



Impact Report 2021-2022



Reducing Harm Supporting Positive Change



A MESSAGE FROM OUR TRUSTEES

The COVID pandemic has continued to be challenging but ASCERT has adjusted its delivery models and safety measures to ensure it is responsive to changes in restrictions and continues to adapt to the community environment to meet service users needs.

We have also continued to develop our services over this period. Just some examples are the introduction of a regional service for young people living with parental substance use or mental health problems, the development of a drug and alcohol curriculum and resources for the youth work sector and the roll out of a Trauma Informed Practice Toolkit for practitioners in the border counties of Northern Ireland and Republic of Ireland.

This year we have been working to increase service quality through service user involvement. In 2021 we were also awarded Investors in People Gold Award status.

A legacy of the pandemic is increased alcohol and substance use, mental health issues and in the coming year we will be developing our services to respond to these needs within the community.

We wish to pay tribute to our staff who have worked tirelessly with determination and commitment to deliver the best possible outcomes for our service users, ensuring our services are accessible and responsive.

Jillian Patchett, ASCERT Chairperson

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AN OVERVIEW OF OUR OUTCOMES

Influence policy, practice and the public



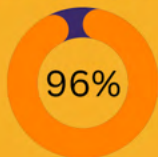
10,879 people engaged through our services
15,099 users visited our website
421,108 views on social media platforms

Build capacity and skills to address alcohol, drugs and other related issues

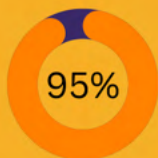


272 partnerships and organisations, and **488** individuals in community organisations were supported

5,026 people took part in training
1,700 people took part in online seminars



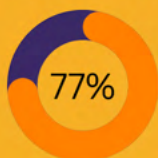
of people report increased confidence



report increased support in addressing alcohol and drug issues

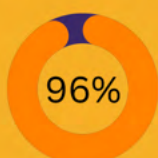
Reduce the harm from alcohol or drug use through prevention, early intervention and treatment

Prevention & Training Services have supported **6,428** people



of people report a change in attitude to risk taking towards alcohol and drugs

Interventions services delivered **26,616** sessions of treatment to **2,869** people

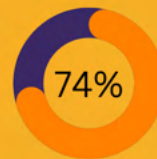


of people have shown a reduction in substance use

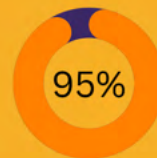
Help people sustain change and support their recovery



504 families received our support



of people report positive change



of families report increased strengths and coping skills

Optimise available resources to deliver high quality and effective services



We had **49** employees and **66** self employed staff working throughout Northern Ireland

We spent **£1,997,812** delivering our services

OUR VALUES



Integrity
Accountability
Hope
Progressive

OUR MISSION

Addressing alcohol and drug related issues; reducing harm and supporting positive change



PREVENTION SERVICES

DACT CONNECTIONS SERVICE

The DACT Connections Services support the Drug and Alcohol Co-ordination Teams across the region and the Public Health Agency through regional and local initiatives. ASCERT delivers the Connections Services in the Western and South Eastern HSCT areas.

RAPID Bins are still proving a safe and important service by removing thousands of potentially harmful prescription medications and illegal drugs from our communities. The bins have been strategically located in consultation with the PSNI, Councils, PCSP's and Connections Services, to ensure the vast majority of the population have access to dispose of unwanted medications, while at the same time safeguarding the person's anonymity.

Over the past year, 10 new RAPID bins have been installed across the Western and South Eastern Trust areas - 5 bins in each area. This brings the total bins within both areas to 44 - 26 in Western Connections and 18 in South Eastern.

15,442 items were removed from bins in the Fermanagh Omagh District Council area and 14,888 items of medicines were removed from the Derry Strabane Council area, bringing the total items removed from the Western Trust Area to 30,330.

During the same period within the South Eastern Trust Area, 16,214 items were removed from the RAPID bins. These were broken down to North Down & Ards 7,846; Newry, Mourne & Down 6,839 and Lisburn & Castlereagh 1,529

The total number of items removed from Rapid Bins across both the Western & South Eastern Areas was 46,544.



PREVENTION SERVICES

NI ALCOHOL AWARENESS WEEK 14TH - 20TH JUNE 2021

To highlight the NI Alcohol Awareness Week 2021 initiative, SE Connections in partnership with Western Connections ran a successful social media campaign which encouraged a further **1,687** likes on Facebook and a Facebook Page Reach of **12,833**. Our Alcohol and Sleep post had the highest reach of **1,860** on Facebook during this period, followed by Alcohol and Emotions reaching **1,495**.

As part of this initiative we created Information Resource Packs to promote NIAAW and raise awareness of safer drinking levels information and support packs were compiled containing the following information :

- Alcohol MOT
- Alcohol wheel
- Alcohol unit cup
- Stress management – healthy ways to cope
- Focus on alcohol leaflet
- Alcohol and your child
- Drug and alcohol directories card
- Connections pen



Combined Western & South Eastern Connections service distributed **3,000** packs throughout both Trust areas, with 2,100 being distributed by Tesco Lisburn & Tesco Altnagelvin, who were supporting this initiative; and 900 packs distributed within community settings by the Connections Teams. To target a wider reach in partnership Western & South Eastern Connections ran a radio advertisement through Downtown Radio, signposting listeners to the [drugsandalcoholni.info](https://www.drugsandalcoholni.info) page and the Alcohol MOT. In total this advertisement ran 40 times throughout the week.

In preparation for NIAAW an initiative was run by both the Western Connections & South Eastern Connections to utilise the volunteer responders across both areas. All responders on the register were invited along to take part in a training session to enable them to deliver alcohol awareness information sessions online. Each responder who attended the training received a 'Unit Demonstrator Kit' that could be used as a training or brief intervention tool, and they were encouraged to use this.



PREVENTION SERVICES

DRY JANUARY FEEL GOOD FEBRUARY 2022

A regional competition was facilitated to both increase the followers on our Twitter page and as a way of promoting quality family time (a known protective factor against later substance use). We asked people to like, share and tag the competition post on our page in order to win £150 voucher for a local activity centre. There were 6 vouchers won. This was also sponsored as a digital ad through the Belfast Telegraph and had 150,021 impressions and 183 clicks.

Due to Covid restrictions, the annual Dry January Feel Good February (DJFGF) local initiatives largely focused on an online promotions. Various events were held in support of DJFGF as well as providing social media messages and information regionally for the campaign. 750 Motivational Packs were delivered to community organisations for distribution.

We had 14 events in promotion of DJFGF which provided awareness of the initiative and signposting of alcohol support services. All events were promoted across the communities in both the Western & South Eastern Trust areas and on social media platforms.

We also ran a feel good family voucher competition highlighting the importance of family time as a protective factor in the prevention of substance use. We asked families to send us a photo with a description of how they spend quality time together. We had 9 families respond. This is a great way of encouraging quality time for family members and give families something to look forward to together.



Kerry Cooper and her family (pictured) were our competition winners. Kerry told us "We like to make time - regardless of the weather - walking outdoors. This allows us to be together away from the things that distract us like TV, work or tablets and we really connect. The recent frosty weather gave us the chance to take notice of how nature copes with extremes; we learnt about ice crystal formations and to leave some seeds out for native birds who might be in need of extra food"



PREVENTION SERVICES

TARGETED LIFE SKILLS SERVICE (TLS)

Our Targeted Life Skills Service provides a structured prevention programme to young people aged 11 to 21 at risk of alcohol or drug issues. We provide this service in the Western HSCT area and in a partnership with Start360 in the Northern HSCT area.

Over the past year we returned to face to face delivery in schools, community groups and youth centres. We reached out to **914** young people over the age of 11 where we delivered **453** sessions across **107** programmes to groups/organisations.

TLS WESTERN AREA

Energy drinks have become a problem in schools with young people using them to try and deal with lack of sleep, usually from over use of social media, streaming onto their phones in bed and gaming. After the harm reduction session, 47% stated they would likely get help if they thought they had a problem and 24% said they would very likely ask for help.

Alcohol continues to be the main substance used by young people with 2% of the participants who completed the Alcohol Harm Reduction session drinking every day and 19% drinking once/twice a week. After the session 47% stated they knew a lot about the effects/risks from alcohol with 51% likely and 19% very likely to ask for help if they felt they had a problem with alcohol.

There is some cannabis in use but in most groups where cannabis was mentioned it was usually limited numbers who said they were using.

70%

very likely or likely
to ask for help if
they had a problem
with alcohol

TLS NORTHERN AREA

The most requested harm reduction session by group leaders is on energy drinks. Since the pandemic we have noticed that requests for life skills sessions such as health & wellbeing has strongly outweighed those for harm reduction, however sessions on energy drinks is becoming more popular.

Through teachers and youth leaders expressing their concerns and group discussion with participants, we are noticing more and more younger people, particularly those in the 11-13 group, are skipping breakfast and opting for an energy drink before school. This is to try and counteract the tiredness due to poor sleeping habits caused by gaming and increased social media use.



PREVENTION SERVICES

What some of the group leaders said about the TARGETED LIFE SKILLS SERVICE

'The Drugs and Alcohol Life Skills programme had such a positive effect on the young people and they really enjoyed it. The feedback that I got from the young people was all positive and really enjoyed how you delivered the 4 week sessions. You made the sessions all really interactive and got the young people working well with each other which was really good. Both Eva and I thought you were a fantastic facilitator and very good at your job! We will be getting you back in next year again as the young people really benefitted from this so Thank You 😊. Thanks for Everything.' **Fearless & Flawless Women Omagh**

'My class in NRC Newtownabbey requested and received training from ASCERT on Alcohol and on social media. The training was delivered by Caroline who is very friendly and professional, it was well structured and thorough using high quality training materials but was at the same time informal enough to encourage discussion and exploration of the topics. The young people learned how to make informed, safer choices around alcohol and social media. They all enjoyed the training.' **Northern Regional College Lecturer, Newtownabbey**



PREVENTION SERVICES

TARGETED LIFE SKILLS WESTERN AREA - CASE STUDY

Community groups and the PCSP in Omagh identified a local problem, sweets were being infused with drugs. An at risk group of young people took part in a programme with the police to design a poster campaign. We delivered the life skills programme to the group through Omagh Boys and Girls Club.

The young people from the club participated in a 4 week programme of Targeted Life Skills and now have a greater understanding of what health and wellness is, including learning techniques to help them deal with difficult emotions such as anger and stress. They also have a better understanding of 'risk' and how to make right decisions around risk taking behaviour.

When the programme finished the young people completed another 10 sessions researching for a 'Drugs Awareness Leaflet' so the sessions delivered from their Targeted Life Skills on 'Harmful Reduction' gave them a greater knowledge of effects on individuals and how to reduce these effects. This session gave them confidence to help them to develop and produce this pocket size leaflet about drugs awareness and we are currently delivering them to local schools.

**The games
about taking
risks were really
fun**

**The session on media
made me really think
about safety**

**I will be sure to
keep my Instagram
private from
now on**

**It was interesting
learning about the
ingredients in
energy drinks**

**It is great to know
who I can talk to
if I am struggling
with my mental
health**

PREVENTION SERVICES

MID AND EAST ANTRIM PCSP

ASCERT continued to work with the Mid and East Antrim Policing and Community Safety Partnership to undertake a Drug and Alcohol Support Project. This was to design and deliver a Drug and Alcohol Support Programme for the Borough to raise awareness of the dangers of alcohol and substance use, offering support to groups engaged in addressing these issues and reacting to and delivering initiatives with PSNI and other statutory bodies.

14 organisations have attended the Steering Group during this year and were able to increase their knowledge surrounding the negative impact drugs & alcohol are having in their areas which not all members of the steering group were aware of in their respective areas. The project provided **£9,725** of grants to local organisations for activities including setting up an outdoor rehabilitation programme in one area and the delivery of further counselling sessions in addiction and crisis response services in other areas.

SHOULD I DRIVE? PROJECT

ASCERT Preventions serviced also developed a drink/drug driving prevention programme and accompanying resources named 'SHOULD I DRIVE?' delivering awareness sessions to **436** young people in **12** schools across Northern Ireland.

Feedback from the sessions was gathered from **300** young people and teachers to determine the impact of the sessions, identify the positive elements of the programme and highlight any areas for improvement. Should I Drive? sessions last for an hour and look at:

- Young people's knowledge of alcohol and drugs
- Young people's fears
- Statistics relating to drink/drug driving in Northern Ireland
- Drug categories
- Alcohol units and limits
- How the body processes alcohol and drugs
- The length of time drugs and alcohol effect an
- Individual and how long they last in the body
- Legal implications
- Solutions to keep them safe

87%

said their knowledge was good or very good after the session



ADULT SERVICES

STEPS TO CHANGE

Steps to Change is an adult Step 2 intervention services, funded by the PHA, provide support to adults and their families with complex drug and alcohol issues across the Western Trust and as part of a partnership with Dunlewey, Inspire and Extern within the Southern Trust.

These services have continued to experience increased demand and challenges as more people present with complex issues around both substance use and mental health.

To meet demand these services are running in a hybrid fashion with face to face, online and telephone support all available to clients spread across the wider Western and Southern Trust areas.

Within Steps to Change there are three main areas of delivery – Brief Interventions, Psychotherapeutic Interventions and Family Support service. In total the service delivered **4,856** sessions to **575** clients over the year from April 2021 to March 2022. Within the service demand is highest for psychotherapeutic interventions which represent almost 85% of all demand.

Key Successes

Over **66%** of all clients using the service have seen a reduction or cessation of their alcohol use as a result of engagement with the Step 2 services. Over **32%** of all clients using the service have seen a reduction or cessation of their drug use as a result of engagement with the Step 2 services. While another **39%** have been able to maintain a single drug use as opposed to more dangerous poly-drug usage. Over **50%** of all clients have reported improved relationships with family, friends and community as a result of engagement with the Steps to Change service.



ADULT SERVICES

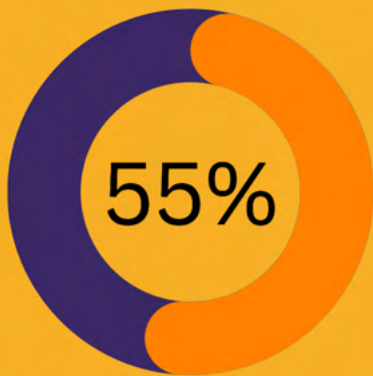
REGIONAL RAPID RESPONSE ADDICTION SERVICE (RRRAS)

Our RRRAS counselling service provides regional support for Probation Board for Northern Ireland clients with complex addiction and mental health issues.

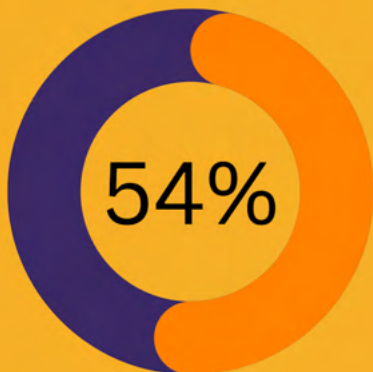
Demand has remained high and a total of **595** client referrals were received between April 2021 and March 2022. Many of these are listed as urgent and received an assessment within 5 days from referral to the provision of their support.

To meet demand these services are running in a hybrid fashion with face to face, online and telephone support all available to clients spread across all of Northern Ireland.

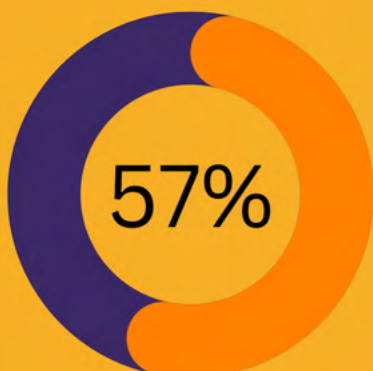
Key Successes



55% of all clients using the service have seen a reduction or cessation of their alcohol use as a result of engagement with the RRRAS service.



54% of clients have seen a reduction or cessation of their drug use as a result of engagement with the RRRAS service. While another 18% have been able to maintain a single drug use as opposed to more dangerous poly-drug usage.



57% of all clients have reported improved relationships with family, friends and community as a result of engagement and support with the RRRAS service.



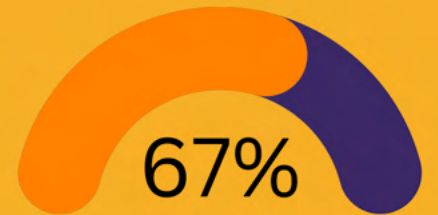
ADULT SERVICES

ASPIRE ADDICTION & MENTAL HEALTH SERVICE

This a regional service introduced for Probation Board for Northern Ireland's (PBNI) clients within its ASPIRE Young Mens Project for 16-30 year olds. These service users face continual challenges including exclusion due to threats, complex mental health issues, suicide ideation and the risk of being returned to custody.

We offer quick access to support with a 4 day turnaround from referral to assessment for very high risk individuals. The mental health service provision provides and in depth triage process with a multi-disciplinary team consisting of staff and a principal psychologist from the PBNI working with our systemic therapist.

We supported **80** young men with addiction and mental health issues over **888** sessions



reported improvement in their emotional health



reported reduced drug use



The PBNI ASPIRE project won "The Criminal Justice Innovation Award 2021" and ASCERT is very proud to have provided the therapeutic support to that project.



reported improved family relationships

“We applaud the work of the ASPIRE team in helping to support over 1,000 marginalised young men since 2017. We welcome the tie-in with ASCERT as a good example of the coordinated, multi-agency approach necessary to ensure that targeted support is provided for young and often vulnerable people. The ASPIRE programme highlights an important lesson for the Executive which is the need to recognise that sufficient resources over the long term are required to deal with the deeply ingrained issues such as those that marginalised young people need support with.

Independent Reporting Commission 2021”

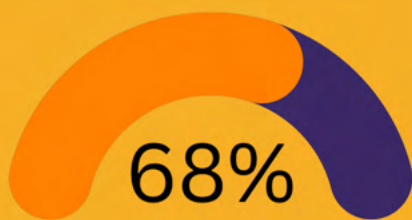


ADULT SERVICES

PRIMARY CARE TALKING THERAPIES -PCTT

Our PCTT counselling service provides support for clients referred by the Belfast Trust Primary Care Talking Therapies Hub with mild to moderate mental health issues. To meet demand these services are running in a hybrid fashion with face to face, online and telephone support all available to clients from West, South and East Belfast.

Benefits for Clients from these Services



reported improvement in their mental health



reduced or stopped drinking alcohol regularly



reduced or stopped using drugs regularly

My alcohol use has reduced, I had one bad episode in February but it wasn't as bad as before. My emotional health has improved more recently and although I still have days where I feel down, I get through this ok. What I found most helpful about my time with ASCERT, was the knowledge and guidance I got for issues and just being able to get stuff off my chest

“ I had been using a lot of drugs but didn't know why or how to stop. ASCERT's counselling helped me look at my life and I was able to reduce a lot of my drug use and my life is a lot better than it used to be. ”

“ I didn't know how to help my partner when he was drinking. Talking to ASCERT helped me and I was able to get more support for myself and I feel a lot better. I can also help my partner as he goes through his own counselling ”

YOUNG PEOPLE SERVICES

YOUNG PEOPLE MENTAL HEALTH SERVICE

This year ASCERT launched a new mental health service for young people in the Northern HSCT area funded by Children in Need.

So far the Mental health service has provided **257** sessions to **36** young people.

DAISY

Our Drug and Alcohol Intervention Service for Youth (DAISY) is a community based intervention service for young people with alcohol or drug use problems. It is provided in the Belfast, South Eastern, Northern and Western HSCT areas and is a partnership between ASCERT and Start360.

DAISY provided support to **964** young people- delivering **12,002** sessions. **212** families received support- delivering **2,337** sessions. **73** families were provided family systemic support over a total of **1,059** sessions.

80%

reported improvement around their alcohol use

70%

reported improvement around their drug use

70%

reported improved mental health and emotional wellbeing



The DAISY team values partnership, working with Start360, we achieve one goal together ensuring the young person and their families that come through DAISY are supported and feel engaged within the service.

Staff have worked extremely hard to support young people- during COVID restrictions, services continued to meet young people's needs and a variety of service delivery methods were developed and adapted to continue to meet service users needs and delivery.

“Daisy provides a space where I will help you to explore issues with substance use, look for ways of reducing and initiating change, while always aiming for harm reduction and addressing your needs. **DAISY worker**”



DAISY Family Systemic Service Case Study

Background:

22 years old male, using drugs since he was 15 years old, initially cannabis and then ketamine. He got himself into significant debt over the years, which his family has paid. At the point of referral family relationships were fraught and tense, the relationship between mum and YP had broken down. Within the family there is history of alcoholism, domestic violence and depression.

Intervention:

Sessions were completed with mum on her own and then separate sessions with the YP, his sister and granny, eventually bringing everyone together. All members of the family identified that YP's drug taking and the impact that it is having on the family as the reason they are seeking family therapy.

Sessions focused on past experiences, providing a safe space to discuss the hurt that has been caused on all sides, the impact of domestic violence and communication patterns within the family. More recently there has been a focus on what family relationships look like that don't revolve around drugs.

Outcomes:

- YP has stopped substance misuse and can reflect on the harm drug use has caused to his own mental health and family relationships and finances.
- YP is managing full time employment, continuing to live with his girlfriend and reports to have a better understanding of independent living skills.
- YP reports improved anxiety management.
- YP, sister and granny report improved relationships, better communication and trust beginning to be rebuilt.
- YP's relationship with mum remains difficult but civilized and he feels able to manage it better.

“I think I have benefitted from being able to see the situation from others point of view and being encouraged to think about others and not just myself”

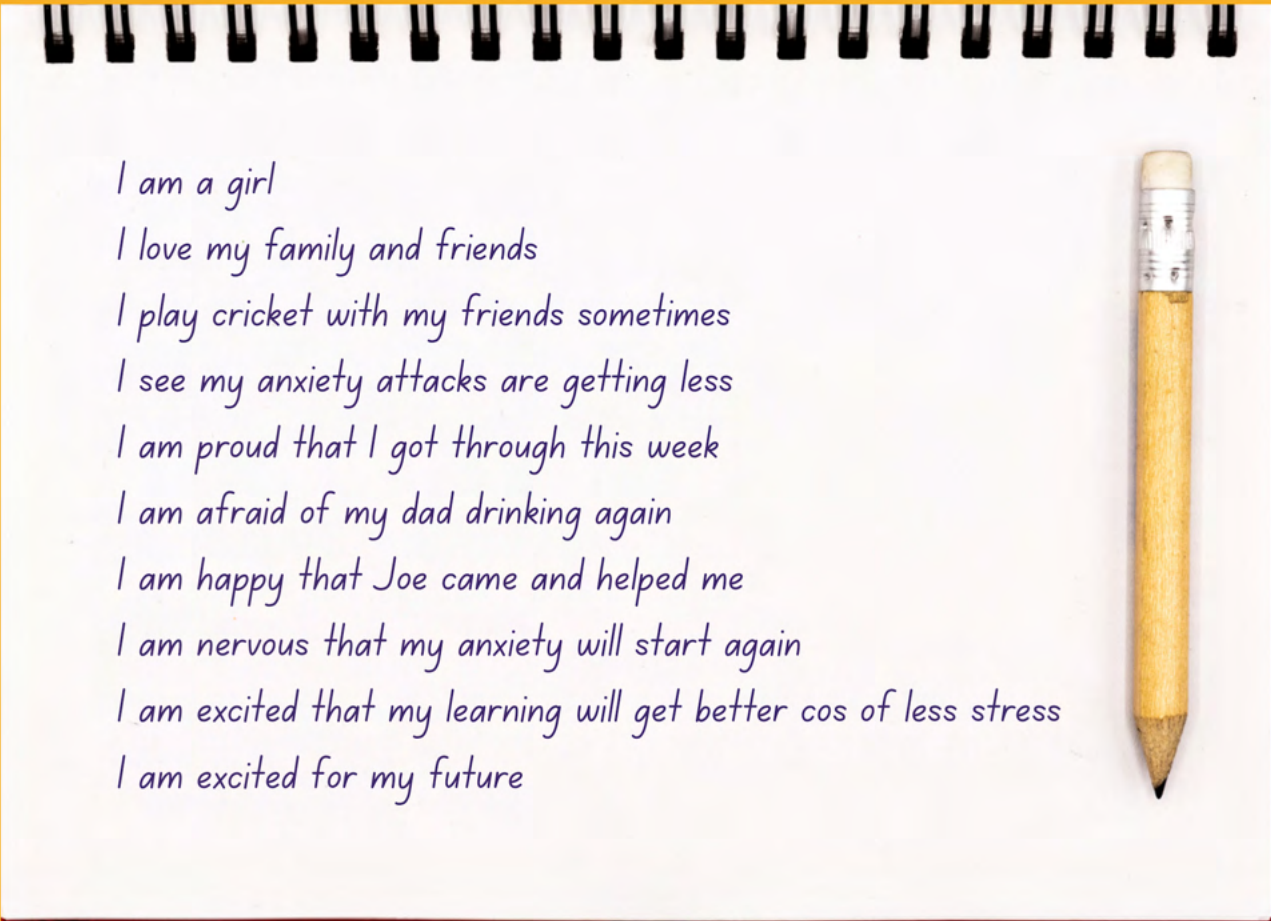
“I am proud that I am taking better care of myself and have a better relationship with my family”

“I have become more responsible and outgoing, I understand that there are people that care about me and I shouldn't take them for granted”



What our young service users tell us

We listen to and value what young people tell us about their experience with us. This is a poem one of the young people in our DAISY service wrote about her journey.



*I am a girl
I love my family and friends
I play cricket with my friends sometimes
I see my anxiety attacks are getting less
I am proud that I got through this week
I am afraid of my dad drinking again
I am happy that Joe came and helped me
I am nervous that my anxiety will start again
I am excited that my learning will get better cos of less stress
I am excited for my future*

“ I feel like Daisy are the first people to actually listen to me and hear me, without putting words into my mouth. Everyone is friendly and actually willing to help- you guys are amazing. **DAISY service user** ”

“ I feel listened to and what I am saying or feeling is validated”.
DAISY Service user ”



FAMILY SERVICES

SYSTEMIC THERAPY SERVICES

ASCERT offers Systemic therapy as a therapeutic family intervention. It is often provided in conjunction with or following on from alternative individual support such as counselling, keywork or family support. It is provided regionally with a stronger demand in Belfast, South Eastern and Northern trust areas.

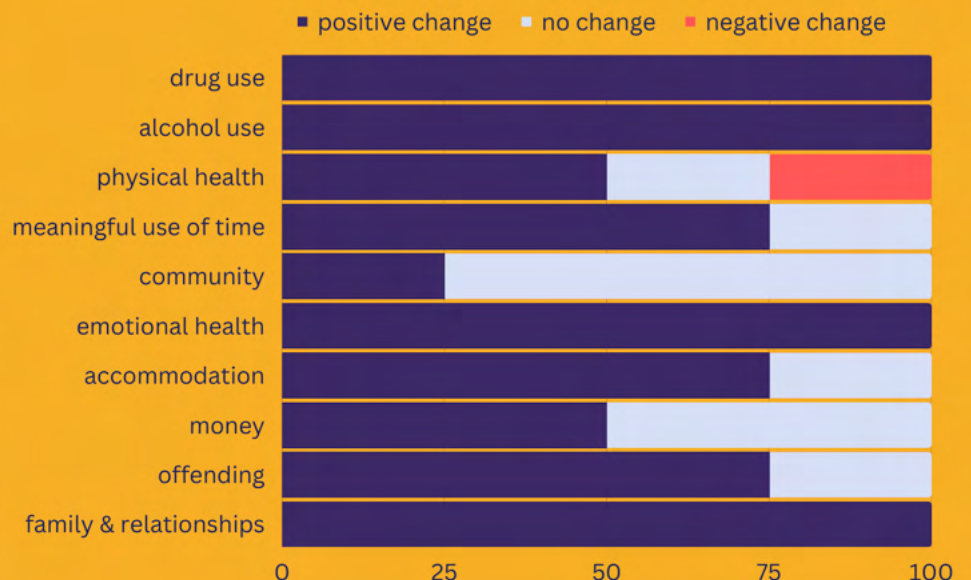
During this year **62** families received Systemic Therapy availing of **286** two hour sessions.

The team provides systemic consultation sessions to internal Intervention staff to help broaden ideas around therapeutic care plan and intervention strategies. 2 Systemic Practice and Reflecting Team Process training days were delivered to ASCERT Intervention staff and partnering organisations such as EXTERN

This year we offered a Northern Ireland Housing Executive Engage Homelessness Support is a short term funded service providing Systemic Therapy and Family Support to adults and their families impacted by substance misuse and/or mental health who are at risk of family break up. During the 5 month duration of the service we supported **11** families engaging in **219** therapy sessions.



Systemic therapy outcomes for service users



TRAINING SERVICES



This was a very busy year with Training Services providing programmes for several major contracts and a wide range of bespoke programmes. Training was delivered not just around substance use, but also in related fields such as suicide prevention, mental-health and trauma informed practice. Most of the training output was delivered online – now very popular with learners – with some face-to-face delivery where appropriate.

4,913 people participated in training across all our programmes during the year. The Drug and Alcohol Workforce Development Programme delivered **136** courses to **1,030** learners from across the statutory, community and voluntary sectors.

900 young people attended Drugs Awareness training at South Eastern Regional College, with **127** receiving advanced training. 98% reported that they were likely to reduce or stop their substance use.

During the year **375** participants attended Suicide First Aid training as we delivered **25** programmes.

2,260 people attended a range of programmes dealing with substance misuse and mental-health.

95%

said their skills increased

96%

felt more confident and competent

94%

have used their skills in practice



TRAINING SERVICES

Trauma Informed Practice Toolkit, Handbook and Training Programmes (Toolkit and Training for Trainers)

IASCERT was commissioned to develop a Toolkit, Handbook, Toolkit training programme, and Training for Trainers programme for practitioners working in the border county areas of Northern Ireland and the Republic of Ireland who are working with children and families that may be experiencing trauma. This is part of the CAWT MACE Trauma-Informed Practice programme.

This year **342** support workers received training in how to use the Toolkit; a further **22** practitioners became Toolkit 'Train the Trainers'.

In September 2021, this piece of work was shared as an example of ACE-responsive work in practice at the Trauma, Addiction, and Suicide Prevention Conference 2021 in Mumbai, India (virtual).



What practitioners have told us about Impact of the MACE Toolkit and Handbook on Practitioner Perspectives and Ways of Working

"It has enhanced my practice and compassion with the people who I work with; I avoid labelling people, improve collaboration and focus more on a strengths-based approach. I also take more time to think about other possibilities, i.e. trauma/toxic stress, rather than underlying developmental disorders which need referrals for further assessment."

"I have a greater understanding and awareness of the impact of trauma on the individual, and a greater understanding of how to change and reframe how we engage with young people; for example, changing how something is phrased, paying attention to the physical environment, and paying attention to the personal preferences of the individual."

"[The MACE Toolkit] has been invaluable in not only supporting clients, [but also] in understanding the impact of adversity and how intergenerational trauma can permeate the next generations; [it has] influenced my practice greatly by developing a deeper understanding. It has also been a tool which has supported me to highlight the impact on practitioners of working with families that may have experienced trauma."



CORPORATE SERVICES

INVESTORS IN PEOPLE

In July 2021 ASCERT were delighted to gain Gold accreditation and were also ranked 16th in the UK charity sector for investing in its people from our front line workers through to our board.

CEO Gary McMichael expressed his pride at this achievement saying "I am proud of the people that work here; they are our best resource and it is they that enable ASCERT to do the amazing work it does to support people in our community"

Director of Corporate Services & IT, Siobhan Wolfe added "Achieving the Investors in People Gold standard means a lot to ASCERT.

It has been a difficult few years with a lot of changes impacting on our workforce including having to continue to work from home due to COVID whilst continuing to meet the needs of our service users. ASCERT have worked hard to keep staff connected and team spirits high, so its great to see the hard work acknowledged"

Investors in People Report stated Leaders provide strong strategic direction and clearly communicate their vision and values, listen to staff and communicate openly". The Investors in People assessor continued "With regard to the handling of COVID-19, people were full of praise for the way in which leaders, managers and their colleagues conducted themselves during the pandemic. The most important thing, according to your staff, is that managers gave day-to-day direction, stayed in contact and offered emotional support"

Here are some things our staff said

"I couldn't praise enough ... checked on my welfare and mental wellbeing ... made sure that I had everything I needed to work from home"

"The biggest change in the last few years is the focus on people ... they care about people, not just targets and service delivery"

"We are involved in the decision making ... our opinion matters" ... "They say thanks all the time" ... "I feel valued, I definitely feel I'm making a difference"

"I can be me when I work here" ... "There is so much backing and support" ... "I love working for ASCERT they really do care about their staff"



SUPPORTING OUR PEOPLE

We achieved Investors In People GOLD accreditation and held our first in person staff meeting since COVID



FUNDRAISING, MARKETING & COMMUNICATIONS



ye))owcom



We received some amazing support for our clients and their families from our corporate supporter Yellowcom who donated Christmas gifts for all ages and also practical home starter kits including pillows, quilts, quilt sets, toasters, kettles, microwaves, cutlery and crockery to give our services users a helping hand. This support was so appreciated.

We also successfully applied for funding from the 45th Black Santa Appeal from St Anne's Cathedral Belfast where Dean Stephen Forde and Santa's little helpers sat on the cathedral steps for two weeks from 13th December 2021 to raise money for charities.



Our social media highlight featured the Janet Devlin documentary which included an ASCERT service user. Our pre-promotion of the film on social media reached over **4,000** people on Facebook and almost **300** on Instagram - an unprecedented level of engagement through likes, shares and link clicks. The post on Twitter reached over **8,500** users on the platform; again another benchmark in our engagement with followers

SOCIAL MEDIA

@ascertni

Combined reach of **1,114** across our social media platforms

A total of **258,815** people viewed our content on Facebook;
29,355 on Instagram
and
128,228 on LinkedIn



OUR RESOURCES

Thank you to all our donors, funders and volunteers.
We couldn't have achieved this without your generous support.



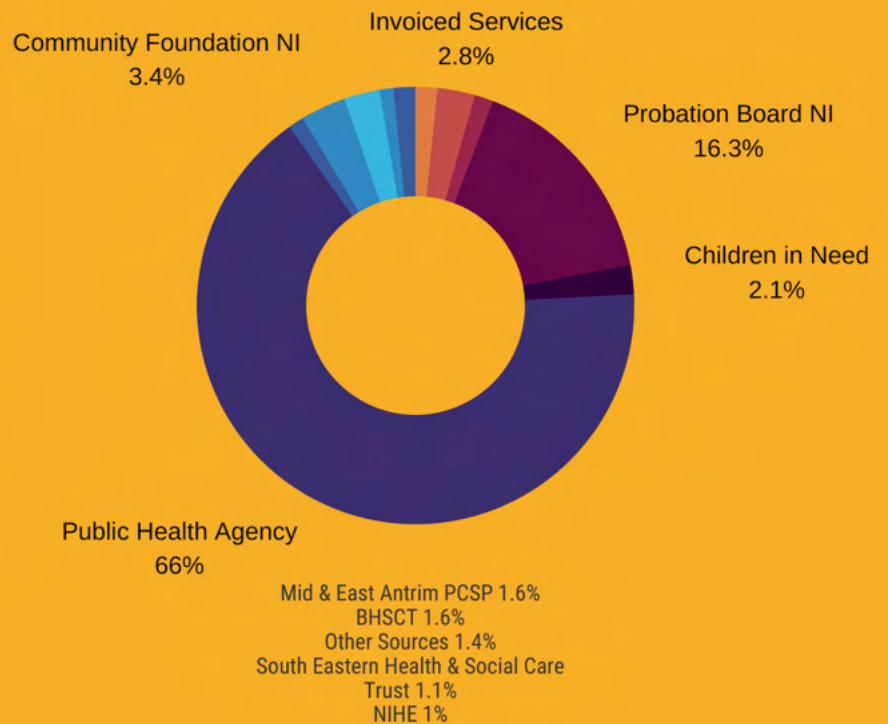
The Ardbarron Trust



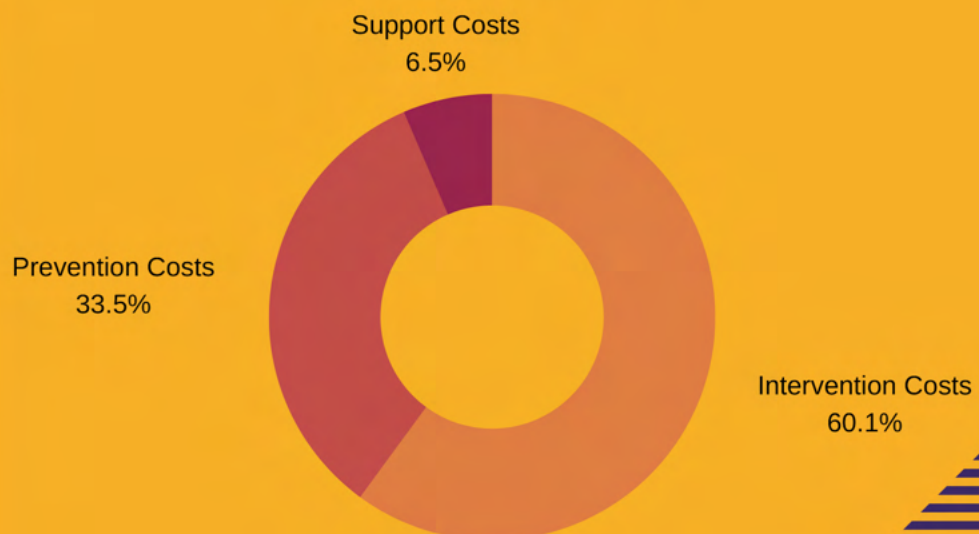
FINANCIAL INFORMATION

We spent **£1,997,812**
delivering our services

Incoming Resources



Outgoing Resources





Belfast Office

Callan House
Westcourt Centre
8-30 Barrack Street
Belfast
BT12 4AH

Head Office

23 Bridge Street
Lisburn
BT28 1XZ

Omagh Office

7a Dublin Road
Omagh
BT78 1JF

Tel 0800 254 5123

Email info@ascert.biz

Website www.ascert.biz

@ascertni

**Impact
Report
2021-2022**

