

Wales Students and Alcohol Project

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Background

- Welsh Government commission research and evidence review
- Drinkaware secure tender and secure partnership with NUS Wales
- Open brief to investigate options for roll-out of social norms campaign
- Steering group membership – Welsh Gov, Drinkaware, NUS Wales, Alcohol Research UK, Prof. Jeff French.
- Cardiff University recruited for academic support and evaluation

Mapping

- Stakeholder interviews at all HEI's in Wales
- Interviews with external stakeholders
- Requests for secondary data

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Issues identified

- Lack of consistent policy
- Pre-loading and related incidents
- Lack of evidence based campaigning

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Proposed intervention

- Social norms trial in halls of residence
- Toolkit of best practice
- Project officer to provide training and support

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Social norms trial

- E-survey distributed
- Key messaging selected
- Design company tasked with development

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Toolkit

- Whole-university approach
- Evidence based campaign
- Training for key stakeholders
- Policy guidance

Implementation

- 2-phased materials distribution
- Toolkit available before term started
- Initial review of policy and training needs
- Action plan development

Implementation

- Training for SU officers
- Halls warden briefings
- Policy adoption
- Campaign strategy development

Issues

- Distribution of materials
- Identifying 'gatekeepers'
- Timing