

# OUR EXPERIENCE OF THE ALCOHOL IMPACT PROJECT

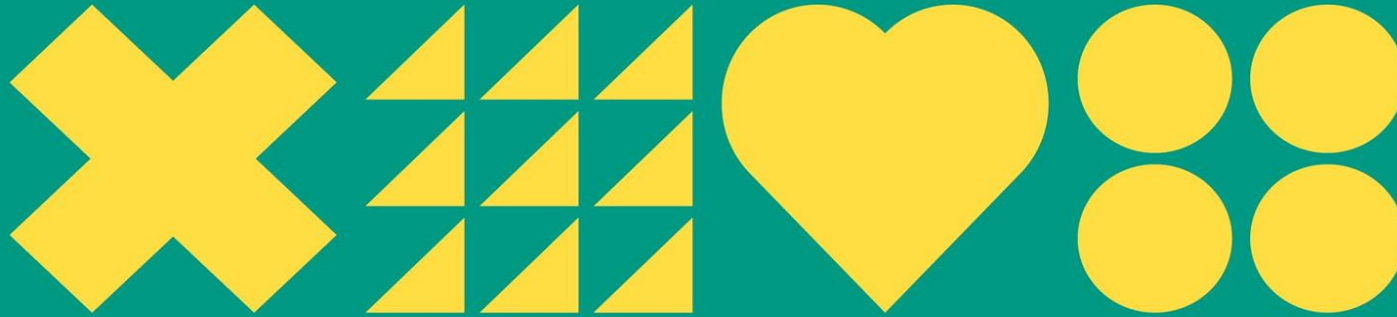
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**#studentsandalcohol    #alcoholimpact**

# WE AIM TO SHARE...

- The approach taken by Leeds and Keele to achieve the Alcohol Impact Accreditation
- The impact of the award and what it means for the university
- The next steps and going forward after receiving the award
- Advice & learning

WE'LL START WITH  
LEEDS...

# Alcohol Impact Presentation



# UNIVERSITY OF LEEDS

- 34,000 students, mostly studying on one campus right next to a vibrant, growing city
- Huge competition from local bars, clubs and restaurants/takeaways
- Achieved accreditation August 2018



# MOTIVATION TO JOIN ALCOHOL IMPACT



- The Leeds Partnership
- Getting recognition for lots of good work already happening
- Recognition that harms associated with alcohol were a problem

# APPROACH TAKEN

- Steering Group - including academics, police, commercial manager, Forward Leeds (drug and alcohol harm reduction project), chaired by Officer, admin done by an Intern (recent graduates)
- Pragmatic - fit what we were already doing into the criteria
- Stretch - use the data and learning to push ourselves to find new interventions
- Avoid parenting - never tell students not to drink or to drink less, inform and guide, but regulate societies

# Project aim:

- To change the social norms around drinking on campus and shape new attitudes towards responsible alcohol consumption

## Key actions:

- Research: surveys and focus groups using the behavioural model
- Testing initiatives e.g. more non-alcoholic events
- Staff training
- Club and society interventions
- Lots of work to pull together evidence for the criteria

# SHOWCASING OF INTERVENTIONS/INITIATIVES



- Events team challenged to come up with a mainstream Freshers big night out
- Lots of alcohol free activities from crafting to garden sessions on the roof, film nights,
- Extended events programme where alcohol is available, **but** not the focus e.g. Hidden and Unplugged

# FOCUS ON FRUITY AND PRE-DRINKS



- Friday night - club night
- Most ejections, incidents requiring St John's etc.

Question:

Are pre-drinks the problem?

We conducted 2 focus groups and found:

- Some students only do "pre-drinks"
- Some students rely on this as a way of connecting with the group
- Enables group safety
- On a Friday - probably more good than bad

# FOCUS ON HARM LIMITATIONS FOR BIG NIGHTS OUT

- Night bus and Walk safe
- St John's Ambulance on site
- Wonder Water easily accessible
- Alternatives to alcohol promoted actively
- Club Angels on site (volunteers offering support)
- Chill out/quiet space available
- Flip flops available
- Ask Angela
- Mental health first aid, zero tolerance and referrals made to Student Advice for follow-up

# THE IMPACT OF THE PROJECT

- Continuous and ongoing attempts to create programmes of events and activity where alcohol is either absent or not the focus
- Great collaboration with bars and events on activity such as PG Be-Happy Hour
- Culture change – already happening, probably not linked to this work, but supported by it

# WHAT'S NEXT.....

- Continued development of event and activity programmes
- Continued attempt to educate staff on campus about students – it's not like it was in our day!
- Continued development of interventions with Clubs and Societies
- Find links/opportunities within the LUU strategic review to embed alcohol impact initiatives into business as usual and then use this when we are re-assessed

OVER TO KEELE...

# KEELE UNIVERSITY

- Relatively small university
- Campus, close knit community
- On top of a hill
- Received the accreditation June 2017





# NIGHTLIFE AT KEELE

- Off campus nightlife venues are limited
- Students' Union, Halls Bars, Postgraduate Association
- Majority of students drink on campus

# BEFORE ALCOHOL IMPACT

- Work done to diversify welcome/transition to university
- Student & staff-led wellbeing initiatives

BUT:

- There was no shared strategy or vision
- Heavy focus on bars and booze, not on impact on experience
- Increase in alcohol related incidents

# STARTING THE JOURNEY...

- Set up steering group
- Recruit Alcohol Impact Officer
- Select criteria
- Emphasis on partnership working

# HOW HAS THIS SINCE DEVELOPED?

- HUG group & SIGs; higher level representation, feeding into a higher group
- Bars Opps Group
- Brand for 'Alcohol Awareness'
- Positive changes on campus

# PARTNERSHIP INTERVENTIONS

# ALCOHOL AWARENESS WEEK

Natalie Louise  
54 mins

Free mocktails on the ground floor of the SU



Kara Holloway  
3 hrs

ALCOHOL AWARENESS WEEK IS HERE 🍷

Take a look at all the great things we have happening this week, including free mocktails and beer goggles this afternoon in the SU and a games night in Barnes Common Room tonight 🎮🎲

#AAW2017



Before your lectures why not join us for a conscious rave, blow the cobwebs out and start the day right! Guest DJ playing a collection of house/disco and soul edits.



KeeleStudentServices @KeeleStudentSrv · 5h  
Did you know? #AAW2017



# SOCIAL NORMING VIDEOS



# PHD ALCOHOL INTERVENTION STUDY



# RING ROUND SYSTEM



# IMPACT OF THE PROJECT

Key Keele statistics

- Drinking games
- Pre-drinking
- Consequences of consumption
- Incidents in the SU
- Hospitalisations

# NEXT STEPS

- More emphasis on drugs
- More alcohol free events
- New policy
- New training matrix for bar staff
- Promotion of the accreditation

LOOKING BACK, WHAT  
HAVE WE LEARNED?

# BARRIERS & SOLUTIONS IN IMPLEMENTING ALCOHOL IMPACT

- Limited resources; financial and timely
- Occasionally a resistance for partnership working
- High staff turnover so hard to gather momentum
- Criteria can seem overwhelming and unachievable
- Hard to evaluate all activities
- Specific lead contact (e.g. Alcohol Impact Officer)
- Organise a key event/campaign in conjunction with SU/university to build relationships
- Regular meetings and updates will maintain enthusiasm
- Break down the criteria into smaller chunks - a lot of it will already be taking place!
- Try different methods e.g. short surveys, polls, feedback forms. Sometimes the annual survey is appropriate to gather an overall evaluation of activities

THANK YOU!

ANY QUESTIONS?

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#StudentsAndAlcohol  
#AlcoholImpact

# OVER TO YOU...

1

What is already being done on campus that could be linked to alcohol harm reduction?

2

Moving forward - what action(s) can you take to progress work on responsible alcohol consumption?