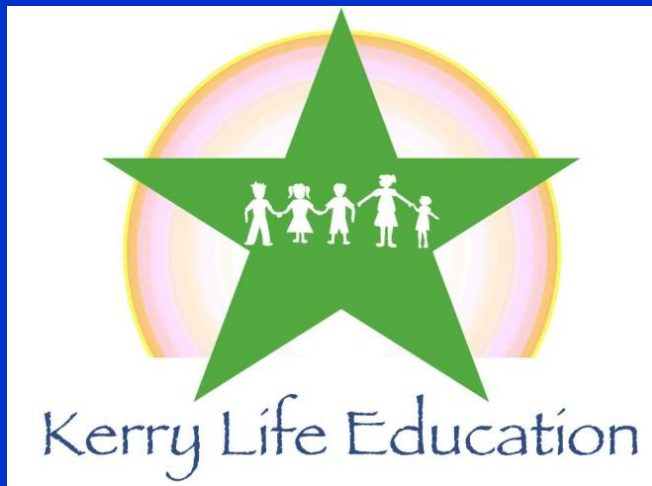




Kerry Life Education

Seamus Whitty

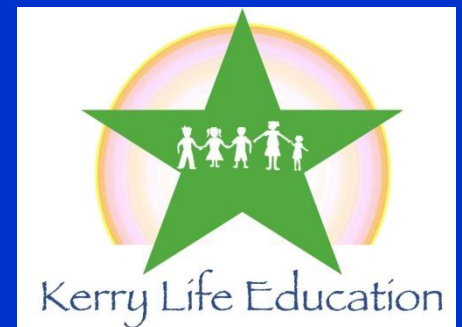
Head of Training and Development

www.kerrylifeeducation.com
seamuswhitty@lifeeducation.com

Spot the Gorilla Clip

Kerry Life Education

- Joint venture between the Killarney Town Council and the South Kerry Development Partnership Ltd in 2002.
- Operating since 2004 in Co Kerry.
- Visits Primary Schools (145) annually-16,000 children
- Follow-up programmes for secondary schools (26 schools 10,000 13-18yr olds)
- Provide support programmes and training to school staff and parents.
- Supporting policy makers and local representatives.





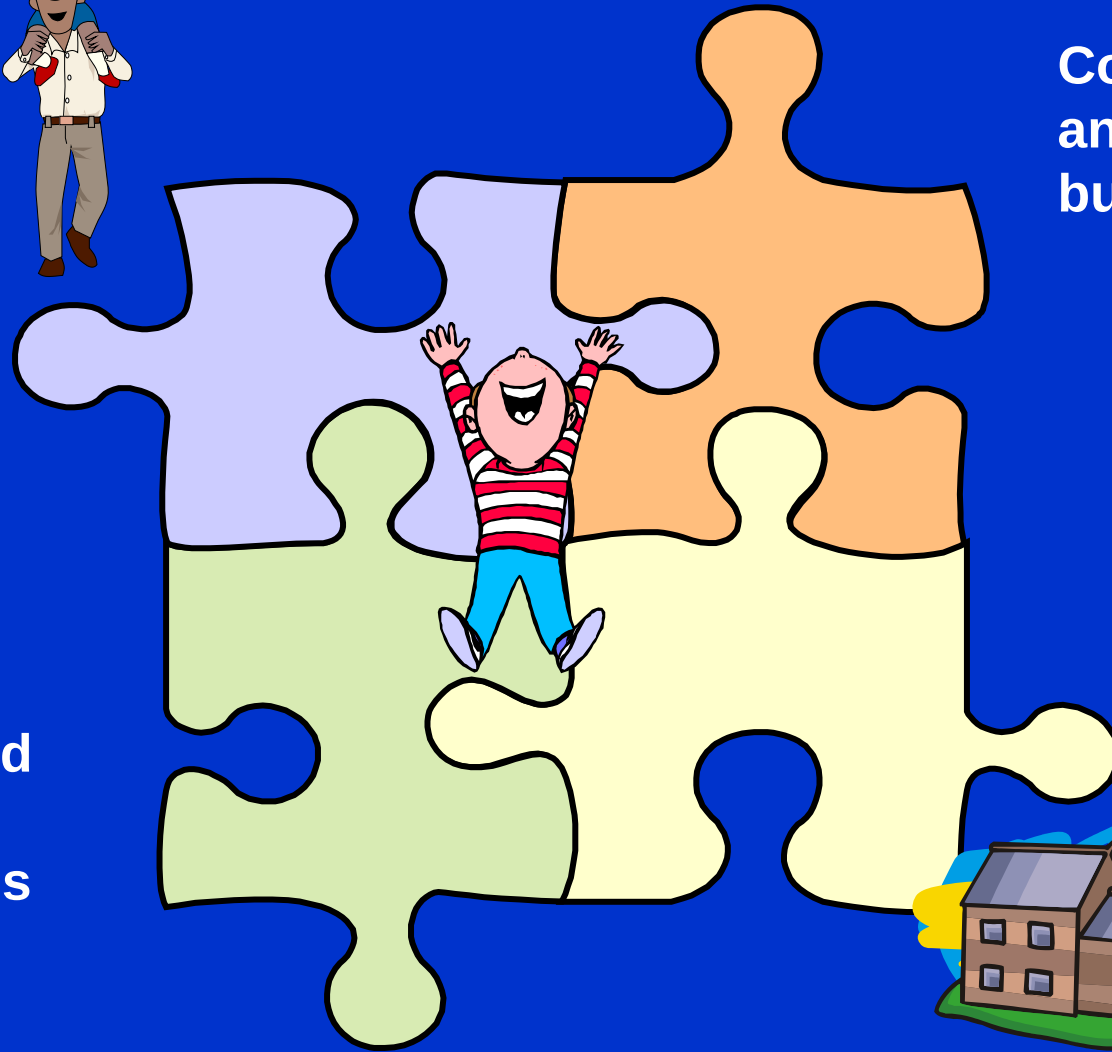
Kerry Life Education

Parents and
family



Community
and
businesses

Voluntary and
statutory
organisations
e.g KLEC



School

Cooperation in practice



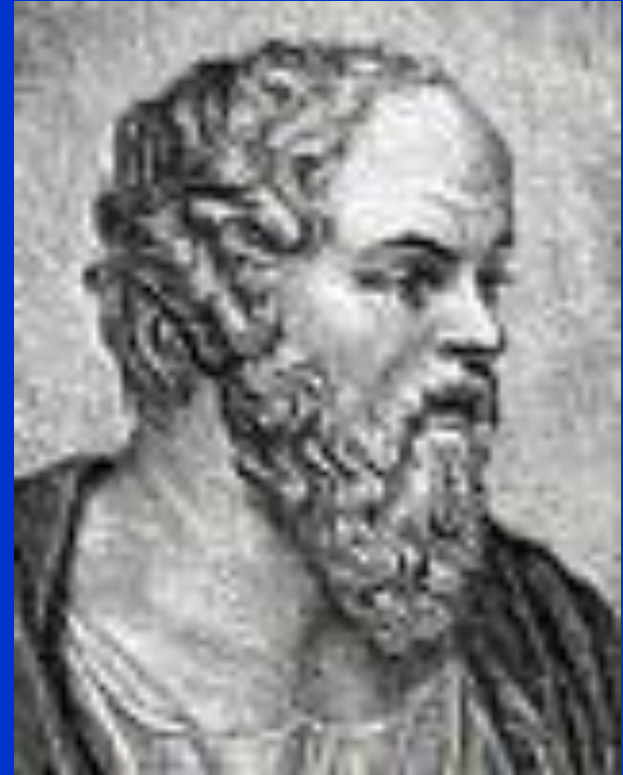
Mobile classroom clip

Engaging Young People Early.



The trouble with youngsters today...

- " The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders They contradict their parents..... and tyrannise their teachers".



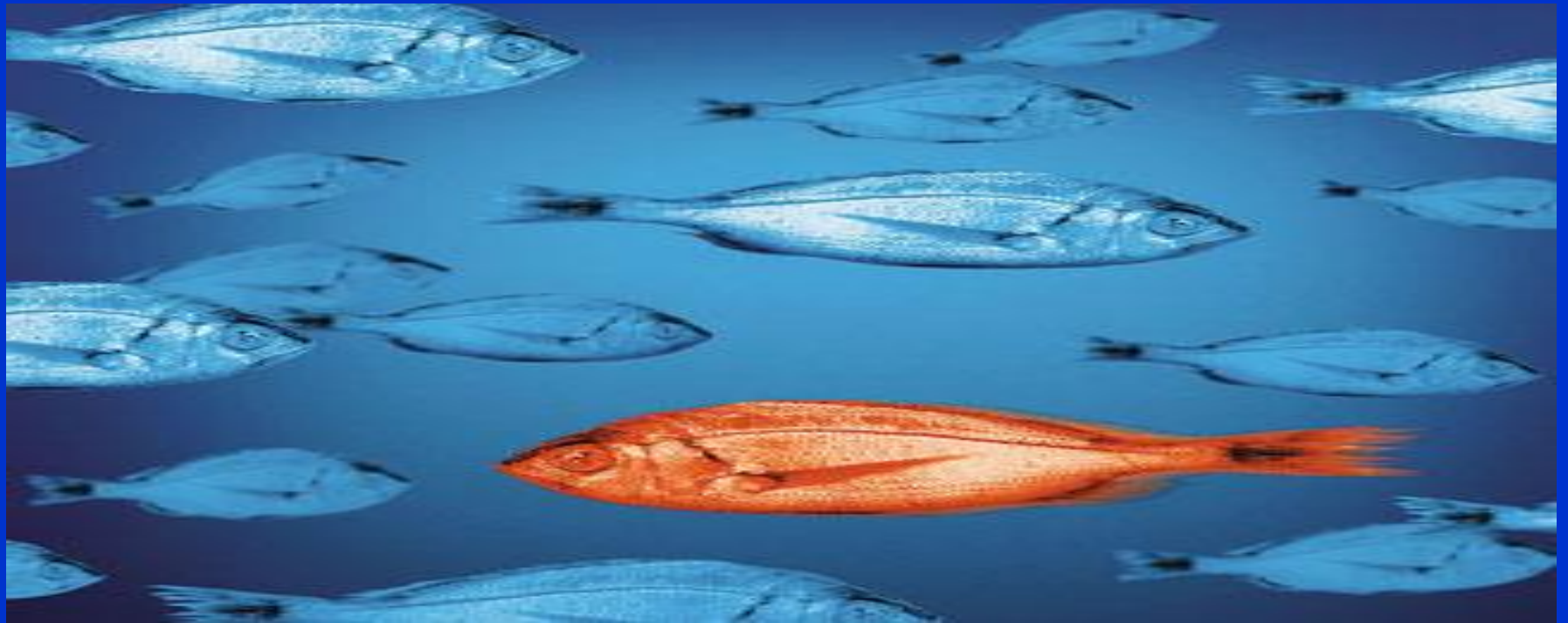
Socrates (469 – 399
B.C.)

Bungee jump clip

Different Perspectives



WHO
AM i ?



What is Prevention Education?

Range of strategies over long-term.

Interactive teaching techniques. These involve group activity, discussion and role play

Normative education.

Educating young people before the usual onset of drug taking – starting early

Elements of knowledge, skills and attitudes

Age- appropriate and culturally sensitive information

Involvement of parents/carers as part of a wider community approach.

Multi-component programmes where school-based education is one component in a wider campaign involving parents, the media, other agencies with an interest, and the local community.

EXTRACT FROM THE IRISH NATIONAL DRUG STRATEGY 2009 - 2016

Research has identified risk and protective factors and these show that effective drug prevention must not rely solely on giving information on the harmfulness of drugs but must also build self-efficacy through the development of personal and social skills.

Prevention and Awareness Programmes in Schools are a key element of the overall Prevention Pillar. The Social Personal and Health (SPHE) Programme is the foundation for developing awareness of drug and alcohol issues in school. It is a mandatory part of the curriculum at primary and junior cycle in second level.



Risk and Protection Factors for Substance Use Among Young People

A Comparative Study of Early School-Leavers and School-Attending Students

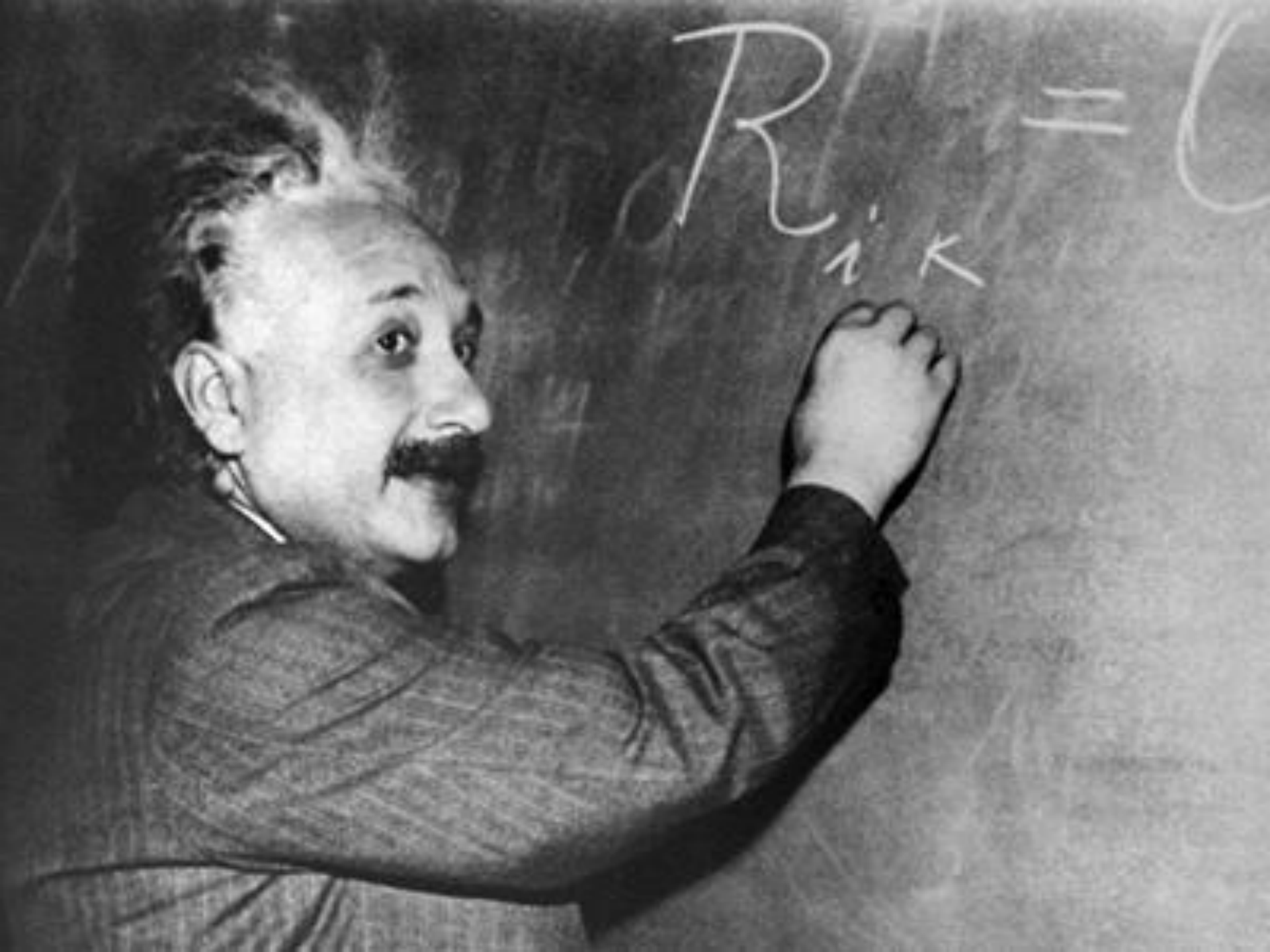


- Support self esteem

- Support families

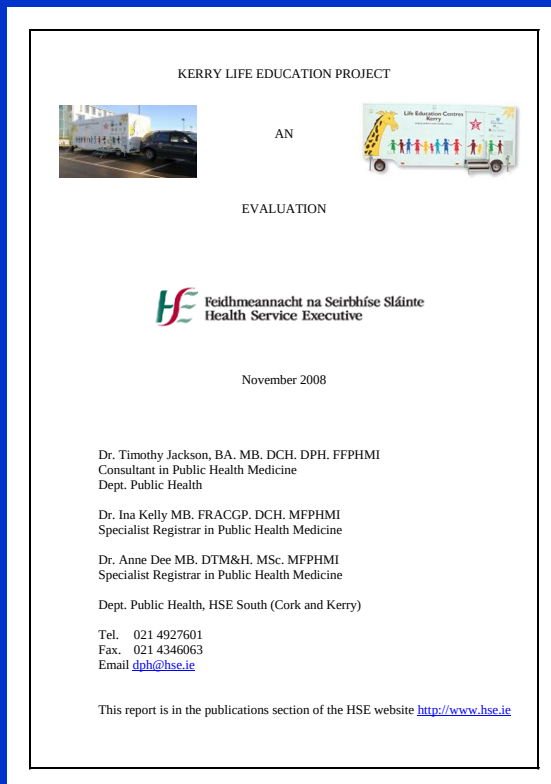
- Support schools and teachers

"A positive school experience (including good relationships with teachers) makes young people between 10 and 100 times less likely to drink alcohol and to use cannabis or other drugs."



Evaluation of Service 2008

- Commissioned by Minister for Drugs and Alcohol Pat Carey
- Independent public health specialist team



1. What schools think
2. HBSC survey comparison
3. Cost Effectiveness

Dr. Tim Jackson Evaluation

Main Conclusions

- Schools Value the KLE Programme and consider that it strongly supports Social Personal and Health Education.
- HBSC Analysis provides independent evidence that children benefit in key lifestyle areas when they have experienced the KLE programmes.
- Cost-Effectiveness analysis suggests that KLE is extremely cost-effective.

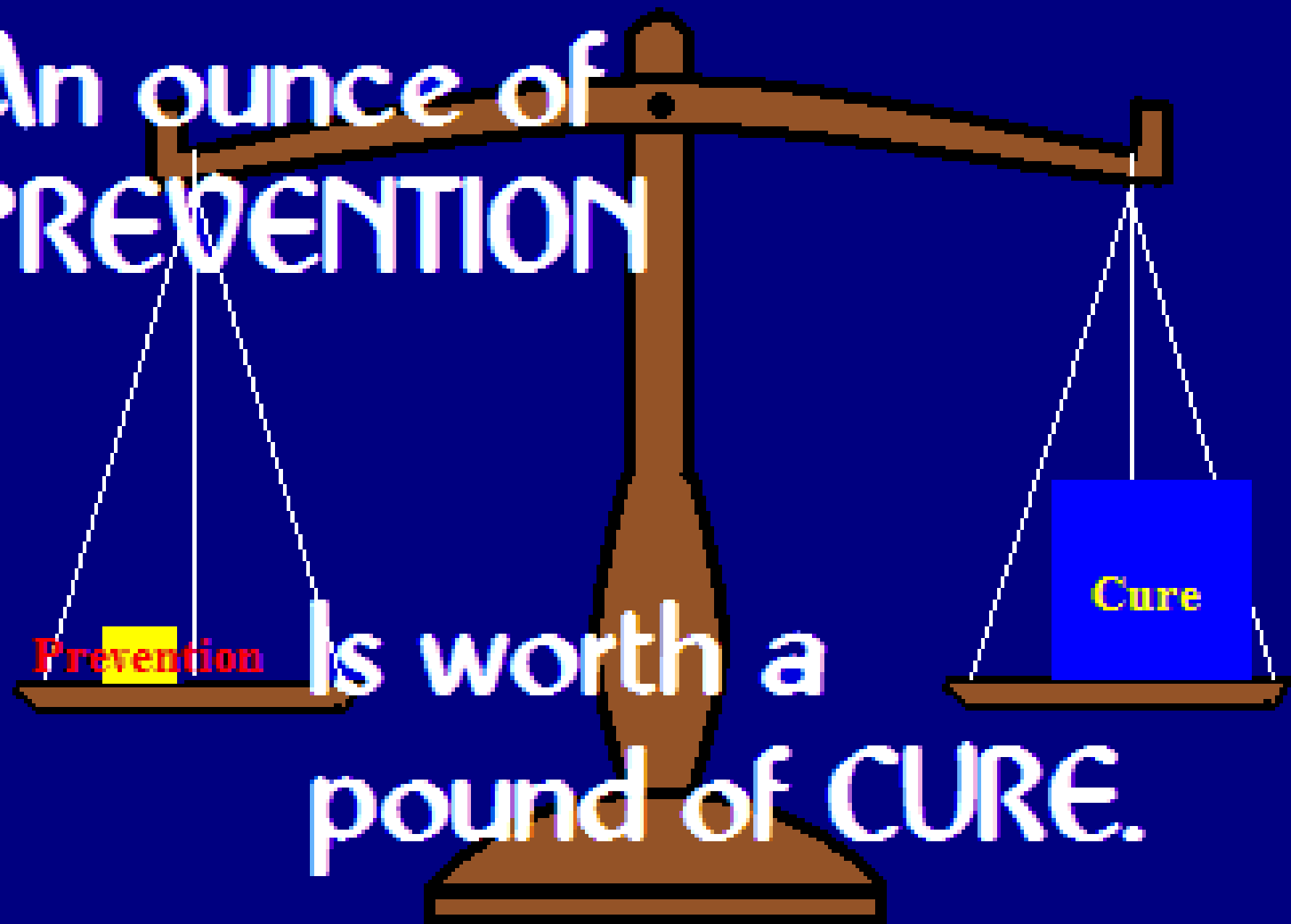
(Evaluation available at Publications section of HSE
<http://www.hse.ie>)



Awards achieved by Kerry Life Education

- Winners of Kerry Community Award for Community Services 2008
- Winners of Kerry Community Award for Community Response to Addiction 2010
- Winners of Co-operation Ireland 32 Counties Pride of Place Award for Community Response to Addiction 2010
- Local Authority Members Association Finalists for Best Use of External Communications 2011
- Winners of Irish Rural Links National Award 2012

An ounce of
PREVENTION



Is worth a
pound of CURE.



Penguins working together clip

Thank you for your time and energy



www.kerrylifeeducation.com
seamuswhitty@lifeeducation.com