

# NUS Alcohol Impact

## How it works

Alcohol Impact is our whole-university programme designed to foster responsible drinking cultures for students. It is a strategic framework for partnership working between students' unions and institutions, culminating in an accreditation mark. The programme adopts social change theory; aiming to reduce harm, and improve welfare, well-being and academic achievement - whilst creating more inclusive spaces and enhancing the student experience. In 2014/15 Alcohol Impact was funded by the Home Office and run at seven pilot students' union and institution partnerships. We've now had 28 partnerships take part. In implementing the programme, NUS trains student auditors which, as well as aiding their understanding of responsible alcohol consumption, supports their professional development.

## Impact

To date, we've reached over 200,000 students, including through the participation of 200 sports clubs. Five thousand students have been actively involved with the programme, and fifty student auditors have received in-depth training. Our annual surveys have been completed by 46,000 students.

- A 20% reduction in the number of students pre-drinking regularly in halls of residence.
- A 50% reduction in verbal assaults occurring on a night out.
- A 50% reduction in incidents of major fighting during nights out.

### Here are some of our partnerships' stand-out results:

- A 50% increase in the number of non-alcoholic events run during welcome week.
- A 40% decrease in students' exclusion from campus venues due to irresponsible drinking.
- A 10% reduction in anti-social behaviour complaints from the local community.
- A 20% reduction in students being rejected from the union bar due to intoxication and aggression.

For more information:

<https://alcoholimpact.nus.org.uk/research>

***"It gives you the framework not only to achieve successful interventions, but also to ensure they are based on trends and research and are evaluated effectively."***

Alcohol Impact participant



51%

Before going to university over **half of young people** surveyed **thought that students got drunk most of the time.**



54%

**Just over half of students regularly drink at home or a friends' house before they go out for the night.**

79%

**of students agree that drinking and getting drunk is part of university culture.**

**40%** Nearly **half of students** think getting drunk means they'll have a good night out.

79%

**But...**

**Over three quarters of students say they **don't have to get drunk** to have a good night out.**



POP!



**Half of students drink alcohol at least once a week.**

50%

**nus**

**Alcohol**

**Impact**