Alcohol Awareness Week 2021

Alcohol and Relationships
Between 15th - 21st November 2021, SOS-UK joined organisations around the UK to take part in Alcohol Awareness Week

Raising awareness of the links between alcohol and relationships.
Peer Pressure

Whilst peer pressure does occur, we challenged the stereotype that all students feel pressured to drink more by their friends.

70% of students agree they do not feel pressure from friends to drink more alcohol than they would like.

81% of students agree “I don’t have to get drunk to have a good night out”

Students and Alcohol survey 2020/21
We looked at alcohol poisoning under the theme of “looking out for your mates”

In 2019, following the death of Ed Farmer due to alcohol poisoning, the coroner recommended that:

• All first-year students are provided with an induction covering the risks of consuming alcohol in large quantities and guidance on caring for those who are drunk.

• Reinforcing these induction messages at the beginning of each academic year.

• A national campaign on the inherent risks of alcohol consumption within a short period

We are calling for all universities and students’ unions to follow these recommendations and help save lives!
Be Inclusive! - We reminded students that not all their peers choose to drink

25% of students report not drinking alcohol

Students and Alcohol survey 2020/21

Read our article on making friends at university without getting drunk

https://www.sos-uk.org/post/7-ways-to-make-friends-at-university-without-getting-drunken

Contact us for more ideas on how to make your campus more inclusive!

#AlcoholAwarenessWeek
We encourage all our Alcohol Impact partnerships to join us in raising awareness of Alcohol Awareness Week.

See a snapshot of some of their great work.
Keele University and Keele SU

Social Media Polls

Do you drink alcohol?
- Yes: 19%
- No: 81%

Do you feel pressure to drink?
- Yes: 23%
- No: 77%

Do you drink to cope with any mental health issues?
- Yes: 24%
- No: 76%

Do you drink more if you are part of a group?
- Yes: 21%
- No: 79%

Drink Spiking Awareness - targeted communications and support pathways

Alcohol Awareness Week 2021
Keele University and Keele SU

“Reasons why I drink” & “What I enjoy about drinking events”

Alcohol Awareness Stalls with local recovery support services and police

Drug boxes
Beer googles
Guess the units quiz

Pickled livers
Spikeys
University of West England and UWE Students’ Union

Instagram Great Big Alcohol Quiz - 1843 respondents!

- What percentage of UWE students ace themselves on a night out?
- Does alcohol aid sleep?
- How to help a friend with alcohol poisoning?
- What student has the most units of alcohol? (showing a photo of different drinks)
- How many hospital admissions due to alcohol?
- Do UWE students expert their friends to drink regularly?

Mocktail Masterclass

“We love your events! It's so nice to have somewhere to go in the evenings that’s free and fun and doesn’t revolve around drinking!”
Royal Holloway University of London and Royal Holloway SU

Beer Google Mario Kart sessions to highlight the dangers of drink driving
To find out more about our Alcohol Impact programme please visit:

https://www.sos-uk.org/project/alcohol-drugs-and-student-wellbeing

or contact tracy.lumb@sos-uk.org