



## QUANTITATIVE & QUALITATIVE EVALUATION LET'S TALK ABOUT ALCOHOL PROGRAMME

**Pilot Phase, Bulgaria  
October 2020 – January 2021**

The evaluation was carried out by the "Teachers in the Cloud" association and namely: Elena Varzilova, Maria Atanasova and Alexander Angelov

### **Main objectives**

- Establish the need for the programme and accessibility of materials
- Examine the preliminary attitudes, understanding, and behaviour of students towards alcohol.
- Examine new awareness and knowledge of alcohol related harms.
- Establish the degree of intention to change attitudes of students after the lesson.
- Evaluate the materials, their design, appeal and quality, as well as their effectiveness in (1) ease of use by teachers and (2) stimulating students on the that topic.
- Outline opportunities and recommendations for further programme implementation in Bulgarian schools.

### **Scope and Methodology**

Sample: 87 respondents (17 teachers who attended a workshop, 7 teachers who gave a lesson and 70 students aged between 12 and 14).

- **Questionnaires:** Teachers who passed the workshop and teachers carried out a Talk about Alcohol lesson in addition to the workshop were invited to fill in a questionnaire, as were students who took part in a lesson of at least one hour. Replies to the teacher questionnaire were submitted between 30 October and 14 November 2020. Replies to the student survey were submitted between 26 October and 21 December 2020.
- **Face-to-face interviews:** Interviews with 1 school principal, 3 teachers, 1 pedagogical advisor and 6 students from 3 schools (Ivan Bogorov Primary and Secondary School, Sofia, Exarch Antim I Primary and Secondary School, Plovdiv and Vasil Levski all grades School, Karadjovo) were carried out. They took place in late January 2021.

Teachers used two units from the teacher's manual: "How to decide whether to drink alcohol or NOT" and "Fact or myth."

## **PART I: QUESTIONNAIRES**

### **Teachers**

#### **Results of the questionnaire for teachers who passed the workshop**

##### **Need for the programme**

- 94.1% stated that their school has already carried out some form alcohol prevention activity (often through a visit by a medical specialist, a discussion or an event) thereby underlining the necessity of having regular lesson.
- 100% of teachers stated that 12-16-year-old pupils need up-to-date information on alcohol related harms.
- 100% felt that the programme would be useful for their pupils and would influence them to not engage in underage drinking.

##### **Workshop and materials:**

- 82.4% rated the workshop as very useful, 70.6% rated the presentation as very well done and 29.4% rated it as well done.
- 100% found the teachers manual very useful, 94.1% found it age-appropriate and 94.1% rated it appropriate to cultural traditions and society expectations. 100% rated it as "excellent" with no need to change or add anything. 94.1% felt it would be a useful tool in influencing pupils to not engage in underage drinking.
- 100% found the internet platform easy to use, well structured, and appealing design. 94.1% found that the navigation intuitive. There were no recommendations for improving the platform.

##### **Using the programme:**

- 100% affirmed that they will use the programme. The COVID-19 situation and lack of face-to-face communication with students were mentioned barriers to starting immediately. However, 7 said they would start the lessons in class as soon as possible, 1 will also use the materials as part of current "My Health" programme or in other out-of-class activities and 1 is planning to carry out lessons with a medical expert.
- 13% will introduce their colleagues to the programme.
- The majority confirmed that the materials and training provided is enough for them to organise their own lessons going forward.

#### **Results of the questionnaire for teachers who carried out a Talk about Alcohol lesson in addition to the workshop:**

##### **Student reactions to the discussion:**

- 86% said students were very interested, 86% said students took an active part in the discussion, 14% said students were not interested and 14% said students did not take active part in the discussion.

##### **Student opinions on the exercises with pictograms and worksheets:**

- All said the students found them interesting and that they were easy for the students to do.

##### **Usefulness of the teacher's manual:**

- 85.7% thought that the manual helped with the lesson and 100% thought that the explanations for the student exercises helped. 100% felt that the teachers' manual

had all the information needed for the lesson and 100% felt that the lecture notes and instructions were useful.

#### **Appreciation of the programme website:**

- The overall rating of the website is very positive in terms of accessibility, appeal and usefulness with 85.7% finding it easy to use during a Talk about Alcohol lesson.

#### **Using the programme again:**

- 100% said they would continue to use the programme with the help of the teacher's manual (71.4% will focus on theoretical materials and 28.7% will focus on practical assignments).

#### **Sharing information about the programme:**

- 85.7% would share the content and format of the manual with a colleague who would like to take part.

#### **Quality of programme:**

- 100% thought that the materials provide an informed and accurate picture about the harms of underage drinking. 80% felt the programme would help students to not engage in underage drinking. All found the programme is relevant for preventing alcohol-related harm and believe in its long-term effectiveness. All believe that face-to-face classes will help students better understand the dangers of underage drinking.

### **Results of the questionnaire for students**

The questionnaire assessed pupils' knowledge and attitude towards alcohol use before and after the lesson.

#### **Alcohol consumption before the lesson:**

- 88.6% said they have never drank any alcohol.
- 11.4% admitted to trying alcohol and were aged 11-12 when they first did so. 50% first tried it at a family gathering, while 13% first tried it with their friends (at home or in a pub). 30% got it from older friends.

#### **Attitude towards underage drinking before the lesson:**

- 67.1% felt that it wasn't a good idea. 25.7% had no position on it.

#### **Interest in the lesson:**

- 25.7% found it very interesting, 21.4% found it like other lessons, 40% had no comment.

#### **Necessity of the lesson for them and their peers:**

- 57.1% found it very necessary and 27.1% had no comment.

#### **Whether they learned any new and useful information about alcohol:**

- 12.9% answered "a lot", 42.9% answered "enough" and 27% answered "no".

#### **What they found most impressive:**

- 85% found the video material on the platform very impressive. 78% were very intrigued by the discussion format and that they could give their own opinion on the issues.

**First impression of the exercises and pictograms:**

- 90% were happy with the content and format. 71.4% found the worksheets and pictograms easy to understand and draw conclusions from.

**Sharing what they learnt:**

- Students showed willingness to share what they learnt with others: 64.3% would talk with their parents, 71% would share with their siblings (27.1%) and friends (44.3%).

**Understanding why underage alcohol consumption is harmful and not recommended:**

- 90% learnt why underage alcohol consumption is dangerous.

**Whether the lesson give them the motivation and strength to postpone alcohol consumption for later:**

- 53% said "yes".

**Whether they would choose to take part in another lesson:**

- 57.1% said "yes".

**Whether the lesson changed their intent to drink alcohol:**

- 44.3% said "yes" and 21.4% didn't know.

**Rating of the internet platform:**

- The internet platform was highly rated by 86.4%. 98.5% liked its structure and found it easy to navigate. 92.4% thought there was enough information on it. Students also liked the graphic design and video materials, saying they wouldn't change anything. 53% would recommend it to their peers and 40.9% might recommended it their peers.

**PART II: FACE-TO-FACE INTERVIEWS**

## Pedagogical staff interviewed:

- "Exarch Antim I" school, Plovdiv: PhD Katerina Vasileva, Director and Mario Georgiev, teacher.
- "Vasil Levski" school in Karadjovo village: Natalia Kutsenko and Tanya Nikolova, teachers.
- "Ivan Bogorov" school, Sofia: Tatiana Treneva, pedagogical advisor.

## Examples of messages shared about the programme:

- Natalia Kutsenko: *Some students said that they will talk about the lesson to their friends, others that they will talk to their parents ... It deeply affected them ... Students found the online materials easy to use ... Face-to-face lessons will be better, but students also did well with online exercises online ... The materials and the site were easily accessible for everyone ... We plan on using the materials next year.*
- Mario Georgiev: *As a chemistry teacher I was pleasantly surprised to see an exercise about the dehydration. I will definitely do a lesson with my students. Thank you creating the programme.*

- Dean Kichukov, student: *My parents forbid me to drink alcohol, they don't drink or smoke. After the lesson I agree that it is not good and I won't drink alcohol even though some of my friends still want to.*

**NB. More interviewee comments of are available in the video material available on request.**

### **Summary:**

- All respondents confirmed the need for lessons about preventing underage alcohol consumption: to change intentions and attitudes and to help make an informed decision about whether to drink. Both teachers and students found the programme positive move in this regard.
- Both teachers and students found the lesson outlined in the teacher's manual relevant, applicable, accessible, and motivating.
- Teachers found the manual a complete educational resource for teachers who are interested in doing a lesson.
- Teachers and the principal found the workshop beneficial and necessity for building awareness and knowledge.
- All interviewees highly appreciated the opportunity to have access to both paper and online materials and rated positively the internet site created for that purpose.

**NB. information from personal interviews is available in the video material available on request.**

## **PART III: KEY FINDINGS**

The Let's Talk About Alcohol programme is highly rated by teachers, students and school authorities on the whole.

- **Teachers** very much appreciated the workshop and the educational resources in the teacher's manual. They appreciated ease of use of the resources and found the teacher's manual and internet platform particularly valuable. They found balance between theoretical information and practical assignments. They also found the materials age-appropriate for their students. They directly link the high quality of the educational materials to the positive outcome in terms of alcohol related harms awareness and increase of understanding. Most would strongly recommend the programme to other teachers and parents.
- **Students** also highly rated the educational materials (worksheets and pictograms). The majority like the design and content of the site, the ease with which they can navigate, and the convenience of having the materials online. As a result of the sessions, 90% of students are more aware why alcohol consumption is bad for their health. Students also want to talk about the topic with other people like friends and family. Not enough time was spent in the lesson because many students did not learn anything new and many students answered "No comment/I can't say" to some questions even though they were very interested in the topic.
- Ongoing conversations about alcohol related harms, as well as additional practical exercises as suggested in the teacher's manual will help to develop critical thinking and a responsible attitude to alcohol consumption.

## PART IV: RECOMMENDATIONS

- For there to be a significant change in students' beliefs, intentions and attitudes:
  - The pilot phase needs to be expanded to more schools and should be continued in the current schools.
  - Lessons should be integrated into all school activities with third parties.
  - Lessons should be integrated to school alcohol prevention policies.
  - Lessons should be integrated into the state school alcohol prevention programme.
- School authorities should consider allocating at least 2-3 hours on the programme per class per school year.
- Stories about personal experience with alcohol would extend the programme's value by increasing the emotional effectiveness and encouraging better attitudes towards alcohol consumption.
- All teachers who want to teach a lesson about the harms related to underage drinking should be certified by spiritsBULGARIA and Plovdiv University showing them to be fully skilled lecturers on the topic.
- Schools should inform parents and/or involve them in the programme. They should provide them with the addresses of the internet platform (<https://www.predi18.org/dapogovorimzaalkohol/>) and the responsible drinking website (<https://konsumirai-otgovorno.bg/>) which provide more useful information on the topic.
- It is extremely important to provide access to the educational materials to as many teachers as possible. The teacher's manual should be published on the Ministry of Education and Science's website under the section "Helping the classroom" (<https://mon.bg/bg/1>).