

Presentation by

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The Students' Union at UWE's Experience of Alcohol Impact

THE STUDENTS'
UNION
AT UWE

nus
Alcohol
Impact

What is Alcohol Impact?

Alcohol Impact is a strategic framework and supported accreditation mark managed and delivered by National Union of Students (NUS).

It adopts a whole institution approach bringing together the students union, its partner institutions and local stakeholders to create the conditions for a social norm of responsible alcohol consumption.

The programme takes a social change theory approach to tackling cultures of irresponsible drinking, ultimately reducing harm to students, improving welfare and wellbeing, academic achievement, creating more inclusive spaces, and enhancing the student experience.

What is Alcohol Impact?



- ✓ This isn't about getting students to stop drinking
- ✓ It's about creating a more positive culture of responsible drinking
 - ✓ Habit forming
 - ✓ Inclusivity

How does it work?

Knowledge & Understanding

Collaboration, Commitment
& Intent

Norms & Framing

Policy & Operations

Impact & Outcomes

Engagement & Outreach

Interventions

Accreditation criteria- flexible and covers a range of different issues across the whole campus and within the wider community.

Interventions- such as the creation of alcohol-free spaces across campus, or developing innovative alcohol free events.

Student led audit facilitated by NUS to assess the partnerships performance in Alcohol Impact. If criteria have been completed to a satisfactory level, the institution is awarded with our accreditation mark.

Transformative Change

“A shift in the (business) culture of an organisation resulting from a change in the underlying strategy and processes that the organization has used in the past. A transformational change is designed to be organization-wide and is enacted over a period of time.”

(Business Dictionary, 2018, <http://www.businessdictionary.com/definition/transformational-change.html>)

UWE: Whole-institutional change for responsible consumption of alcohol

Partnership:

Efficient achievement of shared goals

- What is an equal and active partnership?
- What is authentic partnership?
 - Regard for others and respect
 - Synergistic
 - Focus on the partnership process

How to develop and sustain effective partnership working

- Clarify purpose and goals
- Identify key individuals/stakeholders
- Identify core project team for all partners
- Define roles of all team members
- Plan the work
- Share responsibility
- Involve all partners at every stage

Key lessons from The Students' Union at UWE

1. Not a tick box exercise. Accreditation needs to mean something
2. Everything should come from your data to develop interventions Work your way down the criteria – give leads
3. Constantly check in and review timeline and dates
4. Ensure partnership is active across all relevant partner functions and activities
5. Embed partnership into role descriptions and Terms of Reference
6. Be alert to opportunities (e.g. restructures, national movement) and be responsive
7. Ensure continuity of funding as possible
8. Don't 'fight the system' – align with strategy
9. Be patient, invest time



LATE NIGHT DO IT RIGHT



Bring Your Own Bowl





90%

of UWE Bristol students eat before they go out.

"I always eat before I go out, it means the night lasts longer, but also I get to eat!"

– Siân, VP Community and Welfare

89%

of UWE Bristol students have fun with people who don't drink.

"Whether people drink or not makes no difference to me, we can still hang out and have a good time – alcohol doesn't even matter, everyone knows that." – Jamie, VP Education

82%

of UWE Bristol students said that drinking too quickly can cut short a great night out.

"A night I can't remember is a complete waste of time. Take care of yourself! Life is about making memories, not deleting them."

– Bahkai, VP Societies and Communication

76%

of UWE Bristol students don't have to get drunk to have a good time.

"Having a good time doesn't always need to involve alcohol, try a different event like go-karting, paintballing or Airhop!"

– Erin, VP Sport and Health

73%

of UWE Bristol students don't like socialising with people who get too drunk.

"Most people like a drink, nobody likes a drunk" – Erin, VP Sports and Health

Workshop activity: individual task

- Where are you in your Alcohol Impact Journey? What are the priorities?
- What current institutional/Students' Union priorities might link well to one or more of these priorities?
- What mechanisms already exist for shared discussion/action on these issues?
- What more is needed to be done/ what 'gaps' exist which enhanced partnership working could help to fill?

Workshop activity: group task

- Share your overview and take it in turns to brainstorm ideas for taking this further.
- Who is one person you could talk to about progressing your 'favourite' idea?
- What key points could you make to help to encourage commitment to your proposed partnership?
- How might you ensure that key elements of authentic partnership working are embraced?



Questions?

Next steps

