

Innovative and impactful alcohol
interventions in residential settings

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The purpose of this session is to explore issues around alcohol consumption in residential accommodation.

Agenda:

- Insight
- Practical interventions – case study
- Best practice sharing and collaborative workshop



- Online survey with NUS Extra cardholders across the UK
- 2004 responses from HE students in November 2016

50% first year undergraduates

30% University halls

78% UK citizens

49% 18-20 years old

25% SU/Uni sports club members

11% from outside the EU

51% female

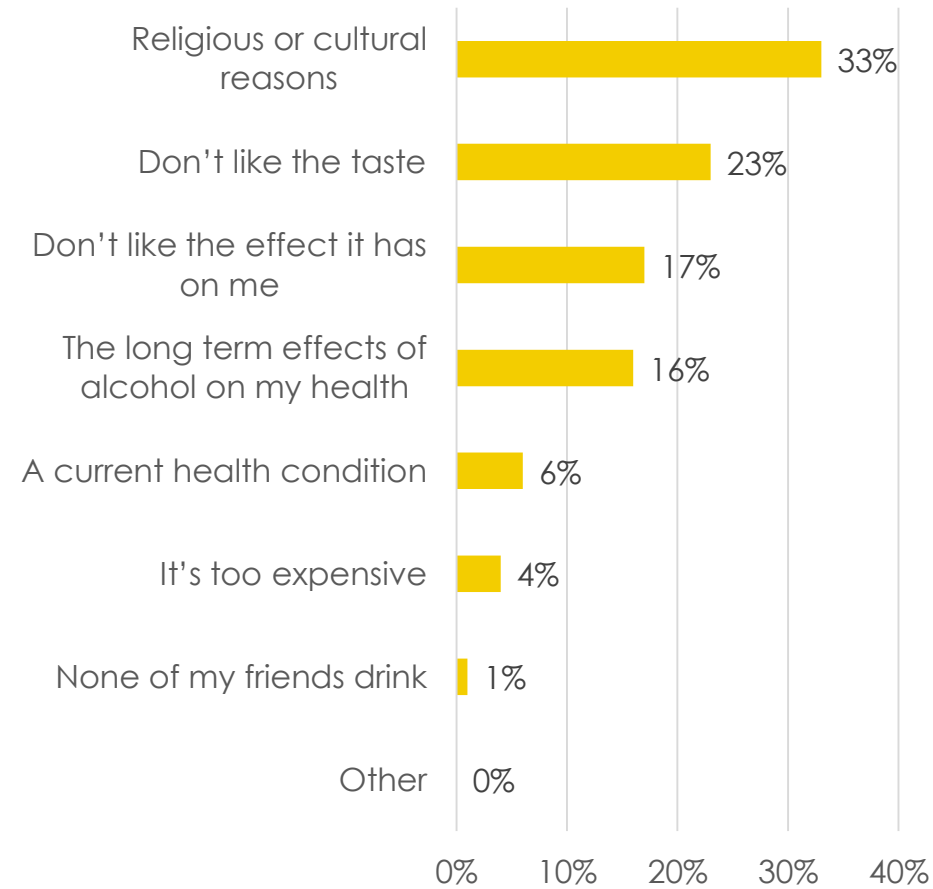
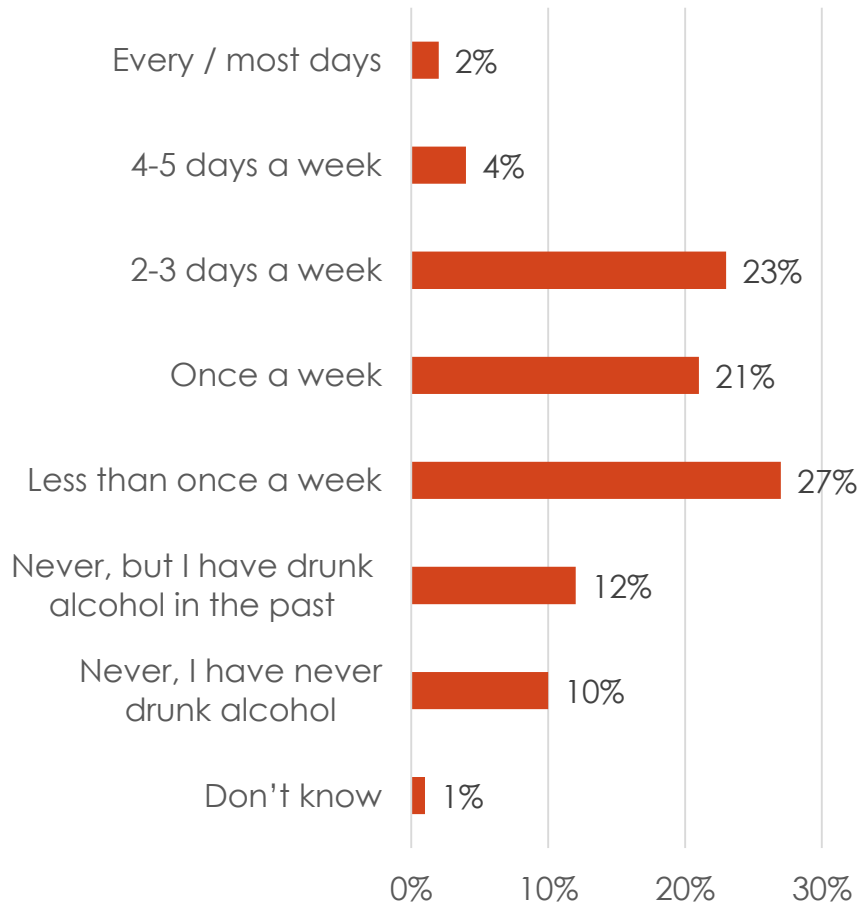
25% SU/Uni sports club members

36% rented accommodation



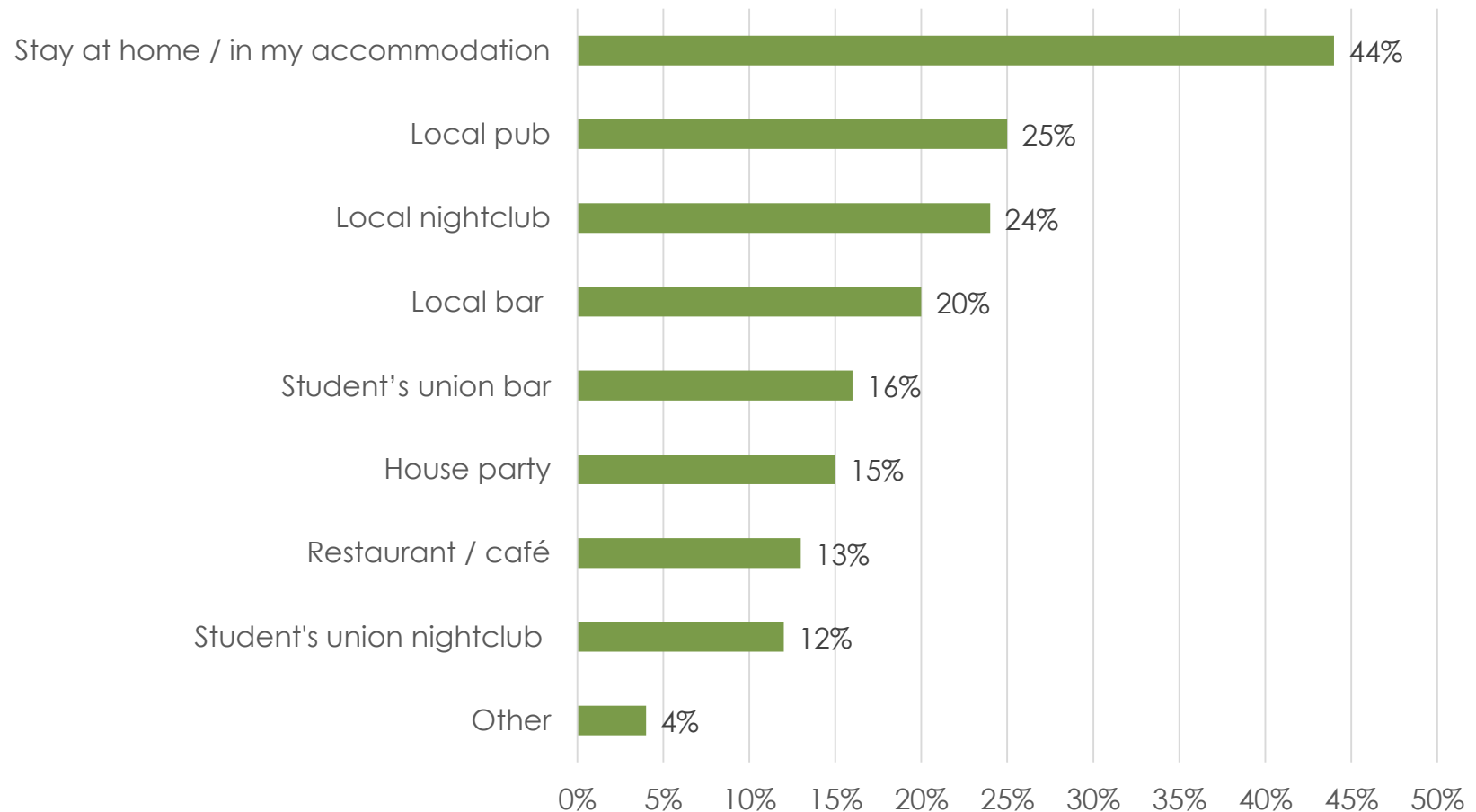
Levels of alcohol consumption

- Most respondents say they drink 2-3 days a week, with half saying they drink at least once a week.
- 22% say they don't drink alcohol.



Where are students drinking?

- The most common location for students to drink (once a week or more often) is in their home/accommodation

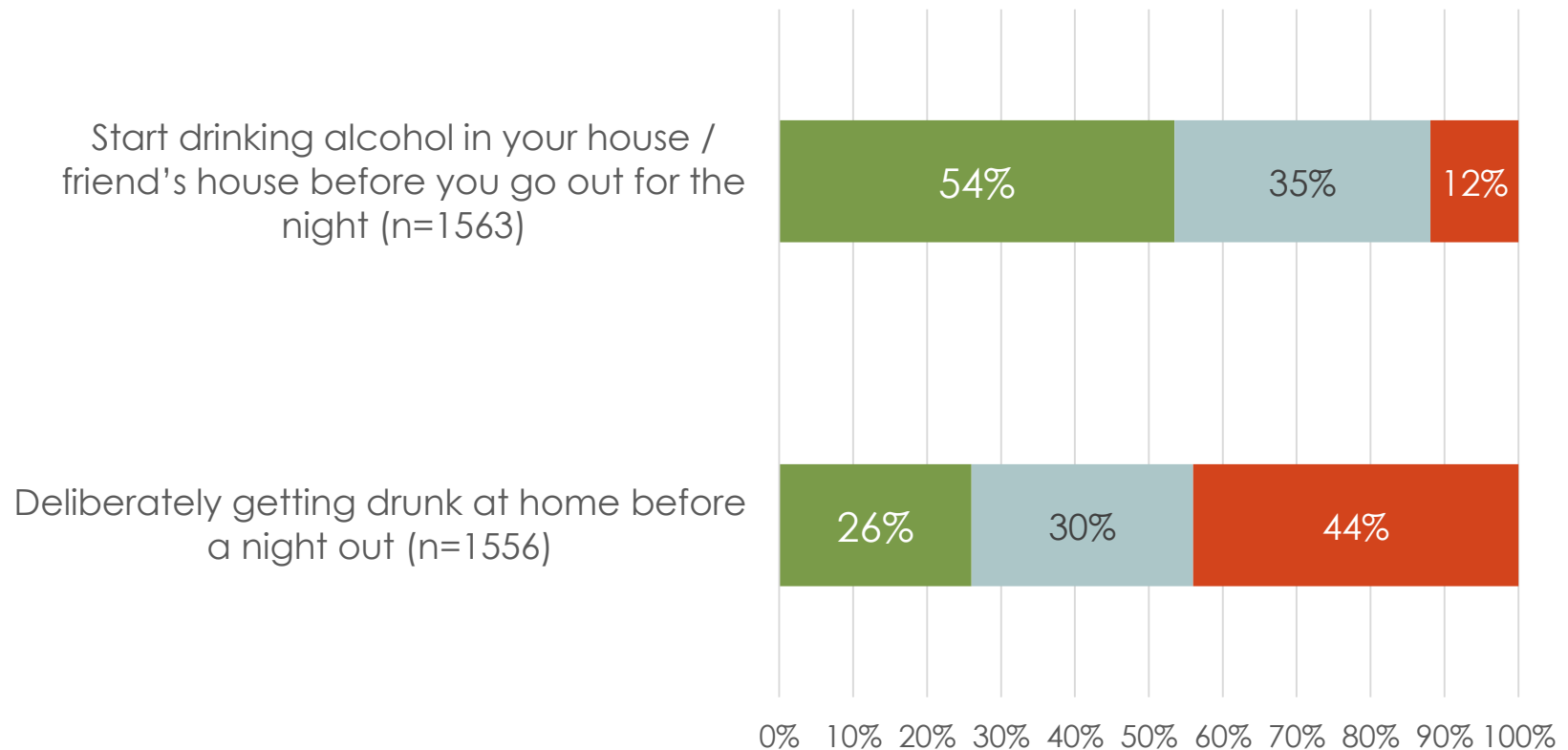


Q. If you are drinking, how often do you tend to drink in each of the following places? Base: c.1535 Balance: Less often than once a week, no response and non-drinkers

Where are students drinking?

- Over half of respondents say they regularly start drinking alcohol in their own or their friend's house before going out

■ Something I do regularly ■ Something I consider but rarely do ■ Something I would not even consider



Q. If you are drinking, how often do you tend to drink in each of the following places? Base: c.1535 Balance: Less often than once a week, no response and non-drinkers

Impacts of alcohol consumption

- Respondents reported a range of alcohol-related impacts which may play out in their accommodation, or have long term consequences for their accommodation community...

6% have caused damage to the place where they live

46% were unable to remember what happened the night before

20% had unprotected sex

27% got into an argument with people they knew

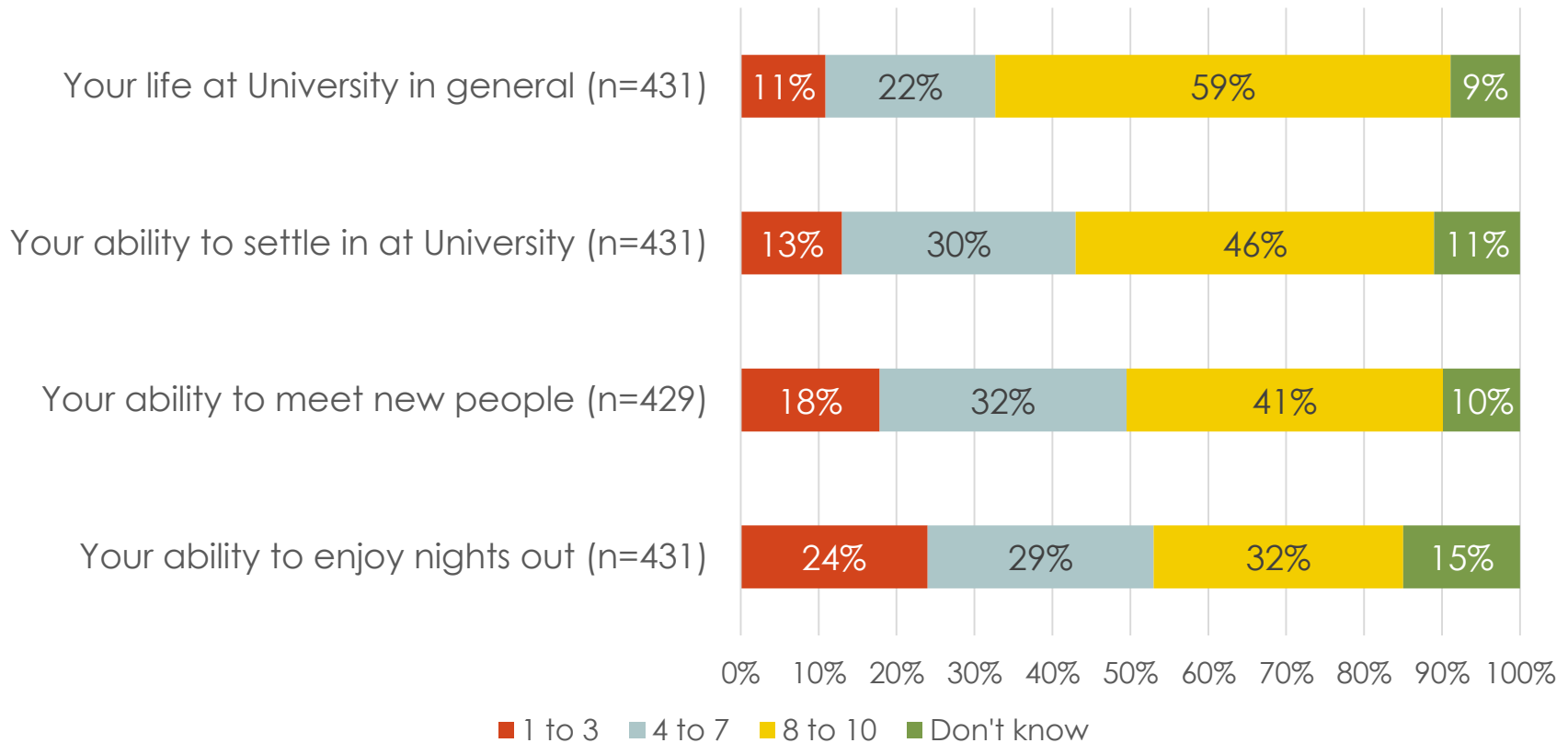
6% got into a fight with people they knew

20% regretted a decision to engage in sexual activity

Q. People react differently and experience different consequences when drinking alcohol. Please indicate if any of the following things have happened to you in the last term as a result of drinking alcohol. Base: c.1550 Balance: No response and non-drinkers

Impacts on non-drinkers

- Non drinkers report that in general, not drinking has a positive impact on their university life in general.
- Around a fifth say that not drinking has negatively impacted their ability to meet new people.



Q. On a scale of 0 to 10 where 0 = a very negative impact and 10 = a very positive impact, how do you think that not drinking alcohol has impacted on the following? Base: (in brackets) Balance: No response



Practical Interventions

Case study from Unite Students

Insight - Starting with 'why'

- Volume
- Risk
- Impact on flatmates and other students living in a property
- Social Integration vs social isolation



Multiple messages and multiple activities

Abuse (including sexual abuse)

Theft

Sexual harassment

Identity theft

Getting home safely

Cooking Safety

False Fire activations

Planned Fire Drills

Wellbeing and
Personal Safety

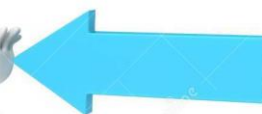


Fire
Safety



- Collaborative approach – H&S/ Student Services
- Less is more – targeted, timely and insight led approach
- Student First – coherent approach to Student Wellbeing
- Joint external and internal communication plan
- Partnership with SMEs in a sector

Wellbeing and
Personal Safety



Fire
Safety

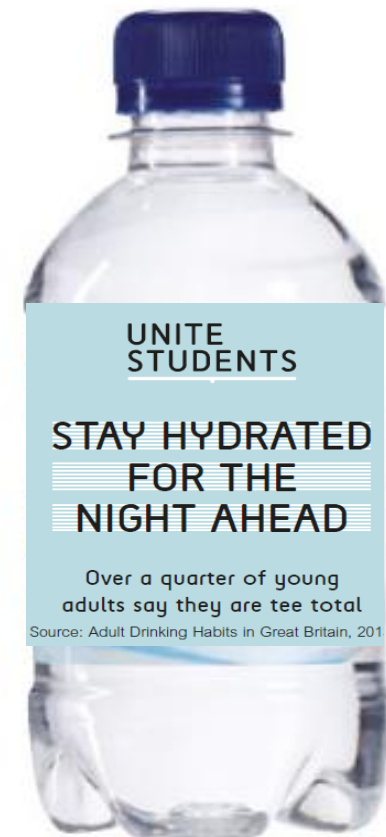


Fresher's week – Alcohol Awareness

Campaign Aim: Harm reduction

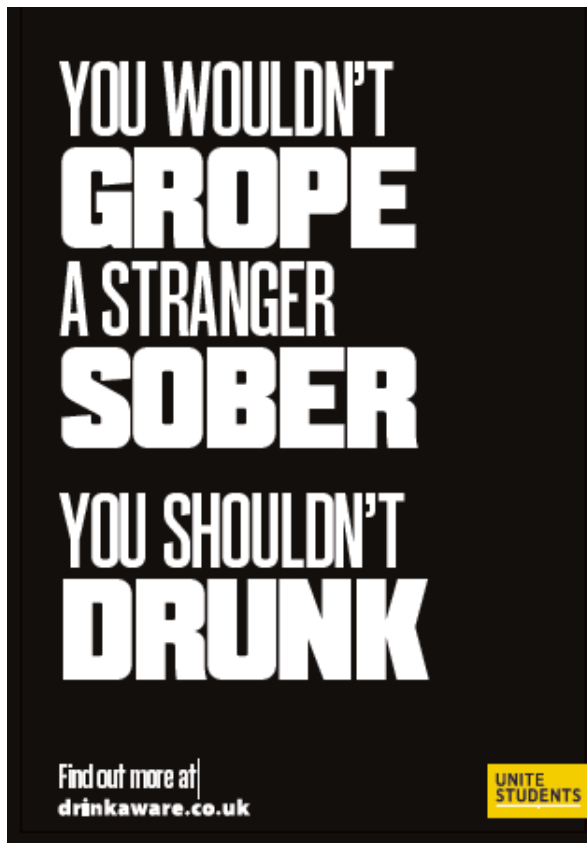
Hydration stations:

Bottles of water were provided to students on their way out to social events to promote safe drinking and destigmatising drinking soft drinks on nights out.



*'Over a quarter of young adults say they **do not** drink alcohol at all'.*

2 Posters accompanying the campaign provided by Drinkaware



Digital Screens

Information on *How to deal with alcohol poisoning (what to do and NOT to do)* displayed on digital screens

Alcohol poisoning

recognise the signs



- Confusion
- Coordination loss
- Vomiting
- Seizures
- Pale skin (or blue-tinged)
- Low body temperature
- Slow breathing (or irregular)
- Stupor (conscious but unresponsive)
- Unconsciousness

**BETTER SAFE THAN SORRY is the rule for alcohol poisoning.
If you have any doubts, CALL 999 FOR AN AMBULANCE.**

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Alcohol poisoning



Do

- Keep them **awake**, warm & sitting up
- Give them **water**
- Lay them **on their side** (recovery position) if they have passed out
- Check if they are **breathing properly**
- Stay with them & **monitor their symptoms**

Don't

- **Don't** leave them to **sleep it off**
- **Don't** give them **coffee**
- **Don't** make them **sick**
- **Don't** **walk** them around
- **Don't** put them under a **cold shower**
- **Don't** let them **drink** any **more alcohol**

**BETTER SAFE THAN SORRY is the rule for alcohol poisoning.
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Common Room

Series of articles promoting safe drinking as well as personal accounts from student bloggers fostering positive attitudes and changing the perceived social norms around drinking at university

- Freshers' week without alcohol: A 'Grease' parody
- [How many chicken nuggets are in your drink?](#)
- [Spiking uncovered](#)
- You wouldn't sober, you shouldn't drunk
- Planning a night out? Read this...
- [How to get a safe taxi home in the UK](#)



HEALTH & WELLBEING

Freshers' week without alcohol: A 'Grease' parody



Bronwen

Student Blogger | 09 Oct 2017



How I survived the Pink Ladies...

Do you remember the song "Look at me, I'm Sandra Dee" from Grease? It is performed by a taunting Rizzo during Sandy's first sleepover with the Pink Ladies. Rizzo throughout her performance continues to mock, suggesting that Sandy is prudish.

One of Rizzo's dissatisfactions with Sandy is that she doesn't drink. Neither did I during my fresher's back



Over **10,000 bottles** given away to students in 24 cities

Articles on [Common Room](#) achieved **62.4% readership** level

Promotion: **87%** staff witnessed students looking at **alcohol related posters**



us STUDENT LIFE HUB UK

MENU ≡

HEALTH & WELLBEING

How to get a safe taxi home in the UK

By StudentLifeTeam | 12 Oct 2017

Unsure about the best way to get home safe from a night out?

This guide explains the two main types of taxi in the UK and gives some top tips for staying safe.

What is a Hackney Carriage Taxi?

These are more commonly known as black cabs or black taxis – but they might be a different colour in your city. They're often blue in Bristol, for example.

The driver starts a meter when you get into the taxi and, at the end of your journey, you pay the price that's

September – October 2017

- ✓ **6 % reduction** in percentage of **Alcohol Related Incidents** reported
- ✓ **30% YOY decrease** in alcohol related **disturbances** in properties
- ✓ **50% YoY decrease** in number of alcohol related **assaults**

..**but** YoY ambulances attendance has seen **increase of 8%.....**



- Campaign should be extended or at least cover key events in student life (i.e. Halloween)
- Really well received by students, bottles were utilised both during day and night time with many students approaching staff asking for them
- More staff awareness and education about alcohol needed to enable team members to engage in meaningful conversations with students
- Worked really well when supported by Wardens, JCRs and Student Ambassadors

“So, you actually really care for us”

Comment made by student in Bristol



3 out of 5

average campaign rating by Safety Teams

“We gave out approximately 300 bottles within first night of the campaign”

Comment made by Adam Lawson, Safety Supervisor n Sheffield



- ✓ Develop more **sustainable** solution
- ✓ Extend the duration of the campaign to cover **key social events in students life**
- ✓ Expand content campaign to promote **self care** and provide more information about dangers of **mixing drugs and alcohol**
- ✓ Property teams to receive **Alcohol Awareness training**
- ✓ **Collaboration** with NUS, SUs and Universities as well as local support agencies (charities , Police)
- ✓ Review of events proposition to ensure **inclusivity** and **accessibility** to all students



How can we best work together to support students ?

Pre Drinking



Over half of students say they regularly start drinking alcohol in their own or their friend's house before going out

Social Inclusion vs Social Isolation



Around a fifth of students say that not drinking has negatively impacted their ability to meet new people.

