

LOOKOUT ALCOHOL - PRIMARY SCHOOL WEBSITE

The Alcohol Project have worked with a group of young people from a local primary school, Lea Community, to design a website that promotes the health and well being of young people, by providing alcohol information in a fun and informative way. The website is aimed at children under the age of 11, before they formulate their ideas and attitudes to alcohol use. The website supports teachers in delivering alcohol education through a cross-curricula approach. It also features an information page for parents making it ideal for use in the home environment. The Look Out Alcohol website has been produced for Lancashire primary schools by the Alcohol Project in partnership with the School and Community Partnership Team and D2 a digital design company.



The Alcohol Project entered the website into the first Mentor UK Alcohol Misuse Prevention Awards Scheme 2006. Mentor UK is an international charity which focuses on the prevention of drug misuse in its efforts to promote the health and well being of children and young people. With funding from Diageo Great Britain, as part of their Responsible Drinking Programme, Mentor UK has set up the awards scheme to recognise and promote excellence in the provision of alcohol misuse prevention activities with primary school age children in England, Scotland and Wales. The Awards ceremony was held on the 29th September 2006 in London at the Museum of London. The Alcohol Project was one of ten finalists and was awarded a Certificate of Distinction for its work in helping to protect children from alcohol misuse. The website was runner up in the Young Persons Involvement category.

You can check out the website at www.lookoutalcohol.co.uk.