

## FREE Drink Awareness Workshops Targeting Sporting Groups

### How did this partnership come about?

Beam Creative Network is an organisation which uses fun, interactive, informative and effective ways of changing mind-sets and improving awareness. Diageo is a global brand with a responsible drinking programme, DRINKIQ, that is integral to its business.

Controlled drinking is an invaluable message, with the power to create a positive influence on many levels. Enjoying alcohol responsibly and in moderation not only affects the health and the life of that individual but has a positive social influence beyond that one person. This is of particular importance when that individual is part of a sports team and it prompted Diageo NI to take an innovative approach of using the arts to educate sports people in the dangers of binge drinking.

Diageo NI and Beam Creative Network have worked together using the core values of the DRINKIQ programme to develop an interactive workshop that enables sports people to think twice about their drinking habits in a very realistic manner. By acting out and discussing scenarios, the Sport Sense workshops enable participants to realise the effects excessive alcohol consumption has on their health, their performance and on their team mates.

With Arts & Business funding support, Beam Creative Network is now rolling out the Sports Sense workshops to a range of sports clubs around Northern Ireland.

### The Purpose of the Workshop

'Presentation without Demonstration is merely conversation'

The purpose of the interactive workshops is to highlight how alcohol can affect mind, body, performance and team work.

The benefits of the interactive "Sports Sense" workshop means that:

- The workshop sessions are totally 'portable'. No need for laptop, screen and associated equipment which may not be available in some venues.
- Participants follow the Sports Sense programme by using interactive activities
- Key messages within the programme such as: processing alcohol, drinking guidelines and the effects of alcohol on the body are easily understood than in formal type presentations
- Activities developed will give participants a 'hands on' approach to the topics covered within the Sports Sense workshop through the use of props such as beer goggles and heated vest etc
- The interactive Sports Sense session will allow participants to take ownership of their own views, express their feelings and allow for open methods of discussion

### Workshop Information

- The workshops are 1.5 hours long
- Two Beam facilitators will deliver the workshop
- We will come to your venue and deliver the interactive workshop
- Suitable for 18+
- A maximum number of 30 participants per workshop

To book a workshop please contact:

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