

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!



The poster is a teal-colored graphic with white text and icons. At the top left, a diagonal banner reads "THEY JUST NEED TO SLEEP IT OFF". To the right of this banner is an icon of a bottle and a glass. Below the banner, a list of symptoms is presented in large, bold, white letters, each starting with a letter: Mental confusion, Unresponsive, Snoring/gasping for breath, Throwing up, Hypothermia, Erratic Breathing, Loss of consciousness, and Pale or blue skin. At the bottom, a white box contains the text "Save a Life Know the signs" followed by a large exclamation mark. To the left of this box is the SOS logo and the text "STUDENTS ORGANISING FOR SUSTAINABILITY UNITED KINGDOM". To the right is the "nus Alcohol Impact" logo. At the very bottom, a small line of text reads "Drunk or dying? Know the signs, get help, save a life from alcohol poisoning."

"THEY JUST NEED TO SLEEP IT OFF"

Mental confusion
Unresponsive
Snoring/gasping for breath
Throwing up
Hypothermia
Erratic Breathing
Loss of consciousness
Pale or blue skin

Save a Life Know the signs !

SOS STUDENTS ORGANISING FOR SUSTAINABILITY UNITED KINGDOM

nus Alcohol Impact

Drunk or dying? Know the signs, get help, save a life from alcohol poisoning.

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-drunk>

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

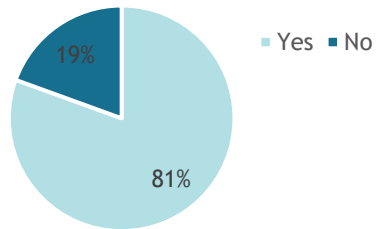


We encourage all our
Alcohol Impact
partnerships to join us in
raising awareness of
Alcohol Awareness Week

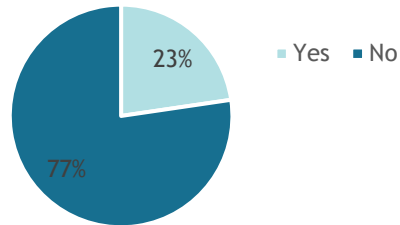
See a snapshot of some of
their great work.

Social Media Polls

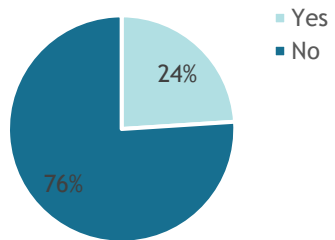
Do you drink alcohol?



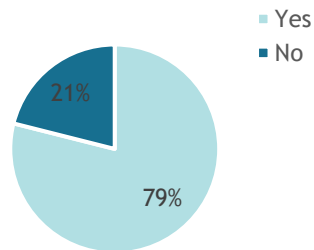
Do you feel pressure to drink?



Do you drink to cope with any mental health issues?



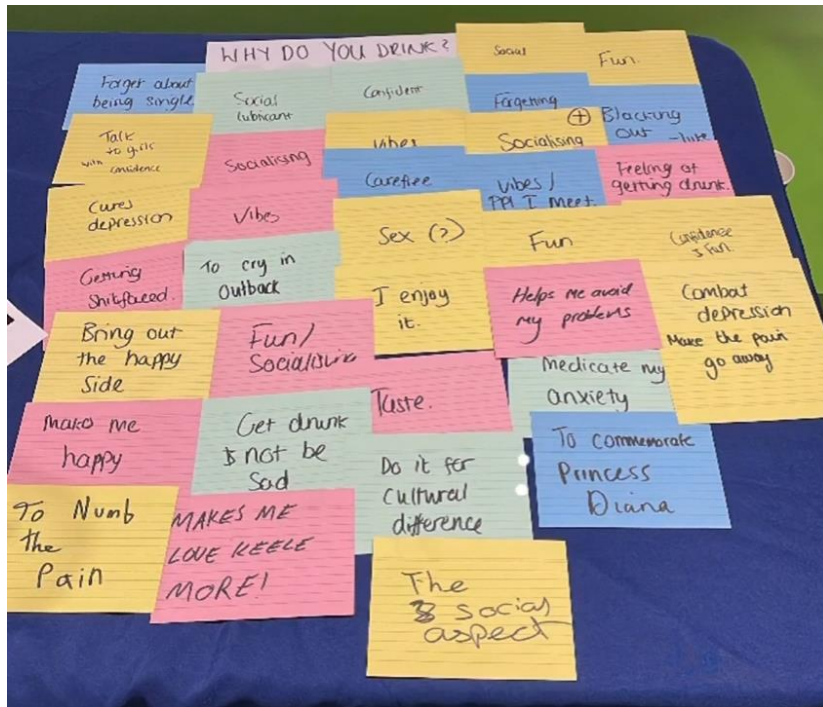
Do you drink more if you are part of a group?



Drink Spiking Awareness - targeted communications and support pathways



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



Alcohol Awareness Stalls with local recovery support services and police



Pickled livers

Spikeys

Drug boxes

Beer goggles

Guess the units quiz

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

