

Level 1 Award in Alcohol Awareness

Duration

Flexible Learning (10 guided learning hours)

Summary

- Developed in response to the Government initiative to raise awareness of alcohol issues with children and young adults
- A key part of the ground-breaking 'BII Schools Project'
- Educates and informs both children and adults about the social, economic, career and health impacts of alcohol
- Covers the importance of the licensed retail sector to the local and national economy.

Details

The BIIAB AAA meets the growing need for alcohol education in the National Curriculum, as well as giving those who successfully pass the examination a nationally recognised Level 1 qualification Award.

The Award is designed to educate and inform both children and adults about the social, economic, career and health impacts of alcohol, and the importance of the licensed retail sector to the local and national economy.

The Award provides a qualification for young people to show they understand the social and physical effects of alcohol, as well as appreciating the positive aspects of the contribution to the economy made by the licensed retail sector.

The BIIAB AAA is a key part of the 'BII Schools Project' which provides interactive activities to promote creative and logical thinking, as well as generating family and community involvement. The project is part of a community-based scheme and offers sponsorship opportunities for BII members to get more involved with their local schools and raise the positive profile of the industry.

The BIIAB AAA can be taught by teachers in schools, or by tutors at colleges or other independent BIIAB approved centres and is supported by an easy-to-follow handbook. As part of the 'BII Schools Project' in addition to the handbook, there is a



website (www.schoolsproject.co.uk) which includes online activities, plus activity sheets, and newsletters.

The time taken to study for the AAA is completely flexible and will be decided by the school or BIIAB training centre. There is a short exam paper combining Yes/No questions and multiple-choice questions. Those who successfully pass the exam will receive the nationally recognised BIIAB AAA.

Independent research carried out in 2009 showed that:

- 78% of course graduates agree or strongly agree that, if they choose to drink, they are more likely to be a responsible drinker as a result of the course.
- 61% agree or strongly agree that, if they choose to drink, they are less likely binge drink as a result of the course.