a whole school approach in the planning and delivery of a programme rather than a reliance on individual teachers. This involves engaging the whole staff with the programme including principals and school management, being guided by cross-curricular links and aligning the programme with school policy.

### School handbook

Drinkaware has developed a new resource to enable a whole school approach to alcohol education. The lessons within this handbook signpost clear guidance on how all teachers can include alcohol education alongside other subject areas.

### Whole staff workshop

15 teachers in Mercy Secondary School (Inchicore, Dublin) attended a staff workshop to introduce the whole school approach to alcohol education. This session was delivered by Drinkaware's Alcohol Education Programme Manager.

### Additional training

Drinkaware is often recommended to other secondary schools and third-level institutions by teachers who have attended an AEP training day, which is testament to the strength and value of the training provided. We endeavour to fulfil as many of these ad-hoc requests as possible, given our small team. In 2019, we were pleased to facilitate an Introduction to Alcohol Education workshop for almost 50 final year students of Education in St Angela's College, Sligo.

#### » Looking Forward

The new school handbook will be piloted in a small number of schools in 2020 with a view to roll-out further thereafter. Further development of a viable whole school approach pilot will take place in 2020.

## Parent Workshops

Nine parent workshops were facilitated in 2019 to support parents to have informed, timely and regular conversations about alcohol with their children.

This interactive workshop features the latest research about young people and alcohol in Ireland, strategies parents can use to start the conversation about alcohol, age appropriate advice for parents to continue the conversation, and advice for parents on being role models, boundaries, consequences and active communication. Each parent in attendance receives a copy of our *Your Children and Alcohol* and *Young People, Alcohol and Mental Health* booklets.

#### » Looking Forward

The plan in 2020 is to increase the number of parent workshops we facilitate and grow attendance by 20%. Where our workshops cannot take place in-person, we will facilitate virtually as much as possible.

“ Informative and research-based workshop. Everyone is having the same struggle as you at home and we are all doing our best. ”

– Parent workshop participant

# Key Outcomes in 2019

Listed below are the **eleven key outcomes** that resulted from our Education work in 2019 detailed in this report.

1. **A primary prevention programme that actively encourages the delay of children's first drink.** Students who received two years of the AEP were more likely to report an intention to 'delay drinking for as long as possible' (28% vs 25%), and students who reported having 'no interest or intention of drinking' has increased to 47% from 30% pre-programme.
2. **A fit-for-purpose junior cycle alcohol education resource:** Teachers were overwhelmingly positive about the AEP (98% believed it to be 'excellent', 'very good', or 'good', representing an 11% increase); and of the students who received the programme, 63% rated the AEP highly and two-thirds reported that they would recommend the programme to other schools.
3. **Improved knowledge and awareness amongst participating students of the facts about alcohol,** as indicated by the 20% rise reported from pre-programme levels (10% compared to 30% following year two).
4. **Increased knowledge of alcohol consequences and harm** amongst students, specifically knowledge of its impact on mental health (+20%), physical health (+15%), and the consequences of underage drinking (+12%). 'It opened up discussion on mental health and making the right decisions.' – Student, Maynooth University evaluation study.
5. **Greater understanding and acceptance of the law regarding underage alcohol use** in Ireland, and a stability over time in healthy (negative) student attitudes towards alcohol as measured by the Torabi Attitude Scale.
6. **Development of life skills (including resilience) amongst participating students.** There were significant post-programme improvements in how much students felt they knew about the importance of self-esteem, having a support network and managing and describing feelings in appropriate ways.
7. 79% of teachers believed that the lessons within the AEP **had a positive impact on their students' knowledge and awareness towards alcohol.** 'It is student centred and it uses an active methodology.' – Teacher, Maynooth University evaluation study.
8. Adherence to **best practice principles for alcohol education**, with 96% of teachers who participated in the evaluation rating the training provided in advance of programme delivery as 'excellent', 'very good' or 'good'.
9. **Parents are more informed** regarding the facts, myths and implications of underage drinking, providing them with a clear health and wellbeing rationale to delay first drink.
10. **Improved capacity amongst parents to talk to their children with regard to alcohol**, with one participant stating that the workshop contained 'essential information for all parents, delivered in a non-patronising way' (via Survey Monkey feedback).
11. **Opportunity for self-reflection** on their own alcohol consumption and greater appreciation of the impact of positive parental role modelling.

“ Very informative and so helpful. It should be compulsory for every parent to attend this workshop.

- Parent workshop participant ”

# Key Impacts in 2019

Listed below are the **nine key impacts**, the measurably positive effect, of our Education work in 2019 detailed in this report.

1. **The potential to change behaviour and attitudes during early adolescence:** "While it is still early days, these findings point toward the positive potential of this programme in changing attitudes and possibly behaviour patterns established during early adolescence which can have a longer-term impact on health and wellbeing." (Maynooth University evaluation study, Y1 Executive Summary)
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 63 new teachers who registered for AEP teacher training in 2019.
3. **Better 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.
4. **Further evidence of the efficacy of alcohol education to delay the age of first drink**, building on Professor Morgan's study (2016), as indicated by the Maynooth University evaluation of Drinkaware's junior cycle Alcohol Education Programme.
5. **An independently evaluated and fit-for-purpose alcohol education resource** that is a continuous source of insight and ideas for further iterations of alcohol education for specific age cohorts/schools.
6. **Best practice principles for effective alcohol education** with the potential to share with other organisations with similar goals, as indicated by Drinkaware's participation and presentation at the 2019 World Social Marketing Conference, and Maynooth University's initial findings in the evaluation of years one and two.
7. **Increased the intention, motivation and capability of parents** to have a conversation with their children about alcohol as indicated by parents' and schools' feedback. These are further supported by the 21,342 pageviews in the parents' hub on [drinkaware.ie/parents](http://drinkaware.ie/parents).
8. **Increased awareness and consciousness of parents regarding role modelling and alcohol**
9. **Continued growth in terms of development and reach** of the Drinkaware Alcohol Education Programme, as indicated in the year-on-year increase in schools signing up for the Programme, and the development in 2019 of a Whole School Approach to Alcohol Education resource, with a view to piloting in interested schools in 2020.

“ The AEP will definitely have an impact and hopefully change the culture of alcohol which shapes so much of our young people's social lives and identity. ”

- Teacher, Maynooth University evaluation study

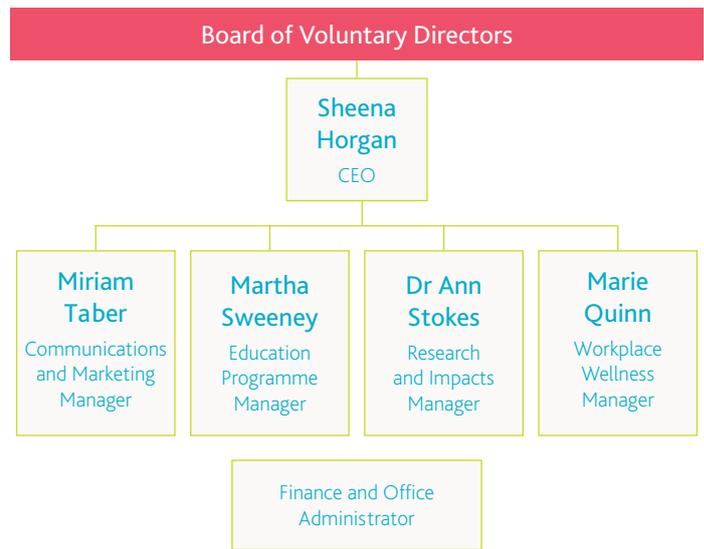


# Structure

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

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

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



# HR and Staffing

In 2019, Drinkaware had three full-time and three part-time staff with expertise specific to the delivery of Drinkaware's strategy. 2019 staffing was as follows:

- CEO
- Communications and Marketing Manager
- Research and Impacts Manager (started February 2019, part-time)
- Education Programme Manager
- Workplace Wellness Manager (part-time)
- Finance and Office Administrator (started February 2019, part-time)

Staff performance is reviewed and managed on an annual basis through a formal process.

## Staff costs & employer pension scheme

Wages and salaries	€ 262,272
Retirement benefit	€ 14,824
	<u>€ 277,106</u>

Retirement benefit costs include employer contributions and operating costs for the defined contribution scheme of €14,824 (2018 contribution was €10,829). Drinkaware contributes up to 5% of the employee's pensionable pay to the scheme. All staff can opt to make personal contributions.

## Staff policies

In keeping with HR best practice guidelines, Drinkaware has a suite of appropriate HR procedures and policies that include: 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.

## Staff training

Drinkaware is committed to continuous learning and staff are encouraged to participate in both short- and longer-term courses that support and/or enhance their skills, expertise and personal development. In 2019, in addition to attending numerous half and full day training sessions, staff attended the following accredited professional courses:

Staff member	Accredited courses attended
CEO	<p>"Multisectoral approaches for Health: Implications for Policy and Practice"</p> <p>Swiss School of Public Health (SSPH+) Lugano Summer School in Public Health, Economics and Management</p>
Education Manager	Advanced Diploma in Law & Education, King's Inns
Workplace Wellness Manager	Post Grad in Health Promotion – Workplace Wellness, NUI Galway

# 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.

Following the announcement of the new Charities Regulator *Governance Code for Charities*, the Board began a review process to prepare for full compliance and adoption of this code in 2020. We will also sign up to *The Guidelines for Charitable Organisations Fundraising from the Public* as part of our application for the Triple Lock Standard to actively demonstrate openness, transparency and integrity to our beneficiaries and donors.

Drinkaware received charity status by the Charities Regulator in July 2019 following a comprehensive review of organisational governance, management and administration. The positive outcome of this rigorous process is recognition of and further strengthens Drinkaware's longstanding commitment to good governance and transparency.

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 six Directors from the education, business, communications, digital, 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. In 2019, the Chair and Board Members undertook a skills review process to identify any gaps in expertise that would enhance organisational oversight.

Areas identified for strengthening board expertise and effectiveness included medical, finance and governance. The CEO and Chair initiated a recruitment drive to fulfil these roles, including attendance at the Charity Trustee Speed-Dating event hosted by Boardmatch in November 2019. Further progress on this was made in 2020 and two new Board Directors appointed – Sean Quigley and Dr Michelle McEvoy.

## 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 the position of Chief Executive Officer is not a Board Member.

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

Board Directors in 2019	Appointed	Meeting Attendance	Specific skills area
PJ Timmins (Chair)	6 Mar 2016	5 of 5	Business management, leadership
Múirne Laffan	2 Nov 2017	4 of 5	Digital communications
Billy Brophy	2 Nov 2017	5 of 5	Legal
Dr Kenneth McKenzie	10 Jan 2018	2 of 5	Behaviour change, research, sociology
Dr Treasa Leahy	11 Dec 2018	4 of 5	Education, youth
Maria Cryan	11 Dec 2018	4 of 5	Public affairs, communications

Full biographical information of company directors is available at [drinkaware.ie](http://drinkaware.ie).

## Board reporting

The CEO reports directly to the Board. Agendas for all Board Meetings are planned by the Chair and CEO, taking into account any governance requirements and notable issues among other items. Board Papers are prepared by the CEO and submitted to the Board of Directors one week in advance of meetings. Each Board Report follows the same structure and format which includes a detailed CEO report with finance, audit and risk updates, and programme performance updates based on the Board-approved strategic plan.

A review of the reporting was conducted in 2019 using Carmichael Ireland's Boards guidance document. As a result, the processes were tightened to include amongst other improvements, a set Board Meeting Agenda template and a commitment to provide Board papers five days in advance.

## Board member induction

Drinkaware has a comprehensive induction pack containing all relevant governance policies, procedures and operations. This detailed induction pack and on-boarding process ensures that the charity demonstrates transparent leadership, decision-making and accountability.

The new Board Member on-boarding process and documents cover: The Governance Framework and Board Terms of Reference, Conflict of Interest Policy, Constitution / Memorandum of Association, Board Director's Job Description, Drinkaware's Strategic Plan 2019-2021, Risk Register, Accounts and other key Board papers. A copy of the Charities Regulator advisory document - 'Governance for Charity Trustees' – was distributed to each Board Member in 2019.

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 and Standards designed to enable the Board and management to operate within a clear governance framework.

## Governance standards

The Board is committed to high quality governance standards. In addition to the principles and guides referred to previously, 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](http://drinkaware.ie)) to ensure transparency with the public and stakeholders.

Drinkaware is an active member of several representative 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 nature of our work and in particular our research and demonstrated impact means that all relevant government departments, ministers and committees should be briefed on evidence-informed behaviour change programmes that are addressing alcohol misuse and harm in Ireland. In the interests of transparency Drinkaware is registered with the Register of Lobbyists. Drinkaware made three returns to the Lobbying Register in 2019, which are available to view on [www.lobbying.ie](http://www.lobbying.ie).

## Conflict of interest

All Board Members adhere to the Code of Conduct and Board Members are required to declare any private, voluntary, charitable or political interest that might be material or relevant to the business of Drinkaware. 'Conflicts of Interest' is a regular item on all Board meeting agendas. In 2019, no such conflicts of interest arose.

## 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 an identified shift in the environment, any changes to the level of risk is brought to the Chair of the Board's attention to agree a plan of action. The plan identifies the key risks to Drinkaware and scores

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

Three key risks identified in 2019 and the steps taken to mitigate each are outlined in the table below.

Area of risk	Counter measures being taken
<b>Financial sustainability</b>	Robust accounts, in particular debtor, procedures in place
	'Live' budget tracking system in place
	Financial & budget reporting is a set Board agenda and CEO Report item
<b>Misinformation / misconceptions regarding Drinkaware's charity status and remit</b>	Clear and transparent governance and operations information on drinkaware.ie
	In addition to the accounts and financial statements, annual reporting includes detail on the outcomes and impacts of all activity and is available on the website
	Compliance with the Charities Regulator Governance Code
	Suite of clear and consistent messages regarding our charity status, public health objectives, operations and funding
<b>Integrity of our work</b>	Best practice research principles applied to all commissioned research
	Research providers are of a high calibre and credibility
	Independent evaluation sought for the education programme and resources

# Financial review

## Funding

Drinkaware is funded predominantly by voluntary donations from the private sector including retailers, producers and distributors. Additional fundraising in 2019 was secured through our Workplace Wellness Programme. In 2019 Drinkaware actively pursued additional funding through small grants and was successful in one instance.

Any organisation that donates to Drinkaware must formally agree to a set of strict standards within our Constitution that exist to safeguard the integrity, efficacy and impact of our work to contribute to the achievement of our mission and vision. These include:

- 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.

## Income

In 2019, Drinkaware received €823,955 in funding (€764,788 unrestricted, €59,167 restricted), representing an increase from a total of €691,196 in 2018. The charity secured a small grant of €10,000 from Spirits Europe for a research project and a once-off public donation of €150 from a secondary school who chose to hold a fundraiser to support alcohol awareness in Ireland.

Drinkaware received unrestricted funding from the following organisations in 2019: Alcosense, Aldi, Clonakilty Distillery, Coca-Cola Hellenic, Counterpoint,

Diageo, Dublin Beer Factory, Edward Dillon, Galway Craft Beers, Grace O'Malley Whiskey, Heineken, Hi-Spirits, Irish Distillers Pernod-Ricard, Lambay Irish Whiskey, Lidl, Maclvor's Cider Co., Marks and Spencer (Ireland), Molson Coors, Pearse Lyons Distillery, Proximo Spirits, Quintessential Brands, Richmond Marketing, Rye River Brewing Company, Vintners' Federation of Ireland, William Grant.

## Expenditure

Total expenditure in 2019 was €751,177, representing a decrease from €780,405 in 2018. Full details can be found in the Statement of Financial Activities section of this report (page 48).

## Financial sustainability

Going into 2020, Drinkaware is fortunate to have sustainable funding from a committed group of voluntary corporate organisations (under the terms of the Agreements) that enables our team to deliver on our social contract to prevent and reduce alcohol misuse in Ireland.

The funding is structured so that annual or bi-annual pre-agreed voluntary donations are paid, making up the majority of the charity's income, which allows Drinkaware to plan our year's activities in advance, and to manage a viable cashflow. Every donation we receive helps more people in Ireland to access facts, evidence-informed resources and practical tools to support positive behaviour change regarding alcohol.

In 2019, the board considered strategies, such as pursuing research grants, to enable the charity to diversify income with a wider funder base. This will help to ensure continued financial sustainability and future growth of the organisation. This will be progressed over the next two years of the current strategic plan.

## Stakeholding interests

Drinkaware is funded on a voluntary basis by organisations who want to be part of a collective effort to address alcohol misuse in Ireland.

While Drinkaware is reliant on funding from organisations in the alcohol and grocery retail industries, it operates completely independently and autonomously of its funders on an arm's length basis.

Funders engage with Drinkaware through multi-annual funding agreements, which acknowledge that the board of directors has full power and discretion over the assets and operation of Drinkaware and that funders have no right to intervene in decisions of the board or the policies of Drinkaware.

## Results and dividends

The results for the year are set out on page 48.

## 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 non-compliance 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

In the opinion of the directors, there are significant risks and uncertainties facing the company at this time due to the outbreak of COVID-19 pandemic since the financial year end and the serious impact that this pandemic may have on the global economy and the organisation's business. The directors are currently monitoring this negative force. They are following guidance issued by the Health Service Executive and the Government of Ireland and they are taking steps to protect the organisation's business and its people to the greatest extent possible.

On behalf of the board



PJ Timmins  
Director



Billy Brophy  
Director

# Directors' Responsibilities Statement

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

Irish company law requires the directors to prepare financial statements for each financial year. Under that law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for that financial year and otherwise comply with the Companies Act 2014.

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

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

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

In so far as the directors are aware:

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

On behalf of the board



PJ Timmins  
Director



Billy Brophy  
Director

# Independent Auditor's Report

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

## Opinion

We have audited the financial statements of Alcohol Awareness Foundation Ireland T/A Drinkaware ('the company') for the year ended 31 December 2019 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 2019 and of net movement funds for the year then ended
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

## Basis for opinion

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

## Conclusions relating to going concern

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

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

## Other information

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

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

## Opinions on other matters prescribed by the Companies Act 2014

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

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

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

## Matters on which we are required to report by exception

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

## Respective responsibilities

### Responsibilities of directors for the financial statements

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

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

## Auditor's responsibilities for the audit of the financial statements

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

## Further information regarding the scope of our responsibilities as auditor

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

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

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

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

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

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

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



Donagh Waters for and on behalf of

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

Date: 25th August 2020

# Statement of Financial Activities

For the year ended 31 December 2019

	31 December 2019	31 December 2019	31 December 2019
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
<b>Incoming Resources</b>			
Earned income	24,620	-	24,620
Charitable donations - normal	740,168	59,167	799,335
<b>Total Incoming Resources</b>	<b>764,788</b>	<b>59,167</b>	<b>823,955</b>
<b>Resources expended</b>			
Project costs	(344,292)	(9,281)	(353,573)
Administrative expenses	(347,718)	(49,886)	(397,604)
<b>Total resources expended</b>	<b>(692,010)</b>	<b>(59,167)</b>	<b>(751,177)</b>
<b>Net movement in funds in the period</b>	<b>72,778</b>	<b>-</b>	<b>72,778</b>
	31 December 2018	31 December 2018	31 December 2018
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
<b>Incoming Resources</b>			
Earned income	7,562	-	7,562
Charitable donations - normal	637,801	45,833	683,634
<b>Total Incoming Resources</b>	<b>645,363</b>	<b>45,833</b>	<b>691,196</b>
<b>Resources expended</b>			
Project costs	(361,292)	(5,587)	(366,879)
Administrative expenses	(373,280)	(40,246)	(413,526)
<b>Total resources expended</b>	<b>(734,572)</b>	<b>(45,833)</b>	<b>(780,405)</b>
<b>Net movement in funds in the period</b>	<b>(89,209)</b>	<b>-</b>	<b>(89,209)</b>

Approved by the board of directors on 25th August 2020 and are signed on its behalf by:



PJ Timmins  
Director



Billy Brophy  
Director

# Balance Sheet

As at 31 December 2019

		2019		2018	
		€	€	€	€
	<b>Notes</b>				
<b>Current assets</b>					
Stocks	5	-		14,950	
Debtors	6	92,473		38,166	
Cash at bank and in hand		282,890		226,316	
		<u>375,363</u>		<u>279,432</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>(82,168)</u>		<u>(59,015)</u>	
<b>Net current assets</b>			<u>293,195</u>		<u>220,417</u>
<b>Funds</b>					
Unrestricted funds			<u>293,195</u>		<u>220,417</u>

Approved by the board of directors on 25th August 2020 and are signed on its behalf by:



PJ Timmins  
Director



Billy Brophy  
Director

# Statement of cash flows

For the year ended 31 December 2019

	2019		2018	
	€	€	€	€
Notes				
<b>Cash flows from operating activities</b>				
Cash generated from/(absorbed by) operations		72,778		(89,209)
Movement in Debtors		(54,307)		184,591
Movement in Creditors		23,153		(60,978)
Movement in Stock		14,950		(14,950)
		<u>56,574</u>		<u>19,454</u>
<b>Net cash inflow from operating activities</b>		56,574		19,454
<b>Net cash used in investing activities</b>		-		-
<b>Net cash used in financing activities</b>		-		-
		<u>56,574</u>		<u>19,454</u>
<b>Net increase in cash and cash equivalents</b>		56,574		19,454
Cash and cash equivalents at beginning of year		226,316		206,862
		<u>282,890</u>		<u>226,316</u>

# Notes to the financial statements

For the year ended 31 December 2019

## 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:

	2019 Number	2018 Number
Adminstration	6	5
	<u>6</u>	<u>5</u>
Their aggregate remuneration comprised:	2019	2018
	€	€
Wages and salaries	262,272	242,895
Employers PRSI	28,922	26,053
Pension costs	14,824	10,829
	<u>306,018</u>	<u>279,777</u>
Breakdown of wages and salaries:		
General and Finance	45,840	52,603
Outreach and Engagement	90,228	81,333
Education	78,572	87,996
Research and Impacts	51,023	36,959
Workplace Wellness	40,355	20,886
	<u>306,018</u>	<u>279,777</u>

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

	2019	2018
€60,000 - €70,000	0	0
>€70,000	1	0

Remuneration of key management personnel, which includes one person, total €96,583. 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. Stocks

	2019	2018
	€	€
Stock of resource materials	-	14,950

#### 6. Debtors

	2019	2018
	€	€
<b>Amounts falling due within one year:</b>		
Contributions due	37,178	2,400
Other debtors	36,472	14,010
Prepayments and accrued income	18,823	21,756
	<u>92,473</u>	<u>38,166</u>

#### 7. Creditors: amounts falling due within one year

	2019	2018
	€	€
Amounts received on account	-	9,167
Trade creditors	57,422	27,181
PAYE and social security	10,498	9,155
Accruals	14,248	13,512
	<u>82,168</u>	<u>59,015</u>

#### 8. Retirement contribution schemes

	2019	2018
	€	€
<b>Defined contribution schemes</b>		
Charge to profit or loss in respect of defined contribution schemes	14,824	10,829

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.

#### 9. 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.

## 10. Financial commitments

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

	31 December 2019 €	31 December 2018 €
Due:		
Within one year	36,000	36,000
Between one and five years	33,000	69,000
	<u>69,000</u>	<u>105,000</u>

At 31 December 2019, the company had rental commitments with regards to its premises at 13 Merrion Square North, Dublin 2 in the amount of €69,000. The lease expires on 30 November 2021.

## 11. Analysis of changes in net funds

	1 January 2019 €	Cash flows €	31 December 2019 €
Cash at bank and in hand	<u>226,316</u>	<u>56,574</u>	<u>282,890</u>

## 12. Post balance sheet events

In the opinion of the directors there are significant risks and uncertainties facing the company at this time due to the outbreak of the COVID-19 pandemic since the financial year end and the serious impact that this pandemic may have on the global economy and the company's business. The directors are currently monitoring this negative force. They are following guidance issued by the Health Service Executive and the Government of Ireland and they are taking appropriate steps to protect the company's business and its people to the greatest extent possible.

## 13. Comparatives

Comparatives have been reclassified where necessary in order to be consistent with current year classifications.

## 14. Approval of financial statements

The directors approved the financial statements on the 25th August 2020.

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](http://drinkaware.ie)

**Email:** [info@drinkaware.ie](mailto:info@drinkaware.ie)

Registered Charity Number: 20204601

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