

Alcohol Intervention

'Late Night, Do It Right' Lancaster University and Students' Union

This intervention aimed to reduce the number of issues in the on campus venues caused as a result of over intoxication and excessive consumption and excessive consumption (in particular binge drinking and pre-drinking)

Description of the Intervention

The Lancaster partnership launched the 'Late Night, Do It Right' campaign with a goal of promoting responsible alcohol consumption amongst the student body. The campaign has focused on educating students around how they can have a night out safely, making some small changes to their normal behaviours they can still have an active and safer social life.

This campaign has involved the partnership developing a clear and central brand, promoting a contemporary student identity around responsible alcohol consumption and staging positive interventions at on campus nightclub and elsewhere on campus on the busiest nights of the term, in order to maximise the overall impact of the campaign.

Interventions included running awareness stalls where free water and snacks are given to students, information provided on responsible drinking and safety tips to students via electronic communications. Students were engaged in conversations around responsible drinking with those attending events and, where required, providing welfare/first aid support to those who are intoxicated. The intervention also included the operation of 'safe spaces' within the venue as well as helping students to get home safely either via a free bus or a taxi paid for by the students' union or campus bar. Free soft drinks [draught] are also offered to students who are the designated driver in their group and show their keys to bar staff.

Additional activity has also included running awareness stall on campus during the day, promoting the campaign to students and educating them around responsible drinking practices.

The project has been student led and staffed largely by student volunteers or student staff at the venues, and supported logistically by staff from career services from both the students' union and university.

What have been the challenges?

- Ensuring there have been enough student volunteers to staff the events on all the nights where the partnership identified interventions were needed, i.e. the busiest nights on campus.
- In some instances had to rely on student staff at last minute, who whilst able to operationally deliver the activity have not always had the detailed knowledge of the wider campaign.

What opportunities has the project created?

- Created a number of volunteer opportunities for students; it was important to the partnership that the project be student led in order to make it relatable to students.
- Created opportunities for students to be involved in developing and creating the content for the project. This included the partnership commissioning two campaign videos which have been filmed and edited by students as part of internship and paid opportunities.
- Created the opportunity for paid student employment with the creation of student welfare ambassadors at on-campus venues in order to increase the overall capacity to deliver interventions during normal operating hours i.e. outside of key events in the calendar such as Welcome Week.

What changes would you make?

- Increasing the range of snacks on offer to students on nights out to include more healthy alternatives e.g. fruit. In line with the sustainability policy, the partnership are also looking to reduce the amount of plastic they use as part of the initiative by replacing plastic cups and straws with more environmentally friendly options.
- Increasing the frequency of awareness events on campus and giving a stronger campaign focus on the impacts of excessive alcohol consumption and academic attainment / performance.
- Improving the training for welfare ambassadors and volunteers to cover mental health first aid training.

Do you have any advice for other SUs – dos and don'ts?

- Think carefully about the frequency at which you run the events and how you will adequately staff these. It is also important that you allocated adequate financial resource to your campaigns/interventions as you will be surprised at the amount of stuff that you give out to students.
- Marketing and branding is also crucial so that students can relate the activity back clearly to your wider campaign and the alcohol impact initiative.
- Think about the environmental sustainability of initiatives and where possible reduce the amount of plastics used.

Was there a key factor that ensured the success of the project?

- Student-led – therefore relatable to students
- Strategic about when to run events in order to maximise the impact and reach to students e.g. use attendance figures at events

The Students' Union at University of West of England (UWE) – Late Night Do It Right

The Students' Union at UWE run a similar campaign with the same name which helps students to have a safe night out. They offer free water at all of their bars and operate a zero tolerance to sexual harassment. Find out more about this campaign [here](#).