

Drinkaware
Annual Report &
Financial Statements
2022

DRINKAWARE

Company Information

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Sean Quigley (Chair)
Dr Treasa Leahy Maria Cryan
Sean Gill (appointed 4 March 2022)
Peter Dennehy (appointed 21 March 2022)
Múirne Laffan (resigned 04 July 2022)
Dr Michelle McEvoy (resigned 04 July 2022)

Secretary

Sheena Horgan

Company number

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Registered Charity Number

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Chair Statement

Whilst the country returned to life after Covid, there were many aspects that were new and evolving: new work habits including hybrid working, commuting; communication; remote learning, to name a few. As always, and as is its remit, Drinkaware spoke to these changes, acknowledged what life, health and wellbeing in 2022 actually looked like, and addressed the questions, concerns and needs of the Irish public as they emerged and evolved over the year.

The charity's ability to do so hinged on its research function, the gathering of new and significant data and the collation of this with existing and other related data, to create a true picture of people's experiences, attitudes and behaviours. Tracking all of this across all demographics, the national survey (Barometer 2022) proved again to be a rich and important source of significant data and insights regarding people's lifestyle and situational changes, revealing how entrenched some unhealthy behaviours, particularly risky drinking had become, juxtaposed with the continued prevalence of low mental wellbeing. All of this though, was set against a clear underlying cognisance of the need and desire to change.

Our website mirrors all of these attitudes, experiences and behaviours. In 2022 its content directly engaged with the public on issues from the benefits of drinking less or not at all, to harms associated with alcohol consumption. It spoke to, and continues to speak to, every demographic and constituency across the country. And most importantly, it does so without judgement or bias.

As the country grappled with emerging crises in 2022 – housing, health, energy, cost of living and war – the need for information and support on coping skills grew exponentially. Drinkaware met that need head on, with

a continuous flow of new and relevant content, advice, tips and inspirational personal stories from influencers, experts, authors and teachers. The team produced new resources including booklets and webinars covering mental health and alcohol, a recurring issue raised in Drinkaware's daily engagement with the Irish public.

2022 was the first year of the new 2022-24 Strategic Plan, with its five key pillars – each of which was addressed with a focused operations plan crossing Drinkaware's three key workstreams, research, education and outreach and engagement. The strategic alignment of Drinkaware's plans with what people were experiencing on the ground was evident in the feedback the team received from the public on occasions like The Ploughing Championships, the various well-attended webinars, and the face-to-face interactions at the Aviva stadium. It was evident in the data from the Barometer national survey that the public has a high level of trust in, and awareness of, the work of Drinkaware, with 87% of the public saying the charity was the known and trusted source of information on alcohol misuse.

In addition to the clear need for adults to access information, education and support regarding alcohol, wellbeing and coping skills, 2022 saw the clear and continued uplift in the expressed need and interest in alcohol education for Ireland's young people. In its fifth year in operation, Drinkaware's Junior Cycle Alcohol Education Programme grew in prominence and numbers amongst schools as teachers and parents alike fed back their appreciation of the value and the integrity of this much-needed and unique programme. My comment in last year's Report merits repeating, this is "a highly effective student-centred and teacher-friendly alcohol education programme that is a case study in best-practice".

It cannot be under-estimated how important it is to ensure the trajectory of damage that starting drinking underage creates is halted. Drinkaware continued to raise this critical issue with politicians, explaining through robust data, the need for education, awareness and support to redress this public health issue. The data on the long-term impact of underage drinking is undisputable. Senior cycle programmes, for students 17-19 years of age, are helpful but can only be interventionist. Prevention should and must be the primary objective of any youth-focused alcohol education. That is why Drinkaware's programme is for Junior Cycle students, so that it can address this issue before, and at the time of likely first drink, which we know from Maynooth University research to be 2nd year of secondary school. In its entirety, from content to lessons to teacher training, the focus of the Drinkaware Junior Cycle Alcohol Education Programme is on the prevention and reduction of underage drinking. In this regard it is above reproach and is a hugely important and valuable resource for schools, for parents and for Irish society. Unfortunately, as a direct result of lobbying and misinformation, the Department of Education directed school principals not to engage with the programme. This was most regrettable, and the Board reluctantly took the decision to cease the programme early in 2023. Some schools continue to ask for the programme, which is evidence of the need for this programme, which is not being addressed elsewhere. The Drinkaware team has repurposed much of its content, along with already existing resources, to support parents. The core objective of Drinkaware's work - to tackle underage drinking – remains steadfast. And arguably no organisation in the country has or is doing as much to stop underage drinking.

The 2022 Annual Report and Accounts reflects the excellent work of Drinkaware under the leadership of our CEO, Sheena Horgan and her highly talented team. The team work tirelessly, and on occasion in the face of unjustified and misguided negativity, though it must be said that this is well superseded by the charity's huge public support and appreciation. The delivery of a programme of campaigns, research, education and content that is having a clear and growing positive impact on the attitudes, culture and drinking behaviour of the Irish public, is exemplary.

The Board continues to support this work and the strategy that is constantly critiqued for its efficacy, value and viability. The Board's commitment to good governance continued and in 2022 an independent Board Review strengthened this resolve and practice. Throughout 2022, the Board and Executive

maintained vigilant oversight of the finances in a changing environment as society 'opened up' again post COVID-19. Licensees' commitment to our work continued and increased, and their donations are appreciated.

In 2022 two valued Board members, Múirne Laffan and Dr Michelle McEvoy, stepped down and I would like to thank them for their contribution to and support of the work of Drinkaware. The two new Board members who joined in 2022, Sean Gill and Peter Dennehy, are excellent additions to the board that has now been strengthened further in 2023 with three new to-be-announced Directors.

As the 2022 Annual Report and Accounts show, the year has seen the continuation and growth of Drinkaware's worth and contribution to a more positive and healthy Irish society. As we enter the second year of the Strategic Plan, 2023 will build on this ambitious work undertaken in 2022, elevating Drinkaware's role as the public champion of alcohol education, information and awareness, and expanding its behaviour change impact.

Sean Quigley

Sean Quigley
Chairman



CEO

Foreword

2022 started and ended with a challenge. Back in January, we entered a new year, all hopeful that we could put the COVID years behind us, but conscious that we didn't know what its legacy would be. In the face of the adversity of the unknowns, our approach was to work hard at understanding where people were at, and what direction they may be going, with regard to alcohol consumption.

Our new Strategic Plan 2022-2024 fed into this pursuit of insight, and of course impact, taking an evidence-led approach across the themes of parents, young adults, inequities and our annual omnibus survey, the Barometer conducted by B&A. Every year the Barometer lays down a marker as to where the public stand at that moment in time. But of real value and important significance is how the Barometers, because they have been conducted annually since 2017, capture the shifts of behaviours and attitudes over time. In 2022 we produced a Barometer paper on the COVID years: "*A year on – Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19*". This unique paper reviewed the data across 2020 and 2021, informing and guiding our work, messages and content, to ensure it was relatable and supportive to the public. For example, the surveys revealed how different cohorts of the population were using alcohol to cope during 2020 and 2021, and also how at the same time people who had increased their drinking, wanted to drink less. We therefore crafted tips and advice specifically addressing these two points and the 153% increase in page views of the website content relating to this demonstrates how this clearly resonated with the public. We also hosted our second public webinar in September 2022 on 'Mindful Drinking and Mental Health'. The 'sold-out' event was a huge success and further testament the public's need and desire for

trusted information on alcohol that is delivered in an accessible way.

As far back as March 2019, we started a campaign to challenge and change the drinking stereotype. The various iterations of that message over the years and also in 2022, have given rise to extensive and productive public discourse on what Irish society accepts and expects with regard to alcohol. Public interest in having a better understanding of alcohol, either for themselves or those close to them, is further evident in the consistent half a million visits to www.drinkaware.ie every year, and the rising popularity of the Drinkaware newsletter - in 2022 over 46 thousand people subscribed to the newsletter, with the click-through rate at an impressive and constant 32%.

It is really important that as a society, we recognise and acknowledge the progress that has been made with regard to alcohol consumption awareness in Ireland, in order to maintain its momentum. Self-efficacy, the belief that things are possible, is a fundamental ingredient for positive and lasting change. It is important therefore that the negative aspects of alcohol in Irish society are not publicised at the expense of the many positives. In a similar vein it is equally important that the positives should not side-line the harms associated with alcohol. Both are needed for context. And both are needed to encourage and move people along the behaviour change journey from knowledge to motivation to action.

This latest 2022-2024 strategic cycle is of great significance to Drinkaware. The progress made in the preceding cycle years, as detailed in previous Annual Reports, needs to be banked and scaled. At the core of this will be the need to sustain, and even grow, the

phenomenal trust the public has in Drinkaware. Our proudest achievement at Drinkaware, is that **87% of Irish adults see Drinkaware as the trusted source of information on alcohol** (Barometer 2022, B&A). That this grows year-on-year attests to the work Drinkaware delivers, the importance and value of our mission and the positive impact Drinkaware has on Irish society.

The organic nature of public trust, and indeed its potential fragility, is that it must be nurtured and above all respected. That is why the tone we use, the words we choose, the supports we design are unapologetically public-centric. Our priority is to listen first (which is why our research is front and centre in our strategy) and then to speak and act accordingly. Maintaining the reach of our information and message, keeping it broad and inclusive across all societal constituencies was important in 2022. But we also sought to expand our engagement across Irish society: Online and in-person conversations grew in 2022 as we stretched our resources and further buoyed our progress road-testing new ideas. 22,000 drip mats with '3 tips to drink less' were distributed to pubs across the country through the Vintners Federation of Ireland. The 9,000 prompt cards handed out at the Aviva Stadium during international sports events were very positively received by the public and also increased website traffic (by 31% for the 'Driving the morning after driving' message). And the washroom posters in the Aviva Stadium resulted in a 16% increase in uses of the calculator on www.drinkaware.ie.

2022 saw another measure in the Public Health Alcohol Act enacted – Minimum Unit Pricing (MUP). What distinguishes Drinkaware from other charities that advocate for specific alcohol policies is that we focus on the public and not on policy. However, with the introduction of MUP it quickly became clear that the appetite in the media and amongst the public for conversation on MUP was vast. The discussion though was very mixed with mis and dis information often being aired, sometimes positioning MUP as a silver bullet, and antidote to many alcohol-related ills, when in fact it is an intervention with a specific target audience and purpose. In the absence of this being comprehensively conveyed, we wrote an explainer that we shared with politicians and the media alike, and that helped to inform the public of what MUP might be, with over 26,000 pageviews in 2022 - credit to the aforementioned trust and our delivery of accessible and pragmatic information and messaging.

Drinkaware has always been at the forefront of alcohol education and the prevention and reduction of alcohol misuse and harm. Our research surfaces trends that

we can align to our work where relevant, and in 2022 one such trend that had been bubbling under for some time was sober curiosity. Drinkaware found itself on the airwaves and the Ireland AM couch talking about this new trend, and how it was fast gaining traction especially amongst younger cohorts. We actively encouraged the public to consider and embrace the idea through our social media channels, media coverage and blog posts. And the social influencer and sober curious advocate Kate Coffey joined our Advisory Panel to further explain and promote the concept. However, a phrase that is well-used at Drinkaware, and peppered throughout our commentary, research, and briefings is that alcohol data cannot be viewed in isolation. It is complex and nuanced and it needs context and perspective. It is also often contradictory, and despite the positive movement towards sober curiosity, 2022 also saw a negative uptake on risky drinking. This re-enforces the need for organisations like Drinkaware to not just continue, but to scale our campaigns. In 2022 Drinkaware's Drinks Calculator received almost 400,000 visits up 28% on 2021. We also used You Tube as a particularly effective channel to reach the notoriously hard-to-reach young males. 70% of our 226,700 You Tube views were male, and 1 in 4 were in the young adult, 18–24-year-old age cohort.

And finally, the challenge faced at the end of 2022:

Education and learning are the antecedents of change and so are the bedrock of Drinkaware's work. To quote Einstein, education is not the learning of facts but the training of the mind to think. The promotion and development of life skills is an objective of the Irish education system. It is embedded in the myriad of plans, strategies and consultations that abound within the school ecosystem. It is also ingrained in every aspect of Drinkaware's Junior Cycle Alcohol Education Programme (JCAEP), informed by Professor Mark Morgan's research. The AEP is delivered directly by teachers within schools and as can be seen elsewhere in this report is seen as an extremely valuable resource. Because the Programme supports critical thinking, reflecting on consequences, dealing with peer pressure, consent and a range of other topics, and because it delivers them in an inclusive, empowering, respectful and safe way, the JCAEP was lauded, recommended and highly sought after by teachers and schools across the country.

Unfortunately, on the back of negative commentary in late 2022 from some sources, much of it misinformed (not from schools, teachers, parents or the public), Drinkaware reluctantly made the decision to cease

the continued roll-out of the Junior Cycle Alcohol Education Programme. I cannot stress enough that its cessation leaves Ireland's young students without alcohol education, which has shown, could delay the age of first drink. Collective agreement across all societal stakeholders is that alcohol has no place in childhood and the need to address underage drinking is critical. Critics of the Programme cite our funding and not the integrity of the content or its positive impact as the issue. But such myopic thinking has deprived the upcoming generation of the protection from harm that this education programme had been proven to offer. The JCAEP was in 2022 and still is in 2023 at the time of writing, the only primary prevention programme because it was set at that critical juncture of contemplating first drink, 1st to 3rd year in secondary school. Such is its reputation amongst teachers and impact amongst students, that we are still getting daily requests from schools for the programme.

As illustrated in the pages of this Annual Report and Financial Statements, Drinkaware allocates its funds across a very clear, purposeful and measured programme of activity. Many or even most other Irish charities rely, to varying degrees, on funding from the State. Our funding comes from the use of our logo under licence, which is of value to licensees because of the trust and awareness the public has in Drinkaware, the brand and its work. Our licence agreements assert and assure our independence, and our work focuses solely on our public health remit and stated charitable purpose.

I close out this Foreword, with immense pride in all that has been achieved by a dedicated, resilient and impressive team. The support of the Board and the Advisory Panel is also much appreciated, as is the financial support of our licensees. But the lion's share of my gratitude goes to the public. Our social contract comes from the public. They are the ones that I, the team and Drinkaware serve. And they are the focus of all that we do, and why we do it. Everything should circle back to the public. And that's why that 87% trust figure is so important.



Sheena Horgan
CEO

“

Our proudest achievement at Drinkaware, is that 87% of Irish adults see Drinkaware as the trusted source of information on alcohol.

(Barometer 2022, B&A)

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About Drinkaware



Our vision

An Ireland where Alcohol is not misused.



Our mission

To prevent and reduce the misuse of alcohol in Ireland and delay the age of first drink.



Our values

Achieving this mission requires ambition, trust, credibility, collaboration and value for money. These are our values. They act as our guiding principles and our ethical pillars, and they have underpinned Drinkaware's work since the charity's inception in 2016.

Ambition

In a society where 52% of adults drink on a weekly basis (Behaviour & Attitudes 2022), 1 in 4 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

87% of the general public are aware of Drinkaware as a provider of trusted information on alcohol (Behaviour & Attitudes, 2022). We take that trust very seriously as the basis of our social contract to deliver on our vision.

Credibility

Our campaigns and programmes are shaped by evidence and grounded by rigorous evaluation. We deal in facts, not conjecture or myths. Our programmes are delivered by experienced professionals in the fields of education, research, health promotion and communication. And our credibility is fortified by our independence – our unequivocal governance that separates our Executive from our funding. In addition to our Board, we have an independent Education Steering group to support our education programme.

Collaboration

No societal issue can be solved in isolation. Positive change can only happen through persistent and continuous collective efforts, so at Drinkaware collaboration is not a destination but a journey. We seek to partner, share, and confer on everything we do because only then can we contribute to the change we seek.

Value for money

To be effective as a charity, Drinkaware must be efficient and must be sustainable. The rigour we apply to our programmes therefore is the same that we apply to our finances so that we can demonstrate value for money in terms of the cost benefit i.e., impact.

Our Strategy in Summary

At the end of 2021, after a very successful completion of the strategic plan 2019-2021, Drinkaware continued to apply the Theory of Change to the development of the charity's new Strategic Plan 2022-2024, building directly on the achievements of its strategic plan 2019-2021.

In its first year the critical question remains the same, what is the change we want to see? For Drinkaware this is, as it always was, an Ireland where alcohol is not misused. Our vision and mission are our driving force, continually prompting us to reflect on how we can use our resources and expertise to meaningfully contribute to this ambitious societal change.

Through our Strategic Plan 2022-2024, our contribution to change is focused on delivering four identified Levers of Change:

Levers of Change

1 Improved Knowledge

Ensuring that people are aware of what constitutes alcohol misuse. The aim of this lever is for people to know and understand what misuse is, and how it can affect their health, relationships and lives overall.

If people are not aware of what constitutes alcohol misuse, they cannot know that they are drinking to a level that may cause harm to their health. Our research tells us that knowledge of the HSE low-risk weekly guidelines among adults in Ireland remains critically low (2-3% of people can correctly identify the guidelines, B&A 2021). There is much work to do to improve this understanding but without this baseline knowledge, unintentional alcohol-related harm in Ireland will continue.

2 Increased Motivation

Drinkaware will continue to facilitate an inclusive movement that can bring people along the journey towards change together, informed by our data which shows that a consistent 1 in 3 adults have already made positive changes to their drinking habits and 1 in 3 would like to make positive changes moving forward. Empowering the Irish adult population to make the changes they desire in reducing in their alcohol intake.

3 Improved capacity and capability to make a change

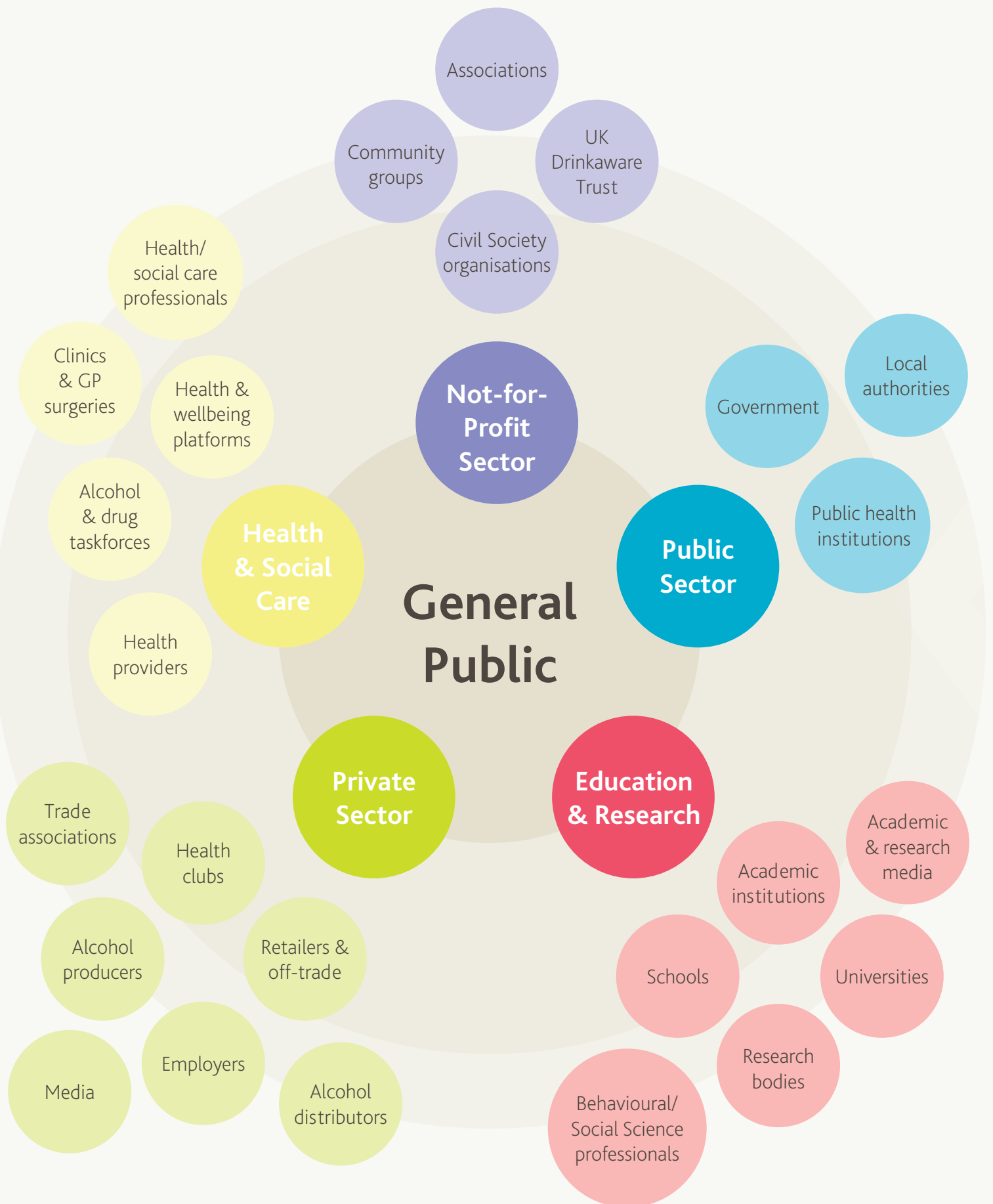
Change must also be accessible. The language we use is relatable and personable, not scaremongering or didactic. The practical, evidence-informed tools we produce are easy to use and free to access to individuals, organisations and communities nationwide. We constantly strive to work collaboratively and share our information, research and tools to support wider reach, access and engagement.

4 The incentive (reward) to change

Shifting the cultural expectations around alcohol use and misuse in Ireland is critical for Drinkaware. Specifically with regards to underage drinking. Providing alternatives and increasing public discourse around the benefits of drinking less or not at all and the importance of education to reduce the expectation of alcohol misuse as norm in Irish society.

It is widely accepted in Ireland that most young people will drink alcohol before the legal age of 18 years. Drinkaware does not accept this, and we are resolute that it cannot continue. The health and wellbeing of future generations depends on a shift in public narrative that challenges Irish society, parents, guardians, siblings and all adults to rethink the normalisation of providing alcohol to under 18-year-olds under supervision.

Stakeholder Map



Outreach & Engagement



Overview

Drinkaware runs regular media and digital campaigns and produces evidence-informed tools and resources for the general public. The resources and campaigns are also widely utilised by community, health, youth and education organisations. Our work in this area is led by an experienced team and utilises Drinkaware’s extensive social marketing and communications knowledge.

Objectives

- 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, promote and improve public health and wellbeing in Irish society by preventing and reducing alcohol misuse and harm.

“Really insightful; panellists used plain language and provided real life relatable examples and scenarios. I came away from the webinar with a set of ‘tools’ to use as a framework for mindful drinking”

– Attendee of Public Webinar, Survey Monkey, 2022

Key Outputs in 2022

Public information media campaigns

Throughout the year Drinkaware makes significant contributions to the ongoing public discourse around alcohol misuse and harm 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 2022, we contributed to over 630 pieces of coverage across national and regional media with a cumulative reach of over 31.6 million, an increase of over 11 million compared to 2021. Our public information media campaigns are further supported through digital campaigns.

Media Highlights

Mindful Drinking & Mental Health

Mindful drinking and the impact alcohol can have on our mental and physical health was a priority topic for Drinkaware in 2022. January saw the launch of the new Drinkaware 'Alcohol & Your Mental Health' booklet. The theme of mindful drinking and mental health continued throughout the year with commentary from Drinkaware featuring in articles from RTÉ on the topic in July, the Irish Times Magazine in September which also mentioned the Drinkaware Public Webinar on the topic and the Irish Times in December. National coverage focused on tips to cut back and the benefits of an alcohol-free lifestyle.



Coverage consisted of regional and national print and broadcast, bringing the conversation on mental health and a more mindful approach to drinking to the

forefront of the national narrative on alcohol. The St Patrick's day 'So Much More' campaign, Drinkaware Public Webinar and the 'How to have a mindful Christmas' campaigns provided a consistent message on how mindful drinking and being sober curious can have an impact in improving both mental and physical health.

Health Harms

Throughout 2022 Drinkaware provided information on the potential health harms associated with alcohol. With commentary featuring in articles on alcohol's impact on the body in April, information on the link between alcohol and certain cancers and in December a campaign focusing on the increased strength of many alcohol products and the need to be aware of what constitutes a standard drink and the HSE low-risk weekly guidelines.

Parents

Throughout the year we reached out to parents through the media to support them in having conversations around alcohol and mental health with the young person in their life. In May we highlighted the increased demand for information from parents, with dramatic increases in visits to the drinkaware.ie parent hub. Ahead of both the Leaving Certificate examinations and the results, Drinkaware encouraged parents to speak to their children about alcohol, advising parents to engage with them about how to celebrate the Leaving Certificate examinations and the results in a safe manner. Our parents' coverage was supported through a digital campaign in Q2.

RTÉ NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV RADIO

LIFESTYLE + FOOD + Recipe Search Recipes Chefs

Thinking of cutting back? 5 of the best 0% drinks to order

Updated / Wednesday, 27 Jul 2022 11:23



Stock image courtesy of Getty

JOE

TRENDING: Home News An Garda Síochána World News Ireland Scam Travel

1 hour ago



Rate of binge drinking amongst Irish 18-24 year olds nearly doubles in a year

8 Shares

STEPHEN PORZIO

There was also a rise in people frequently drinking for coping reasons.

The number of people aged 18-24 binge drinking on a typical day of drinking nearly doubled over a year, according to Drinkaware.

Drink Driving


Throughout the year and in particular ahead of bank holiday weekends, Drinkaware continued our work speaking to the public about the dangers of driving the morning after drinking. Highlighting the need to allow the body time to process alcohol and debunking many of the common misconceptions around 'sobering up' the morning after drinking. This media campaign came to fruition in December with a heavy focus being on the most common myths for sobering up and was supported through a digital campaign.

Low-Risk Weekly Guidelines and Standard Drinks

With specific emphasis at the start of the year and in the run up to Christmas, the Drinkaware team focused many media opportunities on the lack of awareness and understanding of the low-risk weekly guidelines and standard drinks. Drinkaware believes that understanding, awareness and compliance of the guidelines is a key driver in achieving the mission of an Ireland where alcohol is not misused and thus, information on the guidelines and on what is a standard drink featured consistently across our media appearances and coverage and was heavily supported through the Drinkaware digital channels.

THE IRISH TIMES

NEWS > CONSUMER WAR IN UKRAINE CLIMATE



'Have you noticed any significant and lasting shift in how, where, when and why you consume alcohol?' The question prompted two very different kinds of answer - the public ones and the private ones. Photograph: David Jones/PA Wire

Covid has changed everything from the way we work and live to the way we cough and wash our hands. It has also had a big impact on how we drink, according to a new piece of research to be published this week by an alcohol industry-funded charity which has the stated aim of preventing and reducing alcohol misuse in Ireland.

The study into the way we are and the way we were from Drinkaware notes that as a result of the pandemic "as a society we are not the same as we were, and alcohol consumption, in terms of motivation, volume and frequency, is not the same as it was".

Research

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

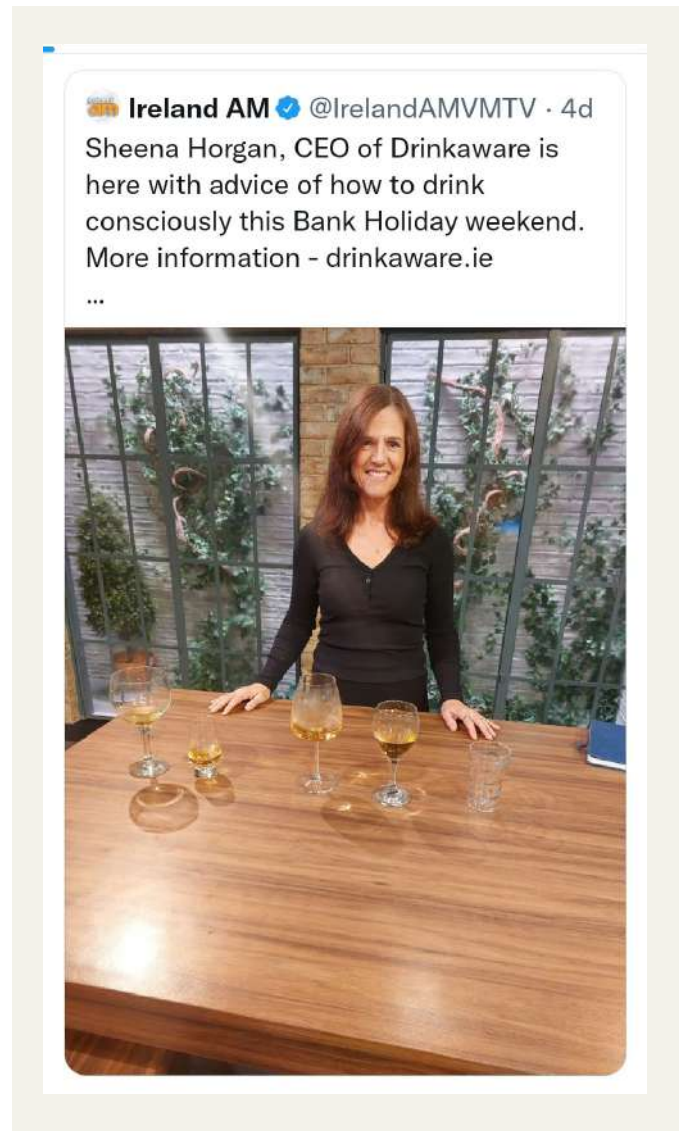
In May Drinkaware published the second research paper in the Barometer series. A year on - Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19. This paper explored the impact of Covid-19 throughout 2020 & 2021 on Irish adults' attitudes and behaviours towards alcohol. The findings prompted extensive national coverage and discussion in the media, with an exclusive article sharing the key findings in the Irish Times.

Parents qualitative research

In June Drinkaware released the key findings from the Qualitative Research carried out with parents in early 2022. The findings were shared across national and regional media, featuring in the Irish Independent and receiving extensive broadcast coverage across national and regional media. The findings from this study also influenced and provided insights which informed our work with parents moving forward.

Barometer 2022

The Drinkaware Annual Barometer Series provided much topic for conversation in Irish media throughout the latter half of 2022. The initial key findings were released to the media in September and featured in an exclusive interview on RTÉ's Claire Byrne show. Following on from this in November further findings were released revealing details of the age of first drink in Ireland and the need for alcohol education at an early age to prevent early alcohol use.



>> Looking Forward

In line with our new Strategic cycle 2022-2024 our aim for 2022 was to shift our messaging to illustrate the evolving trends regarding alcohol use and misuse. To provide a focus to our media activities we decided to specifically target certain population groups in need of support. This was achieved through our coverage for parents, mental health and health harms specific messaging while also continuing to provide a new narrative around Ireland's relationship with alcohol through our Annual Barometer. We continued with our always on messaging regarding drink driving, the low-risk weekly guidelines and how to socialise safely. With large increases in reach and in national coverage achieved in 2022, looking forward to 2023 we will aim to maintain this level of coverage, again focusing on our strategic cycle 2022-2024, providing relevant information and shifting the expectations of the Irish public around alcohol use.

Digital health promotion

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



2022 saw an increase in users coming to Drinkaware.ie, as well as an increase in page views. The Drinks Calculator remained our most popular tool and page on the website with almost 400,000 visits in 2022, a 28% increase on 2021, and over 200,000 conversions, a 7% increase on 2021.

Our digital strategy for 2022 focused on driving people to the website for useful information, tools, resources and advice. In terms of the desired strategic objectives, 2022 was very successful in terms of increased visits to the site and increases in pages viewed. To focus our website goals in 2022 we prioritised specific webpages that aligned closely with our strategic goal. Drink driving (+75%), Low-risk Weekly Guidelines (+115) and What is a Standard Drink (+1%), were all a focus for 2022 and each page saw improvements, the Drink driving webpage saw by far the highest level of increased engagement with 143,672 visits in 2022.

Website updates/New pages

The Drinkaware website had two new additions in 2022. The Alcohol Dependency webpage went live on August 31st, and the New Standard Drinks Calculator launched as part of our Christmas 'Read the Label' campaign at the end of October, encouraging the public to be more informed of the strength of alcohol in their drink of choice. The new tool has proved popular with website users, with 1,449 conversions in its first two months.



Alcohol Dependency

Alcohol dependency is the most serious form of risky drinking and describes a strong, often uncontrollable, desire to drink. It is sometimes referred to as 'alcoholism' or alcohol use disorder (AUD). If you are worried about your own drinking or a loved one, please visit the Drinkaware [support page](#) for more information on the various support services available to you.

There are varying degrees of alcohol dependence, and they don't always involve excessive levels of drinking. If you find that you 'need' to share a bottle of wine with your partner most nights of the week, or always go for a few pints after work, just to unwind, you are likely to be drinking at a level that could affect your [long-term](#) health.

If you find it very difficult to enjoy yourself or relax without having a drink, you could become psychologically dependent on alcohol which can include mood swings and increased anxiety. Physical dependence can follow too, which is when your body shows withdrawal symptoms, such as sweating, shaking and nausea.

[WHAT IS ALCOHOL USE DISORDER \(AUD\)](#)

	Followers/Likes/Views	Impressions	Engagements
Facebook (@DrinkawareIE)	76,998 (stable)	9569750 (-21.5%)	245530 (-2.1%)
Instagram (@Drinkaware_ie)	1,793 (+15% on 2021)	3087841 (55.9%)	811 (-23.8%)
YouTube	226,700 (+483% on 2021)	766700 (+2136%)	260200 (+1062%)

The goal for social media in 2022 was to increase and drive users to visit drinkaware.ie for more information, tools, tips and advice. This was achieved by posting regular content on our most requested themes and identified priority webpages, including: Drink Driving, The Drinks Calculator, and The Low-Risk Weekly Guidelines while also running social, paid advertisements throughout the year.

Social activity focused primarily on Facebook and Instagram, but YouTube was also utilised and proved very effective, especially with males, who are a traditionally difficult audience for Drinkaware to engage with. 70% of the 226,700 views in 2022 were male and the 18–24-year-old age cohort were the most likely to watch our content making up 26% of viewers. YouTube has proved a very successful audience for reaching both males and the younger age cohorts. The most popular video content focused on better drinking habits and information on when it's safe to drive the morning after drinking.

Budget was decreased by 5% on social media in 2022, and results have been very positive considering this decrease. Our Click Through Rate (CTR) increased by 23% in 2022, as driving traffic to the website was the primary objective. This is very positive and indicates that the strategy regarding social media was successful in its stated goal.

It must be stated that the decision was made to cease all promotion of the Drinkaware Public Health Resources, more detail on this decision can be found in the Health Promotion Resource section of this report. However, the lack of promotion of the resources across social media had a direct impact in both the social media metrics and website results for 2022. The resources are incredibly popular and would normally result in numerous visits to the website and click throughs from social media to the site.



Digital campaigns

In 2022 the O&E team ran 10 digital campaigns, ranging from Minimum Unit pricing, alcohol related cancers, safe summer socialising, benefits of cutting back, parents and underage drinking, standard drinks and common myths for sobering up after a night where you have been drinking. These campaigns focused our messaging and provided the public with topics of interest, information, tools, advice and tips in a pragmatic and non-judgemental manner. They were facilitated through both organic and paid social, with a focus on video content throughout the year.

Blogs

Drinkaware published 38 blogs in 2022, surpassing the stated goal of 36 blogs. Blogs give the Drinkaware team the opportunity to share research, education, news and tips/ advice. Our blogs are also a great opportunity to share the voice of mission aligned organisation through our guest blogs. Our guest bloggers for 2022 included behavioural specialist, Pádraig Walsh, engaged teachers from the Drinkaware Alcohol Education Programme and Belong To – LGBTQ Youth Ireland. Our guest

bloggers shared their thoughts and expertise on a variety of topics. Our top three blogs of 2022 were guest blogs which included: Belong To- Supporting LGBTI+ Young People in Ireland, The 'Gut Experts' view on alcohol and the gut and lastly Behavioural Specialist Pádraig Walsh on how to make your exercise routine more appealing. We saw a 240% increase in readership of our blogs, but these are not only from 2022 - clear rationale for the reposting of old blog content throughout the year where relevant.

Newsletters

As per the stated targets, 10 General Newsletters were sent out in 2022, 5 more than in 2021. The average open rate was 32.47%, there was a 0.67% increase in open rate compared to 2021. Drinkaware subscribers increased, from 46,143 subscribers to 46,161 subscribers. Our newsletter provides subscribers with information about our campaigns, research and resources, as well as events and public health reminders. In 2023, we hope to maintain the level of General Newsletters we send out.



DRINKAWARE

Talking to your child about alcohol



DRINKAWARE

Be safe this holiday season.
Never drink and drive.



mental
priority



DRINKAWARE

BENEFITS OF CUTTING DOWN OR CUTTING OUT ALCOHOL



» Looking Forward

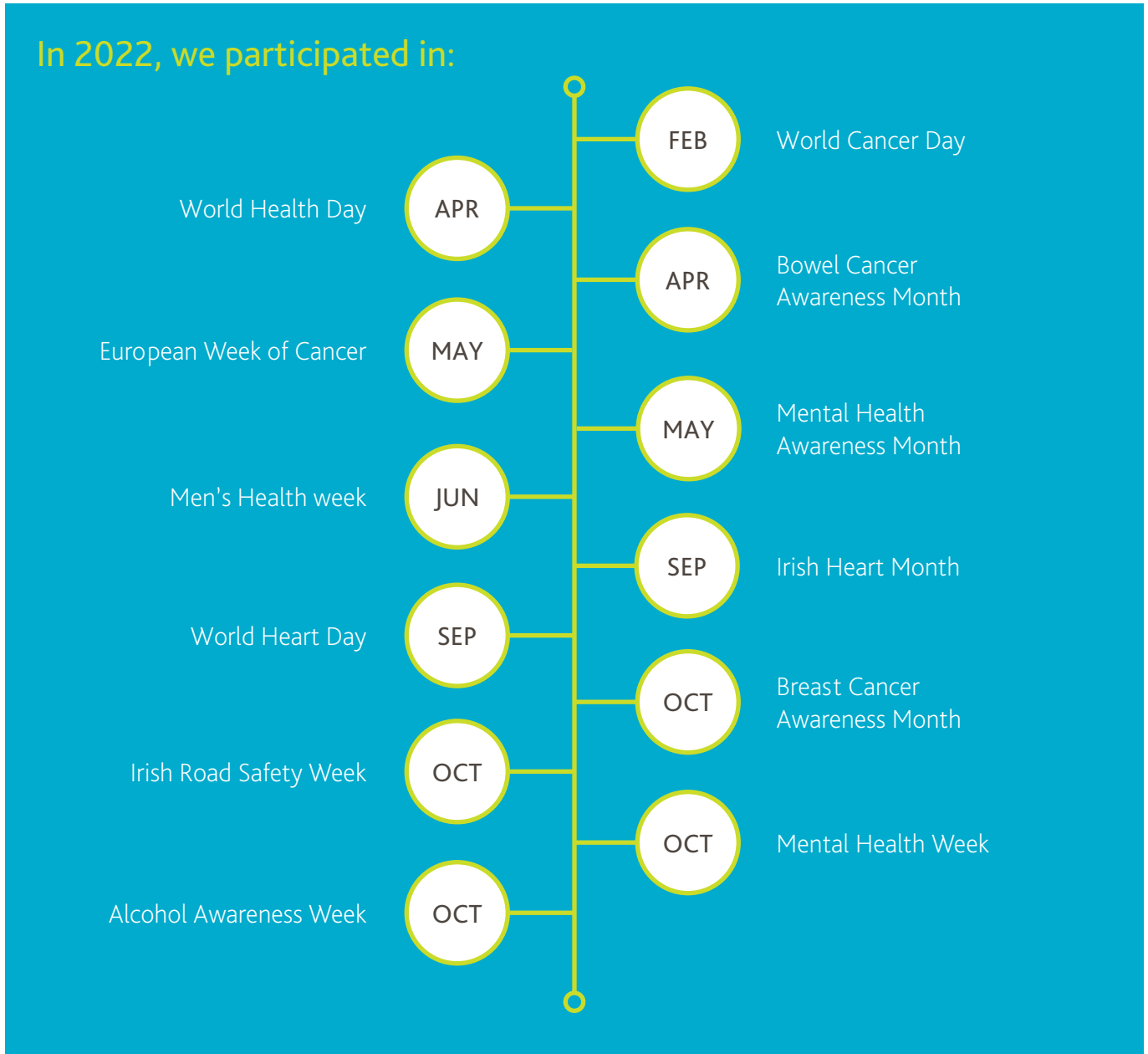
2022 was a very successful year for digital outreach within Drinkaware. Considering the full opening of society for key metrics to improve on 2021 is a clear indication that the public are seeking out information regarding alcohol and find the drinkaware.ie website useful in providing that information. For 2023 our strategy is shifting to website optimisation. A full audit of the website will take place and improvements to the User Experience and Search Engine Optimisation will commence in early 2023. Social media will be utilised less with the focus being heavily on Organic Search and Pay Per Click.

It has also been decided that active Twitter posting will cease in 2023 as it no longer actively helps us in achieving our goals. YouTube will continue to be utilised with the hope that we can continue to reach the male and youth audiences through this channel. Facebook and Instagram will remain our primary channels with the hopes that our audience on Facebook will remain stable with Instagram increasing by 10% in 2023.

In 2023 our goal is to focus on current and topical blogs that will provide useful information to the public. We will also continue to engage with stakeholders and experts to produce guest blogs. The decision was made in 2022 to increase the frequency of the General Newsletter to monthly and this will continue in 2023.

Public health awareness support

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



» Looking Forward

In 2023 we will continue to support the above-mentioned events and seek out opportunities to engage with organisations in raising awareness of alcohol harms and its impact on health and wellbeing.

Collaborations and co-operative activity

The Senior Times

Drinkaware partnered with The Senior Times to provide their audience with information on alcohol. 5 articles were published in 2022. Topics included: isolation and loneliness, social expectations and reconnection, the importance of grandparents as role models and summer socialising.



Drinkaware Drip Mats

With the support of Diageo, Drinkaware produced drip mats for use in bars, pubs and restaurants across Ireland. The mats included three different tips to drink less: 'Try alcohol free', 'alternate your drinks with water' and 'stay out of rounds'. The mats included a QR code directing people to the Drinkaware drinks calculator for more information. To increase distribution, we partnered with the Vintners Federation of Ireland (VFI) for distribution across Ireland. In 2022, 20,000 drip mats were distributed through VFI representatives, 3,750 were provided to key bars located in Dublin city for Pride Weekend, and 4,000 were sent to the Galway races.

Drinkaware & The Aviva

2022 saw Drinkaware partner with The Aviva for different sporting events. With the support of Irish Distillers, washroom posters were displayed at 4 international football fixtures, 2 Rugby Union fixtures and the 3 Rugby fixtures for the Autumn Internationals. The washroom posters resulted in a 16% increase in calculator uses and an average of 9% increase in visits to drinkaware.ie.

Marie Keating foundation

The Marie Keating foundation is always a great supporter of Drinkaware's work providing advice and guidance on messaging relating to Cancer and Alcohol. In 2022 this relationship continued with support on Breast Cancer messaging in October and joint sharing of information, ensuring that the public are informed of increased risk of cancer from alcohol use.

Copy Clear

Drinkaware partnered with Copy Clear in 2022 to deliver marketing training to licensees of the Drinkaware logo, to ensure that correct use of the logo and the principles and values of Drinkaware are being upheld.

Coca Cola Hellenic & RSA - Designated Driver campaign

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



» Looking Forward

Drinkaware strongly believes that collaboration is essential to achieving our goals. Engagement with key stakeholders will remain a priority for the Outreach and Engagement team in 2023. Drinkaware is open and willing to engage with all mission aligned stakeholders with the aim of promoting and protecting public health. It is the hope that we will continue with the partnerships that ran in 2022 but also increase our collaborations.

On-the-ground public engagement

2022 saw the return of in-person events across the country. The Drinkaware team were delighted to once again return to the National Ploughing Championships and engage with the public through sporting events during the year.



The National Ploughing Championships

The national Ploughing Championships are a wonderful opportunity for the Drinkaware team to meet with and speak directly to the public they serve. 2022 was the biggest Ploughing Championships to

date with 277,000 people attending across the three days and the demand for conversations and resources was seen throughout the three-day event. Over 12,230 resources were handed out, with countless conversations taking place covering topics of concern to the public, for example, drink driving, talking to young people, alcohol's impact on mental health, and the low-risk weekly guidelines.

Public webinar

In September the Drinkaware Team hosted a public Webinar on Mindful Drinking and Mental Health. The Drinkaware team were joined by Dil Wickremasinghe, a IACP pre-accredited Psychotherapist and counsellor, Pádraig Walsh, Behavioural Psychologist and Kate Coffey an alcohol-free influencer. The event was featured in an Irish Times article on Mindful Drinking and the free tickets for the event 'sold out' within hours, with the public joining the discussion on how alcohol can affect our mental health and tips for a more mindful approach to drinking.

“Excellent panel and discussion”



“Thank you, very good discussion. I am early on in my sober (curious) journey and already feel so much better and healthier”
(Attendees, Public Webinar, Survey Monkey, 2022)

Aviva Stadium

Small prompt cards were also directly handed to members of the public at 2 international football matches and at the 3 Autumn International rugby matches. Overall, over 9,000 prompt cards were given out to the public, with either information on the benefits of drinking less, or information on drink driving. The public reception to the cards was very positive. Visits to the benefits of drinking less page increased by 6.5% MOM and on average views of 'Driving the morning after drinking' video increased by 31% as a result of the drink driving prompt card.

Stakeholder day

In October Drinkaware returned to an in-person stakeholder event. The event saw the launch of the new standard drinks' calculator along with an update on events and outputs provided to key internal and external stakeholders on the day.

» Looking Forward

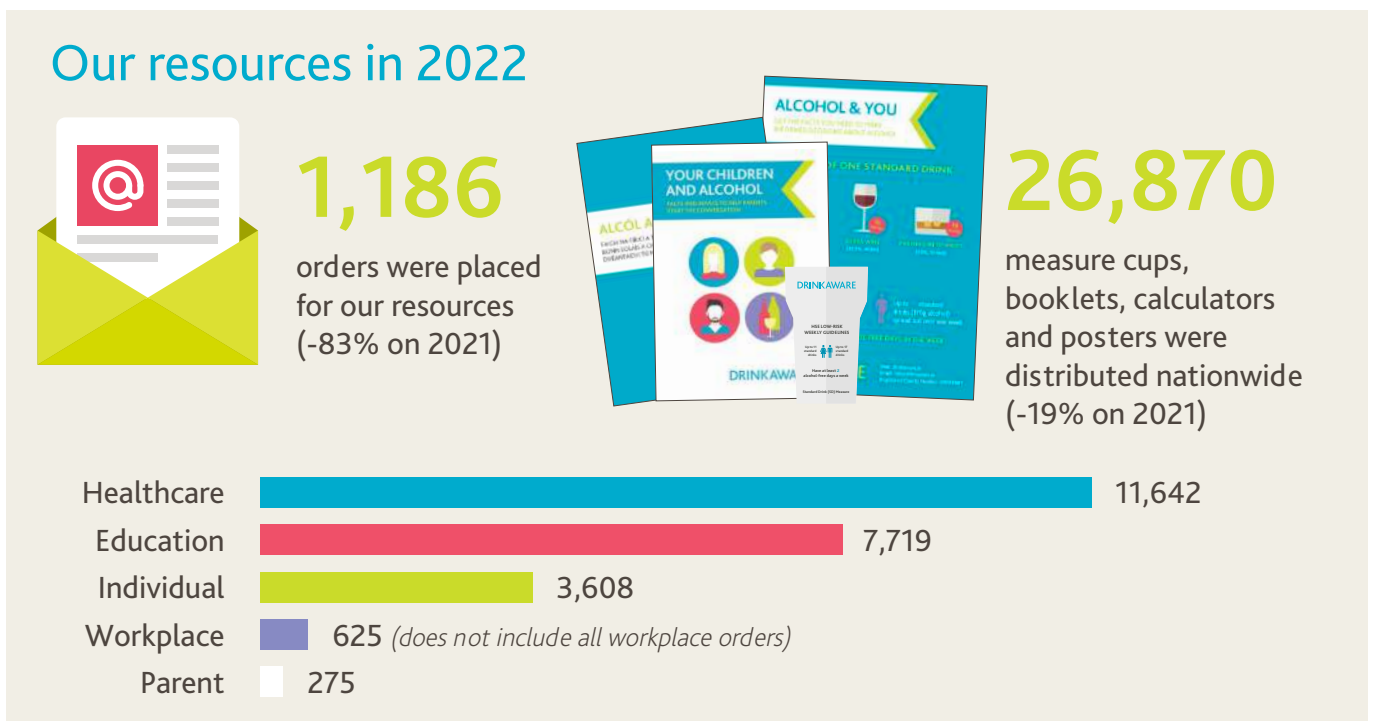
In 2023 the Drinkaware Outreach & Engagement team hope to increase public engagement at different events throughout the year. The team will once again attend the National Ploughing Championships, but it is envisioned that new events will be trialled, including the Ideal Home Show based in the RDS Dublin, and events across the country. The O&E team will also improve our webinar hosting capabilities so that more people can attend our online webinars moving forward.

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 2022 the Drinkaware measuring cup continued to be the most popular resource, followed by the Alcohol & You booklet and the Drinkaware Calculator Wheel. The Drinkaware public health resources are popular with the public, health care professionals, parents and educators.

2,961 orders were placed for the Alcohol and Mental Health booklet and 6,920 orders for the Alcohol & You Booklet in 2022.

The new Alcohol & Mental Health booklet was launched in January and an updated version of the Alcohol & You booklet was launched in July 2022. Both resource booklets are very popular with the public.



In 2022 the decision was made to cease all digital promotion of the Drinkaware health promotion resources. This decision was based on increased and high distribution costs. The halt of digital promotion was a strategic decision from the O&E team, with a focus on large-scale deliveries to organisations in favour of distribution to individuals. This explains the high decrease in orders made compared to the substantially lower decrease in actual resources being distributed throughout the year. Bulk orders predominantly from healthcare settings allowed the team to continue to provide the resources to the public while also reducing the costs to the organisation.

Over 12,000 resources were also distributed through the Ploughing Championships and are not reflected in the above figures.

>> Looking Forward

It is envisioned that the Your Child & Alcohol booklet will be updated in early 2023. This resource will be replaced with a more comprehensive Parenting booklet that will align directly with the increased engagement with Parents through webinars and workshops.

Workplace Wellness Programme (WWP)

In keeping with our health and wellbeing remit, guided by a logic model (Kellogg Foundation 2006), Drinkaware's Workplace Wellness Programme is an evidence-informed intervention that aims to reduce the misuse of alcohol by providing education and support to workplaces. The anticipated outcomes include increased awareness of what alcohol misuse is, and a willingness/intent to change behaviour.

A number of options are available to employers, including in person workshops, online webinars, pre-recorded webinars covering general information, alcohol and its impact on health and alcohol, stress and sleep, alcohol awareness for parents and bespoke options are also available for companies with a specific request.

2022 saw the return of manned information stands and live in person workshops. Due to limited capacity the number of these is limited, however the majority of requests remain for the online or pre-recorded options.

In 2022 we engaged with 25 companies, held 13 webinars/workshops with over 260 attendees and hosted three information stands.

“Really useful presentation and good reminder of the effects of alcohol”

“Effect on sleep and mood. Calories and sugar content. I stopped drinking on New Year's Eve and am finding it easier now to navigate social events. I am substituting more chocolate though... another thing to get through! My partner joined me and was surprised at how much he learnt. Both of us drank way too much in the pandemic”

“I found the presentation very informative and the questions in the Q&A were helpful too. Thank you to Jennifer for all her help and knowledge”

- Attendees of Workplace Wellness Webinars, Survey Monkey, 2022



- Healthier employees**: Icon of a person with a heart inside their chest.
- More engaged workforce**: Icon of three people silhouettes with a hand reaching out to one of them.
- Positive wider social benefits**: Icon of a person's head with a rainbow arching over it and plus/minus signs.
- Reduced incidence of accidents/injury**: Icon of a person silhouette with a large plus sign next to them.
- Reduced absenteeism**: Icon of a calendar with a checkmark in a circle.
- Increased productivity**: Icon of a computer monitor with a lightbulb above it.

» Looking Forward

The Drinkaware Workplace Wellness Programme is a unique offering that provides workplaces with a safe space to explore issues relating to alcohol use. In 2023 it is hoped that this offering will be scaled, updated and improved recorded webinars will be produced along with new webinar and workshop offerings.

Key Outcomes in 2021

Listed below are the **ten key outcomes** that resulted from our Outreach & Engagement activity in 2022 detailed in this report:

1. Increasingly challenged the widely accepted stereotype regarding Irish society and alcohol, and the complacent and complicit attitudes towards alcohol misuse. Providing key data on the cultural shifts taking place regarding alcohol.
2. Increased our unrivalled reach and public engagement through traditional and digital media channels both owned and earned.
3. Provided easy to access, pragmatic information to the general public on how to cut down or out alcohol. Emphasising the low awareness of the HSE low-risk weekly guidelines, what constitutes harm, myths around alcohol use and the importance of awareness and understanding of what constitutes a standard drink.
4. Increased stimulating public discourse on alcohol use, misuse, binge drinking, alcohol harms, specifically alcohol's impact on mental health.
5. Increased public engagement and advocacy of behaviour change best practice regarding alcohol.
6. Highlighted key information needs for the public, be it, drink driving, talking to your child about alcohol, safe socialising or what binge drinking is.
7. Increased collaborations and interest from a wide pool of stakeholders in collaborative opportunities to deliver change.
8. Sustained public interest and discourse on alcohol misuse, harm and positive behaviour change, stimulated by our research evidence and campaigns.
9. Told the evolving story of alcohol use in Ireland, providing the public with an alternative narrative regarding alcohol consumption in Ireland.
10. Maintained trust of Drinkaware as the leading provider of information on alcohol among adults in Ireland.

“

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

– Workplace Wellness Programme participant

”

Key Impacts in 2022

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

Increased

1. The breadth of the national conversation telling the evolving story of alcohol use in Ireland and its complexities, discussing MUP, challenging alcohol's place in Irish culture and speaking to the growing demand for a positive alternative. Our pragmatic tone, high quality research and empowering supports which provide relatable and practical advice and information to the public increased our reach with specific population groups in need of support in 2022.
2. A consumer-friendly and helpful narrative on alcohol that provides the facts and tangible actions to put behaviour change into practice. Through our public webinars, digital activities, safe summer socialising and collaborations, Drinkaware's reputation as a credible and pragmatic expert on alcohol consumption and behaviour change means the Charity is a key called upon contributor to media debates on alcohol and our research and messaging are regularly cited.
3. Increased our unrivalled reach and engagements with the public, through both media coverage and digital activities as seen with over 630 individual media pieces, appearances on Ireland AM, online and broadcast (national and regional), demonstrates the evolving work of Drinkaware as a leading charity on alcohol use, misuse and empowerment for change.
4. Increased direct face-to-face public engagement with the public through events such as the National Ploughing Championships and our work at the Aviva throughout 2022.
5. Awareness of a more mindful approach to drinking, as demonstrated by the over 153% increase in pageviews on Drinkaware.ie, relating to the topic.
6. Increased support giving the public critical advice and information on alcohol and driving. With

over 143,000 people visiting drinkaware.ie for information on drink driving - a 75% increase on 2021.

7. Co-operative and collaborative work. Drinkaware is passionate about achieving the mission to prevent and reduce alcohol misuse, but we are aware that this is an ambitious goal, with that in mind cooperation and collaboration with mission aligned organisations is a necessity that Drinkaware openly engages and encourages. To achieve an Ireland where alcohol is not misused involves a whole society approach and 2022 saw increases in our collaborations with organisations seeking to achieve our vision, mission and goals.
8. Increased high levels of public awareness of Drinkaware to provide trusted alcohol information at 87% (Behaviour & Attitudes 2022).

Maintained/ Established

1. Maintained interest/intent and also capacity to change as indicated by the 2022 Barometer, where both positive changes have already taken place and intent to make positive changes remained amongst Irish adults, Drinkaware is acutely aware of the demand for our work, resources and support.
2. Listened and responded proactively to the changing needs of the public. With various content targeting the specific needs of the public, the Drinkaware team responded to the continuously changing landscape of 2022, providing information the public needed throughout pinnacle points of the year.
3. High levels of interest in the Drinkaware Workplace Wellness programme, delivering to the needs of employers through online webinars and public health resources.

Research



Overview

Research plays a critical strategic role in Drinkaware and is viewed as an organisational asset. The charity is committed to ongoing investment in relevant and timely research that is applied to our education and outreach activity and shared with stakeholders to progress collaborative efforts to improve the nation's health. This ensures each programme we deliver and every resource we produce is evidence-informed and subject to robust independent evaluation to achieve the organisation's public health goals.

Drinkaware's research is overseen by a highly competent, experienced and professional team, and is both rigorously analysed and cross-referenced against other available national and international data to deliver significant and constructive reports and studies.

Objective

To use our research to encourage a greater and deeper understanding of alcohol consumption and its impact on a national level, which in turn serves three purposes:

- a. ensures the validity, relevance and efficacy of our other work and programmes
- b. supports our stakeholder engagement with other civil society and health organisations
- c. increases our national and EU collaborative and shared learning opportunities.

Goal

For Drinkaware's research and its implications for health promotion and alcohol harm reduction to be recognised as making a valuable and valued contribution to the issue of alcohol misuse and harm.



Our research explores, questions, analyses, measures and actively seeks the evidence that is needed to shape and scope our work to enable positive behaviour change and help prevent and reduce alcohol misuse.

– Dr Ann Stokes – Research Manager, Drinkaware



Key Outputs in 2022

Published research and papers

In 2022, Drinkaware commissioned, analysed and reported on two statistical studies. A comprehensive overview of each is detailed in this section of the report.

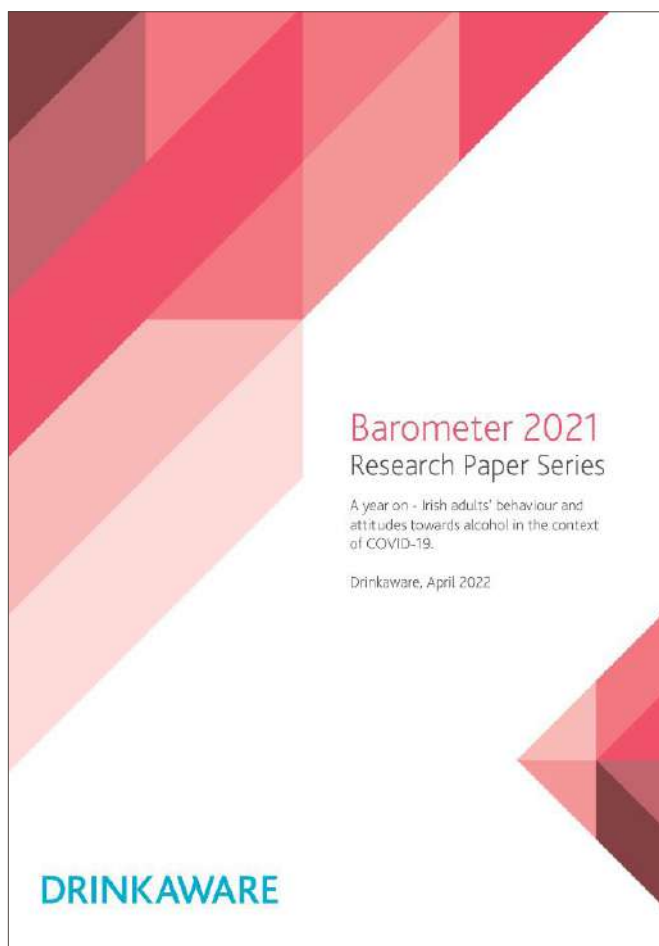
A year on - Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19.

Overview

In April 2021, we commissioned research agency B&A to undertake its latest in a series of Barometers examining Irish adults' behaviour and attitudes towards alcohol. Using a nationally representative sample of 1,000 people aged 18+ and internationally recognised and standardised question models, the information gathered in our study was contextualised to specifically examine the experiences of a representative sample of the population one year on from the initial lockdown phases and following the sudden and dramatic change to the daily routines brought on by COVID-19 in 2020. In April 2022, we published the second paper in the Barometer Research Papers Series. The focus and purpose of this specific paper is to provide a comprehensive overview of 2021 Barometer findings while also referring to 2020 findings as relevant i.e., how Irish adults drinking/behaviours have changed one year on from COVID-19.

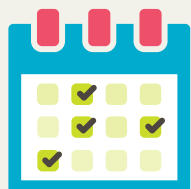
Objective

The objective of this Barometer was to examine Irish adults' behaviour and attitudes towards alcohol in the unique context of COVID-19 during 2021. A further objective of this study in 2021 was to understand the impact of the pandemic on Irish adults' drinking one year on from restrictions imposed at the onset of COVID-19. We were specifically interested in understanding the who, what, where, when, how and why of drinking in Ireland one year into the COVID-19 pandemic. This study also sought to examine some of the key determinants of the public's attitudes and behaviours regarding alcohol, and the 'wider picture' in which adults experienced the ongoing pandemic in Ireland e.g., stress / tension, mental health, economic impact, household dynamic as well as the behaviour of other adults.



Key Findings

Significant shifts regarding alcohol consumption were identified:



55%

of adults reported drinking on a weekly basis in 2021 (52% in 2020)



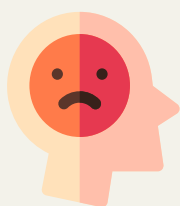
49%

Indicated binge drinking in the past 30 days in 2021 (46% in 2020, 36% 2019)



61%

indicated drinking for coping reasons in 2021 (60% in 2020)



Low mental wellbeing peaked

Low mental wellbeing peaked among 25-34 year olds in 2021 (at 43%) as well as those that increased their consumption in the past twelve months.



Binge drinking increased

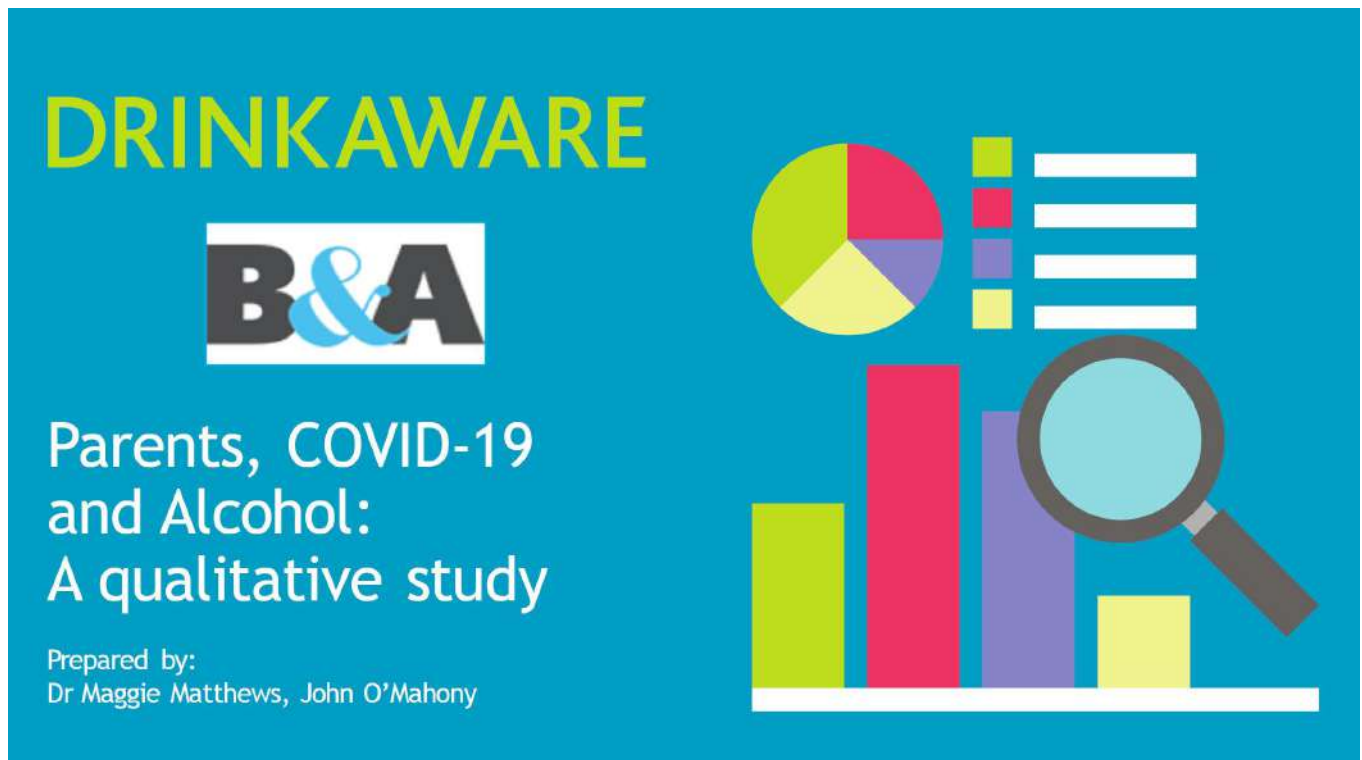
Binge drinking increased among younger adults in 2021: 31% of 18-24 year olds reported they typically 'binged' (6 standard drinks or more) when they drank in 2021 (16% in 2020)



Desire to drink less on the rise

Encouraging results included an increase in those reporting they would like to drink alcohol less often at 30% in 2021 (24% in 2020) and 37% in 2021 said they had already made small positive changes (31% in 2020)

Full report available at drinkaware.ie/research



Overview

The 2020 and 2021 Drinkaware Barometers, and the research paper "Families, Alcohol & COVID-19 – A detailed analysis of the drinking practices of adults in households with children during the ongoing pandemic" (Drinkaware 2021), directed the Drinkaware research team towards further research into families' experience of COVID-19 and its impact on attitudes & behaviours towards alcohol.

Objective

Successive annual national surveys show weekly drinking is on the rise, from 44% (Drinkaware Index, 2019) to 55% (Drinkaware Barometer 2021). The research paper, "Families, Alcohol & COVID-19 – A detailed analysis of the drinking practices of adults in households with children during the ongoing pandemic" (Drinkaware 2021) revealed family make-up as a new and additional determinant of alcohol consumption. These studies collectively signposted the need to better understand parental behaviour and attitudes towards alcohol, in the context of lived family experiences of COVID-19.

Drinkaware was therefore interested in exploring:

- The nature of alcohol use in the home
- Beliefs around alcohol
- Parental practices and approaches

- The situations where this might tip into harm and misuse
- The impact COVID-19 had on these behaviour shifts

We commissioned Behaviour & Attitudes to undertake this qualitative study to better understand these issues in depth as qualitative research is better placed to unpack complexities and nuance, and to invite confiding of difficult subjects. The study involved 15 sets of parents, covering pre-schoolers, 5-12 years, and early teens (up to age 15 years).

It is important to note that the project was not about serious misuse or abuse of alcohol. A key interest was to speak to people who are

- a. weekly drinkers,
- b. have increased their alcohol consumption since the pandemic began and
- c. at least sometimes go over recommendations for weekly alcohol consumption.

Key findings

- Alcohol is a known coping tool, and the specific circumstances of lockdowns made alcohol an easy go-to solution.
- The visible normalisation of higher drinking levels (in the media/the world around us) had a huge impact and was a significant aspect of what gave parents 'permission' to indulge.
- Parents self-awareness and recognition of the heavier and more frequent pandemic drinking meant peak consumption did not last very long and there was a natural pull back from parents.
- Some new habits formed have remained, but parents didn't register concern on this/merits of scrutinising their drinking.
- Most didn't see any problem with their own drinking so long as they aren't getting 'blind drunk', drinking every day, or frequently during the day, and it is not impacting their lives or health significantly.
- The Low-Risk Weekly Guidelines are not well understood and therefore unlikely to be followed.
- The issue of dependency was one that does play on parents' minds but lacked clear criteria for what that means (and therefore what the warning signs might be).
- Parents were open to more help/hints/tips on how to cut down rather than cut out.
- A strong desire was evident among parents to foster healthy relationships with alcohol for their children.
- Parents had personal, and often arbitrary, rules and guidelines regarding the drinking occasions to which their children can and cannot be exposed
- The impact of drinking on their children's mental health was a big concern for parents (of note though was that its impact on their own mental health was not raised).
- This study elucidates parents' lived experience of using alcohol as a coping tool in a crisis. It is important because we have not yet closed the door on the COVID-19 crisis, or indeed on the arising crises regarding mental health and cost-of-living.

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

» Looking Forward

A deeper examination of the experiences of specific cohorts (including young adults) using data from recent Barometer surveys as well as relevant national and international research was undertaken during 2022. It is envisaged that this work will continue in 2023, thus providing important evidence for future campaigns. In late 2022, an initial scoping exercise on inequities and inequalities was designed. It is hoped that in 2023 we will expand/continue researching and come back to research hypothesis. Subsequently, we will engage with B&A in data collection on this and hope to have a completed project by 2024.

It is anticipated that the annual national Barometer survey, will be conducted in the summer of 2023 with the initial data to be released in Q3 of 2023.

Conference presentations

Conference presentations provide Drinkaware with an opportunity to disseminate our research work, facilitate networking among peers, as well as creating opportunities for future collaborations. The Drinkaware team made a successful submission to an acclaimed international conference during 2022.

World Social Marketing Conference – Brighton 2022

Drinkaware was invited to attend and present at the 5th European Social Marketing Conference 2022 in Thessaloniki, Greece. We sadly could not attend due to travel restrictions, but we were invited to attend the World Social Marketing Conference in Brighton, United Kingdom.



The Drinkaware team was delighted to attend (in person) and give a presentation at the 7th World Social Marketing Conference in Brighton, United Kingdom on the 5-7th September 2022.

- **Submission Title:** Understanding (intentional/unintentional) binge drinking at home among Irish adults
- **Submission Title:** Evaluation of a workplace wellbeing programme to improve alcohol awareness in Ireland

Target group / focus Staff/employees that have completed a WWP intervention are the focus

Aims and objectives

- Have an increased awareness of what alcohol misuse is (i.e. HSE low-risk guidelines)
- Willingness/intent to change behaviour (i.e. consider their Attitude to alcohol)
- Develop Skills to moderate alcohol intake
- Be Motivated to reduce their alcohol intake

Project / research focus

Alcohol misuse has been identified as an area of concern in the Research Board's Alcohol Harm to Others report. It has been identified that it is not always acknowledged – lower productivity and absenteeism are common conditions in the workplace. The Department of Health's Healthy Ireland Workplace Framework, the Department of the Environment, Climate and Communications, and the Department of Health have funded the evaluation of workplace wellbeing programmes. The Department of Health has found that there was strong evidence of the benefits of workplace wellbeing programmes, specifically physical activity, smoking cessation, and mental wellbeing among others. The evidence was found to be limited by the lack of good quality studies that interventions for alcohol use problems are feasible and that it is typically ambivalent about addressing the issue.

Method / approach

The evaluation was undertaken to assess the roll-out of the WWP over a 4-month period (September-December 2019, n=111). A quantitative questionnaire survey design method was used to gauge participant experiences following attendance at the WWP (both paper and secure online options for completion were provided via SurveyMonkey). The questionnaire was designed to align with the anticipated short-term outcomes of the WWP as identified in the logic model, including attitudes and intent. Knowledge of the low-risk guidelines before and after the workshop. Participants were also given the option to provide information on what they would like to see more or less of. All data collected was held anonymously and no participants identified, with all data stored securely.

Logic Model Template

INPUTS	ACTIVITIES	OUTCOMES
What we invest	What we do	Who we reach
Why this project	Why this project	Why this project
Short-term results	Short-term results	Immediate results
Why this project	Why this project	Why this project
Short-term results	Short-term results	Immediate results

Program: Workplace Wellbeing Programme (WWP)
 Reduce the misuse of alcohol in Ireland by providing education and support to workplaces

External Factors

- Reluctance to engage with subject matter, cultural acceptance of alcohol
- Continued funding of programme

Conclusions and recommendations

Application of a logic model helps to demonstrate the effectiveness of the WWP. Analysis of data interventions over a specific time period for WWP is effective in challenging attitudes to alcohol, increasing awareness of low-risk guidelines and providing motivation to reduce alcohol. It also provides knowledge to brands and family. The findings will be used to inform planning, development and roll-out of the WWP. Future evaluations will assess longer-term behaviour change and address the interrelationship between programme. Findings from the present evaluation that also need to be provided information on the key ingredients necessary to roll out the WWP in various settings.

Findings / evaluation

A total of 111 participants completed the questionnaire. The findings demonstrate that the WWP achieved the intended outcome of an intent to change behaviour. For instance, 99% of participants agree that the WWP content was useful and 77% agreed that it challenged their current thinking about alcohol. 98% believed that they now understood what binge drinking is, 74% noted that they would use the resources on what they learned to their drinking habits, while 96% agreed that they would pass on some of what they learnt to family/friends. Knowledge of the HSE low-risk guidelines was also achieved with an increase from 45 at baseline to 80 post-intervention, self-assessed by a rating scale of 1 to 100.

Links for further information
 Further information on the Workplace Wellbeing Programme is available from <http://www.drinkaware.ie/tools-resources/workplace-wellness>

» Looking Forward

The Drinkaware Research will continue to make submissions to relevant national and international conferences in 2023.

Active & additional research projects

Transition Year Alcohol Education Programme (TY AEP) pilot evaluation report

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

In April 2022, we continued with the focus group discussions with a sample of teachers. After the second focus group, we commenced the write up of the evaluation report which was completed in June 2022.

Overview

The purpose of this report is to present the findings from the research that we carried out with the transition year teachers, to revise the TY AEP (Transition Year Alcohol Education Programme) and to facilitate best practice regarding teaching methodologies.

This aspect is essential as the value of critical assessment and evaluation is vital to the ongoing development and effectiveness of the programme. One Focus Group was held in 2021 and the other in 2022. A total of 6 teachers or interested contributors from six different schools responded to take part in the Focus Groups in group style interview Focus Groups. The research is based on the feedback from 6 teachers who delivered the Transition Year Alcohol Education Programme over the course of hosting two Focus Groups.

Objective

The objective of the review is to collate the findings from the teachers who taught the programme and to see if the programme is fit for purpose, find out what changes need to be made and to make recommendations based on what the teachers have reported back.

Key findings

- The draft programme has opened a conversation regarding the dangers and prevention techniques regarding how to delay the first onset of drinking.
- From a teaching perspective, it was universally noted that the resources were there, and it was immensely helpful especially when piloting a new programme.
- The programme's success is that the structure of the programme gave the students the information through different teaching and learning methodologies and key statistics.
- Many students had consumed alcohol before but nearly all teachers discussed and noted the shock on students faces when they learned certain crucial facts about alcohol and this "shock and awe" seems to have influenced engagement.
- Many teachers had extraordinarily little interaction with the parents, part of the purpose of the programme was to connect the programme to the student's home life.
- Teachers appeared not to fully understand the concept of a "whole school approach" but did raise certain aspects of it in discussion.

The findings of this small-scale qualitative review provide crucial evidence on the key expectations for teachers in delivering the TY AEP and how best to support the development of the programme moving forward.

Inequalities & Inequities

In 2022, the Drinkaware research team commenced a detailed initial scoping exercise and review of literature on inequalities, inequities and the alcohol harm paradox. In 2023, this will be greatly expanded in scope with extensive review of the relevant literature finalising the overall hypothesis and the commissioning of field research.

Consumption

The Drinkaware research bank development was initiated in 2020 and throughout 2021 we built upon the work that took place in 2020. The aim of the research bank is to provide the latest national and international data relating the alcohol consumption in Ireland. Providing an understanding and trust in the importance of continued research on alcohol consumption, misuse, and harm, and on related areas of positive behaviour change. Throughout 2022, the consumption sections of the website were updated to reflect the most up to date data/publications.

2023 Barometer planning

As the national charity working to prevent and reduce the misuse of alcohol in Ireland, it is imperative that we continue to gather and analyse evidence-informed research on the experiences for Irish adults in relation to their attitudes and behaviours around alcohol consumption. We look forward to working with B&A in 2023 as we carefully consider development of the questionnaire in the context of emergent issues, changes and progresses in Irish society.

Parents qualitative research

An additional consequence of the release of our qualitative research; **Parents, COVID-19 and Alcohol: A qualitative study**, was hosting an in-person briefing for political stakeholders on Tuesday 21st June 2022. This presentation was delivered by **Dr Maggie Matthews**. In attendance were TDs, Senators, political staff and policy officers for different political parties. Subsequently, there were one-to-one sessions with many political stakeholders that attended. The findings from this research will also be considered and referenced in the formation of the future development of parents' resources, workshops and webinars.

Young Adults Campaign Blogs

A key campaign that Drinkaware conducted throughout 2022 was focused on Young Adults. As part of that campaign, the research team wrote a series of blogs about the experiences of Young Adults, COVID-19 and shifts in their drinking behaviour.

The research team produced four blogs throughout the campaign:

- **1st blog:** **Analysis of the Growing Up in Ireland Data: The basis of 18-24-year olds' experiences of the COVID-19 pandemic**
- **2nd blog:** **18-24-year olds' experiences of the COVID-19 pandemic: Young Adults and Drinking Behaviour**
- **3rd blog:** **18-24-year olds' experiences of the COVID-19 pandemic: Young Adults; Mental and Physical Wellbeing**
- **4th blog:** **18-24-year olds' experiences of the COVID-19 pandemic: Young Adults; Employment, Housing & Education**

Response to the public consultation on the Healthy Ireland Men Action Plan 2017-2021

In May 2022, Drinkaware welcomed the opportunity to respond to the public consultation on the **Healthy Ireland Men Action Plan (HI-M) 2017-2021**. The main aspects of our submission discussed potential collaboration with groups and charities that already work directly with men, social personal and health education programmes in schools for boys, access to factual, relevant information and providing a rich source of data from which patterns of current and emerging behaviours regarding alcohol use.

Read the summary of response.

>> Looking Forward

We will continue to gather data and insights on the behaviours and attitudes of Irish Adults towards alcohol and delve deeper into areas in need of extra insights/reporting. Our work on young adults and inequities will continue to be explored as an integral part of our current 3-year strategic cycle.

Drinkaware Research Briefings

In 2022, we were delighted to continue with the Research briefing series. We created this series to reach out to all stakeholders to build a community of active and interested researchers in the health and behaviour change space. The research briefings since their initiation in 2019 have provided a platform for researchers and wider stakeholders to engage with relevant topics, sharing ideas and increasing the necessary collaborative effort required to address alcohol misuse and harm.

We encourage collaboration both with us and each other through creating an opportunity where we can collectively discuss issues relating to alcohol in Ireland and in so doing, contribute to sharing learnings and knowledge.

We hosted two research briefing events during 2022 that over 50 stakeholders attended from diverse backgrounds across the wider health promotion space including NGOs, semi-states and academics including early researchers. Unfortunately, the Drinkaware Autumn research briefing was cancelled due to unforeseen circumstances and the decision was taken to review the format of the events in the latter half of 2022. Since its initiation in 2019, over 270 stakeholders have attended a mix of virtual and in person briefings.

Spring 2022

Research Topic: What do we know about adolescent consumption of alcohol? Self-control and alcohol consumption during late adolescence and the transition to young adulthood in Ireland.

Speaker: Dr Michael Daly, Maynooth University.

Read the summary report.

Summer 2022

Research Topic: Parents, COVID-19 and Alcohol: A Qualitative Study.

Speaker: Dr. Maggie Matthews, Behaviour and Attitudes (B&A)

Read the summary report.

Read the full report.

Autumn 2022 (Cancelled)

Research Topic: Trends in alcohol consumption throughout adolescence and early adulthood – an overview from Growing Up in Ireland.

Speaker: Dr. Eoin McNamara, Economic and Social Research Institute (ESRI)

Read the statement regarding cancellation.

>> Looking Forward

The internal review of the research briefing series concluded that the series would be reintroduced in the latter half of 2023. With a total of 272 participants in the briefing series to date, the programme provides a significant sharing of learning between stakeholders.

Key Outcomes in 2022

Listed below are the **eleven key outcomes** that resulted from our Research work in 2022 as detailed in this report.

1. Current, multi-disciplinary and relevant data regarding behaviour, attitudes towards and motivational drivers of alcohol consumption among adults in Ireland. This includes data in the context of COVID-19, post COVID-19 and how its ongoing stages impact on people's behaviour and attitudes towards alcohol.
2. Improved efficacy and integrity of all Drinkaware work arising from core research principles embedded into our research studies. As reflected in our success rate at the submissions to international conferences.
3. Ability to cross-analyse Irish data with international counterparts through the utilisation of standardised question models. Examples of this include; AUDIT-C; Drinking Motive Questionnaire: Revised Short Form (DMQ-R SF); Short Warwick-Edinburgh Mental Wellbeing Scale.
4. 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.
5. A rounded and grounded perspective about alcohol in Ireland from correlated own, national and international data. This data is accommodated by the breadth of the lifestyle and attitudinal as well as consumption data gathered, analysed and regularly updated.
6. Data, insight and ideation opportunities created through research-initiated dialogue.
7. Recognition in the political sphere of the valuable contribution Drinkaware's research and data can make to the issue of alcohol misuse. An example of this is the in-person briefing for political stakeholders at Buswell's hotel in June 2022.
8. Contribute towards the development of new national collaborative and shared learning opportunities to progress national projects such as our contribution to the public consultation on the Healthy Ireland Men Action Plan (HI-M) 2017-2021).
9. Public debate has been stimulated, and informed, by Drinkaware's research. Drinkaware data is regularly included in media coverage on related topics.
10. Open access to Drinkaware data sets for use by other mission-aligned organisations and academic institutions.
11. Further development and leveraging of the research arm as an organisational asset for Drinkaware. The growing depth and credibility of our research supports and expands the reputation and integrity of Drinkaware's public health work.

Key Impacts in 2022

Listed below are **eight key impacts**, the measurably positive effect, of our Research work in 2022 detailed in this report.

1. **Unique and current data** that depicts the true extent of alcohol misuse and harm among the adult population in Ireland. This data allows Drinkaware to understand the demographic groups most at-risk of experiencing alcohol harm and informs the ongoing development of targeted behaviour change interventions, including updating the Alcohol and You booklets, the Young Adults campaign and Change the Narrative Campaign, to name just a few.
2. Signposted **emerging trends that merit further research** to add to the existing knowledge base of drinking patterns, including but not limited to, further exploration of parents' role and their experiences of COVID-19, Young Adults, and inequities and inequalities.
3. **Good practice in research** regarding behaviour and attitudes regarding alcohol has been established and shared as indicated in our successful poster submissions and presentation at the World Social Marketing Conference in 2022.
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 referencing shifts in behaviour, awareness of harms and barriers identified in the research has improved our engagement figures. This knowledge can also be utilised by other stakeholders engaged in health and wellbeing education and promotion.
5. The establishment of Drinkaware's reputation for credible and valuable research, that delivers evidence-informed interventions, as indicated by Drinkaware's extensive coverage of our research, in particular the 2022 Barometer key findings and the publication of the paper - "A year on - Irish adults' behaviour and attitudes towards alcohol in the context of COVID-19" - with a combined reach of over 5 million through Irish media publications. The research briefing series has attracted a further 272 people from various industries/professions.
6. Greater knowledge exchange in order to address alcohol misuse and related harm. This is evidenced by the keen interest at our first in person briefing for political stakeholders.
7. **Increasing knowledge exchange** in order to address alcohol misuse and related harm. This evidenced through our engagement with stakeholders from diverse backgrounds across wider health promotion space including NGOs, semi-states, political stakeholders and academics including early researchers.
8. Our research gives Drinkaware a legitimate and compelling reason to communicate with all stakeholders with the shared objective to reduce and prevent the misuse of alcohol, to further collaboration and co-operation in the longer term.

Education



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

Overview

Delaying the age of first drink can contribute to a reduction in disease and the risks associated with harmful drinking. Parents, teachers, students, and wider society need to believe and be aware that an alcohol-free childhood is the best and healthiest option. Drinkaware works to reduce alcohol misuse in Ireland which includes tackling underage drinking and delaying the age of first drink which is currently 15.8 years (Drinkaware, Barometer 2022).

The need to educate and inform young people about alcohol is a priority for Drinkaware and a societal imperative. Primary prevention, stopping early alcohol use before it starts, requires significant changes in attitudes, beliefs, knowledge, and behaviour, all of which can be supported by effective alcohol education. Through collaboration and the collective efforts of Irish society from educators and parents to charities and government, Drinkaware believes we can make a lasting difference to the next generation's relationship with alcohol.

Objectives

The objectives of Drinkaware's work in education are:

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

Goal

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



The earlier young people start to drink the greater the possibility of harm including damage to the developing brain and to mental, emotional, and physical health. We owe it to our young people to educate them about alcohol and protect them from its harmful effects

– Martha Sweeney, Education Programme Manager, Drinkaware)



Key Outputs in 2022

Drinkaware's Junior Cycle Alcohol Education Programme (JC AEP)

Updated manual

As alcohol plays a significant role in the determinants of health and wellbeing, effective evidence-informed and evidence-led educational interventions and preventions are critical. A three-year independent longitudinal evaluation of the JC AEP (Alcohol Education Programme) was completed (2021), by Professor Sinead McGilloway, Director, Centre for Mental Health, and Community Research at Maynooth University Department of Psychology, in collaboration with Dr John Weafer of Weafer and Associates. The programme has been updated and enhanced by the findings and feedback from both students and teachers, at each stage of the research study.

The JC AEP manual is an evidence-informed Junior Cycle, eleven-lesson alcohol education programme. It was developed as a result of research carried out with parents (Behaviour & Attitudes, 2015 and 2017) teachers and management (small scale research in 2015), students (Behaviour & Attitudes, 2016) and guided by best practice (2016, Cregan Professor of Education and Psychology at St Patrick's College, Mark Morgan).

To deliver the programme effectively and as intended, Drinkaware provides training for teachers with the programme only available to those teachers who register for and attend training. The focus of the training is experiential learning with the student at the centre. Learning becomes a collaborative, social interaction exploring attitudes and beliefs while building skills and knowledge. The JC AEP has been developed within the context of the Framework for Junior Cycle and Social Personal and Health Education (SPHE) with a strong focus on wellbeing. It aligns with and supports the Department of Education's Wellbeing Policy Statement and Framework for Practice 2018-2023.

The programme encompasses life skills, explores and challenges social norms, and influences and engages parents and guardians while providing balanced

information in an unbiased way. The lessons are spiral and developmental. At the centre of the programme is the student and the facilitation of their voice. Students have opportunities to reflect on their learnings over the course of the programme with lessons 5 and 10 in each year being review lessons and lesson 11 a summary lesson, to capture the programme's learnings.

"I love the fact that the same themes are done out in the 11 lessons. That after you have 4 lessons done, you have a review of what has been done. With students you constantly need to review...the spiral, continuum cycle of learning is really good. The fact that then, not alone in the first year, but in 2nd year and 3rd year, it's the same themes you are picking but there is a build-up in each year and a build-up of information they are able to deal with."

- Maria Moynihan, teacher

The JC AEP programme was updated in 2022 with 3 new video clips for year 1, lessons 1, 2 and 3. Student voices from two post-Primary schools are captured on the videos discussing happiness, health and wellbeing, emotions and reasons why young people should not drink when underage. We are very grateful to the principals, staff, parents, and students who engaged with us in the development of the videos.

The training in March 2022 was online while the November 2022 training took place in person in Athlone and Tralee. Teachers who attended the training were provided with the JC AEP manual, School Handbook, USBs with PowerPoint presentations, video links and student worksheets, they also received a Certificate of Participation.

Drinkaware collaborated with BeLonG To's CEO and its Drug and Alcohol Youth worker, Shane Smart regarding new lessons on diversity and captured their insights. Drinkaware also connected with Adam Harris, CEO of Aslam and valued his insights.

Promotion of Drinkaware's Alcohol Education Programmes

To raise awareness of JC AEP, The Education Programme Manager visited 22 non-engaged and 3 engaged schools to give them an overview of the manual and teacher training. She delivered the newly developed Drinkaware Education Brochure and the Maynooth University Evaluation Report. The Education Brochure outlines Drinkaware Alcohol Education Programmes including the draft TY AEP, the workshops available to school staff and parents and other resources available.

Interviews also took place across regional radio to promote the programme and increase its availability.

Teacher Blogs & Interviews

The Education Programme Manager interviewed Mr. David Harding, Principal and Maria Moynihan, Chaplain and SPHE Co-Ordinator, Abbey Community College, Boyle, regarding their views on alcohol education and the need for JC AEP. Shane Fitzgerald, St Lawrence's College, Loughlinstown, Dublin was also interviewed.

"I think that when we look at the general attitudes to drink which kind of permeate throughout the culture and throughout the society of Ireland if we are going to try and address many of the issues which emanate from the abuse of alcohol or the consumption of alcohol at a very young age and onwards, the natural place to start is in a school. So, when you have a Programme like this (JC AEP), especially for students coming into First Year, we have an opportunity to try and give them the real information- the information that is going to inform them so that they can make informed decisions themselves about what their approach to alcohol is going to be. So, I think the school is a natural place for this to occur."

- David Harding

» Looking Forward

As seen from teacher comments regarding the programme and training there was extremely positive feedback and also the recognition that the programme was badly needed in schools. This has also been outlined and supported by the findings from the MU evaluation (2021). Principals have also voiced a need for such a programme.

After due consideration, the Board of Drinkaware reluctantly decided to cease the roll-out of the Drinkaware Alcohol Education Programme in 2023. This decision was based on external forces outside of the charity's control and it is a great shame considering the high demand and need for a programme of its nature. The programme to date has been the only national Junior Cycle prevention programme that is available to schools, and had been held in high regard by all participating schools and students, as evident in its independent evaluation by **Maynooth University**.

Drinkaware passionately believes that alcohol has no place in childhood and will continue its work in delaying the age of first drink through a new Parents' campaign in 2023, focusing on the increasing desire from parents/guardians to access supports for speaking to their young person about alcohol.

Teacher Training

Total number of teachers who received training in 2022	Total number of teachers who received training in 2021	Total number of teachers who received training to date
48 teachers and 23 new schools	35 teachers from 20 schools	343 teachers from 177 schools and 25 counties

Teacher comments

Reflecting on the training, we asked attendees what are your thoughts about your experience?

- Very good- challenged my own conceptions around alcohol, great resources and sharing with other teachers
- Really informative training delivered by a knowledgeable facilitator- fantastic resources, looking forward to sharing with colleagues
- Excellent Inservice, feel informed, prepared, and enthusiastic to deliver the programme
- Engaged in activities and methodologies, learnt a lot about delivering lessons
- Really great experience
- Enjoyed the content and pace of workshop
- Excellent, not just great materials but Martha's facilitation also
- It was brilliant, so practical and excited to go back to class
- One of the best trainings I've been to

- Teachers also expressed their willingness to recommend the programme to other schools based on the below
- Very up to date materials, loved the inclusion of LGBTQ+ and neurodiverse students in the resource
- I certainly would recommend it- this programme is invaluable to all teachers teaching SPHE and/or wellbeing
- Very beneficial for my professional practice and to take back to my school and students
- Not enough teachers are trained
- It is informative - all SPHE teachers should do it

Additional training

Extra training for JC AEP was put on for teachers (online) who expressed interest and is included above. 18 teachers attended and 7 new schools engaged.

>> Looking Forward

As the JC AEP education programme will cease all activity in 2023 there will be no further training provided through Drinkaware. In the absence of the Drinkaware AEP programme, it now falls to the HSE (Health Service Executive) and the Department of Education to develop a programme on Alcohol Education. To date the HSE programme has been postponed and currently there is no primary prevention alcohol education for those in 1st to 3rd year of post-primary school.

Draft Transition Year Alcohol Education Programme (TY AEP)

The Draft Transition Year Alcohol Education Programme (TY AEP) was developed in response to requests from Principals and teachers who engaged with JC AEP. The Programme is evidence-informed, based on best practice and recognizes the importance of a whole school approach to alcohol education and in particular the significant role of parents, school management and the wider school community. Throughout programme delivery, students are engaged in active, reflective, collaborative, and inquiry-based learning activities based on Kolb's experiential learning cycle.

In line with JC AEP and best practice (Morgan, 2016), the programme does not use scare tactics, does not show images of different alcoholic drinks, or use testimonials of a previous dangerous lifestyle from those recovering from alcohol dependency or normalize alcohol use among those under 18.

Aims of Drinkaware's Draft Transition Year Alcohol Education Programme.

- To increase the age of first drink, reduce alcohol misuse and challenge the normalizing of alcohol use among underage students while exploring alternative, healthy ways to enjoy life as an adolescent.
- To develop core skills of effective communication, critical thinking, teamwork, and cooperation, build self-efficacy, self-esteem, independence, and resilience to enable students to live healthily and be able to respond to various pressures around alcohol and avoid harmful risk-taking as they progress through adolescence.

Teacher Training in Draft TY AEP

Nov 2022 TY: 8 teachers trained in Athlone from 6 schools (1 of the schools had already sent a teacher for training)



In 2022, 7 teachers from 7 schools piloted Programme
In 2022, 8 teachers trained from 6 schools (including in person and online)

34 Teachers are trained in Draft TY AEP to date from 25 schools

Reflecting on the training, we asked attendees what are your thoughts about your experience?

- Very positive, great ideas for active teaching methodologies. Very interactive and engaging
- Enjoyed actually trying out the activities and getting a chance to chat to other teachers passionate about it
- Excellent training – really makes you think
- Great course, well laid out and made very easy, looking forward to teaching it

Teachers also expressed their willingness to recommend the programme to other schools based on the below.

- Definitely, it is so well-resourced, current and informative without being frightening. It is enlightening.
- Yes 100%, everyone should avail of the training
- Yes- Useful for adolescents at a critical period in their lives enabling them to make good decisions

» Looking Forward

As the TY AEP education programme will cease all activity in 2023 there will be no further training for this programme provided through Drinkaware.

Whole school approach

Drinkaware developed a School Handbook on a Whole School Approach to Alcohol Education which was disseminated to all engaged schools. The handbook aims to support adults in the school community in the education of young people about alcohol and in recognising the wellbeing of students should be supported by all engaged in the school community.

"This programme has been very successful in our school to date, for it to continue to be successful, it has to include and incorporate a whole school community. Otherwise, there is a certain key element of the Programme which isn't being consulted or isn't in operation."

- David Harding, Principal

Overview

The handbook looks at the rationale for alcohol education in schools, outlining factors contributing to effective alcohol education in the school setting supported by findings from Drinkaware commissioned research. It examines cross-curricular links in a whole school approach to alcohol education and the role of all staff, parents, and the wider school community.

Whole staff workshop

Effective alcohol education requires a safe and supportive school environment, positive collaborative relationships, and a positive classroom climate. A whole staff workshop on alcohol education recognises the role all staff play as influencers of young people. It helps to ensure all staff and management are clear on what constitutes effective alcohol education and to build staff knowledge of alcohol and its impact on young people. It also enables the promotion of health and wellbeing for all in the school community.

There were no whole staff workshops in 2022, however a number of teachers who attended training in real-time in November 2022 expressed a desire for a staff workshop to go forward.

Parents/guardians

Alcohol education is an ongoing process during a young person's growth and development and parents are a key influence. Parents/guardians are role models for their children, either positively or negatively. Strong parental disapproval can help offset cultural messages promoting substance use. Early exposure to alcohol, including parental consumption is significantly associated with adolescents' earlier initiation to and subsequent use of alcohol. Drinkaware's Index (2019) research found 27% of those under 25 were introduced to alcohol by a

parent or close relative, while 18% were first introduced to alcohol in the home. Maynooth University's research (2021) found that 57% of third-year students who were drinking, had taken their first drink either in their own home or someone else's home.

Drinkaware has developed a workshop for parents to engage parents in a discursive and inclusive way and includes role modelling, monitoring, how to start the alcohol conversation with their teen, facts, and latest research re alcohol, listening to young people and giving them a voice, rules and consequences and myths around underage drinking.

Aims of Parent Workshop

1. To introduce Parents to the work and mission of Drinkaware
2. To provide an overview of alcohol use in Ireland
3. To provide facts and knowledge to help parents have a conversation about alcohol with their children
4. To establish what other supports parents would benefit from

2022 Parent Engagement

- Delivered Parent Workshop to 56 Parents in Bristol Myer Squib (BMS)
- Published a blog for International Families Day 2022
- Engaged Shane Smart, BeLonG To for a guest blog
- Published a blog on Behaviour Change Matters
- New Parent Information flyer sent to 35 newly trained teachers in January plus link for new video clip re Parents' role in alcohol education

» Looking Forward

2023 will see Drinkaware prioritise parents/guardians, to provide them with support, tools, and advice in delaying the age of first drink.

Our engagement with parents/guardians will be scaled through webinars/workshops, public engagement events such as the National Ploughing Championships, the Ideal Home show, and agricultural shows. We also intend to partner with a parenting support group to further our support of parents. We will continue to post blogs for parents on drinkaware.ie and 2023 will see the launch of a new parent/guardian public health resource.

Where schools request parent workshops, these will be facilitated.

3rd Level Institutions

Third Level can be a significant time for young people around alcohol. Certain aspects of Third Level can lead to alcohol consumption including unstructured time, being away from home and parents, and alcohol being freely available.

Some students may go to Third Level having already established drinking habits. Some students may see drinking and drinking to excess as a normal part of Third Level years. This can pose serious health and safety risks for the individual and society and lead to health issues both short and long-term.



Third Level Workshop

Drinkaware has developed a workshop for Third Level students which is interactive, using experiential learning methodologies enabling students to reflect on their attitudes to, beliefs about alcohol and how these can impact behaviour, while learning about the impact of alcohol on health and wellbeing

The aims of the workshop are:

1. To introduce students to the work and mission of Drinkaware
2. To provide an overview of alcohol use in Ireland
3. To provide students with facts and knowledge about alcohol with specific focus on young people
4. To look at ways to protect health and well-being.

Third Level Workshops Delivered:

- Delivered online workshop to 15 students from Further Education Dun Laoghaire and sent them measuring cups
- Delivered online workshops to Further Education students in St John's, Cork City - sent cups and booklets
- Delivered teacher training for First Year section of the manual to 15 students in St Angela's College, Sligo

Stakeholders' engagement

- Engaged with Dr Michael Redmond in JMB
- Also engaged with PDA (Principal & Deputy Principal Association) and ETBI through the conferences

Conferences & Webinars attended

- Stronger Together- HSE Mental Health Plan 2022-2027 webinar
- OECD (Organisation for Economic Co-operation and Development) webinar RE developing a new model of local engagement
- UK Webinar on Policy exchange.
- Developed an Education Pack and Folders to disseminate at Conference re our work
- ETBI Conference for Principals and Deputy Principals in Wexford on 4th-5th May. 52 attendees registered interest in our work
- JMB Conference in Croke Park Oct 5th and 25 Principals registered re interest in teachers attending training
- PDA Conference in Carlow 9th-11th May
- Féilte Conference Oct 1st



>> Looking Forward

It is hoped that engagement will increase within Third Level institutions in 2023.

Key Outcomes in 2022

Listed below are the **nine key outcomes** that resulted from our education work in 2022 detailed in this report.

1. Newly developed materials created in partnership with schools and young people which actively encourages and supports the delay of first drink
 - a. Three new videos developed with students in schools across Ireland
2. A fit for purpose, much needed and desired primary prevention programme for 1st to third year post-primary students
3. Positive collaboration with key education and inclusivity experts to enhance the delivery and materials for the Alcohol Education programme
 - a. Enabling collaboration and much valued support to ensure our work encompasses all students and leaves no one behind
4. Ongoing engagement with the support and shared insights from the Education Steering Group comprising representatives of management bodies, third Level, Post Primary Principals and Teachers, informs Drinkaware's education work.
5. Adherence to best practice principles for alcohol education including interactive teaching methodologies with focus on facilitation and giving students a voice, teacher training, parent engagement and a whole school approach.
6. Continued development of the Transition Year Alcohol Education Programme (TY AEP).
7. Engagement with Parents as key protectors or enablers of young people's engagement or not with alcohol.
8. A fit for purpose widely appreciated primary prevention, evidence led programme in 177 schools (+22 since 2021), and 343 teachers trained (+48 since 2021) which actively has been proven to delay the age of first drink
9. The roll out of the Whole School approach to Alcohol Education Handbook which was sent to all engaged school.

Key Impacts in 2022

Listed below are the **eleven key impacts**, the measurably positive effect, of our education work in 2022 detailed in this report.

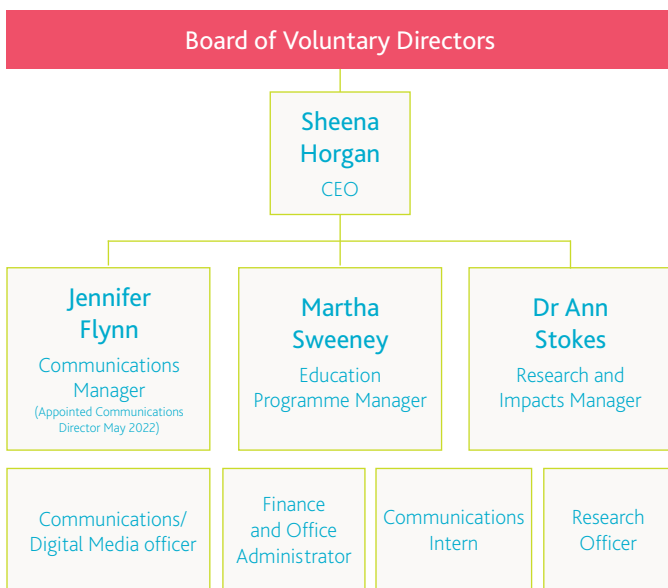
1. Increased knowledge about alcohol and its short and long-term effects through receiving accurate and consistent information, enabling young people to make informed choices which will impact their health and wellbeing.
2. Strengthened capacity to improve behaviour during adolescence regarding alcohol use and delay the age of first drink through impacting student attitudes and beliefs.
3. Increased capacity to develop life skills (such as assertiveness, decision-making, and resistance) through spiral and developmental lessons, enabling young people to cope with challenges and opportunities where alcohol is easily available, and prevent alcohol-related problems from developing now or in the future.
 - a. The vast majority of students in the 3-year evaluation thought the programme helped them make informed decisions and choices in relation to consuming alcohol with almost three quarters indicating it had positively impacted their levels of confidence and assertiveness regarding their alcohol consumption.
4. Increased capacity for students to be active learners through effective teaching and learning approaches with an interactive learning style, giving students a voice and clear goals.
 - a. Professor Mc Gilloway describes JC AEP (considering its 3-year longitudinal evaluation) as "a useful, feasible, high-quality programme which is successfully addressing a high-level need for alcohol education. A central feature of this programme involves engaging and empowering young people to develop knowledge, understanding, confidence and appropriate decision-making skills to navigate more safely in a world where alcohol is widely available."
5. Increased capacity building amongst teachers and schools to deliver much-needed and evidence-informed and current alcohol education as indicated by the engagement with and feedback from the 48 JC AEP teachers and 8 TY AEP teachers newly trained in 2022 and from schools that in 2022 expressed interest in attending the training.
6. Increased recognition and knowledge of the role of a whole school approach in delaying the age of first drink and delaying alcohol harm.
 - a. The School Handbook facilitates a whole school approach including cross curricular links on alcohol education and the planning and execution of health awareness events.
7. Increased opportunities for parents to be better informed about alcohol and its effects on the developing mind and body and an awareness of the importance of role modelling and monitoring around alcohol.
8. Increased intention, motivation, and capability of parents to speak to their children about alcohol as indicated by parents' and schools' feedback. This is further supported by the Parent's hub on Drinkaware.ie which received more than 19,000 views in 2022 (+36% on 2021).
9. Increased growth and reach of the Drinkaware Alcohol Education Programmes, indicated in the year-on-year increase in schools signing up to the programme.
10. Increased links with other agencies which assist in developing relevant and up to date resources including new lessons on diversity and inclusion, responding to the needs of students, teachers, schools, and communities.
11. Increased engagement through teachers with students and capturing their voices through video recordings, student worksheets and PowerPoint presentations.

Structure

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

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

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



HR and Staffing

At any given time in 2022, Drinkaware had five full-time and two part-time staff with expertise specific to the delivery of Drinkaware’s strategy. 2022 staffing was as follows:

- CEO
- Communications and Marketing Manager / Appointed Director May 2022
- Research and Impacts Manager (part-time)
- Education Programme Manager (part-time)
- Finance and Office Administrator
- Research Officer
- Communications/Digital Media Officer.

Remuneration is considered from a sector perspective, utilising the Community Foundation of Ireland’s National Pay & Benefits Survey for Community, Voluntary and Charitable Organisations. Employee’s pay scale and package are reviewed at the annual performance appraisal.

Staff performance is reviewed and managed on an annual basis through a formal process. Drinkaware is committed to supporting every employee to reach their potential and achieve their personal goals, which in turn will assist the organisation to achieve its objectives.

The Staff Handbook outlines the performance appraisal policy which applies to all employees who have successfully passed their probationary period. The appraisal is a formal process centred on an annual meeting of each employee and their line manager to discuss his/her/their work.

The purpose of the meeting is to review the previous year’s achievements and to set objectives for the following year. These should align individual employee goals and objectives with organisational goals and objectives.

Drinkaware does not employ any volunteers.

Staff costs & employer pension scheme

Wages and salaries	€	342,748
Employers PRSI	€	32,802
Retirement benefit	€	6,895
	€	<u>382,445</u>

Retirement benefit costs include employer contributions and operating costs for the defined contribution scheme of €6,895 (2021 contribution was €5,623.) Drinkaware contributes up to 5% of the employee’s pensionable pay to the scheme. All staff can opt to make personal contributions once they have passed their probation.

Staff policies

In keeping with HR best practice guidelines, Drinkaware has a suite of appropriate HR procedures and policies that include but are not limited to: Health & Safety; Internal Financial Procedures, Employment Policy/ Contract; Data Protection; Equal Opportunities; Working from Home; Political Activities; Bullying & Harassment; and Disciplinary & Grievance Procedure; amongst other topics.

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 2022-2024. We comply with the Governance Code for Community, Voluntary and Charitable Organisations. We review and report on this compliance annually.

Drinkaware's financial statements are prepared in keeping with the Charities Statement of Recommended Practice (SORP) in accordance with FRS 102 (effective January 2015) and the requirements of the Companies Act 2014.

Board of Directors

Drinkaware is governed by a voluntary Board of seven Directors from the education, business, finance, communications, health, sociology, legal and behaviour change communities who oversee our operations and strategic progress.

Our Board Members do not receive remuneration.

Each member of Drinkaware's Board is required to agree and adhere to the charity's Governance Terms of Reference. Individual commitment to upholding these terms is recorded during the on-boarding process.

Board make-up

Board Directors are appointed by the members of the company under the provisions of its Constitution. They are recruited in line with a competency framework that takes account of the company's mission and values. Drinkaware CEO, Sheena Horgan, is the Company Secretary. The person holding the title of Chief Executive Officer is not a Board Member.

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

In 2022, Directors of the company were:

Board Directors in 2022	Appointed	Resigned	Attendance
Sean Quigley (Chair) Non-Executive Director and Executive & Team Coach	Mar 2020		8 of 8
Dr Treasa Leahy Principal, Mercy Secondary School (FMR)	11 Dec 2018		6 of 8
Maria Cryan Managing Director, Hume Brophy	11 Dec 2018		4 of 8
Sean Gill Principal Behavioural Scientist at S3 Connected Health	4 Mar 2022		5 of 8
Peter Dennehy Barrister-at-Law	21 Mar 2022		4 of 8
Múirne Laffan Non-Executive Director, Chief Digital Office, RTE (FMR)	2 Nov 2017	4 July 2022	4 of 8
Dr Michelle McEvoy MB, BCh, BAO(NUI), LRSI, MRCPI, FRCPC, DRCOG, DCH, MMedSc, MD (Medical Education), MBA Health Consultant, PWC Ireland	Apr 2020	4 Jul 2022	2 of 8

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

Board reporting & decision making

The Board delegates operational responsibility for the day-to-day running of Drinkaware to the Chief Executive Officer.

As per the Board Terms of Reference, the Board is responsible for reviewing and approving of the following:

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

Five Board meetings took place in 2022. The Chair, supported by the Secretary, is responsible for setting the agenda of the Board and the standing Board agenda includes:

- Approval of minutes from previous meeting
- Conflicts of interest
- Consideration of matters arising/unresolved items from the previous meeting
- Written operational report from the Chief Executive Officer
- Budget and Finance reports
- Governance and Risk reports

Board recruitment and induction

The Board annually conducts a review, which includes Drinkaware's Board Competency Framework, an expertise/competency mapping exercise, to identify any gaps in expertise that would enhance organisational oversight. A full externally-led review took place in 2022.

With Board-approval, the CEO and Chair initiate recruitment drives as required, to fulfil specific and identified roles. Previously this has included engaging the services of Boardmatch and attending Charity Trustee Speed-Dating events. Other avenues open to and considered by Drinkaware are advertising the role on Activelink, the Wheel, CII and LinkedIn as well as considering suggestions from Board members, in keeping with the specific identified requirements.

On appointment of new Directors, Drinkaware provides a comprehensive, formal and tailored induction – virtually or in-person as appropriate. At this the CEO presents Drinkaware's 3-year Strategic Plan, the organisational structure and background, an overview of current and key operations, finances, governance and the Risk & Resilience Register.

A comprehensive Board Pack is provided that includes:

- Formal letter of appointment
- Copies of Drinkaware's Governance Framework and Board Terms of Reference for the Governance of Drinkaware
- Drinkaware's Constitution / Memorandum of Association
- Job Description – Board Member
- Code of Conduct
- Copy of the Charity Regulator's document - 'Governance for Charity Trustees'
- Most recent and relevant Board papers and CEO Report
- Latest Drinkaware Risk Register
- AAFI accounts
- Board-approved budget
- Funding model
- New Director form

Board trustee-specific training is also made available to all Board Members on a regular basis.

Guiding principles

The Drinkaware Board is responsible for the direction and oversight of Drinkaware on behalf of the company. The Drinkaware Board believes that good governance involves clarity of roles and responsibilities, and the proper utilisation of distinct skills and processes. The Board therefore focuses on activities that enable it to promote the objects of the organisation, such as the active consideration of long-term strategy, the monitoring of management action, and ongoing Board and executive management succession.

The Board believes that the governance of Drinkaware is best achieved by the delegation of its authority for the management to the Chief Executive subject to defined limits and monitoring by the Board.

Standards of governance should be underpinned by a set of key principles which promote transparency, efficiency and effectiveness, are consistent with the regulatory environment, and clearly articulate the division of roles and responsibilities within the organisation.

To reflect this approach and position, the Drinkaware Board deploys Governance Guiding Principles designed to enable the Board and management to operate within a clear governance framework.

Governance standards

The Board is committed to high quality and governance standards. In addition to the principles and guides referred to above, the Board applies rigorous oversight of the financial procedures and controls. Drinkaware's Annual Accounts and Financial Statements are published annually on the website (drinkaware.ie) to ensure transparency with the public and stakeholders.

Drinkaware is an active member of several umbrella organisations for the community and voluntary sector in Ireland specifically The Wheel and Charities Institute Ireland. These memberships further demonstrate the charity's commitment to collaboration, shared learning and keeping abreast of sector developments.

Drinkaware is not a lobby group. However, the very nature of our work, and in particular our research and our programmes' demonstrable impact, means that relevant government departments, ministers and committees are briefed on Drinkaware's evidence-informed behaviour change programmes and research that are informing and addressing alcohol misuse and harm in Ireland. In the interests of transparency Drinkaware is registered with the Register of Lobbyists.

The AAFI made nine returns to the Lobbying Register in 2022 which are available on www.lobbying.ie.

Conflict of interest / Code of conduct

The Board of Directors offers guidance, support, challenge, expertise and an objective perspective on the key matters of strategy, risk management, people/human resources, operational management, organisational structure and development and financial matters.

To support and sustain this, the objectives of the Drinkaware Board's Code of Conduct are to allow for:

- the adoption of an agreed set of ethical principles
- the promotion and maintenance of confidence and trust in Drinkaware including the protection of the good name of the charity; and
- the prevention of the development or acceptance of unethical practices.

Clearly stated in the Code of Conduct are a lengthy set of conditions including: guiding principles, policy approach, duty of care, proprietary and copyright information, communicating information to the public, gifts and entertainment, standards of behaviour, and conflict of interest.

Specifically with regard to the Conflicts of Interest or of Loyalty, Register of Interests, Board members will declare any private, voluntary, charitable or political interest that might be material or relevant to the business of Drinkaware.

On appointment to the Board, each furnishes to the Secretary details relating to his/her/their employment and all other business interests including shareholdings, professional relationships etc., which could involve a conflict of interest or could materially influence the member in relation to the performance of his/her functions as a member of the Board. These interests extend to those of a member's family also.

"Conflict of Interest" is also a regular agenda item at Board meetings.

Where necessary, each Board member will maintain an entry on a Register of Interests and the definitions of same are clearly stated in this section of the Code of Conduct.

The Code outlines the required steps to be taken should a conflict of interest arise. No conflicts of interest were noted in 2022.

Risk Management:

A risk management plan is prepared annually and reviewed every six months by the Board.

The environment in which Drinkaware operates is constantly under review. Where an update to the plan is made based on identified shift in the environment, any changes to the level of risk is brought to the Chair of the Board's attention to agree a plan of action. The plan identifies the key risks to Drinkaware and scores these risks by how likely they are to happen, the impact they would have and the risk score (low, medium, high). The plan also outlines the mitigating steps that should/could be taken against each risk, alongside actions already underway to reduce the level of risk further.

Two key identified risks in 2022 are detailed below:

Area of risk	Counter measures being taken
Financial sustainability	Despite difficult economic conditions in 2022, Drinkaware retained the majority of its license funding, reflecting licensees continued commitment to the charity. Other avenues of funding through research grants & growth of the workplace wellness programme will need to be explored in greater detail throughout 2023 to ensure financial sustainability alongside maintained or increased license agreements
Operations and HR	<p>Critical investment was applied to HR resources in 2022 to ensure the highly functioning team at Drinkaware was maintained. However, with turnover in certain roles senior members of staff were required to step into other areas to maintain operations.</p> <p>In 2023 turnover will be monitored and staff recruitment will be swift to counter any difficulties that arise from a fluid employee market place.</p>

Sub Committees

Drinkaware's Governance Framework allows for the creation of committees, as specified in section 2:10. Board Committees, which states: the Board may from time to time, establish such committees of the board as are necessary to assist it in the performance of its duties.

Financial review

Funding

Drinkaware is funded predominantly by voluntary donations from the private sector including retailers, producers, distributors.

The current funding model has seven categories

Category	
Tier 1 - Core funders	Companies with significant (>5%) market share and global footprint
Tier 2 – Large producer & distributor funders	Companies whose (ABFI/ Nielsen) market share is more than 2% and less than 5%
Tier 3 – Producer & distributor funders	Companies whose (ABFI/ Nielsen) market share is less than 2%
Tier 4 – Retailers	2 levels, for those with 15%+ market share and those under this share
Tier 5 – Smaller/ one product distributors	Large organisations who are distributors of a single alcohol brand, or small distributors of niche/low volume alcohol brands.
Tier 6 – Associations	Business associations eg off licences, hotel groups, restaurants
Tier 7 – Distilleries	Small local distilleries

Organisations that donate to Drinkaware are allowed use of the Drinkaware logo under license with specific guidelines on its usage and the context of its usage. Organisations are asked to adhere to these guidelines with approval needed for any deviations. Organisations must formally agree to a set of strict standards within our

Constitution that exists to safeguard the integrity, efficacy and impact of our work to contribute to the achievement of our mission and vision. This includes:

- Drinkaware is governed by an independent voluntary board of directors who are appointed by the Chairman and CEO with all necessary due diligence.

- Drinkaware is an autonomous charity with operational oversight by its voluntary board of directors. Drinkaware will not tolerate attempts to influence our work, policies or operations and any effort to do so will be referred to the board of directors for intervention and resolution.
- Drinkaware retains control, with board oversight, to spend unrestricted funding to develop mission-aligned programmes, messaging and resources without any regard for opposing positions from donors. Drinkaware's charitable object is for public benefit and all activity must be undertaken solely for the betterment of society.
- Drinkaware, like all charities in Ireland, takes seriously its responsibility to be accountable and transparent in operations, finance and governance and is committed to adhering to the Charities Regulator's Governance Code.

Donations were received through 36 license agreements in 2022. Seven of which were new agreements *

Aldi, *Britvic, Bulmers, Coca Cola Hellenic, Coca Cola Services, Clonakilty Distillery, Diageo Ireland, Dublin Liberties, *E & J Gallo, *Eddie Rockets, Edward Dillon, First Ireland Spirits, Heineken Ireland, HiSpirits Ireland, Irish Distillers Pernod-Ricard, *Kinsale Spirits, Lambay Whiskey Co., Lidl, Maclvors Cider Co., McAllister Distillers Ltd, Molson Coors, *Muff Liquor, Outcast Brands - Bloody, Pearse Lyons Distillery, *Powerscourt Distillery, Proximo (Bushmills) JC Master, Richmond Marketing, Rye River Brewing, Sliabh Liag Distillers, Walsh Whiskey, William Grant, *Zingibeer

**new license holders in 2022*

Income

In 2022, Drinkaware received €741,573 in unrestricted funding, which was a 12% increase from 2021 (€656,298). Additional income of €6,221 was received from licensees to support a trial out-of-home campaign in 2022.

Drinkaware's Workplace Wellness Programme, which delivers alcohol education workshops, webinars and resources (cups and booklets) to organisations for a small fee, made an 'earned income' in 2022 of €3,705 which was in line with 2021's €3,550.

Expenditure

Total expenditure in 2022 shows an increase on expenditure from the previous year, up from €718,312 to €792,606. This is owing to an increase in operational items including: travel, conference attendance, comms activity, resource production and an additional research project. There was also an additional staff member for maternity cover. Of note also, is the resource distribution costs which were highlighted in the 2021 accounts owing to steep increases in handling & fulfillment costs incurred in late 2021. The 2022 figures show this expenditure to have been well-managed in 2022 at €23,705, down from €109,007.

Details can be found in the Schedule of Administrative Expenses and Project Costs sections.

Reserves

In 2021 the Board ratified the previously discussed Reserves Policy on the basis that reserves be maintained at a level which ensures that Drinkaware's organisation's core activity could continue during a period of unforeseen difficulty, and that a proportion of reserves be maintained in a readily realisable form. The Reserves Policy has not been required to be enacted in 2022.

Drinkaware does not currently have the need for an investment policy.

Financial sustainability

Drinkaware's financial stability and sustainability depends on its license funding and therefore on corporate organisations' commitment to Drinkaware's mission. Despite difficult economic conditions in 2022, Drinkaware retained the majority of its license funding, reflecting licensees continued commitment to the charity. Further recognition of the importance and value of this work is evident in the number of new licensees in 2022 (5) which is indicative of Drinkaware's positive reputation and trust amongst the consuming public and license stakeholders.

The progressive return toward pre-COVID-19 income levels in 2022 allowed for not just core work to be delivered but also trial programmes to be initiated.

Through the continuance of the charity's sustained delivery of impactful and measurable programmes, the need to maintain Drinkaware's work for individuals and Irish society, and the positive value associated with the Drinkaware license, the expectation is that this financial support will continue into 2023 and beyond.

The efficacy and resilience of Drinkaware's small team has been proven over the last few years and should act as further assurance of Drinkaware's financial and operational sustainability.

The measures put in place to monitor and streamline Drinkaware's resource management in 2022, following the significant rise in costs related to resource handling, fulfillment and distribution at the end of 2021, has proven effective and the 2022 budget regarding same well maintained.

Drinkaware funding continues to be structured so that the license monies paid occur on an annual or biannual basis, which allows Drinkaware to plan a year's activities in advance, and to manage a viable cashflow.

Drinkaware is grateful to all its licensees and donors. Their continued support enables our team to deliver on our social contract to prevent and reduce alcohol misuse and harm. Every donation and license fee we receive helps more people in Ireland to access facts, evidence-informed resources and practical tools to support positive behaviour change regarding alcohol.

Post balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

On behalf of the board

Sean Quigley

Sean Quigley
Director

Maria Cryan

Maria Cryan
Director

Directors' Responsibilities Statement

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

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

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

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

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

In so far as the directors are aware:

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

On behalf of the board

Sean Quigley

Sean Quigley
Director

Maria Cryan

Maria Cryan
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 2022 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 2022 and of its net movement in funds for the year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

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

Conclusions relating to going concern

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

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

Other information

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

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

Opinions on other matters prescribed by the Companies Act 2014

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

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.
- We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

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

Respective responsibilities

Responsibilities of directors for the financial statements

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

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

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be 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 16th June 2023

Statement of Financial Activities

For the year ended 31 December 2022

	31 December 2022	31 December 2022	31 December 2022
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned income	3,705	-	3,705
Charitable donations - normal	741,573	-	741,573
Total Incoming Resources	745,278	-	745,278
Resources expended			
Project costs	(325,300)	-	(325,300)
Administrative expenses	(467,306)	-	(467,306)
Total resources expended	(792,606)	-	(792,606)
Net movement in funds in the period	(47,328)	-	(47,328)
	31 December 2021	31 December 2021	31 December 2021
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned income	3,550	-	3,550
Charitable donations - normal	656,298	-	656,298
Total Incoming Resources	659,848	-	659,848
Resources expended			
Project costs	(340,586)	-	(340,586)
Administrative expenses	(377,726)	-	(377,726)
Total resources expended	(718,312)	-	(718,312)
Net movement in funds in the period	(58,464)	-	(58,464)

Approved by the board of directors on 1st June 2023 and are signed on its behalf by:

Sean Quigley

Sean Quigley
Director

Maria Cryan

Maria Cryan
Director

Balance Sheet

As at 31 December 2022

		2022		2021	
		€	€	€	€
	Notes				
Current assets					
Debtors	5	256,531		150,498	
Cash at bank and in hand		46,149		289,137	
		<u>302,680</u>		<u>439,635</u>	
Creditors: amounts falling due within one year	6	<u>(67,413)</u>		<u>(157,040)</u>	
Net current assets			<u>235,267</u>		<u>282,595</u>
Funds					
Unrestricted funds			<u>235,267</u>		<u>282,595</u>

Approved by the board of directors on 1st June 2023 and are signed on its behalf by:

Sean Quigley

Sean Quigley
Director

Maria Cryan

Maria Cryan
Director

Statement of cash flows

For the year ended 31 December 2022

	2022		2021	
	€	€	€	€
Cash flows from operating activities				
Cash (absorbed by)/ generated from operations		(47,328)		(58,464)
Movement in Debtors		(106,033)		(97,115)
Movement in Creditors		(89,627)		38,846
		<hr/>		<hr/>
Net cash (outflow)/inflow from operating activities		(242,988)		(116,733)
Net cash used in investing activities		-		-
Net cash used in financing activities		-		-
		<hr/>		<hr/>
Net (decrease)/increase in cash and cash equivalents		(242,988)		(116,733)
Cash and cash equivalents at beginning of year		289,137		405,870
		<hr/>		<hr/>
Cash and cash equivalents at end of year		<u>46,149</u>		<u>289,137</u>

Notes to the financial statements

For the year ended 31 December 2022

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 employed by the company during the year was:

	2022 Number	2021 Number
Adminstration	6	6
	<u>6</u>	<u>6</u>
Their aggregate remuneration comprised:	2022	2021
	€	€
Wages and salaries	342,748	270,024
Remote working allowance	2,138	2,760
Employers PRSI	32,802	23,996
Pension costs	6,895	5,623
	<u>384,583</u>	<u>302,403</u>
Breakdown of wages and salaries:		
General and Finance	101,681	63,563
Outreach and Engagement	133,093	113,398
Education	89,129	59,019
Research and Impacts	59,913	61,679
Workplace Wellness	6,767	4,744
	<u>384,583</u>	<u>302,403</u>

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

	2022	2021
€50,000 - €60,000	2	1
€60,000 - €70,000	0	0
>€70,000	1	1

Remuneration of key management personnel, which includes one person , total € 115,371 .
The remuneration of key management personnel is set by the board of directors.

4. Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

5. Debtors

	2022	2021
	€	€
Amounts falling due within one year:		
Contributions due	239,974	122,023
Other debtors	3,107	1,990
Taxation	-	555
Prepayments and accrued income	13,450	25,930
	<u>256,531</u>	<u>150,498</u>

6. Creditors: amounts falling due within one year

	2022	2021
	€	€
Trade creditors	28,119	131,113
PAYE and social security	11,608	10,658
VAT	10,442	-
Accruals	17,244	15,269
	<u>67,413</u>	<u>157,040</u>

7. Retirement contribution schemes

	2022	2021
	€	€
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	<u>6,895</u>	<u>5,623</u>

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

8. Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding €1.

9. Financial commitments

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

	31 December 2022	31 December 2021
	€	€
Due:		
Within one year	10,000	24,000
Between one and five years	-	34,000
	<u>10,000</u>	<u>58,000</u>

At 31 December 2022 the company had annual rental commitments with regards to its premises at 13 Merrion Square North, Dublin 2 in the amount of €24,000. The lease was renewed on 30 November 2021 for a further period of 18 months.

10. Post balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

11. Approval of financial statements

The directors approved the financial statements on the xxxxxx.

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

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Registered Charity Number: 20204601

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