



IMPACT REPORT 2023

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ALEX'S ADVENTURE

"HELPING YOUNG PEOPLE MAKE INFORMED CHOICES"

EXECUTIVE SUMMARY

Alex's Adventure is a trailblazing social enterprise with a singular mission: to empower young people to make informed choices about substance use through non-biased, relevant, and exceptional drug education. Understanding the complex challenges educators face, including lack of training in substance misuse, outdated materials, and limited time, Alex's Adventure has devised an innovative solution that revolutionises the way substance misuse education is imparted.

KEY HIGHLIGHTS INCLUDE:

- **Addressing an Unmet Need:**

Recognising the outdated nature of existing materials and the lack of specialised training among teachers, Alex's Adventure provides contemporary and engaging educational content that resonates with today's youth.

- **Innovative Learning:**

Alex's Adventure adopts a "Build-Your-Own-Ed-Venture" approach, providing 15 animated, interactive lessons that are easy for educators to administer and engaging for students. The program customises the content to each school's unique needs, ensuring a personalised experience.

- **Support and Training for Educators:**

Beyond providing content, Alex's Adventure is committed to empowering educators through induction workshops and ongoing support, ensuring they are equipped to effectively deliver the program.

- **Aligned with Curriculum:**

Alex's Adventure seamlessly integrates with the SPHE curriculum, ensuring that the program supplements existing educational frameworks.



"Helping young people make informed choices"



- **Social Impact Recognition:**

As one of the first holders of the Social Enterprise Mark, Alex's Adventure is internationally recognised for its commitment to creating positive social change. The mark guarantees the social enterprise's dedication to trading for the benefit of people and the planet.

- **Community Involvement and Corporate Partnerships:**

Schools can sign up directly or be sponsored by a corporate entity, thereby encouraging community involvement and creating win-win partnerships that enhance CSR for corporates.

- **Proven Impact and Accolades:**

Alex's Adventure has been lauded for its contribution to education and social change, earning numerous awards including Best Drug & Substance Abuse Education Provider.

FUTURE GOALS AND A CALL TO ACTION:

Alex's Adventure is not resting on its laurels. It aims to onboard new schools, develop innovative learning methodologies through gamification, empower teachers, and expand its workshop offerings. We invite stakeholders, including corporate partners, to be a part of this transformative journey. An exciting "Pay it Forward" opportunity allows donors to sponsor a program in their community, making a tangible difference in young lives.

Join us in equipping the youth with the knowledge and tools they need to navigate the challenges of substance use, and in creating a society where informed choices pave the way for a brighter future.



"Helping young people make informed choices"



IMPACT

SUMMARISED



58% of students surveyed get their information about substances online. With credible sources of information hard to find accidental overdoses can occur.

Having the power to improve the lives of others is a privilege, one that is closely associated with our core values. We want to make sure that no young person or their family has to go through such tragic loss of life due to lack of education again. The message in our workshops is simple but the connections we create are truly priceless.

“IT WAS THE BEST WORKSHOP-EVER!”

WORK

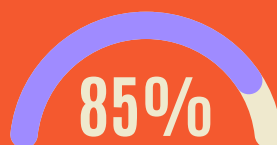
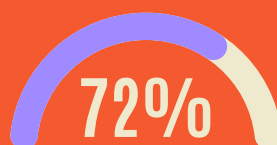
We do is in Second Level Education.

AWARENESS

On Alcohol was increased after the e-learning Pilot.

STUDENTS

Love Alex's Adventure because of the Story.



Students Impacted



Schools



Workshops Delivered

INTRODUCTION FROM NICOLE RYAN

At Alex's Adventure our mission is to provide drug education to students across our society so that young people can make informed, happy and healthy choices when it comes to substance use.

Since starting this Social Enterprise in 2016, over 10,000 students have been impacted by the work we have done. The ongoing support by the schools, media and the students backs up our theory that if students are given current and relevant information that can offer more than the "just say no" approach it also provides teenagers with information on how to keep themselves and their friends safe if and when they encounter substances.

Our story began in Jan 2016 when Nicole's brother Alex went to a house party in Cork City and ingested a synthetic substance believing it to be a less potent drug called 2-CP. Alex had thought he had done his research on the substance he was trying. Alex ended up taking a huge dose of the lethal drug known as N-bomb which resulted in him being brought to Cork University Hospital where he never regained consciousness and subsequently 4 days later sadly passed away after being pronounced brain-dead. He was just 18 years old.

NICOLE WANTED WHAT HAPPENED TO ALEX TO NOT HAVE TO HAPPEN SO NEEDLESSLY AGAIN.

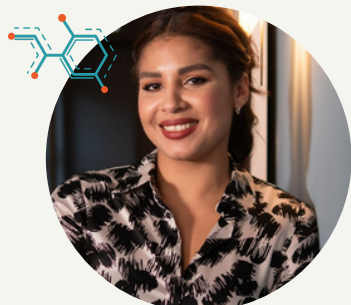
From this life changing tragedy it inspired Nicole to develop Alex's Adventure which provides a suite of workshops and tools to help students learn more about substance misuse so that they may not meet the same circumstances as Alex and also to upskill people in the community and empower them to be able to do what she can do.

Nicole is one of the first SE's to hold a Social Enterprise Mark and has won several awards including Humanitarian of the Year 2018, Best Start Up 2019, Pride of Cork 2021 & a runner up as Social Entrepreneur of the Year at the Image Awards 2023. Nicole also works with Social Impact Ireland and in her role as Business Development Advisor, Nicole is responsible for building an engaged community for all and helping SE through any challenges they face.



"Helping young people make informed choices"

MEET THE TEAM



Nicole Ryan

Founder / Facilitator

Nicole is the Founder of Alex's Adventure and she delivers all the workshops and programmes in schools as well as business development.



Aidan Lee

CEO Eolas International

Aidan founded Eolas International Research, which has become a leading global research company with its headquarters in Cork.



Martina Daly

CCO Eolas International

Martina is an experienced Director and she is skilled in Business Development, Financial Accounting and External Audit.



Caroline Dowling

EX-CEO Flextronix

Caroline held several senior executive roles at Flex over the past 16 years including President of NOVO & technical services and SVP of Global business development.



Mauricio Troncoso

Senior Executive Kinetic Consulting

Mauricio Troncoso has close to 30 years of experience in Marketing and General Management at global companies like Procter & Gamble, Mead Johnson and Kimberly-Clark & More.



Dr. Sharon Lambert

Substance Misuse Psychologist

Dr. Sharon Lambert is a lecturer in the School of Applied Psychology in UCC & has spent several years working with marginalised young people and their families.



Dr. Samantha Dockray

Adolescence Behaviour Specialist

Dr. Samantha Dockray is a lecturer in the School of Applied Psychology. Her key interests relate to the application of psychobiological models of behaviour and emotions in adolescents.



Ms. Tríona Ní Chualáin

Irish & English Teacher

Tríona Ní Chualáin is an Irish & English teacher. She has knowledge and skills in teaching strategies, methodologies and she understands the needs of both the teacher and the students.



Thomas Hesising

Visual Content Designer

Thomas works with animation and graphics for instructional, educational and communicative purposes. His work draws on research and over a decade of creating visual content that is intuitive and helpful for intended audiences



Srabani Halder

Senior Graphic Designer

Graphic Designer, Srabani is experienced in handling several creative projects, branding and visual conceptualization. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry.



Arden Dias

Web Developer

Arden is a passionate and motivated Web Developer and Web designer. He has experience collaborating in the development of web applications and the design of bespoke websites and web applications.



"Helping young people make informed choices"

OUR STORY SO FAR



OUR MISSION

Our mission is to provide informative, non biased and relevant drug education enabling young people to make informed choices.

The core values which underpin our vision for the business translate as commitments that we will develop a program of excellence across all areas of drug education based on high standards of teaching and learning and high expectations for all, where:

- Learners enjoy learning
- Teachers enjoy teaching
- Parents and carers are embraced as partners and the wider community is welcomed and encouraged to contribute;
- Providing an inclusive system that puts learners of any age at the centre, establishes equality of opportunity for all to realize their potential and ensures that each learner develops the knowledge, understanding and skills they need to make informed and educated life choices.

OUR PURPOSE

Our purpose is to enable young people to realise that when it comes to substance use they hold the power in their hands. When it comes to drug education we can offer more than the "just say no" approach because it also provides teenagers with information on how to keep themselves and their friends safe if and when they encounter substances.

1 IN 3
DRINKERS AGED 15-24 YEARS
PARTICIPATING IN A
POPULATION SURVEY HAS
AN ALCOHOL USE
DISORDER*

**Data from the HRB National Drug & Alcohol Survey 2019-2020*

"Helping young people make informed choices"

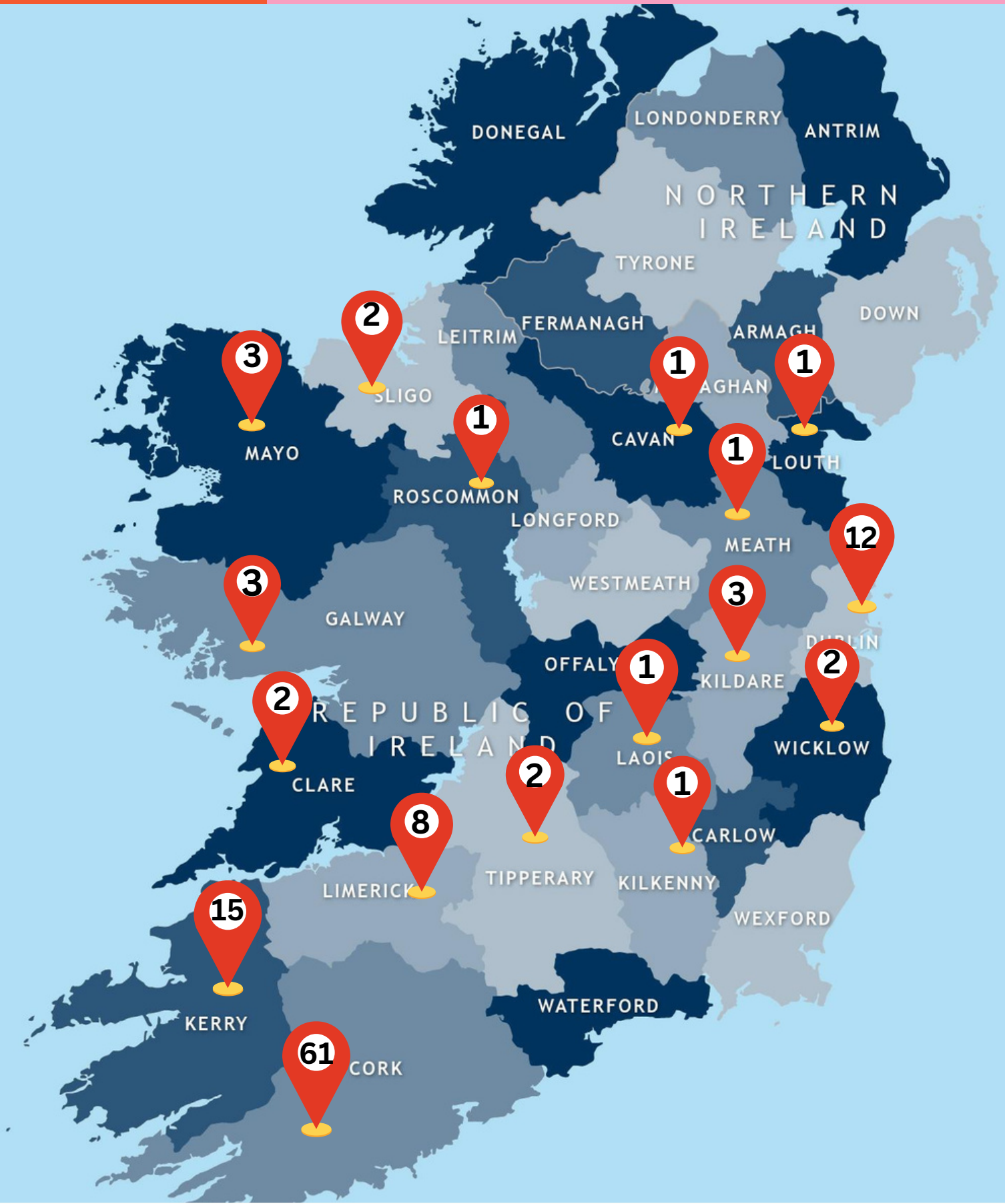


100+

Schools and counting
use Alex's Adventure for
their Drug Education
needs.

10,366+

Students have participated in the workshop since
2016



9K+

In supports from Cork
ETB to deliver workshops
across Youthreach

14

Youthreach Centres have benefited from Life
Saving Drug education in Cork, Kerry, Limerick &
Mayo



100%

Of students would
recommend Alex's
Adventure

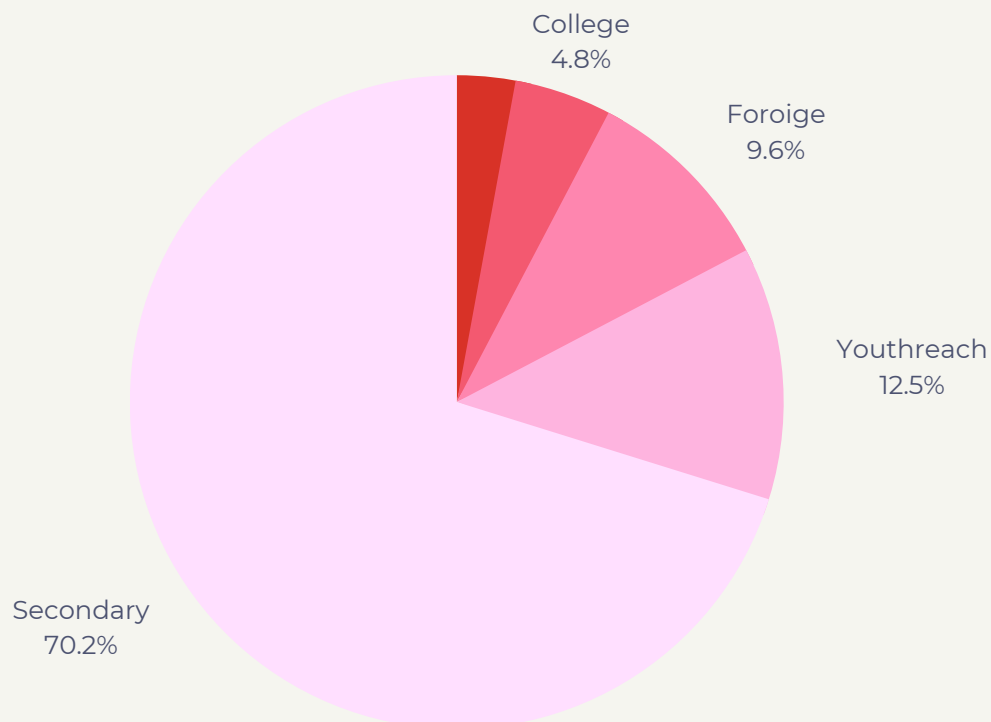
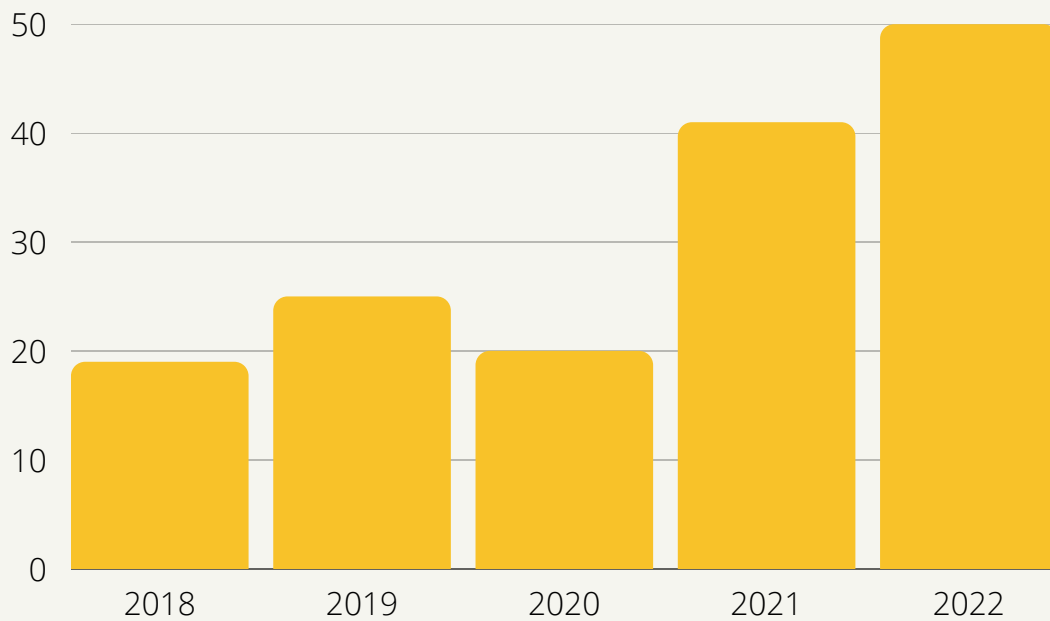
11

Social Care Workers trained in Drug Workshop
Delivery



WHY WE ARE THE GO TO FOR SUBSTANCE USE EDUCATION

Year on year Alex's Adventure has been the trusted provider of drug education in schools.

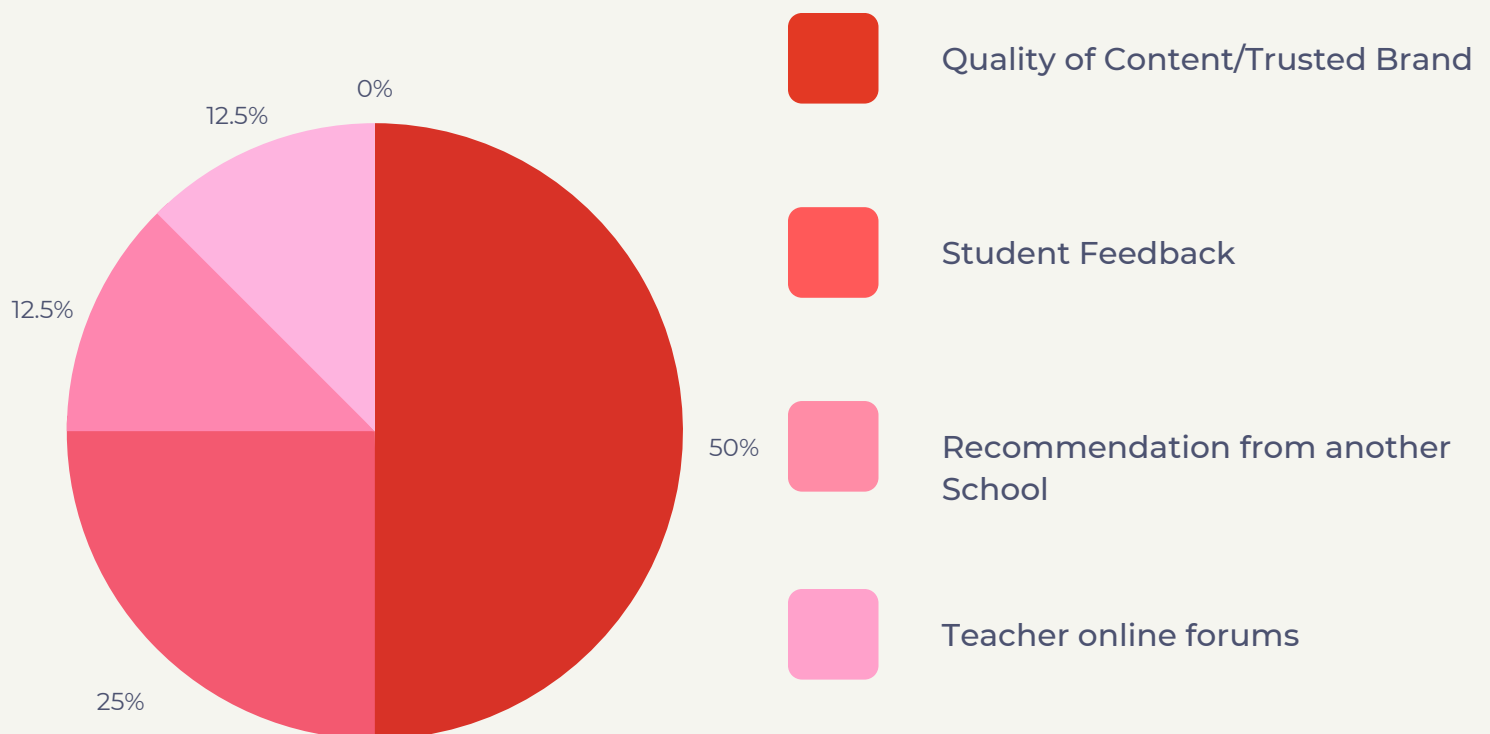


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HOW DO PEOPLE HEAR ABOUT US?

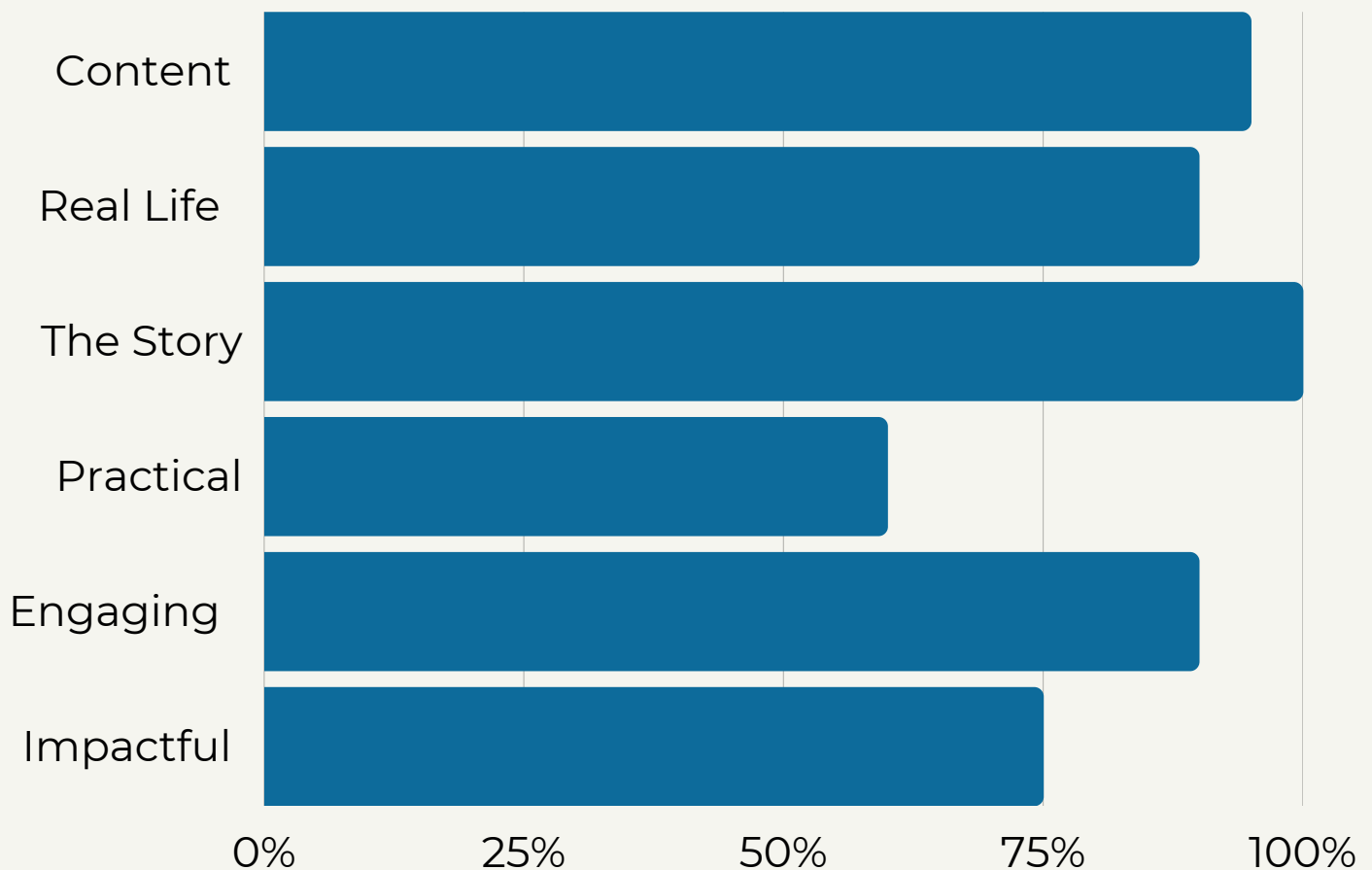
Word of mouth is always our biggest seller and we pride in setting a standard and delivering a workshop that is relevant, fun and most of all impactful.

This infographic shows how schools across Ireland hear about the work we do.



WHY STUDENTS LIKE AND TRUST US.

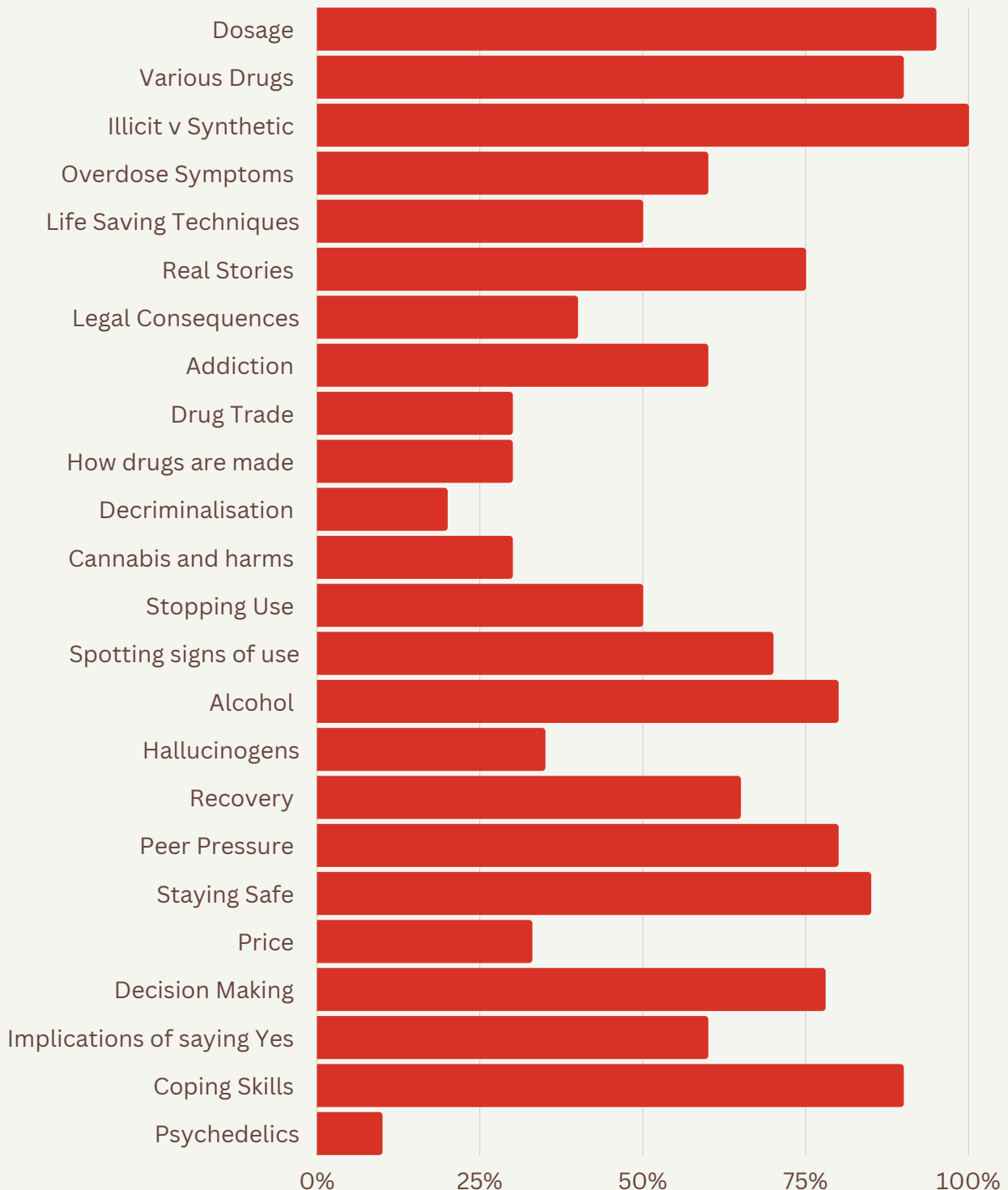
The students that are part of the community are always our biggest champions and here is the reason why they find Alex's Adventure so effective.



"Helping young people make informed choices"

WHAT ELSE STUDENTS WANT TO KNOW

The topic of substance use is a vast one and during our pilots we asked 170 students wanted to know directly related to drugs:

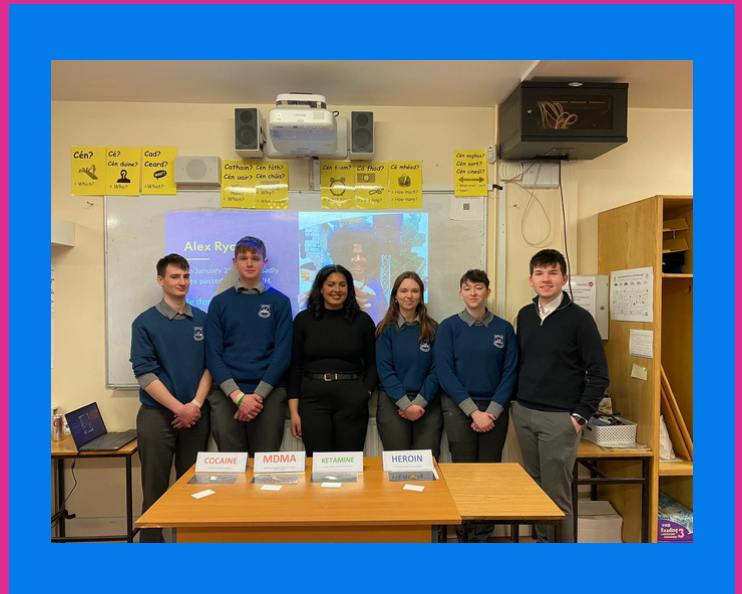


OUR SERVICES

"TALKING DRUGS"

This is a 1 hour Workshop delivered to Students covering:

- How drugs work/classifications.
- Drug Demo (Inhouse demonstration on perceived dosage & why it is always dangerous).
- Drugs that young people may use (Alcohol, Ecstasy, Cocaine, Cannabis, Benzodiazepines, Laughing Gas, Steroids & Synthetic drugs).
- Overdose & CPR.
- The story of Alex.
- Importance of Organ Donation.
- Close & Signpost Q&A Session.



390+
TALKING DRUGS
WORKSHOPS HAVE
BEEN DELIVERED
NATIONWIDE!



"Helping young people make informed choices"

OUR SERVICES

“GETTING REAL ABOUT DRUGS”

This is a 1 hour Workshop delivered to Parents covering:

- How drugs work/classifications.
- Drug Demo (Inhouse demonstration on perceived dosage & why it is always dangerous).
- What drugs are out there an how are they used.
- The developmental stages of kids.
- How to start.
- Tips & Tricks.
- The story of Alex.
- Close & Signpost Q A Session.



**ONLINE WEBINARS
ARE THE MOST POPULAR
FOR PARENTS**



"Helping young people make informed choices"

OUR SERVICES

“WHAT ARE DRUGS?”

This is a 45 min workshop aimed at primary school level children aged 9-12 years old.

In class session covering the following:

- What are drugs?
- Why do we use them?
- Legal vs. Illegal drugs
- Alcohol, Cannabis, Cannabis Jellies & Ecstasy.
- How to say no.
- Staying safe from drugs.
- Age appropriate story on Alex.
- Wrap up and Q&A session.



DELIVERED

**ACROSS PRIMARY & YOUTH
CENTRES**

NATIONWIDE!



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OUR SERVICES

YOUTHREACH "TEACH THE TEACHER" PROGRAMME

This is a 4 part programme that focuses on the needs of the students - each programme differs from the last.

- 4 x 1 hour sessions spread over days or weeks.
- The original "Talking Drugs" Workshop is provided.
- Learners then get to choose two categories or drugs they are interested in and it is delivered in house.
- Session 4 consists of the learner teaching the group. Each class is broken into pairs and they must create a 10min presentation on a drug of choice.
- Prizes for best presentation and party provided.



PROGRAMME

HAS BEEN DELIVERED ACROSS

YOUTHREACH CENTRES IN

**CORK, KERRY,
LIMERICK & MAYO**



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OUR SERVICES

“STAYING DRUG SAFE”

This is a 1 hour workshop delivered to College Students focusing on Harm Reduction.

- Introduction.
- Why people use drugs.
- Inhouse drug dosage Demo.
- Drugs that young people may use (Alcohol, Ecstasy, Cocaine, Cannabis, Ketamine, GHB, Laughing Gas, Benzodiazepines, Steroids & Synthetic drugs).
- Harm Reduction Tips & Tricks.
- Drug Etiquette 101.
- Overdose & CPR.
- The Story of Alex.
- Wrap up and Q&A session.



DELIVERED
TO DATE ACROSS
UCC, GMIT
UL & CSN



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OUR SERVICES

“CORPORATE WIN/WIN”

In summary, a corporate partnership can be a win-win as it enables corporates to engage in socially responsible activities and improve their brand image, while Alex's Adventure can benefit from the financial support and increased visibility that corporate sponsors can offer.



HOW IT WORKS:

- We team up with Corporates that want to create impact within their community and they sponsor Alex's Adventure to help educate their business' and schools.
- We meet with the corporate and they tell us which schools they would like to nominate for the workshop – we then take it from there, contact the schools and arrange the time and date that suits everyone.
- We come to the business and complete a corporate workshop with the employees & the workshops with the nominated schools.
- We are not finished yet – Alex's Adventure is the workshop that keeps on giving and we offer Webinars & other supports as part of the sponsorship package.



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OUR SERVICES THE BENEFITS

“CORPORATE WIN/WIN”



1

Corporate Social Responsibility (CSR):

By sponsoring Alex's Adventure in schools, corporates can fulfil their CSR objectives. This involvement demonstrates their commitment to giving back to the community, particularly in the realm of education and youth empowerment.

2

Positive Brand Image:

Corporates that sponsor educational programs such as Alex's Adventure can cultivate a positive brand image. Being associated with a cause that is aimed at empowering young individuals through education can resonate well with consumers and stakeholders.

3

Workforce Development:

By investing in education, particularly in areas such as substance misuse, corporates are indirectly contributing to the development of a more informed and responsible future workforce.

4

Networking and Partnerships:

Corporates can also benefit from the networking and partnership opportunities that may arise from being associated with educational initiatives. This could include partnerships with schools, other businesses, and non-profit organisations.

FOR ALEX'S ADVENTURE CORPORATE SPONSORSHIP CAN

1

Provide Funding and Resources:

Corporate sponsorship can be a significant source of funding, enabling Alex's Adventure to expand its reach, update its materials, and possibly provide additional services.

2

Increase Credibility and Visibility:

Being associated with reputable corporate entities can increase the credibility of Alex's Adventure. Moreover, corporates might have extensive networks and marketing resources, which can help in increasing the visibility of Alex's Adventure.

3

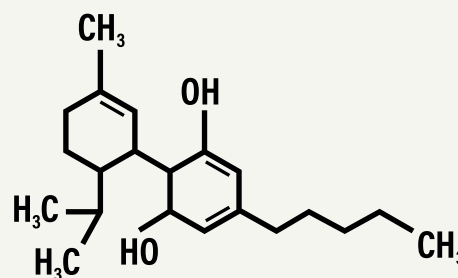
Sustainability:

Continuous corporate sponsorship can help in ensuring the sustainability of Alex's Adventure by providing a steady stream of resources.



"Helping young people make informed choices"

DRUG EDUCATION AT A GLANCE



"Evidence suggests that comprehensive school-based programmes that combine social and personal development and provide information about substance use are more likely to be effective in preventing early substance use. " - (National drug and alcohol strategy, Department of health, 2017).



If you educate you give students, communities and parents the tools to understand drugs and alcohol misuse - the more you are educated the more likely chance is that you will make the most informed choice possible. This education has to be informative as opposed to preventative because preventative simply does not work.

At a conference report (Conference Report and Recommendations, Mr. Jerry O' Dwyer, Department of Health, 1982) Mr. O' Dwyer defines education towards substance misuse in a brilliant light:

"Education is defined as a broad continuing concept, concerned with educating people for living, and giving them the accurate, relevant, easily understood, decision- making skills and sufficient self-esteem to carry through decisions on their use of addictive substances"

4 Key points in relation to drug education came out of the conference.

KEY POINTS

1

More training is needed.

Further training is needed for teachers and that they need to be given both factual information and some specific training in counselling and the development of self-esteem.

2

Targeted Education

Targeted at the education programmes for young people, especially aimed at early school leavers who were seen to be more at risk.

3

Different programmes at different development stages.

Drug education should start early in schools and there needs to be a divide whereby certain programmes are delivered to certain age groups.

4

Include Parents/Adults & Caregivers in the process.

Schools should not be alone in carrying out educational programmes surrounding drug misuse and that there must also be a programme for adults. Parents should be given the necessary tools to better understand the impact of their own example has on their children and know how to communicate with young people.

*Warren F (2016) 'What works' in drug prevention and education? Edinburgh: Scottish Government. <http://www.drugsandalcohol.ie/26557/2>

*Society for Prevention Research (2011) Standards of knowledge for the science of prevention. Fairfax, VA: Society for Prevention Research. Cited in Warren (2016, p. 12).

*Drugnet IRELAND Issue 61 | Spring 2017

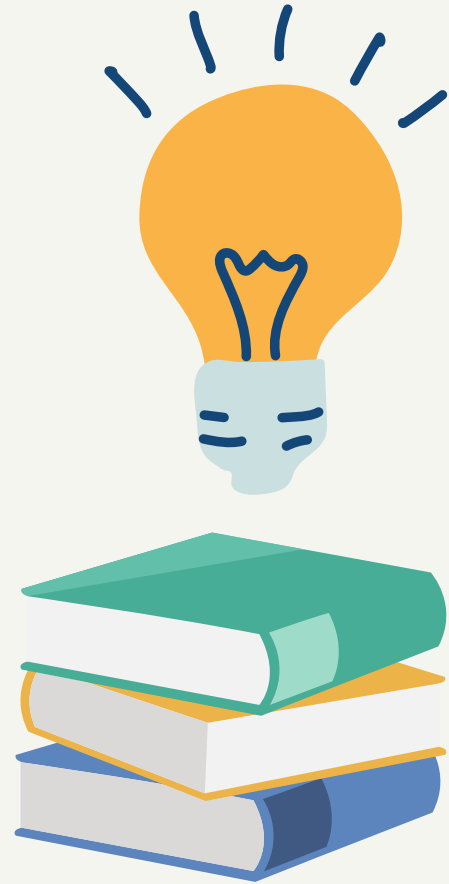
EFFECTIVE PRACTICES

In December 2016, the Scottish Government published the report by Warren on 'What works' in drug education and prevention?'

From the evidence base a few key findings relating to drug education were established:

- Where an effect was found, it occurred in some programmes that were based on a combination of the social competence approach and the social influence theoretical approach.
- Effects that contributed to success were taking an interactive approach to delivery where students, ; having more components to the programme over and above that in the school curriculum; ensuring that the content was age appropriate; and, peers being involved, but not leading, in the delivery of the programme.

The United Nations Office on Drugs and Crime (UNODC) found that programmes that had the following characteristics had no or negative prevention outcomes: using 'ex-drug users' as testimonials; using police officers to deliver classroom sessions; providing just information about drugs, especially if used for 'fear arousal'; using noninteractive methods such as lecturing; and, focusing only on the building of self-esteem and emotional education.



*Warren F (2016) 'What works' in drug prevention and education? Edinburgh: Scottish Government. <http://www.drugsandalcohol.ie/26557/2>

*Society for Prevention Research (2011) Standards of knowledge for the science of prevention. Fairfax, VA: Society for Prevention Research. Cited in Warren (2016, p. 12).

*Drugnet IRELAND Issue 61 | Spring 2017

ALEX'S ADVENTURE

A HEALTH LED APPROACH



Alex's Adventure is rooted on the principals of Harm Reduction which is part of Ireland's National Drug & Alcohol Strategy 2017-2025.

This innovative process allows us to understand that when it comes to drug education we can offer more than the "just say no" approach because it also provides teenagers with information on how to keep themselves and their friends safe if and when they encounter substances.

The workshops & programme coincides with the Department of Education's SPHE Curriculum meaning that this programme is of massive value to both students, teachers, and the school as well as an added value to the RSE and TY curriculums. This service helps both the teacher and student open the conversation and learn about substance misuse which is an ever-growing issue in all communities and towns across Ireland.

The benefit of Alex's Adventure is that it will save lives. This is a new way of teaching drug education in Ireland by providing non-biased harm reduction education. Alex's Adventure is a trusted and known brand with a proven track record.

Our aims:

- To equip young people with a broad range of personal and social skills.
- To provide accurate age, developmentally, environmentally, and culturally appropriate information on substances.
- To enable young people to make informed and responsible choices around substance misuse.
- To provide a safe forum for open discussion of young people's opinions and issues relating to substance use which is safe, appropriate and relevant.

<https://www.gov.ie/en/publication/4e5630-reducing-harm-supporting-recovery-2017-2025/>



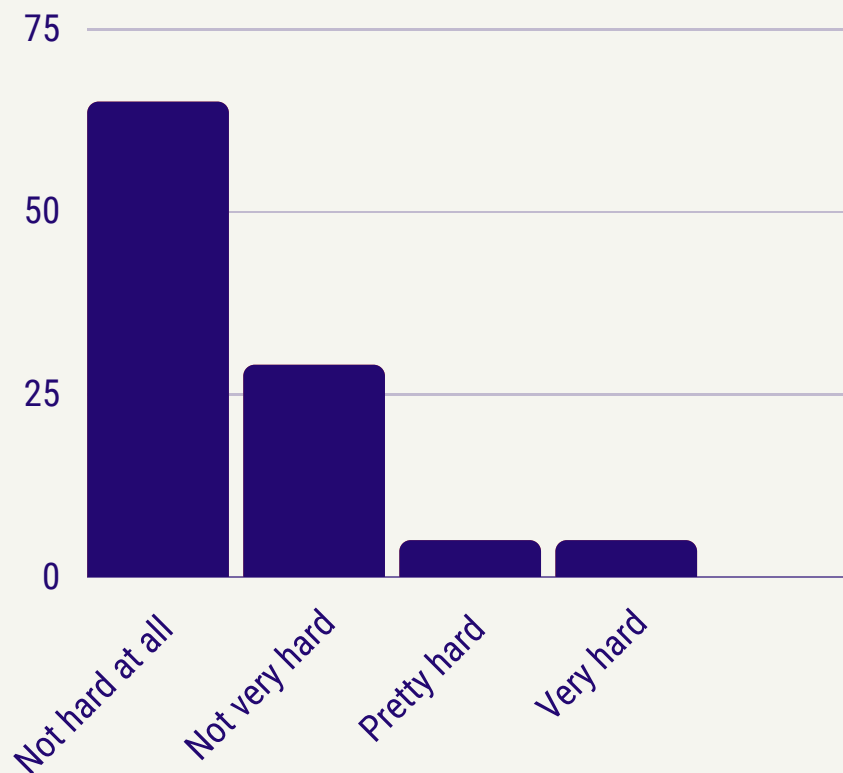
"Helping young people make informed choices"

Our focus is providing education that has a lasting impact and that can also contribute to behavioural change.

In February 2019 we ran two pilot programs both lasting 4 weeks each in Cork City with Carrigtwohill Community College & St. Angela's College. After the program began, we surveyed 170 who participated and asked them the following question:

IF YOUR FRIEND OFFERED YOU DRUGS HOW HARD WOULD IT BE TO SAY NO?

The data showed the following results:



The same question was asked about Alcohol:

47%

Not hard at all

38%

Not very hard

7%

Pretty hard/very hard

- Increase recorded in the danger perception of Cocaine, Ecstasy and Headshop drugs, with headshop drugs noting the largest increase.
- With "friends" not registering an uplift in terms of trusted source for information about drugs and alcohol, the workshop may have increased the trust in advice from adults but not peers.
- With "friends" not registering an uplift in terms of trusted source for information about drugs and alcohol, the workshop increased the trust in advice from adults but not peers.

**Survey conducted by Eolas International Jan 2019/April 2019*



"Helping young people make informed choices"

SUSTAINABLE DEVELOPMENT GOALS



Ensure healthy lives and promote well-being for all at all ages



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

We also contribute to 2 sustainable Development Goals:

- **Good Health & Wellbeing** - We aim to equip young people with positive coping skills and mechanisms so that they can make better and healthier choices.
- **Quality Education** - By providing high quality drug education and providing a piece to the puzzle in relation to the substance misuse problem we empower communities nationwide to take the power into their own hands and make educated choices around substance use.

Alex's Adventure is also part of Friends for SDG's which is an international network of the next generation leaders and entrepreneurs, who share the best SDGs practices and working solutions to bring them into effect to our local communities globally together with a wide database of the multistakeholder partners.



TESTIMONIALS PARENTS



“ Our 13 year old son is a student there and he was both shocked and impressed by your presentation. He was also very sad for the loss of your brother, Alex. I am aware that even as young as 13, there is already pressure and temptation to go down that road. They are curious, want to fit in and the hardest job as parents right now is to keep them on the right path. You definitely got that message across to our son yesterday and you struck the balance perfectly. Thank you for what you do. The world seems to be a tougher place for teenagers now than it was for us and your work is vital in steering teenagers in the right direction.

“ Hiya I'm so sorry for the loss of your beautiful brother, my niece is in Ballyphehane school and was so touched by your visit yesterday really opened up her eyes, she was so touched also by your bravery to be able to do what you are doing, keep up the good work, my son is in Dearlypark School I hope you get to visit his school to as it is very important to hear Alex's story to make them aware of the dangers, I'll light my night light for your brother, keep up the good work”

“ My son who attends our lady's secondary school in Templemore came home after your talk and from the time he came in the door till bedtime he spoke of your talk, he said he has never ever participated in a workshop so valuable, he showed me photos of your beautiful brother, explained how he passed, to say you left an amazing impression on him is an understatement, he told me that he will remember you and that workshop for the rest of his life

And just to add, my eldest son who also attended your talk in 3rd year last night spoke of you, again he said it's the one workshop that he will never forget while attending school, you were so real, easy to listen to and so honest and open that it made him realise it really only takes one mistake to change so many lives and the risk of that is just not worth it.

TESTIMONIALS TEACHERS



“

I heard you speak on Drivetime yesterday, I am so sorry to hear about your brother.

You confirmed so much of what I have thought and said for a long time, as SPHE teachers, we need more up to date drugs training. It is still focused around the classic drugs, which I don't feel are the majority of what students take anymore. The only material I could easily access around synthetic drugs was the doc on Netflix, 'Legal Highs' which is very good and I show to senior students. I would really like for you to come in and talk to our students.

“

The work you do is so invaluable to us - while we know somethings I am absolutely clueless around this space as it changes so fast! Thank you and we look forward to seeing you again next year.

“

I just want to thank you so much for coming down to union hall and for the impression you made on our kids. The feedback from the other leaders, parents and kids has been amazing. You have such a lovely natural way about you and you are so good to share your tragic story about your lovely brother. That is not easy to do but we do so appreciate it.

TESTIMONIALS STUDENTS



“

"I only wanted to write to you because your speech bravery impressed me, and in Italy we don't have people like you, who want to help and raise awareness among young people to understand what they could encounter, and it's a shame. So after school I wrote to my Italian school and I tell them about your experience and I recommend them to organize something like this in my school too, because it's really useful."

“

I've always been around people who romanticised drugs and thought it was so cool but I genuinely will never ever touch them because of your talk as in no matter what I do because I know one decision can change your life. You were so inspiring and everyone in my year was saying it was such a good talk even the lads which is surprising because they don't ever say good things about school activities. everyone was just going on about it and everyone loved it!

“

I'm not one to usually listen and engage with guest speaker we have in. I love how you go about these situation compared to other speakers we have had especially about drugs. It was son honest and you really helped me a putrid the point of today so thank you again

“

Thank you for coming to our school today I just wanted to say your presentation was amazing you made everyone feel really comfortable keep doing what your doing because your not like any teacher I've had before you actually want to help inform people about the dangers rather then scaring them away so I want to thank you for that

“

"I haven't stopped thinking of you since I came home from school and I will never forget it."



"It was the best workshop..EVER!"

"Helping young people make informed choices"

ALEX'S ADVENTURE

BUILD YOUR OWN ED-VENTURE

Alex's Adventure understands that teaching substance use can be really challenging!

- **Students did not want their teacher - 100% preferred and external resource. ***
- **Students wanted to know a more in depth look at substance misuse.**
- **They wanted it to be relevant to their lives today.**

From a survey conducted with Teachers in 2019 the following problems were identified:

- **Teachers in Ireland have no training in Substance Misuse.**
- **Materials are outdated and almost irrelevant.**
- **Teachers are already overworked and stressed.**

With that in mind we developed a "Build-your-own-Ed-Venture" approach and Alex's Adventure is based on extensive experience and proven technology. With Alex's Adventure, a school can implement our solution rapidly and measure ROI in months, rather than years.

In phase 1 there are 15 lessons and the programme work in 4 easy steps:

1. A school signs up or is sponsored by a corporate for the programme
2. We engage with the school to build a unique programme tailored to their school with the lessons provided.
3. We provide induction workshops to the teachers and include an extra 2 in person workshops through the 15-week programme.
4. The school begins the programme which ties into the SPHE curriculum.

Each lesson is animated, interactive, and guided by me meaning that all the teacher has to do is log in and press play. The lessons come with a lesson plan for the teacher and an activity handout for the students. Alex's Adventure offers an alternative way of learning through a programme that is unbiased, fun and puts the students' needs at the core of the learning process.



We piloted a lesson on Alcohol in 2021 before completing phase 1 of the programme for full pilot.

PILOT RESULTS!



Empowering Junior Cycle students by giving them a customizable animated learning experience

Making drug education for schools and teachers easier.



In May 2021, 153 students participated in an e-Learning pilot which focused on **alcohol**. All were surveyed anonymously.*

Before the pilot...

1 in 4 students

didn't have any education on alcohol.



36%

don't feel comfortable with their teacher teaching drugs

How do students get their information online?



58% from online



36% from stories they have heard.



After the pilot!



98%

of students found the content appropriate for their age!

95%

of students found the lesson easy to understand!

100%

enjoyed having their teacher facilitate the lesson!



Awareness on alcohol was increased by

85%

Sources of Information

*This survey was conducted in conjunction with Eolas International Ltd. and Alex's Adventure Ltd. Research was conducted in May 2021 with a group of 1st and 2nd year students in Cork.

*All data gathered was completely anonymous.

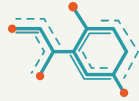


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By offering a "Build your own Ed-Venture" package no two programs are ever the same. Each program is specifically designed and tailored to each individual school and their needs.

Alex's Adventure **Begins!**

5 Schools visited in 2016.



2016



Market research continues - Alex's Adventure visits 10 more schools and gathers over 400 feedback surveys from students.

Alex's Adventure visits 19 schools, gathers more feedback and does 2 incubator programmes.



2018

Alex's Adventure visits 25 schools and begins exploring the idea for e-learning.



COVID 19 HITS!

Alex's Adventure still manages to visit 20 schools and deliver online. Work begins on the e-learning programme.



2020

Demand grows - Alex's Adventure visits 40 schools. E-learning pilot is complete.



2021

Alex's Adventure visits 50 schools - a new record high! E-learning programme moves to 15 week pilot phase.



2022

START

We are on track to again reach a record number of schools visited - new work on a new idea has begun.

2023

PLAY

A LIFETIME COMMITMENT TO THE CAUSE

In October of 2021, Nicole graduated from UCC with a 2:1 in Substance Misuse & Addiction Studies. She went on to start working with people with substance use disorder in her own therapeutic practice called Person Supported Therapy.

Nicole works alongside her co-founder Susan Walsh on a 1:1 basis.

In June 2023 Nicole was elected onto the board of Addiction Counsellors of Ireland (ACI) as the Pre-Accredited board member.

She continues to work in this field on a part time basis and is working towards her full accreditation at this time. In the future she hopes to go back to college to study further in the field of Addiction.



SOCIAL ENTERPRISE MARK



WE ARE TRADING FOR PEOPLE AND PLANET!

Alex's Adventure is one of the first Social Enterprises that holds the Social Enterprise Mark.

The Social Enterprise Mark is externally assessed and internationally recognised, and provides an independent guarantee that an organisation has met sector-agreed criteria and is operating as a genuine social enterprise, committed to creating positive social change.

It provides clear standards for the social enterprise sector, defining what it means to be a genuine social enterprise.

The Social Enterprise Mark is the only accreditation to independently assess organisations against sector-agreed criteria to provide a guarantee of a commitment to trading for the primary benefit of people and planet.

It means that when you support Alex's Adventure you are supporting a Social Enterprise that is operating as a business with impact at the core of their business and all profits made go back into helping **more students learn, creating greater impact and saving lives.**



"Helping young people make informed choices"

CASE STUDY

STUDENT INTERACTIONS

LONG-TERM IMPACT

The long term impact Alex's Adventure has takes time to gather.

During the years we have had a few instances of seeing this first-hand. In 2021 Nicole was at a conference in UL, Limerick and gave a speech at the entrepreneurial event. After the event a student from a past workshop who is now a student engaged with her and mentioned:

" I was a student in your workshop a few years ago and I still think it was the best workshop I have ever been to and remember what you taught us"

In 2017 a young man was walking beside Nicole in UCC and they struck up conversation. When he asked Nicole what she did she mentioned she worked in the drug field. The young man began to then tell her about a woman that came to his school to teach him drug education:

" She came and taught us drug education and told us about her brother who passed from drug use. I have never forgotten that - even now that I am in college I still remember the information"



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AWARDS TO DATE

WE HAVE ALSO WON A HOST OF OTHER AWARDS

2018 - JCI Humanitarian of the Year

2019 - Ignite UCC Showcase Award

2019 - Best Start Up Award

2021 - Pride of Cork Award

2022 - Best Drug & Substance Abuse
Education Provider - Education &
Training Awards

2023 - Runner Up in the Image
Business Woman of the Year Awards -
Social Enterprise

2023- Women of Vision Nominee in
Social Enterprise



We have also been featured in many national and international media outlets including The Examiner, RTÉ, The BBC, CNN The Big Story & the World Economic Forum.

ALEX'S ADVENTURE THEROY OF CHANGE

At Alex's Adventure we utilise Theory of Change to identify and measure our Impact. Our methodology is based on the outline shown on next page.



"Helping young people make informed choices"

ALEX'S ADVENTURE

IMPACT WE CREATE

Our Mission

Provide informative, non-biased and relevant drug education enabling young people to make informed choices.

The Impact from our Mission



The Theory of Change enables us to understand clearly our mission and the impact we want to have in society. From the indicators displayed, a set of relevant measures have been developed and ones that have been used in this report. Impact is a process and we continue to review and enhance those measure to better guide our mission.

CHALLENGES FACED

As Alex's Adventure continues to work towards achieving its mission and vision, it's crucial we acknowledge and address the challenges that the organisation has faced. Understanding these challenges helps us in formulating strategies to overcome them, and further strengthen the impact created.

1

Lack of Training Among Teachers:

The report highlighted that teachers in Ireland have no training in Substance Misuse. This poses a significant challenge for Alex's Adventure, as it relies on teachers to deliver the program.

Addressing the Challenge:

To address this, Alex's Adventure provides induction workshops to the teachers and includes an extra 2 in-person workshops through the 15-week program. This aims to empower teachers with the necessary knowledge and tools to effectively deliver the content to students.

2

Outdated Materials:

Another challenge faced was that the existing materials used for teaching about substance misuse were outdated and almost irrelevant.

Addressing the Challenge:

Alex's Adventure has developed contemporary and relevant content, with a "Build-your-own-Ed-Venture" approach. The materials are animated, interactive, and tailored to the students' current environment, making them relevant and effective.



3

Teachers' Workload:

Teachers are already overworked and stressed, which makes it difficult for them to take on additional responsibilities such as implementing a new program.

Addressing the Challenge:

The program developed by Alex's Adventure is designed to be easy for teachers to implement. The lessons are guided and all the teacher has to do is log in and press play. This minimises the additional workload on teachers while ensuring effective delivery.

4

Customisation for Different Age Groups:

Tailoring content to be relevant and engaging for different age groups is a challenge.

Addressing the Challenge:

Alex's Adventure expanded the workshop with two new additions to specifically target junior years (12-15 years old). This includes relevant drugs to their lives, fun activities, and life skills like dealing with peer pressure, giving them healthy coping mechanisms, and ways they can say no.

Addressing these challenges is integral to the successful implementation and scaling of Alex's Adventure. This not only strengthens the impact of the program but also enhances the sustainability and relevance of the intervention in the long run. As an organisation we will continue to monitor these challenges and adapt our strategies as needed to ensure that we stay true to our mission and vision.



OUR 2023 GOALS

We've got **BIG** plans for the future of Alex's Adventure. Our ethos is always to be inclusive of the learners needs and we want to make sure we tailor our message and programmes to all students and all learning styles.

1

Onboard new schools to the Experience.

By onboarding new schools across Ireland, Alex's Adventure is creating opportunities to impart non-biased, informative, and relevant drug education to a larger number of young individuals. This is in direct alignment with our mission to enable young people to make informed choices. Through this expansion, we are also fostering an environment where learners enjoy learning, an aspect central to our vision.

2

Develop new innovative ways of learning.

Developing innovative ways of learning, such as gamification, engages students and enhances their ability to understand and retain information about substance misuse. This innovation supports our mission by ensuring that drug education is informative and relevant. It also echoes our vision's commitment to excellence in teaching and learning, ensuring that learners of all ages are at the center.

3

Empower Teachers to teach the programme in class through the e-learning programme.

Empowering teachers to teach the program is a crucial step in creating a sustainable and efficient education model. This goal supports our mission by ensuring that education is effectively delivered, enabling young people to make informed choices. Additionally, this goal reflects our vision's emphasis on creating an environment where teachers enjoy teaching, and knowledge is effectively imparted to learners.

4

Expand on the Workshop with 2 new additions.

Expanding the workshop to include new content makes the education more comprehensive and tailored to the needs of different age groups. This supports our mission by providing relevant and in-depth information. Furthermore, this goal embodies our vision by providing an inclusive system, ensuring equality of opportunity, and enabling learners to develop the knowledge, understanding, and skills they need for informed life choices.



"Helping young people make informed choices"



ACTION PLAN

HOW WE WILL MAKE IT WORK!

1. Expanding Outreach

- Engage with education boards and school management to present Alex's Adventure.
- Participate in educational conferences and events to raise awareness.
- Develop partnerships with corporate sponsors to facilitate program accessibility in schools.

2. Innovative Learning Development

- Research and explore gamification tools and platforms.
- Collaborate with educational experts to design gamified content.
- Pilot test the gamified content in select schools and gather feedback for improvements.

3. Empowering Teachers

- Develop an e-learning module specifically for teacher training in substance misuse education.
- Offer continuous support and resources to teachers implementing the program.
- Facilitate a community of educators for knowledge sharing and best practices.



ACTION PLAN

HOW WE WILL MAKE IT WORK!

4. Workshop Expansion

- Conduct focus groups with students to understand their specific needs and interests.
- Design new workshop activities with experts in substance misuse education.
- Evaluate the effectiveness of new workshops through student and teacher feedback.

5. Monitoring and Evaluation

- Implement data collection tools to monitor progress.
- Regularly review the effectiveness of strategies and adjust as needed.
- Engage external evaluators to assess the impact and provide unbiased feedback.

6. Communication and Reporting

- Keep stakeholders updated on progress through regular newsletters or reports.
- Utilise social media and other platforms to share successes and challenges.
- Document case studies and testimonials for transparency and accountability.

By detailing the strategies for implementation or action plan, Alex's Adventure can provide stakeholders with a clearer picture of how the organisation plans to execute its goals and make a lasting impact. It's important that this section is realistic, actionable, and aligned with the organisation's mission and vision.



HOW CAN YOU HELP?



In this critical moment of addressing substance misuse education among the youth, your support can make a significant difference. We invite you to join us in empowering young individuals to make informed choices.

- **Partner with Us:** If you are a corporate entity, consider partnering with Alex's Adventure to sponsor a school or a community. Your sponsorship can help in making this vital education accessible to more schools.
- **Volunteer:** For individuals who are passionate about education and youth empowerment, we welcome you to volunteer with us. Whether it's assisting in workshops, contributing skills or expertise, or helping in outreach activities, your time is invaluable.
- **Share and Advocate:** Help us reach a wider audience by sharing our mission and vision with your networks. Use social media to spread the word and advocate for better substance misuse education in schools.
- **Provide Feedback and Insights:** We value the insights and feedback from educators, parents, students, and community members. Your perspective can help us improve and tailor our programs to meet the needs of our audience.
- **Join Our Community:** Sign up for our newsletter to stay informed about our programs and impacts. Participate in our events and engage with our community for knowledge sharing and collaborative efforts.

Together, we can build a society where young individuals are empowered through education to make informed choices and live healthier, fulfilling lives. Thank you for standing with us in this cause.

Join us today at <https://www.alexсадventure.ie/> or contact us at Nicole@Alexadventure.ie



"Helping young people make informed choices"

TAKE ACTION!

"PAY IT FORWARD"

SUPPORT YOUR COMMUNITY THROUGH EDUCATION

We believe that knowledge is a powerful tool, and investing in education for our young individuals is investing in the future of our communities. With the Pay It Forward program, you have the opportunity to directly support schools in your community or a community you care about.

How It Works:

- **Choose a Community:** Select a school or community where you would like the program to be implemented. It could be your local community, your old school, or any community you feel connected to or care about.
- **Sponsor a Program:** Make a contribution to sponsor the Alex's Adventure program for the selected school or community. Your contribution will cover the costs of materials, workshops, and support required to successfully run the program.
- **Stay Involved:** Get updates on how the program is being implemented in the community you sponsored. Receive feedback and impact reports on how your contribution is making a difference in the lives of young individuals. – really good for corporates then to use in their own impact reporting
- **Inspire Others:** Encourage your friends, family, and network to participate in the Pay It Forward program. Share your experience and the impact your contribution has made.



THE IMPACT

Through your sponsorship, young individuals gain access to unbiased, relevant, and interactive education on substance misuse. Teachers and community leaders are empowered with the tools and resources they need to educate and support young individuals. You foster a culture of education and empowerment in a community, helping to shape informed and responsible citizens.



Take Action:

Sponsoring a program is more than a donation; it is an investment in education and the well-being of our communities. Join the Pay It Forward program and take an active role in shaping a better future.

Get started today by contacting me personally at nicole@alexsadventure.ie or visit www.alexsadventure.ie.



"Helping young people make informed choices"

THANK YOU TO ALL OUR SUPPORTERS



"Helping young people make informed choices"

THANK YOU

TO ALL OUR SCHOOLS, TEACHERS, STUDENTS, PARENTS & COMMUNITY GROUPS



ACKNOWLEDGEMENTS

We want to thank all those that worked tirelessly with Alex's Adventure to make the vision a reality:

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A special thanks to all the **Teachers, Co-Ordinators, Schools, Students & Parents** - without you this would never have been possible.

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THANK YOU

FOR YOUR CONTINUED SUPPORT IN

OUR PROGRAMS