

How can the BIIAB CAA be taken?

The BIIAB CAA can be taken by 13-16 year-olds as part of the national curriculum and is available to other candidates as a stand-alone qualification through BIIAB approved centres.



How long will the course take, and what is the exam like?

The course is designed to take 10 guided learning hours which can be delivered however the school or BIIAB approved centre choose.

There is a short 25 question exam paper combining Yes/No and multiple-choice questions.

What is BII?

BII is:

- the professional body for the licensed retail sector, with a remit to raise standards across the sector and promote the responsible use of alcohol
- the fastest-growing membership organisation within the sector with over 17,000 members
- the leading provider of qualifications for the sector through its awarding body, BIIAB.

BIIAB specialises in developing and awarding qualifications to support people at every stage of their career in the licensed retail sector. For further details visit www.biiab.org/qualifications

For further information on:

- the **BII Schools Project** – email schools@bii.org or visit www.schoolsproject.co.uk
- the **BIIAB Level 1 Certificate in Alcohol Awareness** – email schools@bii.org or visit www.bii.org/schools
- **BIIAB's range of qualifications** for those in the licensed retail sector – visit www.biiab.org/qualifications or contact the QA department on 01276 684449
- **becoming a BIIAB approved centre** – email qa@bii.org or call the QA Department on 01276 684449
- **careers information for the licensed retail sector** – visit www.springboarduk.org.uk



The LEADING AWARDING BODY of QUALIFICATIONS
for the LICENSED RETAIL SECTOR



BIIAB Level 1 Certificate in Alcohol Awareness



What is the BIIAB Level 1 Certificate in Alcohol Awareness (CAA)?

The BIIAB CAA has been developed in response to a Government initiative to raise awareness of issues linked to alcohol consumption by young people aged 13 – 16 and young adults. The qualification aims to increase the learner's knowledge of the harmful effects of alcohol and what constitutes sensible drinking.

The BIIAB CAA covers key subject areas including:

- the nature of alcohol and strengths of different alcoholic drinks
- how alcohol affects the body, and the dangers of drinking too much
- the effects of binge-drinking and alcoholism
- the risks of irresponsible drinking to sexual health
- the dangers of drink-driving and drug-driving
- basic licensing law and licensing offences
- drugs and offensive weapons on licensed premises
- how the licensed retail sector promotes responsible drinking
- how the licensed retail sector contributes to the local and national economy.

Who is the BIIAB CAA for?

- 13 – 16 year olds
- young adults, and
- everyone who wants to learn about the social, economic and health impacts of alcohol, and the importance of the licensed retail sector.



“The recent Government initiative to reduce the number of alcohol based interventions for children and young people has led to new proposals for alcohol education to be an integral part of both the national science and personal, social and health education (PSHE) curricula, in line with DCSF guidance.

The BIIAB CAA meets this need, by ensuring that alcohol education can be tailored for different age groups and their learning needs. It aims to both reduce the harmful effects of alcohol misuse and develop the learner's life skills, including verbal and non-verbal skills.

The BIIAB CAA will increase the learner's awareness of the effects of alcohol advertising, the implications of drinking alcohol, and give them an insight into the exciting opportunities of a career in the hospitality industry.”

Cathie Smith ABII, Director of BIIAB

What are the key benefits of the BIIAB CAA?

Successfully passing the examination will give a nationally recognised qualification which shows the holder understands the social and physical effects of alcohol and is aware of the positive contribution the licensed retail sector makes to the local and national economy. The qualification aims to help learners develop decision-making, assertiveness and coping skills and enrich their self-esteem.

The BIIAB CAA is a key part of the 'BII Schools Project' (www.schoolsproject.co.uk) which provides interactive activities for young people to promote creative and informed thinking. The website includes:

- information on the BIIAB CAA
- Hospitality Matters classroom quiz sheets
- access to on-line quizzes for pupils for which prizes are awarded
- case studies which provide an insight into careers in the hospitality sector.



BIIAB CAA is the first step on the ladder to a career in hospitality

The BIIAB CAA is accredited by the Qualifications and Curriculum Authority (QCA), and is the first step on the ladder to the wider range of qualifications awarded through BIIAB, including the:

- BIIAB Level 1 Award in Responsible Alcohol Retailing (ARAR)
- BIIAB Level 2 National Certificate for Personal Licence Holders (NCPLH)
- BIIAB Level 2 National Certificate for Licensees (Drugs Awareness) (NCL (DA))
- BIIAB Award in Conflict Management (ACM).

All of which are designed to improve employment and career prospects in the hospitality sector.

BIIAB already has links into Colleges of FE and other education establishments, and will be increasing those links to offer continuity of delivery as students progress.

What support material is available?

The BIIAB CAA is supported by an easy to follow handbook, available on CD Rom. Also on the CD are Powerpoint slides, activity booklets (both candidate and tutor versions) and a lesson plan that can be used or adapted to support the delivery. There is also a list of other relevant materials that are widely available and may be of use. The www.schoolsproject.co.uk website contains activity sheets, on-line activities and newsletters that can be used by both learners and tutors.

