



AMY'S STORY WORKSHOPS: SCHOOLS ALCOHOL AWARENESS PROGRAMME



Share Shrewsbury believes that every young person should have access to effective, evidence-based alcohol education, so they can develop the knowledge, life skills and resilience needed to make informed and safer choices around substances.

We are now inviting schools across Shropshire to book these **FREE** workshops for 2026. By taking part, your school can help ensure every pupil receives life-changing alcohol education that fully supports your PSHE and RSHE outcomes.

Our charity is based in Shrewsbury, and our Schools Programme was developed as a legacy for my daughter, Amy, who died after battling alcohol dependence throughout her adult life.

We aim to give schools everything they need to achieve the drug education outcomes in England's Relationships, Sex and Health Education (RSHE) framework.

Our programme is designed for students, staff, and parents or caregivers. It is mapped to an international evidence base for the most effective alcohol education and to European standards of good practice. It is regularly reviewed and updated to ensure that all content is current, relevant, and addresses key issues for young people.

Delivered by specialist educators, with resources for teachers, training for staff, and workshops for parents and caregivers, Amy's Story is at the heart of everything we do. It provides a compelling narrative that engages every audience.

The Amy's Story Workshops are fully aligned with the PSHE Association's Programme of Study and support schools to meet statutory RSHE outcomes across Health and Wellbeing, Relationships, and Living in the Wider World.

WHERE DID IT ALL BEGIN?

I founded Share Shrewsbury with my daughter, Amy, in 2018. She was a brilliant campaigner who wanted to speak out about the dangers of alcohol. She had battled with increasing dependence all her adult life and was just starting to find the support she needed to fight back. Tragically, only six months later, she died.

Two years ago, I began telling Amy's Story to school children as part of an alcohol awareness campaign, and quickly realised that her voice was a powerful force that children identified with. Two hundred workshops later, the power of her story is stronger than ever.

Before all this, I worked as a Specialist Speech and Language Therapist, designing and developing learning programmes for children of all ages.

As National Policy Officer at the Royal College of Speech and Language Therapists in London, I co-wrote national training frameworks for young people and designed professional development packages for teachers, youth workers, and health professionals.

That experience has shaped the way this programme has been built — combining best practice from national alcohol-education experts with personal insight and professional understanding of how children learn, how messages stick, and how to create lasting change.

Telling Amy's story has become a powerful way to help young people understand the risks of alcohol, how to make healthy choices, and how to look after each other.

Feedback from both pupils and teachers has been exceptional:

"Children are still talking about Amy's Story weeks later – in the classroom, at home, and with their friends." – Year 6 teacher

"I didn't realise how easily alcohol can take control. I've decided I won't drink until I'm much older." – Year 8 student

Teachers tell us our sessions complement their PSHE and RSHE lessons, bringing these topics to life in a real and memorable way that children do not forget.



WHY IS THIS WORKSHOP NEEDED?

Recent World Health Organisation research shows that children in England start drinking earlier than those in any other Western country.

Over 30% of 11-year-olds have tried alcohol, and more than 50% of 15-year-olds drink regularly.

The teenage brain is developing rapidly and is particularly vulnerable to alcohol damage. Medical experts tell us that measurable physical changes can be seen on MRI scans. Young people who start drinking in their teens are three times more likely to become dependent drinkers in their twenties.

Parents exert the greatest influence over the attitudes and behaviour of their children; therefore, providing support and information for them is a crucial part of our programme.

WHAT DOES THIS PROGRAMME LOOK LIKE?

- A true story told sensitively about Amy's life and what we can learn from it
- A PowerPoint presentation with short video clips, interactive questions, and discussion points
- Activities designed to develop decision-making, empathy, and confidence
- A teacher pack and follow-up resources to reinforce learning
 - Support for parents and caregivers
- Workshops delivered by trained leaders with experience in education, safeguarding, and youth wellbeing
- Versions tailored for Year 6, Year 8, and Year 10, adapted to suit emotional maturity and curriculum level
 - Flexibility to meet your school's specific requirements

WHAT DO THE YOUNG PEOPLE LEARN?

- Why people drink alcohol
- How alcohol affects the brain and body
- What peer pressure looks and feels like
- How to say no safely and confidently
- Building resilience
- Why delaying alcohol use until adulthood protects physical and mental health
- Where and how to seek help if they are worried about their own or someone else's drinking



This fits directly with the PSHE and RSHE curriculum, supporting schools to meet the following key outcomes:

1. KS2 (Years 5-6):

- Understanding the risks of alcohol and how it affects the body
- Making informed choices and resisting pressure
 - Developing resilience and self-esteem
 - Knowing where and how to get help and support

2. KS3-4 (Years 7-11):

- Understanding how mental health links to substance misuse
- Recognising the impact of risk-taking behaviour
- Building strategies to manage peer and social pressure
 - Knowing where and how to seek help
- Understanding why delaying substance use reduces risk and improves wellbeing

IMPACT & EVIDENCE

We are committed to measuring impact using a range of methods, including before-and-after questionnaires, teacher feedback forms, and pupil reflections.

We always ask students one simple question:
“What do you know now that you didn’t know before?”

In these ways, we measure increased knowledge, changed attitudes, and greater resilience — giving schools a clear record of learning outcomes.



HOW SCHOOLS CAN GET INVOLVED

We are preparing to roll out Amy’s Story Workshops across Shropshire during 2026.

We’re inviting headteachers to get involved before delivery begins, offering your advice and guidance on:

- The format of the workshops
- Methods of delivery in schools
- Best practice in measuring impact and outcomes

Our charity provides everything — trained facilitators, resources, evaluation forms, and follow-up materials — and we can adapt the workshop to fit your school timetable and year group.

There is no cost to public-sector schools, as we are funded through grants, local partners, and sponsors to deliver sessions across the county.

Amy’s story is powerful because it’s real — and because it’s told with compassion and conviction. It opens up conversations that can genuinely change lives.

BOOK NOW FOR 2026

FREE for all publicly funded schools in Shropshire.

To secure a workshop for your pupils or discuss scheduling, email shareshrewsbury@gmail.com or call **07973 702772**.

Places are limited and will be allocated on a first-come, first-served basis.

Let’s work together to keep our young people safe, informed, and confident about their choices.



Jane Mackenzie
Founder & Trustee, Share Shrewsbury