

Alcohol Awareness Events

It is important that universities don't rely on student knowledge alone to change behaviour. Promotion of alcohol advice, safety advice, campaigns and resources can be used to amend negative attitudes about alcohol and encourage responsible consumption amongst students.

Alcohol Awareness Events

Research has suggested that messaging which is given to students, which aims to change people's behaviours, needs to be credible and relevant. In the context of alcohol, it is important that students feel confident to negotiate social situations and choose not to drink, or drink less than others if they want to ([Mentor, 2013](#)). There are several national alcohol-related events that universities can choose to get involved with e.g. Alcohol Awareness Week or Dry January. Alternatively, more bespoke events or campaigns can be implemented at key points of the academic year to promote responsible consumption amongst students. The Alcohol Impact project encourages partnerships to ensure a large number of students are reached through these campaigns and that the impact of this is monitored and evaluated.

Alcoholhub at Manchester Metropolitan University (MMU)

The MMU Residential Life team have created an 'Alcoholhub' information poster promoting their pop-up stalls as part of their Alcohol Awareness Week campaign. The advertisement, both in student halls and through MMU Browzer Student Living website has reached over 3500 students with over 200 students attending the pop-up stalls. Manchester Student Homes promoted a 'Wary of Light Fingers (WOLF)' student personal safety stall at MMU also as part of this campaign. Furthermore, Manchester Student Homes provided information and advice to students in order to raise awareness of issues relating to student personal safety within the Manchester area. . The information communicated was developed in partnership with Greater Manchester Police and Manchester City Council.

Think Before You Drink at Durham University

Durham University implemented a 'Think Before You Drink' alcohol awareness week. Activities included: alcohol & safety talk, drunk stories screen (sharing of negative experiences that have happened on a night out), pub quiz, tea & toast, 'Have a Word' roadshow, information on mixing alcohol & drugs, alcohol & money talk, alcohol-free film screenings, free soft drinks, 'Get Home Safe Selfies', and drink spiking awareness stalls or is it a messaging campaign?. Events were generally well attended with over 170 students accessing the 'Have a Word' roadshows, 60 students attending the drug information sessions, 1,020 attending the drug and alcohol roadshows, 14

attending an energy drinks seminar and 25 attending the college bespoke alcohol awareness sessions.

Dry January

Dry January is the annual movement through which millions of people give up alcohol for the month of January. Doing Dry January enables people to take control of their relationship with alcohol and also drives a conversation about alcohol: why we drink it, what it does and how we can reduce the harm it causes. There are many free resources on the Dry January website which can be used if you wish to promote this campaign at your university.

Lancaster University and Students' Union (LUSU): LUSU and Lancaster University promote 'Dry January'. This is promoted to students by an email newsletter and through social media, which directs students to a dedicated page on the SU website. [A testimonial](#) from a current student who was undertaking the Dry January pledge was also promoted to students at the middle of the month taking about the benefits of abstaining from alcohol for a period of time, to help promote the potential impact for students and to provide a message from a more student perspective.

Durham University: A dry event program runs alongside the 'Never Have I Ever' alcohol safety campaign (more information in the 'Interventions' case studies). In the lead up to exams Durham focussed on encouraging students to include non-alcohol based socialising study breaks in their routine, to tackle regular binge drinking.

Canterbury Christ Church University (CCCU): CCCU promoted the Dry January campaign on social media and encouraged students to take the pledge to have an alcohol-free month.

Alcohol Awareness Week at Keele University and SU

The Keele partnership organise two annual week-long alcohol awareness campaigns; one during the national Alcohol Awareness Week and one in February. Activities include alcohol free activities such as free trips to the local trampoline park, unit awareness stickers on cups, information stands with free goody bags and interactive activities (beer goggles and Mario Kart), social media messaging (including facts and mocktail recipes), Best Night In Competition (where students take pictures of their night in to win cinema tickets), breathalyser stall where students were asked if they had been out the previous night and if they wanted to check if they had any alcohol left in their system, [social norming videos](#) and information on how to 'look after your mates after a night out'. There was a 16% increase in students reporting that they are aware of responsible drinking campaigns taking place on campus between 2015 and 2016 (NUS Alcohol Impact Survey).

Information Stalls

University of East Anglia (UEA) and Students' Union: The UEA partnership organised an 'Alcohol Impact Week' in February, which consisted of three stalls on three different days. The first stall invited students to guess how many units were in their favourite drinks. The second invited students to discuss their weekly alcohol consumption and they were given a leaflet explaining the impacts of their drinking and how they could reduce it, along with key support contacts at UEA who could help. The third stall invited students to list the different ways alcohol had affected them and suggest ideas for encouraging responsible drinking at UEA SU.

Bucks New University and Bucks Students' Union: The partnership ran pop-up alcohol awareness information stands at various wellbeing events such as the 'Health and Wellbeing Fair' and at different students' union led events.

University of West England (UWE): UWE's Healthy University Group ran in partnership with [Southern Brooks](#) (a community wellbeing charity), Alcohol Awareness stands at various events. UWE students were recruited to support the stalls. This included third year sociology students who gained volunteering hours as part of their coursework module. The interaction focused on where to get support, understanding units, calories and consequences and managing money on a budget. UWE reported delivering 76 [Identification and Brief Advice \(IBA\)](#) interventions distributing 61 unit calculators and 44 mocktail recipes.

University of Bradford: Bradford University conducted an IBA intervention, students were asked to complete the [AUDIT](#) and leaflets were provided as information. The stall also featured unit measure cups, units in alcohol wheel, spikeys and pens. In total, 150 AUDITs were completed and 200 packs of freebies given out.