Wales Students and Alcohol Project

Rachel Brown – Cardiff University
Dr Simon Murphy – Cardiff University
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
Issues identified

• Lack of consistent policy

• Pre-loading and related incidents

• Lack of evidence based campaigning
Proposed intervention

• Social norms trial in halls of residence

• Toolkit of best practice

• Project officer to provide training and support
Social norms trial

• E-survey distributed

• Key messaging selected

• Design company tasked with development
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